

Province of Newfoundland and Labrador - All Types

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 - All Types

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 - All Types

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 - All Types

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 - All Types

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 - All Types
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.

Province of Newfoundland and Labrador - Hotels/Motels

Occupancy Rates for 2003

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	140,112	42,019	29.99%	\$3,479,332.62	\$82.80
February	127,208	53,704	42.22%	\$4,581,209.29	\$85.30
March	141,151	59,426	42.10%	\$5,025,024.60	\$84.56
April	137,668	59,339	43.10%	\$5,057,208.13	\$85.23
May	146,667	71,892	49.02%	\$6,726,722.08	\$93.57
June	144,011	87,792	60.96%	\$8,416,588.73	\$95.87
July	149,977	108,220	72.16%	\$9,969,289.52	\$92.12
August	150,752	111,099	73.70%	\$10,324,245.78	\$92.93
September	145,622	93,674	64.33%	\$8,906,473.64	\$95.08
October	148,618	81,706	54.98%	\$7,505,560.23	\$91.86
November	140,970	65,999	46.82%	\$5,829,543.05	\$88.33
December	141,011	46,603	33.05%	\$4,045,633.06	\$86.81
OVERALL	1,713,767	881,473	51.43%	\$79,866,830.73	\$90.61

Province of Newfoundland and Labrador - Hotels/Motels

Occupancy Rates for 2004

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	142,841	44,387	31.07%	\$3,884,758.08	\$87.52
February	135,171	56,052	41.47%	\$5,060,108.89	\$90.28
March	145,488	63,079	43.36%	\$5,458,830.33	\$86.54
April	141,086	55,581	39.40%	\$4,874,369.70	\$87.70
May	151,996	67,189	44.20%	\$6,377,596.42	\$94.92
June	151,599	95,275	62.85%	\$9,653,457.37	\$101.32
July	158,460	107,642	67.93%	\$10,343,467.42	\$96.09
August	159,743	108,727	68.06%	\$10,305,413.98	\$94.78
September	155,684	91,532	58.79%	\$8,893,054.39	\$97.16
October	158,220	75,396	47.65%	\$7,055,367.11	\$93.58
November	150,110	67,337	44.86%	\$6,146,785.96	\$91.28
December	147,377	42,806	29.05%	\$3,765,936.37	\$87.98
OVERALL	1,797,775	875,003	48.67%	\$81,819,146.02	\$93.51

Province of Newfoundland and Labrador - Hotels/Motels

Occupancy Rates for 2005

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	150,014	43,460	28.97%	\$3,958,071.63	\$91.07
February	135,610	57,879	42.68%	\$5,473,343.33	\$94.57
March	151,359	67,191	44.39%	\$6,157,228.98	\$91.64
April	147,063	66,046	44.91%	\$6,182,115.88	\$93.60
May	154,769	74,960	48.43%	\$7,749,923.51	\$103.39
June	158,078	101,439	64.17%	\$11,167,591.56	\$110.09
July	163,608	115,380	70.52%	\$11,674,609.53	\$101.18
August	166,452	108,191	65.00%	\$10,722,208.53	\$99.10
September	161,032	89,654	55.67%	\$8,941,181.94	\$99.73
October	163,340	82,616	50.58%	\$8,077,255.71	\$97.77
November	153,167	67,479	44.06%	\$6,337,128.89	\$93.91
December	152,164	44,382	29.17%	\$4,001,470.86	\$90.16
OVERALL	1,856,656	918,677	49.48%	\$90,442,130.35	\$98.45

Province of Newfoundland and Labrador - Hotels/Motels

Occupancy Rates for 2006

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	153,565	47,261	30.78%	\$4,344,226.50	\$91.92
February	138,180	52,677	38.12%	\$4,812,049.18	\$91.35
March	155,558	63,721	40.96%	\$5,913,497.68	\$92.80
April	154,079	62,462	40.54%	\$5,679,677.57	\$90.93
May	164,059	77,803	47.42%	\$7,903,721.80	\$101.59
June	161,244	98,042	60.80%	\$10,714,380.03	\$109.28
July	167,869	115,964	69.08%	\$12,224,749.76	\$105.42
August	168,136	119,114	70.84%	\$12,758,954.66	\$107.12
September	162,253	95,579	58.91%	\$9,932,114.79	\$103.92
October	166,065	83,093	50.04%	\$8,246,249.65	\$99.24
November	156,444	70,486	45.06%	\$6,620,539.57	\$93.93
December	155,394	48,518	31.22%	\$4,346,244.07	\$89.58
OVERALL	1,902,846	934,720	49.12%	\$93,496,405.26	\$100.03

Province of Newfoundland and Labrador - Hotels/Motels

Occupancy Rates for 2007

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	154,842	49,699	32.10%	\$4,661,833.09	\$93.80

February	140,728	55,849	39.69%	\$5,254,318.18	\$94.08
March	158,342	66,697	42.12%	\$6,277,372.75	\$94.12
April	153,251	66,623	43.47%	\$6,451,364.02	\$96.83
May	160,736	82,937	51.60%	\$8,819,254.35	\$106.34
June	160,273	99,949	62.36%	\$10,856,046.77	\$108.62
July	167,098	119,647	71.60%	\$12,541,582.88	\$104.82
August	167,245	126,569	75.68%	\$13,381,905.37	\$105.73
September	161,000	106,295	66.02%	\$11,379,943.11	\$107.06
October	163,980	94,280	57.49%	\$9,775,148.60	\$103.68
November	155,231	76,725	49.43%	\$7,636,154.11	\$99.53
December	154,297	49,716	32.22%	\$4,633,665.80	\$93.20
OVERALL	1,897,023	994,986	52.45%	\$101,668,589.03	\$102.18

**Province of Newfoundland and Labrador - Hotels/Motels
Occupancy Rates for 2008**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	155,074	52,575	33.90%	\$5,018,660.90	\$95.46
February	145,352	60,455	41.59%	\$5,894,802.91	\$97.51
March	155,595	69,579	44.72%	\$6,673,479.53	\$95.91
April	151,398	71,502	47.23%	\$7,090,734.54	\$99.17
May	161,969	86,563	53.44%	\$9,652,926.36	\$111.51
June	159,410	100,367	62.96%	\$11,616,417.28	\$115.74
July	166,629	113,440	68.08%	\$12,547,893.39	\$110.61
August	168,450	126,155	74.89%	\$13,975,551.41	\$110.78
September	161,890	107,369	66.32%	\$12,285,829.68	\$114.43
October	165,646	100,052	60.40%	\$11,065,923.63	\$110.60
November	152,158	78,258	51.43%	\$8,138,340.69	\$103.99
December	152,611	52,780	34.58%	\$5,193,779.83	\$98.40
OVERALL	1,896,182	1,019,095	53.74%	\$109,154,340.15	\$107.11

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.

Province of Newfoundland and Labrador - B & B/Inns

Occupancy Rates for 2003

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	18,711	1,423	7.61%	\$126,457.00	\$88.87
February	17,143	2,138	12.47%	\$179,412.24	\$83.92
March	19,318	2,479	12.83%	\$200,664.34	\$80.95
April	20,157	2,591	12.85%	\$216,661.52	\$83.62
May	28,313	4,162	14.70%	\$330,641.46	\$79.44
June	33,506	13,090	39.07%	\$1,031,702.32	\$78.82
July	37,173	22,633	60.89%	\$1,764,623.88	\$77.97
August	37,237	22,231	59.70%	\$1,770,878.02	\$79.66
September	34,548	13,183	38.16%	\$1,059,667.37	\$80.38
October	29,859	5,481	18.36%	\$452,748.00	\$82.60
November	21,522	2,932	13.62%	\$236,051.10	\$80.51
December	20,081	1,891	9.42%	\$168,550.03	\$89.13
OVERALL	317,568	94,234	29.67%	\$7,538,057.28	\$79.99

Province of Newfoundland and Labrador - B & B/Inns

Occupancy Rates for 2004

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	17,544	1,402	7.99%	\$124,956.58	\$89.13
February	17,401	2,177	12.51%	\$187,509.09	\$86.13
March	18,976	2,870	15.12%	\$229,822.45	\$80.08
April	19,454	2,640	13.57%	\$203,394.24	\$77.04
May	28,477	4,284	15.04%	\$345,505.21	\$80.65
June	36,168	14,254	39.41%	\$1,203,419.55	\$84.43
July	39,366	22,044	56.00%	\$1,852,521.62	\$84.04
August	40,160	21,222	52.84%	\$1,797,569.46	\$84.70
September	36,704	12,916	35.19%	\$1,088,688.40	\$84.29
October	29,801	5,289	17.75%	\$470,333.34	\$88.93
November	21,810	3,159	14.48%	\$262,084.51	\$82.96
December	20,535	2,500	12.17%	\$199,206.32	\$79.68
OVERALL	326,396	94,757	29.03%	\$7,965,010.77	\$84.06

Province of Newfoundland and Labrador - B & B/Inns

Occupancy Rates for 2005

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	20,999	2,355	11.21%	\$185,343.04	\$78.70
February	19,404	3,162	16.30%	\$284,016.95	\$89.82
March	21,975	3,955	18.00%	\$346,870.32	\$87.70
April	21,872	3,491	15.96%	\$292,890.50	\$83.90
May	33,023	6,259	18.95%	\$571,907.83	\$91.37
June	40,545	15,562	38.38%	\$1,441,091.23	\$92.60
July	44,709	25,161	56.28%	\$2,264,377.42	\$90.00
August	44,970	23,451	52.15%	\$2,063,370.99	\$87.99
September	42,206	13,946	33.04%	\$1,235,261.55	\$88.57
October	33,820	7,145	21.13%	\$627,895.69	\$87.88
November	23,846	3,637	15.25%	\$310,028.29	\$85.24
December	23,686	2,835	11.97%	\$262,539.06	\$92.61
OVERALL	371,055	110,959	29.90%	\$9,885,592.87	\$89.09

Province of Newfoundland and Labrador - B & B/Inns

Occupancy Rates for 2006

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	23,029	2,609	11.33%	\$230,571.19	\$88.38
February	21,002	3,122	14.87%	\$301,453.11	\$96.56
March	23,651	3,779	15.98%	\$350,390.72	\$92.72
April	24,319	3,915	16.10%	\$347,132.25	\$88.67
May	34,583	6,319	18.27%	\$574,789.58	\$90.96
June	43,062	15,472	35.93%	\$1,465,920.98	\$94.75
July	46,894	26,267	56.01%	\$2,473,632.73	\$94.17
August	46,750	26,050	55.72%	\$2,482,294.89	\$95.29
September	42,600	15,373	36.09%	\$1,420,860.06	\$92.43
October	32,678	6,423	19.66%	\$582,718.17	\$90.72
November	23,981	3,875	16.16%	\$339,137.57	\$87.52
December	22,794	2,934	12.87%	\$266,840.88	\$90.95
OVERALL	385,343	116,138	30.14%	\$10,835,742.13	\$93.30

Province of Newfoundland and Labrador - B & B/Inns

Occupancy Rates for 2007

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	24,002	2,721	11.34%	\$234,634.83	\$86.23

February	22,117	3,428	15.50%	\$317,931.06	\$92.75
March	25,138	4,172	16.60%	\$370,416.46	\$88.79
April	24,964	3,660	14.66%	\$333,030.09	\$90.99
May	35,272	7,153	20.28%	\$702,126.62	\$98.16
June	41,971	15,160	36.12%	\$1,465,739.45	\$96.68
July	46,636	26,339	56.48%	\$2,581,149.09	\$98.00
August	46,528	26,190	56.29%	\$2,586,382.11	\$98.75
September	42,299	17,051	40.31%	\$1,642,420.49	\$96.32
October	34,033	7,649	22.48%	\$713,231.69	\$93.25
November	25,123	4,488	17.86%	\$398,316.19	\$88.75
December	23,663	3,122	13.19%	\$277,077.95	\$88.75
OVERALL	391,746	121,133	30.92%	\$11,622,456.03	\$95.95

Province of Newfoundland and Labrador - B & B/Inns Occupancy Rates for 2008					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	22,385	2,577	11.51%	\$214,334.35	\$83.17
February	21,646	3,520	16.26%	\$311,678.52	\$88.55
March	23,660	3,897	16.47%	\$339,962.78	\$87.24
April	24,035	3,875	16.12%	\$346,911.18	\$89.53
May	33,319	6,411	19.24%	\$668,426.56	\$104.26
June	41,535	16,672	40.14%	\$1,753,026.91	\$105.15
July	44,592	24,540	55.03%	\$2,547,807.16	\$103.82
August	44,879	24,514	54.62%	\$2,648,003.74	\$108.02
September	40,953	16,398	40.04%	\$1,723,136.00	\$105.08
October	31,261	7,551	24.15%	\$747,159.09	\$98.95
November	22,503	4,339	19.28%	\$408,224.27	\$94.08
December	21,270	3,097	14.56%	\$293,780.11	\$94.86
OVERALL	372,038	117,391	31.55%	\$12,002,450.67	\$102.24

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.

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Province of Newfoundland and Labrador - Cottages/Cabins

Occupancy Rates for 2003

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	16,208	1,559	9.62%	\$114,830.68	\$73.66
February	14,640	2,492	17.02%	\$221,943.19	\$89.06
March	16,168	2,939	18.18%	\$258,448.24	\$87.94
April	16,429	2,217	13.49%	\$159,639.14	\$72.01
May	22,449	3,724	16.59%	\$273,070.01	\$73.33
June	28,036	8,704	31.05%	\$669,760.46	\$76.95
July	29,417	20,110	68.36%	\$1,615,211.57	\$80.32
August	29,531	21,102	71.46%	\$1,692,484.14	\$80.20
September	27,640	8,252	29.86%	\$621,061.15	\$75.26
October	23,123	4,510	19.50%	\$336,626.82	\$74.64
November	18,841	2,841	15.08%	\$209,456.43	\$73.73
December	17,715	1,737	9.81%	\$125,754.38	\$72.40
OVERALL	260,197	80,187	30.82%	\$6,298,286.21	\$78.54

Province of Newfoundland and Labrador - Cottages/Cabins

Occupancy Rates for 2004

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	15,955	1,799	11.28%	\$149,021.59	\$82.84
February	14,823	3,013	20.33%	\$281,106.80	\$93.30
March	16,590	3,503	21.12%	\$336,699.78	\$96.12
April	16,338	2,177	13.32%	\$174,939.32	\$80.36
May	24,137	3,759	15.57%	\$289,804.26	\$77.10
June	28,015	7,917	28.26%	\$648,550.12	\$81.92
July	31,699	19,340	61.01%	\$1,667,924.89	\$86.24
August	32,193	19,980	62.06%	\$1,710,009.46	\$85.59
September	29,936	8,658	28.92%	\$697,331.06	\$80.54
October	24,276	5,446	22.43%	\$466,292.32	\$85.62
November	18,282	3,667	20.06%	\$303,719.13	\$82.82
December	17,561	2,011	11.45%	\$149,066.60	\$74.13
OVERALL	269,805	81,270	30.12%	\$6,874,465.33	\$84.59

Province of Newfoundland and Labrador - Cottages/Cabins

Occupancy Rates for 2005

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	17,215	1,800	10.46%	\$141,598.94	\$78.67
February	16,355	3,062	18.72%	\$276,623.99	\$90.34
March	18,351	4,209	22.94%	\$379,935.20	\$90.27
April	19,134	2,612	13.65%	\$197,979.93	\$75.80
May	26,806	4,017	14.99%	\$332,737.01	\$82.83
June	30,420	8,499	27.94%	\$736,080.95	\$86.61
July	32,808	19,712	60.08%	\$1,803,958.60	\$91.52
August	33,150	20,391	61.51%	\$1,871,703.68	\$91.79
September	31,249	8,719	27.90%	\$746,924.59	\$85.67
October	23,622	5,033	21.31%	\$404,232.51	\$80.32
November	19,015	2,963	15.58%	\$223,359.43	\$75.38
December	17,148	2,331	13.59%	\$157,156.02	\$67.42
OVERALL	285,273	83,348	29.22%	\$7,272,290.85	\$87.25

Province of Newfoundland and Labrador - Cottages/Cabins

Occupancy Rates for 2006

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	15,828	1,651	10.43%	\$123,199.28	\$74.62
February	14,419	2,777	19.26%	\$245,023.71	\$88.23
March	16,323	3,575	21.90%	\$331,681.66	\$92.78
April	17,239	2,623	15.22%	\$193,455.44	\$73.75
May	25,530	4,133	16.19%	\$323,922.65	\$78.37
June	30,404	8,179	26.90%	\$707,008.39	\$86.44
July	32,903	21,217	64.48%	\$2,000,075.72	\$94.27
August	33,585	20,923	62.30%	\$2,010,141.08	\$96.07
September	31,711	9,711	30.62%	\$813,887.17	\$83.81
October	25,368	4,799	18.92%	\$423,535.39	\$88.25
November	19,987	2,808	14.05%	\$218,310.15	\$77.75
December	19,639	1,996	10.16%	\$194,491.29	\$97.44
OVERALL	282,936	84,392	29.83%	\$7,584,731.93	\$89.88

Province of Newfoundland and Labrador - Cottages/Cabins

Occupancy Rates for 2007

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	19,753	2,072	10.49%	\$147,031.82	\$70.96

February	18,004	3,346	18.58%	\$315,900.42	\$94.41
March	20,020	4,089	20.42%	\$401,134.32	\$98.10
April	20,609	3,019	14.65%	\$262,245.67	\$86.87
May	28,840	4,469	15.50%	\$371,610.22	\$83.15
June	37,017	10,173	27.48%	\$1,000,575.37	\$98.36
July	40,288	23,103	57.34%	\$2,384,884.76	\$103.23
August	40,625	24,494	60.29%	\$2,581,879.35	\$105.41
September	36,816	11,252	30.56%	\$1,144,139.20	\$101.68
October	30,255	5,604	18.52%	\$551,189.59	\$98.36
November	25,182	3,507	13.93%	\$310,035.55	\$88.40
December	23,154	2,975	12.85%	\$317,153.91	\$106.61
OVERALL	340,563	98,103	28.81%	\$9,787,780.18	\$99.77

Province of Newfoundland and Labrador - Cottages/Cabins					
Occupancy Rates for 2008					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	22,864	2,937	12.85%	\$280,371.37	\$95.46
February	20,733	4,804	23.17%	\$591,701.97	\$123.17
March	23,522	6,246	26.55%	\$782,414.54	\$125.27
April	18,365	2,886	15.71%	\$253,559.53	\$87.86
May	26,411	4,816	18.23%	\$422,635.24	\$87.76
June	31,969	10,023	31.35%	\$983,260.70	\$98.10
July	35,029	20,972	59.87%	\$2,187,669.94	\$104.31
August	35,265	22,938	65.04%	\$2,448,226.02	\$106.73
September	30,522	9,343	30.61%	\$946,569.24	\$101.31
October	25,431	5,942	23.37%	\$570,834.97	\$96.07
November	20,155	3,854	19.12%	\$343,542.61	\$89.14
December	18,286	2,845	15.56%	\$232,144.05	\$81.60
OVERALL	308,552	97,606	31.63%	\$10,042,930.18	\$102.89

Source: Accommodation Component of TDMS II

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