

Province of Newfoundland and Labrador - All Regions

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 - Avalon Region

Occupancy Rates for 2012

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	84,474	37,041	43.85%	\$4,244,536.31	\$114.59
February	79,101	39,942	50.49%	\$4,647,228.99	\$116.35
March	84,499	46,524	55.06%	\$5,490,308.99	\$118.01
April	82,665	47,593	57.57%	\$5,709,735.65	\$119.97
May	90,265	60,629	67.17%	\$8,203,540.33	\$135.31
June	88,869	65,345	73.53%	\$9,402,102.35	\$143.88
July	92,438	70,963	76.77%	\$10,033,529.10	\$141.39
August	94,761	73,329	77.38%	\$10,138,753.15	\$138.26
September	88,299	67,148	76.05%	\$9,602,436.91	\$143.00
October	87,727	57,879	65.98%	\$7,662,494.76	\$132.39
November	81,727	50,995	62.40%	\$6,384,952.64	\$125.21
December	83,335	38,480	46.18%	\$4,568,115.86	\$118.71
OVERALL	1,038,160	655,868	63.18%	\$86,087,735.04	\$131.26

Source: Accommodation Component of TDMS II

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Province of Newfoundland and Labrador - Eastern Region

Occupancy Rates for 2012

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	17,670	3,693	20.90%	\$375,305.21	\$101.63
February	16,766	4,617	27.54%	\$483,767.73	\$104.78
March	17,973	5,543	30.84%	\$598,250.90	\$107.93
April	17,199	5,678	33.01%	\$610,548.37	\$107.53
May	22,895	8,042	35.13%	\$869,608.88	\$108.13
June	24,782	11,150	44.99%	\$1,302,510.36	\$116.82
July	27,042	18,027	66.66%	\$2,164,432.34	\$120.07
August	27,811	21,164	76.10%	\$2,554,660.09	\$120.71
September	25,557	12,916	50.54%	\$1,495,335.95	\$115.77
October	23,564	7,809	33.14%	\$878,682.58	\$112.52
November	19,819	4,746	23.95%	\$515,919.18	\$108.71
December	19,396	3,229	16.65%	\$346,292.40	\$107.24
OVERALL	260,474	106,614	40.93%	\$12,195,313.99	\$114.39

Source: Accommodation Component of TDMS II

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Province of Newfoundland and Labrador - Central Region

Occupancy Rates for 2012

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	35,539	8,579	24.14%	\$843,656.04	\$98.34
February	34,156	10,149	29.71%	\$1,037,019.53	\$102.18
March	36,766	12,075	32.84%	\$1,242,965.61	\$102.94
April	35,722	11,126	31.15%	\$1,136,986.68	\$102.19
May	41,446	14,845	35.82%	\$1,533,520.58	\$103.30
June	44,410	17,314	38.99%	\$1,857,536.74	\$107.29
July	47,976	27,404	57.12%	\$3,058,701.60	\$111.62
August	47,667	30,868	64.76%	\$3,418,702.09	\$110.75
September	43,959	17,252	39.25%	\$1,850,941.70	\$107.29
October	39,296	14,938	38.01%	\$1,583,209.11	\$105.99
November	33,450	12,669	37.87%	\$1,320,088.07	\$104.20
December	33,362	7,882	23.63%	\$786,691.43	\$99.81
OVERALL	473,749	185,101	39.07%	\$19,670,019.18	\$106.27

Source: Accommodation Component of TDMS II

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Province of Newfoundland and Labrador - Western Region

Occupancy Rates for 2012

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	47,361	11,298	23.86%	\$1,136,528.93	\$100.60
February	45,399	14,602	32.16%	\$1,661,777.30	\$113.80
March	50,624	18,786	37.11%	\$2,089,621.12	\$111.23
April	49,471	15,134	30.59%	\$1,583,783.88	\$104.65
May	58,467	17,764	30.38%	\$1,803,407.03	\$101.52
June	63,344	26,898	42.46%	\$2,901,965.54	\$107.89
July	69,049	43,634	63.19%	\$5,196,442.21	\$119.09
August	68,152	44,125	64.74%	\$5,305,214.83	\$120.23
September	62,981	26,876	42.67%	\$3,016,383.97	\$112.23
October	59,332	18,791	31.67%	\$1,961,819.27	\$104.40
November	53,363	15,578	29.19%	\$1,603,987.80	\$102.96
December	50,732	11,253	22.18%	\$1,145,640.01	\$101.81
OVERALL	678,275	264,739	39.03%	\$29,406,571.89	\$111.08

Source: Accommodation Component of TDMS II

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Province of Newfoundland and Labrador - Labrador Region

Occupancy Rates for 2012

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	19,463	7,695	39.54%	\$897,183.37	\$116.59
February	18,299	8,430	46.07%	\$1,009,958.56	\$119.81
March	19,468	9,552	49.07%	\$1,170,707.68	\$122.56
April	18,930	8,108	42.83%	\$959,534.44	\$118.34
May	19,864	9,685	48.76%	\$1,093,361.52	\$112.89
June	19,971	13,179	65.99%	\$1,538,390.80	\$116.73
July	20,991	14,435	68.77%	\$1,623,299.01	\$112.46
August	20,762	14,922	71.87%	\$1,681,278.44	\$112.67
September	19,542	13,448	68.82%	\$1,555,947.18	\$115.70
October	19,696	13,781	69.97%	\$1,634,916.25	\$118.64
November	18,450	12,929	70.08%	\$1,498,183.68	\$115.88
December	18,835	8,737	46.39%	\$1,025,101.54	\$117.33
OVERALL	234,271	134,901	57.58%	\$15,687,862.47	\$116.29

Source: Accommodation Component of TDMS II

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