

Economic Zone	Description of Area
Zone 1	Rigolet to Nain
Zone 2	Labrador West / Churchill 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 2016					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	215,731	64,186	29.75%	\$7,958,621.62	\$123.99
February	207,486	74,146	35.74%	\$9,511,848.42	\$128.29
March	222,361	92,573	41.63%	\$11,812,725.90	\$127.60
April	220,331	89,300	40.53%	\$11,278,042.13	\$126.29
May	257,825	112,942	43.81%	\$15,470,266.01	\$136.98
June	268,323	163,290	60.86%	\$24,208,475.33	\$148.25
July	283,588	198,079	69.85%	\$29,463,940.07	\$148.75
August	282,757	202,107	71.48%	\$29,842,730.93	\$147.66
September	259,232	161,867	62.44%	\$23,645,607.85	\$146.08
October	251,063	122,181	48.67%	\$16,715,956.41	\$136.81
November	224,236	105,630	47.11%	\$13,273,463.76	\$125.66
December	222,041	70,971	31.96%	\$8,597,501.94	\$121.14
OVERALL	2,914,974	1,457,272	49.99%	\$201,779,180.37	\$138.46

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 2016 is based on information received and entered into TDMS as of September 22, 2017

Province of Newfoundland and Labrador - Economic Zone 1					
Occupancy Rates for 2016					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	1,736	301	17.34%	\$52,070.11	\$172.99
February	1,653	489	29.58%	\$81,576.12	\$166.82
March	1,736	592	34.10%	\$101,603.94	\$171.63
April	1,680	394	23.45%	\$65,305.01	\$165.75
May	1,736	489	28.17%	\$77,473.26	\$158.43
June	1,680	650	38.69%	\$107,822.72	\$165.88
July	1,736	734	42.28%	\$122,031.00	\$166.25
August	1,736	823	47.41%	\$135,261.15	\$164.35
September	1,680	779	46.37%	\$150,350.35	\$193.00
October	1,736	1,089	62.73%	\$212,324.05	\$194.97
November	1,680	1,019	60.65%	\$188,292.05	\$184.78
December	1,736	365	21.03%	\$65,948.25	\$180.68
OVERALL	20,525	7,724	37.63%	\$1,360,058.01	\$176.08

Source: Accommodation Component of TDMS II

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Province of Newfoundland and Labrador - Economic Zone 2					
Occupancy Rates for 2016					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	8,987	2,257	25.11%	\$293,885.23	\$130.21
February	8,236	2,753	33.43%	\$357,095.85	\$129.71
March	8,029	3,621	45.10%	\$474,316.30	\$130.99
April	7,950	3,699	46.53%	\$456,603.84	\$123.44
May	8,215	4,177	50.85%	\$525,695.18	\$125.85
June	7,950	4,786	60.20%	\$604,718.56	\$126.35
July	10,385	5,343	51.45%	\$724,527.29	\$135.60
August	12,679	5,749	45.34%	\$713,812.09	\$124.16
September	12,270	6,483	52.84%	\$814,375.29	\$125.62
October	12,679	5,881	46.38%	\$737,337.15	\$125.38
November	9,810	5,019	51.16%	\$616,369.28	\$122.81
December	10,137	3,300	32.55%	\$395,692.00	\$119.91
OVERALL	117,327	53,068	45.23%	\$6,714,428.06	\$126.52

Source: Accommodation Component of TDMS II

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Data for 2016 is based on information received and entered into TDMS as of September 22, 2017

Province of Newfoundland and Labrador - Economic Zone 3					
Occupancy Rates for 2016					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	7,482	3,150	42.10%	\$462,139.89	\$146.71
February	7,105	3,569	50.23%	\$508,957.26	\$142.61
March	7,595	4,056	53.40%	\$605,846.00	\$149.37
April	7,350	3,286	44.71%	\$488,695.96	\$148.72
May	7,595	6,018	79.24%	\$830,365.04	\$137.98
June	7,350	6,988	95.07%	\$1,036,360.50	\$148.31
July	7,555	7,272	96.25%	\$1,112,873.66	\$153.04
August	7,595	7,218	95.04%	\$1,103,290.41	\$152.85
September	7,350	6,878	93.58%	\$1,025,614.80	\$149.12
October	7,595	6,607	86.99%	\$974,940.15	\$147.56
November	7,350	5,454	74.20%	\$796,463.67	\$146.03
December	7,595	2,678	35.26%	\$377,009.46	\$140.78
OVERALL	89,517	63,174	70.57%	\$9,322,556.80	\$147.57

Source: Accommodation Component of TDMS II

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Province of Newfoundland and Labrador - Economic Zone 4					
Occupancy Rates for 2016					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	1,643	229	13.94%	\$23,304.00	\$101.76
February	1,522	227	14.91%	\$23,200.00	\$102.20
March	1,457	240	16.47%	\$23,907.00	\$99.61
April	1,410	411	29.15%	\$40,750.00	\$99.15
May	1,457	477	32.74%	\$44,550.00	\$93.40
June	1,729	734	42.45%	\$86,617.00	\$118.01
July	1,953	996	51.00%	\$115,722.35	\$116.19
August	1,953	1,114	57.04%	\$136,797.00	\$122.80
September	1,536	942	61.33%	\$93,029.00	\$98.76
October	1,488	608	40.86%	\$56,562.00	\$93.03
November	1,440	470	32.64%	\$43,257.00	\$92.04
December	1,488	196	13.17%	\$18,952.00	\$96.69
OVERALL	19,076	6,644	34.83%	\$706,647.35	\$106.36

Source: Accommodation Component of TDMS II

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Data for 2016 is based on information received and entered into TDMS as of September 22, 2017

Province of Newfoundland and Labrador - Economic Zone 5					
Occupancy Rates for 2016					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	3,342	731	21.87%	\$83,554.26	\$114.30
February	3,099	352	11.36%	\$43,411.66	\$123.33
March	3,317	450	13.57%	\$52,727.41	\$117.17
April	3,546	1,248	35.19%	\$185,874.23	\$148.94
May	4,043	2,929	72.45%	\$354,518.76	\$121.04
June	4,156	3,326	80.03%	\$341,365.58	\$102.64
July	4,309	3,864	89.67%	\$381,091.92	\$98.63
August	4,309	3,540	82.15%	\$345,495.76	\$97.60
September	4,170	3,023	72.49%	\$338,763.12	\$112.06
October	4,045	1,707	42.20%	\$209,544.60	\$122.76
November	3,750	1,802	48.05%	\$218,906.86	\$121.48
December	3,791	1,329	35.06%	\$168,854.61	\$127.05
OVERALL	45,877	24,301	52.97%	\$2,724,108.77	\$112.10

Source: Accommodation Component of TDMS II

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Province of Newfoundland and Labrador - Economic Zone 5					
Occupancy Rates for 2016					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	5,813	871	14.98%	\$103,193.90	\$118.48
February	5,539	1,248	22.53%	\$144,765.20	\$116.00
March	5,777	1,748	30.26%	\$198,703.78	\$113.67
April	5,678	1,638	28.85%	\$185,539.90	\$113.27
May	7,038	2,128	30.24%	\$240,778.18	\$113.15
June	8,370	5,252	62.75%	\$651,247.12	\$124.00
July	8,742	7,127	81.53%	\$883,654.21	\$123.99
August	8,703	7,109	81.68%	\$900,773.79	\$126.71
September	8,020	4,514	56.28%	\$566,837.34	\$125.57
October	6,618	1,955	29.54%	\$229,862.58	\$117.58
November	6,150	1,446	23.51%	\$166,456.17	\$115.11
December	6,075	917	15.09%	\$97,175.72	\$105.97
OVERALL	82,523	35,953	43.57%	\$4,368,987.89	\$121.52

Source: Accommodation Component of TDMS II

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Province of Newfoundland and Labrador - Economic Zone 7					
Occupancy Rates for 2016					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	10,132	1,870	18.46%	\$206,374.08	\$110.36
February	9,754	2,473	25.35%	\$269,745.93	\$109.08
March	11,329	3,367	29.72%	\$381,749.18	\$113.38
April	11,710	2,604	22.24%	\$288,145.97	\$110.66
May	16,534	3,263	19.74%	\$385,557.23	\$118.16
June	19,354	11,442	59.12%	\$1,529,135.90	\$133.64
July	20,173	17,540	86.95%	\$2,458,937.51	\$140.19
August	20,948	17,443	83.27%	\$2,492,538.97	\$142.90
September	18,645	10,121	54.28%	\$1,344,813.52	\$132.87
October	16,189	3,614	22.32%	\$425,302.05	\$117.68
November	12,568	2,112	16.80%	\$229,945.55	\$108.88
December	10,805	1,508	13.96%	\$163,360.58	\$108.33
OVERALL	178,141	77,357	43.42%	\$10,175,606.47	\$131.54

Source: Accommodation Component of TDMS II

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Province of Newfoundland and Labrador - Economic Zone 8					
Occupancy Rates for 2016					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	24,051	7,220	30.02%	\$879,948.89	\$121.88
February	22,621	10,082	44.57%	\$1,442,327.80	\$143.06
March	24,295	15,018	61.82%	\$2,122,508.57	\$141.33
April	23,422	9,851	42.06%	\$1,220,563.34	\$123.90
May	29,878	11,134	37.26%	\$1,363,809.18	\$122.49
June	28,799	14,708	51.07%	\$1,878,448.94	\$127.72
July	30,509	19,445	63.74%	\$2,707,653.02	\$139.25
August	27,742	20,917	75.40%	\$2,918,936.90	\$139.55
September	23,420	15,149	64.68%	\$2,002,382.13	\$132.18
October	23,984	12,342	51.46%	\$1,557,778.89	\$126.22
November	23,136	11,246	48.61%	\$1,362,898.80	\$121.19
December	23,644	9,070	38.36%	\$1,098,707.44	\$121.14
OVERALL	305,501	156,182	51.12%	\$20,555,963.90	\$131.62

Source: Accommodation Component of TDMS II

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Province of Newfoundland and Labrador - Economic Zone 9					
Occupancy Rates for 2016					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	4,875	777	15.94%	\$92,418.99	\$118.94
February	4,611	1,123	24.35%	\$136,038.90	\$121.14
March	4,929	1,795	36.42%	\$215,389.38	\$119.99
April	4,770	1,823	38.22%	\$196,034.81	\$107.53
May	5,270	2,192	41.59%	\$231,323.08	\$105.53
June	5,250	2,407	45.85%	\$284,131.25	\$118.04
July	5,425	3,137	57.82%	\$372,649.69	\$118.79
August	5,425	3,335	61.47%	\$390,605.10	\$117.12
September	5,076	2,902	57.17%	\$333,214.88	\$114.82
October	5,218	2,563	49.12%	\$288,916.93	\$112.73
November	5,130	2,474	48.23%	\$282,125.43	\$114.04
December	5,054	1,518	30.04%	\$171,969.63	\$113.29
OVERALL	61,033	26,046	42.68%	\$2,994,818.07	\$114.98

Source: Accommodation Component of TDMS II

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Province of Newfoundland and Labrador - Economic Zone 10					
Occupancy Rates for 2016					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	4,867	1,103	22.66%	\$100,443.64	\$91.06
February	4,553	1,303	28.62%	\$116,870.63	\$89.69
March	4,867	1,448	29.75%	\$131,365.99	\$90.72
April	4,710	1,474	31.30%	\$128,872.13	\$87.43
May	5,538	1,752	31.64%	\$156,547.27	\$89.35
June	5,820	2,390	41.07%	\$239,344.99	\$100.14
July	6,014	3,617	60.14%	\$428,860.01	\$118.57
August	5,952	3,863	64.90%	\$464,966.79	\$120.36
September	5,748	2,754	47.91%	\$303,554.47	\$110.22
October	5,284	2,127	40.25%	\$210,055.26	\$98.76
November	4,980	2,899	58.21%	\$275,339.48	\$94.98
December	4,864	2,112	43.42%	\$193,428.97	\$91.59
OVERALL	63,197	26,842	42.47%	\$2,749,649.63	\$102.44

Source: Accommodation Component of TDMS II

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Province of Newfoundland and Labrador - Economic Zone 11					
Occupancy Rates for 2016					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	4,116	751	18.25%	\$66,605.02	\$88.69
February	4,053	713	17.59%	\$64,810.15	\$90.90
March	4,353	1,110	25.50%	\$99,205.64	\$89.37
April	4,512	927	20.55%	\$88,245.21	\$95.19
May	5,026	1,070	21.29%	\$100,104.56	\$93.56
June	5,025	1,866	37.13%	\$194,634.99	\$104.31
July	5,236	2,290	43.74%	\$256,568.01	\$112.04
August	5,146	2,521	48.99%	\$288,224.51	\$114.33
September	4,581	1,655	36.13%	\$181,937.86	\$109.93
October	4,548	1,429	31.42%	\$141,310.35	\$98.89
November	4,242	1,199	28.26%	\$103,874.83	\$86.63
December	4,179	973	23.28%	\$86,326.88	\$88.72
OVERALL	55,017	16,504	30.00%	\$1,671,848.01	\$101.30

Source: Accommodation Component of TDMS II

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Province of Newfoundland and Labrador - Economic Zone 12					
Occupancy Rates for 2016					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	7,377	2,193	29.73%	\$243,552.31	\$111.06
February	6,931	2,853	41.16%	\$342,274.86	\$119.97
March	7,502	3,210	42.79%	\$371,342.55	\$115.68
April	7,470	2,514	33.65%	\$311,987.89	\$124.10
May	8,539	2,912	34.10%	\$355,404.29	\$122.05
June	8,430	4,373	51.87%	\$527,606.60	\$120.65
July	8,711	5,408	62.08%	\$666,580.94	\$123.26
August	8,463	5,941	70.20%	\$713,743.69	\$120.14
September	8,210	4,677	56.97%	\$554,584.54	\$118.58
October	8,419	4,318	51.29%	\$516,930.48	\$119.72
November	7,440	3,716	49.95%	\$435,122.89	\$117.09
December	7,505	2,012	26.81%	\$239,873.11	\$119.22
OVERALL	94,997	44,127	46.45%	\$5,279,004.15	\$119.63

Source: Accommodation Component of TDMS II

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Province of Newfoundland and Labrador - Economic Zone 13					
Occupancy Rates for 2016					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	2,346	340	14.49%	\$38,425.04	\$113.01
February	2,320	518	22.33%	\$54,787.00	\$105.77
March	2,480	665	26.81%	\$74,502.07	\$112.03
April	2,520	440	17.46%	\$46,830.22	\$106.43
May	2,742	759	27.68%	\$71,941.99	\$94.79
June	2,790	1,090	39.07%	\$101,411.32	\$93.04
July	2,883	1,662	57.65%	\$166,546.30	\$100.21
August	2,883	1,335	46.31%	\$144,825.40	\$108.48
September	2,790	900	32.26%	\$90,059.77	\$100.07
October	2,883	1,294	44.88%	\$136,416.42	\$105.42
November	2,616	1,444	55.20%	\$160,842.60	\$111.39
December	2,386	858	35.96%	\$85,354.23	\$99.48
OVERALL	31,639	11,305	35.73%	\$1,171,942.36	\$103.67

Source: Accommodation Component of TDMS II

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Province of Newfoundland and Labrador - Economic Zone 14					
Occupancy Rates for 2016					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	20,290	5,000	24.64%	\$640,230.63	\$128.05
February	19,129	6,154	32.17%	\$798,512.16	\$129.75
March	20,511	9,037	44.06%	\$1,151,991.90	\$127.48
April	20,330	7,588	37.32%	\$1,010,166.24	\$133.13
May	24,167	10,919	45.18%	\$1,933,042.89	\$177.03
June	27,652	15,494	56.03%	\$3,007,903.21	\$194.13
July	30,220	21,968	72.69%	\$4,115,800.48	\$187.35
August	30,069	23,187	77.11%	\$4,345,768.66	\$187.42
September	27,652	15,519	56.12%	\$2,991,353.09	\$192.75
October	23,359	10,777	46.14%	\$1,900,352.81	\$176.33
November	19,962	7,306	36.60%	\$962,218.78	\$131.70
December	19,473	5,081	26.09%	\$690,118.86	\$135.82
OVERALL	282,814	138,030	48.81%	\$23,547,459.71	\$170.60

Source: Accommodation Component of TDMS II

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Province of Newfoundland and Labrador - Economic Zone 15					
Occupancy Rates for 2016					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	13,083	3,837	29.33%	\$393,037.02	\$102.43
February	12,210	4,136	33.87%	\$443,617.27	\$107.26
March	13,086	4,565	34.88%	\$502,614.51	\$110.10
April	14,729	4,469	30.34%	\$488,565.72	\$109.32
May	19,899	7,171	36.04%	\$868,033.68	\$121.05
June	21,693	12,042	55.51%	\$1,603,209.63	\$133.13
July	22,560	17,445	77.33%	\$2,353,270.97	\$134.90
August	21,900	17,380	79.36%	\$2,395,866.14	\$137.85
September	21,417	14,064	65.67%	\$1,833,999.29	\$130.40
October	19,550	9,218	47.15%	\$1,071,132.29	\$116.20
November	13,939	7,419	53.22%	\$819,331.88	\$110.44
December	12,217	5,045	41.29%	\$514,177.26	\$101.92
OVERALL	206,283	106,791	51.77%	\$13,286,855.66	\$124.42

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 2016 is based on information received and entered into TDMS as of September 22, 2017

Province of Newfoundland and Labrador - Economic Zone 16					
Occupancy Rates for 2016					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	6,655	1,057	15.88%	\$115,472.26	\$109.25
February	6,258	1,262	20.17%	\$148,465.45	\$117.64
March	6,693	1,466	21.90%	\$171,336.32	\$116.87
April	6,624	1,248	18.84%	\$147,358.27	\$118.08
May	6,883	1,586	23.04%	\$184,553.08	\$116.36
June	6,892	2,422	35.14%	\$286,792.83	\$118.41
July	7,682	3,402	44.29%	\$421,603.20	\$123.93
August	7,670	3,821	49.82%	\$480,996.40	\$125.88
September	7,095	2,559	36.07%	\$309,474.56	\$120.94
October	6,870	1,624	23.64%	\$198,620.46	\$122.30
November	6,660	1,542	23.15%	\$188,051.76	\$121.95
December	6,184	999	16.15%	\$124,330.99	\$124.46
OVERALL	82,166	22,988	27.98%	\$2,777,055.58	\$120.80

Source: Accommodation Component of TDMS II

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Data for 2016 is based on information received and entered into TDMS as of September 22, 2017

Province of Newfoundland and Labrador - Economic Zone 17					
Occupancy Rates for 2016					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	5,774	1,017	17.61%	\$88,971.64	\$87.48
February	5,354	1,075	20.08%	\$103,233.90	\$96.03
March	5,913	1,242	21.00%	\$122,728.45	\$98.82
April	6,399	1,533	23.96%	\$147,992.13	\$96.54
May	7,733	1,884	24.36%	\$205,920.24	\$109.30
June	8,020	3,130	39.03%	\$386,347.83	\$123.43
July	8,531	4,548	53.31%	\$584,532.70	\$128.53
August	8,700	5,024	57.75%	\$641,521.57	\$127.69
September	8,273	3,586	43.35%	\$443,789.93	\$123.76
October	7,798	2,214	28.39%	\$250,571.25	\$113.18
November	6,096	1,168	19.16%	\$118,348.01	\$101.33
December	5,874	767	13.06%	\$75,519.30	\$98.46
OVERALL	84,465	27,188	32.19%	\$3,169,476.95	\$116.58

Source: Accommodation Component of TDMS II

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Province of Newfoundland and Labrador - Economic Zone 18					
Occupancy Rates for 2016					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	3,441	204	5.93%	\$22,952.04	\$112.51
February	3,799	325	8.55%	\$36,675.92	\$112.85
March	4,061	339	8.35%	\$34,868.45	\$102.86
April	3,930	501	12.75%	\$60,863.34	\$121.48
May	5,077	667	13.14%	\$86,955.15	\$130.37
June	5,700	1,630	28.60%	\$214,014.15	\$131.30
July	5,890	2,356	40.00%	\$355,290.13	\$150.80
August	6,572	2,158	32.84%	\$340,499.19	\$157.78
September	5,580	1,229	22.03%	\$189,107.34	\$153.87
October	5,146	875	17.00%	\$115,035.11	\$131.47
November	4,080	469	11.50%	\$52,977.60	\$112.96
December	3,667	380	10.36%	\$40,901.45	\$107.64
OVERALL	56,943	11,133	19.55%	\$1,550,139.87	\$139.24

Source: Accommodation Component of TDMS II

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Data for 2016 is based on information received and entered into TDMS as of September 22, 2017

Province of Newfoundland and Labrador - Economic Zone 19					
Occupancy Rates for 2016					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	78,644	31,196	39.67%	\$4,042,977.57	\$129.60
February	77,322	33,408	43.21%	\$4,385,340.66	\$131.27
March	82,913	38,514	46.45%	\$4,964,575.46	\$128.90
April	80,032	43,571	54.44%	\$5,710,861.62	\$131.07
May	87,516	50,933	58.20%	\$7,384,269.39	\$144.98
June	88,384	67,278	76.12%	\$10,952,536.92	\$162.80
July	91,572	68,020	74.28%	\$10,979,696.89	\$161.42
August	90,822	67,607	74.44%	\$10,599,385.45	\$156.78
September	82,670	62,966	76.17%	\$9,915,297.85	\$157.47
October	84,896	51,572	60.75%	\$7,433,977.15	\$144.15
November	81,379	47,360	58.20%	\$6,243,465.77	\$131.83
December	83,786	31,836	38.00%	\$3,985,308.20	\$125.18
OVERALL	1,009,936	594,261	58.84%	\$86,597,692.93	\$145.72

Source: Accommodation Component of TDMS II

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Data for 2016 is based on information received and entered into TDMS as of September 22, 2017

Province of Newfoundland and Labrador - Economic Zone 20					
Occupancy Rates for 2016					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	1,078	82	7.61%	\$9,065.10	\$110.55
February	1,418	83	5.85%	\$10,141.70	\$122.19
March	1,519	90	5.92%	\$11,443.00	\$127.14
April	1,560	81	5.19%	\$8,786.30	\$108.47
May	2,940	482	16.39%	\$69,423.56	\$144.03
June	3,280	1,282	39.09%	\$174,825.29	\$136.37
July	3,503	1,905	54.38%	\$256,049.79	\$134.41
August	3,490	2,022	57.94%	\$289,421.96	\$143.14
September	3,049	1,167	38.27%	\$163,068.72	\$139.73
October	2,758	367	13.31%	\$48,986.43	\$133.48
November	1,830	66	3.61%	\$9,175.35	\$139.02
December	1,581	27	1.71%	\$4,493.00	\$166.41
OVERALL	28,006	7,654	27.33%	\$1,054,880.20	\$137.82

Source: Accommodation Component of TDMS II

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