

WEEKLY DUVAL COUNTY STR REPORT 8.16.20

SUMMARY:

Occupancy ended at 53.9%, down from last week. This week in August has historically been the slowest week of the month. When reviewing the prior three year's data for the week, 2018 was an anomaly as compared to 2017 and 2019 with an additional 13,000 rooms because there were three large groups holding their conferences in Jacksonville that week.

Room Revenue for the week was down approximately \$2.7 million from same time last year with Occupancy down 23.1% and ADR down over \$15. All areas of Duval County show double digit RevPAR declines with Westside Hotels continuing to be the least impacted at under 20% RevPAR losses.

Month to Date Occupancy is at 55.2% which is down 24.6% from last year MTD. Room Revenue is down \$9.3 million MTD when comparing to last year's MTD statistics.

	<i>Current Week</i>	<i>% of change</i>	<i>Month to Date</i>	<i>% of change</i>
Occupancy	53.9%	-23.1%	55.2%	-24.6%
ADR	\$78.43	-16.6%	\$79.61	-15.9%
RevPAR	\$42.28	-35.9%	\$43.98	-36.6%
Room Revenue	\$5,328,345	-34.2%	\$17,417,941	-35.0%

<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>
Arlington	63.5%	-19.3%	\$77.00	-11.7%	\$48.92	-28.8%
Beaches	60.4%	-23.6%	\$127.45	-11.1%	\$76.93	-32.3%
Downtown	34.2%	-38.5%	\$103.59	-5.3%	\$35.47	-41.7%
Northside/Airport	50.5%	-31.0%	\$70.29	-19.4%	\$35.53	-44.4%
Southside/Mandarin	58.0%	-19.0%	\$67.93	-22.8%	\$39.39	-37.5%
Westside	61.9%	-11.3%	\$71.75	-8.8%	\$44.38	-19.1%

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	8,646	9,611	9,913	9,844	9,476	9,960	10,487	67,937
2019	9,660	12,398	13,631	13,705	12,317	11,891	12,487	86,087
2018	11,701	14,832	15,655	15,726	14,191	13,652	15,124	100,881
2017	10,180	12,748	13,604	13,671	12,428	12,049	12,118	86,798