

Zone 1 - Rigolet to Nain
Occupancy Rates for 2004

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	1,354	294	21.71%	\$30,392.00	\$103.37
February	1,276	438	34.33%	\$45,279.20	\$103.38
March	1,395	666	47.74%	\$63,953.53	\$96.03
April	1,350	289	21.41%	\$28,103.00	\$97.24
May	1,395	488	34.98%	\$50,050.25	\$102.56
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
October	1,271	868	68.29%	\$92,790.88	\$106.90
November	1,230	851	69.19%	\$85,439.00	\$100.40
December	1,236	345	27.91%	\$32,200.00	\$93.33
OVERALL	15,597	7,495	48.05%	\$761,589.11	\$101.61

Zone 2 - Labrador West / Churchill Falls
Occupancy Rates for 2004

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	4,556	1,488	32.66%	\$100,535.50	\$67.56
February	4,350	1,960	45.06%	\$133,886.00	\$68.31
March	4,681	2,735	58.43%	\$189,625.20	\$69.33
April	4,560	1,698	37.24%	\$116,129.25	\$68.39
May	4,712	1,538	32.64%	\$106,753.50	\$69.41
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
October	4,805	1,760	36.63%	\$127,389.10	\$72.38
November	4,650	2,291	49.27%	\$160,886.40	\$70.23
December	4,167	1,325	31.80%	\$95,051.00	\$71.74
OVERALL	54,701	24,086	44.03%	\$1,694,008.09	\$70.33

Zone 3 - Happy Valley/Goose Bay, North West River

Occupancy Rates for 2004

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	6,316	1,685	26.68%	\$151,303.31	\$89.79
February	5,945	2,040	34.31%	\$175,770.78	\$86.16
March	6,353	2,701	42.52%	\$243,917.75	\$90.31
April	6,150	2,050	33.33%	\$176,631.93	\$86.16
May	6,355	2,457	38.66%	\$208,266.15	\$84.76
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
October	6,169	2,737	44.37%	\$240,337.25	\$87.81
November	5,970	2,650	44.39%	\$228,875.50	\$86.37
December	6,169	1,621	26.28%	\$140,762.00	\$86.84
OVERALL	73,925	30,225	40.89%	\$2,626,496.11	\$86.90

Zone 4 - Mary's Harbour to Cartwright

Occupancy Rates for 2004

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	1,023	140	13.69%	\$12,027.74	\$85.91
February	1,069	155	14.50%	\$12,977.00	\$83.72
March	1,023	194	18.96%	\$17,017.04	\$87.72
April	990	149	15.05%	\$12,707.35	\$85.28
May	1,426	163	11.43%	\$13,888.73	\$85.21
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
October	1,550	442	28.52%	\$36,482.14	\$82.54
November	1,500	633	42.20%	\$52,876.68	\$83.53
December	1,130	248	21.95%	\$20,044.00	\$80.82
OVERALL	16,741	4,257	25.43%	\$372,829.12	\$87.58

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

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	3,162	275	8.70%	\$10,800.59	\$39.27
February	2,958	450	15.21%	\$23,058.04	\$51.24
March	3,162	600	18.98%	\$32,252.58	\$53.75
April	3,060	416	13.59%	\$22,424.29	\$53.90
May	3,534	1,114	31.52%	\$67,094.41	\$60.23
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
October	3,076	698	22.69%	\$47,717.61	\$68.36
November	3,150	747	23.71%	\$49,459.53	\$66.21
December	2,955	322	10.90%	\$16,609.40	\$51.58
OVERALL	38,977	11,758	30.17%	\$752,818.23	\$64.03

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

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	4,282	430	10.04%	\$24,640.59	\$57.30
February	4,031	986	24.46%	\$56,760.43	\$57.57
March	4,433	1,216	27.43%	\$79,590.08	\$65.45
April	4,301	904	21.02%	\$57,667.05	\$63.79
May	5,555	1,252	22.54%	\$85,258.20	\$68.10
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
October	6,079	1,751	28.80%	\$137,909.41	\$78.76
November	4,650	1,287	27.68%	\$93,904.90	\$72.96
December	4,355	868	19.93%	\$54,196.61	\$62.44
OVERALL	68,062	26,033	38.25%	\$1,919,443.51	\$73.73

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

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	10,314	576	5.58%	\$37,169.18	\$64.53
February	10,013	977	9.76%	\$63,785.88	\$65.29
March	11,295	1,508	13.35%	\$101,245.83	\$67.14
April	10,778	1,099	10.20%	\$78,021.45	\$70.99
May	14,742	2,452	16.63%	\$170,900.06	\$69.70
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
October	15,518	2,488	16.03%	\$186,637.15	\$75.01
November	12,822	2,080	16.22%	\$149,942.14	\$72.09
December	11,414	959	8.40%	\$64,732.33	\$67.50
OVERALL	168,536	51,801	30.74%	\$4,148,404.87	\$80.08

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

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	19,627	5,991	30.52%	\$520,717.73	\$86.92
February	18,688	8,481	45.38%	\$770,342.86	\$90.83
March	20,011	9,909	49.52%	\$882,541.53	\$89.06
April	19,725	6,675	33.84%	\$556,915.42	\$83.43
May	20,370	7,653	37.57%	\$628,161.30	\$82.08
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
October	21,038	10,193	48.45%	\$875,397.80	\$85.88
November	19,698	9,538	48.42%	\$817,157.63	\$85.67
December	20,057	5,307	26.46%	\$410,062.18	\$77.27
OVERALL	245,559	114,884	46.78%	\$9,989,654.34	\$86.95

**Zone 9 - Stephenville / Port au Port / Burgeo
Occupancy Rates for 2004**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	5,208	797	15.30%	\$66,443.44	\$83.37
February	5,382	939	17.45%	\$96,445.23	\$102.71

March	6,138	1,618	26.36%	\$135,543.44	\$83.77
April	5,940	1,524	25.66%	\$126,625.03	\$83.09
May	6,450	1,630	25.27%	\$134,101.58	\$82.27
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
October	6,448	1,527	23.68%	\$122,905.82	\$80.49
November	6,124	1,867	30.49%	\$152,714.46	\$81.80
December	5,890	1,057	17.95%	\$89,668.09	\$84.83
OVERALL	74,798	22,252	29.75%	\$1,816,129.39	\$81.62

**Zone 10 - Port aux Basques / Doyles / Rose Blanche
Occupancy Rates for 2004**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	4,929	704	14.28%	\$42,043.42	\$59.72
February	4,553	519	11.40%	\$35,764.15	\$68.91
March	4,867	737	15.14%	\$47,253.05	\$64.12
April	4,920	844	17.15%	\$53,215.32	\$63.05
May	7,004	1,227	17.52%	\$79,313.84	\$64.64
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
October	6,009	1,993	33.17%	\$134,952.29	\$67.71
November	4,980	1,011	20.30%	\$64,404.77	\$63.70
December	4,602	428	9.30%	\$27,312.62	\$63.81
OVERALL	71,274	23,368	32.79%	\$1,706,373.21	\$73.02

**Zone 11 - Baie Verte / La Scie / Green Bay
Occupancy Rates for 2004**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	4,061	431	10.61%	\$26,214.33	\$60.82
February	3,799	624	16.43%	\$37,060.90	\$59.39
March	4,061	829	20.41%	\$52,959.26	\$63.88
April	4,050	952	23.51%	\$57,303.82	\$60.19
May	4,309	712	16.52%	\$44,479.43	\$62.47
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
October	4,402	898	20.40%	\$61,552.97	\$68.54
November	3,900	695	17.82%	\$43,982.32	\$63.28

December	3,921	509	12.98%	\$33,888.98	\$66.58
OVERALL	50,350	11,014	21.87%	\$708,499.05	\$64.33

**Zone 12 - Grand Falls / Windsor
Occupancy Rates for 2004**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	8,148	1,764	21.65%	\$144,941.00	\$82.17
February	7,627	2,380	31.20%	\$200,115.25	\$84.08
March	8,184	2,986	36.49%	\$246,214.24	\$82.46
April	8,040	2,009	24.99%	\$171,462.28	\$85.35
May	9,114	2,483	27.24%	\$206,867.90	\$83.31
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
October	8,928	2,858	32.01%	\$227,482.05	\$79.59
November	8,640	2,962	34.28%	\$239,087.35	\$80.72
December	7,960	1,795	22.55%	\$137,470.67	\$76.59
OVERALL	104,065	39,173	37.64%	\$3,242,211.90	\$82.77

**Zone 13 - Bay D'Espoir Area
Occupancy Rates for 2004**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	2,163	306	14.15%	\$21,582.00	\$70.53
February	1,952	382	19.57%	\$27,046.30	\$70.80
March	2,258	639	28.30%	\$43,229.00	\$67.65
April	2,108	402	19.07%	\$27,957.00	\$69.54
May	2,449	550	22.46%	\$38,656.00	\$70.28
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
October	2,852	582	20.41%	\$39,510.33	\$67.89
November	2,515	536	21.31%	\$32,135.11	\$59.95
December	1,559	341	21.87%	\$21,878.98	\$64.16
OVERALL	29,082	6,941	23.87%	\$480,019.06	\$69.16

**Zone 14 - Gander / Twillingate East to Terra Nova Area
Occupancy Rates for 2004**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	20,566	4,201	20.43%	\$293,561.60	\$69.88
February	19,656	5,496	27.96%	\$396,524.22	\$72.15

March	21,634	7,589	35.08%	\$548,798.88	\$72.32
April	21,096	7,003	33.20%	\$492,457.36	\$70.32
May	25,362	8,615	33.97%	\$629,459.85	\$73.07
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
October	24,969	10,432	41.78%	\$774,662.89	\$74.26
November	21,849	6,202	28.39%	\$454,809.04	\$73.33
December	21,447	4,259	19.86%	\$283,274.58	\$66.51
OVERALL	292,690	114,880	39.25%	\$8,484,044.20	\$73.85

**Zone 15 - Clarenville / Bonavista Peninsula Area
Occupancy Rates for 2004**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	9,970	2,118	21.24%	\$147,465.96	\$69.63
February	9,367	2,892	30.87%	\$207,980.02	\$71.92
March	10,199	3,430	33.63%	\$249,285.18	\$72.68
April	10,384	2,782	26.79%	\$202,239.52	\$72.70
May	15,461	3,817	24.69%	\$283,159.31	\$74.18
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
October	15,779	5,168	32.75%	\$401,546.22	\$77.70
November	10,693	3,247	30.37%	\$243,919.04	\$75.12
December	9,682	1,778	18.36%	\$126,548.89	\$71.17
OVERALL	165,118	67,501	40.88%	\$5,416,298.70	\$80.24

**Zone 16 - Burin Peninsula
Occupancy Rates for 2004**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	5,545	1,575	28.40%	\$132,078.04	\$83.86
February	5,307	1,796	33.84%	\$149,940.19	\$83.49
March	5,580	2,151	38.55%	\$172,697.73	\$80.29
April	5,520	2,138	38.73%	\$175,429.94	\$82.05
May	5,890	2,323	39.44%	\$190,088.39	\$81.83
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
October	6,237	2,423	38.85%	\$199,377.69	\$82.29
November	5,790	2,578	44.53%	\$207,756.47	\$80.59

December	5,534	1,803	32.58%	\$146,666.80	\$81.35
OVERALL	71,531	31,400	43.90%	\$2,555,902.91	\$81.40

**Zone 17 - North West Avalon
Occupancy Rates for 2004**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	4,262	609	14.29%	\$36,995.08	\$60.75
February	4,002	779	19.47%	\$48,079.07	\$61.72
March	4,433	1,062	23.96%	\$62,008.55	\$58.39
April	4,522	1,035	22.89%	\$63,093.20	\$60.96
May	5,630	910	16.16%	\$62,474.78	\$68.65
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
October	5,467	957	17.51%	\$65,056.33	\$67.98
November	4,904	785	16.01%	\$54,575.23	\$69.52
December	4,614	606	13.13%	\$40,785.76	\$67.30
OVERALL	62,512	17,391	27.82%	\$1,242,054.75	\$71.42

**Zone 18 - Argentina / Placentia Area
Occupancy Rates for 2004**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	4,143	370	8.93%	\$20,614.26	\$55.71
February	3,915	243	6.21%	\$16,397.06	\$67.48
March	4,216	329	7.80%	\$21,753.87	\$66.12
April	4,080	390	9.56%	\$23,877.93	\$61.23
May	5,300	594	11.21%	\$42,989.60	\$72.37
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
October	5,363	640	11.93%	\$50,495.53	\$78.90
November	4,167	248	5.95%	\$15,643.79	\$63.08
December	4,156	321	7.72%	\$24,932.75	\$77.67
OVERALL	58,098	12,373	21.30%	\$956,055.40	\$77.27

**Zone 19 - North East Avalon / St. John's Area
Occupancy Rates for 2004**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	55,502	23,798	42.88%	\$2,336,319.48	\$98.17
February	52,374	29,611	56.54%	\$3,019,861.20	\$101.98

March	55,893	28,464	50.93%	\$2,824,006.82	\$99.21
April	54,104	27,973	51.70%	\$2,804,536.12	\$100.26
May	57,186	34,955	61.13%	\$3,944,869.11	\$112.86
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
October	64,014	37,540	58.64%	\$4,156,533.56	\$110.72
November	61,320	33,903	55.29%	\$3,561,134.24	\$105.04
December	62,920	23,363	37.13%	\$2,341,935.95	\$100.24
OVERALL	707,810	428,836	60.59%	\$47,327,206.74	\$110.36

Zone 20 - Southern Shore Area					
Occupancy Rates for 2004					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	1,116	30	2.69%	\$2,351.00	\$78.37
February	1,044	51	4.89%	\$4,851.00	\$95.12
March	1,145	33	2.88%	\$3,109.00	\$94.21
April	1,110	59	5.32%	\$5,056.00	\$85.69
May	2,273	296	13.02%	\$25,638.50	\$86.62
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
October	2,230	155	6.95%	\$11,305.75	\$72.94
November	1,560	47	3.01%	\$3,386.00	\$72.04
December	1,612	38	2.36%	\$2,887.70	\$75.99
OVERALL	22,976	5,424	23.61%	\$418,338.43	\$77.13

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.