

## WEEKLY DUVAL COUNTY STR REPORT 11.24.19

### SUMMARY:

This week in Duval County saw a loss in STR Metrics. This was anticipated due to the Thanksgiving Holiday being later in the month (28<sup>th</sup> day in 2019 vs. 22<sup>nd</sup> day in 2018). Occupancy was down 9.1% to 55.5%, ADR was down 7.4% and RevPAR was down 15.9%. The Westside saw RevPAR growth as well as over 10% growth in Occupancy. The Beaches had a minimal loss in Occupancy and was the only area with ADR growth for the week.

The good news is the growth seen earlier in the month is enough to have a larger overall growth for the month. Tentative month-ending statistics have RevPAR with more than a 14% increase, ADR with nearly a 9% growth and Occupancy with a 5% growth. Demand (rooms sold) is up 6.2% for the month with additional supply added to the market.

	<i>Current Week</i>	<i>% of change</i>	<i>Month to Date</i>	<i>% of change</i>
<b>Occupancy</b>	55.5%	-9.1%	70.3%	5.3%
<b>ADR</b>	\$83.12	-7.4%	\$100.49	8.9%
<b>RevPAR</b>	\$46.14	-15.9%	\$70.65	14.6%
<b>Room Revenue</b>	\$5,766,541	-15.2%	\$37,840,134	15.6%

<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>
<b>Arlington</b>	53.0%	-21.1%	\$84.71	-3.4%	\$44.93	-23.8%
<b>Beaches</b>	57.5%	-0.9%	\$128.83	1.3%	\$74.07	0.3%
<b>Downtown</b>	47.3%	-14.6%	\$102.74	-11.0%	\$48.56	-24.0%
<b>Northside/Airport</b>	52.9%	-19.3%	\$80.90	-6.1%	\$42.83	-24.2%
<b>Southside/Mandarin</b>	56.8%	-7.3%	\$73.72	-11.2%	\$41.87	-17.7%
<b>Westside</b>	67.3%	10.1%	\$73.42	-1.2%	\$49.40	8.8%

#### 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>
<b>2019</b>	8,425	9,043	8,853	9,289	10,518	11,560	11,692	69,380
<b>2018</b>	7,632	10,892	12,010	12,326	10,946	10,436	11,456	75,698
<b>2017</b>	9,172	12,581	13,746	14,115	12,898	12,716	12,936	88,164
<b>2016</b>	7,958	10,813	11,873	12,372	11,548	11,348	13,376	79,288

Thanksgiving was the week prior in 2016-2018.