

**Province of Newfoundland and Labrador - All Regions
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 - Avalon Region
Occupancy Rates for 2011**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	85,900	34,359	40.00%	\$3,712,663.94	\$108.06
February	77,490	37,534	48.44%	\$4,233,403.40	\$112.79
March	86,157	44,836	52.04%	\$5,005,801.42	\$111.65
April	85,394	46,306	54.23%	\$5,244,365.33	\$113.25
May	92,261	57,695	62.53%	\$7,307,333.77	\$126.65
June	91,760	68,763	74.94%	\$9,429,242.79	\$137.13
July	95,160	78,035	82.00%	\$10,654,515.71	\$136.54
August	95,086	77,231	81.22%	\$10,582,881.37	\$137.03
September	88,998	66,531	74.76%	\$8,995,385.26	\$135.21
October	88,893	58,611	65.93%	\$7,517,810.71	\$128.27
November	83,146	52,357	62.97%	\$6,345,097.41	\$121.19
December	83,751	37,090	44.29%	\$4,278,410.44	\$115.35
OVERALL	1,053,996	659,348	62.56%	\$83,306,911.55	\$126.35

Source: Accommodation Component of TDMS II

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**Province of Newfoundland and Labrador - Eastern Region
Occupancy Rates for 2011**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	16,805	3,825	22.76%	\$355,194.00	\$92.86
February	15,110	4,351	28.80%	\$418,198.22	\$96.12
March	16,556	5,311	32.08%	\$518,591.14	\$97.64
April	16,062	4,950	30.82%	\$474,945.54	\$95.95
May	20,822	9,090	43.66%	\$875,055.58	\$96.27
June	22,981	12,365	53.81%	\$1,326,358.85	\$107.27
July	25,804	17,693	68.57%	\$1,987,240.40	\$112.32
August	25,246	17,324	68.62%	\$2,015,643.77	\$116.35
September	23,835	10,577	44.38%	\$1,203,036.18	\$113.74
October	22,072	7,197	32.61%	\$780,530.32	\$108.45
November	18,633	5,490	29.46%	\$566,444.73	\$103.18
December	17,817	3,672	20.61%	\$377,986.64	\$102.94
OVERALL	241,743	101,845	42.13%	\$10,899,225.37	\$107.02

Source: Accommodation Component of TDMS II

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**Province of Newfoundland and Labrador - Central Region
Occupancy Rates for 2011**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	35,693	8,847	24.79%	\$828,779.81	\$93.68
February	33,085	11,094	33.53%	\$1,100,703.64	\$99.22
March	36,555	12,172	33.30%	\$1,192,148.19	\$97.94
April	36,058	12,252	33.98%	\$1,201,605.36	\$98.07
May	41,037	13,985	34.08%	\$1,385,210.05	\$99.05
June	42,902	18,919	44.10%	\$1,922,558.33	\$101.62
July	47,641	29,009	60.89%	\$3,145,088.72	\$108.42
August	47,629	30,476	63.99%	\$3,251,300.02	\$106.68
September	43,220	20,345	47.07%	\$2,110,134.77	\$103.72
October	39,178	14,349	36.63%	\$1,448,518.09	\$100.95
November	35,789	12,040	33.64%	\$1,186,775.71	\$98.57
December	35,133	7,673	21.84%	\$735,883.53	\$95.91
OVERALL	473,920	191,161	40.34%	\$19,508,706.22	\$102.05

Source: Accommodation Component of TDMS II

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**Province of Newfoundland and Labrador - Western Region
Occupancy Rates for 2011**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	46,870	10,093	21.53%	\$966,701.47	\$95.78
February	42,730	13,311	31.15%	\$1,428,756.99	\$107.34
March	50,085	17,022	33.99%	\$1,837,917.41	\$107.97
April	49,440	13,853	28.02%	\$1,401,053.12	\$101.14
May	55,786	17,467	31.31%	\$1,792,313.58	\$102.61
June	60,079	26,689	44.42%	\$2,922,429.40	\$109.50
July	63,329	44,177	69.76%	\$5,050,808.74	\$114.33
August	62,755	45,030	71.76%	\$5,222,757.17	\$115.98
September	57,210	28,124	49.16%	\$3,024,689.73	\$107.55
October	52,223	19,456	37.26%	\$1,965,203.21	\$101.01
November	50,252	16,571	32.98%	\$1,688,799.66	\$101.91
December	48,239	10,975	22.75%	\$1,104,398.49	\$100.63
OVERALL	638,998	262,768	41.12%	\$28,405,828.97	\$108.10

Source: Accommodation Component of TDMS II

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Province of Newfoundland and Labrador - Labrador Region					
Occupancy Rates for 2011					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	19,570	7,344	37.53%	\$729,106.87	\$99.28
February	17,542	8,802	50.18%	\$911,521.04	\$103.56
March	19,353	10,660	55.08%	\$1,112,933.46	\$104.40
April	18,480	7,978	43.17%	\$837,301.48	\$104.95
May	19,184	9,382	48.91%	\$951,495.73	\$101.42
June	19,284	12,065	62.56%	\$1,234,346.66	\$102.31
July	20,980	13,748	65.53%	\$1,421,006.52	\$103.36
August	21,452	13,817	64.41%	\$1,406,998.90	\$101.83
September	20,274	12,127	59.82%	\$1,242,380.97	\$102.45
October	20,560	11,823	57.50%	\$1,252,555.64	\$105.94
November	19,530	10,820	55.40%	\$1,114,432.55	\$103.00
December	17,580	6,803	38.70%	\$705,858.56	\$103.76
OVERALL	233,789	125,369	53.62%	\$12,919,938.38	\$103.06

Source: Accommodation Component of TDMS II

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