



IMPACT OF THE C19 CRISIS ON THE SSM ACCOMODATION SECTOR

The Sault Ste. Marie Tourism Board has released statistics which reveal the extent of the negative economic impact of the COVID-19 crisis on SSM room occupancies during March, April and May of 2020 in comparison to the same months in 2018 and 2019.

Report of Rooms Operations for Sault Ste. Marie									
Month	Occupancy Percentage			Average Daily Rate			Revenue Per Available Room		
	2020	2019	2018	2020	2019	2018	2020	2019	2018
January	37.4%	38.0%	36.4%	\$106.66	\$106.66	\$103.66	\$39.91	\$40.34	\$37.71
February	47.2%	48.1%	47.5%	\$109.70	\$108.70	\$108.51	\$51.80	\$52.26	\$51.57
March	35.0%	51.2%	45.3%	\$104.89	\$106.38	\$103.15	\$36.69	\$54.49	\$46.70
April	17.9%	50.4%	49.0%	\$88.31	\$109.26	\$104.46	\$15.78	\$54.09	\$51.19
May	22.8%	52.7%	56.2%	\$95.22	\$109.78	\$104.85	\$21.71	\$57.88	\$58.88
June		70.6%	68.7%		\$112.13	\$110.78		\$79.18	\$76.11
July		77.5%	69.9%		\$116.57	\$118.01		\$90.39	\$82.46
August		84.4%	80.1%		\$121.18	\$116.85		\$102.32	\$93.58
September		76.7%	79.3%		\$122.85	\$122.40		\$94.21	\$97.02
October		73.0%	69.2%		\$122.25	\$119.81		\$89.24	\$82.92
November		48.3%	46.2%		\$106.25	\$105.14		\$51.32	\$48.59
December		33.6%	34.5%		\$104.28	\$103.53		\$35.07	\$35.73

-----Source: SSM Tourism Board-----

- [Agenda - SSM Tourism Board Meeting \(August 13, 2020\)](#)
- [Article - Coronavirus Slashes More Than Half of Sault Room Occupancies \(Soo Today, August 14, 2020\)](#)