

WEEKLY DUVAL COUNTY STR REPORT 9.1.19

SUMMARY:

With last week's impending arrival of Hurricane Dorian, Duval County saw overall losses in Occupancy and RevPAR measurements.

Occupancy percentage was down 10.1%. Sunday night's Occupancy dipped over 40% when comparing to last year's statistics; not only was the Hurricane an issue, but this holiday weekend had many cancellations impacting Sunday as a result of the approaching hurricane. The Duval County Beaches hotels had over 37% Occupancy loss for the week when comparing to same time as last year. Monday saw growth of 19.2% and Tuesday saw growth of 10.9%. These are likely the result of emergency preparation staging for the potential disasters of Hurricane Dorian as well as evacuees from more southern and low-lying areas. With the impact of the Hurricane arriving on Wednesday in Duval County, Wednesday-Friday saw large Occupancy losses. Saturday had a gain of 6.4% in Occupancy.

Additionally, the week has historically been softer in Jacksonville unless there has been a larger group or special event later in the week.

	Current Week	% of change	Month to Date	% of change
Occupancy	56.5%	-10.1	56.5	-15.4%
ADR	\$92.76	6.4	\$92.76	2.8%
RevPAR	\$52.42	-4.4	\$52.42	2.8
Room Revenue	\$6,493,870	-4.2%	\$6,493,870	-12.9%

By Area:	Occupancy	% of change	ADR	% of change	RevPAR	% of change
Arlington	54.2%	-24.0%	\$88.52	4.5%	\$48.01	-20.6%
Beaches	42.3%	-37.2%	\$126.14	-11.1%	\$53.42	-44.1%
Downtown	50.1%	4.4%	\$121.92	5.6%	\$61.04	10.2%
Northside/Airport	62.5%	-6.7%	\$91.85	15.6%	\$57.42	7.9%
Southside/Mandarin	56.4%	-10.7%	\$84.30	6.4%	\$47.52	-5.0%
Westside	65.2%	-3.0%	\$83.54	14.3%	\$54.49	10.8%

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>
2019	8,235	9,965	12,138	11,093	8,110	8,761	11,706	70,008
2018	13,729	8,342	10,930	11,877	11,199	10,693	10,977	77,747
2017	11,513	7,988	11,072	14,444	13,619	12,083	13,313	84,032
2016	10,054	7,700	11,223	11,430	10,924	11,250	14,144	76,725