

| <b>Province of Newfoundland and Labrador - All Types</b> |                                    |                         |                       |                           |                           |
|--|------------------------------------|-------------------------|-----------------------|---------------------------|---------------------------|
| <b>Occupancy Rates for 2013</b>                          |                                    |                         |                       |                           |                           |
| <b>Month</b>   | <b>Total Rooms Available/Month</b> | <b>Total Rooms Sold</b> | <b>Occupancy Rate</b> | <b>Total Room Revenue</b> | <b>Average Daily Rate</b> |
| January  | 202,801                            | 72,706                  | 35.85%                | \$8,452,798.82            | \$116.26                  |
| February   | 184,343                            | 80,286                  | 43.55%                | \$9,520,728.42            | \$118.59                  |
| March  | 205,906                            | 92,992                  | 45.16%                | \$10,866,394.82           | \$116.85                  |
| April  | 202,395                            | 92,640                  | 45.77%                | \$10,704,225.44           | \$115.55                  |
| May  | 227,199                            | 107,167                 | 47.17%                | \$13,660,567.70           | \$127.47                  |
| June   | 239,444                            | 134,370                 | 56.12%                | \$17,982,500.37           | \$133.83                  |
| July   | 251,382                            | 172,658                 | 68.68%                | \$22,980,763.73           | \$133.10                  |
| August   | 251,201                            | 184,769                 | 73.55%                | \$24,796,536.59           | \$134.20                  |
| September  | 236,478                            | 139,715                 | 59.08%                | \$18,698,828.12           | \$133.84                  |
| October  | 227,409                            | 118,334                 | 52.04%                | \$15,677,983.06           | \$132.49                  |
| November   | 207,837                            | 101,396                 | 48.79%                | \$12,850,675.81           | \$126.74                  |
| December   | 210,130                            | 68,027                  | 32.37%                | \$8,178,422.24            | \$120.22                  |
| <b>OVERALL</b>   | <b>2,646,525</b>                   | <b>1,365,060</b>        | <b>51.58%</b>         | <b>\$174,370,425.12</b>   | <b>\$127.74</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 2013 is based on information received and entered into TDMS as of September 10, 2014

| <b>Province of Newfoundland and Labrador - Hotels and Motels</b> |                                    |                         |                       |                           |                           |
|--|------------------------------------|-------------------------|-----------------------|---------------------------|---------------------------|
| <b>Occupancy Rates for 2013</b>                                  |                                    |                         |                       |                           |                           |
| <b>Month</b>   | <b>Total Rooms Available/Month</b> | <b>Total Rooms Sold</b> | <b>Occupancy Rate</b> | <b>Total Room Revenue</b> | <b>Average Daily Rate</b> |
| January  | 161,284                            | 66,182                  | 41.03%                | \$7,743,714.04            | \$117.01                  |
| February   | 146,320                            | 72,139                  | 49.30%                | \$8,486,378.05            | \$117.64                  |
| March  | 163,243                            | 82,710                  | 50.67%                | \$9,656,275.65            | \$116.75                  |
| April  | 158,861                            | 83,600                  | 52.62%                | \$9,763,733.36            | \$116.79                  |
| May  | 166,002                            | 92,995                  | 56.02%                | \$12,057,913.01           | \$129.66                  |
| June   | 164,089                            | 105,581                 | 64.34%                | \$14,421,602.22           | \$136.59                  |
| July   | 169,867                            | 124,779                 | 73.46%                | \$16,677,986.56           | \$133.66                  |
| August   | 170,370                            | 134,179                 | 78.76%                | \$17,997,971.66           | \$134.13                  |
| September  | 166,076                            | 113,166                 | 68.14%                | \$15,327,443.96           | \$135.44                  |
| October  | 170,477                            | 104,555                 | 61.33%                | \$14,048,503.99           | \$134.36                  |
| November   | 164,594                            | 92,159                  | 55.99%                | \$11,858,226.36           | \$128.67                  |
| December   | 168,185                            | 61,507                  | 36.57%                | \$7,441,799.37            | \$120.99                  |
| <b>OVERALL</b>   | <b>1,969,368</b>                   | <b>1,133,552</b>        | <b>57.56%</b>         | <b>\$145,481,548.23</b>   | <b>\$128.34</b>           |

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| <b>Province of Newfoundland and Labrador - B &amp; B's and Inns</b> |                                    |                         |                       |                           |                           |
|---|------------------------------------|-------------------------|-----------------------|---------------------------|---------------------------|
| <b>Occupancy Rates for 2013</b>                                     |                                    |                         |                       |                           |                           |
| <b>Month</b>  | <b>Total Rooms Available/Month</b> | <b>Total Rooms Sold</b> | <b>Occupancy Rate</b> | <b>Total Room Revenue</b> | <b>Average Daily Rate</b> |
| January   | 22,297                             | 3,134                   | 14.06%                | \$339,157.01              | \$108.22                  |
| February  | 20,561                             | 4,148                   | 20.17%                | \$499,554.37              | \$120.43                  |
| March   | 22,523                             | 4,966                   | 22.05%                | \$551,234.94              | \$111.00                  |
| April   | 22,385                             | 4,853                   | 21.68%                | \$518,040.09              | \$106.75                  |
| May   | 31,818                             | 8,124                   | 25.53%                | \$956,238.16              | \$117.71                  |
| June  | 39,658                             | 16,710                  | 42.14%                | \$2,121,257.18            | \$126.95                  |
| July  | 43,015                             | 24,737                  | 57.51%                | \$3,234,510.24            | \$130.76                  |
| August  | 42,557                             | 25,643                  | 60.26%                | \$3,389,138.95            | \$132.17                  |
| September   | 37,624                             | 15,421                  | 40.99%                | \$1,976,623.23            | \$128.18                  |
| October   | 29,133                             | 6,710                   | 23.03%                | \$801,717.08              | \$119.48                  |
| November  | 21,991                             | 4,680                   | 21.28%                | \$527,204.05              | \$112.65                  |
| December  | 21,093                             | 2,974                   | 14.10%                | \$346,883.23              | \$116.64                  |
| <b>OVERALL</b>  | <b>354,655</b>                     | <b>122,100</b>          | <b>34.43%</b>         | <b>\$15,261,558.53</b>    | <b>\$124.99</b>           |

Source: Accommodation Component of TDMS II

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## Province of Newfoundland and Labrador - Cottages and Cabins

### Occupancy Rates for 2013

| Month          | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue     | Average Daily Rate |
|----------------|-----------------------------|------------------|----------------|------------------------|--------------------|
| January        | 19,220                      | 3,390            | 17.64%         | \$369,927.77           | \$109.12           |
| February       | 17,462                      | 3,999            | 22.90%         | \$534,796.00           | \$133.73           |
| March          | 20,140                      | 5,316            | 26.40%         | \$658,884.23           | \$123.94           |
| April          | 21,149                      | 4,187            | 19.80%         | \$422,451.99           | \$100.90           |
| May            | 29,379                      | 6,048            | 20.59%         | \$646,416.53           | \$106.88           |
| June           | 35,697                      | 12,079           | 33.84%         | \$1,439,640.97         | \$119.19           |
| July           | 38,500                      | 23,142           | 60.11%         | \$3,068,266.93         | \$132.58           |
| August         | 28,274                      | 24,947           | 88.23%         | \$3,409,425.98         | \$136.67           |
| September      | 32,778                      | 11,128           | 33.95%         | \$1,394,760.93         | \$125.34           |
| October        | 27,799                      | 7,069            | 25.43%         | \$827,761.99           | \$117.10           |
| November       | 21,252                      | 4,557            | 21.44%         | \$465,245.40           | \$102.09           |
| December       | 20,852                      | 3,546            | 17.01%         | \$389,739.64           | \$109.91           |
| <b>OVERALL</b> | <b>312,502</b>              | <b>109,408</b>   | <b>35.01%</b>  | <b>\$13,627,318.36</b> | <b>\$124.56</b>    |

Source: Accommodation Component of TDMS II

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