

## Occupancy Report - Newfoundland and Labrador 2019, 2024, 2025 By Region

NEWFOUNDLAND & LABRADOR	2019	2024	2025	% change 2025/24	% change 2025/19
Occupancy rate (%)*	46.14	52.94	54.29	1	8
Room nights sold	1,384,870	1,646,137	1,687,025	2%	22%
Room revenue	\$ 191,482,257.25	\$ 276,870,963.84	\$ 307,549,021.83	11%	61%
Room nights available	3,001,179	3,109,157	3,107,162	-0.1%	4%
Average Daily Rate (ADR)	\$ 138	\$ 168	\$ 182	8%	32%

AVALON	2019	2024	2025	% change 2025/24	% change 2025/19
Occupancy rate (%)*	52.08	59.18	59.39	0.2	7
Room nights sold	678,123	796,473	814,383	2%	20%
Room revenue	\$ 89,940,628.25	\$ 134,253,296.13	\$ 150,755,185.76	12%	68%
Room nights available	1,302,048	1,345,774	1,371,276	2%	5%
Average Daily Rate (ADR)	\$ 133	\$ 169	\$ 185	10%	40%

EASTERN	2019	2024	2025	% change 2025/24	% change 2025/19
Occupancy rate (%)*	35.74	41.36	43.37	2	8
Room nights sold	95,865	112,028	114,291	2%	19%
Room revenue	\$ 13,432,492.29	\$ 18,085,435.08	\$ 19,969,578.76	10%	49%
Room nights available	268,266	270,829	263,547	-3%	-2%
Average Daily Rate (ADR)	\$ 140	\$ 161	\$ 175	8%	25%

CENTRAL	2019	2024	2025	% change 2025/24	% change 2025/19
Occupancy rate (%)*	42.52	43.12	46.25	3	4
Room nights sold	192,477	216,989	240,514	11%	25%
Room revenue	\$ 31,995,152.62	\$ 42,800,780.53	\$ 50,634,074.14	18%	58%
Room nights available	452,666	503,202	519,999	3%	15%
Average Daily Rate (ADR)	\$ 166	\$ 197	\$ 211	7%	27%

WESTERN	2019	2024	2025	% change 2025/24	% change 2025/19
Occupancy rate (%)*	41.35	47.51	50.47	3	9

<b>Room nights sold</b>	277,192	324,510	334,327	<b>3%</b>	<b>21%</b>
<b>Room revenue</b>	\$ 37,264,106.78	\$ 50,598,090.94	\$ 55,716,025.50	<b>10%</b>	<b>50%</b>
<b>Room nights available</b>	670,356	682,964	662,457	<b>-3%</b>	<b>-1%</b>
<b>Average Daily Rate (ADR)</b>	\$ 134	\$ 156	\$ 167	<b>7%</b>	<b>24%</b>

	2019	2024	2025	% change 2025/24	% change 2025/19
<b>LABRADOR</b>					
<b>Occupancy rate (%)*</b>	45.87	64.02	63.30	<b>-1</b>	<b>17</b>
<b>Room nights sold</b>	141,213	196,137	183,510	<b>-6%</b>	<b>30%</b>
<b>Room revenue</b>	\$ 18,849,877.31	\$ 31,133,361.16	\$ 30,474,157.67	<b>-2%</b>	<b>62%</b>
<b>Room nights available</b>	307,843	306,388	289,883	<b>-5%</b>	<b>-6%</b>
<b>Average Daily Rate (ADR)</b>	\$ 133	\$ 159	\$ 166	<b>5%</b>	<b>24%</b>

**Source: NL Tourism Operator Portal**

Please note that the data is subject to revision pending receipt of further data from the province's operators and 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.

**\*Occupancy rate YTD change shown as percentage point change.**

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