

WEEKLY DUVAL COUNTY STR REPORT 3.29.20

SUMMARY:

As COVID-19 cancellations, closures and mandates continued, Duval County hotels have seen substantial losses in all STR Measurements. Occupancy fell to under 30%, a loss of nearly 63% when comparing to same week last year. Room Revenue was down \$7.7 Million when comparing to same time last year. Average Rate ran under \$65 for the county; rates this low have not been common since 2010-2011 during some of the traditionally slow months like December.

Remembering that the first two weeks of March were operating near normal, Occupancy Month-to-Date is approximately 56%, a loss of 34.6%. Average Rate for the month has seen a loss of more than \$15 and Room Revenue has seen a loss of more than \$22 million dollars in March.

	Current Week	% of change	Month to Date	% of change
Occupancy	29.5%	-62.7%	56.1%	-34.6%
ADR	\$64.76	-36.0%	\$95.42	-13.6%
RevPAR	\$19.12	-76.1%	\$53.52	-43.5%
Room Revenue	\$2,382,286	-76.1%	\$29,952,202	-42.7%

By Area:	Occupancy	% of change	ADR	% of change	RevPAR	% of change
Arlington	32.4%	-63.7%	\$63.50	-31.8%	\$20.59	-75.3%
Beaches	14.9%	-83.6%	\$101.01	-40.8%	\$15.04	-90.3%
Downtown	14.5%	-81.0%	\$88.61	-30.6%	\$12.81	-86.8%
Northside/Airport	29.8%	-63.3%	\$67.95	-24.8%	\$20.26	-72.4%
Southside/Mandarin	33.6%	-55.8%	\$57.31	-36.0%	\$19.23	-71.7%
Westside	41.6%	-48.3%	\$65.25	-20.0%	\$27.12	-58.6%

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>
2020	5,124	5,819	5,610	5,549	5,240	4,789	4,653	36,784
2019	11,915	13,778	14,575	14,405	13,968	14,950	15,023	98,614
2018	11,634	14,324	15,291	15,135	13,633	15,444	14,207	99,668
2017	10,849	13,785	14,734	14,264	13,554	15,658	15,624	98,468