

Province of Newfoundland and Labrador

Occupancy Rates for 2003

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	175,031	45,001	25.71%	\$3,720,620.30	\$82.68
February	158,991	58,334	36.69%	\$4,982,564.72	\$85.41
March	176,637	64,844	36.71%	\$5,484,137.18	\$84.57
April	174,254	64,147	36.81%	\$5,433,508.79	\$84.70
May	197,429	79,778	40.41%	\$7,330,433.55	\$91.89
June	205,553	109,586	53.31%	\$10,118,051.51	\$92.33
July	216,567	150,963	69.71%	\$13,349,124.97	\$88.43
August	217,520	154,432	71.00%	\$13,787,607.94	\$89.28
September	207,810	115,109	55.39%	\$10,587,202.16	\$91.98
October	201,600	91,697	45.48%	\$8,294,935.05	\$90.46
November	181,333	71,772	39.58%	\$6,275,050.58	\$87.43
December	178,807	50,231	28.09%	\$4,339,937.47	\$86.40
OVERALL	2,291,532	1,055,894	46.08%	\$93,703,174.22	\$88.74

Province of Newfoundland and Labrador

Occupancy Rates for 2004

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	176,340	47,588	26.99%	\$4,158,736.25	\$87.39
February	167,395	61,242	36.59%	\$5,528,724.78	\$90.28
March	181,054	69,452	38.36%	\$6,025,352.56	\$86.76
April	176,878	60,398	34.15%	\$5,252,703.26	\$86.97
May	204,610	75,232	36.77%	\$7,012,905.89	\$93.22
June	215,782	117,446	54.43%	\$11,505,427.04	\$97.96
July	229,525	149,026	64.93%	\$13,863,913.93	\$93.03
August	232,096	149,929	64.60%	\$13,812,992.90	\$92.13
September	222,324	113,106	50.87%	\$10,679,073.85	\$94.42
October	212,297	86,131	40.57%	\$7,991,992.77	\$92.79
November	190,202	74,163	38.99%	\$6,712,589.60	\$90.51
December	185,473	47,317	25.51%	\$4,114,209.29	\$86.95
OVERALL	2,393,976	1,051,030	43.90%	\$96,658,622.12	\$91.97

Province of Newfoundland and Labrador

Occupancy Rates for 2005

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	188,228	47,615	25.30%	\$4,285,013.61	\$89.99
February	171,369	64,103	37.41%	\$6,033,984.27	\$94.13
March	191,685	75,355	39.31%	\$6,884,034.50	\$91.35
April	188,069	72,149	38.36%	\$6,672,986.31	\$92.49
May	214,598	85,236	39.72%	\$8,654,568.35	\$101.54
June	229,043	125,500	54.79%	\$13,344,763.74	\$106.33
July	241,125	160,253	66.46%	\$15,742,945.55	\$98.24
August	244,572	152,033	62.16%	\$14,657,283.20	\$96.41
September	234,487	112,319	47.90%	\$10,923,368.08	\$97.25
October	220,782	94,794	42.94%	\$9,109,383.91	\$96.10
November	196,028	74,079	37.79%	\$6,870,516.61	\$92.75
December	192,998	49,548	25.67%	\$4,421,165.94	\$89.23
OVERALL	2,512,984	1,112,984	44.29%	\$107,600,014.07	\$96.68

Province of Newfoundland and Labrador

Occupancy Rates for 2006

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	192,422	51,521	26.78%	\$4,697,996.97	\$91.19
February	173,601	58,576	33.74%	\$5,358,526.00	\$91.48
March	195,532	71,075	36.35%	\$6,595,570.06	\$92.80
April	195,637	69,000	35.27%	\$6,220,265.26	\$90.15
May	224,172	88,255	39.37%	\$8,802,434.03	\$99.74
June	234,710	121,693	51.85%	\$12,887,309.40	\$105.90
July	247,666	163,448	66.00%	\$16,698,458.21	\$102.16
August	248,471	166,087	66.84%	\$17,251,390.63	\$103.87
September	236,564	120,663	51.01%	\$12,166,862.02	\$100.83
October	224,111	94,315	42.08%	\$9,252,503.21	\$98.10
November	200,412	77,169	38.51%	\$7,177,987.29	\$93.02
December	197,827	53,448	27.02%	\$4,807,576.24	\$89.95
OVERALL	2,571,125	1,135,250	44.15%	\$111,916,879.32	\$98.58

Province of Newfoundland and Labrador

Occupancy Rates for 2007

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	198,597	54,492	27.44%	\$5,043,499.74	\$92.55

February	180,849	62,623	34.63%	\$5,888,149.66	\$94.03
March	203,500	74,958	36.83%	\$7,048,923.53	\$94.04
April	198,824	73,302	36.87%	\$7,046,639.78	\$96.13
May	224,848	94,559	42.05%	\$9,892,991.19	\$104.62
June	239,261	125,282	52.36%	\$13,322,361.59	\$106.34
July	254,022	169,089	66.56%	\$17,507,616.73	\$103.54
August	254,398	177,253	69.68%	\$18,550,166.83	\$104.65
September	240,115	134,598	56.06%	\$14,166,502.80	\$105.25
October	228,268	107,533	47.11%	\$11,039,569.88	\$102.66
November	205,536	84,720	41.22%	\$8,344,505.85	\$98.50
December	201,114	55,813	27.75%	\$5,227,897.66	\$93.67
OVERALL	2,629,332	1,214,222	46.18%	\$123,078,825.24	\$101.36

Province of Newfoundland and Labrador Occupancy Rates for 2008					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	200,323	58,089	29.00%	\$5,513,366.62	\$94.91
February	187,731	68,779	36.64%	\$6,798,183.40	\$98.84
March	202,777	79,722	39.32%	\$7,795,856.85	\$97.79
April	193,798	78,263	40.38%	\$7,691,205.25	\$98.27
May	221,699	97,790	44.11%	\$10,743,988.16	\$109.87
June	232,914	127,062	54.55%	\$14,352,704.89	\$112.96
July	246,250	158,952	64.55%	\$17,283,370.49	\$108.73
August	248,594	173,607	69.84%	\$19,071,781.17	\$109.86
September	233,365	133,110	57.04%	\$14,955,534.92	\$112.35
October	222,338	113,545	51.07%	\$12,383,917.69	\$109.07
November	194,816	86,451	44.38%	\$8,890,107.57	\$102.83
December	192,167	58,722	30.56%	\$5,719,703.99	\$97.40
OVERALL	2,576,772	1,234,092	47.89%	\$131,199,721.00	\$106.31

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 2008 is based on information received and entered into TDMS as of September 18, 2009.