

Zone 1 - Rigolet to Nain
Occupancy Rates for 2006

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	1,543	466	30.20%	\$48,361.50	\$103.78
February	1,204	344	28.57%	\$37,329.00	\$108.51
March	1,333	391	29.33%	\$44,500.00	\$113.81
April	1,290	256	19.84%	\$27,875.00	\$108.89
May	1,333	519	38.93%	\$61,385.00	\$118.28
June	1,290	497	38.53%	\$58,085.00	\$116.87
July	1,643	677	41.21%	\$76,147.70	\$112.48
August	1,643	620	37.74%	\$70,650.00	\$113.95
September	1,590	486	30.57%	\$55,140.00	\$113.46
October	1,643	586	35.67%	\$65,405.00	\$111.61
November	1,590	608	38.24%	\$76,467.00	\$125.77
December	1,563	308	19.71%	\$37,423.00	\$121.50
OVERALL	17,665	5,758	32.60%	\$658,768.20	\$114.41

Zone 2 - Labrador West / Churchill Falls
Occupancy Rates for 2006

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	4,794	2,063	43.03%	\$159,372.06	\$77.25
February	4,368	2,316	53.02%	\$178,550.24	\$77.09
March	4,743	2,364	49.84%	\$187,985.76	\$79.52
April	4,740	2,356	49.70%	\$170,165.40	\$72.23
May	4,898	2,876	58.72%	\$202,552.10	\$70.43
June	4,740	2,950	62.24%	\$229,519.58	\$77.80
July	4,784	2,858	59.74%	\$228,334.66	\$79.89
August	4,730	2,892	61.14%	\$237,090.78	\$81.98
September	4,650	3,634	78.15%	\$295,098.71	\$81.20
October	4,808	3,042	63.27%	\$220,915.91	\$72.62
November	4,590	2,825	61.55%	\$208,090.42	\$73.66
December	4,257	2,095	49.21%	\$152,510.41	\$72.80
OVERALL	56,102	32,271	57.52%	\$2,470,186.03	\$76.55

Zone 3 - Happy Valley/Goose Bay, North West River
Occupancy Rates for 2006

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	6,628	1,869	28.20%	\$156,211.12	\$83.58
February	5,956	1,818	30.52%	\$159,530.78	\$87.75
March	6,603	2,946	44.62%	\$267,356.50	\$90.75
April	6,420	2,629	40.95%	\$233,555.50	\$88.84
May	6,634	3,387	51.06%	\$295,459.95	\$87.23
June	6,420	3,612	56.26%	\$334,009.50	\$92.47
July	6,634	4,005	60.37%	\$345,054.00	\$86.16
August	6,610	4,009	60.65%	\$350,709.42	\$87.48
September	6,423	3,729	58.06%	\$335,271.00	\$89.91
October	6,533	2,941	45.02%	\$278,130.72	\$94.57
November	6,402	2,705	42.25%	\$261,456.38	\$96.66
December	6,631	1,640	24.73%	\$156,202.00	\$95.25
OVERALL	77,894	35,290	45.31%	\$3,172,946.87	\$89.91

Zone 4 - Mary's Harbour to Cartwright
Occupancy Rates for 2006

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	1,456	165	11.33%	\$17,218.03	\$104.35
February	1,400	182	13.00%	\$17,619.75	\$96.81
March	1,550	182	11.74%	\$15,123.69	\$83.10
April	1,500	193	12.87%	\$15,800.01	\$81.87
May	1,550	335	21.61%	\$29,006.00	\$86.59
June	2,310	749	32.42%	\$55,958.61	\$74.71
July	2,387	872	36.53%	\$70,822.15	\$81.22
August	2,387	766	32.09%	\$58,539.72	\$76.42
September	1,878	524	27.90%	\$45,205.50	\$86.27
October	1,426	508	35.62%	\$47,373.34	\$93.25
November	1,380	411	29.78%	\$43,027.42	\$104.69
December	1,406	150	10.67%	\$14,276.40	\$95.18
OVERALL	20,630	5,037	24.42%	\$429,970.62	\$85.36

Zone 5 - Labrador Straits (L'Anse au Clair to Red Bay)

Occupancy Rates for 2006

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	3,069	423	13.78%	\$30,646.00	\$72.45
February	2,772	186	6.71%	\$13,891.42	\$74.69
March	3,162	235	7.43%	\$17,380.98	\$73.96
April	3,060	311	10.16%	\$20,917.58	\$67.26
May	3,453	732	21.20%	\$50,907.07	\$69.55
June	3,450	1,500	43.48%	\$107,388.82	\$71.59
July	3,565	2,033	57.03%	\$149,098.41	\$73.34
August	3,565	2,102	58.96%	\$152,471.63	\$72.54
September	3,450	1,128	32.70%	\$82,292.36	\$72.95
October	3,265	662	20.28%	\$50,925.26	\$76.93
November	3,060	718	23.46%	\$50,266.75	\$70.01
December	3,162	243	7.69%	\$16,015.87	\$65.91
OVERALL	39,033	10,273	26.32%	\$742,202.15	\$72.25

Zone 6 - Viking Trail, St. Anthony South West to Plum Point,

East to Roddickton/Englee

Occupancy Rates for 2006

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	4,671	512	10.96%	\$33,164.96	\$64.78
February	4,032	502	12.45%	\$36,697.61	\$73.10
March	4,588	884	19.27%	\$65,676.10	\$74.29
April	4,773	937	19.63%	\$57,223.09	\$61.07
May	6,334	1,291	20.38%	\$92,363.05	\$71.54
June	8,280	3,557	42.96%	\$300,355.29	\$84.44
July	8,618	5,282	61.29%	\$454,172.83	\$85.99
August	8,616	4,790	55.59%	\$401,908.59	\$83.91
September	8,430	2,847	33.77%	\$247,921.23	\$87.08
October	6,877	1,657	24.09%	\$144,232.33	\$87.04
November	5,310	1,266	23.84%	\$94,886.55	\$74.95
December	4,494	654	14.55%	\$46,967.50	\$71.82
OVERALL	75,023	24,179	32.23%	\$1,975,569.13	\$81.71

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

Occupancy Rates for 2006

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	10,163	621	6.11%	\$39,874.61	\$64.21
February	9,212	1,137	12.34%	\$80,187.18	\$70.53
March	12,025	1,503	12.50%	\$111,982.81	\$74.51
April	12,360	1,507	12.19%	\$107,122.74	\$71.08
May	15,820	1,947	12.31%	\$146,200.41	\$75.09
June	18,036	6,390	35.43%	\$524,771.06	\$82.12
July	19,025	13,992	73.55%	\$1,293,301.08	\$92.43
August	19,069	12,839	67.33%	\$1,214,123.76	\$94.57
September	17,616	6,876	39.03%	\$605,231.09	\$88.02
October	15,152	2,834	18.70%	\$223,965.10	\$79.03
November	13,175	2,093	15.89%	\$146,613.38	\$70.05
December	11,524	1,065	9.24%	\$114,725.27	\$107.72
OVERALL	173,177	52,804	30.49%	\$4,608,098.49	\$87.27

Zone 8 - Deer Lake / Humber Area / Corner Brook

Occupancy Rates for 2006

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	20,591	6,043	29.35%	\$531,722.16	\$87.99
February	18,505	8,569	46.31%	\$791,325.78	\$92.35
March	20,908	10,631	50.85%	\$968,309.59	\$91.08
April	20,263	7,946	39.21%	\$667,514.82	\$84.01
May	20,139	7,928	39.37%	\$676,811.68	\$85.37
June	21,972	10,404	47.35%	\$968,815.65	\$93.12
July	22,789	16,404	71.98%	\$1,593,036.79	\$97.11
August	22,712	15,084	66.41%	\$1,477,039.99	\$97.92
September	21,598	11,443	52.98%	\$1,023,328.24	\$89.43
October	21,588	11,582	53.65%	\$1,026,045.74	\$88.59
November	20,713	8,741	42.20%	\$732,826.49	\$83.84
December	20,885	6,948	33.27%	\$576,132.32	\$82.92
OVERALL	252,663	121,723	48.18%	\$11,032,909.25	\$90.64

Zone 9 - Stephenville / Port au Port / Burgeo**Occupancy Rates for 2006**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	5,580	1,110	19.89%	\$95,497.54	\$86.03
February	5,012	1,174	23.42%	\$94,571.56	\$80.55
March	5,704	1,443	25.30%	\$121,656.93	\$84.31
April	5,460	1,434	26.26%	\$119,485.93	\$83.32
May	5,981	1,549	25.90%	\$131,298.94	\$84.76
June	6,060	2,142	35.35%	\$184,231.38	\$86.01
July	6,789	3,263	48.06%	\$273,989.83	\$83.97
August	6,942	3,037	43.75%	\$256,524.08	\$84.47
September	6,770	2,005	29.62%	\$165,578.24	\$82.58
October	6,239	2,222	35.61%	\$181,382.08	\$81.63
November	6,180	2,293	37.10%	\$189,850.54	\$82.80
December	5,650	1,163	20.58%	\$87,245.79	\$75.02
OVERALL	72,367	22,835	31.55%	\$1,901,312.84	\$83.26

Zone 10 - Port aux Basques / Doyles / Rose Blanche**Occupancy Rates for 2006**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	5,146	466	9.06%	\$32,279.99	\$69.27
February	4,648	643	13.83%	\$44,649.56	\$69.44
March	5,146	949	18.44%	\$63,745.84	\$67.17
April	4,980	1,067	21.43%	\$70,978.78	\$66.52
May	6,342	1,123	17.71%	\$74,936.35	\$66.73
June	6,429	2,225	34.61%	\$173,981.46	\$78.19
July	6,773	4,217	62.26%	\$358,626.83	\$85.04
August	6,820	4,644	68.09%	\$387,692.60	\$83.48
September	6,354	2,824	44.44%	\$219,607.65	\$77.76
October	5,995	1,614	26.92%	\$121,694.33	\$75.40
November	5,520	954	17.28%	\$71,222.35	\$74.66
December	5,420	682	12.58%	\$46,880.41	\$68.74
OVERALL	69,573	21,408	30.77%	\$1,666,296.15	\$77.84

Zone 11 - Baie Verte / La Scie / Green Bay**Occupancy Rates for 2006**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	3,745	480	12.82%	\$32,659.18	\$68.04
February	3,406	581	17.06%	\$39,520.59	\$68.02
March	3,782	786	20.78%	\$52,237.48	\$66.46
April	3,635	735	20.22%	\$57,482.19	\$78.21
May	4,030	775	19.23%	\$57,758.50	\$74.53
June	3,570	1,231	34.48%	\$84,279.50	\$68.46
July	3,716	1,426	38.37%	\$108,086.77	\$75.80
August	3,720	1,428	38.39%	\$107,158.58	\$75.04
September	3,600	1,303	36.19%	\$96,453.14	\$74.02
October	3,720	916	24.62%	\$65,590.89	\$71.61
November	3,370	746	22.14%	\$55,955.44	\$75.01
December	3,374	431	12.77%	\$30,416.70	\$70.57
OVERALL	43,668	10,838	24.82%	\$787,598.96	\$72.67

Zone 12 - Grand Falls / Windsor**Occupancy Rates for 2006**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	8,168	1,867	22.86%	\$158,229.13	\$84.75
February	7,560	2,352	31.11%	\$198,298.46	\$84.31
March	8,401	2,736	32.57%	\$227,698.21	\$83.22
April	8,694	3,094	35.59%	\$257,447.64	\$83.21
May	9,331	3,362	36.03%	\$274,742.15	\$81.72
June	9,274	3,872	41.75%	\$336,667.58	\$86.95
July	9,610	5,673	59.03%	\$502,882.21	\$88.64
August	9,632	5,219	54.18%	\$461,002.35	\$88.33
September	9,250	4,040	43.68%	\$350,589.75	\$86.78
October	9,176	3,717	40.51%	\$311,828.97	\$83.89
November	8,562	3,163	36.94%	\$266,620.90	\$84.29
December	8,121	2,015	24.81%	\$160,583.29	\$79.69
OVERALL	105,779	41,110	38.86%	\$3,506,590.64	\$85.30

Zone 13 - Bay D'Espoir Area**Occupancy Rates for 2006**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	1,531	272	17.77%	\$16,711.30	\$61.44
February	1,512	282	18.65%	\$19,658.40	\$69.71
March	1,674	447	26.70%	\$31,635.79	\$70.77
April	1,743	501	28.74%	\$36,353.00	\$72.56
May	1,860	642	34.52%	\$46,379.96	\$72.24
June	2,790	594	21.29%	\$39,736.29	\$66.90
July	2,604	805	30.91%	\$58,992.17	\$73.28
August	2,573	871	33.85%	\$61,799.15	\$70.95
September	2,168	724	33.39%	\$51,336.00	\$70.91
October	2,789	905	32.45%	\$65,095.00	\$71.93
November	1,770	705	39.83%	\$52,067.24	\$73.85
December	1,436	296	20.61%	\$23,590.25	\$79.70
OVERALL	24,450	7,044	28.81%	\$503,354.55	\$71.46

Zone 14 - Gander / Twillingate East to Terra Nova Area**Occupancy Rates for 2006**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	21,254	4,707	22.15%	\$332,860.44	\$70.72
February	19,096	5,928	31.04%	\$449,366.11	\$75.80
March	21,669	6,931	31.99%	\$529,890.97	\$76.45
April	21,866	6,937	31.73%	\$519,739.13	\$74.92
May	26,074	9,225	35.38%	\$725,048.08	\$78.60
June	28,404	11,705	41.21%	\$939,582.09	\$80.27
July	30,432	17,993	59.13%	\$1,499,880.28	\$83.36
August	30,430	19,799	65.06%	\$1,626,447.67	\$82.15
September	28,131	12,124	43.10%	\$975,842.45	\$80.49
October	23,609	9,273	39.28%	\$758,438.15	\$81.79
November	20,712	6,510	31.43%	\$522,682.09	\$80.29
December	20,390	3,529	17.31%	\$266,798.85	\$75.60
OVERALL	292,067	114,661	39.26%	\$9,146,576.31	\$79.77

Zone 15 - Clarenville / Bonavista Peninsula Area**Occupancy Rates for 2006**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	11,095	2,090	18.84%	\$165,305.46	\$79.09
February	10,064	2,331	23.16%	\$184,974.06	\$79.35
March	10,994	3,422	31.13%	\$273,814.33	\$80.02
April	10,935	2,695	24.65%	\$212,668.32	\$78.91
May	16,753	4,513	26.94%	\$374,354.52	\$82.95
June	18,392	6,754	36.72%	\$608,355.17	\$90.07
July	19,605	12,630	64.42%	\$1,197,131.06	\$94.78
August	19,729	13,017	65.98%	\$1,256,267.41	\$96.51
September	18,844	8,599	45.63%	\$772,699.65	\$89.86
October	16,554	5,009	30.26%	\$424,781.67	\$84.80
November	10,886	3,047	27.99%	\$240,312.42	\$78.87
December	10,263	1,807	17.61%	\$143,614.73	\$79.48
OVERALL	174,114	65,914	37.86%	\$5,854,278.80	\$88.82

Zone 16 - Burin Peninsula**Occupancy Rates for 2006**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	4,557	735	16.13%	\$83,675.00	\$113.84
February	4,116	721	17.52%	\$82,540.00	\$114.48
March	4,557	963	21.13%	\$110,084.00	\$114.31
April	4,440	1,397	31.46%	\$153,010.50	\$109.53
May	5,036	1,551	30.80%	\$167,236.00	\$107.82
June	5,334	1,970	36.93%	\$213,445.50	\$108.35
July	6,633	2,985	45.00%	\$298,572.21	\$100.02
August	6,727	3,183	47.32%	\$331,385.51	\$104.11
September	6,318	1,902	30.10%	\$207,652.22	\$109.18
October	5,735	1,740	30.34%	\$196,201.00	\$112.76
November	5,040	1,128	22.38%	\$126,932.00	\$112.53
December	5,269	635	12.05%	\$72,333.00	\$113.91
OVERALL	63,762	18,910	29.66%	\$2,043,066.94	\$108.04

Zone 17 - North West Avalon**Occupancy Rates for 2006**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	4,916	542	11.03%	\$39,104.58	\$72.15
February	4,668	558	11.95%	\$41,793.39	\$74.90
March	5,192	561	10.81%	\$41,751.08	\$74.42
April	5,220	1,033	19.79%	\$75,977.65	\$73.55
May	6,179	1,030	16.67%	\$83,823.06	\$81.38
June	6,452	1,976	30.63%	\$166,528.58	\$84.28
July	6,723	3,746	55.72%	\$325,460.00	\$86.88
August	6,864	3,769	54.91%	\$326,199.41	\$86.55
September	6,694	2,122	31.70%	\$177,420.47	\$83.61
October	6,555	1,017	15.51%	\$78,479.67	\$77.17
November	5,407	963	17.81%	\$72,016.90	\$74.78
December	5,377	721	13.41%	\$52,072.28	\$72.22
OVERALL	70,247	18,038	25.68%	\$1,480,627.07	\$82.08

Zone 18 - Argentina / Placentia Area**Occupancy Rates for 2006**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	1,953	81	4.15%	\$6,283.91	\$77.58
February	1,764	110	6.24%	\$7,377.73	\$67.07
March	1,953	87	4.45%	\$5,696.59	\$65.48
April	1,890	108	5.71%	\$7,689.04	\$71.19
May	4,724	445	9.42%	\$38,680.16	\$86.92
June	5,093	1,339	26.29%	\$111,985.29	\$83.63
July	5,700	2,459	43.14%	\$196,815.19	\$80.04
August	5,534	2,278	41.16%	\$176,930.41	\$77.67
September	4,992	1,504	30.13%	\$113,421.83	\$75.41
October	4,447	689	15.49%	\$52,076.53	\$75.58
November	2,910	245	8.42%	\$16,117.05	\$65.78
December	3,007	183	6.09%	\$12,783.56	\$69.86
OVERALL	43,967	9,528	21.67%	\$745,857.29	\$78.28

Zone 19 - North East Avalon / St. John's Area

Occupancy Rates for 2006

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	69,795	26,969	38.64%	\$2,715,613.00	\$100.69
February	62,710	28,777	45.89%	\$2,876,116.38	\$99.94
March	69,781	33,559	48.09%	\$3,454,581.41	\$102.94
April	70,508	33,754	47.87%	\$3,399,870.94	\$100.72
May	74,044	44,460	60.05%	\$5,228,647.05	\$117.60
June	73,047	57,288	78.43%	\$7,369,834.86	\$128.65
July	76,137	60,208	79.08%	\$7,497,708.60	\$124.53
August	76,621	63,981	83.50%	\$8,144,850.95	\$127.30
September	74,238	51,898	69.91%	\$6,261,639.33	\$120.65
October	74,942	43,047	57.44%	\$4,900,533.68	\$113.84
November	71,738	37,890	52.82%	\$3,932,618.80	\$103.79
December	73,676	28,794	39.08%	\$2,788,305.71	\$96.84
OVERALL	867,237	510,625	58.88%	\$58,570,320.71	\$114.70

Zone 20 - Southern Shore Area

Occupancy Rates for 2006

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	1,767	40	2.26%	\$3,207.00	\$80.18
February	1,596	65	4.07%	\$4,528.00	\$69.66
March	1,767	55	3.11%	\$4,462.00	\$81.13
April	1,860	110	5.91%	\$9,388.00	\$85.35
May	2,633	300	11.39%	\$24,992.00	\$83.31
June	3,100	930	30.00%	\$76,767.26	\$82.55
July	3,220	1,914	59.44%	\$164,129.25	\$85.75
August	3,307	1,793	54.22%	\$149,595.25	\$83.43
September	3,175	917	28.88%	\$80,010.26	\$87.25
October	2,660	301	11.32%	\$34,329.39	\$114.05
November	1,860	181	9.73%	\$18,126.27	\$100.15
December	1,922	84	4.37%	\$8,317.00	\$99.01
OVERALL	28,867	6,690	23.18%	\$577,851.68	\$86.38

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 current to Sept. 20, 2007.
