

WEEKLY DUVAL COUNTY STR REPORT 12.22.19

SUMMARY:

The week of December 22nd saw losses in all STR measurements. Typically, when a national holiday is in the middle of the week, the whole week is softer, and this held true this year. There were likely less rooms sold for early arrivals for Gator Bowl than the previous year as this year's game will be played on 1/2/20 and last year it was on 12/31/18. Occupancy will likely be higher on 1/1/20 and 1/2/20 as a result of the late game.

There was Occupancy Growth on Friday and Saturday possibly with Indianapolis Colts' Fans for the game on Sunday, 12/29/19.

Month to Date, Occupancy shows a growth of 2.2% with Demand (rooms sold) at 3.1%. The Demand is higher as a result of the new supply growth in the past 12 months. ADR increased 2.3% to \$89 and RevPAR is up 4.6% to \$56.25. Room Revenue is up 5.5% with a nearly \$1.5 million growth over December 2018 MTD.

	<i>Current Week</i>	<i>% of change</i>	<i>Month to Date</i>	<i>% of change</i>
Occupancy	52.5%	-2.6%	63.2%	2.2%
ADR	\$80.32	-2.3%	\$89.03	2.3%
RevPAR	\$42.16	-4.8%	\$56.25	4.6%
Room Revenue	\$5,268,472	-4.0%	\$28,119,012	5.5%

<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	52.4%	-10.9%	\$76.95	-4.9%	\$40.35	-15.2%
Beaches	58.6%	-10.2%	\$124.57	-4.0%	\$72.99	-13.9%
Downtown	37.8%	0.3%	\$97.56	-3.8%	\$36.83	-3.5%
Northside/Airport	51.7%	-6.6%	\$77.94	4.2%	\$40.30	-2.7%
Southside/Mandarin	54.1%	1.4%	\$70.86	-4.6%	\$38.32	-3.3%
Westside	65.1%	2.4%	\$75.76	4.1%	\$49.32	6.6%

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	8,119	7,220	7,244	8,170	9,940	12,175	12,724	65,592
2018	8,195	7,508	7,738	9,629	10,254	11,276	12,165	66,765
2017	8,408	8,791	10,058	11,253	12,432	14,629	13,244	78,815
2016	8,656	8,650	9,755	10,103	11,716	15,543	14,502	78,925