

Zone 1 - Rigolet to Nain					
Peak Season Occupancy Rates for 2004					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	1,318	580	44.01%	\$57,670.00	\$99.43
July	1,271	730	57.44%	\$73,306.25	\$100.42
August	1,271	959	75.45%	\$99,130.00	\$103.37
September	1,230	987	80.24%	\$103,275.00	\$104.64
OVERALL	5,090	3,256	63.97%	\$333,381.25	\$102.39

Zone 2 - Labrador West / Churchill Falls					
Peak Season Occupancy Rates for 2004					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	4,560	2,956	64.82%	\$202,454.70	\$68.49
July	4,805	2,372	49.37%	\$166,022.60	\$69.99
August	4,205	2,323	55.24%	\$170,837.24	\$73.54
September	4,650	1,640	35.27%	\$124,437.60	\$75.88
OVERALL	18,220	9,291	50.99%	\$663,752.14	\$71.44

Zone 3 - Happy Valley/Goose Bay, North West River					
Peak Season Occupancy Rates for 2004					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	6,150	3,501	56.93%	\$297,961.38	\$85.11
July	6,169	2,932	47.53%	\$257,726.85	\$87.90
August	6,169	3,266	52.94%	\$283,443.21	\$86.79
September	6,010	2,585	43.01%	\$221,500.00	\$85.69
OVERALL	24,498	12,284	50.14%	\$1,060,631.44	\$86.34

Zone 4 - Mary's Harbour to Cartwright					
Peak Season Occupancy Rates for 2004					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	1,610	352	21.86%	\$31,072.20	\$88.27
July	1,860	641	34.46%	\$57,748.16	\$90.09
August	1,860	474	25.48%	\$43,458.40	\$91.68

September	1,700	666	39.18%	\$62,529.68	\$93.89
OVERALL	7,030	2,133	30.34%	\$194,808.44	\$91.33

**Zone 5 - Labrador Straits (L'Anse au Clair to Red Bay)
Peak Season Occupancy Rates for 2004**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	3,450	1,586	45.97%	\$104,454.18	\$65.86
July	3,565	2,153	60.39%	\$150,150.65	\$69.74
August	3,535	2,092	59.18%	\$141,195.76	\$67.49
September	3,370	1,305	38.72%	\$87,601.19	\$67.13
OVERALL	13,920	7,136	51.26%	\$483,401.78	\$67.74

**Zone 6 - Viking Trail, St. Anthony South West to Plum Point,
East to Roddickton/Englee
Peak Season Occupancy Rates for 2004**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	7,304	3,586	49.10%	\$266,151.89	\$74.22
July	7,849	5,786	73.72%	\$466,534.17	\$80.63
August	7,816	4,906	62.77%	\$377,099.40	\$76.86
September	7,407	3,061	41.33%	\$219,730.78	\$71.78
OVERALL	30,376	17,339	57.08%	\$1,329,516.24	\$76.68

**Zone 7 - Gros Morne Area, Viking Trail North to and
including Plum Point
Peak Season Occupancy Rates for 2004**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	17,031	6,792	39.88%	\$524,084.28	\$77.16
July	18,689	13,685	73.22%	\$1,201,228.17	\$87.78
August	18,786	12,578	66.95%	\$1,077,436.83	\$85.66
September	17,134	6,607	38.56%	\$493,221.57	\$74.65
OVERALL	71,640	39,662	55.36%	\$3,295,970.85	\$83.10

**Zone 8 - Deer Lake / Humber Area / Corner Brook
Peak Season Occupancy Rates for 2004**

Month	Available/Month	Sold	Rate	Revenue	Rate
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June	20,728	10,944	52.80%	\$965,867.67	\$88.26
July	22,216	14,552	65.50%	\$1,320,652.11	\$90.75
August	22,235	14,422	64.86%	\$1,298,093.58	\$90.01
September	21,166	11,219	53.00%	\$943,744.53	\$84.12
OVERALL	86,345	51,137	59.22%	\$4,528,357.89	\$88.55

Zone 9 - Stephenville / Port au Port / Burgeo					
Peak Season Occupancy Rates for 2004					
Month	Available/Month	Sold	Rate	Revenue	Rate
June	6,690	2,328	34.80%	\$186,968.08	\$80.31
July	6,897	3,389	49.14%	\$270,365.38	\$79.78
August	7,052	3,451	48.94%	\$269,312.25	\$78.04
September	6,579	2,125	32.30%	\$165,036.59	\$77.66
OVERALL	27,218	11,293	41.49%	\$891,682.30	\$78.96

Zone 10 - Port aux Basques / Doyles / Rose Blanche					
Peak Season Occupancy Rates for 2004					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	7,260	2,507	34.53%	\$179,737.27	\$71.69
July	7,502	5,007	66.74%	\$400,965.23	\$80.08
August	7,502	4,877	65.01%	\$382,673.39	\$78.46
September	7,146	3,514	49.17%	\$258,737.86	\$73.63
OVERALL	29,410	15,905	54.08%	\$1,222,113.75	\$76.84

Zone 11 - Baie Verte / La Scie / Green Bay					
Peak Season Occupancy Rates for 2004					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	4,414	1,206	27.32%	\$81,178.46	\$67.31
July	4,585	1,694	36.95%	\$109,728.56	\$64.77
August	4,588	1,456	31.73%	\$96,760.29	\$66.46
September	4,260	1,008	23.66%	\$63,389.73	\$62.89
OVERALL	17,847	5,364	30.06%	\$351,057.04	\$65.45

Zone 12 - Grand Falls / Windsor					
Peak Season Occupancy Rates for 2004					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate

June	9,176	3,844	41.89%	\$316,621.68	\$82.37
July	9,548	6,081	63.69%	\$516,966.69	\$85.01
August	9,548	5,780	60.54%	\$488,935.29	\$84.59
September	9,152	4,231	46.23%	\$346,047.50	\$81.79
OVERALL	37,424	19,936	53.27%	\$1,668,571.16	\$83.70

Zone 13 - Bay D'Espoir Area					
Peak Season Occupancy Rates for 2004					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	2,760	623	22.57%	\$45,531.00	\$73.08
July	2,852	881	30.89%	\$62,420.00	\$70.85
August	2,852	862	30.22%	\$61,103.41	\$70.89
September	2,762	837	30.30%	\$58,969.93	\$70.45
OVERALL	11,226	3,203	28.53%	\$228,024.34	\$71.19

Zone 14 - Gander / Twillingate East to Terra Nova Area					
Peak Season Occupancy Rates for 2004					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	27,927	11,626	41.63%	\$848,976.29	\$73.02
July	29,657	17,898	60.35%	\$1,368,322.69	\$76.45
August	29,900	19,489	65.18%	\$1,474,031.28	\$75.63
September	28,627	12,070	42.16%	\$919,165.52	\$76.15
OVERALL	116,111	61,083	52.61%	\$4,610,495.78	\$75.48

Zone 15 - Clarenville / Bonavista Peninsula Area					
Peak Season Occupancy Rates for 2004					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	17,643	7,626	43.22%	\$621,859.57	\$81.54
July	19,010	12,705	66.83%	\$1,105,572.20	\$87.02
August	19,131	13,674	71.48%	\$1,144,522.75	\$83.70
September	17,799	8,264	46.43%	\$682,200.04	\$82.55
OVERALL	73,583	42,269	57.44%	\$3,554,154.56	\$84.08

Zone 16 - Burin Peninsula					
Peak Season Occupancy Rates for 2004					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	5,944	2,724	45.83%	\$224,790.41	\$82.52
July	6,913	4,266	61.71%	\$345,299.19	\$80.94
August	6,913	4,686	67.79%	\$373,144.70	\$79.63
September	6,358	2,937	46.19%	\$238,633.36	\$81.25

OVERALL	26,128	14,613	55.93%	\$1,181,867.66	\$80.88
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Zone 17 - North West Avalon					
Peak Season Occupancy Rates for 2004					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	6,014	2,257	37.53%	\$160,033.11	\$70.91
July	6,287	3,166	50.36%	\$242,539.75	\$76.61
August	6,223	3,179	51.08%	\$255,985.66	\$80.52
September	6,154	2,046	33.25%	\$150,428.23	\$73.52
OVERALL	24,678	10,648	43.15%	\$808,986.75	\$75.98

Zone 18 - Argentina / Placentia Area					
Peak Season Occupancy Rates for 2004					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	5,552	1,744	31.41%	\$136,469.03	\$78.25
July	5,828	2,852	48.94%	\$230,903.90	\$80.96
August	5,828	2,919	50.09%	\$240,390.08	\$82.35
September	5,550	1,723	31.05%	\$131,587.60	\$76.37
OVERALL	22,758	9,238	40.59%	\$739,350.61	\$80.03

Zone 19 - North East Avalon / St. John's Area					
Peak Season Occupancy Rates for 2004					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	57,491	49,661	86.38%	\$6,173,134.09	\$124.31
July	61,108	46,608	76.27%	\$5,385,256.55	\$115.54
August	63,328	47,374	74.81%	\$5,419,606.63	\$114.40
September	62,570	45,586	72.86%	\$5,360,012.99	\$117.58
OVERALL	244,497	189,229	77.40%	\$22,338,010.26	\$118.05

Zone 20 - Southern Shore Area					
Peak Season Occupancy Rates for 2004					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	2,670	989	37.04%	\$79,161.75	\$80.04
July	2,821	1,569	55.62%	\$122,599.83	\$78.14
August	2,785	1,482	53.21%	\$110,967.75	\$74.88
September	2,610	675	25.86%	\$47,024.15	\$69.67
OVERALL	10,886	4,715	43.31%	\$359,753.48	\$76.30

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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