

Province of Newfoundland and Labrador					
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