

| 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 2014 | | | | | |
| Month | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue | Average Daily Rate |
| January | 209,640 | 72,031 | 34.36% | \$8,598,181.14 | \$119.37 |
| February | 192,644 | 80,103 | 41.58% | \$9,808,269.31 | \$122.45 |
| March | 213,992 | 93,321 | 43.61% | \$11,466,872.76 | \$122.88 |
| April | 211,852 | 92,466 | 43.65% | \$11,252,051.04 | \$121.69 |
| May | 238,578 | 103,200 | 43.26% | \$13,569,112.76 | \$131.48 |
| June | 247,363 | 141,715 | 57.29% | \$19,932,164.32 | \$140.65 |
| July | 260,202 | 179,966 | 69.16% | \$24,946,522.05 | \$138.62 |
| August | 257,592 | 187,948 | 72.96% | \$26,667,765.45 | \$141.89 |
| September | 244,578 | 141,560 | 57.88% | \$19,599,600.81 | \$138.45 |
| October | 233,644 | 121,555 | 52.03% | \$16,341,914.25 | \$134.44 |
| November | 211,769 | 103,234 | 48.75% | \$13,123,191.33 | \$127.12 |
| December | 208,422 | 71,381 | 34.25% | \$8,665,536.12 | \$121.40 |
| OVERALL | 2,730,276 | 1,388,480 | 50.85% | \$183,971,181.34 | \$132.50 |

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 2014 is based on information received and entered into TDMS as of September 17, 2015

| Province of Newfoundland and Labrador - Economic Zone 1 | | | | | |
|--|------------------------------------|-------------------------|-----------------------|---------------------------|---------------------------|
| Occupancy Rates for 2014 | | | | | |
| Month | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue | Average Daily Rate |
| January | 1,581 | 415 | 26.25% | \$75,216.00 | \$181.24 |
| February | 1,428 | 393 | 27.52% | \$67,215.45 | \$171.03 |
| March | 1,457 | 435 | 29.86% | \$76,456.50 | \$175.76 |
| April | 1,410 | 394 | 27.94% | \$66,918.20 | \$169.84 |
| May | 1,457 | 470 | 32.26% | \$85,201.90 | \$181.28 |
| June | 1,410 | 535 | 37.94% | \$85,063.55 | \$159.00 |
| July | 1,457 | 447 | 30.68% | \$73,010.90 | \$163.34 |
| August | 1,457 | 647 | 44.41% | \$110,973.05 | \$171.52 |
| September | 1,410 | 1,118 | 79.29% | \$211,956.17 | \$189.59 |
| October | 1,457 | 1,098 | 75.36% | \$191,064.28 | \$174.01 |
| November | 1,410 | 823 | 58.37% | \$146,421.50 | \$177.91 |
| December | 1,457 | 294 | 20.18% | \$54,213.37 | \$184.40 |
| OVERALL | 17,391 | 7,069 | 40.65% | \$1,243,710.87 | \$175.94 |

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 2014 is based on information received and entered into TDMS as of September 17, 2015

| Province of Newfoundland and Labrador - Economic Zone 2 | | | | | |
|--|------------------------------------|-------------------------|-----------------------|---------------------------|---------------------------|
| Occupancy Rates for 2014 | | | | | |
| Month | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue | Average Daily Rate |
| January | 8,876 | 5,576 | 62.82% | \$688,660.22 | \$123.50 |
| February | 8,036 | 5,550 | 69.06% | \$693,186.57 | \$124.90 |
| March | 8,897 | 5,217 | 58.64% | \$654,800.49 | \$125.51 |
| April | 8,610 | 5,209 | 60.50% | \$626,794.47 | \$120.33 |
| May | 8,743 | 5,565 | 63.65% | \$670,533.96 | \$120.49 |
| June | 8,610 | 6,095 | 70.79% | \$757,251.84 | \$124.24 |
| July | 8,816 | 5,771 | 65.46% | \$684,421.51 | \$118.60 |
| August | 8,897 | 5,638 | 63.37% | \$705,134.92 | \$125.07 |
| September | 8,610 | 5,798 | 67.34% | \$726,324.50 | \$125.27 |
| October | 8,897 | 5,760 | 64.74% | \$718,054.30 | \$124.66 |
| November | 8,610 | 5,397 | 62.68% | \$689,688.65 | \$127.79 |
| December | 8,867 | 3,513 | 39.62% | \$436,574.16 | \$124.27 |
| OVERALL | 104,469 | 65,089 | 62.30% | \$8,051,425.59 | \$123.70 |

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 3 | | | | | |
|--|------------------------------------|-------------------------|-----------------------|---------------------------|---------------------------|
| Occupancy Rates for 2014 | | | | | |
| Month | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue | Average Daily Rate |
| January | 7,192 | 3,797 | 52.79% | \$551,394.05 | \$145.22 |
| February | 6,565 | 4,024 | 61.29% | \$589,429.63 | \$146.48 |
| March | 7,285 | 4,362 | 59.88% | \$661,476.42 | \$151.65 |
| April | 7,050 | 3,392 | 48.11% | \$492,003.46 | \$145.05 |
| May | 7,595 | 4,359 | 57.39% | \$672,411.03 | \$154.26 |
| June | 7,350 | 4,936 | 67.16% | \$741,229.64 | \$150.17 |
| July | 7,595 | 5,461 | 71.90% | \$811,812.59 | \$148.66 |
| August | 7,595 | 4,988 | 65.67% | \$749,204.65 | \$150.20 |
| September | 7,290 | 4,665 | 63.99% | \$695,131.70 | \$149.01 |
| October | 7,595 | 5,005 | 65.90% | \$735,016.58 | \$146.86 |
| November | 7,350 | 4,742 | 64.52% | \$697,868.09 | \$147.17 |
| December | 7,595 | 3,224 | 42.45% | \$477,625.25 | \$148.15 |
| OVERALL | 88,057 | 52,955 | 60.14% | \$7,874,603.09 | \$148.70 |

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 2014 is based on information received and entered into TDMS as of September 17, 2015

| Province of Newfoundland and Labrador - Economic Zone 4 | | | | | |
|--|------------------------------------|-------------------------|-----------------------|---------------------------|---------------------------|
| Occupancy Rates for 2014 | | | | | |
| Month | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue | Average Daily Rate |
| January | 1,203 | 187 | 15.54% | \$19,201.70 | \$102.68 |
| February | 1,092 | 132 | 12.09% | \$13,168.90 | \$99.76 |
| March | 1,240 | 361 | 29.11% | \$36,262.70 | \$100.45 |
| April | 1,230 | 182 | 14.80% | \$18,834.90 | \$103.49 |
| May | 1,085 | 178 | 16.41% | \$17,063.95 | \$95.86 |
| June | 1,320 | 514 | 38.94% | \$50,817.08 | \$98.87 |
| July | 1,643 | 949 | 57.76% | \$101,933.22 | \$107.41 |
| August | 1,643 | 988 | 60.13% | \$107,136.37 | \$108.44 |
| September | 1,536 | 750 | 48.83% | \$73,521.60 | \$98.03 |
| October | 1,085 | 937 | 86.36% | \$90,314.45 | \$96.39 |
| November | 1,050 | 531 | 50.57% | \$51,504.45 | \$97.00 |
| December | 1,085 | 161 | 14.84% | \$15,682.00 | \$97.40 |
| OVERALL | 15,212 | 5,870 | 38.59% | \$595,441.32 | \$101.44 |

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 2014 is based on information received and entered into TDMS as of September 17, 2015

| Province of Newfoundland and Labrador - Economic Zone 5 | | | | | |
|--|------------------------------------|-------------------------|-----------------------|---------------------------|---------------------------|
| Occupancy Rates for 2014 | | | | | |
| Month | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue | Average Daily Rate |
| January | 2,740 | 386 | 14.09% | \$36,777.00 | \$95.28 |
| February | 2,548 | 562 | 22.06% | \$61,372.80 | \$109.20 |
| March | 2,821 | 468 | 16.59% | \$41,346.61 | \$88.35 |
| April | 2,730 | 372 | 13.63% | \$32,989.80 | \$88.68 |
| May | 3,389 | 1,205 | 35.56% | \$114,981.01 | \$95.42 |
| June | 3,450 | 2,429 | 70.41% | \$220,730.27 | \$90.87 |
| July | 3,565 | 2,933 | 82.27% | \$281,713.93 | \$96.05 |
| August | 3,560 | 2,805 | 78.79% | \$274,817.66 | \$97.97 |
| September | 3,405 | 2,516 | 73.89% | \$248,604.44 | \$98.81 |
| October | 3,325 | 2,037 | 61.26% | \$197,918.04 | \$97.16 |
| November | 3,170 | 1,615 | 50.95% | \$159,157.07 | \$98.55 |
| December | 3,255 | 864 | 26.54% | \$84,626.18 | \$97.95 |
| OVERALL | 37,958 | 18,192 | 47.93% | \$1,755,034.81 | \$96.47 |

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 2014 is based on information received and entered into TDMS as of September 17, 2015

| Province of Newfoundland and Labrador - Economic Zone 6 | | | | | |
|--|------------------------------------|-------------------------|-----------------------|---------------------------|---------------------------|
| Occupancy Rates for 2014 | | | | | |
| Month | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue | Average Daily Rate |
| January | 5,150 | 858 | 16.66% | \$89,249.96 | \$104.02 |
| February | 4,936 | 844 | 17.10% | \$85,666.58 | \$101.50 |
| March | 5,611 | 954 | 17.00% | \$104,288.50 | \$109.32 |
| April | 5,470 | 1,218 | 22.27% | \$124,744.55 | \$102.42 |
| May | 6,758 | 1,406 | 20.80% | \$147,908.75 | \$105.20 |
| June | 8,290 | 4,105 | 49.52% | \$475,911.15 | \$115.93 |
| July | 8,972 | 6,431 | 71.68% | \$728,035.37 | \$113.21 |
| August | 8,966 | 5,409 | 60.33% | \$629,430.04 | \$116.37 |
| September | 8,226 | 3,693 | 44.89% | \$406,452.06 | \$110.06 |
| October | 7,006 | 2,501 | 35.70% | \$255,088.80 | \$101.99 |
| November | 5,370 | 1,450 | 27.00% | \$164,608.32 | \$113.52 |
| December | 4,818 | 1,027 | 21.32% | \$107,782.48 | \$104.95 |
| OVERALL | 79,573 | 29,896 | 37.57% | \$3,319,166.56 | \$111.02 |

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 2014 is based on information received and entered into TDMS as of September 17, 2015

| Province of Newfoundland and Labrador - Economic Zone 7 | | | | | |
|--|------------------------------------|-------------------------|-----------------------|---------------------------|---------------------------|
| Occupancy Rates for 2014 | | | | | |
| Month | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue | Average Daily Rate |
| January | 8,807 | 879 | 9.98% | \$88,561.08 | \$100.75 |
| February | 9,479 | 1,104 | 11.65% | \$107,681.44 | \$97.54 |
| March | 10,334 | 1,589 | 15.38% | \$158,106.55 | \$99.50 |
| April | 12,274 | 1,384 | 11.28% | \$135,502.98 | \$97.91 |
| May | 15,767 | 2,219 | 14.07% | \$255,221.88 | \$115.02 |
| June | 18,497 | 7,598 | 41.08% | \$952,344.77 | \$125.34 |
| July | 19,607 | 14,245 | 72.65% | \$1,909,173.18 | \$134.02 |
| August | 19,573 | 14,223 | 72.67% | \$1,897,765.23 | \$133.43 |
| September | 18,481 | 7,099 | 38.41% | \$917,793.20 | \$129.28 |
| October | 15,456 | 3,355 | 21.71% | \$363,176.45 | \$108.25 |
| November | 12,324 | 1,680 | 13.63% | \$179,562.81 | \$106.88 |
| December | 10,286 | 822 | 7.99% | \$83,803.97 | \$101.95 |
| OVERALL | 170,885 | 56,197 | 32.89% | \$7,048,693.54 | \$125.43 |

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 2014 is based on information received and entered into TDMS as of September 17, 2015

| Province of Newfoundland and Labrador - Economic Zone 8 | | | | | |
|--|------------------------------------|-------------------------|-----------------------|---------------------------|---------------------------|
| Occupancy Rates for 2014 | | | | | |
| Month | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue | Average Daily Rate |
| January | 24,297 | 7,563 | 31.13% | \$859,377.74 | \$113.63 |
| February | 22,300 | 10,421 | 46.73% | \$1,350,823.88 | \$129.63 |
| March | 25,048 | 12,182 | 48.63% | \$1,615,424.64 | \$132.61 |
| April | 24,027 | 9,395 | 39.10% | \$1,117,471.62 | \$118.94 |
| May | 26,591 | 9,387 | 35.30% | \$1,098,985.04 | \$117.08 |
| June | 25,901 | 11,756 | 45.39% | \$1,444,260.88 | \$122.85 |
| July | 26,944 | 17,320 | 64.28% | \$2,317,027.75 | \$133.78 |
| August | 25,678 | 17,668 | 68.81% | \$2,319,982.71 | \$131.31 |
| September | 24,095 | 11,931 | 49.52% | \$1,511,235.94 | \$126.66 |
| October | 24,535 | 12,355 | 50.36% | \$1,543,577.30 | \$124.94 |
| November | 23,444 | 10,424 | 44.46% | \$1,182,939.94 | \$113.48 |
| December | 22,915 | 8,472 | 36.97% | \$937,163.95 | \$110.62 |
| OVERALL | 295,775 | 138,874 | 46.95% | \$17,298,271.39 | \$124.56 |

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 2014 is based on information received and entered into TDMS as of September 17, 2015

| Province of Newfoundland and Labrador - Economic Zone 9 | | | | | |
|--|------------------------------------|-------------------------|-----------------------|---------------------------|---------------------------|
| Occupancy Rates for 2014 | | | | | |
| Month | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue | Average Daily Rate |
| January | 4,841 | 1,036 | 21.40% | \$109,005.71 | \$105.22 |
| February | 4,424 | 1,165 | 26.33% | \$124,891.02 | \$107.20 |
| March | 4,898 | 1,798 | 36.71% | \$194,674.67 | \$108.27 |
| April | 4,741 | 1,745 | 36.81% | \$180,571.31 | \$103.48 |
| May | 5,660 | 1,555 | 27.47% | \$164,222.80 | \$105.61 |
| June | 5,910 | 2,291 | 38.76% | \$249,041.20 | \$108.70 |
| July | 6,107 | 2,906 | 47.58% | \$307,237.35 | \$105.73 |
| August | 5,580 | 2,780 | 49.82% | \$308,377.07 | \$110.93 |
| September | 5,132 | 2,038 | 39.71% | \$216,323.77 | \$106.15 |
| October | 4,991 | 1,628 | 32.62% | \$177,827.10 | \$109.23 |
| November | 4,774 | 1,872 | 39.21% | \$211,551.69 | \$113.01 |
| December | 4,713 | 1,170 | 24.82% | \$132,194.28 | \$112.99 |
| OVERALL | 61,771 | 21,984 | 35.59% | \$2,375,917.97 | \$108.07 |

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 2014 is based on information received and entered into TDMS as of September 17, 2015

| Province of Newfoundland and Labrador - Economic Zone 10 | | | | | |
|---|------------------------------------|-------------------------|-----------------------|---------------------------|---------------------------|
| Occupancy Rates for 2014 | | | | | |
| Month | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue | Average Daily Rate |
| January | 4,898 | 1,563 | 31.91% | \$125,999.20 | \$80.61 |
| February | 4,424 | 1,208 | 27.31% | \$89,868.42 | \$74.39 |
| March | 4,886 | 2,096 | 42.90% | \$167,518.74 | \$79.92 |
| April | 4,710 | 1,605 | 34.08% | \$130,761.81 | \$81.47 |
| May | 5,531 | 1,614 | 29.18% | \$145,761.52 | \$90.31 |
| June | 6,090 | 2,644 | 43.42% | \$253,703.75 | \$95.95 |
| July | 6,417 | 4,173 | 65.03% | \$436,595.49 | \$104.62 |
| August | 6,076 | 3,925 | 64.60% | \$426,204.26 | \$108.59 |
| September | 5,688 | 2,645 | 46.50% | \$256,053.67 | \$96.81 |
| October | 5,073 | 1,725 | 34.00% | \$149,775.04 | \$86.83 |
| November | 4,830 | 1,450 | 30.02% | \$124,748.63 | \$86.03 |
| December | 4,521 | 940 | 20.79% | \$81,001.59 | \$86.17 |
| OVERALL | 63,144 | 25,588 | 40.52% | \$2,387,992.12 | \$93.32 |

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 2014 is based on information received and entered into TDMS as of September 17, 2015

| Province of Newfoundland and Labrador - Economic Zone 11 | | | | | |
|---|------------------------------------|-------------------------|-----------------------|---------------------------|---------------------------|
| Occupancy Rates for 2014 | | | | | |
| Month | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue | Average Daily Rate |
| January | 3,836 | 431 | 11.24% | \$39,647.93 | \$91.99 |
| February | 3,724 | 836 | 22.45% | \$78,262.41 | \$93.62 |
| March | 4,088 | 978 | 23.92% | \$89,471.57 | \$91.48 |
| April | 4,052 | 958 | 23.64% | \$86,189.50 | \$89.97 |
| May | 4,750 | 926 | 19.49% | \$81,415.52 | \$87.92 |
| June | 4,683 | 1,548 | 33.06% | \$153,127.04 | \$98.92 |
| July | 4,867 | 2,305 | 47.36% | \$249,971.55 | \$108.45 |
| August | 5,184 | 2,618 | 50.50% | \$283,919.33 | \$108.45 |
| September | 4,968 | 1,599 | 32.19% | \$160,206.39 | \$100.19 |
| October | 4,756 | 1,251 | 26.30% | \$117,189.26 | \$93.68 |
| November | 4,320 | 985 | 22.80% | \$86,166.80 | \$87.48 |
| December | 4,165 | 894 | 21.46% | \$85,091.19 | \$95.18 |
| OVERALL | 53,393 | 15,329 | 28.71% | \$1,510,658.49 | \$98.55 |

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 2014 is based on information received and entered into TDMS as of September 17, 2015

| Province of Newfoundland and Labrador - Economic Zone 12 | | | | | |
|---|------------------------------------|-------------------------|-----------------------|---------------------------|---------------------------|
| Occupancy Rates for 2014 | | | | | |
| Month | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue | Average Daily Rate |
| January | 7,529 | 2,198 | 29.19% | \$244,219.23 | \$111.11 |
| February | 6,832 | 2,575 | 37.69% | \$285,299.16 | \$110.80 |
| March | 7,564 | 2,663 | 35.21% | \$292,810.90 | \$109.96 |
| April | 7,466 | 2,679 | 35.88% | \$290,589.54 | \$108.47 |
| May | 7,509 | 2,733 | 36.40% | \$301,669.33 | \$110.38 |
| June | 7,590 | 3,310 | 43.61% | \$366,795.79 | \$110.81 |
| July | 7,967 | 5,239 | 65.76% | \$596,724.53 | \$113.90 |
| August | 7,874 | 4,970 | 63.12% | \$582,020.99 | \$117.11 |
| September | 7,590 | 3,576 | 47.11% | \$401,680.77 | \$112.33 |
| October | 7,843 | 3,382 | 43.12% | \$380,063.50 | \$112.38 |
| November | 7,570 | 3,010 | 39.76% | \$331,277.47 | \$110.06 |
| December | 7,680 | 2,043 | 26.60% | \$221,682.55 | \$108.51 |
| OVERALL | 91,014 | 38,378 | 42.17% | \$4,294,833.76 | \$111.91 |

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 2014 is based on information received and entered into TDMS as of September 17, 2015

| Province of Newfoundland and Labrador - Economic Zone 13 | | | | | |
|---|------------------------------------|-------------------------|-----------------------|---------------------------|---------------------------|
| Occupancy Rates for 2014 | | | | | |
| Month | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue | Average Daily Rate |
| January | 2,495 | 707 | 28.34% | \$72,279.58 | \$102.23 |
| February | 2,324 | 439 | 18.89% | \$45,986.28 | \$104.75 |
| March | 2,495 | 375 | 15.03% | \$37,882.97 | \$101.02 |
| April | 2,370 | 503 | 21.22% | \$51,401.69 | \$102.19 |
| May | 2,635 | 916 | 34.76% | \$92,424.21 | \$100.90 |
| June | 2,550 | 1,000 | 39.22% | \$102,184.41 | \$102.18 |
| July | 2,635 | 1,402 | 53.21% | \$146,639.07 | \$104.59 |
| August | 2,635 | 983 | 37.31% | \$102,437.36 | \$104.21 |
| September | 2,550 | 1,140 | 44.71% | \$115,560.64 | \$101.37 |
| October | 2,449 | 994 | 40.59% | \$105,645.92 | \$106.28 |
| November | 2,370 | 977 | 41.22% | \$101,848.14 | \$104.25 |
| December | 2,231 | 608 | 27.25% | \$71,569.74 | \$117.71 |
| OVERALL | 29,739 | 10,044 | 33.77% | \$1,045,860.01 | \$104.13 |

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 2014 is based on information received and entered into TDMS as of September 17, 2015

| Province of Newfoundland and Labrador - Economic Zone 14 | | | | | |
|---|------------------------------------|-------------------------|-----------------------|---------------------------|---------------------------|
| Occupancy Rates for 2014 | | | | | |
| Month | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue | Average Daily Rate |
| January | 20,050 | 4,638 | 23.13% | \$499,387.13 | \$107.67 |
| February | 18,145 | 6,109 | 33.67% | \$672,474.31 | \$110.08 |
| March | 20,707 | 6,820 | 32.94% | \$740,772.08 | \$108.62 |
| April | 20,952 | 7,313 | 34.90% | \$828,331.09 | \$113.27 |
| May | 23,734 | 8,594 | 36.21% | \$1,063,814.89 | \$123.79 |
| June | 26,189 | 12,611 | 48.15% | \$1,719,291.16 | \$136.33 |
| July | 29,703 | 18,920 | 63.70% | \$2,710,661.77 | \$143.27 |
| August | 29,319 | 21,095 | 71.95% | \$3,029,596.43 | \$143.62 |
| September | 25,996 | 11,798 | 45.38% | \$1,591,263.09 | \$134.88 |
| October | 22,618 | 7,670 | 33.91% | \$980,738.19 | \$127.87 |
| November | 19,333 | 5,891 | 30.47% | \$683,452.06 | \$116.02 |
| December | 18,874 | 4,967 | 26.32% | \$537,290.28 | \$108.17 |
| OVERALL | 275,620 | 116,426 | 42.24% | \$15,057,072.48 | \$129.33 |

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 2014 is based on information received and entered into TDMS as of September 17, 2015

| Province of Newfoundland and Labrador - Economic Zone 15 | | | | | |
|---|------------------------------------|-------------------------|-----------------------|---------------------------|---------------------------|
| Occupancy Rates for 2014 | | | | | |
| Month | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue | Average Daily Rate |
| January | 14,205 | 3,640 | 25.62% | \$338,519.16 | \$93.00 |
| February | 12,786 | 4,555 | 35.62% | \$411,453.14 | \$90.33 |
| March | 14,750 | 6,085 | 41.25% | \$518,645.32 | \$85.23 |
| April | 14,355 | 5,521 | 38.46% | \$452,050.42 | \$81.88 |
| May | 19,773 | 6,028 | 30.49% | \$676,970.77 | \$112.30 |
| June | 21,402 | 10,218 | 47.74% | \$1,267,460.58 | \$124.04 |
| July | 22,203 | 14,247 | 64.17% | \$1,829,159.75 | \$128.39 |
| August | 22,250 | 16,173 | 72.69% | \$2,112,786.12 | \$130.64 |
| September | 21,187 | 11,744 | 55.43% | \$1,415,198.49 | \$120.50 |
| October | 18,613 | 7,549 | 40.56% | \$827,021.24 | \$109.55 |
| November | 14,360 | 5,860 | 40.81% | \$513,350.53 | \$87.60 |
| December | 12,903 | 3,768 | 29.20% | \$320,429.59 | \$85.04 |
| OVERALL | 208,787 | 95,388 | 45.69% | \$10,683,045.11 | \$112.00 |

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 2014 is based on information received and entered into TDMS as of September 17, 2015

| Province of Newfoundland and Labrador - Economic Zone 16 | | | | | |
|---|------------------------------------|-------------------------|-----------------------|---------------------------|---------------------------|
| Occupancy Rates for 2014 | | | | | |
| Month | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue | Average Daily Rate |
| January | 6,020 | 1,296 | 21.53% | \$137,899.58 | \$106.40 |
| February | 5,276 | 1,289 | 24.43% | \$138,324.13 | \$107.31 |
| March | 5,574 | 1,800 | 32.29% | \$191,812.61 | \$106.56 |
| April | 5,560 | 2,063 | 37.10% | \$221,412.53 | \$107.33 |
| May | 5,976 | 1,841 | 30.81% | \$199,358.58 | \$108.29 |
| June | 6,916 | 2,734 | 39.53% | \$311,536.08 | \$113.95 |
| July | 6,879 | 4,177 | 60.72% | \$476,292.10 | \$114.03 |
| August | 7,208 | 3,970 | 55.08% | \$468,440.79 | \$118.00 |
| September | 6,844 | 2,671 | 39.03% | \$312,349.42 | \$116.94 |
| October | 6,820 | 2,295 | 33.65% | \$272,681.95 | \$118.82 |
| November | 6,450 | 2,073 | 32.14% | \$250,986.14 | \$121.07 |
| December | 6,105 | 1,550 | 25.39% | \$181,941.25 | \$117.38 |
| OVERALL | 75,628 | 27,759 | 36.70% | \$3,163,035.16 | \$113.95 |

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 2014 is based on information received and entered into TDMS as of September 17, 2015

| Province of Newfoundland and Labrador - Economic Zone 17 | | | | | |
|---|------------------------------------|-------------------------|-----------------------|---------------------------|---------------------------|
| Occupancy Rates for 2014 | | | | | |
| Month | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue | Average Daily Rate |
| January | 5,388 | 1,450 | 26.91% | \$144,977.23 | \$99.98 |
| February | 5,268 | 1,261 | 23.94% | \$128,302.35 | \$101.75 |
| March | 5,718 | 1,369 | 23.94% | \$126,524.79 | \$92.42 |
| April | 6,232 | 1,918 | 30.78% | \$175,065.46 | \$91.28 |
| May | 7,483 | 2,200 | 29.40% | \$221,415.45 | \$100.64 |
| June | 7,784 | 2,941 | 37.78% | \$315,289.03 | \$107.20 |
| July | 8,406 | 4,581 | 54.50% | \$544,252.77 | \$118.81 |
| August | 8,266 | 4,837 | 58.52% | \$593,347.07 | \$122.67 |
| September | 8,730 | 3,144 | 36.01% | \$342,504.47 | \$108.94 |
| October | 7,227 | 2,482 | 34.34% | \$244,742.70 | \$98.61 |
| November | 6,066 | 2,070 | 34.12% | \$187,422.59 | \$90.54 |
| December | 5,544 | 1,392 | 25.11% | \$126,130.51 | \$90.61 |
| OVERALL | 82,112 | 29,645 | 36.10% | \$3,149,974.42 | \$106.26 |

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 2014 is based on information received and entered into TDMS as of September 17, 2015

| Province of Newfoundland and Labrador - Economic Zone 18 | | | | | |
|---|-----------------------------|------------------|----------------|-----------------------|--------------------|
| Occupancy Rates for 2014 | | | | | |
| Month | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue | Average Daily Rate |
| January | 3,893 | 375 | 9.63% | \$35,968.06 | \$95.91 |
| February | 3,612 | 390 | 10.80% | \$43,550.07 | \$111.67 |
| March | 3,875 | 516 | 13.32% | \$52,516.92 | \$101.78 |
| April | 3,870 | 580 | 14.99% | \$60,403.74 | \$104.14 |
| May | 5,039 | 790 | 15.68% | \$101,637.70 | \$128.66 |
| June | 5,301 | 1,421 | 26.81% | \$183,470.59 | \$129.11 |
| July | 5,580 | 2,281 | 40.88% | \$325,025.90 | \$142.49 |
| August | 5,580 | 2,478 | 44.41% | \$369,554.90 | \$149.13 |
| September | 5,405 | 1,468 | 27.16% | \$206,230.49 | \$140.48 |
| October | 4,998 | 1,053 | 21.07% | \$135,871.93 | \$129.03 |
| November | 3,930 | 495 | 12.60% | \$56,565.00 | \$114.27 |
| December | 3,756 | 509 | 13.55% | \$56,523.53 | \$111.05 |
| OVERALL | 54,839 | 12,356 | 22.53% | \$1,627,318.83 | \$131.70 |

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 2014 is based on information received and entered into TDMS as of September 17, 2015

| Province of Newfoundland and Labrador - Economic Zone 19 | | | | | |
|---|------------------------------------|-------------------------|-----------------------|---------------------------|---------------------------|
| Occupancy Rates for 2014 | | | | | |
| Month | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue | Average Daily Rate |
| January | 75,387 | 34,993 | 46.42% | \$4,436,863.95 | \$126.79 |
| February | 68,213 | 37,200 | 54.54% | \$4,815,369.52 | \$129.45 |
| March | 75,380 | 43,167 | 57.27% | \$5,695,299.28 | \$131.94 |
| April | 73,183 | 45,853 | 62.66% | \$6,138,264.42 | \$133.87 |
| May | 75,817 | 50,831 | 67.04% | \$7,411,756.52 | \$145.81 |
| June | 74,730 | 61,744 | 82.62% | \$10,117,060.00 | \$163.85 |
| July | 77,305 | 64,067 | 82.88% | \$10,150,463.98 | \$158.44 |
| August | 77,555 | 70,203 | 90.52% | \$11,409,165.38 | \$162.52 |
| September | 74,999 | 61,350 | 81.80% | \$9,694,303.21 | \$158.02 |
| October | 76,885 | 58,204 | 75.70% | \$8,824,884.62 | \$151.62 |
| November | 74,018 | 51,800 | 69.98% | \$7,295,661.91 | \$140.84 |
| December | 77,001 | 35,062 | 45.53% | \$4,646,424.50 | \$132.52 |
| OVERALL | 900,473 | 614,474 | 68.24% | \$90,635,517.29 | \$147.50 |

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 2014 is based on information received and entered into TDMS as of September 17, 2015.

| Province of Newfoundland and Labrador - Economic Zone 20 | | | | | |
|---|------------------------------------|-------------------------|-----------------------|---------------------------|---------------------------|
| Occupancy Rates for 2014 | | | | | |
| Month | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue | Average Daily Rate |
| January | 1,252 | 43 | 3.43% | \$4,976.63 | \$115.74 |
| February | 1,232 | 46 | 3.73% | \$5,943.25 | \$129.20 |
| March | 1,364 | 86 | 6.30% | \$10,780.50 | \$125.35 |
| April | 1,560 | 182 | 11.67% | \$21,749.55 | \$119.50 |
| May | 3,286 | 383 | 11.66% | \$46,357.95 | \$121.04 |
| June | 3,390 | 1,285 | 37.91% | \$165,595.51 | \$128.87 |
| July | 3,534 | 2,111 | 59.73% | \$266,369.34 | \$126.18 |
| August | 2,696 | 1,550 | 57.49% | \$187,471.12 | \$120.95 |
| September | 2,436 | 817 | 33.54% | \$96,906.79 | \$118.61 |
| October | 2,015 | 274 | 13.60% | \$31,262.60 | \$114.10 |
| November | 1,020 | 89 | 8.73% | \$8,409.54 | \$94.49 |
| December | 651 | 101 | 15.51% | \$7,785.75 | \$77.09 |
| OVERALL | 24,436 | 6,967 | 28.51% | \$853,608.53 | \$122.52 |

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 2014 is based on information received and entered into TDMS as of September 17, 2015