

WEEKLY DUVAL COUNTY STR REPORT 8.4.19

SUMMARY:

This past week saw overall loss in all three STR measurements for Duval County when comparing to 2018's statistics. All six areas of the county performed at a lower level than their performance in 2018. Looking at the groups over this week in 2018, there were no significant indicators of a group bringing in larger demand last year. Possibly the loss is indicative of less business demand travel as the highest loss nights are Sunday through Thursday. Friday and Saturday saw Occupancy losses of .8% and 1.7% respectively. In comparing the Occupancy for 2017 and 2016, 2018 appears to have been an anomaly and 2019's statistics are actually above both 2016 and 2017.

Occupancy percentage of change was down 5.1% making the week average 73.5%. Month-to-date Occupancy is 75.0%, which is down 5.4%. Northside/Airport and the Beaches saw slight gains in Average Daily Rate. RevPAR and Occupancy losses were seen by all areas.

	<i>Current Week</i>	<i>% of change</i>	<i>Month to Date</i>	<i>% of change</i>
Occupancy	73.5%	-5.1%	75.0%	-5.4%
ADR	\$94.05	-0.7%	\$94.48	-1.0%
RevPAR	\$69.09	-5.8%	\$70.82	6.4%
Room Revenue	\$8,559,460	-5.6%	\$12,533,700	6.2%

<i>By Area:</i>	<i>Occupancy</i>	<i>% of change</i>	<i>ADR</i>	<i>% of change</i>	<i>RevPAR</i>	<i>% of change</i>
Arlington	79.3%	-6.7%	\$86.07	-4.2%	\$68.22	-10.6%
Beaches	80.8%	-7.4%	\$153.39	0.3%	\$123.89	-7.1%
Downtown	74.5%	-6.9%	\$111.84	-5.4%	\$83.36	-11.9%
Northside/Airport	74.1%	-4.6%	\$85.57	0.9%	\$63.43	-3.7%
Southside/Mandarin	72.3%	-3.7%	\$85.71	-0.4%	\$62.00	-4.1%
Westside	71.7%	-6.3%	\$75.45	-1.4%	\$54.13	-7.6%

4-Year Comparison of Demand (Rooms Sold) of Same Week:

	<i>Sun</i>	<i>Mon</i>	<i>Tues</i>	<i>Wed</i>	<i>Thurs</i>	<i>Fri</i>	<i>Sat</i>	<i>Total Sold</i>
2019	10,785	13,792	14,500	14,489	13,058	12,271	12,111	91,006
2018	11,800	14,575	15,173	15,383	14,166	12,342	12,300	95,739
2017	10,381	12,963	14,030	13,696	12,409	12,602	12,591	88,672
2016	10,460	12,234	13,058	13,066	12,116	12,077	12,321	85,332

STR Custom Forecast for Duval County 2020:

	<i>Jan</i>	<i>Feb</i>	<i>Mar</i>	<i>Apr</i>	<i>May</i>	<i>Jun</i>	<i>Jul</i>	<i>Aug</i>	<i>Sep</i>	<i>Oct</i>	<i>Nov</i>	<i>Dec</i>
Occupancy	67.1	78.3	84.5	77.2	74.7	74.8	75.0	70.7	70.9	73.9	65.9	63.3
% of Chg	0.7	0.2	-1.4	-0.7	-2.1	-1.6	-0.9	-2.1	-2.3	-0.5	-1.9	0.4
ADR	93.87	102.99	108.22	104.11	107.41	98.79	100.95	98.93	102.66	103.30	95.55	92.42
% of Chg	2.5	4.5	-2.1	1.6	3.3	1.0	2.7	2.8	3.4	-1.7	0.5	1.7
RevPAR	62.97	80.63	91.41	80.38	80.28	73.93	75.71	69.98	72.76	76.32	62.99	58.54
% of Chg	3.2	4.7	-3.5	0.9	1.1	-0.6	1.8	0.6	1.0	-2.2	-1.4	2.1