

**Province of Newfoundland and Labrador - All Regions
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 - Avalon Region
Occupancy Rates for 2009**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	84,478	32,593	38.58%	\$3,410,521.50	\$104.64
February	76,225	34,218	44.89%	\$3,615,053.44	\$105.65
March	84,461	40,739	48.23%	\$4,324,106.07	\$106.14
April	83,127	41,173	49.53%	\$4,436,069.61	\$107.74
May	90,487	53,412	59.03%	\$6,539,809.15	\$122.44
June	89,701	65,962	73.54%	\$8,647,514.83	\$131.10
July	93,377	67,006	71.76%	\$8,166,863.05	\$121.88
August	92,875	71,152	76.61%	\$9,072,245.02	\$127.51
September	89,437	65,267	72.98%	\$8,634,250.14	\$132.29
October	88,987	53,707	60.35%	\$6,493,442.49	\$120.90
November	82,636	45,760	55.38%	\$5,053,822.13	\$110.44
December	83,768	34,818	41.56%	\$3,657,164.09	\$105.04
OVERALL	1,039,559	605,807	58.28%	\$72,050,861.52	\$118.93

Source: Accommodation Component of TDMS II

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**Province of Newfoundland and Labrador - Eastern Region
Occupancy Rates for 2009**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	15,435	3,339	21.63%	\$336,229.90	\$100.70
February	13,751	4,779	34.75%	\$472,638.79	\$98.90
March	15,167	5,437	35.85%	\$536,163.83	\$98.61
April	15,200	6,902	45.41%	\$673,530.70	\$97.58
May	21,854	7,928	36.28%	\$769,417.73	\$97.05
June	23,292	10,355	44.46%	\$1,104,163.13	\$106.63
July	25,022	15,899	63.54%	\$1,734,361.94	\$109.09
August	25,233	17,032	67.50%	\$1,857,054.51	\$109.03
September	23,654	12,146	51.35%	\$1,283,268.11	\$105.65
October	21,287	7,317	34.37%	\$734,017.88	\$100.32
November	15,531	5,049	32.51%	\$511,274.47	\$101.26
December	14,693	3,520	23.96%	\$368,830.38	\$104.78
OVERALL	230,119	99,703	43.33%	\$10,380,951.37	\$104.12

Source: Accommodation Component of TDMS II

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**Province of Newfoundland and Labrador - Central Region
Occupancy Rates for 2009**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	34,255	8,517	24.86%	\$811,264.53	\$95.25
February	31,811	9,625	30.26%	\$896,206.27	\$93.11
March	36,105	12,015	33.28%	\$1,097,937.95	\$91.38
April	35,681	12,079	33.85%	\$1,078,777.44	\$89.31
May	41,749	13,918	33.34%	\$1,283,084.86	\$92.19
June	44,374	17,954	40.46%	\$1,686,516.26	\$93.94
July	48,038	28,137	58.57%	\$2,748,166.15	\$97.67
August	47,765	28,427	59.51%	\$2,760,261.14	\$97.10
September	44,275	20,943	47.30%	\$1,968,837.85	\$94.01
October	40,303	15,198	37.71%	\$1,419,198.67	\$93.38
November	35,767	11,114	31.07%	\$1,039,657.15	\$93.54
December	34,758	6,833	19.66%	\$613,089.55	\$89.72
OVERALL	474,881	184,760	38.91%	\$17,402,997.82	\$94.19

Source: Accommodation Component of TDMS II

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**Province of Newfoundland and Labrador - Western Region
Occupancy Rates for 2009**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	45,743	11,256	24.61%	\$1,008,597.09	\$89.61
February	41,961	15,391	36.68%	\$1,494,448.79	\$97.10
March	46,864	16,876	36.01%	\$1,615,784.95	\$95.74
April	47,521	15,050	31.67%	\$1,391,727.40	\$92.47
May	55,974	15,353	27.43%	\$1,408,569.51	\$91.75
June	60,952	26,584	43.61%	\$2,621,536.85	\$98.61
July	63,824	44,319	69.44%	\$4,643,123.95	\$104.77
August	64,744	45,703	70.59%	\$4,788,208.93	\$104.77
September	60,373	29,321	48.57%	\$2,960,502.59	\$100.97
October	56,214	20,245	36.01%	\$1,887,735.61	\$93.24
November	48,726	15,331	31.46%	\$1,384,715.63	\$90.32
December	46,206	10,471	22.66%	\$928,722.65	\$88.69
OVERALL	639,102	265,900	41.61%	\$26,133,673.95	\$98.28

Source: Accommodation Component of TDMS II

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Province of Newfoundland and Labrador - Labrador Region					
Occupancy Rates for 2009					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	18,265	5,452	29.85%	\$534,817.68	\$98.10
February	16,624	5,843	35.15%	\$591,636.94	\$101.26
March	18,383	7,257	39.48%	\$748,768.50	\$103.18
April	17,470	5,240	29.99%	\$529,723.15	\$101.09
May	18,891	6,720	35.57%	\$670,831.27	\$99.83
June	19,068	9,222	48.36%	\$896,503.05	\$97.21
July	20,102	10,342	51.45%	\$998,909.20	\$96.59
August	20,212	11,436	56.58%	\$1,113,726.75	\$97.39
September	19,146	11,143	58.20%	\$1,080,684.46	\$96.98
October	18,681	11,089	59.36%	\$1,094,894.65	\$98.74
November	17,845	9,464	53.03%	\$918,862.62	\$97.09
December	18,356	7,299	39.76%	\$702,565.74	\$96.26
OVERALL	223,043	100,507	45.06%	\$9,881,924.01	\$98.32

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