

Economic Zone	Description of Area
Zone 1	Rigolet to Nain
Zone 2	Labrador West / Chuurchill Falls
Zone 3	Happy Valley/Goose Bay / North West River
Zone 4	Mary's Harbour to Cartwright
Zone 5	Labrador Straits (L'Anse au Clair to Red Bay)
Zone 6	Viking Trail, St. Anthony South West to Plum Point, East to Roddickton / Englee
Zone 7	Gros Morne Area, Viking Trail North to and including Plum Point
Zone 8	Deer Lake / Humber Area / Corner Brook
Zone 9	Stephenville / Port au Port / Burgeo
Zone 10	Port aux Basques / Doyles / Rose Blanche
Zone 11	Baie Verte / La Scie / Green Bay
Zone 12	Grand Falls - Windsor Area
Zone 13	Bay D'Espoir Area
Zone 14	Gander / Twillingate East to Terra Nova Area
Zone 15	Clarenville / Bonavista Peninsula Area
Zone 16	Burin Peninsula
Zone 17	North West Avalon
Zone 18	Argentia / Placentia Area
Zone 19	North East Avalon / St. John's
Zone 20	Southern Shore Area

**Province of Newfoundland and Labrador - All Economic Zones
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 - Economic Zone 1					
Occupancy Rates for 2010					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	1,612	464	28.78%	\$66,726.00	\$143.81
February	1,456	416	28.57%	\$57,905.00	\$139.19
March	1,612	523	32.44%	\$71,610.00	\$136.92
April	1,560	351	22.50%	\$48,974.00	\$139.53
May	1,612	411	25.50%	\$58,058.00	\$141.26
June	1,560	632	40.51%	\$87,217.00	\$138.00
July	1,984	861	43.40%	\$113,629.00	\$131.97
August	1,984	893	45.01%	\$131,939.00	\$147.75
September	1,920	1,020	53.13%	\$126,034.50	\$123.56
October	1,984	1,032	52.02%	\$128,477.00	\$124.49
November	1,920	849	44.22%	\$115,129.00	\$135.61
December	1,984	388	19.56%	\$47,792.41	\$123.18
OVERALL	21,188	7,840	37.00%	\$1,053,490.91	\$134.37

Source: Accommodation Component of TDMS II

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**Province of Newfoundland and Labrador - Economic Zone 2
Occupancy Rates for 2010**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	5,629	4,076	72.41%	\$344,047.97	\$84.41
February	5,124	4,081	79.64%	\$352,317.33	\$86.33
March	5,642	4,458	79.01%	\$350,700.15	\$78.67
April	5,435	3,710	68.26%	\$313,842.10	\$84.59
May	5,593	3,511	62.77%	\$277,574.00	\$79.06
June	5,490	3,759	68.47%	\$374,147.35	\$99.53
July	5,673	4,337	76.45%	\$380,962.30	\$87.84
August	5,673	4,748	83.69%	\$526,821.64	\$110.96
September	5,490	4,640	84.52%	\$436,271.85	\$94.02
October	5,673	4,325	76.24%	\$380,642.16	\$88.01
November	5,355	3,810	71.15%	\$337,476.22	\$88.58
December	5,510	2,861	51.92%	\$235,477.44	\$82.31
OVERALL	66,287	48,316	72.89%	\$4,310,280.51	\$89.21

Source: Accommodation Component of TDMS II

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

**Province of Newfoundland and Labrador - Economic Zone 3
Occupancy Rates for 2010**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	6,541	2,604	39.81%	\$301,380.00	\$115.74
February	5,880	3,013	51.24%	\$347,076.43	\$115.19
March	6,510	3,399	52.21%	\$406,120.15	\$119.48
April	6,300	2,703	42.90%	\$314,603.90	\$116.39
May	6,696	3,387	50.58%	\$394,860.05	\$116.58
June	6,510	3,893	59.80%	\$481,299.25	\$123.63
July	6,696	4,452	66.49%	\$550,204.58	\$123.59
August	6,634	4,630	69.79%	\$560,604.25	\$121.08
September	6,450	4,194	65.02%	\$500,002.85	\$119.22
October	6,665	3,749	56.25%	\$461,127.25	\$123.00
November	6,330	3,187	50.35%	\$384,757.25	\$120.73
December	5,783	2,036	35.21%	\$240,355.00	\$118.05
OVERALL	76,995	41,247	53.57%	\$4,942,390.96	\$119.82

Source: Accommodation Component of TDMS II

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Province of Newfoundland and Labrador - Economic Zone 4					
Occupancy Rates for 2010					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	1,478	231	15.63%	\$22,032.54	\$95.38
February	1,344	216	16.07%	\$20,334.85	\$94.14
March	1,488	279	18.75%	\$26,708.83	\$95.73
April	1,440	325	22.57%	\$30,483.66	\$93.80
May	1,488	678	45.56%	\$62,557.85	\$92.27
June	1,926	952	49.43%	\$82,890.14	\$87.07
July	2,325	1,533	65.94%	\$144,778.85	\$94.44
August	2,015	1,147	56.92%	\$121,615.20	\$106.03
September	1,464	725	49.52%	\$74,448.65	\$102.69
October	1,178	471	39.98%	\$46,348.95	\$98.41
November	1,140	772	67.72%	\$70,723.48	\$91.61
December	1,178	146	12.39%	\$14,182.20	\$97.14
OVERALL	18,464	7,475	40.48%	\$717,105.20	\$95.93

Source: Accommodation Component of TDMS II

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

**Province of Newfoundland and Labrador - Economic Zone 5
Occupancy Rates for 2010**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	3,193	677	21.20%	\$45,323.00	\$66.95
February	2,884	741	25.69%	\$46,243.00	\$62.41
March	3,193	792	24.80%	\$56,942.21	\$71.90
April	3,180	748	23.52%	\$52,925.49	\$70.76
May	3,609	1,246	34.52%	\$86,953.38	\$69.79
June	3,540	1,962	55.42%	\$150,888.85	\$76.91
July	3,658	2,756	75.34%	\$228,766.56	\$83.01
August	3,751	2,591	69.07%	\$214,334.70	\$82.72
September	3,620	2,106	58.18%	\$174,457.00	\$82.84
October	3,384	1,634	48.29%	\$139,166.64	\$85.17
November	3,270	1,491	45.60%	\$131,919.28	\$88.48
December	2,945	631	21.43%	\$48,543.90	\$76.93
OVERALL	40,227	17,375	43.19%	\$1,376,464.01	\$79.22

Source: Accommodation Component of TDMS II

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Province of Newfoundland and Labrador - Economic Zone 6					
Occupancy Rates for 2010					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	5,529	803	14.52%	\$58,669.76	\$73.06
February	4,956	783	15.80%	\$51,630.91	\$65.94
March	5,611	1,260	22.46%	\$89,096.36	\$70.71
April	4,620	1,094	23.68%	\$91,567.67	\$83.70
May	5,751	1,726	30.01%	\$148,714.27	\$86.16
June	7,120	3,867	54.31%	\$360,829.99	\$93.31
July	7,561	5,925	78.36%	\$601,190.10	\$101.47
August	7,440	5,565	74.80%	\$568,121.85	\$102.09
September	7,350	3,741	50.90%	\$367,720.84	\$98.29
October	6,107	2,096	34.32%	\$205,587.73	\$98.09
November	4,838	1,276	26.37%	\$116,879.91	\$91.60
December	3,623	787	21.72%	\$75,025.30	\$95.33
OVERALL	70,506	28,923	41.02%	\$2,735,034.69	\$94.56

Source: Accommodation Component of TDMS II

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

**Province of Newfoundland and Labrador - Economic Zone 7
Occupancy Rates for 2010**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	10,395	1,143	11.00%	\$92,143.33	\$80.62
February	9,638	1,505	15.62%	\$117,312.43	\$77.95
March	10,985	1,494	13.60%	\$159,356.43	\$106.66
April	12,818	1,709	13.33%	\$161,631.44	\$94.58
May	16,675	3,156	18.93%	\$319,202.21	\$101.14
June	19,346	8,033	41.52%	\$908,349.89	\$113.08
July	20,349	15,879	78.03%	\$1,887,707.68	\$118.88
August	20,433	15,189	74.34%	\$1,790,976.18	\$117.91
September	19,032	9,038	47.49%	\$1,043,053.71	\$115.41
October	16,217	3,627	22.37%	\$362,035.68	\$99.82
November	12,750	1,953	15.32%	\$185,010.45	\$94.73
December	11,685	1,179	10.09%	\$106,239.04	\$90.11
OVERALL	180,323	63,905	35.44%	\$7,133,018.47	\$111.62

Source: Accommodation Component of TDMS II

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Data for 2010 is based on information received and entered into TDMS as of April 12, 2011

**Province of Newfoundland and Labrador - Economic Zone 8
Occupancy Rates for 2010**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	20,701	6,498	31.39%	\$625,690.16	\$96.29
February	18,141	9,362	51.61%	\$1,038,404.15	\$110.92
March	21,173	10,867	51.32%	\$1,169,485.12	\$107.62
April	20,434	8,986	43.98%	\$887,972.96	\$98.82
May	22,702	9,781	43.08%	\$973,747.67	\$99.56
June	23,331	11,929	51.13%	\$1,314,529.72	\$110.20
July	24,764	15,595	62.97%	\$1,765,332.13	\$113.20
August	24,471	15,787	64.51%	\$1,832,585.73	\$116.08
September	22,218	11,872	53.43%	\$1,295,246.80	\$109.10
October	22,573	10,223	45.29%	\$1,022,980.39	\$100.07
November	21,750	9,273	42.63%	\$897,272.80	\$96.76
December	21,757	6,594	30.31%	\$647,767.48	\$98.24
OVERALL	264,015	126,767	48.02%	\$13,471,015.11	\$106.27

Source: Accommodation Component of TDMS II

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**Province of Newfoundland and Labrador - Economic Zone 9
Occupancy Rates for 2010**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	5,660	1,235	21.82%	\$117,424.59	\$95.08
February	5,084	1,272	25.02%	\$122,023.96	\$95.93
March	5,610	1,753	31.25%	\$171,398.74	\$97.77
April	5,700	1,525	26.75%	\$154,283.49	\$101.17
May	6,759	1,817	26.88%	\$182,072.96	\$100.21
June	6,810	2,469	36.26%	\$236,072.84	\$95.61
July	7,037	3,664	52.07%	\$353,521.07	\$96.49
August	6,657	3,939	59.17%	\$391,287.83	\$99.34
September	6,120	2,735	44.69%	\$258,489.27	\$94.51
October	6,321	2,809	44.44%	\$278,375.38	\$99.10
November	5,804	2,657	45.78%	\$262,384.64	\$98.75
December	5,019	1,047	20.86%	\$106,477.29	\$101.70
OVERALL	72,581	26,922	37.09%	\$2,633,812.06	\$97.83

Source: Accommodation Component of TDMS II

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**Province of Newfoundland and Labrador - Economic Zone 10
Occupancy Rates for 2010**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	4,836	969	20.04%	\$73,681.93	\$76.04
February	4,368	923	21.13%	\$68,735.16	\$74.47
March	4,836	1,433	29.63%	\$114,877.72	\$80.17
April	4,800	1,231	25.65%	\$92,554.02	\$75.19
May	5,800	1,311	22.60%	\$100,183.51	\$76.42
June	6,090	2,315	38.01%	\$208,142.56	\$89.91
July	6,218	4,575	73.58%	\$462,378.36	\$101.07
August	6,176	4,761	77.09%	\$484,344.07	\$101.73
September	5,894	3,082	52.29%	\$269,253.74	\$87.36
October	5,346	1,981	37.06%	\$174,626.57	\$88.15
November	4,950	1,243	25.11%	\$99,994.72	\$80.45
December	5,053	701	13.87%	\$61,438.28	\$87.64
OVERALL	64,367	24,525	38.10%	\$2,210,210.64	\$90.12

Source: Accommodation Component of TDMS II

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**Province of Newfoundland and Labrador - Economic Zone 11
Occupancy Rates for 2010**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	4,379	701	16.01%	\$52,799.69	\$75.32
February	4,032	663	16.44%	\$62,197.82	\$93.81
March	4,433	1,073	24.20%	\$88,038.94	\$82.05
April	4,318	1,165	26.98%	\$96,288.91	\$82.65
May	4,711	1,144	24.28%	\$91,601.47	\$80.07
June	4,890	1,504	30.76%	\$134,465.00	\$89.40
July	5,171	2,804	54.23%	\$257,725.99	\$91.91
August	5,053	2,190	43.34%	\$222,481.82	\$101.59
September	4,833	1,684	34.84%	\$142,291.54	\$84.50
October	4,991	1,717	34.40%	\$129,339.83	\$75.33
November	4,260	1,210	28.40%	\$108,390.56	\$89.58
December	4,201	951	22.64%	\$88,995.03	\$93.58
OVERALL	55,272	16,806	30.41%	\$1,474,616.60	\$87.74

Source: Accommodation Component of TDMS II

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**Province of Newfoundland and Labrador - Economic Zone 12
Occupancy Rates for 2010**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	8,261	2,409	29.16%	\$230,477.67	\$95.67
February	7,476	2,488	33.28%	\$242,667.50	\$97.54
March	8,401	3,356	39.95%	\$331,141.92	\$98.67
April	8,242	3,029	36.75%	\$299,010.70	\$98.72
May	8,835	2,703	30.59%	\$274,584.39	\$101.59
June	8,670	3,924	45.26%	\$390,565.51	\$99.53
July	9,052	5,557	61.39%	\$582,608.77	\$104.84
August	9,052	5,264	58.15%	\$565,231.59	\$107.38
September	8,610	3,990	46.34%	\$417,586.20	\$104.66
October	8,738	3,188	36.48%	\$341,524.02	\$107.13
November	8,160	3,040	37.25%	\$316,081.18	\$103.97
December	7,249	1,676	23.12%	\$174,557.66	\$104.15
OVERALL	100,746	40,624	40.32%	\$4,166,037.11	\$102.55

Source: Accommodation Component of TDMS II

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Data for 2010 is based on information received and entered into TDMS as of April 12, 2011

**Province of Newfoundland and Labrador - Economic Zone 13
Occupancy Rates for 2010**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	1,686	247	14.65%	\$21,116.72	\$85.49
February	1,652	234	14.16%	\$20,711.37	\$88.51
March	1,951	422	21.63%	\$39,303.73	\$93.14
April	2,100	457	21.76%	\$40,358.75	\$88.31
May	2,170	550	25.35%	\$48,044.38	\$87.35
June	2,100	811	38.62%	\$72,268.65	\$89.11
July	2,201	1,052	47.80%	\$91,538.35	\$87.01
August	2,170	985	45.39%	\$88,871.33	\$90.22
September	2,100	636	30.29%	\$54,589.09	\$85.83
October	2,170	694	31.98%	\$57,198.97	\$82.42
November	2,100	695	33.10%	\$63,454.26	\$91.30
December	1,996	450	22.55%	\$41,034.53	\$91.19
OVERALL	24,396	7,233	29.65%	\$638,490.13	\$88.27

Source: Accommodation Component of TDMS II

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Data for 2010 is based on information received and entered into TDMS as of April 12, 2011

**Province of Newfoundland and Labrador - Economic Zone 14
Occupancy Rates for 2010**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	21,126	5,820	27.55%	\$546,011.22	\$93.82
February	19,766	5,510	27.88%	\$534,593.72	\$97.02
March	22,307	8,827	39.57%	\$828,176.59	\$93.82
April	21,679	7,956	36.70%	\$745,889.42	\$93.75
May	25,120	9,383	37.35%	\$901,685.86	\$96.10
June	27,668	12,366	44.69%	\$1,192,052.33	\$96.40
July	30,553	18,436	60.34%	\$1,902,951.39	\$103.22
August	30,599	20,232	66.12%	\$2,079,425.16	\$102.78
September	27,688	13,220	47.75%	\$1,304,025.19	\$98.64
October	23,580	9,510	40.33%	\$912,597.25	\$95.96
November	20,729	7,117	34.33%	\$682,123.67	\$95.84
December	20,138	5,077	25.21%	\$467,472.50	\$92.08
OVERALL	290,953	123,454	42.43%	\$12,097,004.30	\$97.99

Source: Accommodation Component of TDMS II

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Data for 2010 is based on information received and entered into TDMS as of April 12, 2011

**Province of Newfoundland and Labrador - Economic Zone 15
Occupancy Rates for 2010**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	10,706	2,302	21.50%	\$200,212.17	\$86.97
February	9,856	2,429	24.64%	\$226,207.56	\$93.13
March	11,098	3,551	32.00%	\$327,379.33	\$92.19
April	10,890	2,777	25.50%	\$257,674.05	\$92.79
May	17,075	4,087	23.94%	\$416,591.78	\$101.93
June	19,367	7,908	40.83%	\$846,595.22	\$107.06
July	20,433	13,598	66.55%	\$1,476,521.24	\$108.58
August	20,502	14,246	69.49%	\$1,551,033.62	\$108.88
September	19,349	9,467	48.93%	\$991,696.85	\$104.75
October	17,200	7,015	40.78%	\$668,678.02	\$95.32
November	12,971	4,100	31.61%	\$378,054.82	\$92.21
December	11,155	2,430	21.78%	\$216,438.08	\$89.07
OVERALL	180,602	73,910	40.92%	\$7,557,082.74	\$102.25

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 12, 2011

**Province of Newfoundland and Labrador - Economic Zone 16
Occupancy Rates for 2010**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	5,791	1,232	21.27%	\$109,985.84	\$89.27
February	4,844	1,200	24.77%	\$106,347.40	\$88.62
March	5,704	1,700	29.80%	\$150,516.67	\$88.54
April	5,730	2,252	39.30%	\$197,024.99	\$87.49
May	6,418	3,020	47.06%	\$274,090.29	\$90.76
June	6,750	4,127	61.14%	\$388,977.62	\$94.25
July	7,037	4,451	63.25%	\$421,838.25	\$94.77
August	6,913	4,420	63.94%	\$415,172.00	\$93.93
September	6,087	2,863	47.03%	\$273,249.07	\$95.44
October	5,819	2,898	49.80%	\$273,661.89	\$94.43
November	5,640	3,053	54.13%	\$293,918.25	\$96.27
December	5,369	1,923	35.82%	\$177,033.62	\$92.06
OVERALL	72,102	33,139	45.96%	\$3,081,815.89	\$93.00

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 12, 2011

Province of Newfoundland and Labrador - Economic Zone 17
Occupancy Rates for 2010

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	4,992	806	16.15%	\$48,818.73	\$60.57
February	4,443	719	16.18%	\$52,717.33	\$73.32
March	4,881	1,045	21.41%	\$72,509.18	\$69.39
April	4,887	950	19.44%	\$63,583.51	\$66.93
May	6,639	1,319	19.87%	\$110,555.35	\$83.82
June	6,900	2,241	32.48%	\$213,918.40	\$95.46
July	7,240	3,711	51.26%	\$364,504.00	\$98.22
August	7,175	3,947	55.01%	\$398,052.43	\$100.85
September	6,706	2,419	36.07%	\$235,372.07	\$97.30
October	6,497	1,168	17.98%	\$91,894.37	\$78.68
November	5,121	711	13.88%	\$49,797.50	\$70.04
December	4,989	672	13.47%	\$54,487.40	\$81.08
OVERALL	70,470	19,708	27.97%	\$1,756,210.27	\$89.11

Source: Accommodation Component of TDMS II

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Data for 2010 is based on information received and entered into TDMS as of April 12, 2011

**Province of Newfoundland and Labrador - Economic Zone 18
Occupancy Rates for 2010**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	2,973	156	5.25%	\$14,874.97	\$95.35
February	2,698	197	7.30%	\$18,642.59	\$94.63
March	3,007	191	6.35%	\$19,348.03	\$101.30
April	2,850	400	14.04%	\$37,004.23	\$92.51
May	4,827	594	12.31%	\$59,012.96	\$99.35
June	4,560	1,152	25.26%	\$136,232.19	\$118.26
July	4,898	2,069	42.24%	\$231,623.62	\$111.95
August	4,898	2,092	42.71%	\$250,773.98	\$119.87
September	4,284	1,192	27.82%	\$133,049.45	\$111.62
October	3,844	693	18.03%	\$72,350.52	\$104.40
November	3,000	336	11.20%	\$28,681.23	\$85.36
December	3,068	284	9.26%	\$26,208.24	\$92.28
OVERALL	44,907	9,356	20.83%	\$1,027,802.01	\$109.85

Source: Accommodation Component of TDMS II

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Data for 2010 is based on information received and entered into TDMS as of April 14, 2011

**Province of Newfoundland and Labrador - Economic Zone 19
Occupancy Rates for 2010**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	74,818	35,047	46.84%	\$3,797,807.27	\$108.36
February	67,732	36,264	53.54%	\$4,036,389.56	\$111.31
March	74,916	40,104	53.53%	\$4,432,557.08	\$110.53
April	73,020	47,419	64.94%	\$5,573,425.79	\$117.54
May	75,918	51,497	67.83%	\$6,608,312.18	\$128.32
June	74,374	61,912	83.24%	\$8,732,995.93	\$141.05
July	77,015	68,231	88.59%	\$9,275,952.22	\$135.95
August	77,054	63,447	82.34%	\$8,031,413.38	\$126.58
September	74,426	57,402	77.13%	\$7,397,203.52	\$128.87
October	75,368	55,793	74.03%	\$7,145,641.22	\$128.07
November	72,330	47,799	66.08%	\$5,592,215.69	\$116.99
December	74,018	34,918	47.18%	\$3,834,056.29	\$109.80
OVERALL	890,989	599,833	67.32%	\$74,457,970.13	\$124.13

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 12, 2011

**Province of Newfoundland and Labrador - Economic Zone 20
Occupancy Rates for 2010**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	1,748	19	1.09%	\$2,965.62	\$156.09
February	1,596	18	1.13%	\$2,793.60	\$155.20
March	2,011	39	1.94%	\$4,474.70	\$114.74
April	1,982	110	5.55%	\$13,758.60	\$125.08
May	3,411	410	12.02%	\$44,061.19	\$107.47
June	3,450	1,227	35.57%	\$134,244.40	\$109.41
July	3,615	2,132	58.98%	\$238,814.37	\$112.01
August	3,531	1,885	53.38%	\$209,566.82	\$111.18
September	3,342	924	27.65%	\$95,831.97	\$103.71
October	2,632	318	12.08%	\$35,115.87	\$110.43
November	2,074	154	7.43%	\$15,974.85	\$103.73
December	2,008	114	5.68%	\$12,481.48	\$109.49
OVERALL	31,400	7,350	23.41%	\$810,083.47	\$110.22

Source: Accommodation Component of TDMS II

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Data for 2010 is based on information received and entered into TDMS as of April 12, 2011