

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 2009					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	198,176	61,157	30.86%	\$6,101,430.70	\$99.77
February	180,372	69,856	38.73%	\$7,069,984.23	\$101.21
March	200,980	82,324	40.96%	\$8,322,761.30	\$101.10
April	198,999	80,444	40.42%	\$8,109,828.30	\$100.81
May	228,955	97,331	42.51%	\$10,671,712.52	\$109.64
June	237,387	130,077	54.80%	\$14,956,234.12	\$114.98
July	250,363	165,703	66.19%	\$18,291,424.29	\$110.39
August	250,829	173,750	69.27%	\$19,591,496.35	\$112.76
September	236,885	138,820	58.60%	\$15,927,543.15	\$114.74
October	225,472	107,556	47.70%	\$11,629,289.30	\$108.12
November	200,505	86,718	43.25%	\$8,908,332.00	\$102.73
December	197,781	62,941	31.82%	\$6,270,372.41	\$99.62
OVERALL	2,606,704	1,256,677	48.21%	\$135,850,408.67	\$108.10

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 2009 is based on information received and entered into TDMS as of April 26, 2010

Province of Newfoundland and Labrador - Economic Zone 1					
Occupancy Rates for 2009					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	1,488	432	29.03%	\$60,692.00	\$140.49
February	1,364	614	45.01%	\$84,620.00	\$137.82
March	1,612	688	42.68%	\$96,778.00	\$140.67
April	1,560	429	27.50%	\$59,561.00	\$138.84
May	1,612	676	41.94%	\$91,848.00	\$135.87
June	1,800	664	36.89%	\$92,401.00	\$139.16
July	1,860	803	43.17%	\$112,087.00	\$139.59
August	1,860	685	36.83%	\$91,852.98	\$134.09
September	1,800	952	52.89%	\$126,725.00	\$133.11
October	1,612	1,006	62.41%	\$139,505.80	\$138.67
November	1,560	720	46.15%	\$92,836.36	\$128.94
December	1,612	348	21.59%	\$46,567.50	\$133.81
OVERALL	19,740	8,017	40.61%	\$1,095,474.64	\$136.64

Source: Accommodation Component of TDMS II

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**Province of Newfoundland and Labrador - Economic Zone 2
Occupancy Rates for 2009**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	5,534	2,474	44.71%	\$192,330.22	\$77.74
February	5,096	2,803	55.00%	\$238,849.67	\$85.21
March	5,642	3,342	59.23%	\$288,896.30	\$86.44
April	5,460	2,317	42.44%	\$195,962.22	\$84.58
May	5,642	2,681	47.52%	\$227,506.96	\$84.86
June	5,460	3,189	58.41%	\$255,313.67	\$80.06
July	5,532	3,126	56.51%	\$277,559.50	\$88.79
August	5,642	4,619	81.87%	\$415,055.12	\$89.86
September	5,460	4,338	79.45%	\$364,927.24	\$84.12
October	5,642	4,440	78.70%	\$371,655.25	\$83.71
November	5,425	4,393	80.98%	\$373,702.07	\$85.07
December	5,532	3,435	62.09%	\$286,918.83	\$83.53
OVERALL	66,067	41,157	62.30%	\$3,488,677.05	\$84.77

Source: Accommodation Component of TDMS II

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**Province of Newfoundland and Labrador - Economic Zone 3
Occupancy Rates for 2009**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	6,510	2,020	31.03%	\$239,040.00	\$118.34
February	5,880	2,028	34.49%	\$236,077.50	\$116.41
March	6,510	2,857	43.89%	\$331,166.00	\$115.91
April	6,270	2,005	31.98%	\$231,245.00	\$115.33
May	6,541	2,299	35.15%	\$261,205.00	\$113.62
June	6,450	3,330	51.63%	\$377,891.00	\$113.48
July	6,665	3,052	45.79%	\$333,383.85	\$109.23
August	6,665	3,471	52.08%	\$383,846.20	\$110.59
September	6,450	3,402	52.74%	\$378,948.10	\$111.39
October	6,541	3,755	57.41%	\$428,836.25	\$114.20
November	6,330	3,043	48.07%	\$353,601.75	\$116.20
December	6,541	2,595	39.67%	\$294,778.75	\$113.59
OVERALL	77,353	33,857	43.77%	\$3,850,019.40	\$113.71

Source: Accommodation Component of TDMS II

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**Province of Newfoundland and Labrador - Economic Zone 4
Occupancy Rates for 2009**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	1,571	216	13.75%	\$19,729.26	\$91.34
February	1,428	147	10.29%	\$12,651.77	\$86.07
March	1,581	176	11.13%	\$15,955.00	\$90.65
April	1,230	143	11.63%	\$12,511.38	\$87.49
May	1,581	303	19.17%	\$27,978.25	\$92.34
June	1,908	655	34.33%	\$59,845.03	\$91.37
July	2,418	1,282	53.02%	\$114,860.75	\$89.59
August	2,418	791	32.71%	\$77,773.09	\$98.32
September	2,016	989	49.06%	\$90,069.40	\$91.07
October	1,488	665	44.69%	\$62,944.85	\$94.65
November	1,440	361	25.07%	\$33,449.44	\$92.66
December	1,478	348	23.55%	\$32,422.66	\$93.17
OVERALL	20,557	6,076	29.56%	\$560,190.88	\$92.20

Source: Accommodation Component of TDMS II

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**Province of Newfoundland and Labrador - Economic Zone 5
Occupancy Rates for 2009**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	3,162	310	9.80%	\$23,026.20	\$74.28
February	2,856	251	8.79%	\$19,438.00	\$77.44
March	3,038	194	6.39%	\$15,973.20	\$82.34
April	2,950	346	11.73%	\$30,443.55	\$87.99
May	3,515	761	21.65%	\$62,293.06	\$81.86
June	3,450	1,384	40.12%	\$111,052.35	\$80.24
July	3,627	2,079	57.32%	\$161,018.10	\$77.45
August	3,627	1,870	51.56%	\$145,199.36	\$77.65
September	3,420	1,462	42.75%	\$120,014.72	\$82.09
October	3,398	1,223	35.99%	\$91,952.50	\$75.19
November	3,090	947	30.65%	\$65,273.00	\$68.93
December	3,193	573	17.95%	\$41,878.00	\$73.09
OVERALL	39,326	11,400	28.99%	\$887,562.04	\$77.86

Source: Accommodation Component of TDMS II

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Data for 2009 is based on information received and entered into TDMS as of April 26, 2010

Province of Newfoundland and Labrador - Economic Zone 6					
Occupancy Rates for 2009					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	5,098	620	12.16%	\$48,428.25	\$78.11
February	4,704	894	19.01%	\$65,508.14	\$73.28
March	5,306	988	18.62%	\$75,982.19	\$76.91
April	5,370	1,320	24.58%	\$95,976.99	\$72.71
May	6,594	1,301	19.73%	\$100,789.38	\$77.47
June	8,040	3,523	43.82%	\$327,048.35	\$92.83
July	8,463	5,979	70.65%	\$546,792.90	\$91.45
August	8,525	5,842	68.53%	\$543,510.27	\$93.03
September	8,186	3,617	44.19%	\$339,789.87	\$93.94
October	6,742	1,862	27.62%	\$172,761.94	\$92.78
November	5,490	1,719	31.31%	\$167,978.38	\$97.72
December	5,003	995	19.89%	\$81,576.24	\$81.99
OVERALL	77,521	28,660	36.97%	\$2,566,142.90	\$89.54

Source: Accommodation Component of TDMS II

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**Province of Newfoundland and Labrador - Economic Zone 7
Occupancy Rates for 2009**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	10,351	1,072	10.36%	\$71,899.26	\$67.07
February	9,408	1,081	11.49%	\$82,078.87	\$75.93
March	10,633	1,536	14.45%	\$131,216.32	\$85.43
April	12,020	1,656	13.78%	\$159,654.43	\$96.41
May	15,975	2,113	13.23%	\$198,158.75	\$93.78
June	19,119	7,310	38.23%	\$733,842.14	\$100.39
July	20,338	14,450	71.05%	\$1,651,183.67	\$114.27
August	20,347	14,998	73.71%	\$1,694,977.08	\$113.01
September	19,042	8,050	42.27%	\$852,600.82	\$105.91
October	16,334	3,430	21.00%	\$294,076.23	\$85.74
November	11,820	2,270	19.20%	\$188,783.80	\$83.16
December	10,523	1,187	11.28%	\$91,697.79	\$77.25
OVERALL	175,910	59,153	33.63%	\$6,150,169.16	\$103.97

Source: Accommodation Component of TDMS II

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**Province of Newfoundland and Labrador - Economic Zone 8
Occupancy Rates for 2009**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	19,344	7,692	39.76%	\$722,747.51	\$93.96
February	18,021	10,885	60.40%	\$1,128,303.52	\$103.66
March	20,003	11,583	57.91%	\$1,171,638.14	\$101.15
April	19,481	9,381	48.15%	\$903,255.41	\$96.29
May	20,668	8,878	42.96%	\$863,593.61	\$97.27
June	21,103	10,553	50.01%	\$1,094,868.62	\$103.75
July	21,786	15,097	69.30%	\$1,620,747.57	\$107.36
August	22,485	15,917	70.79%	\$1,719,781.72	\$108.05
September	20,850	12,523	60.06%	\$1,304,904.30	\$104.20
October	21,401	10,877	50.82%	\$1,049,050.26	\$96.45
November	20,010	8,683	43.39%	\$791,922.16	\$91.20
December	20,156	6,678	33.13%	\$614,140.79	\$91.96
OVERALL	245,308	128,747	52.48%	\$12,984,953.61	\$100.86

Source: Accommodation Component of TDMS II

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Data for 2009 is based on information received and entered into TDMS as of April 26, 2010

**Province of Newfoundland and Labrador - Economic Zone 9
Occupancy Rates for 2009**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	5,897	1,030	17.47%	\$99,807.58	\$96.90
February	5,348	1,437	26.87%	\$139,159.19	\$96.84
March	5,952	1,408	23.66%	\$134,947.77	\$95.84
April	5,730	1,560	27.23%	\$149,316.49	\$95.72
May	6,757	1,882	27.85%	\$158,306.16	\$84.12
June	6,690	2,491	37.23%	\$237,757.26	\$95.45
July	6,913	3,744	54.16%	\$350,019.27	\$93.49
August	7,063	3,840	54.37%	\$348,300.70	\$90.70
September	6,465	2,420	37.43%	\$223,182.57	\$92.22
October	6,517	2,503	38.41%	\$239,806.89	\$95.81
November	6,276	1,443	22.99%	\$136,310.52	\$94.46
December	5,482	869	15.85%	\$82,255.04	\$94.65
OVERALL	75,090	24,627	32.80%	\$2,299,169.44	\$93.36

Source: Accommodation Component of TDMS II

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**Province of Newfoundland and Labrador - Economic Zone 10
Occupancy Rates for 2009**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	5,053	842	16.66%	\$65,714.49	\$78.05
February	4,480	1,094	24.42%	\$79,399.07	\$72.58
March	4,970	1,361	27.38%	\$102,000.53	\$74.95
April	4,920	1,133	23.03%	\$83,524.08	\$73.72
May	5,980	1,179	19.72%	\$87,721.61	\$74.40
June	6,000	2,707	45.12%	\$228,020.48	\$84.23
July	6,324	5,049	79.84%	\$474,380.54	\$93.96
August	6,324	5,106	80.74%	\$481,639.16	\$94.33
September	5,830	2,711	46.50%	\$240,025.03	\$88.54
October	5,220	1,573	30.13%	\$132,040.29	\$83.94
November	5,130	1,216	23.70%	\$99,720.77	\$82.01
December	5,042	742	14.72%	\$59,052.79	\$79.59
OVERALL	65,273	24,713	37.86%	\$2,133,238.84	\$86.32

Source: Accommodation Component of TDMS II

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**Province of Newfoundland and Labrador - Economic Zone 11
Occupancy Rates for 2009**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	3,451	558	16.17%	\$43,727.00	\$78.36
February	3,192	695	21.77%	\$59,747.40	\$85.97
March	3,834	827	21.57%	\$70,825.59	\$85.64
April	3,720	945	25.40%	\$77,037.74	\$81.52
May	4,109	845	20.56%	\$68,172.66	\$80.68
June	4,394	1,273	28.97%	\$111,250.74	\$87.39
July	4,830	1,758	36.40%	\$157,008.93	\$89.31
August	4,743	1,944	40.99%	\$183,700.72	\$94.50
September	4,590	1,419	30.92%	\$121,666.12	\$85.74
October	4,512	1,251	27.73%	\$108,778.47	\$86.95
November	4,230	1,066	25.20%	\$85,049.03	\$79.78
December	4,203	793	18.87%	\$65,296.76	\$82.34
OVERALL	49,808	13,374	26.85%	\$1,152,261.16	\$86.16

Source: Accommodation Component of TDMS II

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**Province of Newfoundland and Labrador - Economic Zone 12
Occupancy Rates for 2009**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	8,311	2,392	28.78%	\$224,613.90	\$93.90
February	7,588	2,703	35.62%	\$263,470.02	\$97.47
March	8,401	2,487	29.60%	\$240,424.43	\$96.67
April	8,126	2,908	35.79%	\$276,451.73	\$95.07
May	9,455	2,793	29.54%	\$270,413.99	\$96.82
June	9,240	3,576	38.70%	\$354,343.58	\$99.09
July	9,672	5,573	57.62%	\$578,571.22	\$103.82
August	9,641	5,468	56.72%	\$547,468.44	\$100.12
September	9,300	4,643	49.92%	\$448,422.06	\$96.58
October	9,517	3,514	36.92%	\$337,059.11	\$95.92
November	8,700	2,620	30.11%	\$251,539.11	\$96.01
December	8,204	1,592	19.41%	\$153,162.33	\$96.21
OVERALL	106,155	40,269	37.93%	\$3,945,939.92	\$97.99

Source: Accommodation Component of TDMS II

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**Province of Newfoundland and Labrador - Economic Zone 13
Occupancy Rates for 2009**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	1,798	260	14.46%	\$23,033.88	\$88.59
February	1,624	258	15.89%	\$21,590.32	\$83.68
March	1,798	418	23.25%	\$36,057.61	\$86.26
April	1,950	583	29.90%	\$47,484.73	\$81.45
May	2,045	707	34.57%	\$69,867.28	\$98.82
June	2,010	796	39.60%	\$68,179.81	\$85.65
July	2,201	1,292	58.70%	\$116,845.08	\$90.44
August	2,170	991	45.67%	\$83,486.12	\$84.24
September	2,044	812	39.73%	\$69,005.33	\$84.98
October	1,984	774	39.01%	\$66,424.45	\$85.82
November	1,920	630	32.81%	\$51,184.69	\$81.25
December	1,717	450	26.21%	\$38,260.27	\$85.02
OVERALL	23,261	7,971	34.27%	\$691,419.57	\$86.74

Source: Accommodation Component of TDMS II

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**Province of Newfoundland and Labrador - Economic Zone 14
Occupancy Rates for 2009**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	20,695	5,307	25.64%	\$519,889.75	\$97.96
February	19,407	5,969	30.76%	\$551,398.53	\$92.38
March	22,072	8,283	37.53%	\$750,630.32	\$90.62
April	21,885	7,643	34.92%	\$677,803.24	\$88.68
May	25,817	9,534	36.93%	\$872,608.11	\$91.53
June	28,160	12,245	43.48%	\$1,147,287.83	\$93.69
July	30,746	19,178	62.38%	\$1,864,867.76	\$97.24
August	30,622	19,595	63.99%	\$1,900,791.12	\$97.00
September	27,771	13,959	50.26%	\$1,319,100.89	\$94.50
October	23,948	9,648	40.29%	\$905,844.46	\$93.89
November	20,917	6,798	32.50%	\$651,884.32	\$95.89
December	20,634	3,998	19.38%	\$356,370.19	\$89.14
OVERALL	292,674	122,157	41.74%	\$11,518,476.52	\$94.29

Source: Accommodation Component of TDMS II

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Data for 2009 is based on information received and entered into TDMS as of April 26, 2010

**Province of Newfoundland and Labrador - Economic Zone 15
Occupancy Rates for 2009**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	10,817	2,474	22.87%	\$217,975.19	\$88.11
February	9,605	3,992	41.56%	\$358,829.45	\$89.89
March	10,607	4,267	40.23%	\$377,423.88	\$88.45
April	11,060	5,545	50.14%	\$482,882.56	\$87.08
May	17,724	6,670	37.63%	\$589,556.35	\$88.39
June	19,204	8,759	45.61%	\$896,525.26	\$102.35
July	20,107	13,162	65.46%	\$1,391,765.18	\$105.74
August	20,165	14,176	70.30%	\$1,493,129.02	\$105.33
September	19,006	10,092	53.10%	\$1,003,821.94	\$99.47
October	16,657	5,913	35.50%	\$524,097.14	\$88.63
November	10,978	3,889	35.43%	\$346,931.47	\$89.21
December	10,009	2,405	24.03%	\$212,919.26	\$88.53
OVERALL	175,939	81,344	46.23%	\$7,895,856.70	\$97.07

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 2009 is based on information received and entered into TDMS as of April 26, 2010

**Province of Newfoundland and Labrador - Economic Zone 16
Occupancy Rates for 2009**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	5,402	936	17.33%	\$121,806.71	\$130.14
February	4,874	976	20.02%	\$124,511.34	\$127.57
March	5,363	1,324	24.69%	\$167,424.95	\$126.45
April	5,220	1,639	31.40%	\$206,909.64	\$126.24
May	5,640	1,685	29.88%	\$205,806.20	\$122.14
June	5,888	1,844	31.32%	\$225,459.17	\$122.27
July	6,775	3,609	53.27%	\$412,934.92	\$114.42
August	6,959	3,865	55.54%	\$451,476.23	\$116.81
September	6,438	2,599	40.37%	\$320,335.62	\$123.25
October	5,995	1,913	31.91%	\$236,450.92	\$123.60
November	5,543	1,484	26.77%	\$180,103.00	\$121.36
December	5,663	1,308	23.10%	\$165,518.12	\$126.54
OVERALL	69,760	23,182	33.23%	\$2,818,736.82	\$121.59

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 2009 is based on information received and entered into TDMS as of April 26, 2010

**Province of Newfoundland and Labrador - Economic Zone 17
Occupancy Rates for 2009**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	4,457	574	12.88%	\$45,365.48	\$79.03
February	4,066	587	14.44%	\$48,474.45	\$82.58
March	4,467	590	13.21%	\$47,645.42	\$80.75
April	5,157	817	15.84%	\$64,960.45	\$79.51
May	6,193	987	15.94%	\$85,932.78	\$87.06
June	6,264	2,051	32.74%	\$183,979.22	\$89.70
July	6,821	3,326	48.76%	\$321,263.64	\$96.59
August	6,770	3,507	51.80%	\$335,514.73	\$95.67
September	6,570	2,483	37.79%	\$232,451.16	\$93.62
October	6,116	1,354	22.14%	\$103,050.20	\$76.11
November	4,928	904	18.34%	\$55,484.55	\$61.38
December	4,571	746	16.32%	\$44,724.69	\$59.95
OVERALL	66,380	17,926	27.01%	\$1,568,846.77	\$87.52

Source: Accommodation Component of TDMS II

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Data for 2009 is based on information received and entered into TDMS as of April 26, 2010

**Province of Newfoundland and Labrador - Economic Zone 18
Occupancy Rates for 2009**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	3,317	133	4.01%	\$9,996.76	\$75.16
February	2,985	170	5.70%	\$14,858.48	\$87.40
March	3,281	298	9.08%	\$27,689.08	\$92.92
April	3,198	480	15.01%	\$41,880.60	\$87.25
May	4,611	639	13.86%	\$61,330.57	\$95.98
June	4,890	1,752	35.83%	\$134,792.33	\$76.94
July	5,315	2,068	38.91%	\$217,823.96	\$105.33
August	4,743	1,960	41.32%	\$225,270.98	\$114.93
September	4,560	1,294	28.38%	\$152,423.85	\$117.79
October	3,917	598	15.27%	\$59,647.33	\$99.74
November	2,760	339	12.28%	\$32,317.90	\$95.33
December	2,783	178	6.40%	\$16,604.15	\$93.28
OVERALL	46,360	9,909	21.37%	\$994,635.99	\$100.38

Source: Accommodation Component of TDMS II

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Data for 2009 is based on information received and entered into TDMS as of April 26, 2010

**Province of Newfoundland and Labrador - Economic Zone 19
Occupancy Rates for 2009**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	74,325	31,726	42.69%	\$3,341,961.26	\$105.34
February	66,990	33,204	49.57%	\$3,532,024.51	\$106.37
March	74,057	39,610	53.49%	\$4,230,068.57	\$106.79
April	71,582	39,411	55.06%	\$4,299,336.06	\$109.09
May	75,471	51,097	67.70%	\$6,337,544.40	\$124.03
June	73,895	60,605	82.02%	\$8,173,017.43	\$134.86
July	76,498	59,126	77.29%	\$7,354,155.99	\$124.38
August	76,557	63,344	82.74%	\$8,253,812.90	\$130.30
September	73,837	59,986	81.24%	\$8,099,823.99	\$135.03
October	74,769	51,027	68.25%	\$6,281,805.76	\$123.11
November	72,186	44,056	61.03%	\$4,935,508.72	\$112.03
December	73,610	33,647	45.71%	\$3,579,879.33	\$106.40
OVERALL	883,777	566,839	64.14%	\$68,418,938.92	\$120.70

Source: Accommodation Component of TDMS II

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Data for 2009 is based on information received and entered into TDMS as of April 26, 2010

**Province of Newfoundland and Labrador - Economic Zone 20
Occupancy Rates for 2009**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	1,595	89	5.58%	\$9,646.00	\$108.38
February	1,456	68	4.67%	\$8,994.00	\$132.26
March	1,853	87	4.70%	\$10,018.00	\$115.15
April	2,110	183	8.67%	\$13,631.00	\$74.49
May	3,025	301	9.95%	\$31,079.40	\$103.25
June	3,422	1,370	40.04%	\$143,358.85	\$104.64
July	3,472	1,950	56.16%	\$234,154.46	\$120.08
August	3,503	1,761	50.27%	\$214,910.41	\$122.04
September	3,250	1,069	32.89%	\$119,305.14	\$111.60
October	3,162	230	7.27%	\$23,501.20	\$102.18
November	1,772	137	7.73%	\$14,750.96	\$107.67
December	1,825	54	2.96%	\$6,348.92	\$117.57
OVERALL	30,445	7,299	23.97%	\$829,698.34	\$113.67

Source: Accommodation Component of TDMS II

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