

Province of Newfoundland and Labrador - All Types

Occupancy Rates for 2012

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	204,507	68,306	33.40%	\$7,497,209.86	\$109.76
February	193,721	77,740	40.13%	\$8,839,752.11	\$113.71
March	209,330	92,480	44.18%	\$10,591,854.30	\$114.53
April	203,987	87,639	42.96%	\$10,000,589.02	\$114.11
May	232,937	110,965	47.64%	\$13,503,438.34	\$121.69
June	241,376	133,886	55.47%	\$17,002,505.79	\$126.99
July	257,496	174,463	67.75%	\$22,076,404.26	\$126.54
August	259,153	184,408	71.16%	\$23,098,608.60	\$125.26
September	240,338	137,640	57.27%	\$17,521,045.71	\$127.30
October	229,615	113,198	49.30%	\$13,721,121.97	\$121.21
November	206,809	96,917	46.86%	\$11,323,131.37	\$116.83
December	205,660	69,581	33.83%	\$7,871,841.24	\$113.13
OVERALL	2,684,929	1,347,223	50.18%	\$163,047,502.57	\$121.02

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 2012 is based on information received and entered into TDMS as of September 5th, 2013.

Province of Newfoundland and Labrador - Hotels and Motels

Occupancy Rates for 2012

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	163,666	62,303	38.07%	\$6,873,551.89	\$110.32
February	153,693	69,162	45.00%	\$7,761,386.94	\$112.22
March	165,697	82,184	49.60%	\$9,316,678.96	\$113.36
April	160,008	78,654	49.16%	\$9,030,950.06	\$114.82
May	168,888	96,976	57.42%	\$11,989,467.59	\$123.63
June	164,349	106,131	64.58%	\$13,700,315.32	\$129.09
July	173,604	126,473	72.85%	\$16,055,851.23	\$126.95
August	173,352	132,637	76.51%	\$16,561,102.01	\$124.86
September	167,082	110,002	65.84%	\$14,201,485.97	\$129.10
October	171,110	99,306	58.04%	\$12,210,744.99	\$122.96
November	162,570	88,144	54.22%	\$10,410,615.25	\$118.11
December	163,561	63,077	38.56%	\$7,210,537.26	\$114.31
OVERALL	1,987,580	1,115,049	56.10%	\$135,322,687.47	\$121.36

Source: Accommodation Component of TDMS II

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Province of Newfoundland and Labrador - B & B's and Inns					
Occupancy Rates for 2012					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	20,996	2,746	13.08%	\$276,922.43	\$100.85
February	21,503	4,222	19.63%	\$479,168.43	\$113.49
March	23,701	5,109	21.56%	\$574,837.75	\$112.51
April	23,079	4,635	20.08%	\$495,987.13	\$107.01
May	33,220	7,234	21.78%	\$840,424.40	\$116.18
June	41,126	16,487	40.09%	\$1,953,597.33	\$118.49
July	44,357	24,958	56.27%	\$3,024,769.46	\$121.19
August	46,463	25,948	55.85%	\$3,137,296.20	\$120.91
September	39,057	16,425	42.05%	\$1,969,878.77	\$119.93
October	30,101	7,375	24.50%	\$831,087.75	\$112.69
November	23,006	4,754	20.66%	\$503,504.93	\$105.91
December	21,991	3,416	15.53%	\$370,712.27	\$108.52
OVERALL	368,600	123,309	33.45%	\$14,458,186.85	\$117.25

Source: Accommodation Component of TDMS II

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Province of Newfoundland and Labrador - Cottages and Cabins

Occupancy Rates for 2012

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	19,845	3,257	16.41%	\$346,735.54	\$106.46
February	18,525	4,356	23.51%	\$599,196.74	\$137.56
March	19,932	5,187	26.02%	\$700,337.59	\$135.02
April	20,900	4,350	20.81%	\$473,651.83	\$108.89
May	30,829	6,755	21.91%	\$673,546.35	\$99.71
June	35,901	11,268	31.39%	\$1,348,593.14	\$119.68
July	39,535	23,032	58.26%	\$2,995,783.57	\$130.07
August	39,338	25,823	65.64%	\$3,400,210.39	\$131.67
September	34,199	11,213	32.79%	\$1,349,680.97	\$120.37
October	28,404	6,517	22.94%	\$679,289.23	\$104.23
November	21,233	4,019	18.93%	\$409,011.19	\$101.77
December	20,108	3,088	15.36%	\$290,591.71	\$94.10
OVERALL	328,749	108,865	33.11%	\$13,266,628.25	\$121.86

Source: Accommodation Component of TDMS II

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