

# An Overview of The Roofed Accommodation Industry in Newfoundland & Labrador: 2003 to 2006

Annual & Peak Season  
Overall and By Region



## Accommodation Trends 2003 to 2006

- Annual and peak season capacity for the Province has increased 11% and 13% respectively over the last four years.
- Increases in annual and peak season capacity have been experienced in most regions of the Province.
  - Avalon 28% and 30%
  - Eastern 4% and 5%
  - Central 0% and 1%
  - Western 3% and 6%
  - Labrador 7% and 9%

## Accommodation Trends 2003 to 2006

- Annual and peak season room nights sales for the Province has increased 7% each over the last four years.
- Not all regions have been experiencing growth in room night sales
  - Avalon 18% and 23%
  - Eastern -11% and -8%
  - Central -5% and -5%
  - Western 0% and -3%
  - Labrador 13% and 9%

## Accommodation Trends 2003 to 2006

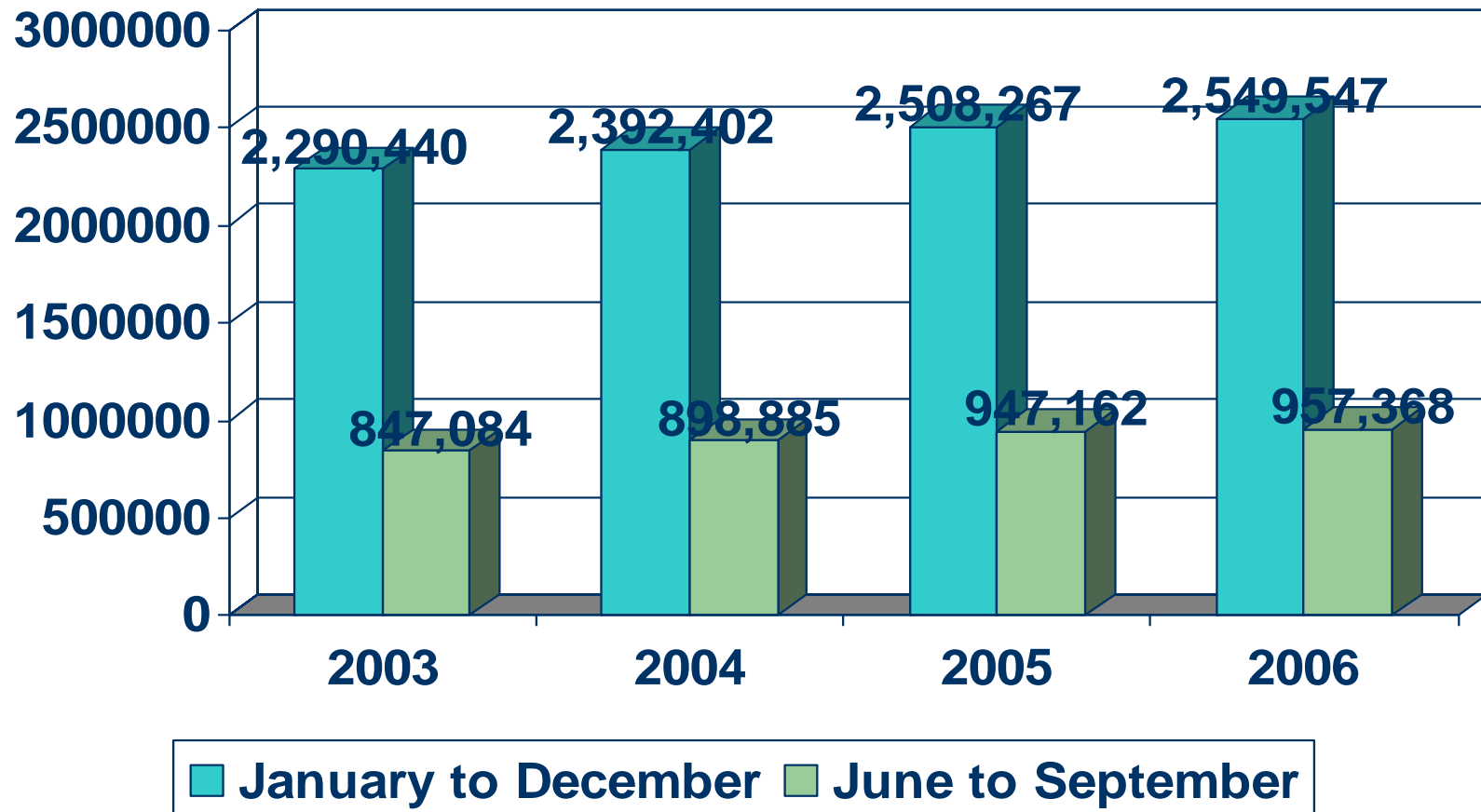
- Growth in room nights sales is not keeping pace with the expanding capacity resulting in flat to declining occupancy rates in all regions of the province
- Provincial and regional room revenue and average daily rates have been increasing over the three year period.

## Slide Content/Order of Presentation

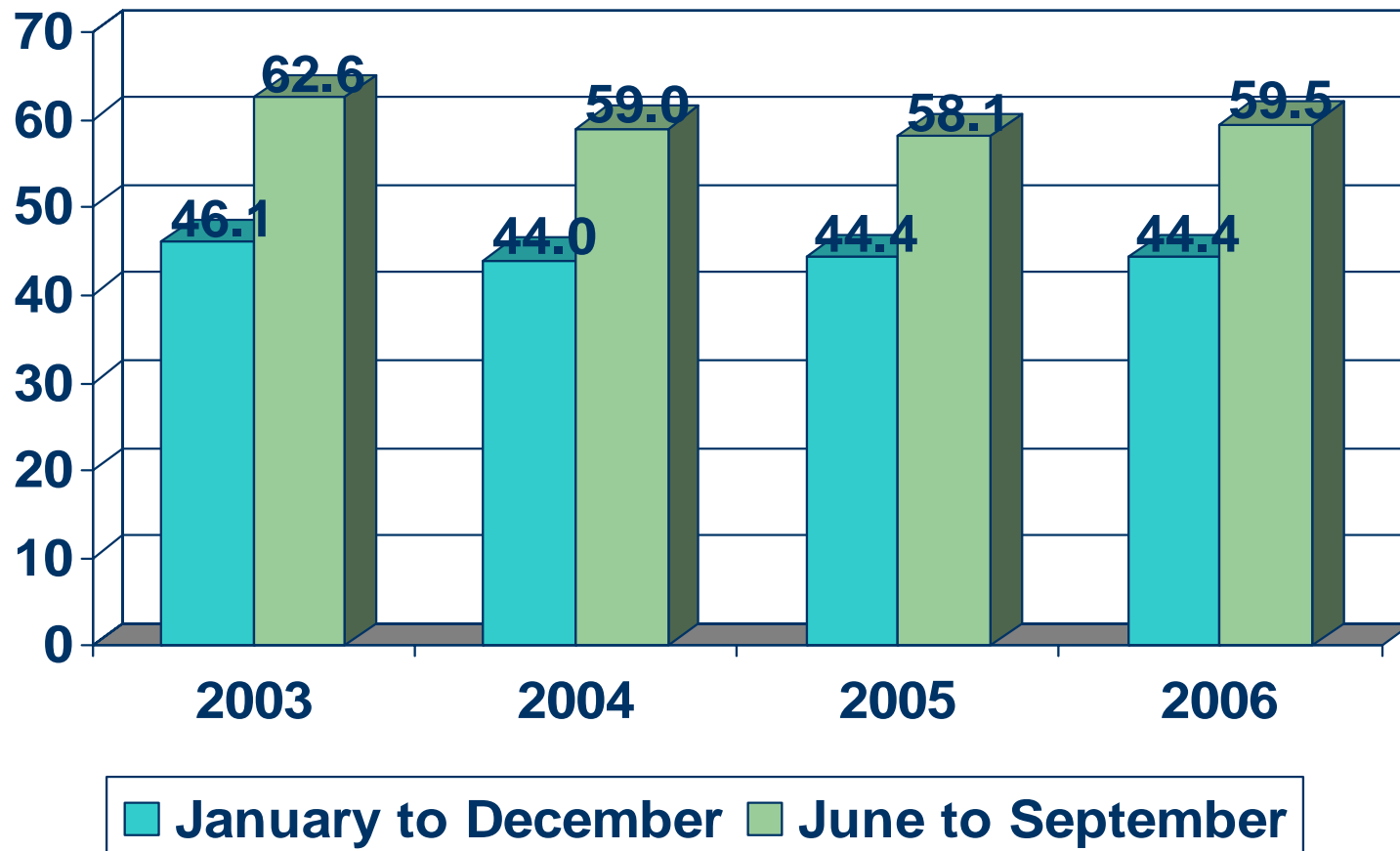
The 2003 to 2005 Roofed Accommodation Overview Includes the following annual and peak season bar charts at the Provincial and Regional Level:

- Room Nights Available
- Occupancy Rate
- Room Nights Sold
- Room Revenue
- Average Daily Rate

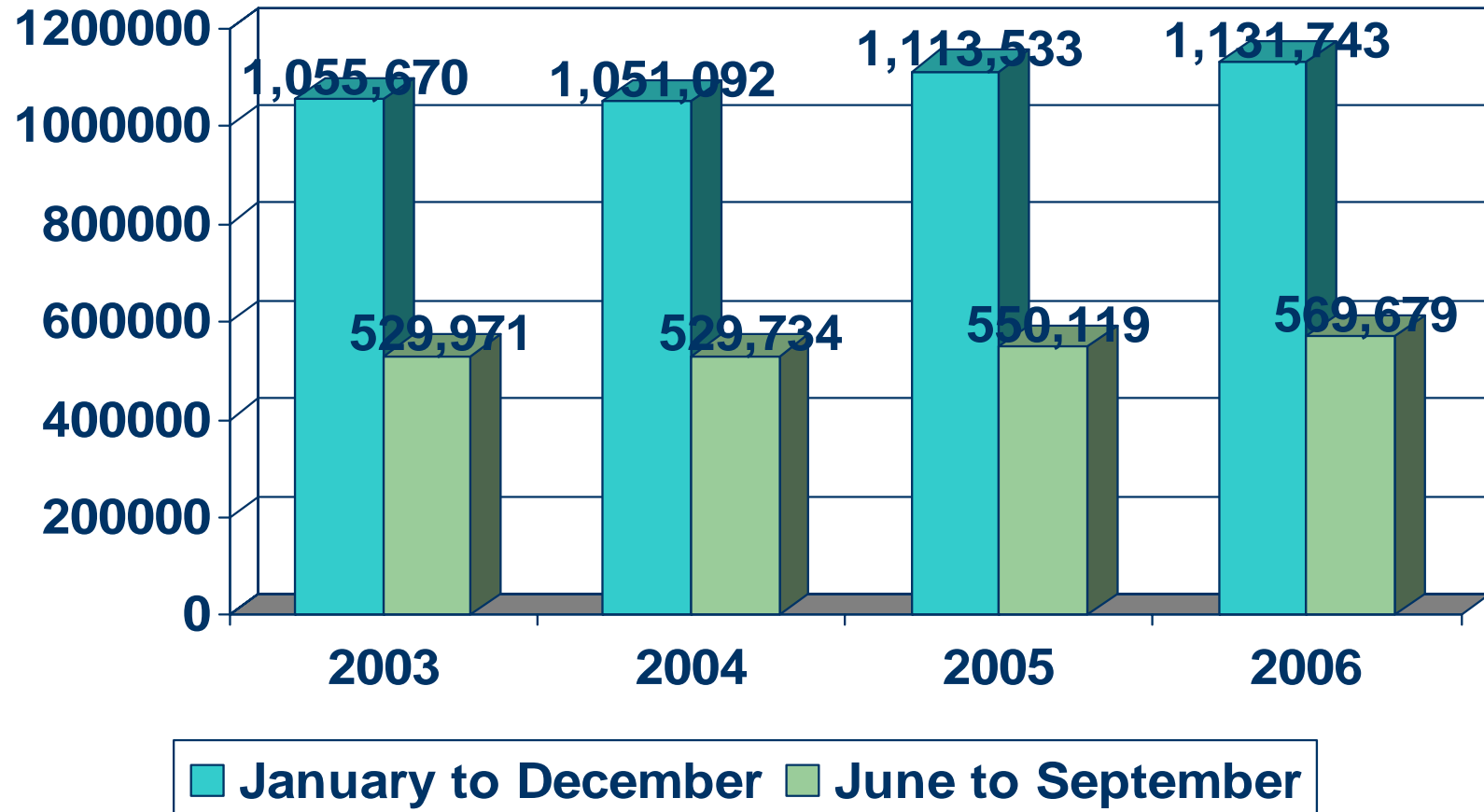
# Provincial Room Nights Available



# Provincial Occupancy Rates

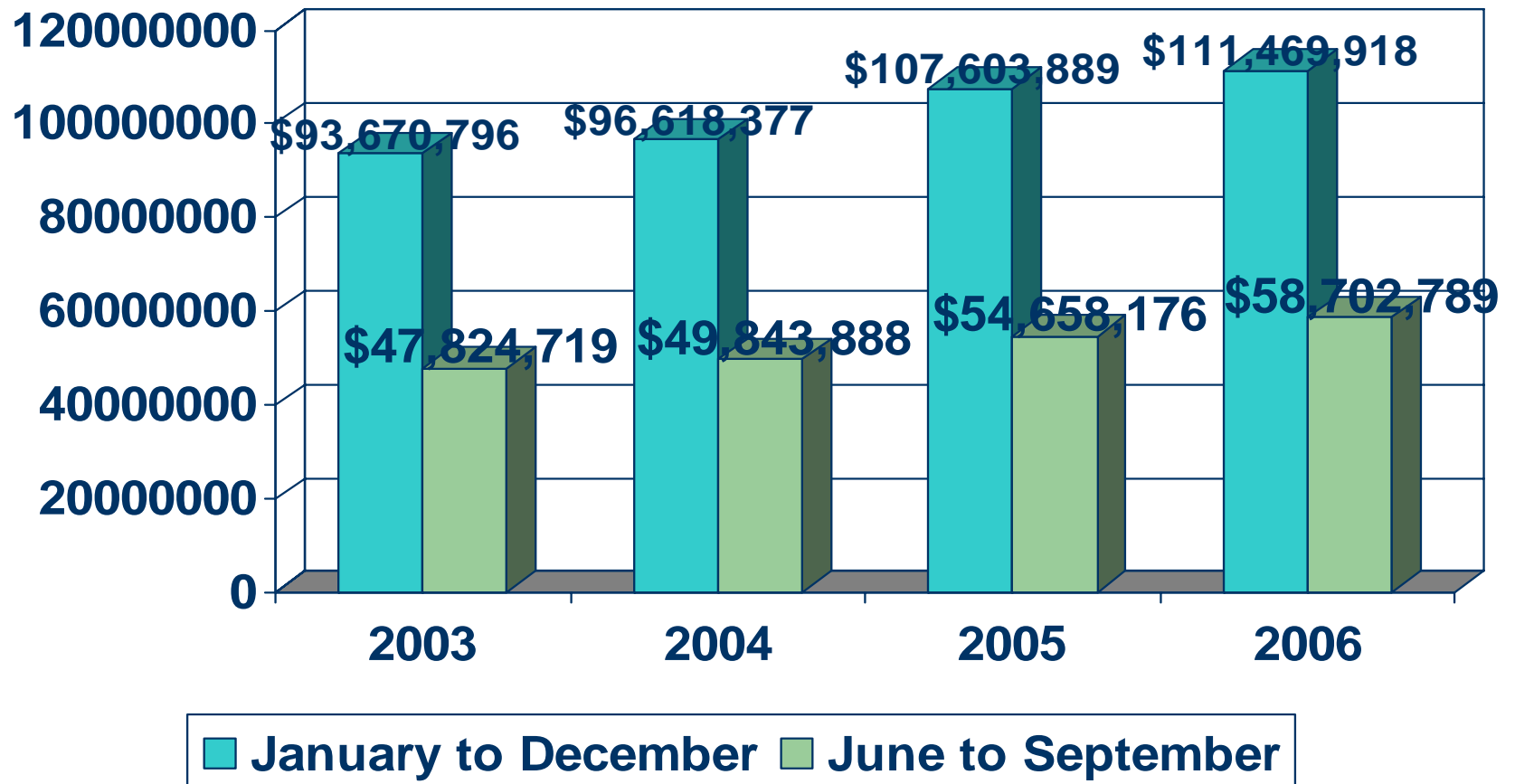


# Provincial Room Nights Sold

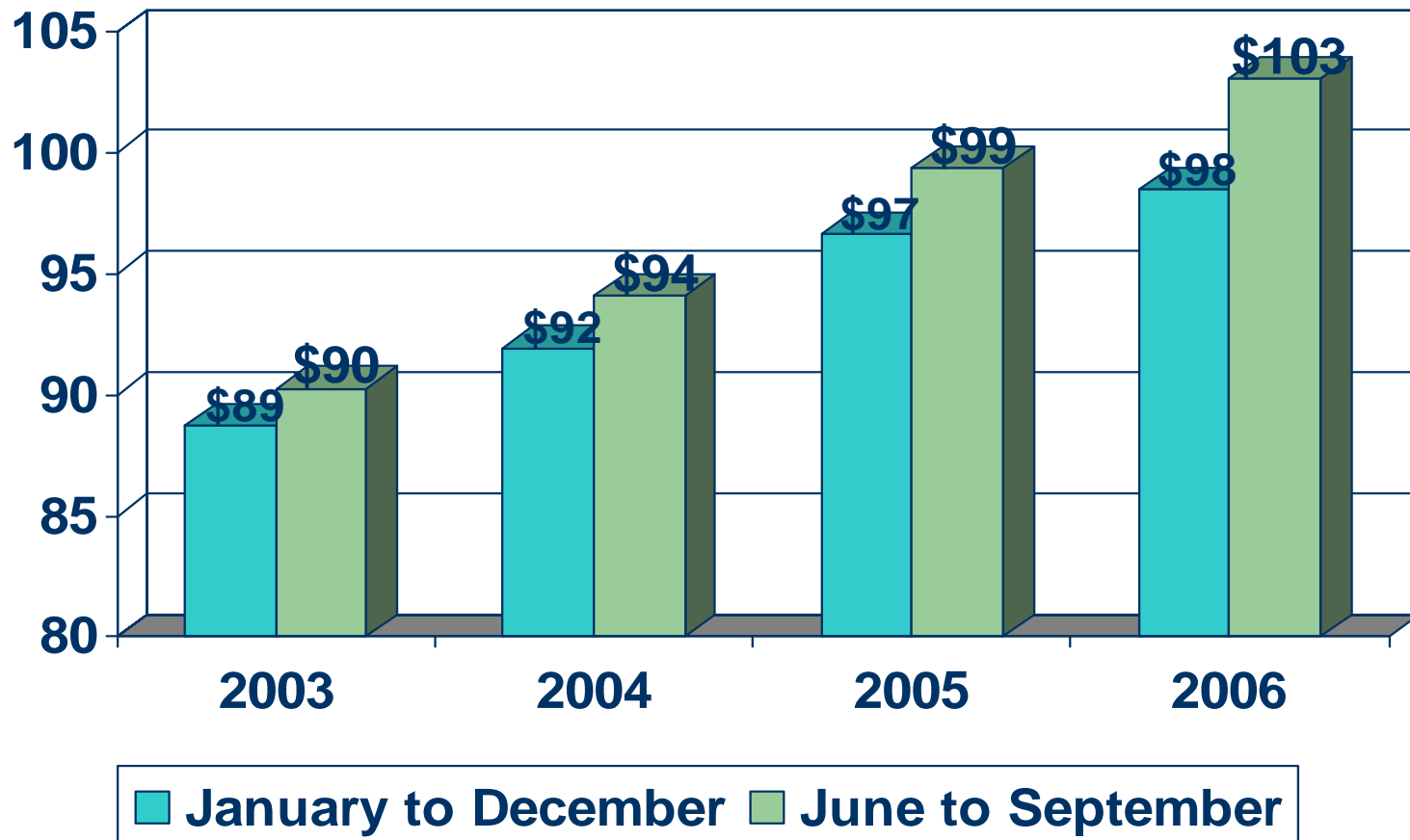




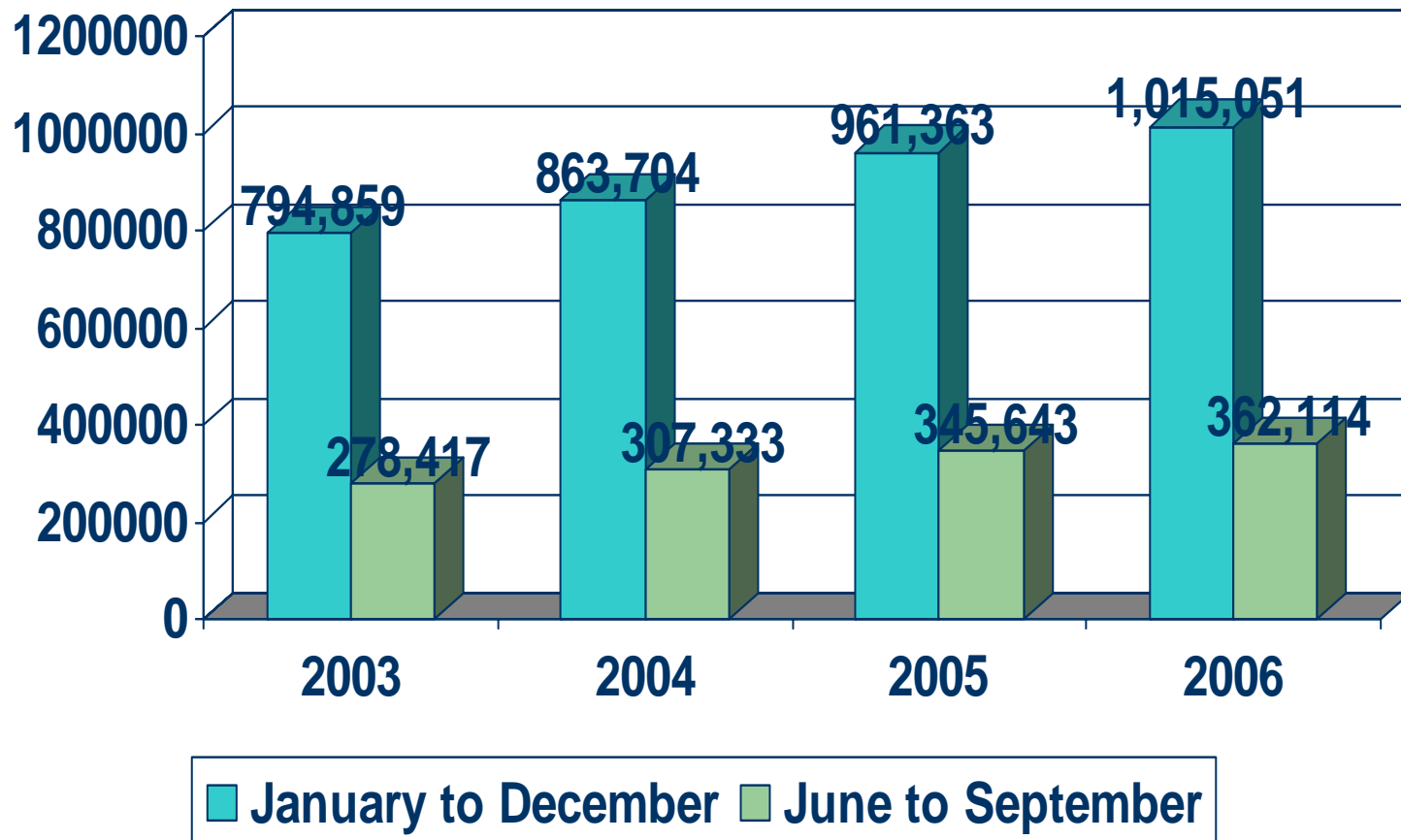
# Provincial Room Revenue



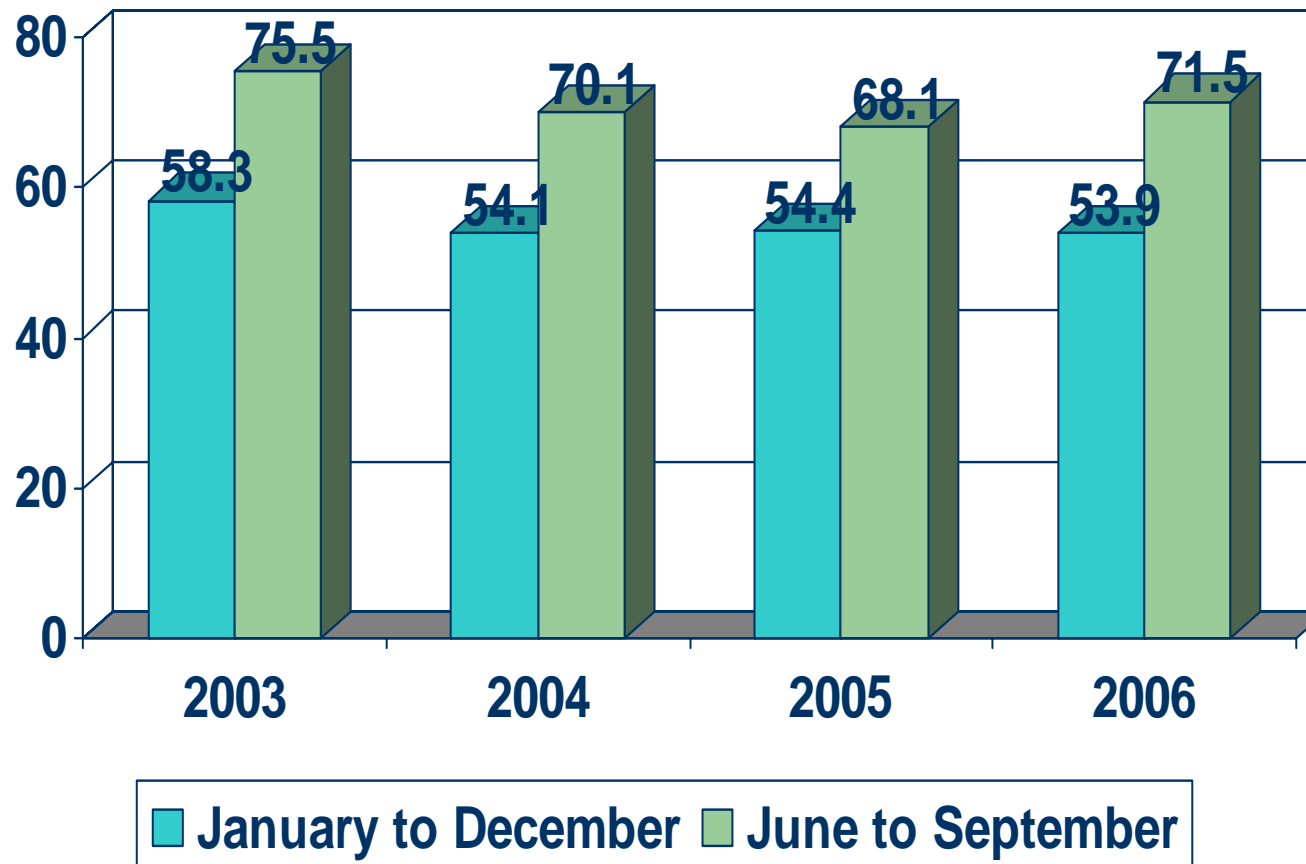
# Provincial Average Daily Rate



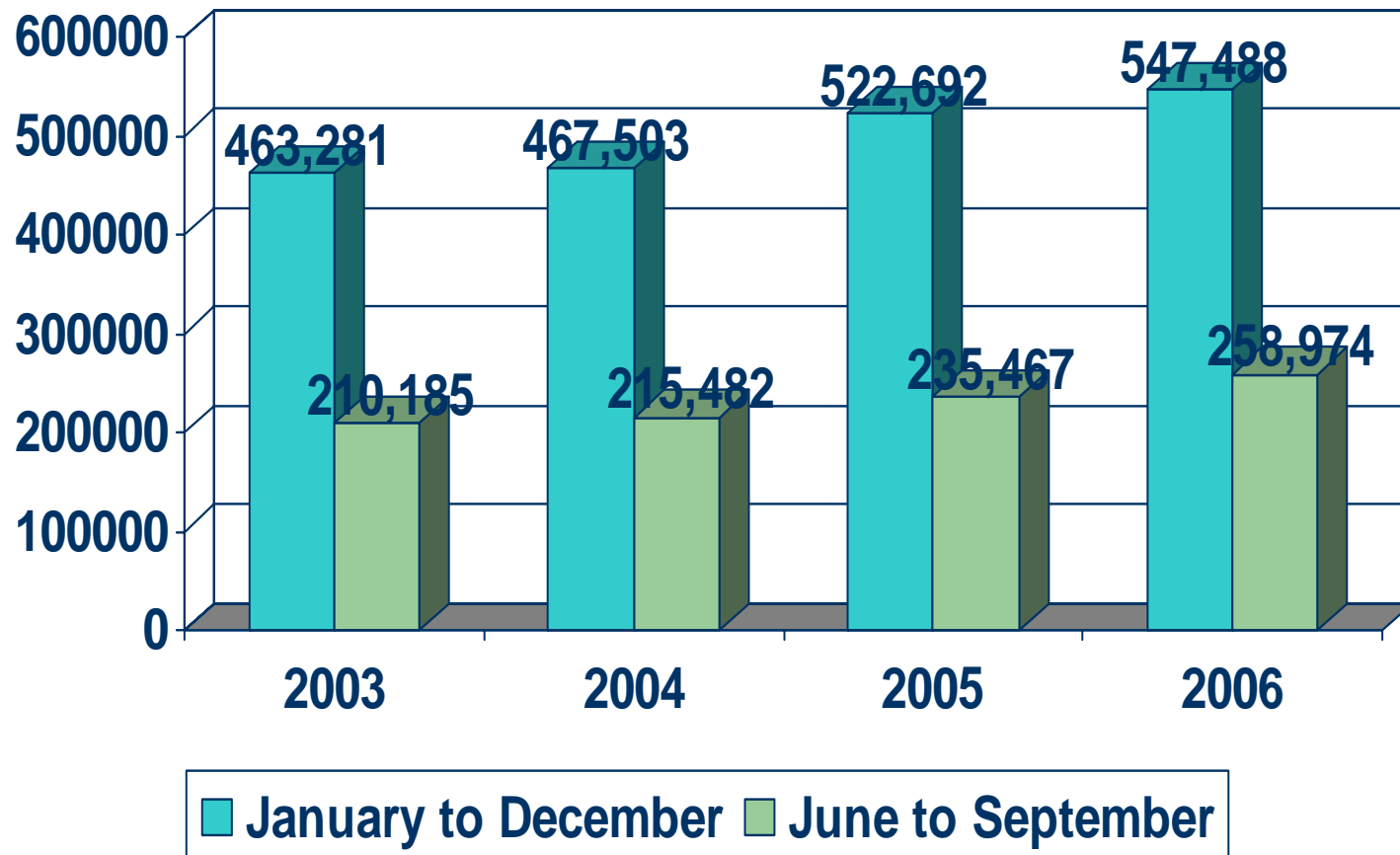
# Avalon Region Room Nights Available



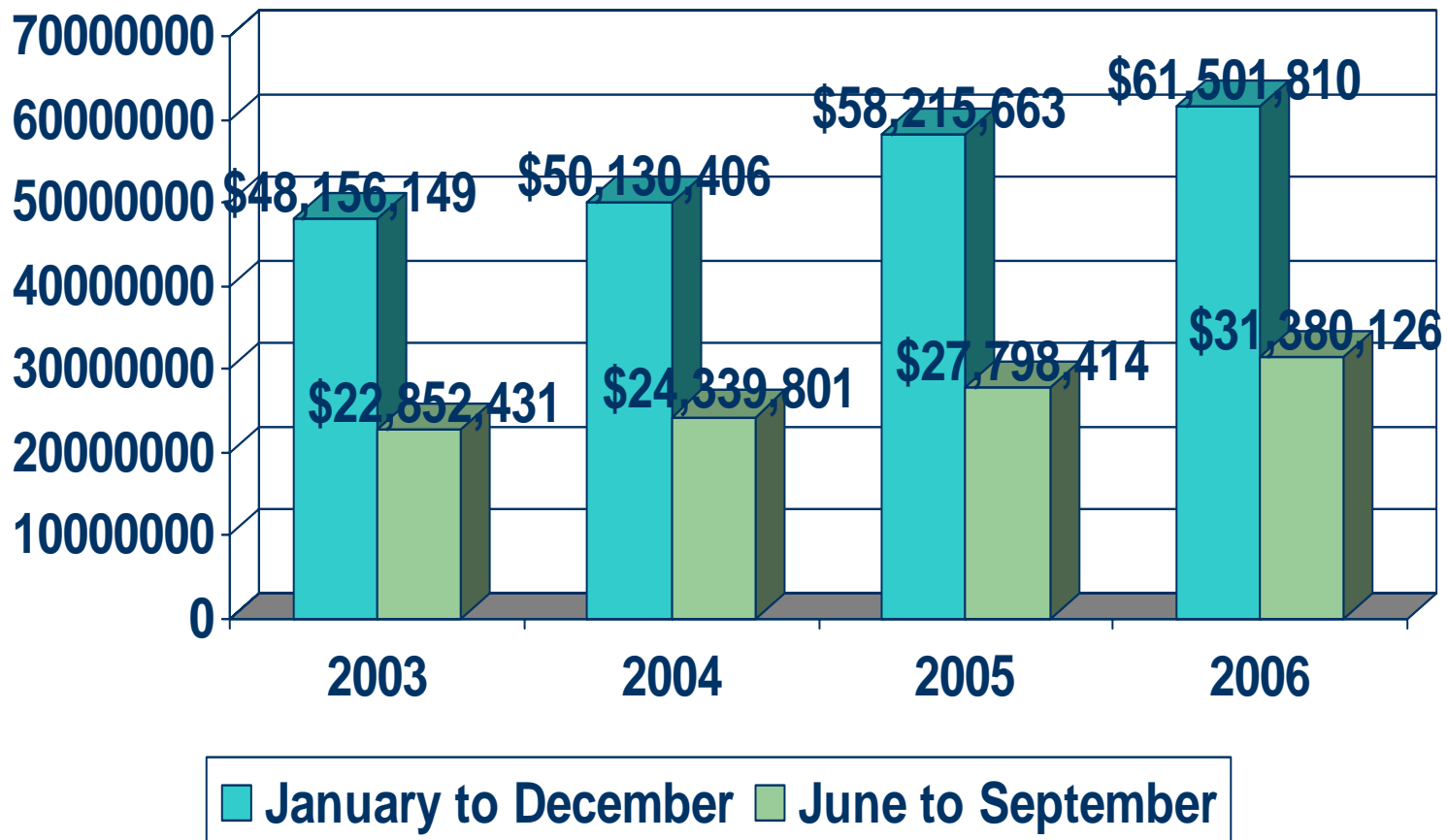
# Avalon Region Occupancy Rates



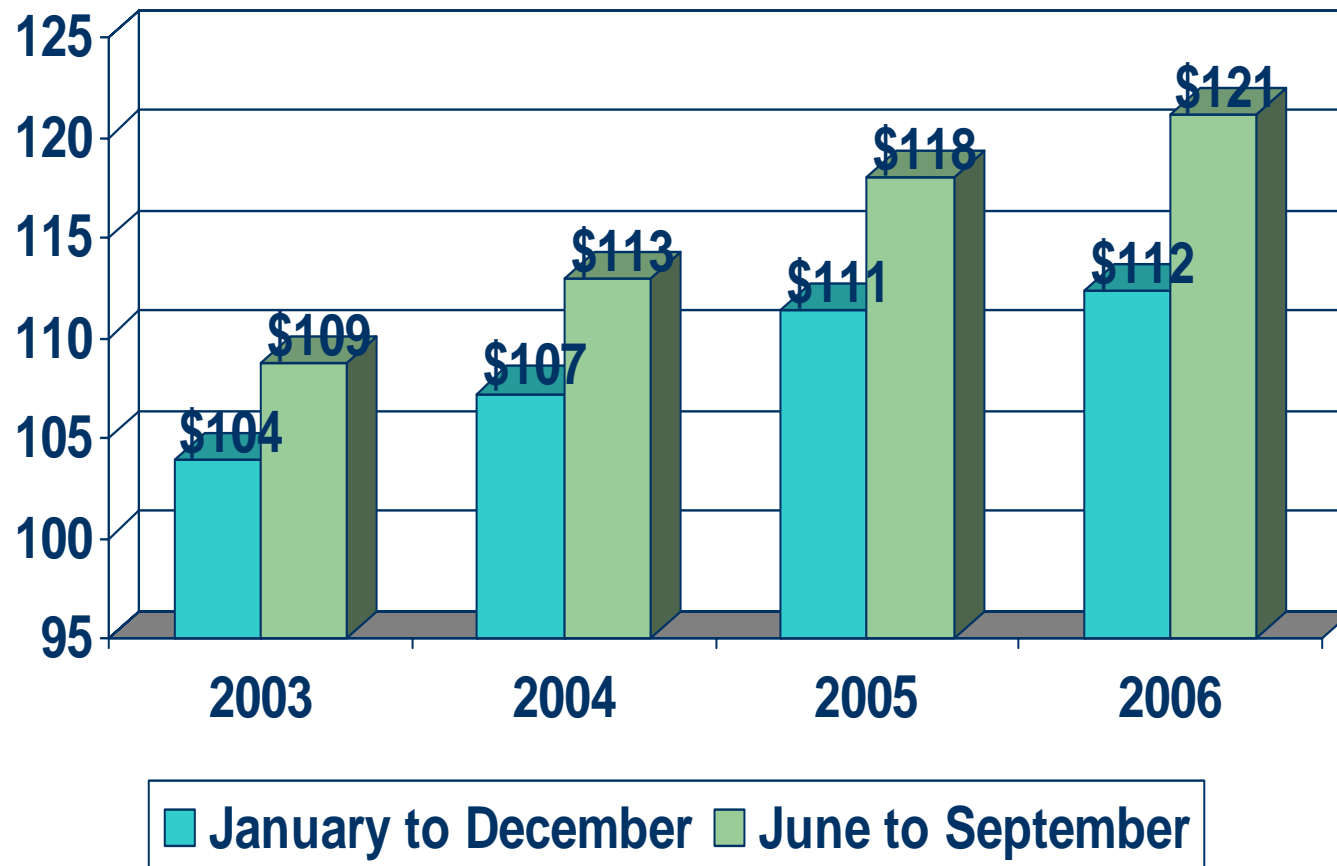
# Avalon Region Room Nights Sold



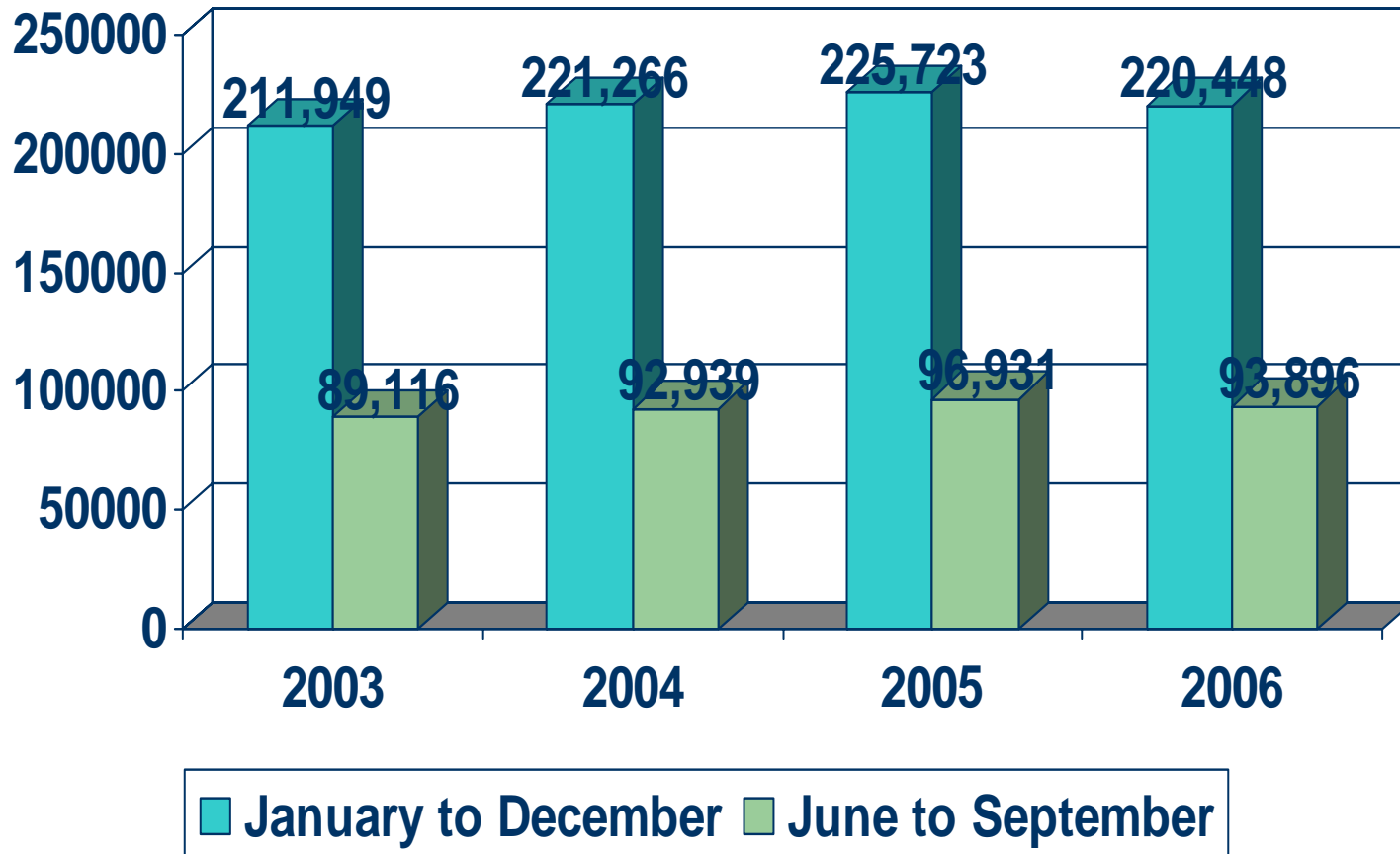
# Avalon Region Room Revenue



# Avalon Region Average Daily Rate

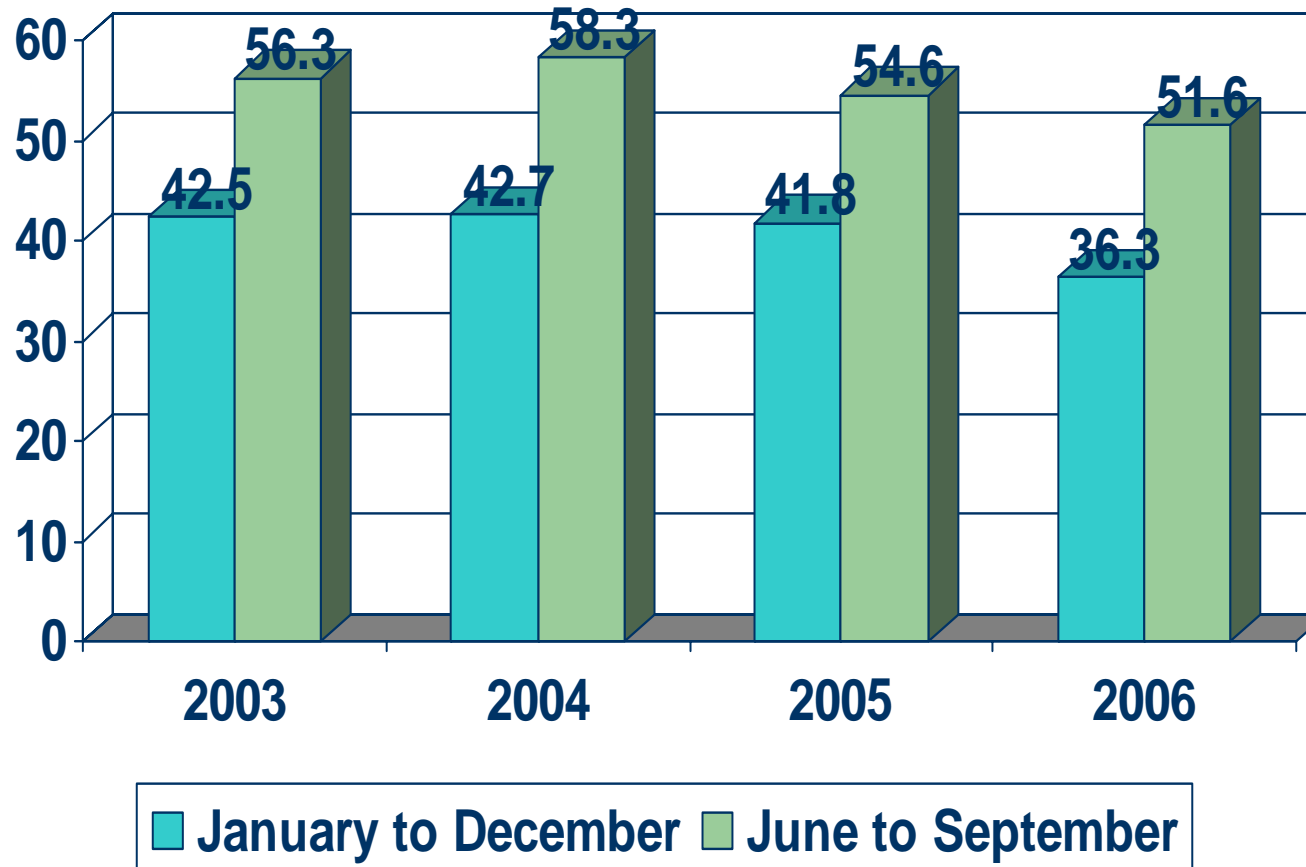


# Eastern Region Room Nights Available

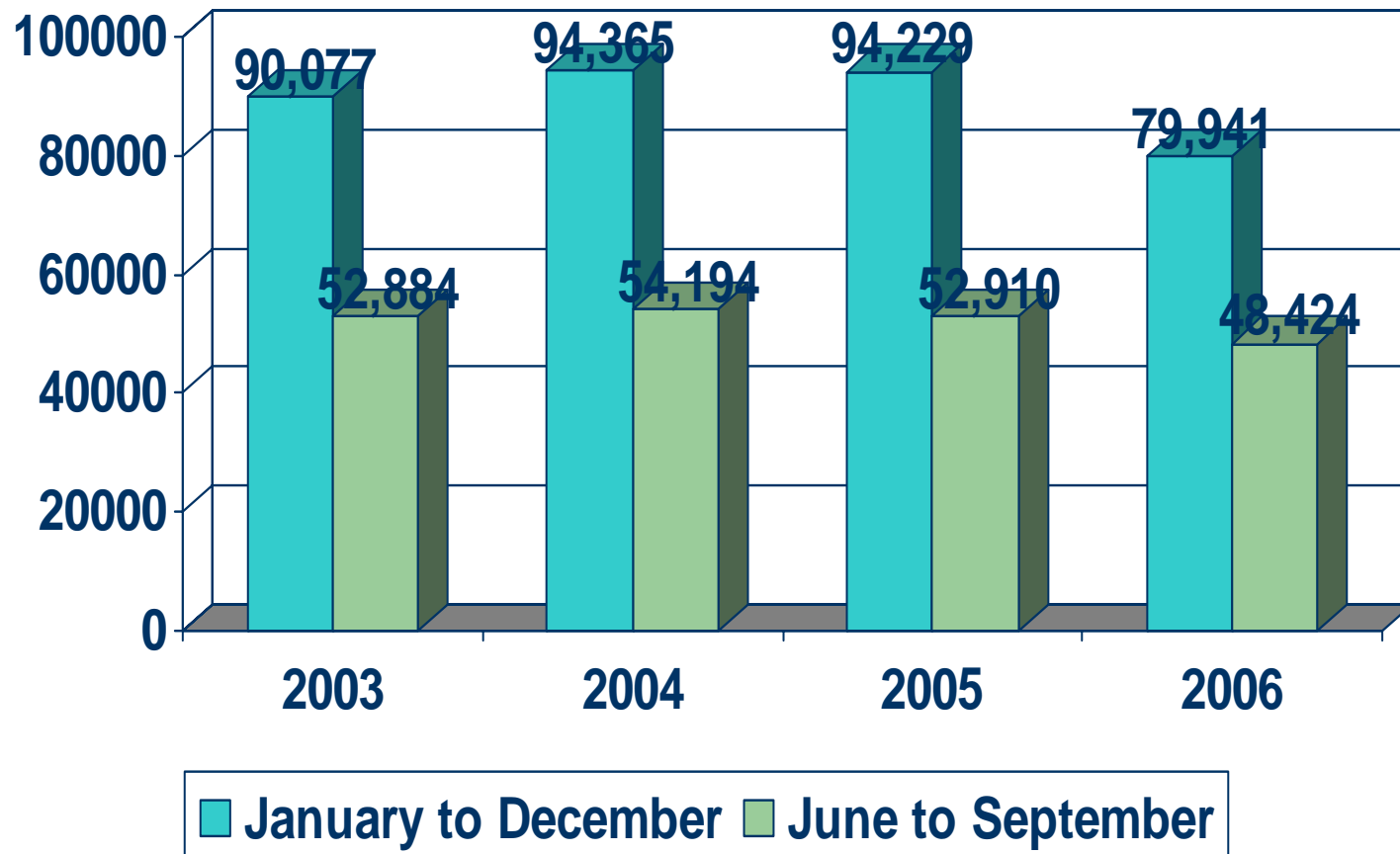




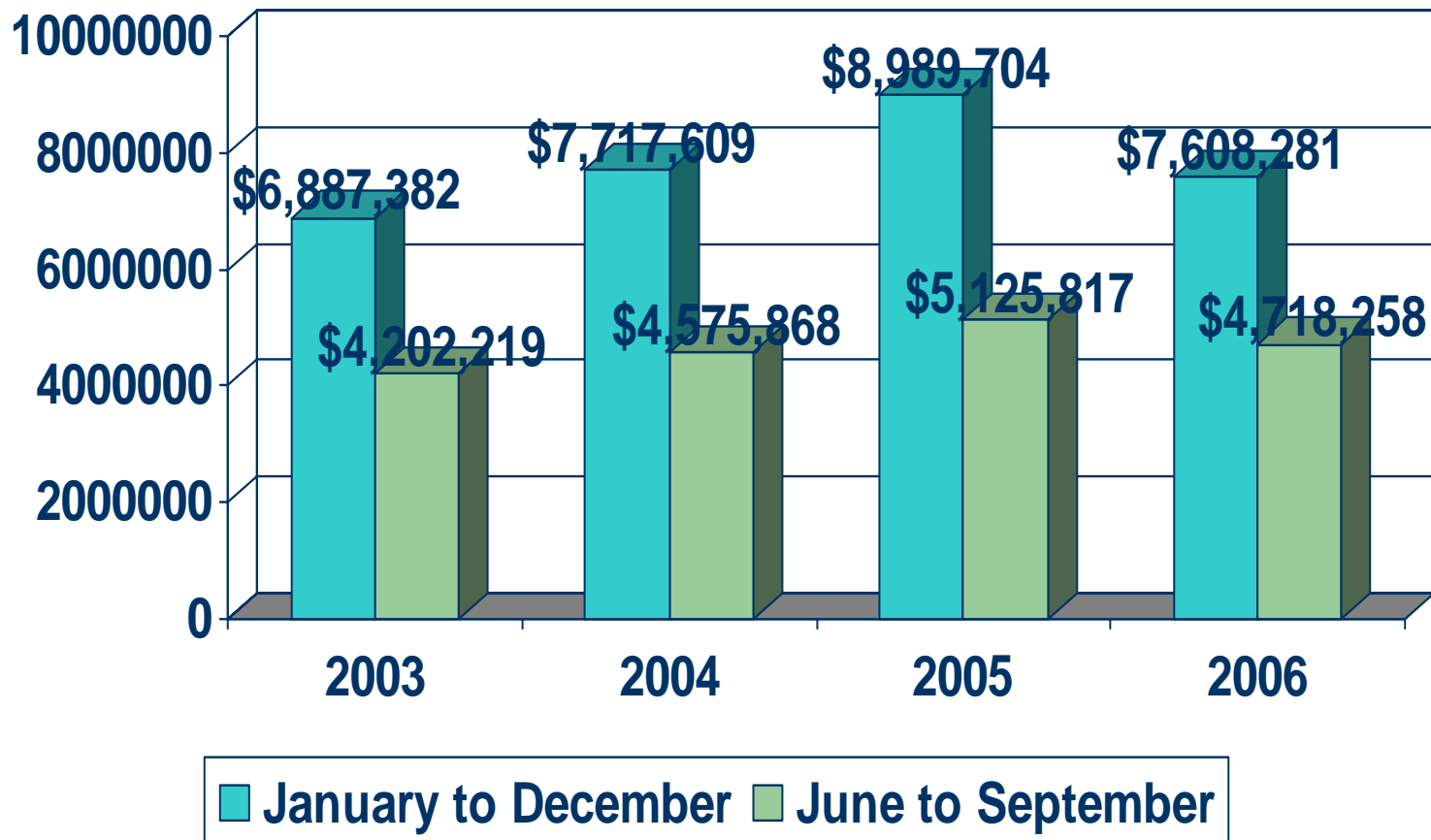
# Eastern Region Occupancy Rates



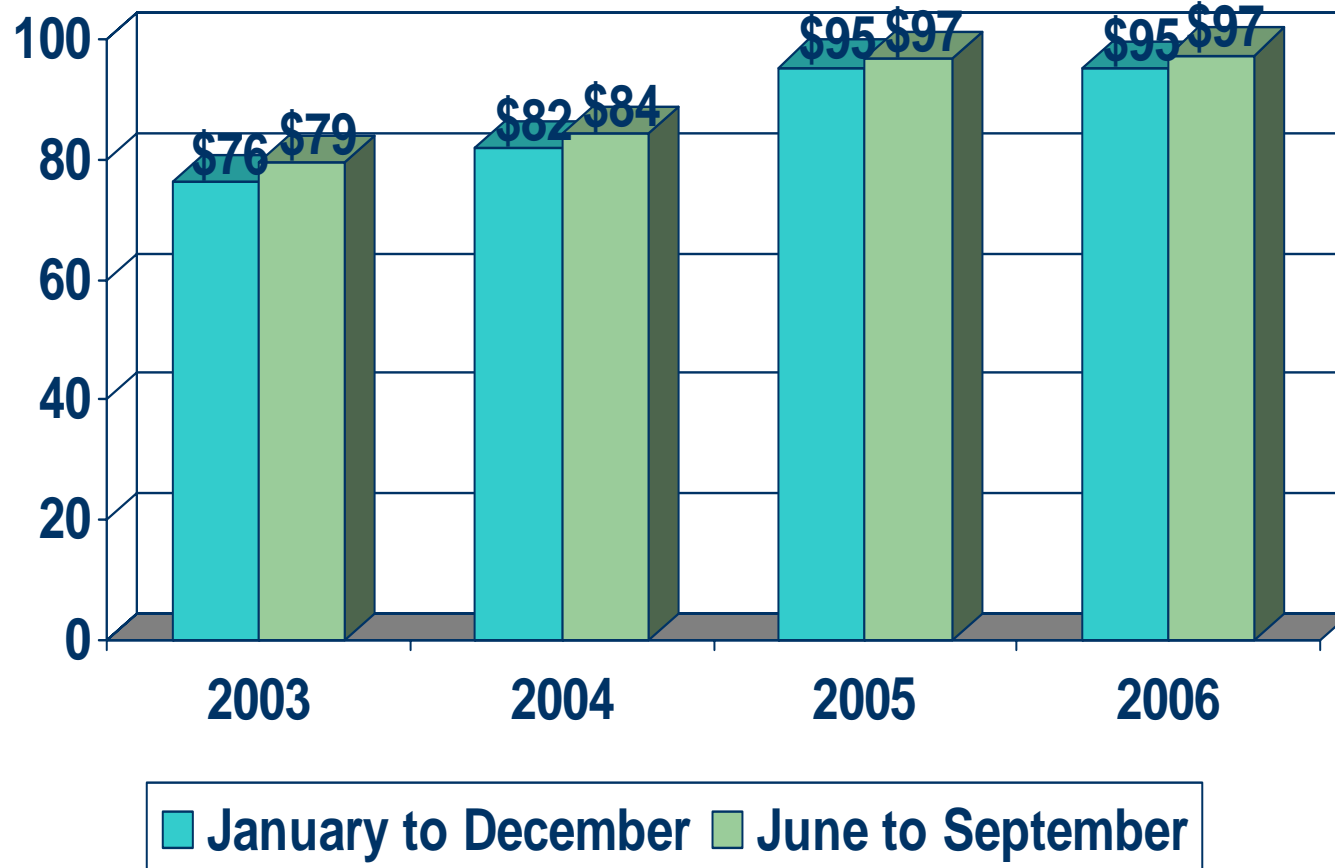
# Eastern Region Room Nights Sold



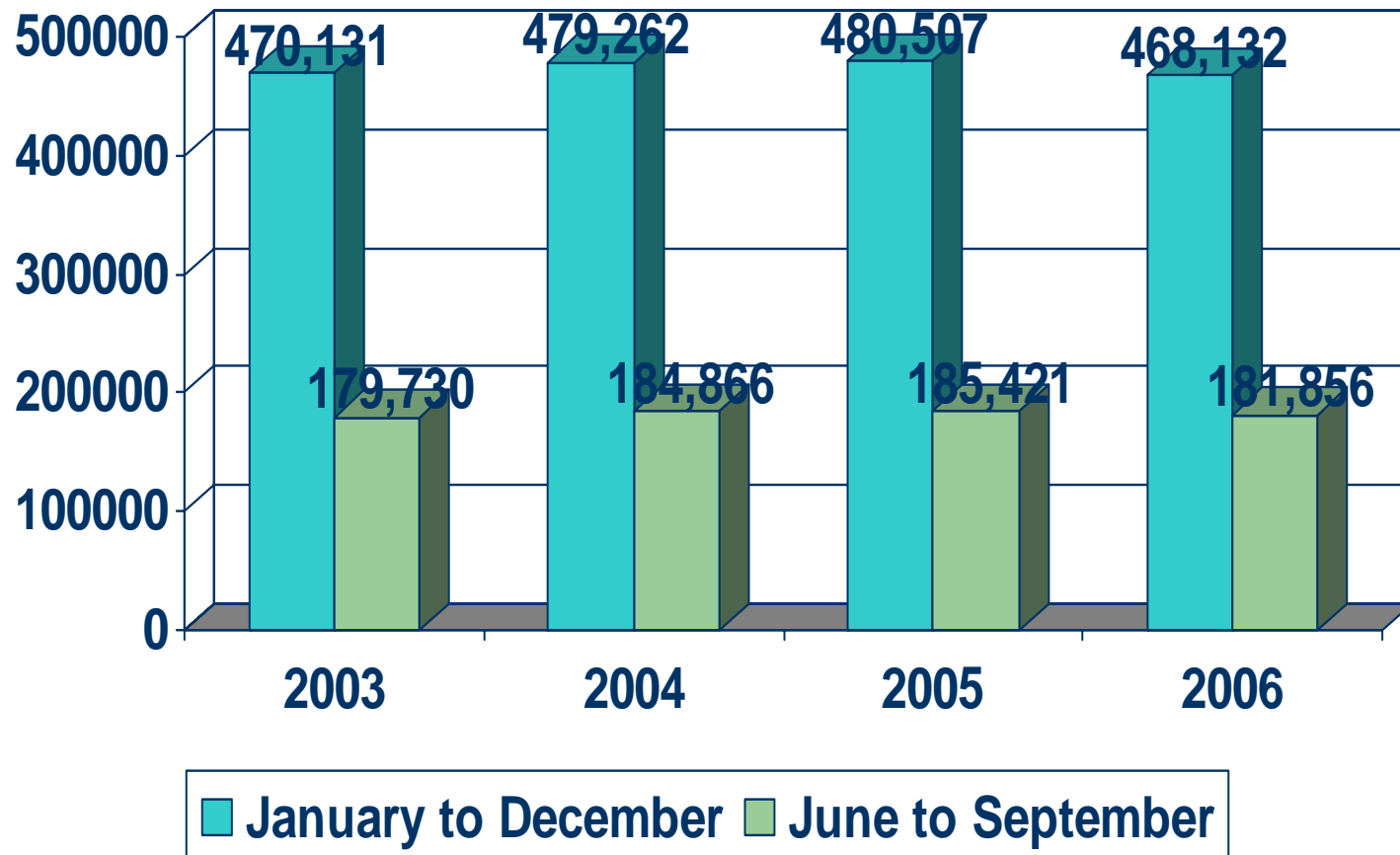
# Eastern Region Room Revenue



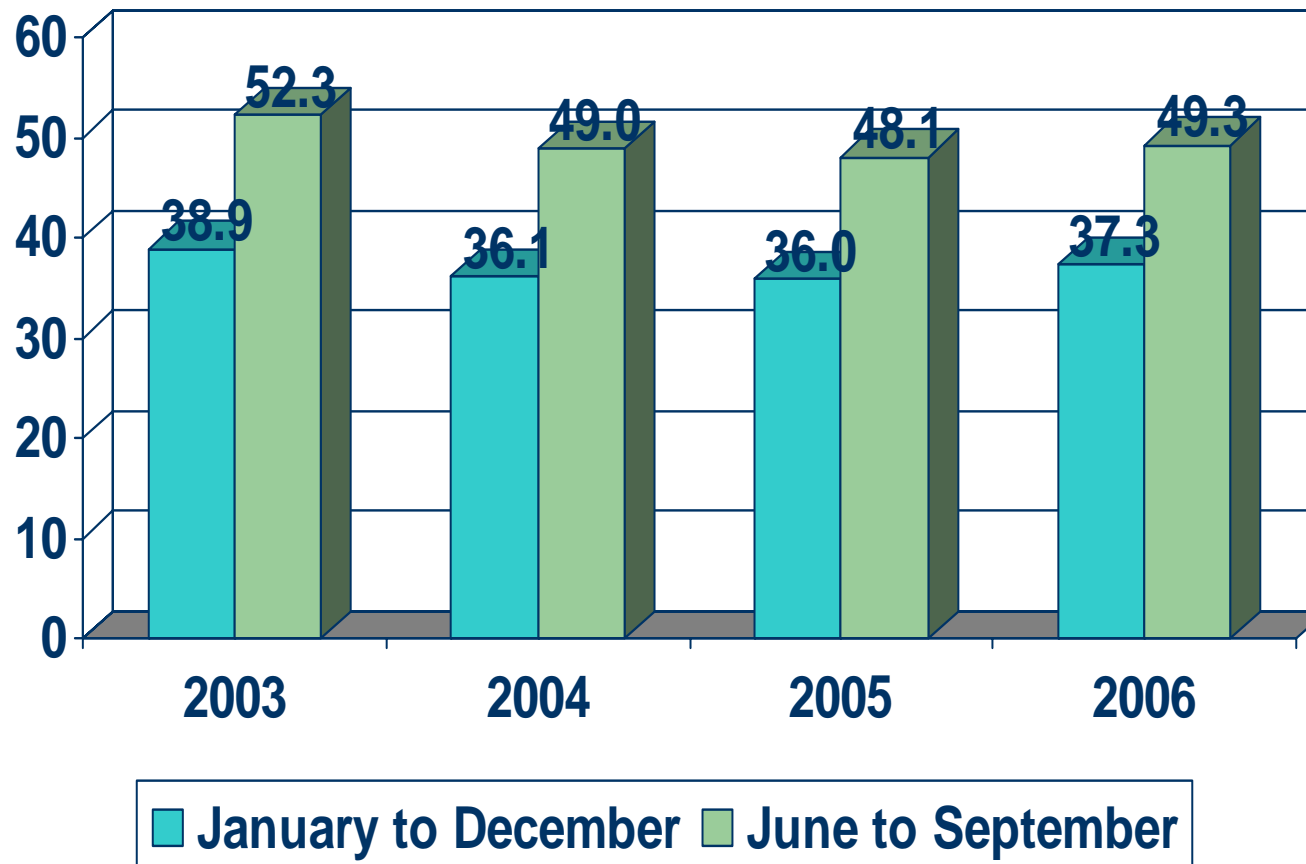
# Eastern Region Average Daily Rate



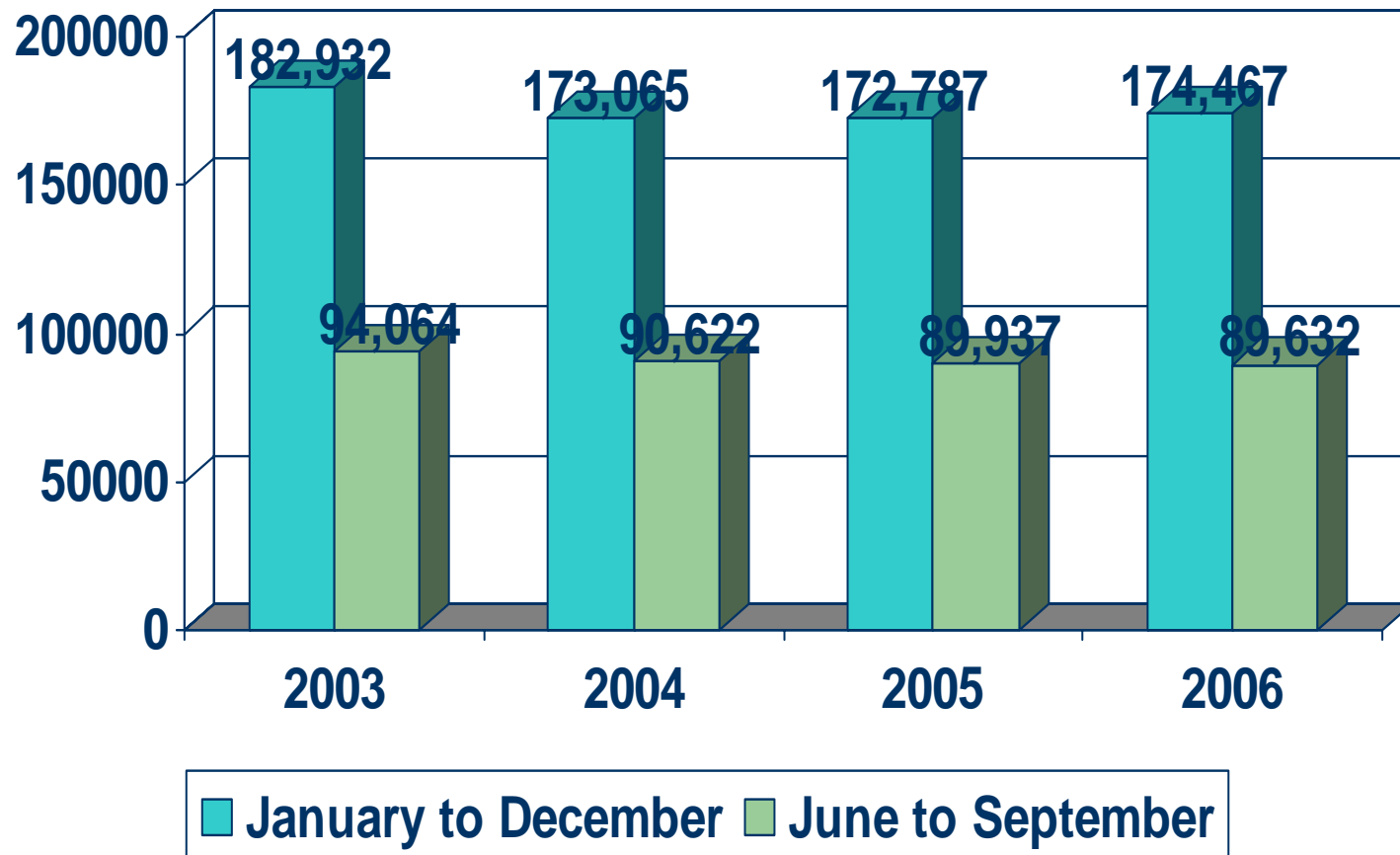
# Central Region Room Nights Available



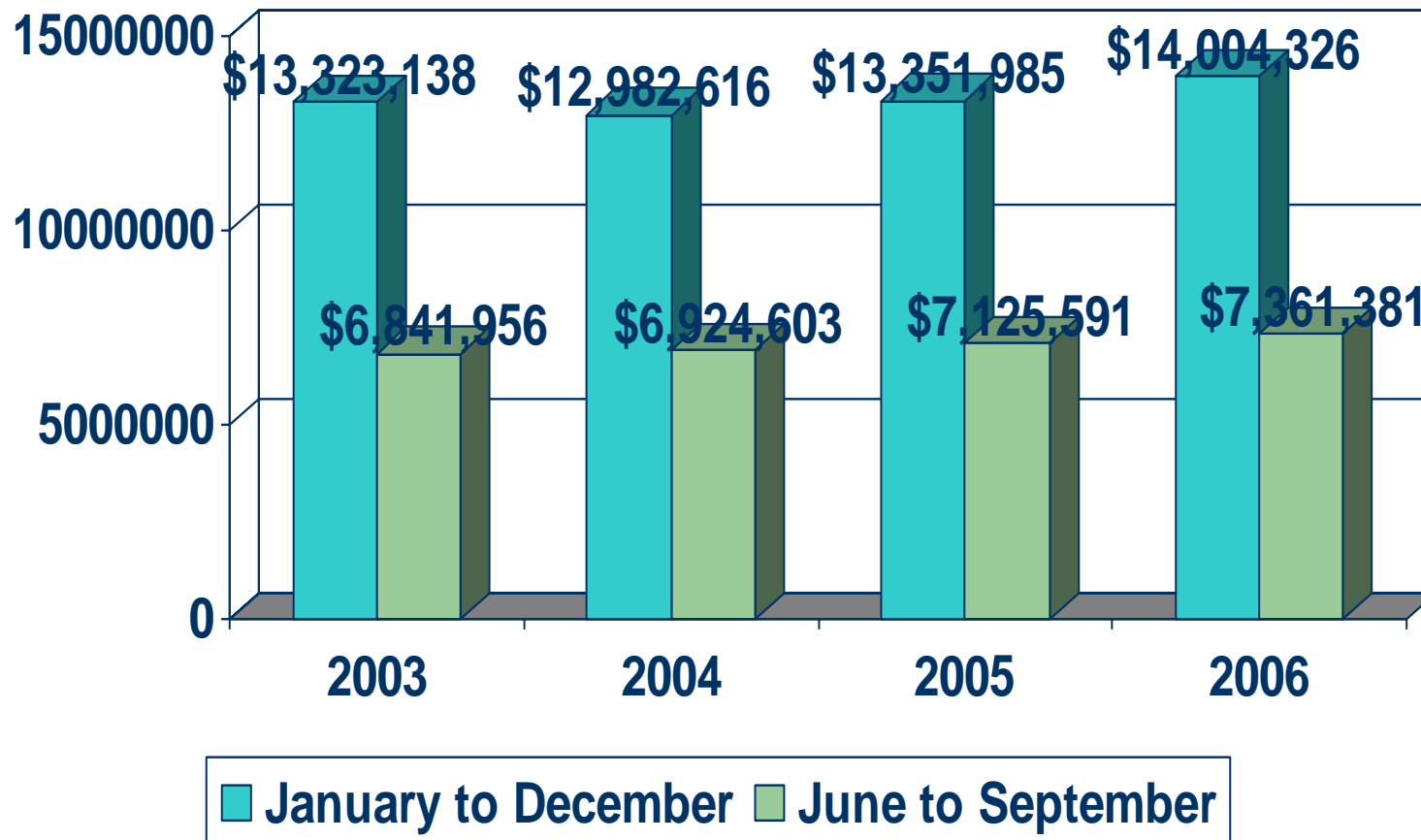
# Central Region Occupancy Rates



# Central Region Room Nights Sold

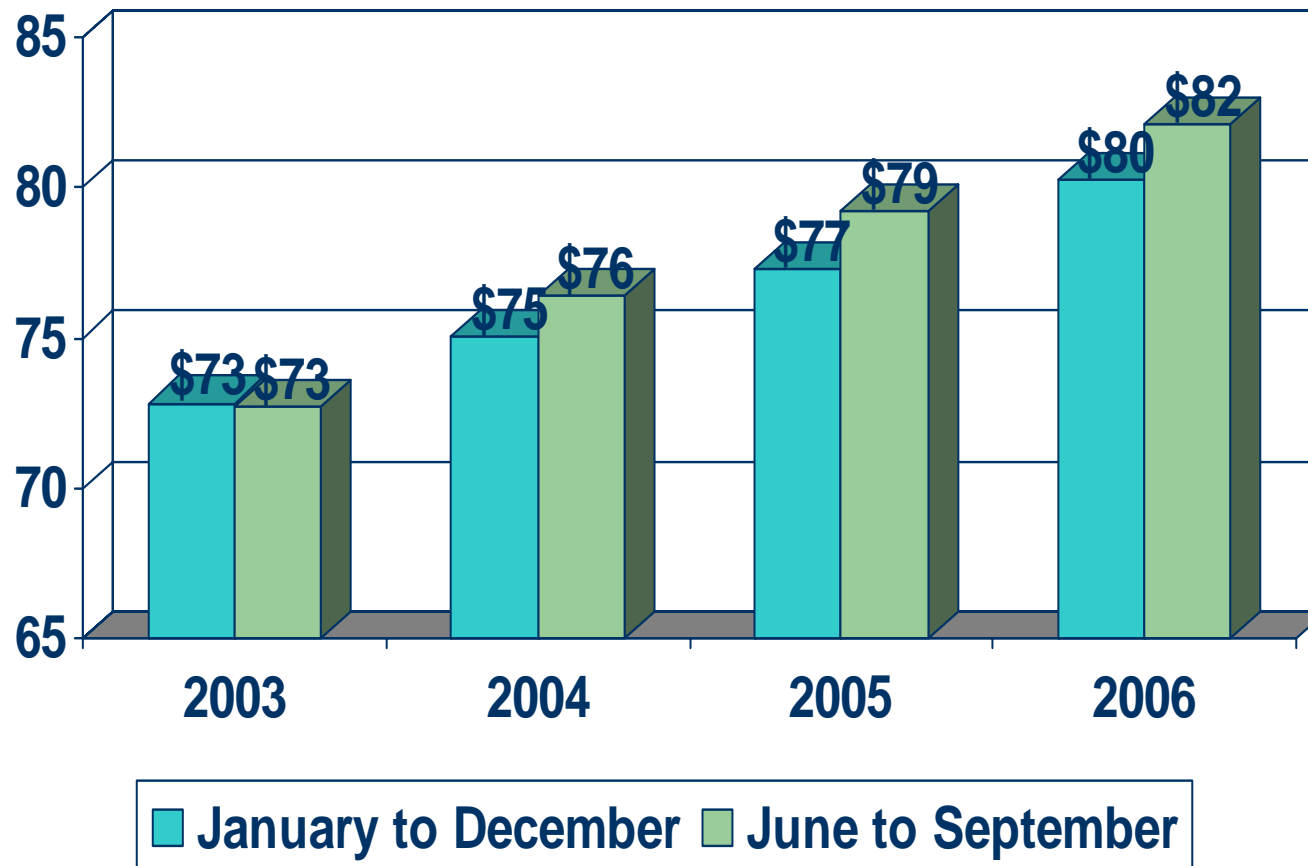


# Central Region Room Revenue

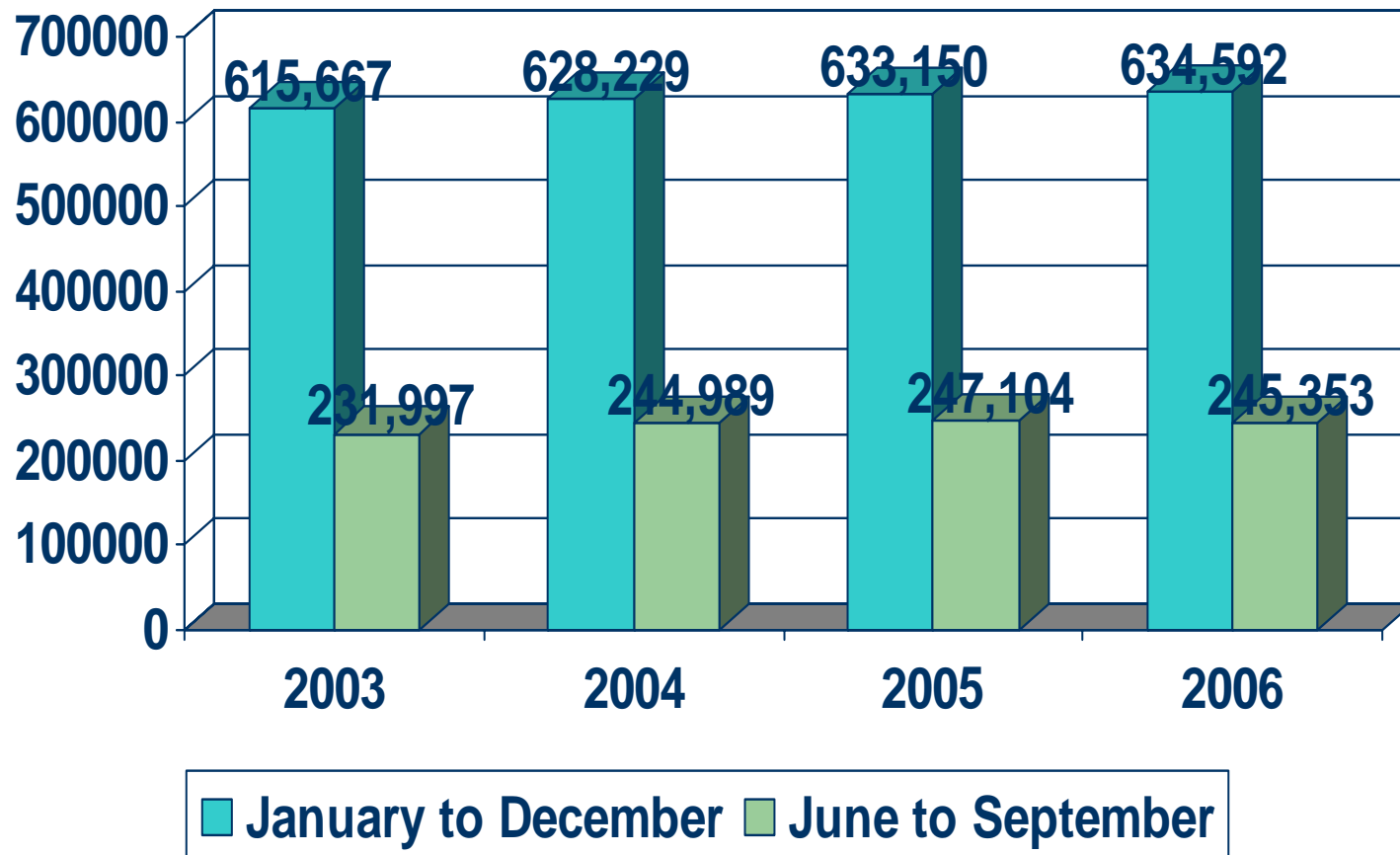




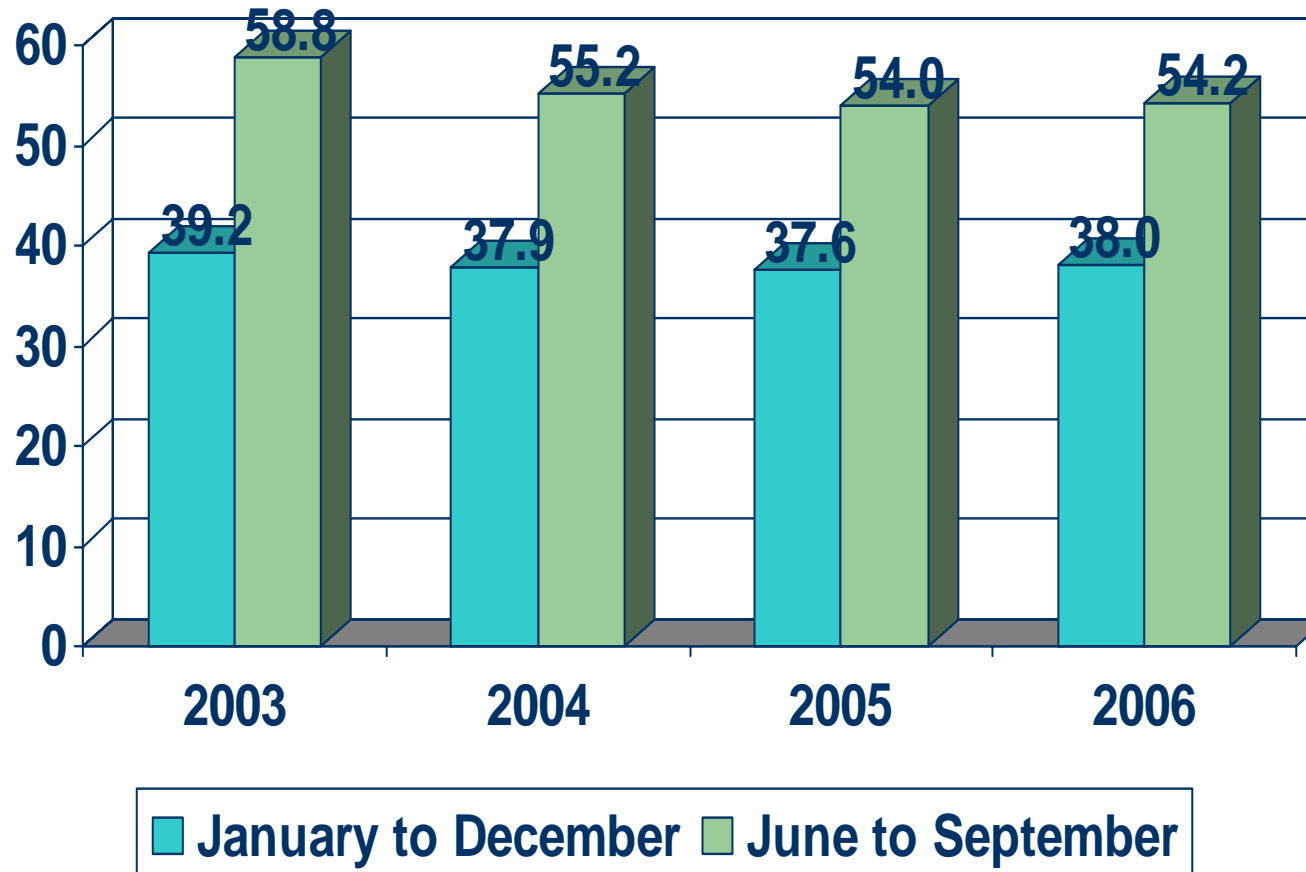
# Central Region Average Daily Rate



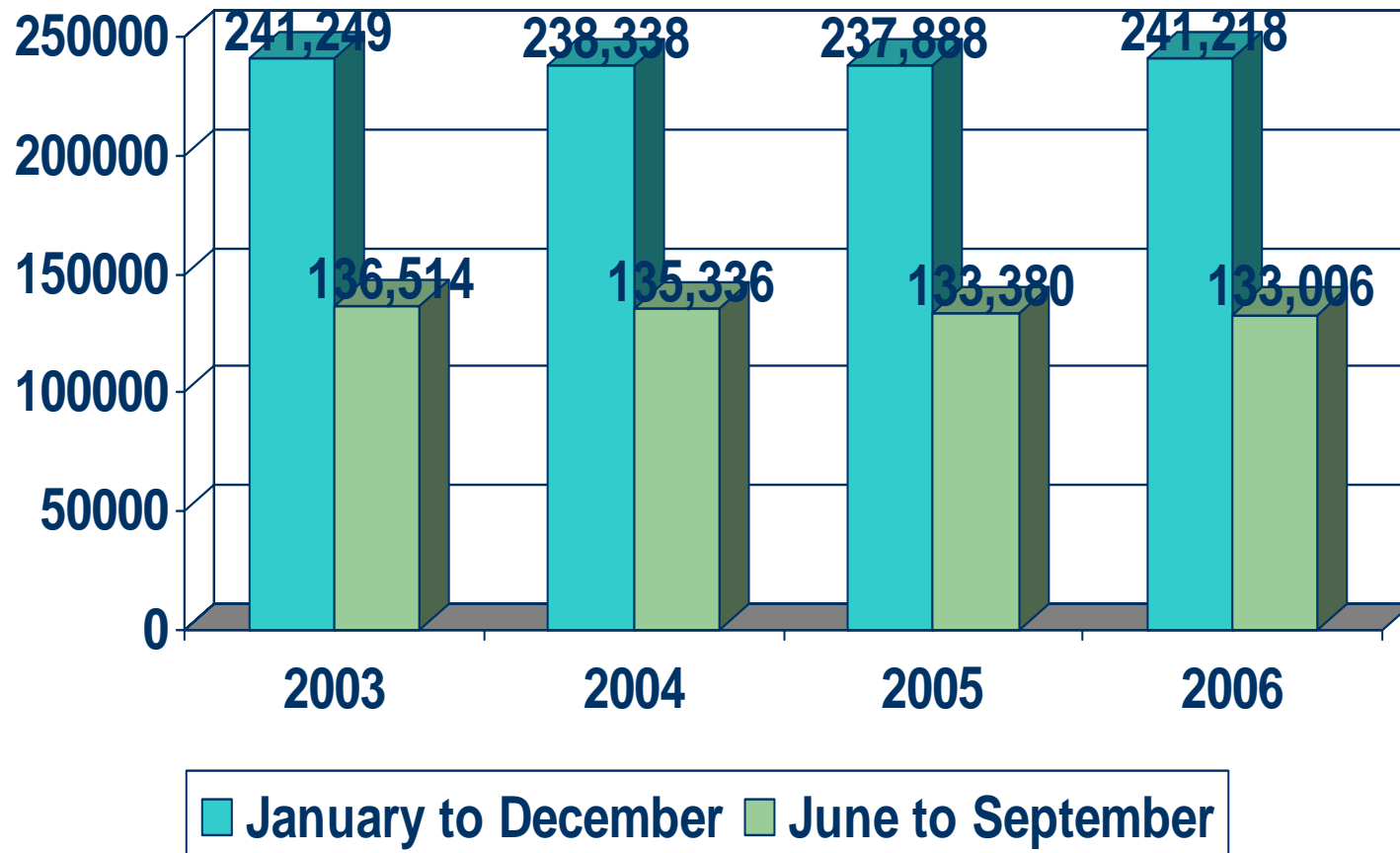
# Western Region Room Nights Available



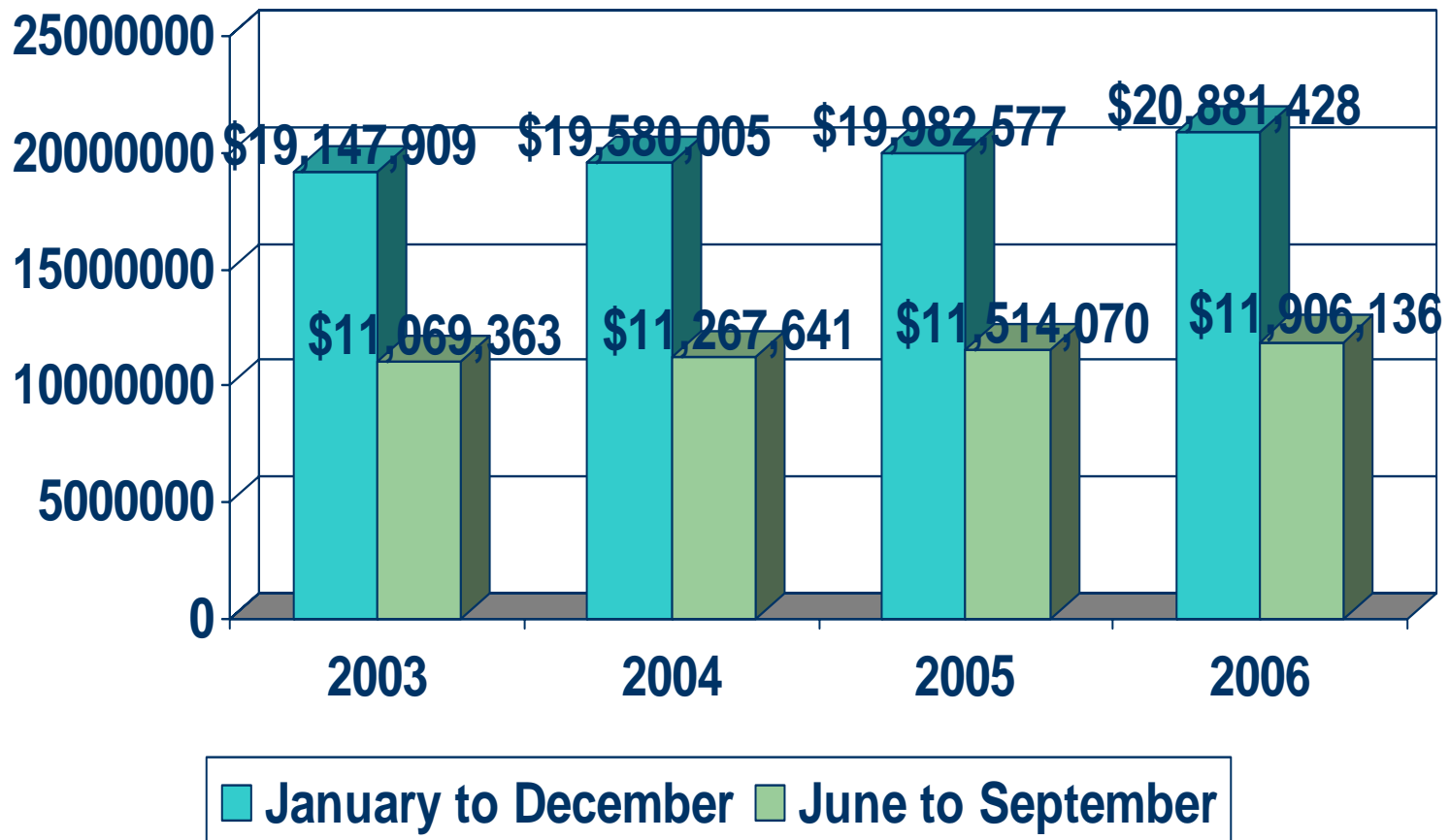
# Western Region Occupancy Rates



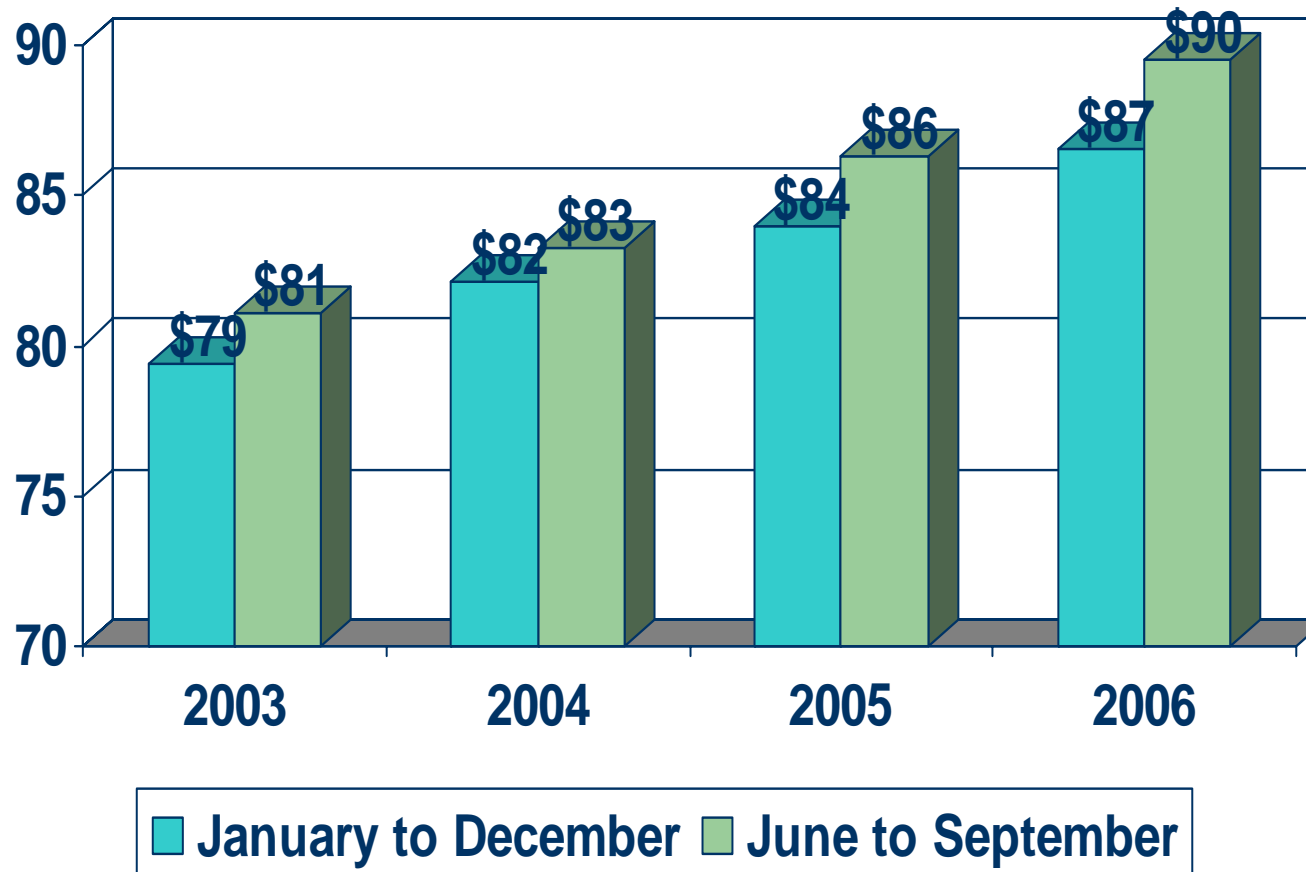
# Western Region Room Nights Sold



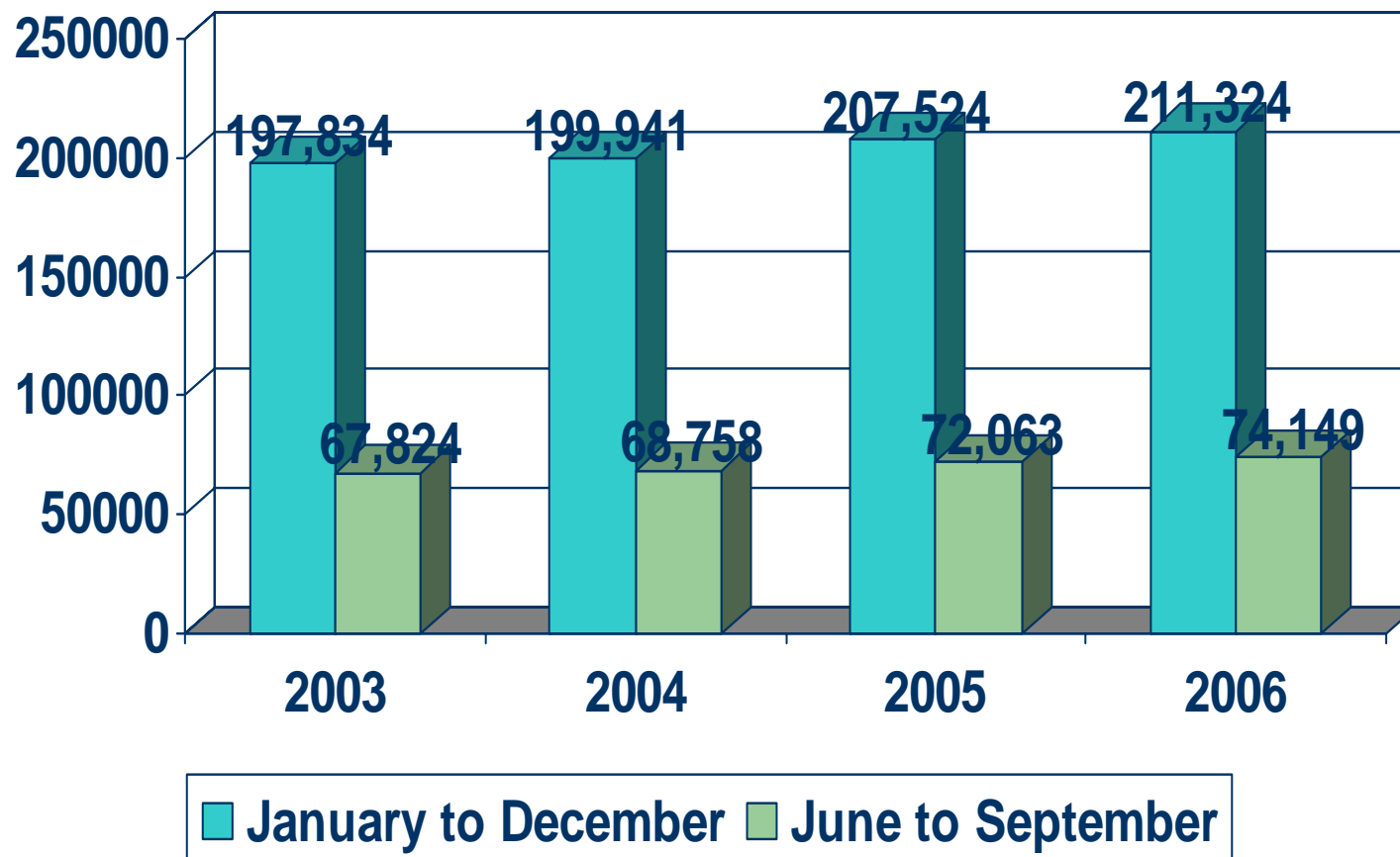
# Western Region Room Revenue



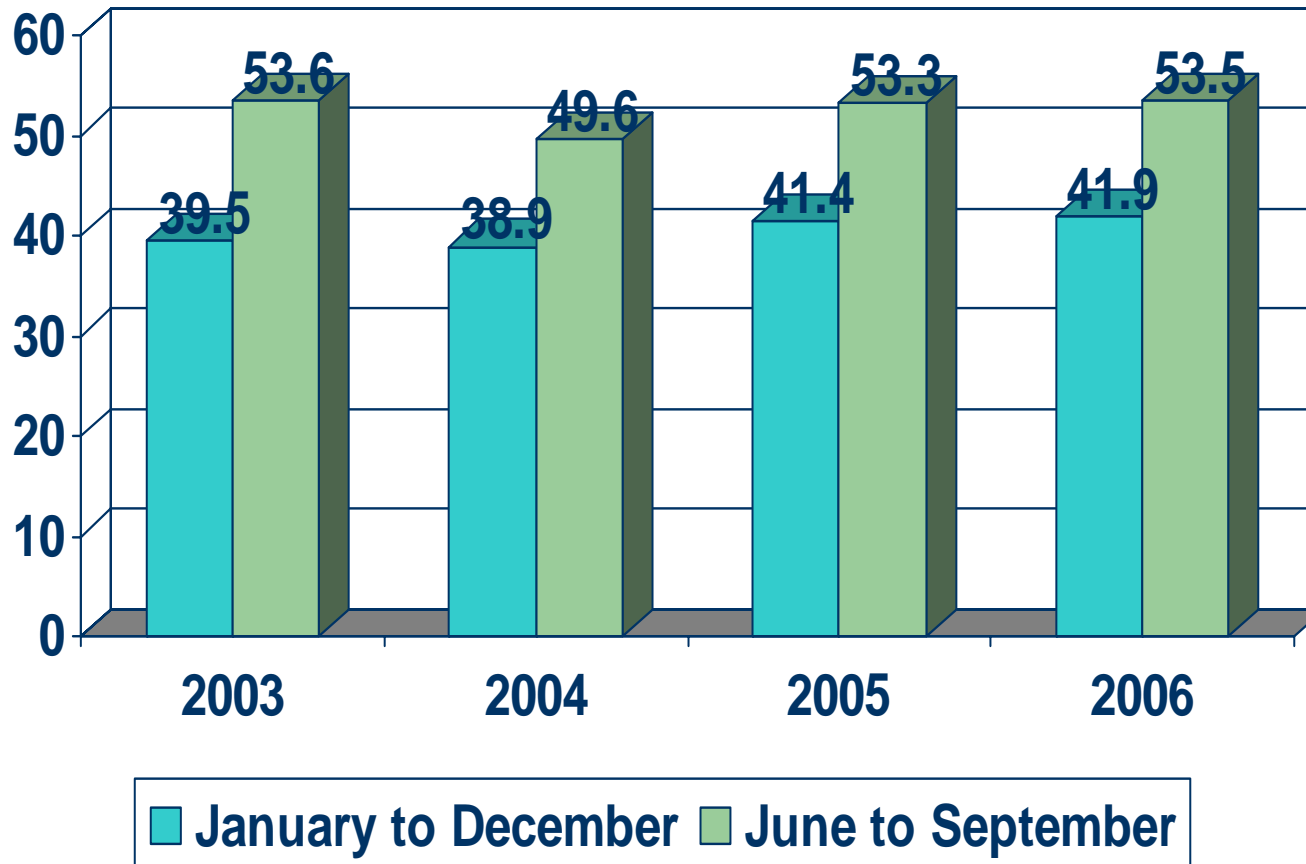
# Western Region Average Daily Rate



## Labrador Region Room Nights Available

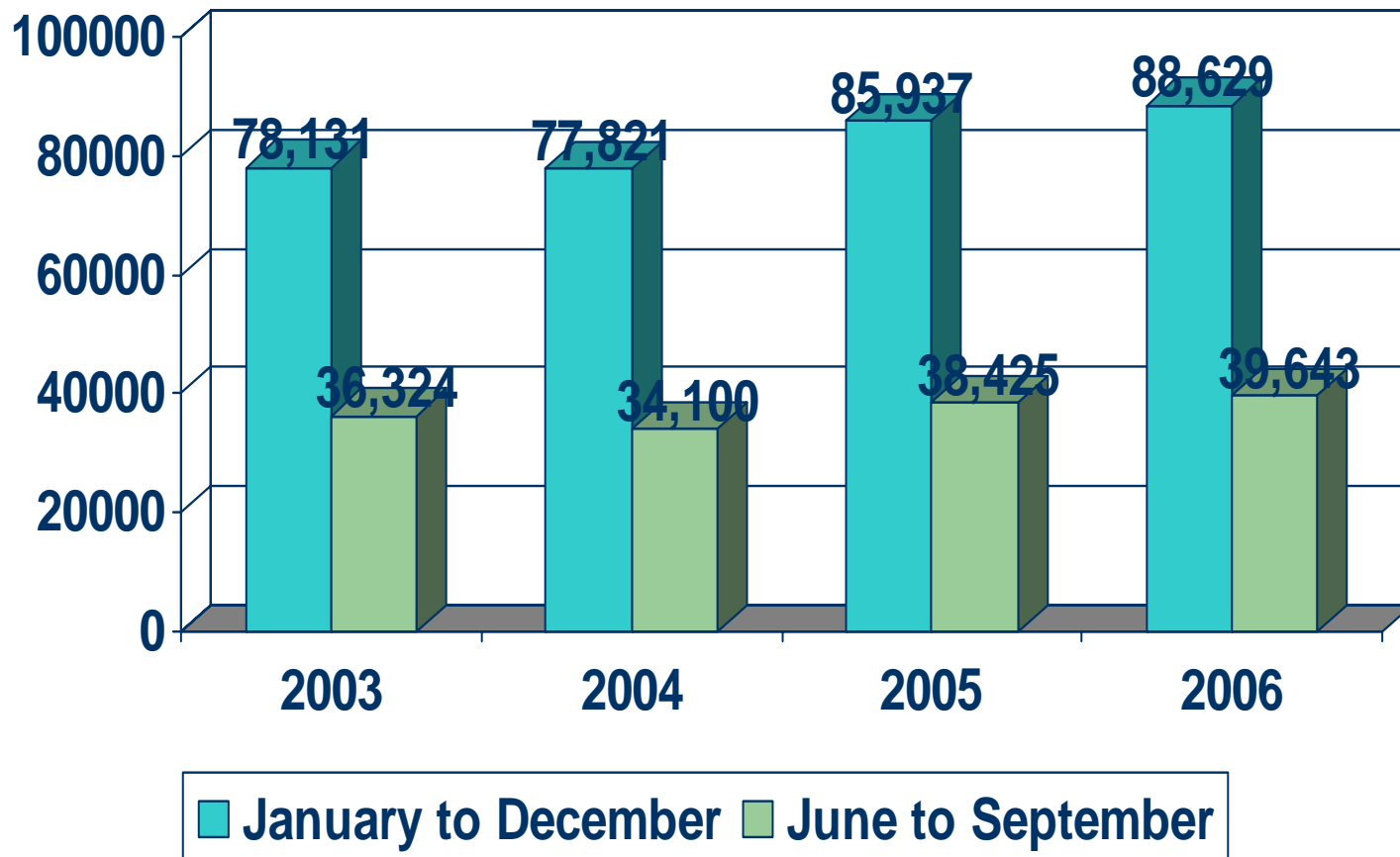


# Labrador Region Occupancy Rates

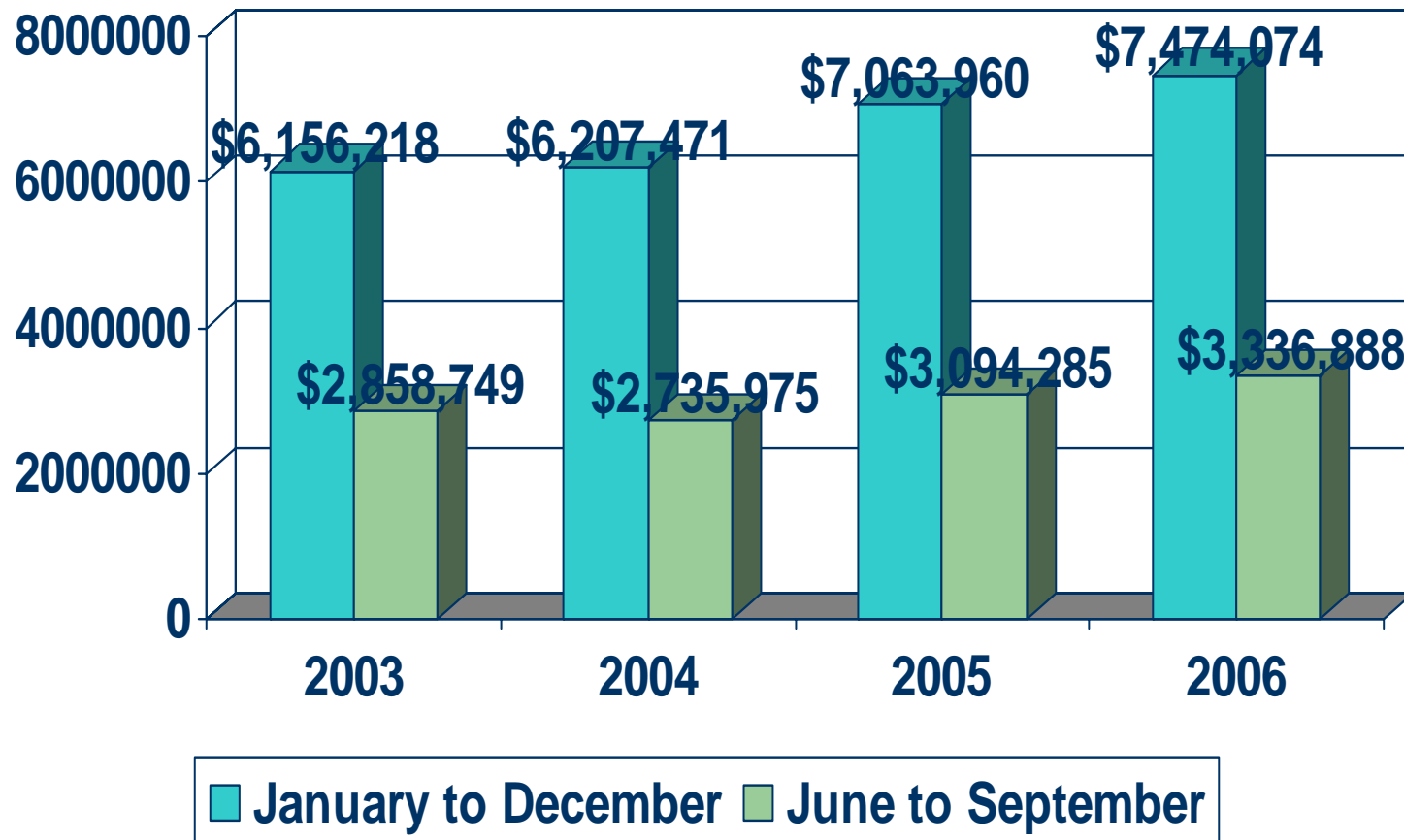




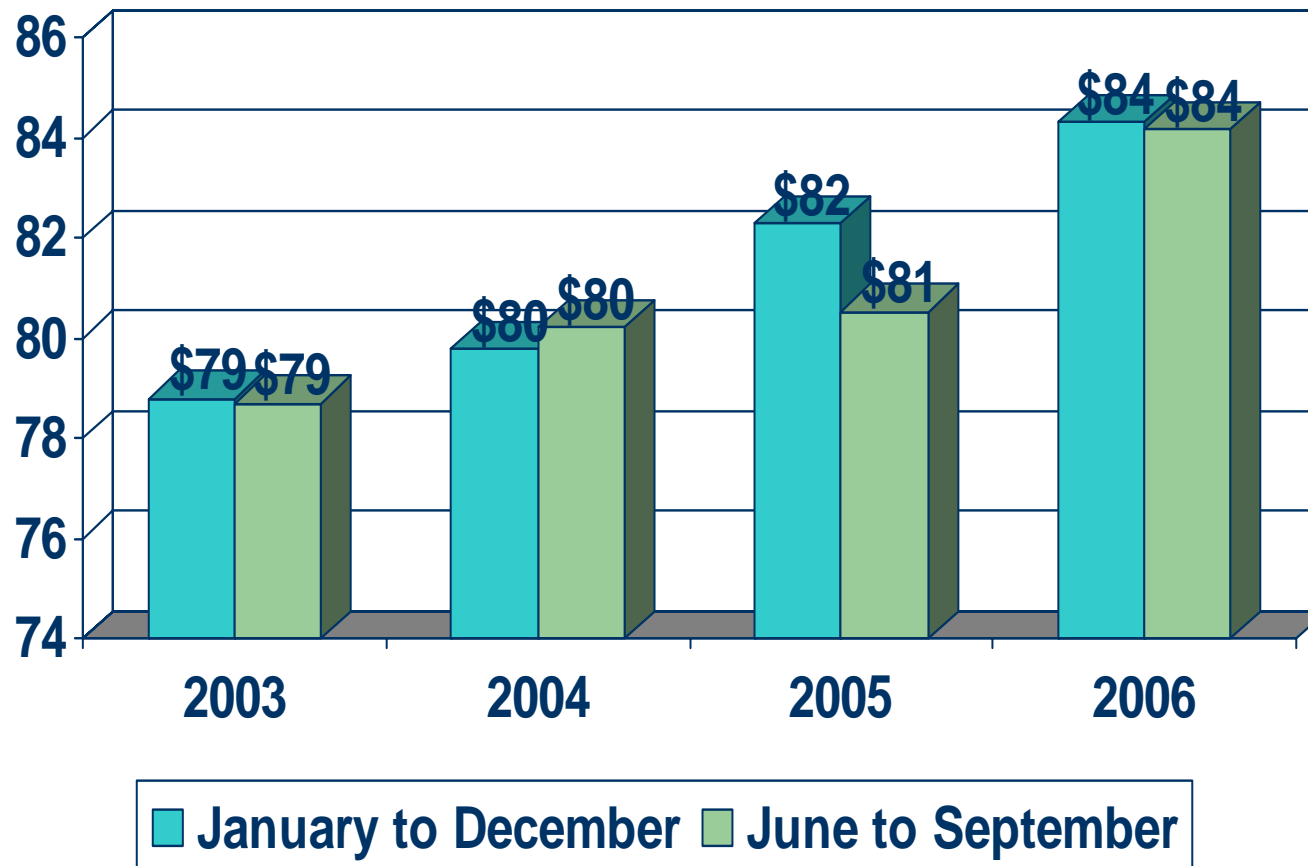
# Labrador Region Room Nights Sold



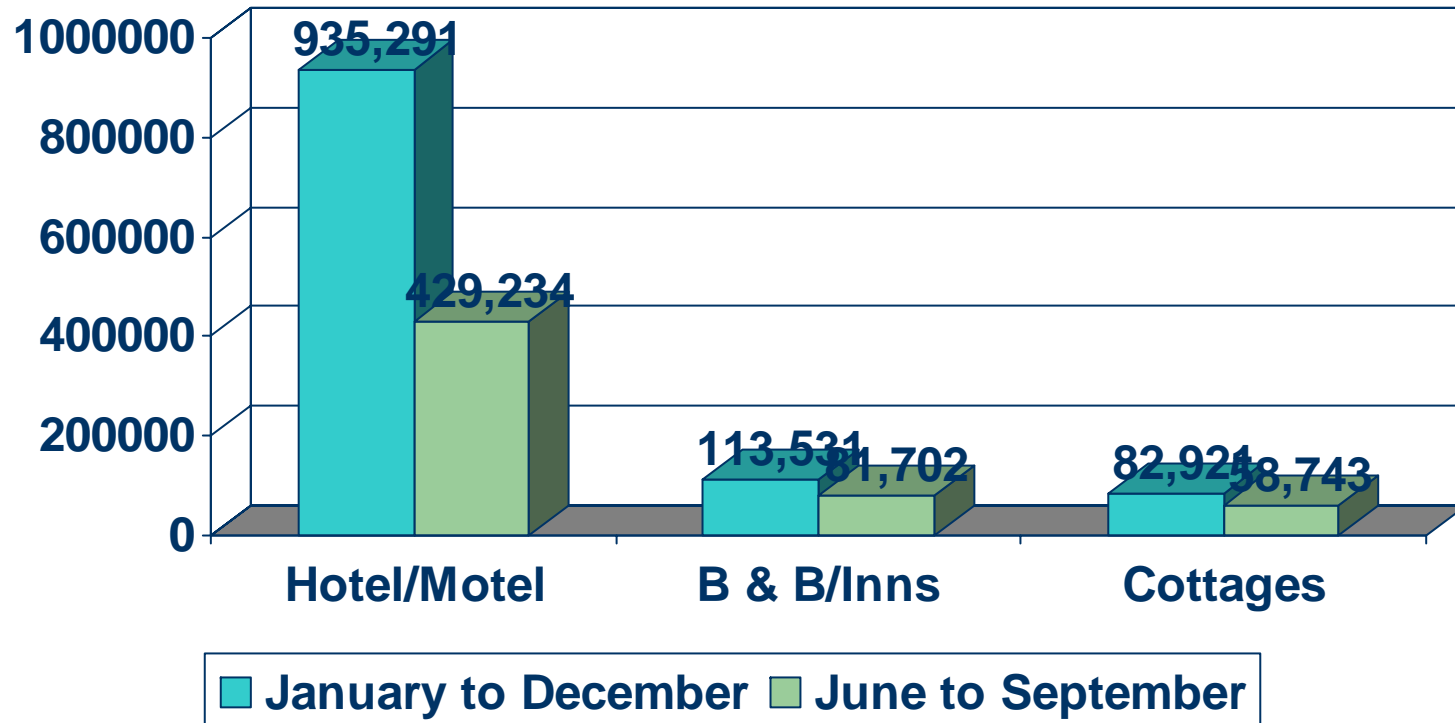
# Labrador Region Room Revenue



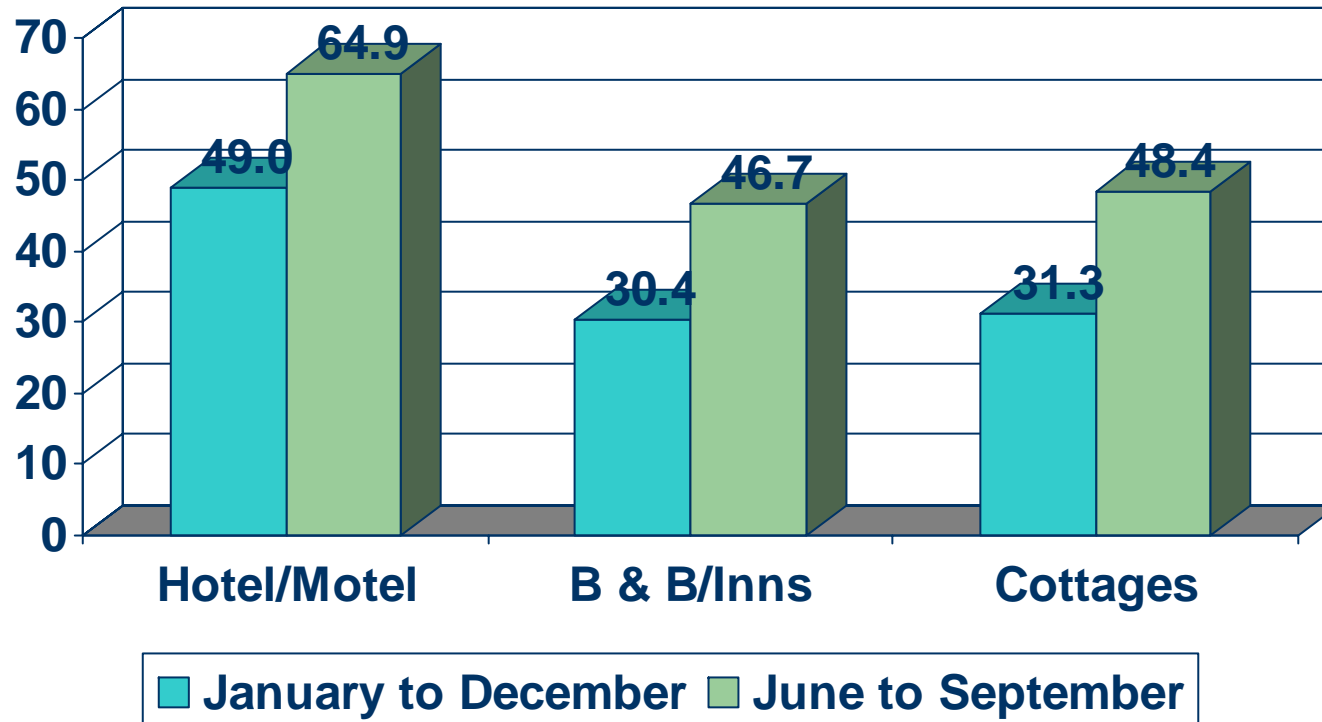
# Labrador Region Average Daily Rate



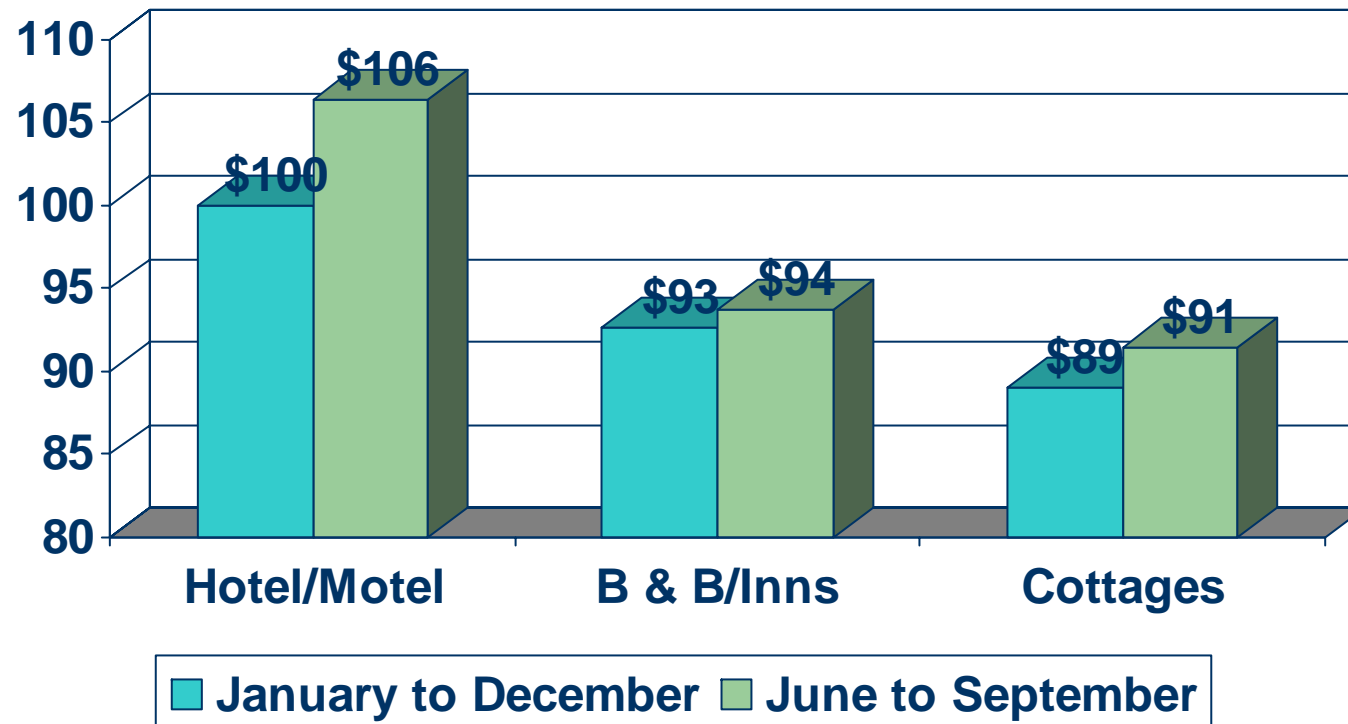
# Annual & Peak Season Room Nights Sold by Type of Property (2006)



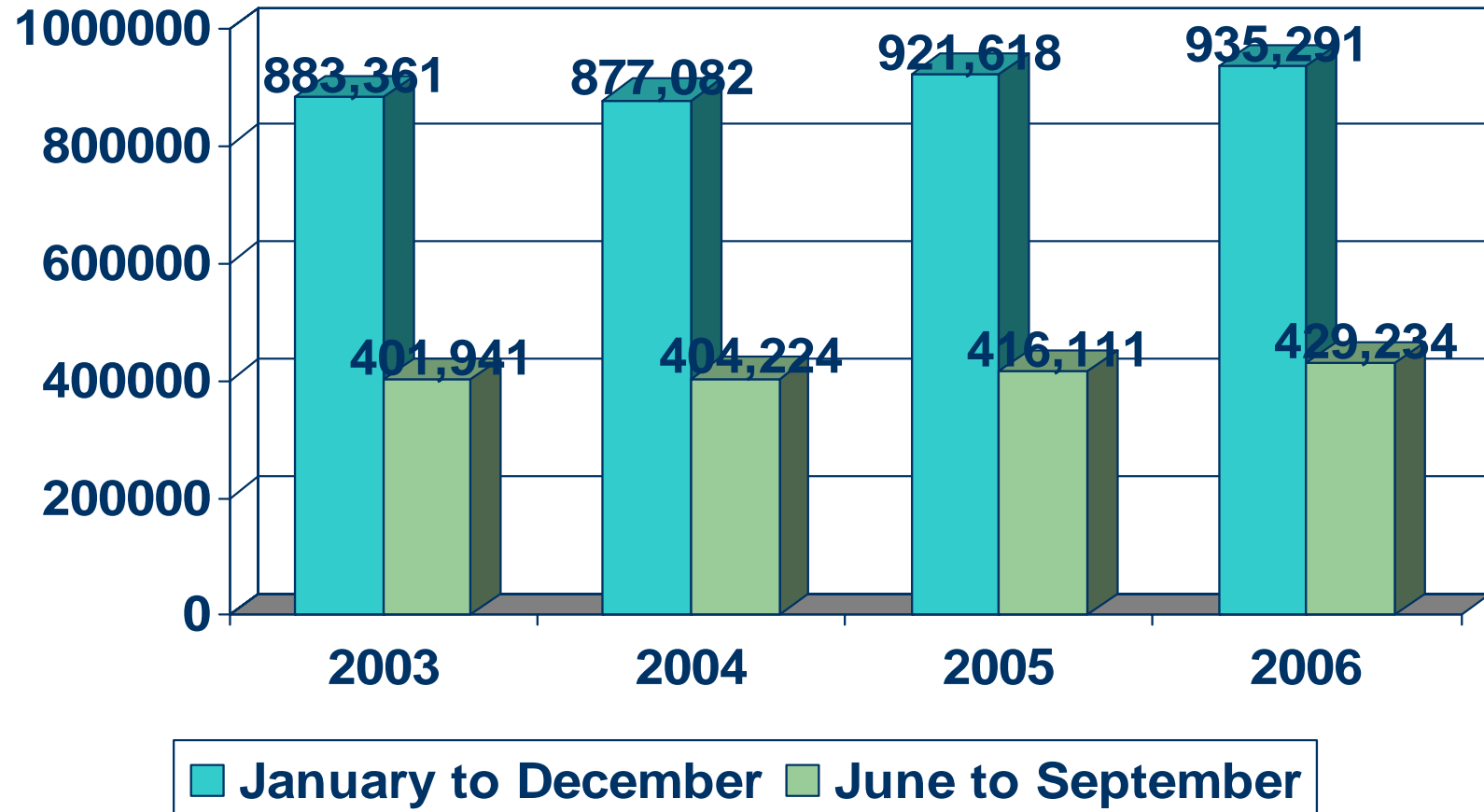
# Annual & Peak Season Occupancy Rates by Type of Property (2006)



# Annual & Peak Season Average Daily Rates by Type of Property (2006)



# Hotel/Motels: Room Nights Sold



## Where To Find Additional Information

Requests for additional roofed accommodation statistics can be directed to:

Strategic Planning and Policy Division

Department of Tourism, Culture and Recreation

P.O. Box 8700, St. John's, NL, Canada A1B 4J6

709-729-2976/3889, Fax 709-729-0870 or by e-mail  
[rhaynes@gov.nl.ca](mailto:rhaynes@gov.nl.ca) or [lisaCodner@gov.nl.ca](mailto:lisaCodner@gov.nl.ca)