

Province of Newfoundland and Labrador

Occupancy Rates for 2003

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	175,031	45,001	25.71%	\$3,720,620.30	\$82.68
February	158,991	58,334	36.69%	\$4,982,564.72	\$85.41
March	176,637	64,844	36.71%	\$5,484,137.18	\$84.57
April	174,254	64,147	36.81%	\$5,433,508.79	\$84.70
May	197,429	79,778	40.41%	\$7,330,433.55	\$91.89
June	205,553	109,586	53.31%	\$10,118,051.51	\$92.33
July	216,567	150,963	69.71%	\$13,349,124.97	\$88.43
August	217,520	154,432	71.00%	\$13,787,607.94	\$89.28
September	207,810	115,109	55.39%	\$10,587,202.16	\$91.98
October	201,600	91,697	45.48%	\$8,294,935.05	\$90.46
November	181,333	71,772	39.58%	\$6,275,050.58	\$87.43
December	178,807	50,231	28.09%	\$4,339,937.47	\$86.40
OVERALL	2,291,532	1,055,894	46.08%	\$93,703,174.22	\$88.74

Province of Newfoundland and Labrador

Occupancy Rates for 2004

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	176,340	47,588	26.99%	\$4,158,736.25	\$87.39
February	167,395	61,242	36.59%	\$5,528,724.78	\$90.28
March	181,054	69,452	38.36%	\$6,025,352.56	\$86.76
April	176,878	60,398	34.15%	\$5,252,703.26	\$86.97
May	204,610	75,232	36.77%	\$7,012,905.89	\$93.22
June	215,782	117,446	54.43%	\$11,505,427.04	\$97.96
July	229,525	149,026	64.93%	\$13,863,913.93	\$93.03
August	232,096	149,929	64.60%	\$13,812,992.90	\$92.13
September	222,324	113,106	50.87%	\$10,679,073.85	\$94.42
October	212,297	86,131	40.57%	\$7,991,992.77	\$92.79
November	190,202	74,163	38.99%	\$6,712,589.60	\$90.51
December	185,473	47,317	25.51%	\$4,114,209.29	\$86.95
OVERALL	2,393,976	1,051,030	43.90%	\$96,658,622.12	\$91.97

Province of Newfoundland and Labrador

Occupancy Rates for 2005

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	188,228	47,615	25.30%	\$4,285,013.61	\$89.99
February	171,369	64,103	37.41%	\$6,033,984.27	\$94.13
March	191,685	75,355	39.31%	\$6,884,034.50	\$91.35
April	188,069	72,149	38.36%	\$6,672,986.31	\$92.49
May	214,598	85,236	39.72%	\$8,654,568.35	\$101.54
June	229,043	125,500	54.79%	\$13,344,763.74	\$106.33
July	241,125	160,253	66.46%	\$15,742,945.55	\$98.24
August	244,572	152,033	62.16%	\$14,657,283.20	\$96.41
September	234,487	112,319	47.90%	\$10,923,368.08	\$97.25
October	220,782	94,794	42.94%	\$9,109,383.91	\$96.10
November	196,028	74,079	37.79%	\$6,870,516.61	\$92.75
December	192,998	49,548	25.67%	\$4,421,165.94	\$89.23
OVERALL	2,512,984	1,112,984	44.29%	\$107,600,014.07	\$96.68

Province of Newfoundland and Labrador

Occupancy Rates for 2006

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	192,422	51,521	26.78%	\$4,697,996.97	\$91.19
February	173,601	58,576	33.74%	\$5,358,526.00	\$91.48
March	195,532	71,075	36.35%	\$6,595,570.06	\$92.80
April	195,637	69,000	35.27%	\$6,220,265.26	\$90.15
May	224,172	88,255	39.37%	\$8,802,434.03	\$99.74
June	234,710	121,693	51.85%	\$12,887,309.40	\$105.90
July	247,666	163,448	66.00%	\$16,698,458.21	\$102.16
August	248,471	166,087	66.84%	\$17,251,390.63	\$103.87
September	236,564	120,663	51.01%	\$12,166,862.02	\$100.83
October	224,111	94,315	42.08%	\$9,252,503.21	\$98.10
November	200,412	77,169	38.51%	\$7,177,987.29	\$93.02
December	197,827	53,448	27.02%	\$4,807,576.24	\$89.95
OVERALL	2,571,125	1,135,250	44.15%	\$111,916,879.32	\$98.58

Province of Newfoundland and Labrador

Occupancy Rates for 2007

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	198,597	54,492	27.44%	\$5,043,499.74	\$92.55

February	180,849	62,623	34.63%	\$5,888,149.66	\$94.03
March	203,500	74,958	36.83%	\$7,048,923.53	\$94.04
April	198,824	73,302	36.87%	\$7,046,639.78	\$96.13
May	224,848	94,559	42.05%	\$9,892,991.19	\$104.62
June	239,261	125,282	52.36%	\$13,322,361.59	\$106.34
July	254,022	169,089	66.56%	\$17,507,616.73	\$103.54
August	254,398	177,253	69.68%	\$18,550,166.83	\$104.65
September	240,115	134,598	56.06%	\$14,166,502.80	\$105.25
October	228,268	107,533	47.11%	\$11,039,569.88	\$102.66
November	205,536	84,720	41.22%	\$8,344,505.85	\$98.50
December	201,114	55,813	27.75%	\$5,227,897.66	\$93.67
OVERALL	2,629,332	1,214,222	46.18%	\$123,078,825.24	\$101.36

Province of Newfoundland and Labrador					
Occupancy Rates for 2008					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	200,323	58,089	29.00%	\$5,513,366.62	\$94.91
February	187,731	68,779	36.64%	\$6,798,183.40	\$98.84
March	202,777	79,722	39.32%	\$7,795,856.85	\$97.79
April	193,798	78,263	40.38%	\$7,691,205.25	\$98.27
May	221,699	97,790	44.11%	\$10,743,988.16	\$109.87
June	232,914	127,062	54.55%	\$14,352,704.89	\$112.96
July	246,250	158,952	64.55%	\$17,283,370.49	\$108.73
August	248,594	173,607	69.84%	\$19,071,781.17	\$109.86
September	233,365	133,110	57.04%	\$14,955,534.92	\$112.35
October	222,338	113,545	51.07%	\$12,383,917.69	\$109.07
November	194,816	86,451	44.38%	\$8,890,107.57	\$102.83
December	192,167	58,722	30.56%	\$5,719,703.99	\$97.40
OVERALL	2,576,772	1,234,092	47.89%	\$131,199,721.00	\$106.31

Source: Accommodation Component of TDMS II

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 for 2008 is based on information received and entered into TDMS as of September 18, 2009.

Avalon Region					
Occupancy Rates for 2003					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	64,178	23,584	36.75%	\$2,124,068.61	\$90.06
February	57,946	27,908	48.16%	\$2,663,109.49	\$95.42
March	64,463	29,093	45.13%	\$2,759,236.03	\$94.84
April	62,489	29,451	47.13%	\$2,826,489.84	\$95.97
May	67,446	39,186	58.10%	\$4,273,395.18	\$109.05
June	67,350	48,606	72.17%	\$5,436,774.29	\$111.85
July	71,069	55,455	78.03%	\$5,792,754.21	\$104.46
August	71,324	55,966	78.47%	\$5,980,311.44	\$106.86
September	68,674	50,158	73.04%	\$5,642,591.20	\$112.50
October	69,272	41,831	60.39%	\$4,475,006.55	\$106.98
November	64,868	35,474	54.69%	\$3,555,778.94	\$100.24
December	65,780	26,569	40.39%	\$2,626,633.61	\$98.86
OVERALL	794,859	463,281	58.28%	\$48,156,149.39	\$103.95

Avalon Region					
Occupancy Rates for 2004					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	65,838	24,946	37.89%	\$2,403,041.82	\$96.33
February	62,118	30,821	49.62%	\$3,095,681.33	\$100.44
March	66,710	30,078	45.09%	\$2,920,019.24	\$97.08
April	64,806	29,705	45.84%	\$2,908,564.25	\$97.91
May	71,536	36,975	51.69%	\$4,087,612.99	\$110.55
June	72,837	54,995	75.50%	\$6,567,164.98	\$119.41
July	77,191	54,701	70.86%	\$6,010,161.53	\$109.87
August	79,311	55,533	70.02%	\$6,060,292.62	\$109.13
September	77,994	50,253	64.43%	\$5,702,182.21	\$113.47
October	78,221	39,658	50.70%	\$4,303,255.17	\$108.51
November	72,941	35,313	48.41%	\$3,652,001.26	\$103.42
December	74,201	24,525	33.05%	\$2,420,428.41	\$98.69
OVERALL	863,704	467,503	54.13%	\$50,130,405.81	\$107.23

Avalon Region					
Occupancy Rates for 2005					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	74,578	24,742	33.18%	\$2,391,480.01	\$96.66
February	66,511	32,913	49.49%	\$3,411,021.39	\$103.64
March	73,990	35,239	47.63%	\$3,552,789.19	\$100.82
April	71,961	37,269	51.79%	\$3,865,720.50	\$103.72
May	79,035	43,755	55.36%	\$5,175,867.14	\$118.29
June	83,269	61,087	73.36%	\$7,841,254.12	\$128.36
July	87,215	64,078	73.47%	\$7,350,243.23	\$114.71
August	89,796	59,725	66.51%	\$6,764,076.29	\$113.25
September	86,920	50,818	58.47%	\$5,861,856.61	\$115.35
October	86,653	47,920	55.30%	\$5,300,200.20	\$110.61
November	80,693	37,790	46.83%	\$4,004,284.41	\$105.96
December	82,519	27,582	33.43%	\$2,715,077.15	\$98.44
OVERALL	963,140	522,918	54.29%	\$58,233,870.24	\$111.36

Avalon Region					
Occupancy Rates for 2006					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	79,514	27,801	34.96%	\$2,773,090.49	\$99.75
February	71,746	29,728	41.44%	\$2,938,783.50	\$98.86
March	79,809	34,554	43.30%	\$3,520,989.08	\$101.90
April	80,678	35,172	43.60%	\$3,501,093.63	\$99.54
May	88,945	46,626	52.42%	\$5,397,951.27	\$115.77
June	89,012	61,896	69.54%	\$7,746,518.49	\$125.15
July	93,144	68,888	73.96%	\$8,217,775.04	\$119.29
August	93,690	72,250	77.12%	\$8,824,808.02	\$122.14
September	90,539	56,792	62.73%	\$6,654,550.09	\$117.17
October	90,025	45,414	50.45%	\$5,085,867.97	\$111.99
November	82,905	39,869	48.09%	\$4,074,052.02	\$102.19
December	84,983	29,867	35.14%	\$2,866,179.55	\$95.96
OVERALL	1,024,990	548,857	53.55%	\$61,601,659.15	\$112.24

Avalon Region					
Occupancy Rates for 2007					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	84,821	29,248	34.48%	\$2,873,459.50	\$98.24

February	76,697	32,222	42.01%	\$3,211,838.30	\$99.68
March	85,205	36,557	42.90%	\$3,668,399.57	\$100.35
April	83,412	40,178	48.17%	\$4,139,599.44	\$103.03
May	91,170	52,401	57.48%	\$6,128,430.47	\$116.95
June	89,837	61,459	68.41%	\$7,528,907.95	\$122.50
July	93,391	68,535	73.39%	\$8,014,529.39	\$116.94
August	93,365	71,954	77.07%	\$8,546,640.62	\$118.78
September	89,820	61,504	68.47%	\$7,472,801.80	\$121.50
October	89,956	54,955	61.09%	\$6,324,763.61	\$115.09
November	82,858	45,425	54.82%	\$4,965,692.72	\$109.32
December	84,545	31,381	37.12%	\$3,078,489.70	\$98.10
OVERALL	1,045,077	585,819	56.06%	\$65,953,553.07	\$112.58

Avalon Region Occupancy Rates for 2008					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	83,722	31,863	38.06%	\$3,215,311.99	\$100.91
February	78,809	34,494	43.77%	\$3,551,429.62	\$102.96
March	84,607	37,014	43.75%	\$3,745,888.89	\$101.20
April	82,804	42,997	51.93%	\$4,534,811.72	\$105.47
May	90,540	53,648	59.25%	\$6,642,484.35	\$123.82
June	90,617	63,337	69.90%	\$8,292,702.56	\$130.93
July	94,148	63,684	67.64%	\$7,821,861.50	\$122.82
August	94,344	72,265	76.60%	\$8,994,680.39	\$124.47
September	90,442	62,934	69.58%	\$8,177,176.42	\$129.93
October	90,115	58,557	64.98%	\$7,202,429.70	\$123.00
November	82,073	45,604	55.57%	\$5,093,207.91	\$111.68
December	82,799	32,512	39.27%	\$3,355,461.92	\$103.21
OVERALL	1,045,020	598,909	57.31%	\$70,627,446.97	\$117.93

Source: Accommodation Component of TDMS II

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Data for 2008 is based on information received and entered into TDMS as of September 18, 2009.

Eastern Region Occupancy Rates for 2003					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	13,898	2,638	18.98%	\$182,380.31	\$69.14
February	12,877	3,450	26.79%	\$241,489.80	\$70.00
March	14,301	4,683	32.75%	\$325,964.65	\$69.61
April	14,448	4,925	34.09%	\$362,293.89	\$73.56
May	18,964	7,685	40.52%	\$564,055.65	\$73.40
June	22,078	9,995	45.27%	\$750,660.26	\$75.10
July	23,046	15,449	67.04%	\$1,252,219.69	\$81.06
August	22,969	17,137	74.61%	\$1,400,625.25	\$81.73
September	21,023	10,303	49.01%	\$798,713.94	\$77.52
October	19,599	6,614	33.75%	\$492,421.13	\$74.45
November	14,727	4,268	28.98%	\$308,292.20	\$72.23
December	14,019	2,930	20.90%	\$208,265.35	\$71.08
OVERALL	211,949	90,077	42.50%	\$6,887,382.12	\$76.46

Eastern Region Occupancy Rates for 2004					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	14,700	3,554	24.18%	\$272,782.00	\$76.75
February	13,891	4,551	32.76%	\$351,427.21	\$77.22
March	14,756	5,391	36.53%	\$412,841.91	\$76.58
April	14,914	4,672	31.33%	\$365,668.46	\$78.27
May	19,976	5,910	29.59%	\$460,878.92	\$77.98
June	21,967	9,889	45.02%	\$822,538.15	\$83.18
July	24,187	16,085	66.50%	\$1,396,873.43	\$86.84
August	24,308	17,044	70.12%	\$1,456,565.24	\$85.46
September	22,477	10,868	48.35%	\$899,890.89	\$82.80
October	20,280	7,214	35.57%	\$580,400.13	\$80.45
November	15,493	5,495	35.47%	\$434,413.51	\$79.06
December	14,317	3,384	23.64%	\$263,329.44	\$77.82
OVERALL	221,266	94,057	42.51%	\$7,717,609.29	\$82.05

Eastern Region					
Occupancy Rates for 2005					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	14,970	4,144	27.68%	\$409,462.07	\$98.81
February	13,882	5,037	36.28%	\$467,692.15	\$92.85
March	15,085	6,152	40.78%	\$570,281.29	\$92.70
April	14,531	5,585	38.44%	\$538,422.52	\$96.41
May	21,514	8,490	39.46%	\$786,364.91	\$92.62
June	23,545	11,845	50.31%	\$1,176,844.61	\$99.35
July	24,727	16,231	65.64%	\$1,577,193.93	\$97.17
August	24,940	15,940	63.91%	\$1,536,180.85	\$96.37
September	23,719	8,894	37.50%	\$835,597.33	\$93.95
October	20,638	5,830	28.25%	\$535,451.85	\$91.84
November	14,571	3,625	24.88%	\$334,327.03	\$92.23
December	13,601	2,456	18.06%	\$221,885.55	\$90.34
OVERALL	225,723	94,229	41.75%	\$8,989,704.09	\$95.40

Eastern Region					
Occupancy Rates for 2006					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	14,569	2,656	18.23%	\$240,098.46	\$90.40
February	13,172	2,834	21.52%	\$258,546.06	\$91.23
March	14,435	4,093	28.35%	\$369,400.33	\$90.25
April	14,175	3,925	27.69%	\$357,510.82	\$91.09
May	20,178	5,667	28.09%	\$519,501.58	\$91.67
June	21,833	8,266	37.86%	\$793,889.95	\$96.04
July	24,285	14,697	60.52%	\$1,436,709.06	\$97.76
August	24,503	15,380	62.77%	\$1,532,215.06	\$99.62
September	23,269	10,075	43.30%	\$955,443.75	\$94.83
October	20,739	6,400	30.86%	\$601,647.89	\$94.01
November	14,843	3,582	24.13%	\$332,071.42	\$92.71
December	14,438	2,357	16.32%	\$211,246.73	\$89.63
	220,439	79,932	36.26%	\$7,608,281.11	\$95.18

Eastern Region					
Occupancy Rates for 2007					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	14,742	2,688	18.23%	\$253,792.94	\$94.42

February	13,636	3,332	24.44%	\$316,501.40	\$94.99
March	15,083	4,175	27.68%	\$413,185.02	\$98.97
April	14,724	4,492	30.51%	\$472,109.98	\$105.10
May	19,724	6,718	34.06%	\$719,692.15	\$107.13
June	23,513	8,838	37.59%	\$881,078.80	\$99.69
July	24,847	15,518	62.45%	\$1,563,657.24	\$100.76
August	24,985	17,921	71.73%	\$1,836,660.33	\$102.49
September	23,036	11,372	49.37%	\$1,136,541.29	\$99.94
October	20,342	7,657	37.64%	\$742,725.50	\$97.00
November	15,956	4,985	31.24%	\$505,545.75	\$101.41
December	14,407	3,113	21.61%	\$300,148.95	\$96.42
OVERALL	224,995	90,809	40.36%	\$9,141,639.35	\$100.67

Eastern Region Occupancy Rates for 2008					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	15,197	3,022	19.89%	\$281,954.74	\$93.30
February	14,279	4,128	28.91%	\$403,231.51	\$97.68
March	14,900	4,274	28.68%	\$419,868.30	\$98.24
April	14,775	3,570	24.16%	\$370,051.99	\$103.66
May	20,599	7,025	34.10%	\$746,167.58	\$106.22
June	23,450	10,125	43.18%	\$1,059,527.18	\$104.64
July	25,247	15,465	61.25%	\$1,662,199.17	\$107.48
August	25,465	17,082	67.08%	\$1,871,220.27	\$109.54
September	22,799	10,108	44.34%	\$1,068,877.34	\$105.75
October	21,157	7,040	33.28%	\$725,340.43	\$103.03
November	15,870	4,248	26.77%	\$436,512.00	\$102.76
December	14,992	3,018	20.13%	\$308,123.34	\$102.10
OVERALL	228,730	89,105	38.96%	\$9,353,073.85	\$104.97

Source: Accommodation Component of TDMS II

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Central Region					
Occupancy Rates for 2003					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	35,002	6,892	19.69%	\$500,140.62	\$72.57
February	31,534	10,020	31.78%	\$745,482.29	\$74.40
March	35,011	11,986	34.23%	\$870,307.40	\$72.61
April	36,163	12,298	34.01%	\$892,091.06	\$72.54
May	40,829	13,326	32.64%	\$976,976.13	\$73.31
June	43,502	17,867	41.07%	\$1,294,956.60	\$72.48
July	46,147	27,718	60.06%	\$2,025,849.24	\$73.09
August	46,167	29,380	63.64%	\$2,138,877.28	\$72.80
September	43,914	19,099	43.49%	\$1,382,272.73	\$72.37
October	40,306	16,270	40.37%	\$1,205,291.85	\$74.08
November	36,169	10,500	29.03%	\$760,911.09	\$72.47
December	35,387	7,576	21.41%	\$529,982.05	\$69.96
OVERALL	470,131	182,932	38.91%	\$13,323,138.34	\$72.83

Central Region					
Occupancy Rates for 2004					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	34,938	6,702	19.18%	\$486,298.93	\$72.56
February	33,034	8,882	26.89%	\$660,746.67	\$74.39
March	36,137	12,043	33.33%	\$891,201.38	\$74.00
April	35,294	10,366	29.37%	\$749,180.46	\$72.27
May	41,462	12,370	29.83%	\$920,190.96	\$74.39
June	44,787	17,416	38.89%	\$1,298,052.26	\$74.53
July	47,231	26,934	57.03%	\$2,082,574.40	\$77.32
August	47,477	28,016	59.01%	\$2,148,589.98	\$76.69
September	45,371	18,256	40.24%	\$1,395,385.95	\$76.43
October	41,740	14,781	35.41%	\$1,103,868.02	\$74.68
November	36,904	10,395	28.17%	\$770,013.82	\$74.08
December	34,887	6,904	19.79%	\$476,513.21	\$69.02
OVERALL	479,262	173,065	36.11%	\$12,982,616.04	\$75.02

Central Region Occupancy Rates for 2005					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	35,520	6,485	18.26%	\$475,079.04	\$73.26
February	33,380	8,550	25.61%	\$643,361.37	\$75.25
March	38,139	11,762	30.84%	\$876,801.78	\$74.55
April	37,027	11,385	30.75%	\$843,357.72	\$74.08
May	41,735	11,415	27.35%	\$905,030.84	\$79.28
June	45,320	17,962	39.63%	\$1,391,318.89	\$77.46
July	47,754	28,095	58.83%	\$2,257,438.04	\$80.35
August	47,804	27,266	57.04%	\$2,170,742.17	\$79.61
September	45,641	16,641	36.46%	\$1,307,792.85	\$78.59
October	40,464	14,897	36.82%	\$1,148,733.44	\$77.11
November	35,285	10,587	30.00%	\$795,852.79	\$75.17
December	34,688	7,018	20.23%	\$495,436.74	\$70.60
OVERALL	482,757	172,063	35.64%	\$13,310,945.67	\$77.36

Central Region Occupancy Rates for 2006					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	34,698	7,326	21.11%	\$540,460.05	\$73.77
February	31,574	9,143	28.96%	\$706,843.56	\$77.31
March	35,526	10,900	30.68%	\$841,462.45	\$77.20
April	35,938	11,267	31.35%	\$871,021.96	\$77.31
May	41,821	14,015	33.51%	\$1,104,530.63	\$78.81
June	44,878	17,511	39.02%	\$1,409,784.61	\$80.51
July	47,230	26,287	55.66%	\$2,201,389.83	\$83.74
August	47,184	27,705	58.72%	\$2,287,616.98	\$82.57
September	43,997	18,305	41.61%	\$1,482,194.16	\$80.97
October	39,728	14,824	37.31%	\$1,201,763.04	\$81.07
November	34,654	11,126	32.11%	\$897,411.27	\$80.66
December	33,321	6,271	18.82%	\$481,389.09	\$76.76
OVERALL	470,549	174,680	37.12%	\$14,025,867.63	\$80.29

Central Region Occupancy Rates for 2007					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	33,858	6,991	20.65%	\$580,012.10	\$82.97

February	31,152	9,082	29.15%	\$755,091.33	\$83.14
March	35,250	11,369	32.25%	\$932,813.13	\$82.05
April	34,773	10,161	29.22%	\$838,659.11	\$82.54
May	40,605	13,330	32.83%	\$1,122,917.74	\$84.24
June	43,455	17,575	40.44%	\$1,470,422.85	\$83.67
July	47,120	27,350	58.04%	\$2,372,731.95	\$86.75
August	47,094	30,145	64.01%	\$2,565,649.52	\$85.11
September	42,808	19,059	44.52%	\$1,595,057.16	\$83.69
October	38,199	15,076	39.47%	\$1,280,123.25	\$84.91
November	34,528	10,952	31.72%	\$927,481.65	\$84.69
December	34,093	7,228	21.20%	\$584,458.71	\$80.86
OVERALL	462,935	178,318	38.52%	\$15,025,418.50	\$84.26

Central Region Occupancy Rates for 2008					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	33,981	8,125	23.91%	\$683,210.24	\$84.09
February	32,290	10,590	32.80%	\$925,759.19	\$87.42
March	35,445	13,258	37.40%	\$1,153,863.38	\$87.03
April	32,890	11,873	36.10%	\$1,030,895.77	\$86.83
May	38,506	13,115	34.06%	\$1,171,327.65	\$89.31
June	41,723	16,535	39.63%	\$1,504,110.31	\$90.97
July	45,212	26,723	59.11%	\$2,507,787.36	\$93.84
August	45,555	29,408	64.55%	\$2,746,644.25	\$93.40
September	41,564	19,315	46.47%	\$1,771,894.81	\$91.74
October	37,131	14,414	38.82%	\$1,311,638.63	\$91.00
November	31,179	10,815	34.69%	\$962,271.55	\$88.98
December	31,730	6,219	19.60%	\$537,110.49	\$86.37
OVERALL	447,206	180,390	40.34%	\$16,306,513.63	\$90.40

Source: Accommodation Component of TDMS II

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Western Region					
Occupancy Rates for 2003					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	45,585	8,358	18.33%	\$642,389.16	\$76.86
February	41,850	12,835	30.67%	\$1,003,994.89	\$78.22
March	46,332	14,441	31.17%	\$1,148,287.77	\$79.52
April	45,340	13,397	29.55%	\$1,028,509.55	\$76.77
May	53,295	14,093	26.44%	\$1,069,657.67	\$75.90
June	55,970	24,837	44.38%	\$1,976,202.43	\$79.57
July	59,111	42,675	72.19%	\$3,519,064.27	\$82.46
August	59,899	42,242	70.52%	\$3,504,215.67	\$82.96
September	57,383	26,879	46.84%	\$2,087,148.68	\$77.65
October	55,237	18,650	33.76%	\$1,461,652.41	\$78.37
November	49,039	14,285	29.13%	\$1,083,600.74	\$75.86
December	47,718	8,781	18.40%	\$655,563.36	\$74.66
OVERALL	616,759	241,473	39.15%	\$19,180,286.60	\$79.43

Western Region					
Occupancy Rates for 2004					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	44,453	8,504	19.13%	\$691,554.36	\$81.32
February	42,754	11,945	27.94%	\$1,029,898.55	\$86.22
March	46,837	15,044	32.12%	\$1,254,523.93	\$83.39
April	45,754	11,053	24.16%	\$873,294.27	\$79.01
May	54,214	14,217	26.22%	\$1,098,169.98	\$77.24
June	59,103	26,171	44.28%	\$2,124,059.19	\$81.16
July	63,246	42,478	67.16%	\$3,669,350.06	\$86.38
August	63,360	40,222	63.48%	\$3,409,480.45	\$84.77
September	59,522	26,546	44.60%	\$2,082,271.33	\$78.44
October	55,185	17,973	32.57%	\$1,459,752.47	\$81.22
November	48,364	15,788	32.64%	\$1,278,623.90	\$80.99
December	46,411	8,643	18.62%	\$649,271.83	\$75.12
OVERALL	629,203	238,584	37.92%	\$19,620,250.32	\$82.24

Western Region Occupancy Rates for 2005					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	46,420	8,114	17.48%	\$661,056.51	\$81.47
February	41,944	12,374	29.50%	\$1,077,038.71	\$87.04
March	47,145	15,332	32.52%	\$1,304,442.69	\$85.08
April	47,750	12,315	25.79%	\$949,615.32	\$77.11
May	54,582	14,937	27.37%	\$1,226,524.22	\$82.11
June	59,459	26,152	43.98%	\$2,223,296.25	\$85.01
July	63,359	41,838	66.03%	\$3,752,889.41	\$89.70
August	63,959	39,315	61.47%	\$3,422,249.25	\$87.05
September	60,693	26,301	43.33%	\$2,145,165.08	\$81.56
October	55,126	18,343	33.27%	\$1,479,929.69	\$80.68
November	48,589	14,651	30.15%	\$1,128,401.02	\$77.02
December	45,343	8,673	19.13%	\$670,989.13	\$77.37
OVERALL	634,369	238,345	37.57%	\$20,041,597.28	\$84.09

Western Region Occupancy Rates for 2006					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	46,151	8,752	18.96%	\$732,539.26	\$83.70
February	41,409	12,025	29.04%	\$1,047,431.69	\$87.10
March	48,371	15,410	31.86%	\$1,331,371.27	\$86.40
April	47,836	12,891	26.95%	\$1,022,325.36	\$79.31
May	55,360	14,098	25.47%	\$1,141,140.43	\$80.94
June	60,777	24,712	40.66%	\$2,152,154.84	\$87.09
July	63,994	43,131	67.40%	\$3,973,127.36	\$92.12
August	64,159	40,363	62.91%	\$3,737,289.02	\$92.59
September	60,768	25,990	42.77%	\$2,261,666.45	\$87.02
October	55,944	19,938	35.64%	\$1,700,474.08	\$85.29
November	50,988	15,325	30.06%	\$1,235,144.61	\$80.60
December	48,066	10,517	21.88%	\$872,333.19	\$82.95
OVERALL	643,823	243,152	37.77%	\$21,206,997.56	\$87.22

Western Region Occupancy Rates for 2007					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	47,981	10,805	22.52%	\$899,762.01	\$83.27

February	43,656	12,486	28.60%	\$1,119,917.71	\$89.69
March	50,447	16,679	33.06%	\$1,469,995.34	\$88.13
April	50,075	14,502	28.96%	\$1,220,829.15	\$84.18
May	56,767	15,910	28.03%	\$1,355,643.21	\$85.21
June	65,382	28,929	44.25%	\$2,678,919.16	\$92.60
July	69,847	46,575	66.68%	\$4,562,613.53	\$97.96
August	70,681	46,141	65.28%	\$4,581,630.77	\$99.30
September	67,105	31,489	46.92%	\$2,942,680.42	\$93.45
October	61,881	19,816	32.02%	\$1,753,616.25	\$88.49
November	55,062	15,168	27.55%	\$1,267,138.48	\$83.54
December	52,146	10,285	19.72%	\$910,225.45	\$88.50
OVERALL	691,030	268,785	38.90%	\$24,762,971.48	\$92.13

Western Region Occupancy Rates for 2008					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	51,517	10,410	20.21%	\$909,691.74	\$87.39
February	47,713	14,183	29.73%	\$1,405,004.41	\$99.06
March	51,905	18,958	36.52%	\$1,881,059.07	\$99.22
April	46,829	13,740	29.34%	\$1,199,154.40	\$87.27
May	54,699	16,561	30.28%	\$1,467,784.31	\$88.63
June	59,919	27,128	45.27%	\$2,562,430.13	\$94.46
July	63,201	41,212	65.21%	\$4,163,527.74	\$101.03
August	63,596	42,685	67.12%	\$4,293,303.73	\$100.58
September	59,959	29,188	48.68%	\$2,793,383.59	\$95.70
October	55,275	23,644	42.78%	\$2,158,639.80	\$91.30
November	47,541	16,879	35.50%	\$1,492,917.34	\$88.45
December	45,497	11,695	25.70%	\$989,742.17	\$84.63
OVERALL	647,651	266,283	41.12%	\$25,316,638.43	\$95.07

Source: Accommodation Component of TDMS II

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Labrador Region					
Occupancy Rates for 2003					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	16,368	3,529	21.56%	\$271,641.60	\$76.97
February	14,784	4,121	27.87%	\$328,488.25	\$79.71
March	16,530	4,641	28.08%	\$380,341.33	\$81.95
April	15,814	4,076	25.77%	\$324,124.45	\$79.52
May	16,895	5,488	32.48%	\$446,348.92	\$81.33
June	16,653	8,281	49.73%	\$659,457.93	\$79.64
July	17,194	9,666	56.22%	\$759,237.56	\$78.55
August	17,161	9,707	56.56%	\$763,578.30	\$78.66
September	16,816	8,670	51.56%	\$676,475.61	\$78.02
October	17,186	8,332	48.48%	\$660,563.11	\$79.28
November	16,530	7,245	43.83%	\$566,467.61	\$78.19
December	15,903	4,375	27.51%	\$319,493.10	\$73.03
OVERALL	197,834	78,131	39.49%	\$6,156,217.77	\$78.79

Labrador Region					
Occupancy Rates for 2004					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	16,411	3,882	23.65%	\$305,059.14	\$78.58
February	15,598	5,043	32.33%	\$390,971.02	\$77.53
March	16,614	6,896	41.51%	\$546,766.10	\$79.29
April	16,110	4,602	28.57%	\$355,995.82	\$77.36
May	17,422	5,760	33.06%	\$446,053.04	\$77.44
June	17,088	8,975	52.52%	\$693,612.46	\$77.28
July	17,670	8,828	49.96%	\$704,954.51	\$79.85
August	17,640	9,114	51.67%	\$738,064.61	\$80.98
September	16,960	7,183	42.35%	\$599,343.47	\$83.44
October	16,871	6,505	38.56%	\$544,716.98	\$83.74
November	16,500	7,172	43.47%	\$577,537.11	\$80.53
December	15,657	3,861	24.66%	\$304,666.40	\$78.91
OVERALL	200,541	77,821	38.81%	\$6,207,740.66	\$79.77

Labrador Region Occupancy Rates for 2005					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	16,740	4,130	24.67%	\$347,935.98	\$84.25
February	15,652	5,229	33.41%	\$434,870.65	\$83.17
March	17,326	6,870	39.65%	\$579,719.55	\$84.38
April	16,800	5,595	33.30%	\$475,870.25	\$85.05
May	17,732	6,639	37.44%	\$560,781.24	\$84.47
June	17,450	8,454	48.45%	\$712,049.87	\$84.23
July	18,070	10,011	55.40%	\$805,180.94	\$80.43
August	18,073	9,787	54.15%	\$764,034.64	\$78.07
September	17,514	9,665	55.18%	\$772,956.21	\$79.97
October	17,901	7,804	43.60%	\$645,068.73	\$82.66
November	16,890	7,426	43.97%	\$607,651.36	\$81.83
December	16,847	3,819	22.67%	\$317,777.37	\$83.21
OVERALL	206,995	85,429	41.27%	\$7,023,896.79	\$82.22

Labrador Region Occupancy Rates for 2006					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	17,490	4,986	28.51%	\$411,808.71	\$82.59
February	15,700	4,846	30.87%	\$406,921.19	\$83.97
March	17,391	6,118	35.18%	\$532,346.93	\$87.01
April	17,010	5,745	33.77%	\$468,313.49	\$81.52
May	17,868	7,849	43.93%	\$639,310.12	\$81.45
June	18,210	9,308	51.11%	\$784,961.51	\$84.33
July	19,013	10,445	54.94%	\$869,456.92	\$83.24
August	18,935	10,389	54.87%	\$869,461.55	\$83.69
September	17,991	9,501	52.81%	\$813,007.57	\$85.57
October	17,675	7,739	43.79%	\$662,750.23	\$85.64
November	17,022	7,267	42.69%	\$639,307.97	\$87.97
December	17,019	4,436	26.06%	\$376,427.68	\$84.86
OVERALL	211,324	88,629	41.94%	\$7,474,073.87	\$84.33

Labrador Region Occupancy Rates for 2007					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	17,195	4,760	27.68%	\$436,473.19	\$91.70

February	15,708	5,501	35.02%	\$484,800.92	\$88.13
March	17,515	6,178	35.27%	\$564,530.47	\$91.38
April	15,840	3,969	25.06%	\$375,442.10	\$94.59
May	16,582	6,200	37.39%	\$566,307.62	\$91.34
June	17,074	8,481	49.67%	\$763,032.83	\$89.97
July	18,817	11,111	59.05%	\$994,084.62	\$89.47
August	18,273	11,092	60.70%	\$1,019,585.59	\$91.92
September	17,346	11,174	64.42%	\$1,019,422.13	\$91.23
October	17,890	10,029	56.06%	\$938,341.27	\$93.56
November	17,132	8,190	47.81%	\$678,647.25	\$82.86
December	15,923	3,806	23.90%	\$354,574.85	\$93.16
OVERALL	205,295	90,491	44.08%	\$8,195,242.84	\$90.56

Labrador Region Occupancy Rates for 2008					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	15,906	4,669	29.35%	\$423,197.91	\$90.64
February	14,640	5,384	36.78%	\$512,758.67	\$95.24
March	15,920	6,218	39.06%	\$595,177.21	\$95.72
April	16,500	6,083	36.87%	\$556,291.37	\$91.45
May	17,355	7,441	42.88%	\$716,224.27	\$96.25
June	17,205	9,937	57.76%	\$933,934.71	\$93.99
July	18,442	11,868	64.35%	\$1,127,994.72	\$95.05
August	19,634	12,167	61.97%	\$1,165,932.53	\$95.83
September	18,601	11,565	62.17%	\$1,144,202.76	\$98.94
October	18,660	9,890	53.00%	\$985,869.13	\$99.68
November	18,153	8,905	49.06%	\$905,198.77	\$101.65
December	17,149	5,278	30.78%	\$529,266.07	\$100.28
OVERALL	208,165	99,405	47.75%	\$9,596,048.12	\$96.53

Source: Accommodation Component of TDMS II

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