

Province of Newfoundland and Labrador - All Regions					
Occupancy Rates for 2016					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	215,731	64,186	29.75%	\$7,958,621.62	\$123.99
February	207,486	74,146	35.74%	\$9,511,848.42	\$128.29
March	222,361	92,573	41.63%	\$11,812,725.90	\$127.60
April	220,331	89,300	40.53%	\$11,278,042.13	\$126.29
May	257,825	112,942	43.81%	\$15,470,266.01	\$136.98
June	268,323	163,290	60.86%	\$24,208,475.33	\$148.25
July	283,588	198,079	69.85%	\$29,463,940.07	\$148.75
August	282,757	202,107	71.48%	\$29,842,730.93	\$147.66
September	259,232	161,867	62.44%	\$23,645,607.85	\$146.08
October	251,063	122,181	48.67%	\$16,715,956.41	\$136.81
November	224,236	105,630	47.11%	\$13,273,463.76	\$125.66
December	222,041	70,971	31.96%	\$8,597,501.94	\$121.14
OVERALL	2,914,974	1,457,272	49.99%	\$201,779,180.37	\$138.46

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 2016 is based on information received and entered into TDMS as of September 22, 2017

Province of Newfoundland and Labrador - Avalon Region					
Occupancy Rates for 2016					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	90,208	33,187	36.79%	\$4,230,013.29	\$127.46
February	88,966	35,422	39.82%	\$4,574,521.64	\$129.14
March	95,615	40,772	42.64%	\$5,181,869.81	\$127.09
April	93,155	46,320	49.72%	\$5,986,797.53	\$129.25
May	104,568	54,862	52.47%	\$7,848,196.38	\$143.05
June	106,644	74,332	69.70%	\$11,843,007.11	\$159.33
July	110,798	77,801	70.22%	\$12,299,775.17	\$158.09
August	110,979	77,878	70.17%	\$11,965,769.84	\$153.65
September	100,922	70,089	69.45%	\$10,818,061.81	\$154.35
October	101,993	56,000	54.91%	\$7,947,378.19	\$141.92
November	94,735	49,964	52.74%	\$6,523,523.30	\$130.56
December	96,048	33,501	34.88%	\$4,170,958.80	\$124.50
OVERALL	1,194,631	650,128	54.42%	\$93,389,872.87	\$143.65

Source: Accommodation Component of TDMS II

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Province of Newfoundland and Labrador - Eastern Region					
Occupancy Rates for 2016					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	18,377	4,206	22.89%	\$442,462.34	\$105.20
February	17,320	4,862	28.07%	\$552,286.56	\$113.59
March	18,507	5,434	29.36%	\$624,492.93	\$114.92
April	20,029	5,081	25.37%	\$577,358.65	\$113.63
May	25,071	7,772	31.00%	\$939,643.35	\$120.90
June	26,605	13,134	49.37%	\$1,740,040.53	\$132.48
July	28,196	19,297	68.44%	\$2,580,738.90	\$133.74
August	27,431	19,484	71.03%	\$2,694,863.72	\$138.31
September	26,442	15,101	57.11%	\$1,995,723.32	\$132.16
October	24,315	9,637	39.63%	\$1,145,355.46	\$118.85
November	18,927	7,856	41.51%	\$887,809.37	\$113.01
December	17,261	5,553	32.17%	\$573,771.40	\$103.33
OVERALL	268,481	117,417	43.73%	\$14,754,546.53	\$125.66

Source: Accommodation Component of TDMS II

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Province of Newfoundland and Labrador - Central Region					
Occupancy Rates for 2016					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	34,219	8,284	24.21%	\$988,813.00	\$119.36
February	32,508	10,243	31.51%	\$1,261,050.87	\$123.11
March	34,909	14,032	40.20%	\$1,698,245.61	\$121.03
April	34,922	11,471	32.85%	\$1,457,500.76	\$127.06
May	40,883	15,749	38.52%	\$2,471,809.10	\$156.95
June	44,617	23,141	51.87%	\$3,866,235.13	\$167.07
July	47,794	31,906	66.76%	\$5,275,425.34	\$165.34
August	47,305	33,634	71.10%	\$5,579,619.41	\$165.89
September	43,953	23,132	52.63%	\$3,858,887.82	\$166.82
October	39,919	18,051	45.22%	\$2,720,599.10	\$150.72
November	34,582	13,869	40.10%	\$1,682,076.80	\$121.28
December	33,543	8,924	26.60%	\$1,101,673.08	\$123.45
OVERALL	469,154	212,436	45.28%	\$31,961,936.02	\$150.45

Source: Accommodation Component of TDMS II

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Province of Newfoundland and Labrador - Western Region					
Occupancy Rates for 2016					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	49,738	11,841	23.81%	\$1,382,379.50	\$116.75
February	47,078	16,229	34.47%	\$2,109,748.46	\$130.00
March	51,197	23,376	45.66%	\$3,049,716.90	\$130.46
April	50,290	17,390	34.58%	\$2,019,156.15	\$116.11
May	64,258	20,469	31.85%	\$2,378,014.94	\$116.18
June	67,593	36,199	53.55%	\$4,582,308.20	\$126.59
July	70,863	50,866	71.78%	\$6,851,754.44	\$134.70
August	68,770	52,667	76.58%	\$7,167,821.55	\$136.10
September	60,909	35,440	58.19%	\$4,550,802.34	\$128.41
October	57,293	22,601	39.45%	\$2,711,915.71	\$119.99
November	51,964	20,177	38.83%	\$2,316,765.43	\$114.82
December	50,442	15,125	29.98%	\$1,724,642.34	\$114.03
OVERALL	690,395	322,380	46.70%	\$40,845,025.96	\$126.70

Source: Accommodation Component of TDMS II

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Province of Newfoundland and Labrador - Labrador Region					
Occupancy Rates for 2016					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	23,190	6,668	28.75%	\$914,953.49	\$137.22
February	21,615	7,390	34.19%	\$1,014,240.89	\$137.25
March	22,134	8,959	40.48%	\$1,258,400.65	\$140.46
April	21,936	9,038	41.20%	\$1,237,229.04	\$136.89
May	23,046	14,090	61.14%	\$1,832,602.24	\$130.06
June	22,865	16,484	72.09%	\$2,176,884.36	\$132.06
July	25,938	18,209	70.20%	\$2,456,246.22	\$134.89
August	28,272	18,444	65.24%	\$2,434,656.41	\$132.00
September	27,006	18,105	67.04%	\$2,422,132.56	\$133.78
October	27,543	15,892	57.70%	\$2,190,707.95	\$137.85
November	24,030	13,764	57.28%	\$1,863,288.86	\$135.37
December	24,747	7,868	31.79%	\$1,026,456.32	\$130.46
OVERALL	292,322	154,911	52.99%	\$20,827,798.99	\$134.45

Source: Accommodation Component of TDMS II

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