

Province of Newfoundland and Labrador - All Regions					
Occupancy Rates for 2015					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	212,546	71,535	33.66%	\$8,873,127.32	\$124.04
February	195,919	78,156	39.89%	\$9,789,624.38	\$125.26
March	217,556	90,945	41.80%	\$11,216,846.70	\$123.34
April	214,814	97,846	45.55%	\$12,214,563.77	\$124.83
May	244,591	106,583	43.58%	\$14,196,384.15	\$133.20
June	264,310	147,645	55.86%	\$20,807,531.84	\$140.93
July	277,330	192,088	69.26%	\$27,128,512.81	\$141.23
August	272,510	198,582	72.87%	\$28,591,807.37	\$143.98
September	250,374	148,095	59.15%	\$20,653,423.47	\$139.46
October	239,865	119,098	49.65%	\$16,242,327.24	\$136.38
November	216,553	100,309	46.32%	\$12,854,430.93	\$128.15
December	213,431	67,708	31.72%	\$8,375,597.94	\$123.70
OVERALL	2,819,799	1,418,590	50.31%	\$190,944,177.92	\$134.60

Source: Accommodation Component of TDMS II

Please note that the data is subject to revision pending receipt of further data from the province's operators. The occupancy and average daily rate data should be considered as preliminary/estimates. Room nights sold, room nights available and room revenue should be considered counts/totals for the sample (properties) reporting.

Data for 2015 is based on information received and entered into TDMS as of November 21, 2016

Province of Newfoundland and Labrador - Avalon Region					
Occupancy Rates for 2015					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	90,360	36,999	40.95%	\$4,825,524.36	\$130.42
February	81,947	38,601	47.10%	\$5,010,258.34	\$129.80
March	91,236	43,863	48.08%	\$5,584,396.21	\$127.31
April	89,104	49,439	55.48%	\$6,524,725.04	\$131.98
May	98,926	53,648	54.23%	\$7,569,453.87	\$141.09
June	103,096	66,455	64.46%	\$10,306,098.16	\$155.08
July	107,009	74,130	69.27%	\$11,421,357.99	\$154.07
August	104,570	79,206	75.74%	\$12,583,531.09	\$158.87
September	95,180	65,354	68.66%	\$9,861,836.58	\$150.90
October	95,594	55,776	58.35%	\$8,146,210.85	\$146.05
November	88,279	49,104	55.62%	\$6,578,376.18	\$133.97
December	90,068	35,050	38.92%	\$4,471,667.89	\$127.58
OVERALL	1,135,369	647,625	57.04%	\$92,883,436.56	\$143.42

Source: Accommodation Component of TDMS II

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Province of Newfoundland and Labrador - Eastern Region					
Occupancy Rates for 2015					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	18,838	4,492	23.85%	\$488,947.43	\$108.85
February	17,923	5,822	32.48%	\$591,321.18	\$101.57
March	19,617	6,810	34.71%	\$685,932.13	\$100.72
April	19,211	7,736	40.27%	\$755,576.36	\$97.67
May	24,875	7,711	31.00%	\$905,372.18	\$117.41
June	27,094	12,270	45.29%	\$1,571,063.04	\$128.04
July	28,313	19,244	67.97%	\$2,486,816.67	\$129.23
August	28,321	20,528	72.48%	\$2,713,194.69	\$132.17
September	26,650	13,808	51.81%	\$1,763,982.05	\$127.75
October	24,822	8,721	35.13%	\$1,042,882.88	\$119.58
November	18,591	7,189	38.67%	\$820,279.52	\$114.10
December	17,284	4,385	25.37%	\$479,410.22	\$109.33
OVERALL	271,539	118,716	43.72%	\$14,304,778.35	\$120.50

Source: Accommodation Component of TDMS II

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Province of Newfoundland and Labrador - Central Region					
Occupancy Rates for 2015					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	33,269	8,155	24.51%	\$889,692.77	\$109.10
February	31,324	9,332	29.79%	\$1,082,646.63	\$116.01
March	34,756	12,269	35.30%	\$1,382,374.56	\$112.67
April	34,350	12,708	37.00%	\$1,437,867.60	\$113.15
May	40,630	14,853	36.56%	\$1,906,260.15	\$128.34
June	44,182	20,000	45.27%	\$2,800,851.04	\$140.04
July	46,769	31,478	67.31%	\$4,440,502.54	\$141.07
August	46,505	32,097	69.02%	\$4,576,001.01	\$142.57
September	43,033	20,802	48.34%	\$2,845,254.72	\$136.78
October	39,671	17,512	44.14%	\$2,372,550.57	\$135.48
November	35,205	13,020	36.98%	\$1,597,304.30	\$122.68
December	34,064	8,043	23.61%	\$1,004,281.92	\$124.86
OVERALL	463,758	200,269	43.18%	\$26,335,587.81	\$131.50

Source: Accommodation Component of TDMS II

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Province of Newfoundland and Labrador - Western Region					
Occupancy Rates for 2015					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	47,473	14,113	29.73%	\$1,633,940.74	\$115.78
February	44,306	15,518	35.02%	\$1,917,532.00	\$123.57
March	49,781	17,472	35.10%	\$2,112,820.79	\$120.93
April	50,094	16,919	33.77%	\$2,016,472.27	\$119.18
May	57,214	17,296	30.23%	\$2,055,589.53	\$118.85
June	67,254	32,724	48.66%	\$3,975,805.56	\$121.50
July	71,573	49,802	69.58%	\$6,478,159.85	\$130.08
August	69,463	49,109	70.70%	\$6,363,150.86	\$129.57
September	63,071	32,397	51.37%	\$3,988,719.92	\$123.12
October	56,962	21,905	38.46%	\$2,571,072.49	\$117.37
November	52,398	17,026	32.49%	\$1,928,113.39	\$113.25
December	49,814	12,030	24.15%	\$1,330,644.84	\$110.61
OVERALL	679,403	296,311	43.61%	\$36,372,022.24	\$122.75

Source: Accommodation Component of TDMS II

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Province of Newfoundland and Labrador - Labrador Region					
Occupancy Rates for 2015					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	22,606	7,776	34.40%	\$1,035,022.02	\$133.10
February	20,419	8,883	43.50%	\$1,187,866.23	\$133.72
March	22,166	10,531	47.51%	\$1,451,323.01	\$137.81
April	22,055	11,044	50.07%	\$1,479,922.50	\$134.00
May	22,946	13,075	56.98%	\$1,759,708.42	\$134.59
June	22,684	16,196	71.40%	\$2,153,714.04	\$132.98
July	23,666	17,434	73.67%	\$2,301,675.76	\$132.02
August	23,651	17,642	74.59%	\$2,355,929.72	\$133.54
September	22,440	15,734	70.12%	\$2,193,630.20	\$139.42
October	22,816	15,184	66.55%	\$2,109,610.45	\$138.94
November	22,080	13,970	63.27%	\$1,930,357.54	\$138.18
December	22,201	8,200	36.94%	\$1,089,593.07	\$132.88
OVERALL	269,730	155,669	57.71%	\$21,048,352.96	\$135.21

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