

Occupancy Report - Newfoundland and Labrador 2019, 2024, 2025 (YTD SEPT)

By Region

NEWFOUNDLAND & LABRADOR	2019 (YTD SEPT)	2024 (YTD SEPT)	2025 (YTD SEPT)	% change 2025/24	% change 2025/19
Occupancy rate (%)*	47.86	55.52	56.09	1	8
Room nights sold	1,116,075	1,327,856	1,282,116	-3%	15%
Room revenue	\$ 156,736,419.36	\$ 227,484,715.10	\$ 240,017,417.26	6%	53%
Room nights available	2,331,990	2,391,505	2,285,541	-4%	-2%
Average Daily Rate (ADR)	\$ 140	\$ 171	\$ 187	9%	33%

AVALON	2019 (YTD SEPT)	2024 (YTD SEPT)	2025 (YTD SEPT)	% change 2025/24	% change 2025/19
Occupancy rate (%)*	52.83	62.22	59.17	-3	6
Room nights sold	526,384	634,095	602,366	-5%	14%
Room revenue	\$ 70,724,256.49	\$ 109,177,322.21	\$ 114,850,592.62	5%	62%
Room nights available	996,433	1,019,091	1,017,978	-0.1%	2%
Average Daily Rate (ADR)	\$ 134	\$ 172	\$ 191	11%	42%

EASTERN	2019 (YTD SEPT)	2024 (YTD SEPT)	2025 (YTD SEPT)	% change 2025/24	% change 2025/19
Occupancy rate (%)*	38.95	44.82	47.49	3	9
Room nights sold	81,983	95,897	89,800	-6%	10%
Room revenue	\$ 11,732,989.81	\$ 15,816,231.38	\$ 15,943,472.72	1%	36%
Room nights available	210,464	213,943	189,095	-12%	-10%
Average Daily Rate (ADR)	\$ 143	\$ 165	\$ 178	8%	24%

CENTRAL	2019 (YTD SEPT)	2024 (YTD SEPT)	2025 (YTD SEPT)	% change 2025/24	% change 2025/19
Occupancy rate (%)*	45.10	46.01	49.57	4	4
Room nights sold	158,122	178,572	194,277	9%	23%
Room revenue	\$ 27,069,317.71	\$ 36,344,336.07	\$ 42,482,675.95	17%	57%
Room nights available	350,583	388,140	391,893	1%	12%
Average Daily Rate (ADR)	\$ 171	\$ 204	\$ 219	7%	28%

WESTERN	2019 (YTD SEPT)	2024 (YTD SEPT)	2025 (YTD SEPT)	% change 2025/24	% change 2025/19
Occupancy rate (%)*	44.42	50.10	54.87	5	10
Room nights sold	234,313	268,952	256,187	-5%	9%
Room revenue	\$ 32,030,942.69	\$ 42,274,431.85	\$ 43,532,000.83	3%	36%
Room nights available	527,491	536,877	466,878	-13%	-11%
Average Daily Rate (ADR)	\$ 137	\$ 157	\$ 170	8%	24%

LABRADOR	2019 (YTD SEPT)	2024(YTD SEPT)	2025 (YTD SEPT)	% change 2025/24	% change 2025/19
Occupancy rate (%)*	46.67	64.40	63.49	-1	17
Room nights sold	115,273	150,340	139,486	-7%	21%
Room revenue	\$ 15,178,912.66	\$ 23,872,393.59	\$ 23,208,675.14	-3%	53%
Room nights available	247,019	233,454	219,697	-6%	-11%
Average Daily Rate (ADR)	\$ 132	\$ 159	\$ 166	5%	26%

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.**

**Questions? Department of Tourism, Culture, Arts and Recreation; Tourism Research Division
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