

**Province of Newfoundland and Labrador
Occupancy Rates for 2010**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	202,054	67,439	33.38%	\$6,772,189.18	\$100.42
February	182,970	72,034	39.37%	\$7,525,251.67	\$104.47
March	205,369	86,566	42.15%	\$8,909,741.88	\$102.92
April	201,985	88,897	44.01%	\$9,472,857.68	\$106.56
May	231,809	101,731	43.89%	\$11,432,463.75	\$112.38
June	240,452	136,983	56.97%	\$16,446,682.84	\$120.06
July	253,480	181,618	71.65%	\$21,332,548.83	\$117.46
August	252,181	177,958	70.57%	\$20,434,652.58	\$114.83
September	236,983	136,950	57.79%	\$15,589,874.16	\$113.84
October	226,287	114,941	50.79%	\$12,927,369.71	\$112.47
November	204,492	94,726	46.32%	\$10,130,239.76	\$106.94
December	198,728	64,865	32.64%	\$6,676,063.17	\$102.92
OVERALL	2,636,790	1,324,708	50.24%	\$147,649,935.21	\$111.46

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 2010 is based on information received and entered into TDMS as of April 11, 2011