

Province of Newfoundland and Labrador - All Regions					
Occupancy Rates for 2017					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	222,048	73,618	33.15%	\$8,964,826.81	\$121.77
February	203,899	81,797	40.12%	\$10,223,851.75	\$124.99
March	226,570	109,280	48.23%	\$14,245,927.31	\$130.36
April	224,298	98,412	43.88%	\$12,377,751.90	\$125.77
May	265,219	122,847	46.32%	\$17,100,688.95	\$139.20
June	275,550	162,177	58.86%	\$24,288,991.90	\$149.77
July	286,646	202,284	70.57%	\$30,412,578.25	\$150.35
August	282,302	202,693	71.80%	\$30,475,031.60	\$150.35
September	257,980	160,264	62.12%	\$24,323,548.24	\$151.77
October	250,458	125,256	50.01%	\$17,127,385.26	\$136.74
November	232,088	103,640	44.66%	\$13,422,736.95	\$129.51
December	229,018	68,568	29.94%	\$8,397,121.71	\$122.46
OVERALL	2,956,076	1,510,836	51.11%	\$211,360,440.63	\$139.90

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 2017 is based on information received and entered into TDMS as of October 19, 2018

Province of Newfoundland and Labrador - Avalon Region					
Occupancy Rates for 2017					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	95,283	32,126	33.72%	\$4,009,312.44	\$124.80
February	87,990	36,092	41.02%	\$4,564,703.73	\$126.47
March	97,122	54,549	56.17%	\$7,350,396.85	\$134.75
April	95,602	49,351	51.62%	\$6,237,303.41	\$126.39
May	108,752	62,628	57.59%	\$8,866,917.96	\$141.58
June	109,401	70,729	64.65%	\$11,038,108.03	\$156.06
July	112,816	79,531	70.50%	\$12,277,972.25	\$154.38
August	109,978	78,168	71.08%	\$12,030,630.34	\$153.91
September	100,414	71,933	71.64%	\$11,249,683.43	\$156.39
October	101,536	55,508	54.67%	\$8,044,392.83	\$144.92
November	99,303	48,830	49.17%	\$6,470,142.53	\$132.50
December	101,916	34,650	34.00%	\$4,344,797.41	\$125.39
OVERALL	1,220,113	674,095	55.25%	\$96,484,361.21	\$143.13

Source: Accommodation Component of TDMS II

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Province of Newfoundland and Labrador - Eastern Region					
Occupancy Rates for 2017					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	19,023	6,939	36.48%	\$759,203.65	\$109.41
February	17,322	7,341	42.38%	\$814,746.68	\$110.99
March	19,141	8,369	43.72%	\$938,399.92	\$112.13
April	19,096	8,471	44.36%	\$990,021.47	\$116.87
May	24,647	10,593	42.98%	\$1,300,944.80	\$122.81
June	27,433	15,246	55.58%	\$2,067,406.58	\$135.60
July	29,032	20,165	69.46%	\$2,792,464.37	\$138.48
August	29,087	20,950	72.03%	\$3,056,559.07	\$145.90
September	27,791	14,103	50.75%	\$2,002,789.58	\$142.01
October	24,504	8,900	36.32%	\$1,113,950.72	\$125.16
November	19,875	6,386	32.13%	\$846,019.45	\$132.48
December	18,231	3,471	19.04%	\$453,323.30	\$130.60
OVERALL	275,182	130,934	47.58%	\$17,135,829.59	\$130.87

Source: Accommodation Component of TDMS II

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Province of Newfoundland and Labrador - Central Region					
Occupancy Rates for 2017					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	33,030	10,537	31.90%	\$1,218,772.85	\$115.67
February	30,649	10,661	34.78%	\$1,331,512.54	\$124.90
March	34,738	13,248	38.14%	\$1,684,584.33	\$127.16
April	34,199	12,375	36.19%	\$1,603,942.13	\$129.61
May	42,108	16,812	39.93%	\$2,758,087.09	\$164.05
June	45,579	24,425	53.59%	\$4,237,695.01	\$173.50
July	48,152	32,745	68.00%	\$5,651,997.41	\$172.61
August	47,933	34,252	71.46%	\$5,822,606.30	\$169.99
September	43,727	22,806	52.16%	\$4,115,266.53	\$180.45
October	38,935	16,432	42.20%	\$2,505,576.12	\$152.48
November	33,967	12,267	36.11%	\$1,649,943.04	\$134.50
December	32,318	8,651	26.77%	\$1,002,030.92	\$115.83
OVERALL	465,335	215,211	46.25%	\$33,582,014.27	\$156.04

Source: Accommodation Component of TDMS II

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Province of Newfoundland and Labrador - Western Region					
Occupancy Rates for 2017					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	49,759	17,946	36.07%	\$2,126,043.87	\$118.47
February	45,370	21,248	46.83%	\$2,628,913.62	\$123.73
March	50,583	23,303	46.07%	\$2,881,941.26	\$123.67
April	51,196	19,271	37.64%	\$2,325,494.19	\$120.67
May	64,750	22,643	34.97%	\$2,753,001.38	\$121.58
June	67,907	38,676	56.95%	\$5,115,132.07	\$132.26
July	70,916	53,342	75.22%	\$7,479,282.22	\$140.21
August	69,605	53,329	76.62%	\$7,418,676.91	\$139.11
September	61,663	36,785	59.65%	\$4,944,957.95	\$134.43
October	57,552	25,360	44.06%	\$3,136,989.14	\$123.70
November	51,883	20,025	38.60%	\$2,454,179.92	\$122.56
December	48,916	12,055	24.64%	\$1,406,849.45	\$116.70
OVERALL	690,100	343,983	49.85%	\$44,671,461.98	\$129.87

Source: Accommodation Component of TDMS II

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Province of Newfoundland and Labrador - Labrador Region					
Occupancy Rates for 2017					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	24,953	6,070	24.33%	\$851,494.00	\$140.28
February	22,568	6,455	28.60%	\$883,975.18	\$136.94
March	24,986	9,811	39.27%	\$1,390,604.95	\$141.74
April	24,205	8,944	36.95%	\$1,220,990.70	\$136.52
May	24,962	10,171	40.75%	\$1,421,737.72	\$139.78
June	25,230	13,101	51.93%	\$1,830,650.21	\$139.73
July	25,730	16,501	64.13%	\$2,210,862.00	\$133.98
August	25,699	15,994	62.24%	\$2,146,558.98	\$134.21
September	24,385	14,637	60.02%	\$2,010,850.75	\$137.38
October	27,931	19,056	68.23%	\$2,326,476.45	\$122.09
November	27,060	16,132	59.62%	\$2,002,452.01	\$124.13
December	27,637	9,741	35.25%	\$1,190,120.63	\$122.18
OVERALL	305,346	146,613	48.02%	\$19,486,773.58	\$132.91

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