

**Province of Newfoundland and Labrador - All Regions
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 - Avalon Region
Occupancy Rates for 2010**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	85,532	36,336	42.48%	\$3,879,349.59	\$106.76
February	77,393	37,311	48.21%	\$4,118,367.08	\$110.38
March	85,838	41,596	48.46%	\$4,545,062.99	\$109.27
April	83,729	49,038	58.57%	\$5,699,301.13	\$116.22
May	91,847	53,998	58.79%	\$6,835,261.68	\$126.58
June	90,394	66,814	73.91%	\$9,232,553.92	\$138.18
July	93,915	76,608	81.57%	\$10,141,070.21	\$132.38
August	93,805	71,842	76.59%	\$8,913,329.61	\$124.07
September	89,868	62,387	69.42%	\$7,885,663.01	\$126.40
October	89,457	58,353	65.23%	\$7,363,781.98	\$126.19
November	83,485	49,234	58.97%	\$5,695,892.27	\$115.69
December	85,031	36,279	42.67%	\$3,940,602.41	\$108.62
OVERALL	1,050,294	639,796	60.92%	\$78,250,235.88	\$122.30

Source: Accommodation Component of TDMS II

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**Province of Newfoundland and Labrador - Eastern Region
Occupancy Rates for 2010**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	15,496	3,226	20.82%	\$295,315.01	\$91.54
February	13,776	3,516	25.52%	\$324,730.96	\$92.36
March	15,779	5,034	31.90%	\$461,722.00	\$91.72
April	15,630	4,870	31.16%	\$443,170.04	\$91.00
May	22,232	6,897	31.02%	\$674,802.71	\$97.84
June	24,437	11,705	47.90%	\$1,215,850.84	\$103.87
July	25,734	17,193	66.81%	\$1,829,083.49	\$106.39
August	25,679	17,709	68.96%	\$1,903,812.62	\$107.51
September	23,696	11,656	49.19%	\$1,222,799.37	\$104.91
October	21,500	9,508	44.22%	\$921,399.91	\$96.91
November	17,621	6,919	39.27%	\$662,750.07	\$95.79
December	15,545	4,062	26.13%	\$380,102.70	\$93.58
OVERALL	237,125	102,295	43.14%	\$10,335,539.72	\$101.04

Source: Accommodation Component of TDMS II

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**Province of Newfoundland and Labrador - Central Region
Occupancy Rates for 2010**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	35,452	9,177	25.89%	\$850,405.30	\$92.67
February	32,926	8,895	27.02%	\$860,170.41	\$96.70
March	37,092	13,678	36.88%	\$1,286,661.18	\$94.07
April	36,339	12,607	34.69%	\$1,181,547.78	\$93.72
May	41,045	13,812	33.65%	\$1,318,475.46	\$95.46
June	43,898	18,653	42.49%	\$1,793,910.49	\$96.17
July	47,566	28,240	59.37%	\$2,873,924.50	\$101.77
August	47,463	29,157	61.43%	\$2,994,879.90	\$102.72
September	43,861	19,754	45.04%	\$1,936,432.57	\$98.03
October	39,882	15,133	37.94%	\$1,442,820.07	\$95.34
November	35,279	12,062	34.19%	\$1,170,049.67	\$97.00
December	33,615	8,154	24.26%	\$772,059.72	\$94.68
OVERALL	474,418	189,322	39.91%	\$18,481,337.05	\$97.62

Source: Accommodation Component of TDMS II

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**Province of Newfoundland and Labrador - Western Region
Occupancy Rates for 2010**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	47,121	10,648	22.60%	\$967,609.77	\$90.87
February	42,187	13,845	32.82%	\$1,398,106.61	\$100.98
March	48,215	16,807	34.86%	\$1,704,214.37	\$101.40
April	48,372	14,545	30.07%	\$1,388,009.58	\$95.43
May	57,687	17,791	30.84%	\$1,723,920.62	\$96.90
June	62,697	28,613	45.64%	\$3,027,925.00	\$105.82
July	65,929	45,638	69.22%	\$5,070,129.34	\$111.09
August	65,177	45,241	69.41%	\$5,067,315.66	\$112.01
September	60,614	30,468	50.27%	\$3,233,764.36	\$106.14
October	56,564	20,736	36.66%	\$2,043,605.75	\$98.55
November	50,092	16,402	32.74%	\$1,561,542.52	\$95.20
December	47,137	10,308	21.87%	\$996,947.39	\$96.72
OVERALL	651,792	271,042	41.58%	\$28,183,090.97	\$103.98

Source: Accommodation Component of TDMS II

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**Province of Newfoundland and Labrador - Labrador Region
Occupancy Rates for 2010**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	18,453	8,052	43.64%	\$779,509.51	\$96.81
February	16,688	8,467	50.74%	\$823,876.61	\$97.30
March	18,445	9,451	51.24%	\$912,081.34	\$96.51
April	17,915	7,837	43.75%	\$760,829.15	\$97.08
May	18,998	9,233	48.60%	\$880,003.28	\$95.31
June	19,026	11,198	58.86%	\$1,176,442.59	\$105.06
July	20,336	13,939	68.54%	\$1,418,341.29	\$101.75
August	20,057	14,009	69.85%	\$1,555,314.79	\$111.02
September	18,944	12,685	66.96%	\$1,311,214.85	\$103.37
October	18,884	11,211	59.37%	\$1,155,762.00	\$103.09
November	18,015	10,109	56.11%	\$1,040,005.23	\$102.88
December	17,400	6,062	34.84%	\$586,350.95	\$96.73
OVERALL	223,161	122,253	54.78%	\$12,399,731.59	\$101.43

Source: Accommodation Component of TDMS II

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