

WEEKLY DUVAL COUNTY STR REPORT 3.7.21

SUMMARY:

We are happy to report that Saturday of the March 7th week had the highest Occupancy rates since the pandemic began at 91% and over 16,700 rooms sold. This was more rooms than 2019 as well. Overall, Occupancy grew 2.4% this week as compared to the same week in 2020 and 9% as compared to last week. Room Demand showed a higher growth than Occupancy at 3.9% as a result of the new supply that has been added since March 2020. ADR continues to be lower than 2020's rates. Room Revenue was down \$1.1 million from same week in 2020; however, Average Rate grew 16.5% from the prior week.

All areas of Duval County saw Occupancy growth over the prior year except the Northside/Airport area. The Beaches area hotels also saw growth in RevPAR. Arlington and Westside hotels had RevPAR losses under 10% for the week. TPC and Spring Break travelers have helped increase our hotel demand.

Month to Date, Occupancy is at 76.7%, a loss of 2.9% and Room Revenue is down \$3.2 Million as compared to MTD for March 2020.

	Current Week	% of change	Month to Date	% of change
Occupancy	79.0%	2.4%	76.7%	-2.9%
ADR	\$97.58	-13.7%	\$91.76	-14.7%
RevPAR	\$77.07	-11.7%	\$70.41	-17.2%
Room Revenue	\$9,900,075	-10.3%	\$16,795,633	-15.9%

By Area:	Occupancy	% of change	ADR	% of change	RevPAR	% of change
Arlington	87.6%	10.9%	\$71.67	-15.7%	\$62.75	-6.5%
Beaches	82.6%	6.3%	\$204.02	-5.5%	\$168.61	0.5%
Downtown	74.2%	8.2%	\$93.24	-31.1%	\$69.17	-25.4%
Northside/Airport	71.7%	-9.1%	\$79.93	-18.9%	\$57.28	-26.2%
Southside/Mandarin	81.4%	4.3%	\$94.69	-14.7%	\$77.04	-11.0%
Westside	84.7%	4.9%	\$76.39	-11.9%	\$64.66	-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>
2021	12,205	13,322	13,899	14,527	14,768	16,027	16,705	101,453
2020	12,119	14,317	15,297	15,887	14,869	12,899	12,215	97,603
2019	13,301	15,777	16,575	16,927	16,888	16,852	16,383	112,703
2018*	12,101	14,929	15,695	16,253	15,318	15,856	15,860	106,860

* The Players was not in March 2018; it was in May that year.