



## WEEKLY DUVAL COUNTY STR REPORT 7.4.21

### SUMMARY:

The week of July 4<sup>th</sup> ended with Occupancy at 70.7%. With the federal holiday observed on a Monday, the numbers were fairly typical. In 2018 & 2019, this week did not contain the holiday and there were approximately 6,000 more rooms sold in each of those years.

Average Rate was nearly \$107 and even with the slower demand for the week, it was still over \$8 higher than the rates in 2018 and 2019 which did not have the holiday impacting Occupancy. Room Revenue was \$9,798,229, which is \$200,000 more than 2018 and 2019 even with higher rooms sold.

All areas of town saw growth in all STR Performance Metrics. Downtown Hotels saw the largest gain over 2020, followed by the Beaches hotels. Month to Date Occupancy is at 72.4% with ADR of \$110.19.

	<i>Current Week</i>	<i>% of change</i>	<i>Month to Date</i>	<i>% of change</i>
<i>Occupancy</i>	70.7%	33.2%	72.4%	35.4%
<i>ADR</i>	\$106.74	32.0%	\$110.19	33.4%
<i>RevPAR</i>	\$75.45	75.8%	\$79.73	80.5%
<i>Room Revenue</i>	\$9,798,229	80.3%	\$14,792,307	85.2%

<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>
<i>Arlington</i>	80.6%	23.3%	\$77.23	18.2%	\$82.24	45.7%
<i>Beaches</i>	77.7%	21.2%	\$221.82	48.7%	\$172.28	80.2%
<i>Downtown</i>	75.1%	132.7%	\$110.17	5.4%	\$82.75	145.4%
<i>Northside/Airport</i>	62.6%	29.4%	\$93.46	29.0%	\$58.49	66.9%
<i>Southside/Mandarin</i>	69.6%	25.1%	\$95.57	29.2%	\$66.77	61.7%
<i>Westside</i>	76.8%	23.1%	\$88.39	24.5%	\$67.87	53.3%

#### 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>2021</b>	13,557	10,833	11,980	12,071	13,151	14,847	15,352	91,791
<b>2020</b>	8,229	9,253	9,495	9,573	9,831	10,276	10,528	67,185
<b>2019</b>	10,217	13,176	14,591	14,926	14,287	14,995	14,862	97,024
<b>2018</b>	10,194	13,488	14,634	14,726	13,952	14,551	14,661	96,206

Source: STR



## WEEKLY DUVAL COUNTY STR REPORT 7.11.21

### SUMMARY:

The week of July 11<sup>th</sup> saw Occupancy at 76.4%, Average Rate at \$110.23, and RevPAR of \$84.26. Room Revenue was \$10.9 million which was \$200,000 more than same week in 2019 even though approximately 2,000 less rooms were sold this year. ADR was \$4 more than 2019. This week as compared to 2018, there were 3,000 more rooms sold and ADR was \$8 higher.

All areas of Duval County continue to see growth over 2020's statistics. Hotels at the Beaches have seen substantial ADR growth during the past few months; this week's growth was more than \$41 over same time in 2019 and 2018. Hotels in Arlington, Westside and the Beaches areas are seeing higher Occupancy than 2018 and 2019. Downtown Occupancy is down by approximately 20% from 2019 and 2018 (although still higher than 2020) and this past week is the first week without the large Marine group at the Hyatt Regency.

Month to Date, Occupancy is 74.0%. Average Rate is \$110.21, and Room Revenue is \$25.7 million.

	<i>Current Week</i>	<i>% of change</i>	<i>Month to Date</i>	<i>% of change</i>
<i>Occupancy</i>	76.4%	38.7%	74.0%	36.8%
<i>ADR</i>	\$110.23	36.3%	\$110.21	34.7%
<i>RevPAR</i>	\$84.26	89.0%	\$81.60	84.3%
<i>Room Revenue</i>	\$10,942,754	94.0%	\$25,736,881	89.1%

<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>
<i>Arlington</i>	87.1%	26.7%	\$79.28	21.5%	\$69.03	54.0%
<i>Beaches</i>	90.2%	37.2%	\$213.23	44.9%	\$192.23	98.8%
<i>Downtown</i>	64.1%	80.2%	\$123.45	19.0%	\$79.10	114.3%
<i>Northside/Airport</i>	72.0%	44.7%	\$95.70	31.8%	\$68.93	90.7%
<i>Southside/Mandarin</i>	77.7%	36.0%	\$99.15	34.0%	\$77.02	82.3%
<i>Westside</i>	81.8%	21.5%	\$88.92	22.6%	\$72.74	48.9%

#### 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>
<i>2021</i>	12,104	13,016	13,816	13,945	14,110	15,801	16,478	99,270
<i>2020</i>	8,815	9,727	10,034	10,130	10,043	10,467	10,530	69,746
<i>2019</i>	11,921	13,976	14,814	14,760	15,323	16,539	13,983	101,316
<i>2018</i>	11,270	13,463	14,534	14,477	13,717	14,471	14,204	96,136

Source: STR