

Zone 1 - Rigolet to Nain					
Peak Season Occupancy Rates for 2005					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	1,230	581	47.24%	\$58,455.00	\$100.61
July	1,271	898	70.65%	\$85,607.05	\$95.33
August	1,271	769	60.50%	\$65,084.50	\$84.64
September	1,230	1,164	94.63%	\$96,814.98	\$83.17
OVERALL	5,002	3,412	68.21%	\$305,961.53	\$89.67

Zone 2 - Labrador West / Churchill Falls					
Peak Season Occupancy Rates for 2005					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	4,590	2,081	45.34%	\$158,293.37	\$76.07
July	4,743	2,783	58.68%	\$201,052.62	\$72.24
August	4,743	3,048	64.26%	\$223,984.65	\$73.49
September	4,671	3,082	65.98%	\$227,293.79	\$73.75
OVERALL	18,747	10,994	58.64%	\$810,624.43	\$73.73

Zone 3 - Happy Valley/Goose Bay, North West River					
Peak Season Occupancy Rates for 2005					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	6,420	3,857	60.08%	\$354,882.50	\$92.01
July	6,634	3,079	46.41%	\$273,639.50	\$88.87
August	6,634	3,000	45.22%	\$269,085.88	\$89.70
September	6,510	3,235	49.69%	\$294,598.92	\$91.07
OVERALL	27,398	13,679	49.93%	\$1,232,269.80	\$90.08

Zone 4 - Mary's Harbour to Cartwright					
Peak Season Occupancy Rates for 2005					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	1,760	322	18.30%	\$29,974.00	\$93.09
July	1,860	940	50.54%	\$90,474.37	\$96.25
August	1,860	619	33.28%	\$58,250.45	\$94.10

September	1,650	440	26.67%	\$40,795.55	\$92.72
OVERALL	7,130	2,321	32.55%	\$219,494.37	\$94.57

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

Peak Season Occupancy Rates for 2005

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	3,450	1,613	46.75%	\$110,445.00	\$68.47
July	3,562	2,311	64.88%	\$154,407.40	\$66.81
August	3,565	2,351	65.95%	\$147,629.16	\$62.79
September	3,453	1,744	50.51%	\$113,452.97	\$65.05
OVERALL	14,030	8,019	57.16%	\$525,934.53	\$65.59

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

East to Roddickton/Englee

Peak Season Occupancy Rates for 2005

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	7,815	3,445	44.08%	\$280,248.62	\$81.35
July	8,337	5,545	66.51%	\$524,706.80	\$94.63
August	8,675	4,962	57.20%	\$402,302.15	\$81.08
September	8,406	3,017	35.89%	\$227,812.13	\$75.51
OVERALL	33,233	16,969	51.06%	\$1,435,069.70	\$84.57

Zone 7 - Gros Morne Area, Viking Trail North to and

Peak Season Occupancy Rates for 2005

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	17,642	7,266	41.19%	\$589,933.39	\$81.19
July	19,049	13,559	71.18%	\$1,168,850.65	\$86.20
August	19,104	12,736	66.67%	\$1,107,762.40	\$86.98
September	17,796	7,660	43.04%	\$585,147.71	\$76.39
OVERALL	73,591	41,221	56.01%	\$3,451,694.15	\$83.74

Zone 8 - Deer Lake / Humber Area / Corner Brook

Peak Season Occupancy Rates for 2005

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
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June	21,045	10,485	49.82%	\$960,788.54	\$91.63
July	22,511	14,715	65.37%	\$1,394,747.36	\$94.78
August	22,521	13,965	62.01%	\$1,285,355.61	\$92.04
September	21,421	10,908	50.92%	\$965,660.86	\$88.53
OVERALL	87,498	50,073	57.23%	\$4,606,552.37	\$92.00

**Zone 9 - Stephenville / Port au Port / Burgeo
Peak Season Occupancy Rates for 2005**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	6,638	2,294	34.56%	\$191,940.00	\$83.67
July	6,660	3,215	48.27%	\$264,468.30	\$82.26
August	6,858	3,043	44.37%	\$251,598.27	\$82.68
September	6,590	1,950	29.59%	\$156,688.88	\$80.35
OVERALL	26,746	10,502	39.27%	\$864,695.45	\$82.34

**Zone 10 - Port aux Basques / Doyles / Rose Blanche
Peak Season Occupancy Rates for 2005**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	6,229	2,624	42.13%	\$196,735.70	\$74.98
July	6,709	4,721	70.37%	\$388,616.30	\$82.32
August	6,708	4,523	67.43%	\$362,630.82	\$80.17
September	6,390	2,747	42.99%	\$208,075.50	\$75.75
OVERALL	26,036	14,615	56.13%	\$1,156,058.32	\$79.10

**Zone 11 - Baie Verte / La Scie / Green Bay
Peak Season Occupancy Rates for 2005**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	3,870	993	25.66%	\$68,036.57	\$68.52
July	3,906	1,472	37.69%	\$97,641.49	\$66.33
August	3,906	1,336	34.20%	\$96,502.04	\$72.23
September	3,789	1,047	27.63%	\$67,153.80	\$64.14
OVERALL	15,471	4,848	31.34%	\$329,333.90	\$67.93

**Zone 12 - Grand Falls / Windsor
Peak Season Occupancy Rates for 2005**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
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June	9,152	4,389	47.96%	\$358,521.71	\$81.69
July	9,538	6,047	63.40%	\$532,698.08	\$88.09
August	9,541	5,321	55.77%	\$455,638.72	\$85.63
September	9,292	3,723	40.07%	\$316,444.86	\$85.00
OVERALL	37,523	19,480	51.91%	\$1,663,303.37	\$85.39

Zone 13 - Bay D'Espoir Area					
Peak Season Occupancy Rates for 2005					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	2,790	797	28.57%	\$57,357.00	\$71.97
July	2,883	1,045	36.25%	\$76,528.88	\$73.23
August	2,883	1,112	38.57%	\$81,487.15	\$73.28
September	2,790	884	31.68%	\$61,178.25	\$69.21
OVERALL	11,346	3,838	33.83%	\$276,551.28	\$72.06

Zone 14 - Gander / Twillingate East to Terra Nova Area					
Peak Season Occupancy Rates for 2005					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	28,668	11,654	40.65%	\$899,394.93	\$77.17
July	30,559	19,211	62.87%	\$1,528,143.24	\$79.55
August	30,606	19,047	62.23%	\$1,504,580.32	\$78.99
September	28,930	10,843	37.48%	\$852,780.02	\$78.65
OVERALL	118,763	60,755	51.16%	\$4,784,898.51	\$78.76

Zone 15 - Clarenville / Bonavista Peninsula Area					
Peak Season Occupancy Rates for 2005					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	18,355	7,929	43.20%	\$717,940.28	\$90.55
July	19,364	12,200	63.00%	\$1,105,655.63	\$90.63
August	19,513	12,370	63.39%	\$1,145,436.12	\$92.60
September	18,608	7,154	38.45%	\$641,079.85	\$89.61
OVERALL	75,840	39,653	52.29%	\$3,610,111.88	\$91.04

Zone 16 - Burin Peninsula					
Peak Season Occupancy Rates for 2005					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	6,990	4,488	64.21%	\$491,767.01	\$109.57
July	7,223	5,004	69.28%	\$531,527.40	\$106.22
August	7,305	4,436	60.73%	\$451,306.67	\$101.74
September	7,001	2,104	30.05%	\$218,057.40	\$103.64
OVERALL	28,519	16,032	56.22%	\$1,692,658.48	\$105.58

Zone 17 - North West Avalon					
Peak Season Occupancy Rates for 2005					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	6,101	2,077	34.04%	\$164,854.32	\$79.37
July	6,553	3,492	53.29%	\$285,136.00	\$81.65
August	6,551	3,278	50.04%	\$270,573.74	\$82.54
September	6,116	1,826	29.86%	\$140,297.22	\$76.83
OVERALL	25,321	10,673	42.15%	\$860,861.28	\$80.66

Zone 18 - Argentia / Placentia Area					
Peak Season Occupancy Rates for 2005					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	5,731	1,644	28.69%	\$126,049.96	\$76.67
July	5,944	2,840	47.78%	\$227,520.12	\$80.11
August	5,902	3,018	51.14%	\$242,862.47	\$80.47
September	5,572	1,469	26.36%	\$112,941.15	\$76.88
OVERALL	23,149	8,971	38.75%	\$709,373.70	\$79.07

Zone 19 - North East Avalon / St. John's Area					
Peak Season Occupancy Rates for 2005					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	67,662	56,078	82.88%	\$7,459,415.17	\$133.02
July	70,346	55,212	78.49%	\$6,643,748.61	\$120.33
August	72,936	51,289	70.32%	\$6,080,615.08	\$118.56
September	70,573	46,518	65.91%	\$5,534,339.24	\$118.97
OVERALL	281,517	209,097	74.28%	\$25,718,118.10	\$123.00

Zone 20 - Southern Shore Area					
Peak Season Occupancy Rates for 2005					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	2,545	845	33.20%	\$66,080.67	\$78.20
July	2,667	1,663	62.35%	\$138,852.50	\$83.50
August	2,715	1,690	62.25%	\$139,741.00	\$82.69
September	2,619	769	29.36%	\$59,937.00	\$77.94
OVERALL	10,546	4,967	47.10%	\$404,611.17	\$81.46

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.