

## WEEKLY DUVAL COUNTY STR REPORT 7.21.19

### SUMMARY:

This past week saw an overall loss in Occupancy for all areas except the Beaches when comparing to same time in July 2018. The Average Rate for the week had a slight increase of 0.3% to \$97.00. Occupancy declined -4.4% to 76.4%; and RevPAR was down -4.2% to \$74.14.

Overall STR measurements for Duval County Month to Date continue to show overall growth in all measurements. Occupancy percentage is still showing an increase of 4.1% and Average Rate is near the \$100 mark for the month. RevPAR shows a MTD increase of 7.8%. Revenue is up 8.0% with demand (rooms sold up 4.3% with the additional supply added to the market).

The last 28 days show all areas with RevPAR growth except the Arlington area hotels. They are showing a slight decline of -2.3% when comparing to same time as last year. The Southside/Mandarin hotels are showing the best performances with 6% growth in Occupancy and 3.3% Rate growth.

	<i>Current Week</i>	<i>% of change</i>	<i>Month to Date</i>	<i>% of change</i>
<b>Occupancy</b>	76.4%	-4.4%	76.9%	4.1%
<b>ADR</b>	\$97.00	0.3%	\$99.14	3.6%
<b>RevPAR</b>	\$74.14	-4.2%	\$76.22	7.8%
<b>Room Revenue</b>	\$9,185,024	-4.0%	\$36,425,585	8.0%

<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>	80.2%	-4.9%	\$90.38	-3.3%	\$72.53	-8.0%
<b>Beaches</b>	89.6%	6.5%	\$164.68	-3.0%	\$147.57	3.2%
<b>Downtown</b>	70.5%	-21.8%	\$110.75	0.0%	\$78.06	-21.8%
<b>Northside/Airport</b>	75.6%	-6.3%	\$88.05	0.8%	\$66.60	-5.5%
<b>Southside/Mandarin</b>	76.4%	-0.4%	\$88.18	-0.4%	\$67.35	-0.8%
<b>Westside</b>	76.4%	-3.8%	\$78.05	1.9%	\$59.63	-2.0%

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>	11,072	13,627	14,141	14,374	13,784	13,728	13,968	94,694
<b>2018</b>	11,264	13,587	14,715	14,916	14,098	15,048	15,259	98,887
<b>2017</b>	10,013	12,397	13,380	13,576	12,754	12,750	13,106	87,976
<b>2016</b>	10,534	12,402	13,331	13,728	12,778	13,654	13,725	90,152