

| <b>Zone 1 - Rigolet to Nain</b>             |                             |                  |                |                     |                    |
|---|-----------------------------|------------------|----------------|---------------------|--------------------|
| <b>Peak Season Occupancy Rates for 2007</b> |                             |                  |                |                     |                    |
| Month                                       | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue  | Average Daily Rate |
| June  | 1,590                       | 540              | 33.96%         | \$65,017.50         | \$120.40           |
| July  | 1,643                       | 829              | 50.46%         | \$95,380.00         | \$115.05           |
| August                                      | 1,643                       | 1,084            | 65.98%         | \$128,861.00        | \$118.88           |
| September                                   | 1,590                       | 1,023            | 64.34%         | \$116,062.50        | \$113.45           |
| <b>OVERALL</b>                              | <b>6,466</b>                | <b>3,476</b>     | <b>53.76%</b>  | <b>\$405,321.00</b> | <b>\$116.61</b>    |

| <b>Zone 2 - Labrador West / Churchill Falls</b> |                             |                  |                |                       |                    |
|---|-----------------------------|------------------|----------------|-----------------------|--------------------|
| <b>Peak Season Occupancy Rates for 2007</b>     |                             |                  |                |                       |                    |
| Month   | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue    | Average Daily Rate |
| June  | 4,795                       | 2,801            | 58.42%         | \$227,234.86          | \$81.13            |
| July  | 4,774                       | 3,361            | 70.40%         | \$287,015.88          | \$85.40            |
| August  | 4,867                       | 3,370            | 69.24%         | \$283,683.78          | \$84.18            |
| September                                       | 4,710                       | 3,688            | 78.30%         | \$305,797.17          | \$82.92            |
| <b>OVERALL</b>                                  | <b>19,146</b>               | <b>13,220</b>    | <b>69.05%</b>  | <b>\$1,103,731.69</b> | <b>\$83.49</b>     |

| <b>Zone 3 - Happy Valley/Goose Bay, North West River</b> |                             |                  |                |                       |                    |
|--|-----------------------------|------------------|----------------|-----------------------|--------------------|
| <b>Peak Season Occupancy Rates for 2007</b>              |                             |                  |                |                       |                    |
| Month  | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue    | Average Daily Rate |
| June   | 5,370                       | 3,422            | 63.72%         | \$332,661.77          | \$97.21            |
| July   | 6,448                       | 3,865            | 59.94%         | \$371,440.00          | \$96.10            |
| August   | 5,838                       | 3,965            | 67.92%         | \$386,798.52          | \$97.55            |
| September  | 5,721                       | 4,213            | 73.64%         | \$417,940.02          | \$99.20            |
| <b>OVERALL</b>   | <b>23,377</b>               | <b>15,465</b>    | <b>66.15%</b>  | <b>\$1,508,840.31</b> | <b>\$97.56</b>     |

| <b>Zone 4 - Mary's Harbour to Cartwright</b> |                             |                  |                |                     |                    |
|--|-----------------------------|------------------|----------------|---------------------|--------------------|
| <b>Peak Season Occupancy Rates for 2007</b>  |                             |                  |                |                     |                    |
| Month  | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue  | Average Daily Rate |
| June   | 1,848                       | 532              | 28.79%         | \$47,664.84         | \$89.60            |
| July   | 2,387                       | 849              | 35.57%         | \$76,795.65         | \$90.45            |
| August                                       | 2,360                       | 757              | 32.08%         | \$76,103.34         | \$100.53           |
| September                                    | 1,875                       | 506              | 26.99%         | \$48,213.49         | \$95.28            |
| <b>OVERALL</b>                               | <b>8,470</b>                | <b>2,644</b>     | <b>31.22%</b>  | <b>\$248,777.32</b> | <b>\$94.09</b>     |

**Zone 5 - Labrador Straits (L'Anse au Clair to Red Bay)  
Peak Season Occupancy Rates for 2007**

| Month          | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue  | Average Daily Rate |
|----------------|-----------------------------|------------------|----------------|---------------------|--------------------|
| June           | 3,450                       | 1,186            | 34.38%         | \$90,453.86         | \$76.27            |
| July           | 3,565                       | 2,207            | 61.91%         | \$163,453.09        | \$74.06            |
| August         | 3,565                       | 1,916            | 53.74%         | \$144,138.95        | \$75.23            |
| September      | 3,450                       | 1,744            | 50.55%         | \$131,408.95        | \$75.35            |
| <b>OVERALL</b> | <b>14,030</b>               | <b>7,053</b>     | <b>50.27%</b>  | <b>\$529,454.85</b> | <b>\$75.07</b>     |

**Zone 6 - Viking Trail, St. Anthony South West to Plum Point,  
East to Roddickton/Englee  
Peak Season Occupancy Rates for 2007**

| Month          | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue    | Average Daily Rate |
|----------------|-----------------------------|------------------|----------------|-----------------------|--------------------|
| June           | 8,200                       | 3,290            | 40.12%         | \$268,701.11          | \$81.67            |
| July           | 8,732                       | 5,684            | 65.09%         | \$525,030.79          | \$92.37            |
| August         | 9,300                       | 5,382            | 57.87%         | \$459,073.91          | \$85.30            |
| September      | 8,955                       | 3,439            | 38.40%         | \$294,170.26          | \$85.54            |
| <b>OVERALL</b> | <b>35,187</b>               | <b>17,795</b>    | <b>50.57%</b>  | <b>\$1,546,976.07</b> | <b>\$86.93</b>     |

**Zone 7 - Gros Morne Area, Viking Trail North to and  
Peak Season Occupancy Rates for 2007**

| Month          | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue    | Average Daily Rate |
|----------------|-----------------------------|------------------|----------------|-----------------------|--------------------|
| June           | 18,081                      | 7,478            | 41.36%         | \$674,904.39          | \$90.25            |
| July           | 19,875                      | 15,378           | 77.37%         | \$1,510,167.64        | \$98.20            |
| August         | 20,212                      | 14,651           | 72.49%         | \$1,484,126.33        | \$101.30           |
| September      | 18,761                      | 8,594            | 45.81%         | \$780,153.66          | \$90.78            |
| <b>OVERALL</b> | <b>76,929</b>               | <b>46,101</b>    | <b>59.93%</b>  | <b>\$4,449,352.02</b> | <b>\$96.51</b>     |

**Zone 8 - Deer Lake / Humber Area / Corner Brook  
Peak Season Occupancy Rates for 2007**

| Month          | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue    | Average Daily Rate |
|----------------|-----------------------------|------------------|----------------|-----------------------|--------------------|
| June           | 25,997                      | 13,083           | 50.33%         | \$1,315,598.15        | \$100.56           |
| July           | 27,723                      | 17,111           | 61.72%         | \$1,794,599.49        | \$104.88           |
| August         | 27,737                      | 17,183           | 61.95%         | \$1,861,714.38        | \$108.35           |
| September      | 26,725                      | 13,798           | 51.63%         | \$1,398,321.00        | \$101.34           |
| <b>OVERALL</b> | <b>108,182</b>              | <b>61,175</b>    | <b>56.55%</b>  | <b>\$6,370,233.02</b> | <b>\$104.13</b>    |

**Zone 9 - Stephenville / Port au Port / Burgeo  
Peak Season Occupancy Rates for 2007**

| Month          | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue    | Average Daily Rate |
|----------------|-----------------------------|------------------|----------------|-----------------------|--------------------|
| June           | 6,780                       | 2,329            | 34.35%         | \$195,930.78          | \$84.13            |
| July           | 6,937                       | 3,517            | 50.70%         | \$301,512.89          | \$85.73            |
| August         | 6,789                       | 3,670            | 54.06%         | \$317,123.57          | \$86.41            |
| September      | 6,660                       | 2,670            | 40.09%         | \$218,519.48          | \$81.84            |
| <b>OVERALL</b> | <b>27,166</b>               | <b>12,186</b>    | <b>44.86%</b>  | <b>\$1,033,086.72</b> | <b>\$84.78</b>     |

**Zone 10 - Port aux Basques / Doyles / Rose Blanche  
Peak Season Occupancy Rates for 2007**

| Month          | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue    | Average Daily Rate |
|----------------|-----------------------------|------------------|----------------|-----------------------|--------------------|
| June           | 6,324                       | 2,749            | 43.47%         | \$223,784.73          | \$81.41            |
| July           | 6,580                       | 4,885            | 74.24%         | \$431,302.72          | \$88.29            |
| August         | 6,643                       | 5,255            | 79.11%         | \$459,592.58          | \$87.46            |
| September      | 6,004                       | 2,988            | 49.77%         | \$251,516.02          | \$84.18            |
| <b>OVERALL</b> | <b>25,551</b>               | <b>15,877</b>    | <b>62.14%</b>  | <b>\$1,366,196.05</b> | <b>\$86.05</b>     |

**Zone 11 - Baie Verte / La Scie / Green Bay  
Peak Season Occupancy Rates for 2007**

| Month          | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue  | Average Daily Rate |
|----------------|-----------------------------|------------------|----------------|---------------------|--------------------|
| June           | 3,549                       | 1,361            | 38.35%         | \$94,039.61         | \$69.10            |
| July           | 3,875                       | 1,734            | 44.75%         | \$149,121.97        | \$86.00            |
| August         | 3,875                       | 1,653            | 42.66%         | \$128,780.14        | \$77.91            |
| September      | 3,782                       | 1,198            | 31.68%         | \$94,089.87         | \$78.54            |
| <b>OVERALL</b> | <b>15,081</b>               | <b>5,946</b>     | <b>39.43%</b>  | <b>\$395,977.99</b> | <b>\$66.60</b>     |

**Zone 12 - Grand Falls / Windsor  
Peak Season Occupancy Rates for 2007**

| Month          | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue    | Average Daily Rate |
|----------------|-----------------------------|------------------|----------------|-----------------------|--------------------|
| June           | 9,034                       | 4,047            | 44.80%         | \$347,720.31          | \$85.92            |
| July           | 9,393                       | 5,547            | 59.05%         | \$503,723.17          | \$90.81            |
| August         | 9,393                       | 5,887            | 62.67%         | \$528,594.05          | \$89.79            |
| September      | 9,030                       | 4,192            | 46.42%         | \$377,145.48          | \$89.97            |
| <b>OVERALL</b> | <b>36,850</b>               | <b>19,673</b>    | <b>53.39%</b>  | <b>\$1,757,183.01</b> | <b>\$89.32</b>     |

| <b>Zone 13 - Bay D'Espoir Area</b>          |                             |                  |                |                     |                    |
|---|-----------------------------|------------------|----------------|---------------------|--------------------|
| <b>Peak Season Occupancy Rates for 2007</b> |                             |                  |                |                     |                    |
| Month                                       | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue  | Average Daily Rate |
| June  | 1,830                       | 569              | 31.09%         | \$42,931.73         | \$75.45            |
| July  | 2,387                       | 1,073            | 44.95%         | \$81,157.69         | \$75.64            |
| August                                      | 2,387                       | 1,238            | 51.86%         | \$92,287.23         | \$74.55            |
| September                                   | 1,710                       | 619              | 36.20%         | \$45,174.25         | \$72.98            |
| <b>OVERALL</b>                              | <b>8,314</b>                | <b>3,499</b>     | <b>42.09%</b>  | <b>\$261,550.90</b> | <b>\$74.75</b>     |

| <b>Zone 14 - Gander / Twillingate East to Terra Nova Area</b> |                             |                  |                |                       |                    |
|---|-----------------------------|------------------|----------------|-----------------------|--------------------|
| <b>Peak Season Occupancy Rates for 2007</b>                   |                             |                  |                |                       |                    |
| Month   | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue    | Average Daily Rate |
| June  | 28,382                      | 11,445           | 40.32%         | \$975,778.39          | \$85.26            |
| July  | 30,783                      | 18,676           | 60.67%         | \$1,613,943.40        | \$86.42            |
| August  | 30,757                      | 20,895           | 67.94%         | \$1,777,257.90        | \$85.06            |
| September   | 27,626                      | 12,926           | 46.79%         | \$1,071,001.59        | \$82.86            |
| <b>OVERALL</b>  | <b>117,548</b>              | <b>63,942</b>    | <b>54.40%</b>  | <b>\$5,437,981.28</b> | <b>\$85.05</b>     |

| <b>Zone 15 - Clarenville / Bonavista Peninsula Area</b> |                             |                  |                |                       |                    |
|---|-----------------------------|------------------|----------------|-----------------------|--------------------|
| <b>Peak Season Occupancy Rates for 2007</b>             |                             |                  |                |                       |                    |
| Month   | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue    | Average Daily Rate |
| June  | 18,845                      | 7,266            | 38.56%         | \$675,105.66          | \$92.91            |
| July  | 20,010                      | 13,173           | 65.83%         | \$1,274,087.61        | \$96.72            |
| August  | 20,055                      | 14,458           | 72.09%         | \$1,416,193.22        | \$97.95            |
| September   | 18,682                      | 9,754            | 52.21%         | \$915,327.41          | \$93.84            |
| <b>OVERALL</b>  | <b>77,592</b>               | <b>44,651</b>    | <b>57.55%</b>  | <b>\$4,280,713.90</b> | <b>\$95.87</b>     |

| <b>Zone 16 - Burin Peninsula</b>            |                             |                  |                |                       |                    |
|---|-----------------------------|------------------|----------------|-----------------------|--------------------|
| <b>Peak Season Occupancy Rates for 2007</b> |                             |                  |                |                       |                    |
| Month                                       | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue    | Average Daily Rate |
| June  | 6,567                       | 1,950            | 29.69%         | \$230,220.95          | \$118.06           |
| July  | 6,789                       | 3,112            | 45.84%         | \$342,517.35          | \$110.06           |
| August                                      | 6,882                       | 4,334            | 62.98%         | \$486,692.91          | \$112.30           |
| September                                   | 6,186                       | 2,059            | 33.28%         | \$248,306.35          | \$120.60           |
| <b>OVERALL</b>                              | <b>26,424</b>               | <b>11,455</b>    | <b>43.35%</b>  | <b>\$1,307,737.56</b> | <b>\$114.16</b>    |

| <b>Zone 17 - North West Avalon<br/>Peak Season Occupancy Rates for 2007</b> |                             |                  |                |                     |                    |
|---|-----------------------------|------------------|----------------|---------------------|--------------------|
| Month   | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue  | Average Daily Rate |
| June  | 6,311                       | 1,650            | 26.14%         | \$137,363.21        | \$83.25            |
| July  | 6,696                       | 3,217            | 48.04%         | \$282,141.62        | \$87.70            |
| August  | 6,494                       | 3,765            | 57.98%         | \$334,946.36        | \$88.96            |
| September   | 6,423                       | 2,165            | 33.71%         | \$185,451.83        | \$85.66            |
| <b>OVERALL</b>  | <b>25,924</b>               | <b>10,797</b>    | <b>41.65%</b>  | <b>\$939,903.02</b> | <b>\$87.05</b>     |

| <b>Zone 18 - Argentina / Placentia Area<br/>Peak Season Occupancy Rates for 2007</b> |                             |                  |                |                     |                    |
|--|-----------------------------|------------------|----------------|---------------------|--------------------|
| Month  | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue  | Average Daily Rate |
| June   | 4,717                       | 1,292            | 27.39%         | \$113,009.05        | \$87.47            |
| July   | 5,024                       | 2,140            | 42.60%         | \$189,498.72        | \$88.55            |
| August   | 5,053                       | 2,206            | 43.66%         | \$202,728.53        | \$91.90            |
| September  | 4,731                       | 1,457            | 30.80%         | \$128,726.63        | \$88.35            |
| <b>OVERALL</b>   | <b>19,525</b>               | <b>7,095</b>     | <b>36.34%</b>  | <b>\$633,962.93</b> | <b>\$89.35</b>     |

| <b>Zone 19 - North East Avalon / St. John's Area<br/>Peak Season Occupancy Rates for 2007</b> |                             |                  |                |                        |                    |
|---|-----------------------------|------------------|----------------|------------------------|--------------------|
| Month   | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue     | Average Daily Rate |
| June  | 73,670                      | 56,913           | 77.25%         | \$7,122,638.08         | \$125.15           |
| July  | 76,444                      | 60,373           | 78.98%         | \$7,270,457.00         | \$120.43           |
| August  | 76,523                      | 63,816           | 83.39%         | \$7,811,383.43         | \$122.40           |
| September   | 73,620                      | 56,405           | 76.62%         | \$7,029,197.38         | \$124.62           |
| <b>OVERALL</b>  | <b>300,257</b>              | <b>237,507</b>   | <b>79.10%</b>  | <b>\$29,233,675.89</b> | <b>\$123.09</b>    |

| <b>Zone 20 - Southern Shore Area<br/>Peak Season Occupancy Rates for 2007</b> |                             |                  |                |                     |                    |
|---|-----------------------------|------------------|----------------|---------------------|--------------------|
| Month   | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue  | Average Daily Rate |
| June  | 3,270                       | 1,281            | 39.17%         | \$133,295.85        | \$104.06           |
| July  | 3,306                       | 2,198            | 66.49%         | \$229,575.77        | \$104.45           |
| August  | 3,374                       | 1,577            | 46.74%         | \$154,047.64        | \$97.68            |
| September   | 3,184                       | 1,068            | 33.54%         | \$102,401.32        | \$95.88            |
| <b>OVERALL</b>  | <b>13,134</b>               | <b>6,124</b>     | <b>46.63%</b>  | <b>\$619,320.58</b> | <b>\$101.13</b>    |

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.