

**Province of Newfoundland and Labrador  
Occupancy Rates for 2011**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	204,838	64,468	31.47%	\$6,592,446.09	\$102.26
February	185,957	75,092	40.38%	\$8,092,583.29	\$107.77
March	208,706	90,001	43.12%	\$9,667,391.62	\$107.41
April	205,434	85,339	41.54%	\$9,159,270.83	\$107.33
May	229,090	107,619	46.98%	\$12,311,408.71	\$114.40
June	237,006	138,801	58.56%	\$16,834,936.03	\$121.29
July	252,914	182,662	72.22%	\$22,258,660.09	\$121.86
August	252,168	183,878	72.92%	\$22,479,581.23	\$122.25
September	233,537	137,704	58.96%	\$16,575,626.91	\$120.37
October	222,926	111,436	49.99%	\$12,964,617.97	\$116.34
November	207,350	97,278	46.91%	\$10,901,550.06	\$112.07
December	202,520	66,213	32.69%	\$7,202,537.66	\$108.78
<b>OVERALL</b>	<b>2,642,446</b>	<b>1,340,491</b>	<b>50.73%</b>	<b>\$155,040,610.49</b>	<b>\$115.66</b>

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 2011 is based on information received and entered into TDMS as of September 20, 2012.