

**Province of Newfoundland and Labrador - All Types
Occupancy Rates for 2009**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	198,176	61,157	30.86%	\$6,101,430.70	\$99.77
February	180,372	69,856	38.73%	\$7,069,984.23	\$101.21
March	200,980	82,324	40.96%	\$8,322,761.30	\$101.10
April	198,999	80,444	40.42%	\$8,109,828.30	\$100.81
May	228,955	97,331	42.51%	\$10,671,712.52	\$109.64
June	237,387	130,077	54.80%	\$14,956,234.12	\$114.98
July	250,363	165,703	66.19%	\$18,291,424.29	\$110.39
August	250,829	173,750	69.27%	\$19,591,496.35	\$112.76
September	236,885	138,820	58.60%	\$15,927,543.15	\$114.74
October	225,472	107,556	47.70%	\$11,629,289.30	\$108.12
November	200,505	86,718	43.25%	\$8,908,332.00	\$102.73
December	197,781	62,941	31.82%	\$6,270,372.41	\$99.62
OVERALL	2,606,704	1,256,677	48.21%	\$135,850,408.67	\$108.10

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 2009 is based on information received and entered into TDMS as of April 26, 2010

**Province of Newfoundland and Labrador - Hotels and Motels
Occupancy Rates for 2009**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	157,387	55,337	35.16%	\$5,582,438.49	\$100.88
February	143,086	62,243	43.50%	\$6,262,909.80	\$100.62
March	159,515	74,355	46.61%	\$7,509,984.16	\$101.00
April	155,324	72,606	46.74%	\$7,360,259.94	\$101.37
May	166,574	85,828	51.53%	\$9,561,011.07	\$111.40
June	163,412	102,579	62.77%	\$12,076,616.83	\$117.73
July	169,446	118,240	69.78%	\$13,069,365.28	\$110.53
August	169,477	125,284	73.92%	\$14,197,240.64	\$113.32
September	163,940	110,211	67.23%	\$12,855,224.86	\$116.64
October	166,640	93,352	56.02%	\$10,263,760.24	\$109.95
November	155,002	78,067	50.37%	\$8,118,267.67	\$103.99
December	154,682	57,447	37.14%	\$5,748,467.95	\$100.07
OVERALL	1,924,485	1,035,549	53.81%	\$112,605,546.93	\$108.74

Source: Accommodation Component of TDMS II

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Province of Newfoundland and Labrador - B & B's and Inns					
Occupancy Rates for 2009					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	22,802	2,960	12.98%	\$264,213.41	\$89.26
February	21,157	3,735	17.65%	\$368,399.76	\$98.63
March	23,540	3,710	15.76%	\$346,384.58	\$93.37
April	23,825	3,726	15.64%	\$360,703.35	\$96.81
May	33,934	6,326	18.64%	\$638,966.49	\$101.01
June	41,396	16,668	40.26%	\$1,808,781.33	\$108.52
July	45,216	24,623	54.46%	\$2,692,030.30	\$109.33
August	45,546	25,405	55.78%	\$2,809,557.89	\$110.59
September	41,416	16,561	39.99%	\$1,791,547.45	\$108.18
October	32,688	7,651	23.41%	\$774,898.04	\$101.28
November	24,628	4,465	18.13%	\$435,582.82	\$97.55
December	22,911	3,138	13.70%	\$309,062.61	\$98.49
OVERALL	379,059	118,968	31.39%	\$12,600,128.03	\$105.91

Source: Accommodation Component of TDMS II

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**Province of Newfoundland and Labrador - Cottages and Cabins
Occupancy Rates for 2009**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	17,987	2,860	15.90%	\$254,778.80	\$89.08
February	16,129	3,878	24.04%	\$438,674.67	\$113.12
March	17,925	4,259	23.76%	\$466,392.56	\$109.51
April	19,850	4,112	20.72%	\$388,865.01	\$94.57
May	28,447	5,177	18.20%	\$471,734.96	\$91.12
June	32,579	10,830	33.24%	\$1,070,835.96	\$98.88
July	35,701	22,840	63.98%	\$2,530,028.71	\$110.77
August	35,806	23,061	64.41%	\$2,584,697.82	\$112.08
September	31,529	12,048	38.21%	\$1,280,770.84	\$106.31
October	26,144	6,553	25.07%	\$590,631.02	\$90.13
November	20,875	4,186	20.05%	\$354,481.51	\$84.68
December	20,188	2,356	11.67%	\$212,841.85	\$90.34
OVERALL	303,160	102,160	33.70%	\$10,644,733.71	\$104.20

Source: Accommodation Component of TDMS II

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