

**Province of Newfoundland and Labrador - All Types  
Occupancy Rates for 2011**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	204,838	64,468	31.47%	\$6,592,446.09	\$102.26
February	185,957	75,092	40.38%	\$8,092,583.29	\$107.77
March	208,706	90,001	43.12%	\$9,667,391.62	\$107.41
April	205,434	85,339	41.54%	\$9,159,270.83	\$107.33
May	229,090	107,619	46.98%	\$12,311,408.71	\$114.40
June	237,006	138,801	58.56%	\$16,834,936.03	\$121.29
July	252,914	182,662	72.22%	\$22,258,660.09	\$121.86
August	252,168	183,878	72.92%	\$22,479,581.23	\$122.25
September	233,537	137,704	58.96%	\$16,575,626.91	\$120.37
October	222,926	111,436	49.99%	\$12,964,617.97	\$116.34
November	207,350	97,278	46.91%	\$10,901,550.06	\$112.07
December	202,520	66,213	32.69%	\$7,202,537.66	\$108.78
<b>OVERALL</b>	<b>2,642,446</b>	<b>1,340,491</b>	<b>50.73%</b>	<b>\$155,040,610.49</b>	<b>\$115.66</b>

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 2011 is based on information received and entered into TDMS as of September 20, 2012.

**Province of Newfoundland and Labrador - Hotels and Motels  
Occupancy Rates for 2011**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	161,360	58,372	36.18%	\$6,037,329.35	\$103.43
February	146,157	66,965	45.82%	\$7,113,134.62	\$106.22
March	163,153	80,597	49.40%	\$8,606,043.85	\$106.78
April	159,320	76,783	48.19%	\$8,299,477.93	\$108.09
May	165,836	93,792	56.56%	\$10,856,901.36	\$115.76
June	162,335	110,900	68.32%	\$13,604,423.03	\$122.67
July	170,181	132,391	77.79%	\$16,144,549.27	\$121.95
August	170,818	134,155	78.54%	\$16,387,344.80	\$122.15
September	161,832	110,363	68.20%	\$13,428,031.95	\$121.67
October	166,071	97,520	58.72%	\$11,480,778.31	\$117.73
November	163,333	89,313	54.68%	\$10,045,545.39	\$112.48
December	161,246	60,746	37.67%	\$6,619,771.95	\$108.97
<b>OVERALL</b>	<b>1,951,642</b>	<b>1,111,897</b>	<b>56.97%</b>	<b>\$128,623,331.81</b>	<b>\$115.68</b>

Source: Accommodation Component of TDMS II

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<b>Province of Newfoundland and Labrador - B &amp; B's and Inns</b>					
<b>Occupancy Rates for 2011</b>					
<b>Month</b>	<b>Total Rooms Available/Month</b>	<b>Total Rooms Sold</b>	<b>Occupancy Rate</b>	<b>Total Room Revenue</b>	<b>Average Daily Rate</b>
January	23,092	3,289	14.24%	\$313,097.89	\$95.20
February	21,840	4,142	18.97%	\$432,439.92	\$104.40
March	24,685	4,672	18.93%	\$455,014.70	\$97.39
April	24,590	4,946	20.11%	\$494,064.93	\$99.89
May	33,256	7,399	22.25%	\$794,828.61	\$107.42
June	41,082	17,211	41.89%	\$2,001,271.92	\$116.28
July	44,625	26,442	59.25%	\$3,133,647.79	\$118.51
August	44,079	25,865	58.68%	\$3,023,596.71	\$116.90
September	39,376	16,297	41.39%	\$1,849,170.25	\$113.47
October	30,524	7,917	25.94%	\$841,884.88	\$106.34
November	23,649	4,612	19.50%	\$477,084.67	\$103.44
December	21,880	3,283	15.00%	\$347,617.80	\$105.88
<b>OVERALL</b>	<b>372,678</b>	<b>126,075</b>	<b>33.83%</b>	<b>\$14,163,720.07</b>	<b>\$112.34</b>

Source: Accommodation Component of TDMS II

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**Province of Newfoundland and Labrador - Cottages and Cabins  
Occupancy Rates for 2011**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	20,386	2,807	13.77%	\$242,018.85	\$86.22
February	17,960	3,985	22.19%	\$547,008.75	\$137.27
March	20,868	4,732	22.68%	\$606,333.07	\$128.13
April	21,524	3,610	16.77%	\$365,727.97	\$101.31
May	29,998	6,428	21.43%	\$659,678.74	\$102.63
June	33,589	10,690	31.83%	\$1,229,241.08	\$114.99
July	38,108	23,829	62.53%	\$2,980,463.03	\$125.08
August	37,271	23,858	64.01%	\$3,068,639.72	\$128.62
September	32,329	11,044	34.16%	\$1,298,424.71	\$117.57
October	26,331	5,999	22.78%	\$641,954.78	\$107.01
November	20,368	3,353	16.46%	\$378,920.00	\$113.01
December	19,394	2,184	11.26%	\$235,147.91	\$107.67
<b>OVERALL</b>	<b>318,126</b>	<b>102,519</b>	<b>32.23%</b>	<b>\$12,253,558.61</b>	<b>\$119.52</b>

Source: Accommodation Component of TDMS II

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