

Economic Zone	Description of Area
Zone 1	Rigolet to Nain
Zone 2	Labrador West / Chuurchill Falls
Zone 3	Happy Valley/Goose Bay / North West River
Zone 4	Mary's Harbour to Cartwright
Zone 5	Labrador Straits (L'Anse au Clair to Red Bay)
Zone 6	Viking Trail, St. Anthony South West to Plum Point, East to Roddickton / Englee
Zone 7	Gros Morne Area, Viking Trail North to and including Plum Point
Zone 8	Deer Lake / Humber Area / Corner Brook
Zone 9	Stephenville / Port au Port / Burgeo
Zone 10	Port aux Basques / Doyles / Rose Blanche
Zone 11	Baie Verte / La Scie / Green Bay
Zone 12	Grand Falls - Windsor Area
Zone 13	Bay D'Espoir Area
Zone 14	Gander / Twillingate East to Terra Nova Area
Zone 15	Clarenville / Bonavista Peninsula Area
Zone 16	Burin Peninsula
Zone 17	North West Avalon
Zone 18	Argentia / Placentia Area
Zone 19	North East Avalon / St. John's
Zone 20	Southern Shore Area

**Province of Newfoundland and Labrador - All Economic Zones
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
OVERALL	2,642,446	1,340,491	50.73%	\$155,040,610.49	\$115.66

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 - Economic Zone 1
Occupancy Rates for 2011**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	1,984	413	20.82%	\$57,656.00	\$139.60
February	1,820	656	36.04%	\$93,260.00	\$142.16
March	2,015	699	34.69%	\$92,387.50	\$132.17
April	1,560	590	37.82%	\$81,758.55	\$138.57
May	1,612	593	36.79%	\$79,695.36	\$134.39
June	1,560	684	43.85%	\$88,256.32	\$129.03
July	1,612	600	37.22%	\$72,755.00	\$121.26
August	1,612	768	47.64%	\$88,592.50	\$115.35
September	1,560	907	58.14%	\$115,792.52	\$127.67
October	1,612	883	54.78%	\$111,071.50	\$125.79
November	1,560	1,086	69.62%	\$125,386.19	\$115.46
December	1,612	338	20.97%	\$43,597.50	\$128.99
OVERALL	20,119	8,217	40.84%	\$1,050,208.94	\$127.81

Source: Accommodation Component of TDMS II

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

**Province of Newfoundland and Labrador - Economic Zone 2
Occupancy Rates for 2011**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	6,138	4,089	66.62%	\$353,185.92	\$86.37
February	5,376	4,182	77.79%	\$358,267.17	\$85.67
March	5,983	4,774	79.79%	\$422,969.35	\$88.60
April	5,760	4,256	73.89%	\$400,709.56	\$94.15
May	5,952	4,739	79.62%	\$422,708.98	\$89.20
June	5,760	5,370	93.23%	\$480,607.29	\$89.50
July	5,983	5,609	93.75%	\$529,856.84	\$94.47
August	5,983	5,527	92.38%	\$495,056.49	\$89.57
September	5,670	5,141	90.67%	\$462,939.33	\$90.05
October	5,983	5,345	89.34%	\$506,565.54	\$94.77
November	5,790	4,976	85.94%	\$461,901.76	\$92.83
December	5,776	4,037	69.89%	\$377,038.77	\$93.40
OVERALL	70,154	58,045	82.74%	\$5,271,807.00	\$90.82

Source: Accommodation Component of TDMS II

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

**Province of Newfoundland and Labrador - Economic Zone 3
Occupancy Rates for 2011**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	6,541	2,241	34.26%	\$264,972.75	\$118.24
February	5,880	3,153	53.62%	\$384,966.50	\$122.10
March	6,541	4,343	66.40%	\$519,641.50	\$119.65
April	6,330	2,416	38.17%	\$291,174.00	\$120.52
May	6,510	2,681	41.18%	\$322,050.50	\$120.12
June	6,480	3,748	57.84%	\$455,898.50	\$121.64
July	7,037	4,116	58.49%	\$506,429.50	\$123.04
August	7,347	4,225	57.51%	\$526,914.75	\$124.71
September	7,110	3,826	53.81%	\$456,106.15	\$119.21
October	7,347	3,784	51.50%	\$464,463.75	\$122.74
November	6,990	3,273	46.82%	\$392,179.25	\$119.82
December	4,909	1,775	36.16%	\$227,993.01	\$128.45
OVERALL	79,022	39,581	50.09%	\$4,812,790.16	\$121.59

Source: Accommodation Component of TDMS II

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

**Province of Newfoundland and Labrador - Economic Zone 4
Occupancy Rates for 2011**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	1,922	231	12.02%	\$22,036.20	\$95.39
February	1,736	358	20.62%	\$35,085.87	\$98.01
March	1,922	416	21.64%	\$40,510.64	\$97.38
April	1,860	253	13.60%	\$24,596.35	\$97.22
May	1,922	714	37.15%	\$68,806.31	\$96.37
June	2,349	950	40.44%	\$93,704.04	\$98.64
July	2,852	1,170	41.02%	\$115,738.13	\$98.92
August	2,790	1,016	36.42%	\$105,101.93	\$103.45
September	2,349	781	33.25%	\$78,771.97	\$100.86
October	2,015	970	48.14%	\$93,897.85	\$96.80
November	1,950	723	37.08%	\$71,195.35	\$98.47
December	1,935	248	12.82%	\$23,886.85	\$96.32
OVERALL	25,602	7,830	30.58%	\$773,331.49	\$98.77

Source: Accommodation Component of TDMS II

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

**Province of Newfoundland and Labrador - Economic Zone 5
Occupancy Rates for 2011**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	2,985	370	12.40%	\$31,256.00	\$84.48
February	2,730	453	16.59%	\$39,941.50	\$88.17
March	2,892	428	14.80%	\$37,424.47	\$87.44
April	2,970	463	15.59%	\$39,063.02	\$84.37
May	3,188	655	20.55%	\$58,234.58	\$88.91
June	3,135	1,313	41.88%	\$115,880.51	\$88.26
July	3,496	2,253	64.45%	\$196,227.05	\$87.10
August	3,720	2,281	61.32%	\$191,333.23	\$83.88
September	3,585	1,472	41.06%	\$128,771.00	\$87.48
October	3,603	841	23.34%	\$76,557.00	\$91.03
November	3,240	762	23.52%	\$63,770.00	\$83.69
December	3,348	405	12.10%	\$33,342.43	\$82.33
OVERALL	38,892	11,696	30.07%	\$1,011,800.79	\$86.51

Source: Accommodation Component of TDMS II

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

**Province of Newfoundland and Labrador - Economic Zone 6
Occupancy Rates for 2011**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	4,403	871	19.78%	\$65,437.97	\$75.13
February	3,808	976	25.63%	\$79,144.30	\$81.09
March	4,743	1,255	26.46%	\$124,000.57	\$98.81
April	5,672	1,424	25.11%	\$138,339.59	\$97.15
May	7,150	1,656	23.16%	\$156,624.32	\$94.58
June	8,572	4,023	46.93%	\$413,241.48	\$102.72
July	8,897	6,571	73.86%	\$666,680.05	\$101.46
August	8,835	7,150	80.93%	\$743,213.50	\$103.95
September	8,074	3,833	47.47%	\$374,641.83	\$97.74
October	6,598	2,549	38.63%	\$237,252.02	\$93.08
November	5,438	1,938	35.64%	\$175,618.05	\$90.62
December	5,327	1,083	20.33%	\$110,937.34	\$102.44
OVERALL	77,517	33,329	43.00%	\$3,285,131.02	\$98.57

Source: Accommodation Component of TDMS II

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

**Province of Newfoundland and Labrador - Economic Zone 7
Occupancy Rates for 2011**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	10,611	1,205	11.36%	\$111,575.84	\$92.59
February	9,836	1,304	13.26%	\$121,893.03	\$93.48
March	12,741	1,517	11.91%	\$149,765.64	\$98.72
April	12,780	1,511	11.82%	\$157,648.60	\$104.33
May	16,124	2,619	16.24%	\$265,750.16	\$101.47
June	19,338	7,268	37.58%	\$842,403.40	\$115.91
July	20,389	14,582	71.52%	\$1,775,278.94	\$121.74
August	20,320	15,337	75.48%	\$1,842,903.66	\$120.16
September	18,362	7,779	42.36%	\$839,634.25	\$107.94
October	15,594	2,993	19.19%	\$294,082.15	\$98.26
November	13,380	1,680	12.56%	\$157,887.39	\$93.98
December	12,241	1,291	10.55%	\$122,277.56	\$94.72
OVERALL	181,716	59,086	32.52%	\$6,681,100.62	\$113.07

Source: Accommodation Component of TDMS II

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

**Province of Newfoundland and Labrador - Economic Zone 8
Occupancy Rates for 2011**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	22,027	6,319	28.69%	\$636,519.79	\$100.73
February	20,070	9,354	46.61%	\$1,087,457.72	\$116.26
March	22,369	11,450	51.19%	\$1,305,530.16	\$114.02
April	20,985	8,287	39.49%	\$866,541.85	\$104.57
May	20,390	9,724	47.69%	\$1,044,822.28	\$107.45
June	19,989	10,764	53.85%	\$1,226,168.26	\$113.91
July	21,302	15,574	73.11%	\$1,843,942.83	\$118.40
August	20,954	15,230	72.68%	\$1,890,077.99	\$124.10
September	18,679	11,947	63.96%	\$1,375,001.26	\$115.09
October	18,733	10,134	54.10%	\$1,086,741.30	\$107.24
November	20,947	10,140	48.41%	\$1,096,229.95	\$108.11
December	20,553	7,029	34.20%	\$722,213.91	\$102.75
OVERALL	246,998	125,952	50.99%	\$14,181,247.30	\$112.59

Source: Accommodation Component of TDMS II

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

**Province of Newfoundland and Labrador - Economic Zone 9
Occupancy Rates for 2011**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	5,117	966	18.88%	\$102,102.80	\$105.70
February	4,648	901	19.38%	\$90,470.20	\$100.41
March	5,334	1,496	28.05%	\$159,919.12	\$106.90
April	5,173	1,550	29.96%	\$157,519.47	\$101.63
May	6,328	2,125	33.58%	\$218,603.11	\$102.87
June	6,240	2,514	40.29%	\$254,613.54	\$101.28
July	6,572	3,362	51.16%	\$341,198.79	\$101.49
August	6,477	3,472	53.61%	\$346,963.35	\$99.93
September	6,060	2,009	33.15%	\$198,739.82	\$98.92
October	5,642	1,880	33.32%	\$187,514.37	\$99.74
November	5,447	1,565	28.73%	\$158,138.15	\$101.05
December	4,973	916	18.42%	\$95,551.53	\$104.31
OVERALL	68,011	22,756	33.46%	\$2,311,334.25	\$101.57

Source: Accommodation Component of TDMS II

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**Province of Newfoundland and Labrador - Economic Zone 10
Occupancy Rates for 2011**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	4,712	732	15.53%	\$51,065.07	\$69.76
February	4,368	776	17.77%	\$49,791.74	\$64.16
March	4,898	1,304	26.62%	\$98,701.92	\$75.69
April	4,830	1,081	22.38%	\$81,003.61	\$74.93
May	5,794	1,343	23.18%	\$106,513.71	\$79.31
June	5,940	2,120	35.69%	\$186,002.72	\$87.74
July	6,169	4,088	66.27%	\$423,708.13	\$103.65
August	6,169	3,841	62.26%	\$399,598.67	\$104.04
September	6,035	2,556	42.35%	\$236,672.57	\$92.59
October	5,656	1,900	33.59%	\$159,613.37	\$84.01
November	5,040	1,248	24.76%	\$100,926.12	\$80.87
December	5,145	656	12.75%	\$53,418.15	\$81.43
OVERALL	64,756	21,645	33.43%	\$1,947,015.78	\$89.95

Source: Accommodation Component of TDMS II

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**Province of Newfoundland and Labrador - Economic Zone 11
Occupancy Rates for 2011**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	4,072	1,068	26.23%	\$86,664.30	\$81.15
February	3,976	1,075	27.04%	\$99,801.07	\$92.84
March	4,315	1,329	30.80%	\$127,416.41	\$95.87
April	4,042	1,149	28.43%	\$111,487.89	\$97.03
May	4,402	1,017	23.10%	\$96,736.32	\$95.12
June	4,556	1,728	37.93%	\$150,105.38	\$86.87
July	5,084	2,646	52.05%	\$277,154.09	\$104.74
August	5,084	2,853	56.12%	\$287,232.46	\$100.68
September	4,608	2,092	45.40%	\$205,400.71	\$98.18
October	4,589	1,696	36.96%	\$156,207.37	\$92.10
November	4,358	1,134	26.02%	\$103,293.64	\$91.09
December	4,077	900	22.08%	\$78,645.52	\$87.38
OVERALL	53,163	18,687	35.15%	\$1,780,145.16	\$95.26

Source: Accommodation Component of TDMS II

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

**Province of Newfoundland and Labrador - Economic Zone 12
Occupancy Rates for 2011**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	8,112	2,277	28.07%	\$233,588.18	\$102.59
February	7,336	2,896	39.48%	\$306,848.73	\$105.96
March	8,494	3,111	36.63%	\$322,607.01	\$103.70
April	8,220	3,197	38.89%	\$329,221.51	\$102.98
May	8,835	3,019	34.17%	\$315,604.73	\$104.54
June	8,610	3,591	41.71%	\$382,690.38	\$106.57
July	8,959	5,219	58.25%	\$581,372.93	\$111.40
August	8,928	5,797	64.93%	\$650,734.29	\$112.25
September	8,400	3,797	45.20%	\$406,448.50	\$107.04
October	8,463	3,869	45.72%	\$407,394.74	\$105.30
November	8,028	2,774	34.55%	\$284,375.91	\$102.51
December	8,140	1,978	24.30%	\$195,367.80	\$98.77
OVERALL	100,525	41,525	41.31%	\$4,416,254.71	\$106.35

Source: Accommodation Component of TDMS II

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

**Province of Newfoundland and Labrador - Economic Zone 13
Occupancy Rates for 2011**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	2,263	426	18.82%	\$36,893.40	\$86.60
February	2,005	383	19.10%	\$33,583.39	\$87.69
March	2,263	358	15.82%	\$31,553.45	\$88.14
April	2,220	507	22.84%	\$46,692.71	\$92.10
May	2,294	689	30.03%	\$61,211.60	\$88.84
June	2,280	976	42.81%	\$85,672.89	\$87.78
July	2,480	1,269	51.17%	\$119,181.86	\$93.92
August	2,480	1,175	47.38%	\$102,236.09	\$87.01
September	2,328	757	32.52%	\$69,090.36	\$91.27
October	2,232	551	24.69%	\$48,045.65	\$87.20
November	2,160	581	26.90%	\$52,282.43	\$89.99
December	2,089	331	15.84%	\$31,864.49	\$96.27
OVERALL	27,094	8,003	29.54%	\$718,308.32	\$89.75

Source: Accommodation Component of TDMS II

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

**Province of Newfoundland and Labrador - Economic Zone 14
Occupancy Rates for 2011**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	21,215	5,076	23.93%	\$471,633.93	\$92.91
February	19,740	6,740	34.14%	\$660,470.45	\$97.99
March	21,452	7,374	34.37%	\$710,571.32	\$96.36
April	21,546	7,399	34.34%	\$714,203.25	\$96.53
May	24,855	9,206	37.04%	\$907,175.40	\$98.54
June	26,826	12,516	46.66%	\$1,296,327.74	\$103.57
July	30,467	19,520	64.07%	\$2,126,118.61	\$108.92
August	30,486	20,187	66.22%	\$2,164,737.41	\$107.23
September	27,254	13,541	49.68%	\$1,411,076.81	\$104.21
October	23,677	8,218	34.71%	\$835,404.55	\$101.66
November	21,075	7,509	35.63%	\$740,959.17	\$98.68
December	20,827	4,464	21.43%	\$430,005.72	\$96.33
OVERALL	289,420	121,750	42.07%	\$12,468,684.36	\$102.41

Source: Accommodation Component of TDMS II

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

**Province of Newfoundland and Labrador - Economic Zone 15
Occupancy Rates for 2011**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	11,903	2,367	19.89%	\$207,239.27	\$87.55
February	10,416	2,880	27.65%	\$277,108.62	\$96.22
March	11,988	3,685	30.74%	\$339,743.84	\$92.20
April	11,592	3,314	28.59%	\$294,572.05	\$88.89
May	16,730	8,024	47.96%	\$732,907.30	\$91.34
June	18,920	10,840	57.29%	\$1,131,492.54	\$104.38
July	20,536	15,308	74.54%	\$1,715,439.22	\$112.06
August	19,751	14,635	74.10%	\$1,704,014.25	\$116.43
September	18,949	9,166	48.37%	\$1,027,162.29	\$112.06
October	16,962	5,712	33.68%	\$604,176.05	\$105.77
November	13,406	4,294	32.03%	\$436,996.21	\$101.77
December	12,776	2,407	18.84%	\$247,683.08	\$102.90
OVERALL	183,929	82,632	44.93%	\$8,718,534.72	\$105.51

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 - Economic Zone 16
Occupancy Rates for 2011**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	5,903	1,878	31.81%	\$171,489.73	\$91.32
February	5,338	1,665	31.19%	\$154,691.60	\$92.91
March	5,591	2,205	39.44%	\$212,382.30	\$96.32
April	5,460	2,113	38.70%	\$206,561.49	\$97.76
May	5,859	1,953	33.33%	\$194,470.28	\$99.58
June	5,771	2,521	43.68%	\$254,313.25	\$100.88
July	7,035	3,804	54.07%	\$374,405.41	\$98.42
August	7,262	3,882	53.46%	\$395,921.29	\$101.99
September	6,596	2,148	32.57%	\$222,634.28	\$103.65
October	6,443	2,053	31.86%	\$205,103.05	\$99.90
November	6,175	1,432	23.19%	\$145,123.08	\$101.34
December	5,679	1,349	23.75%	\$136,199.56	\$100.96
OVERALL	73,112	27,003	36.93%	\$2,673,295.32	\$99.00

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 - Economic Zone 17
Occupancy Rates for 2011

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	5,281	1,022	19.35%	\$75,107.04	\$73.49
February	4,962	955	19.25%	\$76,503.64	\$80.11
March	5,534	992	17.93%	\$80,697.30	\$81.35
April	5,880	1,419	24.13%	\$122,318.58	\$86.20
May	7,040	1,664	23.64%	\$149,316.36	\$89.73
June	7,270	2,558	35.19%	\$259,910.61	\$101.61
July	7,616	3,948	51.84%	\$439,643.82	\$111.36
August	7,646	4,099	53.61%	\$450,073.31	\$109.80
September	7,276	2,704	37.16%	\$282,152.84	\$104.35
October	7,301	1,673	22.91%	\$158,919.90	\$94.99
November	6,016	1,297	21.56%	\$118,994.46	\$91.75
December	5,607	1,076	19.19%	\$100,598.86	\$93.49
OVERALL	77,429	23,407	30.23%	\$2,314,236.72	\$98.87

Source: Accommodation Component of TDMS II

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

**Province of Newfoundland and Labrador - Economic Zone 18
Occupancy Rates for 2011**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	3,503	269	7.68%	\$22,058.41	\$82.00
February	3,212	321	9.99%	\$29,826.00	\$92.92
March	3,627	503	13.87%	\$44,291.34	\$88.05
April	3,510	431	12.28%	\$39,118.88	\$90.76
May	4,683	538	11.49%	\$59,002.46	\$109.67
June	5,040	1,354	26.87%	\$155,666.57	\$114.97
July	5,409	2,044	37.79%	\$234,447.88	\$114.70
August	5,797	2,370	40.88%	\$291,620.86	\$123.05
September	5,540	1,504	27.15%	\$178,981.20	\$119.00
October	5,115	681	13.31%	\$76,668.98	\$112.58
November	4,020	404	10.05%	\$39,788.33	\$98.49
December	4,061	456	11.23%	\$47,981.89	\$105.22
OVERALL	53,517	10,875	20.32%	\$1,219,452.80	\$112.13

Source: Accommodation Component of TDMS II

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

**Province of Newfoundland and Labrador - Economic Zone 19
Occupancy Rates for 2011**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	74,352	32,548	43.78%	\$3,581,964.22	\$110.05
February	66,896	36,003	53.82%	\$4,105,859.87	\$114.04
March	73,993	42,726	57.74%	\$4,842,807.19	\$113.35
April	72,650	43,844	60.35%	\$5,043,216.65	\$115.03
May	75,869	54,186	71.42%	\$6,997,986.90	\$129.15
June	74,770	62,780	83.96%	\$8,832,208.01	\$140.69
July	77,299	68,833	89.05%	\$9,671,371.36	\$140.50
August	76,813	68,179	88.76%	\$9,593,623.70	\$140.71
September	71,605	60,789	84.89%	\$8,395,512.22	\$138.11
October	72,885	55,397	76.01%	\$7,220,905.88	\$130.35
November	70,020	50,327	71.88%	\$6,161,591.47	\$122.43
December	71,577	35,433	49.50%	\$4,119,280.72	\$116.26
OVERALL	878,729	611,045	69.54%	\$78,566,328.19	\$128.58

Source: Accommodation Component of TDMS II

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

**Province of Newfoundland and Labrador - Economic Zone 20
Occupancy Rates for 2011**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	1,794	100	5.57%	\$9,999.27	\$99.99
February	1,804	61	3.38%	\$7,611.89	\$124.79
March	2,011	36	1.79%	\$4,470.59	\$124.18
April	2,394	135	5.64%	\$13,523.22	\$100.17
May	3,553	474	13.34%	\$53,188.05	\$112.21
June	3,600	1,183	32.86%	\$129,772.60	\$109.70
July	3,720	2,146	57.69%	\$247,709.65	\$115.43
August	3,714	1,854	49.92%	\$209,631.50	\$113.07
September	3,497	955	27.31%	\$110,097.00	\$115.28
October	2,476	307	12.40%	\$34,032.95	\$110.86
November	2,310	135	5.84%	\$14,913.15	\$110.47
December	1,868	41	2.19%	\$4,652.97	\$113.49
OVERALL	32,741	7,427	22.68%	\$839,602.84	\$113.05

Source: Accommodation Component of TDMS II

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