

Province of Newfoundland and Labrador - All Types					
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 - Hotels/Motels/Resorts/Suites					
Occupancy Rates for 2016					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	185,926	59,723	32.12%	\$7,399,415.21	\$123.90
February	177,710	68,988	38.82%	\$8,735,163.70	\$126.62
March	189,684	86,038	45.36%	\$10,858,472.34	\$126.21
April	187,234	83,918	44.82%	\$10,538,301.83	\$125.58
May	197,860	100,247	50.67%	\$13,321,747.64	\$132.89
June	193,982	131,843	67.97%	\$18,918,223.61	\$143.49
July	202,702	150,786	74.39%	\$21,487,386.53	\$142.50
August	206,471	154,061	74.62%	\$21,559,274.89	\$139.94
September	198,978	133,660	67.17%	\$18,765,915.92	\$140.40
October	203,302	109,521	53.87%	\$14,586,817.33	\$133.19
November	189,514	97,687	51.55%	\$12,355,743.30	\$126.48
December	190,125	65,526	34.46%	\$7,898,469.90	\$120.54
OVERALL	2,323,488	1,241,998	53.45%	\$166,424,932.20	\$134.00

Source: Accommodation Component of TDMS II

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Province of Newfoundland and Labrador - B & B's/Inns/Tourist Homes					
Occupancy Rates for 2016					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	17,977	2,086	11.60%	\$260,273.62	\$124.77
February	17,547	2,409	13.73%	\$333,617.96	\$138.49
March	19,024	3,322	17.46%	\$472,487.30	\$142.23
April	18,859	2,877	15.26%	\$469,510.69	\$163.19
May	27,584	6,513	23.61%	\$1,428,959.48	\$219.40
June	34,400	19,055	55.39%	\$3,686,619.52	\$193.47
July	37,157	24,359	65.56%	\$4,698,354.17	\$192.88
August	38,213	24,862	65.06%	\$4,883,228.60	\$196.41
September	33,273	17,017	51.14%	\$3,371,713.21	\$198.14
October	26,024	6,844	26.30%	\$1,373,826.74	\$200.73
November	19,416	3,747	19.30%	\$506,864.59	\$135.27
December	18,773	2,876	15.32%	\$459,013.12	\$159.60
OVERALL	308,247	115,967	37.62%	\$21,944,469.00	\$189.23

Source: Accommodation Component of TDMS II

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Province of Newfoundland and Labrador - Cottages/Vacation Home					
Occupancy Rates for 2016					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	11,226	2,223	19.80%	\$291,802.29	\$131.27
February	11,708	2,675	22.85%	\$438,400.26	\$163.89
March	13,096	3,117	23.80%	\$473,631.51	\$151.95
April	13,699	2,394	17.48%	\$264,470.61	\$110.47
May	21,242	5,209	24.52%	\$619,088.49	\$118.85
June	25,936	10,677	41.17%	\$1,453,264.26	\$136.11
July	29,067	20,464	70.40%	\$3,000,475.90	\$146.62
August	28,673	21,248	74.10%	\$3,216,496.22	\$151.38
September	25,951	10,668	41.11%	\$1,456,571.64	\$136.54
October	20,950	5,486	26.19%	\$736,907.63	\$134.33
November	14,738	4,059	27.54%	\$403,439.17	\$99.39
December	12,585	2,455	19.51%	\$233,171.64	\$94.98
OVERALL	228,871	90,675	39.62%	\$12,587,719.62	\$138.82

Source: Accommodation Component of TDMS II

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