

**Registered Accommodations Occupancy - Newfoundland and Labrador 2019-2023**

**By Region**

NEWFOUNDLAND & LABRADOR (ALL REGIONS)	2019	2022	2023	% change 2023 vs 2022	% change 2023 vs 2019	pts
	2019	2022	2023	% change 2023 vs 2022	% change 2023 vs 2019	
Occupancy rate (%)	46%	51%	58%	7.0	12.0	
Room nights sold	1,386,475	1,461,085	1,688,272	16%	22%	
Room revenue	\$191,731,032.25	\$218,624,770.75	\$ 267,173,385.24	22%	39%	
Room nights available	3,004,229	2,881,703	2,916,578	1%	-3%	
Average Daily Rate (ADR)	\$ 138	\$ 150	\$ 158	6%	14%	
AVALON	2019	2022	2023	% change 2023 vs 2022	% change 2023 vs 2019	pts
2019	2022	2023	% change 2023 vs 2022	% change 2023 vs 2019		
Occupancy rate (%)	52%	56%	67%	11.0	15.0	
Room nights sold	678,123	674,592	860,501	28%	27%	
Room revenue	\$ 89,940,628.25	\$ 97,146,405.02	\$ 135,614,014.41	40%	51%	
Room nights available	1,302,048	1,204,095	1,287,595	7%	-1%	
Average Daily Rate (ADR)	\$ 133	\$ 144	\$ 158	9%	19%	
EASTERN	2019	2022	2023	% change 2023 vs 2022	% change 2023 vs 2019	pts
2019	2022	2023	% change 2023 vs 2022	% change 2023 vs 2019		
Occupancy rate (%)	36%	38%	45%	7.0	9.0	
Room nights sold	95,865	100,247	112,665	12%	18%	
Room revenue	\$ 13,432,492.29	\$ 15,181,496.50	\$ 16,939,116.60	12%	26%	
Room nights available	268,266	261,895	247,642	-5%	-8%	
Average Daily Rate (ADR)	\$ 140	\$ 151	\$ 150	-1%	7%	
CENTRAL	2019	2022	2023	% change 2023 vs 2022	% change 2023 vs 2019	pts
2019	2022	2023	% change 2023 vs 2022	% change 2023 vs 2019		
Occupancy rate (%)	43%	44%	48%	4.0	5.0	
Room nights sold	192,477	191,653	208,565	9%	8%	
Room revenue	\$ 31,995,152.62	\$ 37,933,967.67	\$ 40,036,714.16	6%	25%	
Room nights available	452,666	436,469	438,533	0.5%	-3%	
Average Daily Rate (ADR)	\$ 166	\$ 198	\$ 192	-3%	15%	
WESTERN	2019	2022	2023	% change 2023 vs 2022	% change 2023 vs 2019	pts
2019	2022	2023	% change 2023 vs 2022	% change 2023 vs 2019		
Occupancy rate (%)	41%	45%	49%	4.0	8.0	
Room nights sold	277,192	308,744	318,124	3%	15%	
Room revenue	\$ 37,264,106.78	\$ 43,179,033.07	\$ 47,047,601.85	9%	26%	
Room nights available	670,356	681,536	652,125	-4%	-3%	
Average Daily Rate (ADR)	\$ 134	\$ 140	\$ 148	6%	10%	
LABRADOR	2019	2022	2023	% change 2023 vs 2022	% change 2023 vs 2019	pts
2019	2022	2023	% change 2023 vs 2022	% change 2023 vs 2019		
Occupancy rate (%)	46%	62%	65%	3.0	19.0	
Room nights sold	142,818	185,849	188,417	1%	32%	
Room revenue	\$ 19,098,652.31	\$ 25,183,868.49	\$ 27,535,938.22	9%	44%	
Room nights available	310,893	297,708	290,683	-2%	-7%	
Average Daily Rate (ADR)	\$ 134	\$ 136	\$ 146	8%	9%	

## **Source: NL Tourism Operator Portal Accommodations Statistics**

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 current as of March 2024.

### **Contact:**

**Tourism Research Division**

Krista Noseworthy

[kristanoseworthy@gov.nl.ca](mailto:kristanoseworthy@gov.nl.ca)