

WEEKLY DUVAL COUNTY STR REPORT 9.29.19

SUMMARY:

This past week saw slight declines in all three STR Measurements. Overall, Occupancy was down just 1% with not all areas seeing a loss. Average Rate saw a half percentage point loss. RevPAR saw a 1.5% loss overall. Sunday night was the largest Occupancy loss and this was likely from not having a Jaguars home game in 2019, while in 2018 there was a home game against the Jets.

Month-to-date Occupancy was down 7.6%, which includes all of September. Average Rate is down 1.3%. With Hurricane Dorian's impacts felt strongly earlier in the month, it was going to be tough to recover.

	Current Week	% of change	Month to Date	% of change
Occupancy	67.4%	1.0%	66.5%	-7.6%
ADR	\$93.22	-0.5%	\$94.31	-1.3%
RevPAR	\$62.84	-1.5%	\$62.73	-8.8%
Room Revenue	\$7,783,691	-1.4%	\$33,303,249	-8.7%

By Area:	Occupancy	% of change	ADR	% of change	RevPAR	% of change
Arlington	74.8%	-6.9	\$86.83	-5.1%	\$64.98	-11.7%
Beaches	73.9%	.5%	\$140.84	-6.4%	\$104.04	-6.0%
Downtown	58.5%	-3.4%	\$122.97	1.1%	\$71.89	-2.4%
Northside/Airport	69.9%	-4%	\$89.70	5.0%	\$62.72	4.5%
Southside/Mandarin	66.3%	-8%	\$83.38	-2.6%	\$55.30	-3.4%
Westside	72.9%	3.4%	\$75.84	1.2%	\$55.26	4.6%

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>
2019	8,950	11,818	13,740	12,821	12,126	12,331	11,490	83,496
2018	9,917	11,816	12,858	12,824	11,924	12,148	12,691	84,178
2017	12,285	14,417	15,146	15,048	14,042	14,608	15,049	100,595
2016	9,611	11,569	12,260	10,977	12,910	12,916	12,691	82,934

Please note that 2017's demand was impacted positively for Hurricane Irma Relief efforts (government relief workers, insurance and contractors plus residents needing housing).