

Province of Newfoundland and Labrador

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 5, 2013.