

Zone 1 - Rigolet to Nain
Occupancy Rates for 2007

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	1,643	474	28.85%	\$58,283.90	\$122.96
February	1,484	371	25.00%	\$45,677.50	\$123.12
March	1,643	621	37.80%	\$75,710.00	\$121.92
April	1,590	477	30.00%	\$51,867.48	\$108.74
May	1,643	422	25.68%	\$49,510.00	\$117.32
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
October	1,643	1,146	69.75%	\$137,155.70	\$119.68
November	1,590	745	46.86%	\$88,628.50	\$118.96
December	1,643	228	13.88%	\$27,770.00	\$121.80
OVERALL	19,345	7,960	41.15%	\$939,924.08	\$118.08

Zone 2 - Labrador West / Churchill Falls
Occupancy Rates for 2007

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	4,743	2,123	44.76%	\$167,990.18	\$79.13
February	4,368	2,498	57.19%	\$191,002.46	\$76.46
March	4,960	2,174	43.83%	\$174,979.56	\$80.49
April	4,830	1,124	23.27%	\$100,422.08	\$89.34
May	4,805	2,328	48.45%	\$188,992.95	\$81.18
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
October	4,824	3,318	68.78%	\$275,547.43	\$83.05
November	4,532	2,939	64.85%	\$240,814.80	\$81.94
December	3,670	1,444	39.35%	\$125,807.12	\$87.12
OVERALL	55,878	31,168	55.78%	\$2,569,288.27	\$82.43

Zone 3 - Happy Valley/Goose Bay, North West River**Occupancy Rates for 2007**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	6,231	1,873	30.06%	\$185,046.90	\$98.80
February	5,712	2,325	40.70%	\$220,170.10	\$94.70
March	6,324	2,826	44.69%	\$261,786.46	\$92.63
April	4,980	1,977	39.70%	\$192,254.00	\$97.25
May	5,174	2,696	52.11%	\$265,981.00	\$98.66
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
October	6,448	4,393	68.13%	\$429,349.38	\$97.73
November	6,240	3,588	57.50%	\$273,487.74	\$76.22
December	5,902	1,565	26.52%	\$158,090.68	\$101.02
OVERALL	70,388	36,708	52.15%	\$3,495,006.57	\$95.21

Zone 4 - Mary's Harbour to Cartwright**Occupancy Rates for 2007**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	1,416	113	7.98%	\$12,390.56	\$109.65
February	1,288	152	11.80%	\$16,265.86	\$107.01
March	1,426	422	29.59%	\$41,254.45	\$97.76
April	1,380	103	7.46%	\$9,846.18	\$95.59
May	1,426	213	14.94%	\$20,698.38	\$97.18
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
October	1,519	312	20.54%	\$26,413.72	\$84.66
November	1,470	323	21.97%	\$28,738.89	\$88.97
December	1,546	233	15.07%	\$19,744.75	\$84.74
OVERALL	19,941	4,515	22.64%	\$424,130.11	\$93.94

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

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	3,162	177	5.60%	\$12,761.65	\$72.10
February	2,856	155	5.43%	\$11,685.00	\$75.39
March	3,162	135	4.27%	\$10,800.00	\$80.00
April	3,060	288	9.41%	\$21,052.36	\$73.10
May	3,534	541	15.31%	\$41,125.29	\$76.02
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
October	3,456	860	24.88%	\$69,875.04	\$81.25
November	3,300	595	18.03%	\$46,977.32	\$78.95
December	3,162	336	10.63%	\$23,162.30	\$68.94
OVERALL	39,722	10,140	25.53%	\$766,893.81	\$75.63

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

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	4,720	599	12.69%	\$45,523.48	\$76.00
February	4,340	482	11.11%	\$34,209.83	\$70.97
March	4,899	1,054	21.51%	\$78,276.10	\$74.27
April	5,110	1,237	24.21%	\$85,855.17	\$69.41
May	6,402	1,391	21.73%	\$109,745.11	\$78.90
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
October	7,858	2,019	25.69%	\$156,699.53	\$77.61
November	5,730	1,201	20.96%	\$83,409.27	\$69.45
December	5,435	503	9.25%	\$30,996.13	\$61.62
OVERALL	79,681	26,281	32.98%	\$2,171,690.69	\$82.63

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

Occupancy Rates for 2007

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	10,069	657	6.52%	\$52,379.97	\$79.73
February	9,166	892	9.73%	\$74,295.89	\$83.29
March	11,777	1,640	13.93%	\$130,818.41	\$79.77
April	12,265	1,924	15.69%	\$149,375.59	\$77.64
May	14,568	2,297	15.77%	\$171,498.46	\$74.66
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
October	15,831	3,553	22.44%	\$281,570.03	\$79.25
November	13,053	1,949	14.93%	\$141,148.52	\$72.42
December	11,015	829	7.53%	\$57,504.88	\$69.37
OVERALL	174,673	59,842	34.26%	\$5,507,943.77	\$92.04

Zone 8 - Deer Lake / Humber Area / Corner Brook

Occupancy Rates for 2007

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	21,977	7,415	33.74%	\$629,311.10	\$84.87
February	20,014	9,223	46.08%	\$863,671.59	\$93.64
March	22,549	11,063	49.06%	\$1,034,525.52	\$93.51
April	22,013	8,881	40.34%	\$790,117.25	\$88.97
May	22,819	9,004	39.46%	\$819,218.29	\$90.98
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
October	25,885	9,859	38.09%	\$966,564.69	\$98.04
November	25,231	9,068	35.94%	\$812,457.50	\$89.60
December	25,331	7,224	28.52%	\$698,336.92	\$96.67
OVERALL	294,001	132,912	45.21%	\$12,984,435.88	\$97.69

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

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	6,007	1,451	24.16%	\$124,186.40	\$85.59
February	5,432	1,164	21.43%	\$99,257.53	\$85.27
March	5,983	1,699	28.40%	\$146,231.42	\$86.07
April	5,617	1,554	27.67%	\$132,691.96	\$85.39
May	6,944	1,864	26.84%	\$158,953.89	\$85.28
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
October	6,821	2,738	40.14%	\$225,356.87	\$82.31
November	5,910	1,877	31.76%	\$154,106.97	\$82.10
December	5,468	1,070	19.57%	\$79,255.50	\$74.07
OVERALL	75,348	25,603	33.98%	\$2,153,127.26	\$84.10

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

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	5,208	683	13.11%	\$48,361.06	\$70.81
February	4,704	725	15.41%	\$48,482.87	\$66.87
March	5,239	1,223	23.34%	\$80,143.89	\$65.53
April	5,070	906	17.87%	\$62,789.18	\$69.30
May	6,034	1,354	22.44%	\$96,227.46	\$71.07
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
October	5,486	1,647	30.02%	\$123,425.13	\$74.94
November	5,138	1,073	20.88%	\$76,016.22	\$70.84
December	4,897	659	13.46%	\$44,132.02	\$66.97
OVERALL	67,327	24,147	35.87%	\$1,945,773.88	\$80.58

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

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	3,488	416	11.93%	\$30,072.80	\$72.29
February	3,192	817	25.60%	\$59,929.94	\$73.35
March	3,534	823	23.29%	\$54,231.11	\$65.89
April	3,420	771	22.54%	\$61,145.33	\$79.31
May	3,658	833	22.77%	\$64,956.27	\$77.98
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
October	2,906	1,005	34.58%	\$82,832.44	\$82.42
November	3,655	928	25.39%	\$76,534.89	\$82.47
December	3,645	604	16.57%	\$51,517.85	\$85.29
OVERALL	42,579	12,143	28.52%	\$947,252.22	\$78.01

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

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	8,283	2,623	31.67%	\$224,211.70	\$85.48
February	7,616	2,713	35.62%	\$240,918.84	\$88.80
March	8,413	3,019	35.88%	\$258,705.19	\$85.69
April	8,208	2,768	33.72%	\$240,063.53	\$86.73
May	9,207	3,469	37.68%	\$297,977.09	\$85.90
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
October	9,052	3,888	42.95%	\$348,190.04	\$89.56
November	7,310	3,133	42.86%	\$277,274.64	\$88.50
December	8,182	1,510	18.46%	\$134,026.11	\$88.76
OVERALL	103,121	42,796	41.50%	\$3,778,550.15	\$88.29

Zone 13 - Bay D'Espoir Area

Occupancy Rates for 2007

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	1,577	361	22.89%	\$26,038.05	\$72.13
February	1,512	339	22.42%	\$26,339.05	\$77.70
March	1,674	364	21.74%	\$28,898.00	\$79.39
April	1,620	370	22.84%	\$28,343.37	\$76.60
May	1,891	502	26.55%	\$39,804.71	\$79.29
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
October	1,147	499	43.50%	\$37,820.96	\$75.79
November	1,680	512	30.48%	\$43,000.50	\$83.99
December	1,593	310	19.46%	\$22,670.00	\$73.13
OVERALL	21,008	6,756	32.16%	\$514,465.54	\$76.15

Zone 14 - Gander / Twillingate East to Terra Nova Area

Occupancy Rates for 2007

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	20,510	3,591	17.51%	\$299,689.55	\$83.46
February	18,832	5,213	27.68%	\$427,903.50	\$82.08
March	21,629	7,163	33.12%	\$590,978.83	\$82.50
April	21,435	6,243	29.13%	\$508,746.88	\$81.49
May	25,490	8,505	33.37%	\$719,183.81	\$84.56
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
October	23,412	9,655	41.24%	\$809,615.17	\$83.85
November	20,883	6,399	30.64%	\$530,671.62	\$82.93
December	20,673	4,804	23.24%	\$376,244.75	\$78.32
OVERALL	290,412	115,515	39.78%	\$9,701,015.39	\$83.98

Zone 15 - Clarenville / Bonavista Peninsula Area

Occupancy Rates for 2007

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	11,083	2,025	18.27%	\$166,021.94	\$81.99
February	9,996	2,633	26.34%	\$227,730.40	\$86.49
March	11,060	2,868	25.93%	\$246,588.07	\$85.98
April	10,564	2,655	25.13%	\$233,924.05	\$88.11
May	15,743	3,722	23.64%	\$332,568.65	\$89.35
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
October	16,466	6,011	36.51%	\$538,725.83	\$89.62
November	11,816	3,559	30.12%	\$329,849.51	\$92.68
December	10,395	2,409	23.17%	\$208,397.16	\$86.51
OVERALL	174,715	70,533	40.37%	\$6,564,519.51	\$93.07

Zone 16 - Burin Peninsula

Occupancy Rates for 2007

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	4,753	765	16.10%	\$93,445.00	\$122.15
February	4,648	817	17.58%	\$95,153.00	\$116.47
March	5,139	1,438	27.98%	\$173,743.95	\$120.82
April	5,221	1,911	36.60%	\$242,680.93	\$126.99
May	5,673	3,128	55.14%	\$395,017.36	\$126.28
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
October	5,642	1,825	32.35%	\$215,285.31	\$117.96
November	5,130	1,554	30.29%	\$183,400.24	\$118.02
December	4,870	850	17.45%	\$100,235.79	\$117.92
OVERALL	67,500	23,743	35.17%	\$2,806,699.14	\$118.21

Zone 17 - North West Avalon**Occupancy Rates for 2007**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	4,854	710	14.63%	\$37,360.92	\$52.62
February	4,436	770	17.36%	\$42,179.39	\$54.78
March	4,761	1,074	22.56%	\$68,570.77	\$63.85
April	5,164	1,049	20.31%	\$72,545.90	\$69.16
May	6,311	1,026	16.26%	\$71,868.33	\$70.05
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
October	5,983	930	15.54%	\$75,643.95	\$81.34
November	4,794	442	9.22%	\$34,433.03	\$77.90
December	4,578	373	8.15%	\$26,034.16	\$69.80
OVERALL	66,805	17,171	25.70%	\$1,368,539.47	\$79.70

Zone 18 - Argentina / Placentia Area**Occupancy Rates for 2007**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	2,728	93	3.41%	\$6,539.68	\$70.32
February	2,343	209	8.92%	\$15,571.37	\$74.50
March	2,713	175	6.45%	\$11,193.22	\$63.96
April	2,790	153	5.48%	\$11,649.05	\$76.14
May	4,453	897	20.14%	\$78,627.49	\$87.66
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
October	4,030	509	12.63%	\$36,793.09	\$72.29
November	2,911	359	12.33%	\$27,899.84	\$77.72
December	3,007	245	8.15%	\$19,157.17	\$78.19
OVERALL	44,500	9,735	21.88%	\$841,393.84	\$86.43

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

Occupancy Rates for 2007

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	73,975	28,305	38.26%	\$2,820,167.85	\$99.63
February	66,922	31,066	46.42%	\$3,141,768.60	\$101.13
March	74,104	35,104	47.37%	\$3,573,936.96	\$101.81
April	71,754	38,798	54.07%	\$4,039,686.92	\$104.12
May	75,271	49,978	66.40%	\$5,937,260.81	\$118.80
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
October	75,321	53,106	70.51%	\$6,184,153.05	\$116.45
November	71,643	44,398	61.97%	\$4,885,373.93	\$110.04
December	73,677	30,575	41.50%	\$3,020,693.13	\$98.80
OVERALL	882,924	548,837	62.16%	\$62,836,717.14	\$114.49

Zone 20 - Southern Shore Area

Occupancy Rates for 2007

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	1,550	33	2.13%	\$3,282.00	\$99.45
February	1,428	50	3.50%	\$5,115.00	\$102.30
March	1,891	56	2.96%	\$6,032.00	\$107.71
April	2,043	93	4.55%	\$10,231.91	\$110.02
May	3,151	348	11.04%	\$30,518.38	\$87.70
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
October	2,825	220	7.79%	\$15,717.04	\$71.44
November	1,920	86	4.48%	\$9,224.00	\$107.26
December	1,805	38	2.11%	\$3,761.00	\$98.97
OVERALL	29,747	7,048	23.69%	\$703,201.91	\$99.77

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.
