

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 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 - Economic Zone 1

Occupancy Rates for 2012

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	1,457	457	31.37%	\$61,875.00	\$135.39
February	1,363	323	23.70%	\$48,415.00	\$149.89
March	1,457	474	32.53%	\$71,845.00	\$151.57
April	1,410	406	28.79%	\$51,635.00	\$127.18
May	1,457	370	25.39%	\$52,850.00	\$142.84
June	1,410	687	48.72%	\$103,180.00	\$150.19
July	1,457	520	35.69%	\$80,650.00	\$155.10
August	1,457	583	40.01%	\$95,975.00	\$164.62
September	1,410	699	49.57%	\$114,905.20	\$164.39
October	1,519	853	56.16%	\$126,209.35	\$147.96
November	1,410	736	52.20%	\$112,719.65	\$153.15
December	1,612	193	11.97%	\$28,864.05	\$149.55
OVERALL	17,419	6,301	36.17%	\$949,123.25	\$150.63

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 - Economic Zone 2

Occupancy Rates for 2012

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	5,806	4,140	71.31%	\$456,311.57	\$110.22
February	5,452	4,325	79.33%	\$489,432.03	\$113.16
March	5,828	4,565	78.33%	\$549,798.59	\$120.44
April	5,610	4,357	77.66%	\$512,813.85	\$117.70
May	5,797	4,680	80.73%	\$540,661.01	\$115.53
June	5,610	5,075	90.46%	\$561,220.61	\$110.59
July	5,797	5,530	95.39%	\$595,976.44	\$107.77
August	5,828	5,473	93.91%	\$581,581.65	\$106.26
September	5,730	5,093	88.88%	\$533,027.47	\$104.66
October	5,921	5,416	91.47%	\$608,421.74	\$112.34
November	5,730	5,240	91.45%	\$576,743.74	\$110.07
December	5,890	4,030	68.42%	\$448,700.02	\$111.34
OVERALL	68,999	57,924	83.95%	\$6,454,688.72	\$111.43

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 - Economic Zone 3

Occupancy Rates for 2012

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	7,342	2,500	34.05%	\$326,220.13	\$130.49
February	6,931	3,111	44.89%	\$410,438.67	\$131.93
March	7,409	3,052	41.19%	\$414,909.20	\$135.95
April	7,170	2,432	33.92%	\$317,288.49	\$130.46
May	7,130	3,252	45.61%	\$377,514.31	\$116.09
June	7,170	4,866	67.87%	\$639,421.00	\$131.41
July	7,409	4,601	62.10%	\$598,864.14	\$130.16
August	7,409	5,166	69.73%	\$678,939.17	\$131.42
September	6,900	5,155	74.71%	\$680,749.74	\$132.06
October	7,192	5,868	81.59%	\$742,508.23	\$126.54
November	6,960	5,535	79.53%	\$674,743.05	\$121.90
December	6,838	3,746	54.78%	\$474,864.50	\$126.77
OVERALL	85,860	49,284	57.40%	\$6,336,460.63	\$128.57

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 - Economic Zone 4

Occupancy Rates for 2012

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	1,944	292	15.02%	\$29,190.07	\$99.97
February	1,827	307	16.80%	\$29,179.75	\$95.05
March	1,953	784	40.14%	\$75,098.89	\$95.79
April	1,890	431	22.80%	\$41,875.05	\$97.16
May	1,953	692	35.43%	\$67,497.40	\$97.54
June	2,241	999	44.58%	\$95,996.00	\$96.09
July	2,763	1,389	50.27%	\$136,210.82	\$98.06
August	2,511	1,145	45.60%	\$118,636.28	\$103.61
September	2,052	948	46.20%	\$90,069.50	\$95.01
October	1,674	710	42.41%	\$67,776.94	\$95.46
November	1,620	580	35.80%	\$53,796.20	\$92.75
December	1,674	252	15.05%	\$23,852.02	\$94.65
OVERALL	24,102	8,529	35.39%	\$829,178.92	\$97.22

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 - Economic Zone 5

Occupancy Rates for 2012

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	2,914	306	10.50%	\$23,586.60	\$77.08
February	2,726	364	13.35%	\$32,493.11	\$89.27
March	2,821	677	24.00%	\$59,056.00	\$87.23
April	2,850	482	16.91%	\$35,922.05	\$74.53
May	3,527	691	19.59%	\$54,838.80	\$79.36
June	3,540	1,552	43.84%	\$138,573.19	\$89.29
July	3,565	2,395	67.18%	\$211,597.61	\$88.35
August	3,557	2,555	71.83%	\$206,146.34	\$80.68
September	3,450	1,553	45.01%	\$137,195.27	\$88.34
October	3,390	934	27.55%	\$89,999.99	\$96.36
November	2,730	838	30.70%	\$80,181.04	\$95.68
December	2,821	516	18.29%	\$48,820.95	\$94.61
OVERALL	37,891	12,863	33.95%	\$1,118,410.95	\$86.95

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 - Economic Zone 6

Occupancy Rates for 2012

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	5,363	1,179	21.98%	\$93,473.35	\$79.28
February	5,017	1,083	21.59%	\$98,862.77	\$91.29
March	5,332	1,473	27.63%	\$151,627.29	\$102.94
April	5,190	1,258	24.24%	\$145,856.26	\$115.94
May	6,923	2,016	29.12%	\$185,824.47	\$92.17
June	8,280	3,908	47.20%	\$397,956.90	\$101.83
July	8,697	6,551	75.32%	\$701,742.35	\$107.12
August	8,825	5,514	62.48%	\$609,392.06	\$110.52
September	8,223	3,303	40.17%	\$356,740.80	\$108.01
October	7,006	1,898	27.09%	\$196,974.29	\$103.78
November	5,910	1,404	23.76%	\$146,472.12	\$104.32
December	5,045	735	14.57%	\$74,615.20	\$101.52
OVERALL	79,811	30,322	37.99%	\$3,159,537.86	\$104.20

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 - Economic Zone 7

Occupancy Rates for 2012

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	10,613	877	8.26%	\$90,425.31	\$103.11
February	9,947	1,286	12.93%	\$95,972.22	\$74.63
March	12,688	2,120	16.71%	\$182,648.29	\$86.15
April	12,795	1,811	14.15%	\$177,719.58	\$98.13
May	15,995	2,673	16.71%	\$263,302.25	\$98.50
June	18,820	7,237	38.45%	\$794,885.32	\$109.84
July	19,828	13,462	67.89%	\$1,685,494.07	\$125.20
August	19,195	13,542	70.55%	\$1,705,094.52	\$125.91
September	18,069	6,750	37.36%	\$805,254.97	\$119.30
October	15,678	2,544	16.23%	\$269,987.93	\$106.13
November	13,071	1,614	12.35%	\$170,396.95	\$105.57
December	11,318	972	8.59%	\$98,274.62	\$101.11
OVERALL	178,017	54,888	30.83%	\$6,339,456.03	\$115.50

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 - Economic Zone 8

Occupancy Rates for 2012

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	21,304	7,101	33.33%	\$752,025.25	\$105.90
February	20,973	9,787	46.66%	\$1,239,191.84	\$126.62
March	22,412	12,117	54.06%	\$1,457,083.87	\$120.25
April	21,582	8,870	41.10%	\$962,786.45	\$108.54
May	24,072	9,586	39.82%	\$1,018,398.38	\$106.24
June	24,040	11,162	46.43%	\$1,263,645.23	\$113.21
July	27,814	16,058	57.73%	\$2,011,784.14	\$125.28
August	27,515	17,249	62.69%	\$2,139,160.73	\$124.02
September	24,649	12,186	49.44%	\$1,409,185.01	\$115.64
October	25,244	10,786	42.73%	\$1,169,593.96	\$108.44
November	24,332	9,143	37.58%	\$963,664.19	\$105.40
December	24,359	7,405	30.40%	\$774,949.01	\$104.65
OVERALL	288,296	131,450	45.60%	\$15,161,468.06	\$115.34

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 5h, 2013.

Province of Newfoundland and Labrador - Economic Zone 9

Occupancy Rates for 2012

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	5,059	1,422	28.11%	\$149,979.05	\$105.47
February	4,764	1,396	29.30%	\$148,415.79	\$106.32
March	5,201	1,719	33.05%	\$185,793.07	\$108.08
April	5,014	1,753	34.96%	\$181,427.99	\$103.50
May	5,814	2,122	36.50%	\$223,846.92	\$105.49
June	6,120	2,133	34.85%	\$221,133.56	\$103.67
July	6,324	3,248	51.36%	\$339,131.99	\$104.41
August	6,324	3,379	53.43%	\$349,163.21	\$103.33
September	6,100	2,169	35.56%	\$228,057.06	\$105.14
October	5,764	1,938	33.62%	\$197,818.98	\$102.07
November	5,010	1,973	39.38%	\$205,729.59	\$104.27
December	5,081	1,164	22.91%	\$123,854.51	\$106.40
OVERALL	66,575	24,416	36.67%	\$2,554,351.72	\$104.62

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 - Economic Zone 10

Occupancy Rates for 2012

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	5,022	719	14.32%	\$50,625.97	\$70.41
February	4,698	1,050	22.35%	\$79,334.68	\$75.56
March	4,991	1,357	27.19%	\$112,468.60	\$82.88
April	4,890	1,442	29.49%	\$115,993.60	\$80.44
May	5,663	1,367	24.14%	\$112,035.01	\$81.96
June	6,084	2,458	40.40%	\$224,344.53	\$91.27
July	6,386	4,315	67.57%	\$458,289.66	\$106.21
August	6,293	4,441	70.57%	\$502,404.31	\$113.13
September	5,940	2,468	41.55%	\$217,146.13	\$87.98
October	5,640	1,625	28.81%	\$127,444.11	\$78.43
November	5,040	1,444	28.65%	\$117,724.95	\$81.53
December	4,929	977	19.82%	\$73,946.67	\$75.69
OVERALL	65,576	23,663	36.08%	\$2,191,758.22	\$92.62

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 - Economic Zone 11

Occupancy Rates for 2012

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	4,034	614	15.22%	\$50,721.64	\$82.61
February	4,167	766	18.38%	\$73,575.99	\$96.05
March	4,494	1,152	25.63%	\$117,798.44	\$102.26
April	4,409	1,017	23.07%	\$97,772.34	\$96.14
May	4,858	1,028	21.16%	\$97,788.57	\$95.13
June	4,554	1,254	27.54%	\$137,381.74	\$109.55
July	4,821	1,891	39.22%	\$204,909.13	\$108.36
August	4,867	2,591	53.24%	\$276,978.16	\$106.90
September	4,633	1,486	32.07%	\$146,798.45	\$98.79
October	4,646	1,101	23.70%	\$104,228.28	\$94.67
November	3,990	942	23.61%	\$93,214.78	\$98.95
December	3,777	556	14.72%	\$53,306.56	\$95.88
OVERALL	53,250	14,398	27.04%	\$1,454,474.08	\$101.02

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 - Economic Zone 12

Occupancy Rates for 2012

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	8,249	2,365	28.67%	\$247,805.54	\$104.78
February	7,743	2,608	33.68%	\$281,549.75	\$107.96
March	8,270	3,228	39.03%	\$340,735.54	\$105.56
April	8,010	2,808	35.06%	\$294,388.87	\$104.84
May	8,338	3,184	38.19%	\$340,552.18	\$106.96
June	8,220	3,640	44.28%	\$386,410.86	\$106.16
July	8,680	5,348	61.61%	\$576,328.47	\$107.77
August	8,463	5,383	63.61%	\$590,764.92	\$109.75
September	8,130	4,049	49.80%	\$438,966.29	\$108.41
October	8,309	3,809	45.84%	\$403,610.67	\$105.96
November	7,890	3,741	47.41%	\$386,213.39	\$103.24
December	7,980	2,472	30.98%	\$251,608.99	\$101.78
OVERALL	98,282	42,635	43.38%	\$4,538,935.47	\$106.46

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 - Economic Zone 13

Occupancy Rates for 2012

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	2,219	316	14.24%	\$28,125.40	\$89.00
February	2,062	359	17.41%	\$32,301.70	\$89.98
March	2,232	511	22.89%	\$47,247.59	\$92.46
April	2,070	415	20.05%	\$38,378.03	\$92.48
May	2,600	604	23.23%	\$57,125.31	\$94.58
June	2,550	620	24.31%	\$57,141.77	\$92.16
July	2,635	1,015	38.52%	\$92,878.41	\$91.51
August	2,635	1,177	44.67%	\$107,591.90	\$91.41
September	2,550	645	25.29%	\$62,717.38	\$97.24
October	2,449	829	33.85%	\$75,299.89	\$90.83
November	2,370	631	26.62%	\$59,290.19	\$93.96
December	2,228	328	14.72%	\$32,957.45	\$100.48
OVERALL	28,600	7,450	26.05%	\$691,055.02	\$92.76

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 - Economic Zone 14
Occupancy Rates for 2012**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	21,037	5,284	25.12%	\$517,003.46	\$97.84
February	20,184	6,416	31.79%	\$649,592.09	\$101.25
March	21,770	7,184	33.00%	\$737,184.04	\$102.61
April	21,233	6,886	32.43%	\$706,447.44	\$102.59
May	25,370	9,996	39.40%	\$1,035,162.07	\$103.56
June	28,486	11,717	41.13%	\$1,266,035.96	\$108.05
July	31,220	18,785	60.17%	\$2,141,543.46	\$114.00
August	31,082	21,241	68.34%	\$2,391,456.82	\$112.59
September	28,046	10,953	39.05%	\$1,190,815.32	\$108.72
October	23,706	9,189	38.76%	\$999,160.47	\$108.73
November	19,200	7,355	38.31%	\$781,369.71	\$106.24
December	19,377	4,526	23.36%	\$448,818.43	\$99.16
OVERALL	290,711	119,532	41.12%	\$12,864,589.27	\$107.62

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 - Economic Zone 15

Occupancy Rates for 2012

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	13,107	2,890	22.05%	\$274,275.95	\$94.91
February	12,329	3,686	29.90%	\$365,195.76	\$99.08
March	13,172	3,884	29.49%	\$390,304.53	\$100.49
April	13,686	4,060	29.67%	\$420,817.26	\$103.65
May	18,587	6,016	32.37%	\$637,151.07	\$105.91
June	20,321	8,379	41.23%	\$945,847.20	\$112.88
July	21,542	12,863	59.71%	\$1,517,592.51	\$117.98
August	22,045	15,919	72.21%	\$1,892,535.72	\$118.89
September	20,317	9,817	48.32%	\$1,104,450.45	\$112.50
October	18,147	6,104	33.64%	\$652,743.41	\$106.94
November	14,659	4,056	27.67%	\$406,606.12	\$100.25
December	14,984	2,943	19.64%	\$276,084.73	\$93.81
OVERALL	202,896	80,617	39.73%	\$8,883,604.71	\$110.20

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 - Economic Zone 16

Occupancy Rates for 2012

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	5,533	1,159	20.95%	\$118,245.26	\$102.02
February	5,365	1,325	24.70%	\$139,439.97	\$105.24
March	5,793	2,122	36.63%	\$230,432.37	\$108.59
April	4,593	1,945	42.35%	\$202,579.11	\$104.15
May	5,704	2,606	45.69%	\$259,042.32	\$99.40
June	6,141	3,371	54.89%	\$389,133.57	\$115.44
July	7,236	6,057	83.71%	\$711,960.96	\$117.54
August	7,502	6,376	84.99%	\$745,303.66	\$116.89
September	6,930	3,817	55.08%	\$430,069.76	\$112.67
October	6,719	2,304	34.29%	\$253,183.97	\$109.89
November	6,240	1,210	19.39%	\$133,587.06	\$110.40
December	5,484	886	16.16%	\$98,434.67	\$111.10
OVERALL	73,240	33,178	45.30%	\$3,711,412.68	\$111.86

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 - Economic Zone 17

Occupancy Rates for 2012

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	5,512	971	17.62%	\$84,885.96	\$87.42
February	5,452	1,286	23.59%	\$111,309.36	\$86.55
March	6,146	1,472	23.95%	\$143,740.59	\$97.65
April	6,130	1,448	23.62%	\$126,496.29	\$87.36
May	7,816	2,223	28.44%	\$196,342.68	\$88.32
June	7,986	3,080	38.57%	\$302,403.61	\$98.18
July	8,342	3,952	47.37%	\$416,359.53	\$105.35
August	10,994	5,173	47.05%	\$535,605.07	\$103.54
September	7,711	3,399	44.08%	\$327,001.53	\$96.21
October	7,303	2,121	29.04%	\$177,570.28	\$83.72
November	5,790	1,609	27.79%	\$134,518.66	\$83.60
December	5,699	1,312	23.02%	\$99,470.22	\$75.82
OVERALL	84,881	28,046	33.04%	\$2,655,703.78	\$94.69

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 - Economic Zone 18

Occupancy Rates for 2012

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	4,309	482	11.19%	\$49,032.52	\$101.73
February	4,031	361	8.96%	\$38,116.37	\$105.59
March	4,309	605	14.04%	\$64,212.72	\$106.14
April	4,140	606	14.64%	\$63,029.62	\$104.01
May	5,588	850	15.21%	\$99,076.90	\$116.56
June	5,638	1,198	21.25%	\$155,068.67	\$129.44
July	6,014	2,305	38.33%	\$300,080.54	\$130.19
August	5,828	2,595	44.53%	\$347,956.89	\$134.09
September	5,510	1,462	26.53%	\$191,446.20	\$130.95
October	5,084	974	19.16%	\$109,406.75	\$112.33
November	4,020	607	15.10%	\$62,123.95	\$102.35
December	4,234	569	13.44%	\$56,828.87	\$99.87
OVERALL	58,705	12,614	21.49%	\$1,536,380.00	\$121.80

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 - Economic Zone 19

Occupancy Rates for 2012

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	71,951	35,218	48.95%	\$4,091,468.03	\$116.18
February	67,164	37,869	56.38%	\$4,472,928.36	\$118.12
March	71,247	43,886	61.60%	\$5,248,058.28	\$119.58
April	69,215	45,108	65.17%	\$5,495,650.05	\$121.83
May	72,183	56,606	78.42%	\$7,840,484.81	\$138.51
June	70,775	59,440	83.98%	\$8,788,936.71	\$147.86
July	73,308	62,341	85.04%	\$9,073,520.13	\$145.55
August	73,138	63,006	86.15%	\$8,985,480.56	\$142.61
September	70,640	60,780	86.04%	\$8,943,545.25	\$147.15
October	71,750	53,956	75.20%	\$7,322,185.76	\$135.71
November	69,067	48,081	69.62%	\$6,144,923.70	\$127.80
December	70,575	35,932	50.91%	\$4,376,773.07	\$121.81
OVERALL	851,013	602,223	70.77%	\$80,783,954.71	\$134.14

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 - Economic Zone 20

Occupancy Rates for 2012

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	1,732	14	0.81%	\$1,933.80	\$138.13
February	1,526	32	2.10%	\$4,006.90	\$125.22
March	1,805	98	5.43%	\$11,811.40	\$120.52
April	2,100	104	4.95%	\$11,711.69	\$112.61
May	3,562	403	11.31%	\$43,943.88	\$109.04
June	3,390	1,110	32.74%	\$133,789.36	\$120.53
July	3,658	1,837	50.22%	\$221,489.90	\$120.57
August	3,685	1,900	51.56%	\$238,441.63	\$125.50
September	3,348	908	27.12%	\$112,903.93	\$124.34
October	2,474	239	9.66%	\$26,996.97	\$112.96
November	1,770	178	10.06%	\$19,112.33	\$107.37
December	1,755	67	3.82%	\$6,816.70	\$101.74
OVERALL	30,805	6,890	22.37%	\$832,958.49	\$120.89

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.