

**Province of Newfoundland and Labrador - All Regions  
Occupancy Rates for 2009**

| Month          | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue      | Average Daily Rate |
|----------------|-----------------------------|------------------|----------------|-------------------------|--------------------|
| January        | 198,176                     | 61,157           | 30.86%         | \$6,101,430.70          | \$99.77            |
| February       | 180,372                     | 69,856           | 38.73%         | \$7,069,984.23          | \$101.21           |
| March          | 200,980                     | 82,324           | 40.96%         | \$8,322,761.30          | \$101.10           |
| April          | 198,999                     | 80,444           | 40.42%         | \$8,109,828.30          | \$100.81           |
| May            | 228,955                     | 97,331           | 42.51%         | \$10,671,712.52         | \$109.64           |
| June           | 237,387                     | 130,077          | 54.80%         | \$14,956,234.12         | \$114.98           |
| July           | 250,363                     | 165,703          | 66.19%         | \$18,291,424.29         | \$110.39           |
| August         | 250,829                     | 173,750          | 69.27%         | \$19,591,496.35         | \$112.76           |
| September      | 236,885                     | 138,820          | 58.60%         | \$15,927,543.15         | \$114.74           |
| October        | 225,472                     | 107,556          | 47.70%         | \$11,629,289.30         | \$108.12           |
| November       | 200,505                     | 86,718           | 43.25%         | \$8,908,332.00          | \$102.73           |
| December       | 197,781                     | 62,941           | 31.82%         | \$6,270,372.41          | \$99.62            |
| <b>OVERALL</b> | <b>2,606,704</b>            | <b>1,256,677</b> | <b>48.21%</b>  | <b>\$135,850,408.67</b> | <b>\$108.10</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 2009 is based on information received and entered into TDMS as of April 26, 2010

**Province of Newfoundland and Labrador - Avalon Region  
Occupancy Rates for 2009**

| Month          | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue     | Average Daily Rate |
|----------------|-----------------------------|------------------|----------------|------------------------|--------------------|
| January        | 84,478                      | 32,593           | 38.58%         | \$3,410,521.50         | \$104.64           |
| February       | 76,225                      | 34,218           | 44.89%         | \$3,615,053.44         | \$105.65           |
| March          | 84,461                      | 40,739           | 48.23%         | \$4,324,106.07         | \$106.14           |
| April          | 83,127                      | 41,173           | 49.53%         | \$4,436,069.61         | \$107.74           |
| May            | 90,487                      | 53,412           | 59.03%         | \$6,539,809.15         | \$122.44           |
| June           | 89,701                      | 65,962           | 73.54%         | \$8,647,514.83         | \$131.10           |
| July           | 93,377                      | 67,006           | 71.76%         | \$8,166,863.05         | \$121.88           |
| August         | 92,875                      | 71,152           | 76.61%         | \$9,072,245.02         | \$127.51           |
| September      | 89,437                      | 65,267           | 72.98%         | \$8,634,250.14         | \$132.29           |
| October        | 88,987                      | 53,707           | 60.35%         | \$6,493,442.49         | \$120.90           |
| November       | 82,636                      | 45,760           | 55.38%         | \$5,053,822.13         | \$110.44           |
| December       | 83,768                      | 34,818           | 41.56%         | \$3,657,164.09         | \$105.04           |
| <b>OVERALL</b> | <b>1,039,559</b>            | <b>605,807</b>   | <b>58.28%</b>  | <b>\$72,050,861.52</b> | <b>\$118.93</b>    |

Source: Accommodation Component of TDMS II

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**Province of Newfoundland and Labrador - Eastern Region  
Occupancy Rates for 2009**

| Month          | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue     | Average Daily Rate |
|----------------|-----------------------------|------------------|----------------|------------------------|--------------------|
| January        | 15,435                      | 3,339            | 21.63%         | \$336,229.90           | \$100.70           |
| February       | 13,751                      | 4,779            | 34.75%         | \$472,638.79           | \$98.90            |
| March          | 15,167                      | 5,437            | 35.85%         | \$536,163.83           | \$98.61            |
| April          | 15,200                      | 6,902            | 45.41%         | \$673,530.70           | \$97.58            |
| May            | 21,854                      | 7,928            | 36.28%         | \$769,417.73           | \$97.05            |
| June           | 23,292                      | 10,355           | 44.46%         | \$1,104,163.13         | \$106.63           |
| July           | 25,022                      | 15,899           | 63.54%         | \$1,734,361.94         | \$109.09           |
| August         | 25,233                      | 17,032           | 67.50%         | \$1,857,054.51         | \$109.03           |
| September      | 23,654                      | 12,146           | 51.35%         | \$1,283,268.11         | \$105.65           |
| October        | 21,287                      | 7,317            | 34.37%         | \$734,017.88           | \$100.32           |
| November       | 15,531                      | 5,049            | 32.51%         | \$511,274.47           | \$101.26           |
| December       | 14,693                      | 3,520            | 23.96%         | \$368,830.38           | \$104.78           |
| <b>OVERALL</b> | <b>230,119</b>              | <b>99,703</b>    | <b>43.33%</b>  | <b>\$10,380,951.37</b> | <b>\$104.12</b>    |

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**Province of Newfoundland and Labrador - Central Region  
Occupancy Rates for 2009**

| Month          | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue     | Average Daily Rate |
|----------------|-----------------------------|------------------|----------------|------------------------|--------------------|
| January        | 34,255                      | 8,517            | 24.86%         | \$811,264.53           | \$95.25            |
| February       | 31,811                      | 9,625            | 30.26%         | \$896,206.27           | \$93.11            |
| March          | 36,105                      | 12,015           | 33.28%         | \$1,097,937.95         | \$91.38            |
| April          | 35,681                      | 12,079           | 33.85%         | \$1,078,777.44         | \$89.31            |
| May            | 41,749                      | 13,918           | 33.34%         | \$1,283,084.86         | \$92.19            |
| June           | 44,374                      | 17,954           | 40.46%         | \$1,686,516.26         | \$93.94            |
| July           | 48,038                      | 28,137           | 58.57%         | \$2,748,166.15         | \$97.67            |
| August         | 47,765                      | 28,427           | 59.51%         | \$2,760,261.14         | \$97.10            |
| September      | 44,275                      | 20,943           | 47.30%         | \$1,968,837.85         | \$94.01            |
| October        | 40,303                      | 15,198           | 37.71%         | \$1,419,198.67         | \$93.38            |
| November       | 35,767                      | 11,114           | 31.07%         | \$1,039,657.15         | \$93.54            |
| December       | 34,758                      | 6,833            | 19.66%         | \$613,089.55           | \$89.72            |
| <b>OVERALL</b> | <b>474,881</b>              | <b>184,760</b>   | <b>38.91%</b>  | <b>\$17,402,997.82</b> | <b>\$94.19</b>     |

Source: Accommodation Component of TDMS II

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**Province of Newfoundland and Labrador - Western Region  
Occupancy Rates for 2009**

| Month          | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue     | Average Daily Rate |
|----------------|-----------------------------|------------------|----------------|------------------------|--------------------|
| January        | 45,743                      | 11,256           | 24.61%         | \$1,008,597.09         | \$89.61            |
| February       | 41,961                      | 15,391           | 36.68%         | \$1,494,448.79         | \$97.10            |
| March          | 46,864                      | 16,876           | 36.01%         | \$1,615,784.95         | \$95.74            |
| April          | 47,521                      | 15,050           | 31.67%         | \$1,391,727.40         | \$92.47            |
| May            | 55,974                      | 15,353           | 27.43%         | \$1,408,569.51         | \$91.75            |
| June           | 60,952                      | 26,584           | 43.61%         | \$2,621,536.85         | \$98.61            |
| July           | 63,824                      | 44,319           | 69.44%         | \$4,643,123.95         | \$104.77           |
| August         | 64,744                      | 45,703           | 70.59%         | \$4,788,208.93         | \$104.77           |
| September      | 60,373                      | 29,321           | 48.57%         | \$2,960,502.59         | \$100.97           |
| October        | 56,214                      | 20,245           | 36.01%         | \$1,887,735.61         | \$93.24            |
| November       | 48,726                      | 15,331           | 31.46%         | \$1,384,715.63         | \$90.32            |
| December       | 46,206                      | 10,471           | 22.66%         | \$928,722.65           | \$88.69            |
| <b>OVERALL</b> | <b>639,102</b>              | <b>265,900</b>   | <b>41.61%</b>  | <b>\$26,133,673.95</b> | <b>\$98.28</b>     |

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| <b>Province of Newfoundland and Labrador - Labrador Region</b> |                                    |                         |                       |                           |                           |
|--|------------------------------------|-------------------------|-----------------------|---------------------------|---------------------------|
| <b>Occupancy Rates for 2009</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  | 18,265                             | 5,452                   | 29.85%                | \$534,817.68              | \$98.10                   |
| February   | 16,624                             | 5,843                   | 35.15%                | \$591,636.94              | \$101.26                  |
| March  | 18,383                             | 7,257                   | 39.48%                | \$748,768.50              | \$103.18                  |
| April  | 17,470                             | 5,240                   | 29.99%                | \$529,723.15              | \$101.09                  |
| May  | 18,891                             | 6,720                   | 35.57%                | \$670,831.27              | \$99.83                   |
| June   | 19,068                             | 9,222                   | 48.36%                | \$896,503.05              | \$97.21                   |
| July   | 20,102                             | 10,342                  | 51.45%                | \$998,909.20              | \$96.59                   |
| August   | 20,212                             | 11,436                  | 56.58%                | \$1,113,726.75            | \$97.39                   |
| September  | 19,146                             | 11,143                  | 58.20%                | \$1,080,684.46            | \$96.98                   |
| October  | 18,681                             | 11,089                  | 59.36%                | \$1,094,894.65            | \$98.74                   |
| November   | 17,845                             | 9,464                   | 53.03%                | \$918,862.62              | \$97.09                   |
| December   | 18,356                             | 7,299                   | 39.76%                | \$702,565.74              | \$96.26                   |
| <b>OVERALL</b>   | <b>223,043</b>                     | <b>100,507</b>          | <b>45.06%</b>         | <b>\$9,881,924.01</b>     | <b>\$98.32</b>            |

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