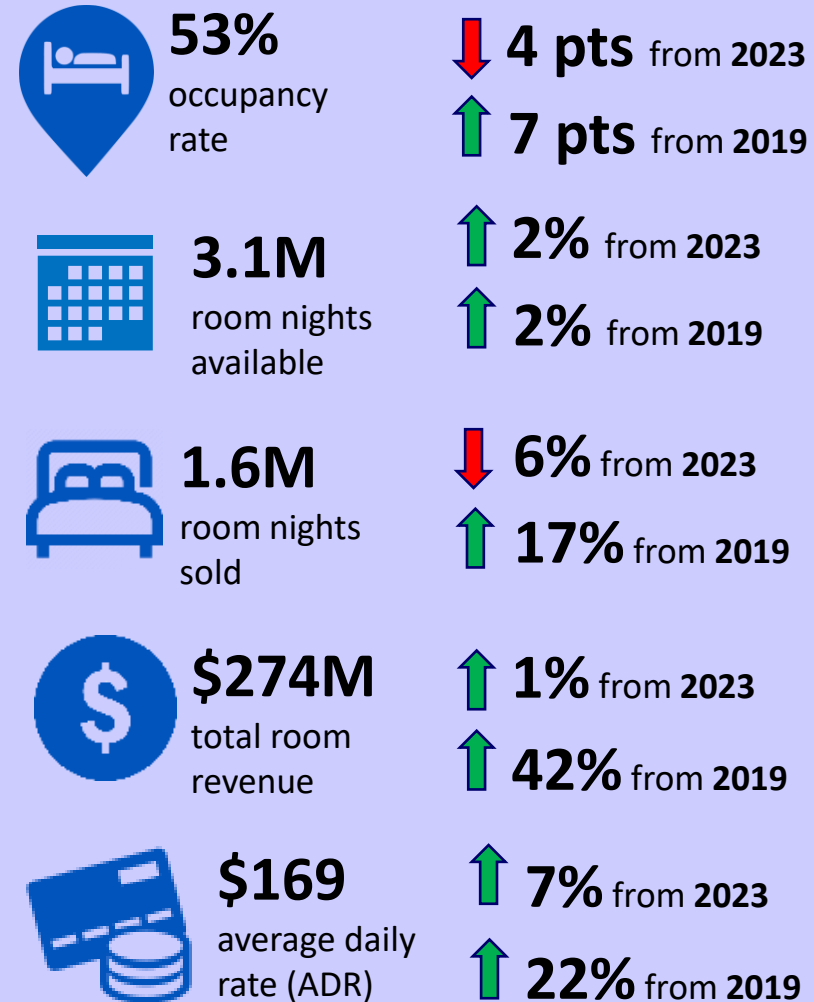


# NEWFOUNDLAND & LABRADOR OVERALL

## 2024 REGISTERED ACCOMMODATIONS OCCUPANCY UPDATE

- The accommodations sector continued to perform well relative to 2019 through 2024, however, preliminary data show a slowdown compared to 2023\*
- In 2024, registered accommodations in the province reported **1.6 million room nights sold**, a decrease of 6% from 2023 but 17% above the same period in 2019
- **Accommodation occupancy reached 53%** in 2024, a decrease of 4 percentage points compared to 2023 but 7 points higher than in 2019
- **Total provincial room revenue reached \$274 million** in 2024, up 1% from 2023 and still 42% above 2019
- The **ADR reached \$169** in 2024, up 7% from 2023 (\$158), and up 22% from where it stood during 2019 (\$138)



**\*Note:** In 2023, a significant room supply was allocated for alternate use (social housing needs; temporary shelter for new Canadians), impacting year-over-year comparison to 2023 particularly in the St. John's area.

# LABRADOR

2024

- In 2024, there were **294,764 room-nights available** in the Labrador region
- Registered accommodations in Labrador reported **192,389 room nights sold**, a decrease of 3% from 2023 but 36% above 2019
- **Accommodation occupancy in Labrador reached 65.3%** in 2024, on par with the same period of 2023 and 19 points higher than in 2019
- **Total room revenue in Labrador reached \$30.9 million** in 2024, up 7% from 2023, and 64% above 2019
- The **ADR reached \$161** in 2024, up 11% from 2023 (\$145), and up 21% from where it stood in 2019 (\$133)



**65.3%**

occupancy  
rate

No change from 2023

↑ **19 pts** from 2019



**294,764**

room nights  
available

↓ **4%** from 2023

↓ **4%** from 2019



**192,389**

room nights  
sold

↓ **3%** from 2023

↑ **36%** from 2019



**\$30.9M**

total room  
revenue

↑ **7%** from 2023

↑ **64%** from 2019



**\$161**

average daily  
rate (ADR)

↑ **11%** from 2023

↑ **21%** from 2019

# WESTERN REGION

2024

- In 2024, there were **665,921 room-nights available** in the Western region
- Registered accommodations in the Western region reported **316,416 room nights sold**, a decrease of 3% from 2023 but 14% above 2019
- **Accommodation occupancy in the Western region reached 47.5%** in 2024, on par with 2023 but still 8 points higher than this period of 2019
- **Total room revenue in the Western region reached \$49.4 million** in 2024, up 3% from 2023 and 33% above 2019
- The **ADR in the region reached \$156** in 2024, up 6% from 2023 (\$148), and up 17% from where it stood in 2019 (\$134)



**47.5%**

occupancy  
rate

No change from 2023

↑ **8 pts** from 2019



**665,921**

room nights  
available

↓ **1%** from 2023

↓ **1%** from 2019



**316,416**

room nights  
sold

↓ **3%** from 2023

↑ **14%** from 2019



**\$49.4M**

total room  
revenue

↑ **3%** from 2023

↑ **33%** from 2019



**\$156**

average daily  
rate (ADR)

↑ **6%** from 2023

↑ **17%** from 2019

# CENTRAL REGION

2024

- In 2024, there were **489,702 room-nights available** in the Central region
- Registered accommodations in the Central region reported **215,143 room nights sold**, a slight increase of 2% from 2023 and 12% higher than in 2019
- **Accommodation occupancy in Central reached 43.1%** in 2024, a decrease of 4 points compared to 2023 and on par with 2019 (43%).
- **Total room revenue in the Central region reached \$42.5 million** in 2024, up 5% from 2023 and 33% above 2019
- The **ADR in the region reached \$197** in 2024, up 3% from 2023 (\$191), and up 19% from where it stood in 2019 (\$166)



**43.1%**  
occupancy  
rate

**↓ 4 pts** from 2023  
No change from 2019



**489,702**  
room nights  
available

**↑ 11%** from 2023  
**↑ 10%** from 2019



**215,143**  
room nights  
sold

**↑ 2%** from 2023  
**↑ 12%** from 2019



**\$42.5M**  
total room  
revenue

**↑ 5%** from 2023  
**↑ 33%** from 2019



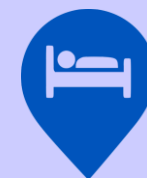
**\$197**  
average daily  
rate (ADR)

**↑ 3%** from 2023  
**↑ 19%** from 2019

# EASTERN REGION

2024

- In 2024, there were **268,388 room-nights available** in the Eastern region
- Registered accommodations in the Eastern region reported **111,226 room nights sold**, a decrease of 5% from 2023 but 16% above 2019
- **Accommodation occupancy in the Eastern region reached 41.4%** in 2024, a decrease of 4 points compared to 2023 but still 5 points higher than in 2019
- **Total room revenue in the Eastern region reached \$18.0 million** in 2024, up 1% from 2023 but still 34% above 2019
- The **Eastern region ADR reached \$162** in 2024, up 7% from 2023 (\$151), and up 15% from where it stood in 2019 (\$140)



**41.4%**

occupancy  
rate

↓ **4 pts** from 2023

↑ **5 pts** from 2019



**268,388**

room nights  
available

↑ **2%** from 2023

No change from 2019



**111,226**

room nights  
sold

↓ **5%** from 2023

↑ **16%** from 2019



**\$18.0M**

total room  
revenue

↑ **1%** from 2023

↑ **34%** from 2019



**\$162**

average daily  
rate (ADR)

↑ **7%** from 2023

↑ **15%** from 2019

# AVALON REGION

2024

- In 2024, there were **1.33 million room-nights available** in the Avalon region
- Registered accommodations in the Avalon region reported **792,339 room nights sold**, a decrease of 8% from 2023 but 17% above 2019
- **Accommodation occupancy on the Avalon reached 59.5%** in 2024, a decrease of 7 points compared to 2023 but still 7 points higher than in 2019.
- **Total room revenue in the region reached \$133.6 million** in 2024, down 2% from 2023, but still 49% above the same period in 2019
- The **ADR reached \$169** on the Avalon in 2024, up 7% from 2023 (\$158), and up 27% from where it stood during the same period of 2019 (\$133)



**59.5%**  
occupancy  
rate

↓ **7 pts** from 2023

↑ **7 pts** from 2019



**1.33M**  
room nights  
available

↑ **2%** from 2023

↑ **2%** from 2019



**792,339**  
room nights  
sold

↓ **8%** from 2023

↑ **17%** from 2019



**\$133.6M**  
total room  
revenue

↓ **2%** from 2023

↑ **49%** from 2019



**\$169**  
average daily  
rate (ADR)

↑ **7%** from 2023

↑ **27%** from 2019