

**Province of Newfoundland and Labrador - All Types
Occupancy Rates for 2010**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	202,054	67,439	33.38%	\$6,772,189.18	\$100.42
February	182,970	72,034	39.37%	\$7,525,251.67	\$104.47
March	205,369	86,566	42.15%	\$8,909,741.88	\$102.92
April	201,985	88,897	44.01%	\$9,472,857.68	\$106.56
May	231,809	101,731	43.89%	\$11,432,463.75	\$112.38
June	240,452	136,983	56.97%	\$16,446,682.84	\$120.06
July	253,480	181,618	71.65%	\$21,332,548.83	\$117.46
August	252,181	177,958	70.57%	\$20,434,652.58	\$114.83
September	236,983	136,950	57.79%	\$15,589,874.16	\$113.84
October	226,287	114,941	50.79%	\$12,927,369.71	\$112.47
November	204,492	94,726	46.32%	\$10,130,239.76	\$106.94
December	198,728	64,865	32.64%	\$6,676,063.17	\$102.92
OVERALL	2,636,790	1,324,708	50.24%	\$147,649,935.21	\$111.46

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 2010 is based on information received and entered into TDMS as of April 11, 2011

**Province of Newfoundland and Labrador - Hotels and Motels
Occupancy Rates for 2010**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	159,764	61,876	38.73%	\$6,273,812.48	\$101.39
February	143,682	64,604	44.96%	\$6,675,753.70	\$103.33
March	161,242	78,042	48.40%	\$7,951,641.42	\$101.89
April	157,066	80,786	51.43%	\$8,641,598.63	\$106.97
May	166,341	89,128	53.58%	\$10,099,364.08	\$113.31
June	162,606	108,416	66.67%	\$13,217,102.44	\$121.91
July	168,665	129,991	77.07%	\$15,337,546.18	\$117.99
August	168,192	127,432	75.77%	\$14,537,084.47	\$114.08
September	162,327	108,229	66.67%	\$12,374,704.53	\$114.34
October	166,702	100,717	60.42%	\$11,459,835.84	\$113.78
November	158,271	86,535	54.68%	\$9,338,480.51	\$107.92
December	157,584	59,172	37.55%	\$6,100,717.40	\$103.10
OVERALL	1,932,442	1,094,928	56.66%	\$122,007,641.68	\$111.43

Source: Accommodation Component of TDMS II

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Province of Newfoundland and Labrador - B & B's and Inns					
Occupancy Rates for 2010					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	24,021	2,888	12.02%	\$269,647.93	\$93.37
February	22,412	3,439	15.34%	\$360,196.06	\$104.74
March	25,468	4,316	16.95%	\$439,029.40	\$101.72
April	25,202	4,551	18.06%	\$472,880.10	\$103.91
May	36,347	7,330	20.17%	\$808,768.94	\$110.34
June	42,576	17,903	42.05%	\$2,049,017.36	\$114.45
July	45,858	27,950	60.95%	\$3,210,290.76	\$114.86
August	45,654	26,828	58.76%	\$3,078,299.31	\$114.74
September	41,203	16,631	40.36%	\$1,883,530.57	\$113.25
October	31,903	7,668	24.04%	\$827,691.80	\$107.94
November	23,797	4,317	18.14%	\$442,510.35	\$102.50
December	20,508	3,090	15.07%	\$336,483.72	\$108.89
OVERALL	384,949	126,911	32.97%	\$14,178,346.30	\$111.72

Source: Accommodation Component of TDMS II

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**Province of Newfoundland and Labrador - Cottages and Cabins
Occupancy Rates for 2010**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	18,269	2,675	14.64%	\$228,728.77	\$85.51
February	16,876	3,991	23.65%	\$489,301.91	\$122.60
March	18,659	4,208	22.55%	\$519,071.06	\$123.35
April	19,717	3,560	18.06%	\$358,378.95	\$100.67
May	29,121	5,273	18.11%	\$524,330.73	\$99.44
June	35,270	10,664	30.24%	\$1,180,563.04	\$110.71
July	38,957	23,677	60.78%	\$2,784,711.89	\$117.61
August	38,335	23,698	61.82%	\$2,819,268.80	\$118.97
September	33,453	12,090	36.14%	\$1,331,639.06	\$110.14
October	27,682	6,556	23.68%	\$639,842.07	\$97.60
November	22,424	3,874	17.28%	\$349,248.90	\$90.15
December	20,636	2,603	12.61%	\$238,862.05	\$91.76
OVERALL	319,399	102,869	32.21%	\$11,463,947.23	\$111.44

Source: Accommodation Component of TDMS II

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