 **Monthly STR Report Jan 2019**

# General Notes:

The month of January shows a loss year over year in all STR Measurements. 2018 was the highest January for the County on record. Statistics were similar but a little higher than 2017’s statistics. The Downtown area saw the largest declines in all STR Measurements. In 2018, there were a few larger conventions that rotate destinations.

The Beaches area was the only area with RevPAR gains and it was the only area seeing Occupancy growth too.

**Monthly Stats (Duval County):**

|  |  |  |
| --- | --- | --- |
|  | Current Month | % of change |
| Occupancy | 66.6% | -7.6% |
| ADR | $91.55 | -1.1% |
| RevPAR | $61.01 | -8.7% |
| Room Revenue | $33,669,610 | -8.6% |
|  |  |  |

**Monthly Stats by Areas (Duval County):**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Occupancy | % of change | ADR | % of change | RevPAR | % of change |
| Arlington | 75.0% | -7.5% | $89.22 | 0.9% | $66.93 | -6.7% |
| Beaches | 68.6% | 3.5% | $131.67 | 4.1% | $90.26 | 7.8% |
| Downtown | 59.3% | -14.0% | $121.47 | -7.6% | $71.98 | -20.5% |
| Northside/Airport | 71.3% | -0.6% | $80.88 | -7.3% | $57.65 | -7.9% |
| Southside/Mandarin | 66.6% | -9.2% | $85.82 | 0.7% | $57.12 | -8.1% |
| Westside | 69.3% | -9.7% | $76.76 | 2.4% | $53.20 | -7.1% |
|  |  |  |  |  |  |  |

**Year to Dates Stats (Duval County)-Calendar Year:**

Same as above since January is the only completed month thus far.

*Laurie Kopstad, Senior Analytics Manager*

*Visit Jacksonville*

*Direct: 904-421-9178 Email:* [*lkopstad@visitjacksonville.com*](mailto:lkopstad@visitjacksonville.com)