

<b>Province of Newfoundland and Labrador - All Regions</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 - Avalon Region</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	80,447	38,763	48.18%	\$4,702,157.21	\$121.31
February	72,607	41,090	56.59%	\$5,043,159.31	\$122.73
March	80,413	46,450	57.76%	\$5,651,302.73	\$121.66
April	78,210	49,932	63.84%	\$6,004,018.85	\$120.24
May	88,659	58,804	66.33%	\$8,265,377.90	\$140.56
June	88,940	66,889	75.21%	\$10,087,330.73	\$150.81
July	91,934	73,061	79.47%	\$10,758,473.17	\$147.25
August	91,576	77,398	84.52%	\$11,548,500.67	\$149.21
September	88,128	68,046	77.21%	\$10,102,773.02	\$148.47
October	88,208	62,119	70.42%	\$8,984,019.79	\$144.63
November	82,250	56,266	68.41%	\$7,564,062.11	\$134.43
December	86,814	36,425	41.96%	\$4,540,983.02	\$124.67
<b>OVERALL</b>	<b>1,018,186</b>	<b>675,243</b>	<b>66.32%</b>	<b>\$93,252,158.51</b>	<b>\$138.10</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 - Eastern Region</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	20,649	3,653	17.69%	\$400,133.36	\$109.54
February	19,017	5,016	26.38%	\$556,631.01	\$110.97
March	21,016	5,746	27.34%	\$633,372.53	\$110.23
April	20,682	5,249	25.38%	\$575,819.79	\$109.70
May	21,753	6,307	28.99%	\$725,794.69	\$115.08
June	23,109	9,218	39.89%	\$1,115,597.38	\$121.02
July	24,890	14,929	59.98%	\$1,846,806.06	\$123.71
August	25,072	16,582	66.14%	\$2,054,960.18	\$123.93
September	23,623	10,548	44.65%	\$1,240,914.21	\$117.64
October	21,523	7,196	33.43%	\$822,351.15	\$114.28
November	18,103	5,195	28.70%	\$586,726.81	\$112.94
December	17,294	4,450	25.73%	\$483,422.47	\$108.63
<b>OVERALL</b>	<b>256,731</b>	<b>94,089</b>	<b>36.65%</b>	<b>\$11,042,529.64</b>	<b>\$117.36</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 - Central Region</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	33,206	8,729	26.29%	\$897,690.76	\$102.84
February	30,237	9,445	31.24%	\$979,335.94	\$103.69
March	33,926	12,863	37.91%	\$1,318,877.12	\$102.53
April	33,616	12,402	36.89%	\$1,295,731.61	\$104.48
May	37,679	14,460	38.38%	\$1,546,607.73	\$106.96
June	42,832	18,295	42.71%	\$2,056,424.96	\$112.40
July	45,724	26,973	58.99%	\$3,224,453.28	\$119.54
August	45,922	30,501	66.42%	\$3,614,523.11	\$118.51
September	40,994	18,242	44.50%	\$2,074,246.93	\$113.71
October	37,266	14,092	37.81%	\$1,527,347.95	\$108.38
November	33,714	11,100	32.92%	\$1,191,202.16	\$107.32
December	33,311	6,858	20.59%	\$718,425.42	\$104.76
<b>OVERALL</b>	<b>448,427</b>	<b>183,960</b>	<b>41.02%</b>	<b>\$20,444,866.97</b>	<b>\$111.14</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 - Western Region</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	49,744	11,655	23.43%	\$1,221,329.27	\$104.79
February	45,682	14,524	31.79%	\$1,684,838.34	\$116.00
March	52,416	17,718	33.80%	\$1,983,422.13	\$111.94
April	51,887	16,128	31.08%	\$1,718,845.18	\$106.58
May	60,278	17,391	28.85%	\$1,869,407.03	\$107.49
June	65,889	28,452	43.18%	\$3,314,425.71	\$116.49
July	69,304	44,625	64.39%	\$5,558,854.07	\$124.57
August	69,070	46,049	66.67%	\$5,787,460.31	\$125.68
September	62,703	27,373	43.66%	\$3,301,290.19	\$120.60
October	58,844	19,205	32.64%	\$2,204,256.16	\$114.78
November	53,040	15,188	28.63%	\$1,609,215.23	\$105.95
December	51,227	10,858	21.20%	\$1,193,407.96	\$109.91
<b>OVERALL</b>	<b>690,084</b>	<b>269,166</b>	<b>39.00%</b>	<b>\$31,446,751.58</b>	<b>\$116.83</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

**Province of Newfoundland and Labrador - Labrador Region**

**Occupancy Rates for 2013**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	18,755	9,906	52.82%	\$1,231,488.22	\$124.32
February	16,800	10,211	60.78%	\$1,256,763.82	\$123.08
March	18,135	10,215	56.33%	\$1,279,420.31	\$125.25
April	18,000	8,929	49.61%	\$1,109,810.01	\$124.29
May	18,830	10,205	54.20%	\$1,253,380.35	\$122.82
June	18,674	11,516	61.67%	\$1,408,721.59	\$122.33
July	19,530	13,070	66.92%	\$1,592,177.15	\$121.82
August	19,561	14,239	72.79%	\$1,791,092.32	\$125.79
September	21,030	15,506	73.73%	\$1,979,603.77	\$127.67
October	21,568	15,722	72.90%	\$2,140,008.01	\$136.12
November	20,730	13,647	65.83%	\$1,899,469.50	\$139.19
December	21,484	9,436	43.92%	\$1,242,183.37	\$131.64
<b>OVERALL</b>	<b>233,097</b>	<b>142,602</b>	<b>61.18%</b>	<b>\$18,184,118.42</b>	<b>\$127.52</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