

Economic Zone	Description of Area
Zone 1	Rigolet to Nain
Zone 2	Labrador West / Churchill Falls
Zone 3	Happy Valley/Goose Bay / North West River
Zone 4	Mary's Harbour to Cartwright
Zone 5	Labrador Straits (L'Anse au Clair to Red Bay)
Zone 6	Viking Trail, St. Anthony South West to Plum Point, East to Roddickton / Englee
Zone 7	Gros Morne Area, Viking Trail North to and including Plum Point
Zone 8	Deer Lake / Humber Area / Corner Brook
Zone 9	Stephenville / Port au Port / Burgeo
Zone 10	Port aux Basques / Doyles / Rose Blanche
Zone 11	Baie Verte / La Scie / Green Bay
Zone 12	Grand Falls - Windsor Area
Zone 13	Bay D'Espoir Area
Zone 14	Gander / Twillingate East to Terra Nova Area
Zone 15	Clarenville / Bonavista Peninsula Area
Zone 16	Burin Peninsula
Zone 17	North West Avalon
Zone 18	Argentia / Placentia Area
Zone 19	North East Avalon / St. John's
Zone 20	Southern Shore Area

Province of Newfoundland and Labrador - All Economic Zones					
Occupancy Rates for 2013					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
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
OVERALL	2,646,525	1,365,060	51.58%	\$174,370,425.12	\$127.74

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

Province of Newfoundland and Labrador - Economic Zone 1					
Occupancy Rates for 2013					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	1,612	358	22.21%	\$54,319.90	\$151.73
February	1,316	347	26.37%	\$53,048.65	\$152.88
March	1,457	332	22.79%	\$51,954.80	\$156.49
April	1,410	323	22.91%	\$49,085.60	\$151.97
May	1,457	490	33.63%	\$73,815.40	\$150.64
June	1,290	470	36.43%	\$75,389.60	\$160.40
July	1,333	431	32.33%	\$70,314.70	\$163.14
August	1,457	990	67.95%	\$126,758.65	\$128.04
September	1,410	1,069	75.82%	\$140,804.53	\$131.72
October	1,457	1,083	74.33%	\$175,237.02	\$161.81
November	1,260	698	55.40%	\$124,356.65	\$178.16
December	1,581	310	19.61%	\$47,870.85	\$154.42
OVERALL	17,040	6,901	40.50%	\$1,042,956.35	\$151.13

Source: Accommodation Component of TDMS II

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Province of Newfoundland and Labrador - Economic Zone 2					
Occupancy Rates for 2013					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	5,890	3,918	66.52%	\$446,466.18	\$113.95
February	5,320	3,975	74.72%	\$446,686.30	\$112.37
March	5,890	3,407	57.84%	\$388,131.67	\$113.92
April	5,730	3,569	62.29%	\$407,598.03	\$114.21
May	5,921	4,526	76.44%	\$496,668.83	\$109.74
June	5,700	4,681	82.12%	\$553,213.62	\$118.18
July	5,890	4,607	78.22%	\$527,978.23	\$114.60
August	5,890	4,667	79.24%	\$566,175.29	\$121.31
September	7,920	6,150	77.65%	\$745,997.48	\$121.30
October	8,393	6,260	74.59%	\$759,315.44	\$121.30
November	8,610	6,147	71.39%	\$738,443.55	\$120.13
December	8,843	4,729	53.48%	\$577,412.45	\$122.10
OVERALL	79,997	56,636	70.80%	\$6,654,087.07	\$117.49

Source: Accommodation Component of TDMS II

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Province of Newfoundland and Labrador - Economic Zone 3					
Occupancy Rates for 2013					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	6,758	5,039	74.56%	\$674,916.14	\$133.94
February	6,104	5,399	88.45%	\$709,358.87	\$131.39
March	6,758	5,653	83.65%	\$755,192.94	\$133.59
April	6,540	4,385	67.05%	\$588,102.03	\$134.12
May	6,758	4,192	62.03%	\$574,290.62	\$137.00
June	6,960	4,337	62.31%	\$588,703.78	\$135.74
July	7,192	4,416	61.40%	\$626,747.61	\$141.93
August	7,192	5,482	76.22%	\$799,187.89	\$145.78
September	6,960	5,913	84.96%	\$856,500.10	\$144.85
October	7,192	6,391	88.86%	\$1,008,585.15	\$157.81
November	6,960	5,595	80.39%	\$913,903.17	\$163.34
December	7,030	3,539	50.34%	\$530,158.56	\$149.80
OVERALL	82,404	60,341	73.23%	\$8,625,646.86	\$142.95

Source: Accommodation Component of TDMS II

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Data for 2013 is based on information received and entered into TDMS as of September 10, 2014

Province of Newfoundland and Labrador - Economic Zone 4					
Occupancy Rates for 2013					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	1,674	296	17.68%	\$28,249.70	\$95.44
February	1,512	215	14.22%	\$19,429.80	\$90.37
March	1,209	391	32.34%	\$39,741.40	\$101.64
April	1,170	180	15.38%	\$16,965.15	\$94.25
May	1,209	307	25.39%	\$39,068.50	\$127.26
June	1,274	366	28.73%	\$39,614.75	\$108.24
July	1,457	1,065	73.10%	\$123,296.52	\$115.77
August	1,457	865	59.37%	\$99,245.35	\$114.73
September	1,290	735	56.98%	\$76,818.25	\$104.51
October	1,209	563	46.57%	\$55,919.45	\$99.32
November	1,170	520	44.44%	\$52,812.30	\$101.56
December	1,209	335	27.71%	\$33,183.90	\$99.06
OVERALL	15,840	5,838	36.86%	\$624,345.07	\$106.95

Source: Accommodation Component of TDMS II

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Province of Newfoundland and Labrador - Economic Zone 5					
Occupancy Rates for 2013					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	2,821	295	10.46%	\$27,536.30	\$93.34
February	2,548	275	10.79%	\$28,240.20	\$102.69
March	2,821	432	15.31%	\$44,399.50	\$102.78
April	3,150	472	14.98%	\$48,059.20	\$101.82
May	3,485	690	19.80%	\$69,537.00	\$100.78
June	3,450	1,662	48.17%	\$151,799.84	\$91.34
July	3,658	2,551	69.74%	\$243,840.09	\$95.59
August	3,565	2,235	62.69%	\$199,725.14	\$89.36
September	3,450	1,639	47.51%	\$159,483.41	\$97.31
October	3,317	1,425	42.96%	\$140,950.95	\$98.91
November	2,730	687	25.16%	\$69,953.83	\$101.83
December	2,821	523	18.54%	\$53,557.61	\$102.40
OVERALL	37,816	12,886	34.08%	\$1,237,083.07	\$96.00

Source: Accommodation Component of TDMS II

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Data for 2013 is based on information received and entered into TDMS as of September 10, 2014

Province of Newfoundland and Labrador - Economic Zone 6					
Occupancy Rates for 2013					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	4,991	728	14.59%	\$73,633.15	\$101.14
February	4,592	1,229	26.76%	\$122,128.90	\$99.37
March	5,456	1,215	22.27%	\$116,007.81	\$95.48
April	5,520	1,277	23.13%	\$136,785.76	\$107.11
May	6,993	1,815	25.95%	\$176,233.65	\$97.10
June	8,610	4,548	52.82%	\$484,348.67	\$106.50
July	9,083	6,281	69.15%	\$764,318.63	\$121.69
August	8,990	5,854	65.12%	\$628,806.66	\$107.41
September	7,979	3,277	41.07%	\$374,536.08	\$114.29
October	6,950	1,771	25.48%	\$196,720.19	\$111.08
November	5,910	1,683	28.48%	\$154,150.14	\$91.59
December	5,362	997	18.59%	\$95,397.55	\$95.68
OVERALL	80,436	30,675	38.14%	\$3,323,067.19	\$108.33

Source: Accommodation Component of TDMS II

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Province of Newfoundland and Labrador - Economic Zone 7

Occupancy Rates for 2013

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	10,117	771	7.62%	\$82,835.82	\$107.44
February	9,399	981	10.44%	\$107,744.30	\$109.83
March	11,754	1,242	10.57%	\$131,928.52	\$106.22
April	12,420	1,477	11.89%	\$152,843.21	\$103.48
May	15,268	2,587	16.94%	\$296,613.76	\$114.66
June	18,533	6,779	36.58%	\$856,787.28	\$126.39
July	19,646	13,633	69.39%	\$1,800,520.72	\$132.07
August	19,994	14,196	71.00%	\$1,889,765.47	\$133.12
September	18,210	6,611	36.30%	\$837,222.26	\$126.64
October	16,202	2,652	16.37%	\$273,170.99	\$103.01
November	12,895	1,158	8.98%	\$121,349.58	\$104.79
December	11,392	688	6.04%	\$70,160.53	\$101.98
OVERALL	175,830	52,775	30.01%	\$6,620,942.44	\$125.46

Source: Accommodation Component of TDMS II

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Province of Newfoundland and Labrador - Economic Zone 8					
Occupancy Rates for 2013					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	24,685	7,734	31.33%	\$855,156.18	\$110.57
February	22,694	10,071	44.38%	\$1,254,173.05	\$124.53
March	25,195	12,064	47.88%	\$1,438,521.08	\$119.24
April	23,985	10,291	42.91%	\$1,143,121.70	\$111.08
May	26,445	10,015	37.87%	\$1,104,029.02	\$110.24
June	26,843	13,195	49.16%	\$1,583,965.69	\$120.04
July	28,149	17,469	62.06%	\$2,213,528.99	\$126.71
August	27,725	18,509	66.76%	\$2,443,740.66	\$132.03
September	25,374	13,390	52.77%	\$1,676,727.78	\$125.22
October	25,203	11,079	43.96%	\$1,376,303.82	\$124.23
November	24,245	9,632	39.73%	\$1,072,180.35	\$111.31
December	24,628	7,303	29.65%	\$855,526.02	\$117.15
OVERALL	305,171	140,752	46.12%	\$17,016,974.34	\$120.90

Source: Accommodation Component of TDMS II

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Data for 2013 is based on information received and entered into TDMS as of September 10, 2014

Province of Newfoundland and Labrador - Economic Zone 9					
Occupancy Rates for 2013					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	5,022	1,007	20.05%	\$107,561.86	\$106.81
February	4,545	1,175	25.85%	\$125,107.57	\$106.47
March	5,022	1,541	30.68%	\$162,822.32	\$105.66
April	4,862	1,634	33.61%	\$171,086.23	\$104.70
May	5,737	1,694	29.53%	\$182,682.22	\$107.84
June	5,813	1,987	34.18%	\$210,729.53	\$106.05
July	6,102	3,363	55.11%	\$343,753.99	\$102.22
August	6,107	3,063	50.16%	\$336,626.01	\$109.90
September	5,410	1,917	35.43%	\$201,000.70	\$104.85
October	5,084	1,699	33.42%	\$179,523.00	\$105.66
November	4,920	1,494	30.37%	\$160,802.94	\$107.63
December	4,809	1,016	21.13%	\$106,223.85	\$104.55
OVERALL	63,433	21,590	34.04%	\$2,287,920.22	\$105.97

Source: Accommodation Component of TDMS II

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Province of Newfoundland and Labrador - Economic Zone 10					
Occupancy Rates for 2013					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	4,929	1,415	28.71%	\$102,142.26	\$72.19
February	4,452	1,068	23.99%	\$75,684.52	\$70.87
March	4,989	1,656	33.19%	\$134,142.40	\$81.00
April	5,100	1,449	28.41%	\$115,008.28	\$79.37
May	5,835	1,280	21.94%	\$109,848.38	\$85.82
June	6,090	1,943	31.90%	\$178,594.54	\$91.92
July	6,324	3,879	61.34%	\$436,731.74	\$112.59
August	6,254	4,427	70.79%	\$488,521.51	\$110.35
September	5,730	2,178	38.01%	\$211,803.37	\$97.25
October	5,405	2,004	37.08%	\$178,538.16	\$89.09
November	5,070	1,221	24.08%	\$100,732.22	\$82.50
December	5,036	854	16.96%	\$66,100.01	\$77.40
OVERALL	65,214	23,374	35.84%	\$2,197,847.39	\$94.03

Source: Accommodation Component of TDMS II

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Province of Newfoundland and Labrador - Economic Zone 11					
Occupancy Rates for 2013					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	3,634	514	14.14%	\$46,126.58	\$89.74
February	3,372	553	16.40%	\$56,085.01	\$101.42
March	4,092	967	23.63%	\$90,386.19	\$93.47
April	3,990	1,006	25.21%	\$95,888.65	\$95.32
May	4,211	933	22.16%	\$92,493.97	\$99.14
June	4,350	1,122	25.79%	\$116,777.18	\$104.08
July	4,901	2,043	41.69%	\$226,831.02	\$111.03
August	4,892	2,334	47.71%	\$254,100.60	\$108.87
September	4,265	1,278	29.96%	\$121,584.99	\$95.14
October	4,058	1,011	24.91%	\$103,671.00	\$102.54
November	3,720	730	19.62%	\$77,713.29	\$106.46
December	3,629	593	16.34%	\$57,382.06	\$96.77
OVERALL	49,114	13,084	26.64%	\$1,339,040.54	\$102.34

Source: Accommodation Component of TDMS II

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Province of Newfoundland and Labrador - Economic Zone 12					
Occupancy Rates for 2013					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	8,178	2,536	31.01%	\$265,973.06	\$104.88
February	6,884	2,617	38.02%	\$281,107.74	\$107.42
March	7,657	2,904	37.93%	\$299,968.67	\$103.29
April	7,582	3,496	46.11%	\$372,212.00	\$106.47
May	7,798	3,694	47.37%	\$387,426.10	\$104.88
June	7,769	3,645	46.92%	\$400,262.76	\$109.81
July	8,090	5,208	64.38%	\$583,449.59	\$112.03
August	8,042	5,284	65.71%	\$581,874.02	\$110.12
September	7,669	4,099	53.45%	\$451,826.35	\$110.23
October	7,718	3,621	46.92%	\$385,573.75	\$106.48
November	7,329	3,174	43.31%	\$334,539.19	\$105.40
December	7,351	1,958	26.64%	\$208,103.34	\$106.28
OVERALL	92,067	42,236	45.88%	\$4,552,316.57	\$107.78

Source: Accommodation Component of TDMS II

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Data for 2013 is based on information received and entered into TDMS as of September 10, 2014

Province of Newfoundland and Labrador - Economic Zone 13					
Occupancy Rates for 2013					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	2,244	235	10.47%	\$21,162.53	\$90.05
February	2,173	270	12.43%	\$26,659.86	\$98.74
March	2,436	421	17.28%	\$38,537.66	\$91.54
April	2,318	481	20.75%	\$46,555.70	\$96.79
May	2,533	593	23.41%	\$56,516.02	\$95.31
June	2,550	975	38.24%	\$92,401.64	\$94.77
July	2,635	1,273	48.31%	\$121,115.07	\$95.14
August	2,635	1,011	38.37%	\$97,883.99	\$96.82
September	2,568	588	22.90%	\$54,787.73	\$93.18
October	2,511	659	26.24%	\$62,545.70	\$94.91
November	2,495	708	28.38%	\$73,746.21	\$104.16
December	2,330	518	22.23%	\$54,313.14	\$104.85
OVERALL	29,428	7,732	26.27%	\$746,225.25	\$96.51

Source: Accommodation Component of TDMS II

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Province of Newfoundland and Labrador - Economic Zone 14					
Occupancy Rates for 2013					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	19,150	5,444	28.43%	\$564,428.59	\$103.68
February	17,808	6,005	33.72%	\$615,483.33	\$102.50
March	19,741	8,571	43.42%	\$889,984.60	\$103.84
April	19,726	7,419	37.61%	\$781,075.26	\$105.28
May	22,806	9,186	40.28%	\$1,007,193.10	\$109.64
June	27,510	12,419	45.14%	\$1,431,996.00	\$115.31
July	29,416	18,111	61.57%	\$2,251,078.37	\$124.29
August	29,671	21,398	72.12%	\$2,623,713.15	\$122.61
September	25,837	12,094	46.81%	\$1,428,213.17	\$118.09
October	22,738	8,782	38.62%	\$973,840.33	\$110.89
November	20,140	6,488	32.21%	\$705,203.47	\$108.69
December	19,970	3,789	18.97%	\$398,626.88	\$105.21
OVERALL	274,513	119,706	43.61%	\$13,670,836.25	\$114.20

Source: Accommodation Component of TDMS II

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Data for 2013 is based on information received and entered into TDMS as of September 10, 2014

Province of Newfoundland and Labrador - Economic Zone 15					
Occupancy Rates for 2013					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	15,653	3,167	20.23%	\$308,230.71	\$97.33
February	14,375	4,544	31.61%	\$469,539.57	\$103.33
March	15,984	4,997	31.26%	\$505,463.02	\$101.15
April	15,775	4,343	27.53%	\$435,282.52	\$100.23
May	16,703	5,114	30.62%	\$552,769.78	\$108.09
June	18,247	7,705	42.23%	\$917,909.05	\$119.13
July	19,111	12,503	65.42%	\$1,551,098.99	\$124.06
August	19,255	13,477	69.99%	\$1,674,265.03	\$124.23
September	18,479	9,278	50.21%	\$1,064,652.50	\$114.75
October	16,546	5,683	34.35%	\$625,171.01	\$110.01
November	13,160	4,133	31.41%	\$454,597.91	\$109.99
December	12,694	3,343	26.34%	\$357,806.63	\$107.03
OVERALL	195,982	78,287	39.95%	\$8,916,786.72	\$113.90

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

Province of Newfoundland and Labrador - Economic Zone 16					
Occupancy Rates for 2013					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	6,090	1,030	16.91%	\$116,535.65	\$113.14
February	5,650	1,021	18.07%	\$112,883.44	\$110.56
March	6,148	1,439	23.41%	\$162,039.51	\$112.61
April	5,987	1,553	25.94%	\$172,071.27	\$110.80
May	6,497	1,842	28.35%	\$201,802.45	\$109.56
June	6,529	2,196	33.63%	\$242,211.71	\$110.30
July	7,232	3,323	45.95%	\$369,974.00	\$111.34
August	7,274	4,121	56.65%	\$468,393.12	\$113.66
September	6,549	2,099	32.05%	\$237,776.40	\$113.28
October	6,303	2,103	33.37%	\$235,207.58	\$111.84
November	5,993	1,541	25.71%	\$168,644.70	\$109.44
December	5,685	1,317	23.17%	\$142,393.06	\$108.12
OVERALL	75,937	23,585	31.06%	\$2,629,932.89	\$111.51

Source: Accommodation Component of TDMS II

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Data for 2013 is based on information received and entered into TDMS as of September 10, 2014

Province of Newfoundland and Labrador - Economic Zone 17					
Occupancy Rates for 2013					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	5,626	1,303	23.16%	\$103,634.24	\$79.54
February	5,180	1,352	26.10%	\$110,027.55	\$81.38
March	5,641	1,780	31.55%	\$143,998.14	\$80.90
April	5,510	1,931	35.05%	\$171,842.78	\$88.99
May	7,051	1,976	28.02%	\$166,568.39	\$84.30
June	7,774	3,179	40.89%	\$330,735.16	\$104.04
July	8,259	4,175	50.55%	\$472,393.18	\$113.15
August	7,931	4,632	58.40%	\$542,332.40	\$117.08
September	7,633	3,137	41.10%	\$335,827.50	\$107.05
October	7,369	2,100	28.50%	\$201,293.03	\$95.85
November	5,699	1,732	30.39%	\$162,231.14	\$93.67
December	5,524	1,252	22.66%	\$132,505.96	\$105.84
OVERALL	79,197	28,549	36.05%	\$2,873,389.47	\$100.65

Source: Accommodation Component of TDMS II

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Data for 2013 is based on information received and entered into TDMS as of September 10, 2014

Province of Newfoundland and Labrador - Economic Zone 18					
Occupancy Rates for 2013					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	4,464	328	7.35%	\$30,988.40	\$94.48
February	4,032	315	7.81%	\$29,832.49	\$94.71
March	4,433	585	13.20%	\$50,434.58	\$86.21
April	4,110	778	18.93%	\$68,347.44	\$87.85
May	5,375	857	15.94%	\$72,195.82	\$84.24
June	5,642	1,542	27.33%	\$200,473.53	\$130.01
July	5,859	2,615	44.63%	\$346,573.77	\$132.53
August	5,859	2,803	47.84%	\$387,621.91	\$138.29
September	5,620	1,655	29.45%	\$219,455.43	\$132.60
October	5,058	1,058	20.92%	\$129,986.88	\$122.86
November	4,050	836	20.64%	\$81,896.29	\$97.96
December	4,216	525	12.45%	\$40,343.82	\$76.85
OVERALL	58,718	13,897	23.67%	\$1,658,150.36	\$119.32

Source: Accommodation Component of TDMS II

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Data for 2013 is based on information received and entered into TDMS as of September 10, 2014

Province of Newfoundland and Labrador - Economic Zone 19					
Occupancy Rates for 2013					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	67,407	36,550	54.22%	\$4,538,275.67	\$124.17
February	60,707	38,837	63.97%	\$4,873,087.27	\$125.48
March	67,301	43,309	64.35%	\$5,412,470.71	\$124.97
April	65,430	46,446	70.99%	\$5,717,762.13	\$123.11
May	71,686	54,869	76.54%	\$7,939,217.49	\$144.69
June	71,054	60,316	84.89%	\$9,367,379.87	\$155.31
July	73,480	63,777	86.80%	\$9,663,410.62	\$151.52
August	73,446	67,628	92.08%	\$10,381,986.08	\$153.52
September	70,820	61,698	87.12%	\$9,392,201.09	\$152.23
October	72,050	58,117	80.66%	\$8,585,216.00	\$147.72
November	69,675	53,037	76.12%	\$7,261,388.04	\$136.91
December	74,286	34,365	46.26%	\$4,343,175.52	\$126.38
OVERALL	837,342	618,949	73.92%	\$87,475,570.49	\$141.33

Source: Accommodation Component of TDMS II

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Data for 2013 is based on information received and entered into TDMS as of September 10, 2014.

Province of Newfoundland and Labrador - Economic Zone 20

Occupancy Rates for 2013

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	1,856	38	2.05%	\$4,625.90	\$121.73
February	1,680	37	2.20%	\$4,420.00	\$119.46
March	1,922	86	4.47%	\$10,269.30	\$119.41
April	2,080	130	6.25%	\$14,532.50	\$111.79
May	3,431	507	14.78%	\$61,597.20	\$121.49
June	3,456	1,303	37.70%	\$159,206.17	\$122.18
July	3,565	1,935	54.28%	\$243,807.90	\$126.00
August	3,565	1,793	50.29%	\$205,813.66	\$114.79
September	3,305	910	27.53%	\$111,609.00	\$122.65
October	2,646	273	10.32%	\$31,213.61	\$114.34
November	1,806	182	10.08%	\$22,030.84	\$121.05
December	1,734	73	4.21%	\$8,180.50	\$112.06
OVERALL	31,046	7,267	23.41%	\$877,306.58	\$120.72

Source: Accommodation Component of TDMS II

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