

**Zone 1 - Rigolet to Nain
Occupancy Rates for 2003**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	1,426	296	20.76%	\$26,827.90	\$90.63
February	1,288	229	17.78%	\$21,849.50	\$95.41
March	1,364	354	25.95%	\$33,188.00	\$93.75
April	1,350	405	30.00%	\$35,572.00	\$87.83
May	1,395	505	36.20%	\$46,085.00	\$91.26
June	1,350	482	35.70%	\$45,396.00	\$94.18
July	1,395	616	44.16%	\$55,967.00	\$90.86
August	1,395	740	53.05%	\$61,699.00	\$83.38
September	1,350	642	47.56%	\$58,667.00	\$91.38
October	1,395	659	47.24%	\$63,561.00	\$96.45
November	1,350	689	51.04%	\$68,302.00	\$99.13
December	1,340	299	22.31%	\$25,871.00	\$86.53
OVERALL	16,398	5,916	36.08%	\$542,985.40	\$91.78

**Zone 2 - Labrador West / Churchill Falls
Occupancy Rates for 2003**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	4,681	1,424	30.42%	\$100,778.00	\$70.77
February	4,228	1,621	38.34%	\$117,694.00	\$72.61
March	4,681	1,805	38.56%	\$131,726.00	\$72.98
April	4,414	1,266	28.68%	\$92,321.80	\$72.92
May	4,650	1,417	30.47%	\$106,495.98	\$75.16
June	4,500	2,167	48.16%	\$155,948.88	\$71.97
July	4,608	2,493	54.10%	\$183,277.54	\$73.52
August	4,588	2,356	51.35%	\$183,169.39	\$77.75
September	4,450	2,523	56.70%	\$182,078.43	\$72.17
October	4,650	2,291	49.27%	\$164,319.00	\$71.72
November	4,500	1,891	42.02%	\$134,257.89	\$71.00
December	4,067	1,464	36.00%	\$93,789.11	\$64.06
OVERALL	54,017	22,718	42.06%	\$1,645,856.02	\$72.45

Zone 3 - Happy Valley/Goose Bay, North West River
Occupancy Rates for 2003

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	6,076	1,371	22.56%	\$116,767.00	\$85.17
February	5,488	1,784	32.51%	\$154,454.65	\$86.58
March	6,331	1,972	31.15%	\$180,077.61	\$91.32
April	6,030	1,807	29.97%	\$154,601.68	\$85.56
May	6,603	2,503	37.91%	\$217,024.30	\$86.71
June	6,300	3,415	54.21%	\$293,264.44	\$85.88
July	6,510	3,178	48.82%	\$280,154.47	\$88.15
August	6,541	3,262	49.87%	\$281,126.21	\$86.18
September	6,360	3,103	48.79%	\$262,663.82	\$84.65
October	6,541	3,721	56.89%	\$317,370.00	\$85.29
November	6,360	3,168	49.81%	\$264,189.98	\$83.39
December	6,244	1,964	31.45%	\$160,963.66	\$81.96
OVERALL	75,384	31,248	41.45%	\$2,682,657.82	\$85.85

Zone 4 - Mary's Harbour to Cartwright
Occupancy Rates for 2003

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	868	128	14.75%	\$11,274.20	\$88.08
February	784	194	24.74%	\$16,107.10	\$83.03
March	837	208	24.85%	\$18,059.14	\$86.82
April	810	204	25.19%	\$17,280.59	\$84.71
May	837	178	21.27%	\$15,076.80	\$84.70
June	1,050	513	48.86%	\$49,353.18	\$96.21
July	1,116	731	65.50%	\$68,367.57	\$93.53
August	1,147	637	55.54%	\$60,895.50	\$95.60
September	1,206	493	40.88%	\$44,068.04	\$89.39
October	1,054	492	46.68%	\$41,464.50	\$84.28
November	1,020	327	32.06%	\$28,213.18	\$86.28
December	922	135	14.64%	\$11,358.00	\$84.13
OVERALL	11,651	4,240	36.39%	\$381,517.80	\$89.98

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

Occupancy Rates for 2003

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	3,317	310	9.35%	\$15,994.50	\$51.60
February	2,996	293	9.78%	\$18,383.00	\$62.74
March	3,317	302	9.10%	\$17,290.58	\$57.25
April	3,210	394	12.27%	\$24,348.38	\$61.80
May	3,410	885	25.95%	\$61,666.84	\$69.68
June	3,453	1,704	49.35%	\$115,495.43	\$67.78
July	3,565	2,648	74.28%	\$171,470.98	\$64.75
August	3,490	2,712	77.71%	\$176,688.20	\$65.15
September	3,450	1,909	55.33%	\$128,998.32	\$67.57
October	3,546	1,169	32.97%	\$73,848.61	\$63.17
November	3,300	1,170	35.45%	\$71,504.56	\$61.12
December	3,330	513	15.41%	\$27,511.33	\$53.63
OVERALL	40,384	14,009	34.69%	\$903,200.73	\$64.47

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

East to Roddickton/Englee

Occupancy Rates for 2003

Month	Available/Month	Sold	Rate	Revenue	Rate
January	4,563	479	10.50%	\$30,309.27	\$63.28
February	4,200	752	17.90%	\$48,059.66	\$63.91
March	4,867	908	18.66%	\$57,036.25	\$62.82
April	4,774	904	18.94%	\$53,834.48	\$59.55
May	6,235	1,256	20.14%	\$84,568.71	\$67.33
June	7,339	3,210	43.74%	\$214,057.25	\$66.68
July	7,887	5,521	70.00%	\$410,180.48	\$74.29
August	7,998	5,142	64.29%	\$372,915.13	\$72.52
September	7,580	3,268	43.11%	\$224,089.58	\$68.57
October	7,084	1,684	23.77%	\$112,432.22	\$66.76
November	4,890	1,354	27.69%	\$85,926.66	\$63.46
December	4,659	739	15.86%	\$39,560.48	\$53.53
OVERALL	72,076	25,217	34.99%	\$1,732,970.17	\$68.72

**Zone 7 - Gros Morne Area, Viking Trail North to and
including Plum Point
Occupancy Rates for 2003**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	10,799	657	6.08%	\$46,134.40	\$70.22
February	10,209	1,080	10.58%	\$56,287.49	\$52.12
March	11,221	1,319	11.75%	\$86,131.22	\$65.30
April	10,980	1,318	12.00%	\$93,912.51	\$71.25
May	13,892	1,880	13.53%	\$127,529.44	\$67.83
June	15,557	6,999	44.99%	\$533,543.46	\$76.23
July	17,084	13,855	81.10%	\$1,157,513.47	\$83.54
August	17,193	13,531	78.70%	\$1,139,264.42	\$84.20
September	16,217	7,819	48.21%	\$585,816.65	\$74.92
October	14,797	3,199	21.62%	\$235,320.04	\$73.56
November	12,977	2,318	17.86%	\$154,850.95	\$66.80
December	11,479	762	6.64%	\$46,287.43	\$60.74
OVERALL	162,405	54,737	33.70%	\$4,262,591.48	\$77.87

**Zone 8 - Deer Lake / Humber Area / Corner Brook
Occupancy Rates for 2003**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	20,458	5,714	27.93%	\$451,177.02	\$78.96
February	18,621	8,888	47.73%	\$738,732.33	\$83.12
March	20,572	9,888	48.07%	\$822,889.11	\$83.22
April	19,836	8,230	41.49%	\$660,049.92	\$80.20
May	21,276	8,015	37.67%	\$638,687.74	\$79.69
June	21,228	10,304	48.54%	\$881,173.88	\$85.52
July	22,033	15,429	70.03%	\$1,312,538.35	\$85.07
August	22,309	15,476	69.37%	\$1,331,870.33	\$86.06
September	21,695	10,731	49.46%	\$890,603.56	\$82.99
October	21,351	10,067	47.15%	\$833,157.09	\$82.76
November	20,483	8,111	39.60%	\$653,551.21	\$80.58
December	20,673	5,813	28.12%	\$457,778.74	\$78.75
OVERALL	250,535	116,666	46.57%	\$9,672,209.28	\$82.91

**Zone 9 - Stephenville / Port au Port / Burgeo
Occupancy Rates for 2003**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	5,146	942	18.31%	\$77,316.92	\$82.08
February	4,648	1,213	26.10%	\$99,759.99	\$82.24
March	5,053	1,575	31.17%	\$133,796.26	\$84.95
April	5,070	1,673	33.00%	\$137,641.28	\$82.27

May	5,635	1,627	28.87%	\$131,398.10	\$80.76
June	5,505	2,026	36.80%	\$165,483.31	\$81.68
July	5,859	3,183	54.33%	\$259,402.65	\$81.50
August	5,828	3,123	53.59%	\$264,115.93	\$84.57
September	5,561	2,317	41.67%	\$189,051.28	\$81.59
October	5,449	1,882	34.54%	\$156,206.44	\$83.00
November	5,191	1,447	27.88%	\$120,130.81	\$83.02
December	5,332	893	16.75%	\$72,387.19	\$81.06
OVERALL	64,277	21,901	34.07%	\$1,806,690.16	\$82.49

**Zone 10 - Port aux Basques / Doyles / Rose Blanche
Occupancy Rates for 2003**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	4,526	565	12.48%	\$37,306.55	\$66.03
February	4,088	866	21.18%	\$55,970.42	\$64.63
March	4,526	719	15.89%	\$43,813.93	\$60.94
April	4,590	1,268	27.63%	\$82,517.36	\$65.08
May	6,167	1,314	21.31%	\$87,348.68	\$66.48
June	6,251	2,292	36.67%	\$181,044.53	\$78.99
July	6,155	4,633	75.27%	\$371,613.32	\$80.21
August	6,478	4,918	75.92%	\$388,565.86	\$79.01
September	6,240	2,737	43.86%	\$196,519.61	\$71.80
October	6,463	1,798	27.82%	\$121,586.62	\$67.62
November	5,408	1,053	19.47%	\$68,881.11	\$65.41
December	5,482	565	10.31%	\$38,279.52	\$67.75
OVERALL	66,374	22,728	34.24%	\$1,673,447.51	\$73.63

**Zone 11 - Baie Verte / La Scie / Green Bay
Occupancy Rates for 2003**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	3,937	429	10.90%	\$26,372.77	\$61.47
February	3,556	580	16.31%	\$35,689.56	\$61.53
March	3,937	870	22.10%	\$50,182.74	\$57.68
April	3,990	789	19.77%	\$45,361.77	\$57.49
May	4,464	880	19.71%	\$53,023.88	\$60.25
June	4,320	1,167	27.01%	\$71,512.40	\$61.28
July	4,433	2,224	50.17%	\$140,728.44	\$63.28
August	4,464	1,673	37.48%	\$100,370.33	\$59.99
September	4,320	1,061	24.56%	\$64,468.43	\$60.76
October	4,460	1,112	24.93%	\$66,761.05	\$60.04
November	4,140	803	19.40%	\$49,245.98	\$61.33
December	3,964	552	13.93%	\$34,656.48	\$62.78
OVERALL	49,985	12,140	24.29%	\$738,373.83	\$60.82

**Zone 12 - Grand Falls / Windsor
Occupancy Rates for 2003**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	7,705	1,823	23.66%	\$146,219.00	\$80.21
February	6,972	3,046	43.69%	\$242,328.20	\$79.56
March	7,803	3,064	39.27%	\$243,260.07	\$79.39
April	7,843	2,822	35.98%	\$229,782.05	\$81.43
May	8,556	2,932	34.27%	\$232,670.43	\$79.36
June	8,656	4,172	48.20%	\$328,637.65	\$78.77
July	9,300	6,194	66.60%	\$499,893.44	\$80.71
August	9,300	6,461	69.47%	\$511,592.52	\$79.18
September	8,940	4,471	50.01%	\$360,143.87	\$80.55
October	8,804	3,434	39.00%	\$280,080.16	\$81.56
November	8,520	2,753	32.31%	\$224,745.35	\$81.64
December	8,334	1,623	19.47%	\$135,626.15	\$83.57
OVERALL	100,733	42,795	42.48%	\$3,434,978.89	\$80.27

**Zone 13 - Bay D'Espoir Area
Occupancy Rates for 2003**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	2,152	262	12.17%	\$15,285.00	\$58.34
February	1,712	359	20.97%	\$22,139.00	\$61.67
March	2,054	494	24.05%	\$32,685.00	\$66.16
April	2,355	683	29.00%	\$45,295.00	\$66.32
May	2,883	817	28.34%	\$57,622.00	\$70.53
June	2,790	840	30.11%	\$60,164.10	\$71.62
July	2,883	1,069	37.08%	\$77,484.00	\$72.48
August	2,883	1,302	45.16%	\$91,446.95	\$70.24
September	2,790	1,010	36.20%	\$73,288.20	\$72.56
October	2,883	837	29.03%	\$61,634.62	\$73.64
November	2,730	685	25.09%	\$49,784.00	\$72.68
December	2,339	464	19.84%	\$33,678.46	\$72.58
OVERALL	30,454	8,822	28.97%	\$620,506.33	\$70.34

**Zone 14 - Gander / Twillingate East to Terra Nova Area
Occupancy Rates for 2003**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	21,208	4,378	20.64%	\$312,263.85	\$71.33
February	19,294	6,035	31.28%	\$445,325.53	\$73.79
March	21,217	7,558	35.62%	\$544,179.59	\$72.00
April	21,975	8,004	36.42%	\$571,652.24	\$71.42

May	24,603	8,671	35.24%	\$632,165.20	\$72.91
June	27,166	11,546	42.50%	\$825,535.40	\$71.50
July	28,942	17,780	61.43%	\$1,279,638.51	\$71.97
August	28,931	19,424	67.14%	\$1,398,435.65	\$72.00
September	27,294	12,488	45.75%	\$880,271.04	\$70.49
October	24,069	10,879	45.20%	\$796,336.02	\$73.20
November	20,779	6,259	30.12%	\$437,135.76	\$69.84
December	20,750	4,937	23.79%	\$326,020.96	\$66.04
OVERALL	286,228	117,959	41.21%	\$8,448,959.75	\$71.63

**Zone 15 - Clarenville / Bonavista Peninsula Area
Occupancy Rates for 2003**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	9,533	1,871	19.63%	\$120,711.31	\$64.52
February	8,593	2,480	28.86%	\$162,961.25	\$65.71
March	9,744	3,264	33.50%	\$216,505.00	\$66.33
April	9,858	2,857	28.98%	\$206,687.89	\$72.34
May	14,317	5,765	40.27%	\$412,572.47	\$71.57
June	17,324	8,252	47.63%	\$614,603.43	\$74.48
July	18,017	12,673	70.34%	\$1,032,944.49	\$81.51
August	17,885	14,038	78.49%	\$1,161,768.03	\$82.76
September	16,715	8,552	51.16%	\$656,277.19	\$76.74
October	14,769	4,602	31.16%	\$342,149.70	\$74.35
November	10,077	2,382	23.64%	\$173,478.09	\$72.83
December	9,376	1,677	17.89%	\$119,102.02	\$71.02
OVERALL	156,208	68,413	43.80%	\$5,219,760.87	\$76.30

**Zone 16 - Burin Peninsula
Occupancy Rates for 2003**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	5,202	935	17.97%	\$69,872.00	\$74.73
February	5,040	1,136	22.54%	\$86,634.55	\$76.26
March	5,580	1,560	27.96%	\$116,453.65	\$74.65
April	5,580	2,182	39.10%	\$161,224.00	\$73.89
May	6,077	2,316	38.11%	\$171,967.55	\$74.25
June	6,434	2,230	34.66%	\$163,003.58	\$73.10
July	6,765	3,750	55.43%	\$275,828.99	\$73.55
August	6,820	4,184	61.35%	\$306,577.55	\$73.27
September	5,988	2,362	39.45%	\$174,357.74	\$73.82
October	6,067	2,372	39.10%	\$168,656.43	\$71.10
November	5,640	2,074	36.77%	\$144,598.11	\$69.72
December	5,520	1,394	25.25%	\$96,378.33	\$69.14
OVERALL	70,713	26,495	37.47%	\$1,935,552.48	\$73.05

**Zone 17 - North West Avalon
Occupancy Rates for 2003**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	3,563	620	17.40%	\$35,019.00	\$56.48
February	3,332	502	15.07%	\$29,228.57	\$58.22
March	3,689	600	16.26%	\$36,838.50	\$61.40
April	3,615	742	20.53%	\$44,259.60	\$59.65
May	4,593	895	19.49%	\$52,325.90	\$58.46
June	4,857	2,073	42.68%	\$134,982.16	\$65.11
July	5,497	3,286	59.78%	\$235,211.78	\$71.58
August	5,480	3,555	64.87%	\$254,099.77	\$71.48
September	5,242	2,040	38.92%	\$137,477.55	\$67.39
October	4,760	1,081	22.71%	\$63,895.57	\$59.11
November	4,440	919	20.70%	\$52,823.56	\$57.48
December	4,404	606	13.76%	\$37,444.72	\$61.79
OVERALL	53,472	16,919	31.64%	\$1,113,606.68	\$65.82

**Zone 18 - Argentia / Placentia Area
Occupancy Rates for 2003**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	4,402	247	5.61%	\$14,881.92	\$60.25
February	3,976	343	8.63%	\$18,954.29	\$55.26
March	4,464	208	4.66%	\$13,067.47	\$62.82
April	4,260	446	10.47%	\$25,990.81	\$58.28
May	5,247	766	14.60%	\$51,744.43	\$67.55
June	5,640	1,881	33.35%	\$145,668.41	\$77.44
July	5,859	3,290	56.15%	\$262,542.62	\$79.80
August	5,828	3,367	57.77%	\$276,794.90	\$82.21
September	5,640	1,721	30.51%	\$136,428.56	\$79.27
October	5,332	679	12.73%	\$51,162.58	\$75.35
November	4,170	312	7.48%	\$23,460.81	\$75.19
December	4,252	309	7.27%	\$19,150.05	\$61.97
OVERALL	59,070	13,569	22.97%	\$1,039,846.85	\$76.63

**Zone 19 - North East Avalon / St. John's Area
Occupancy Rates for 2003**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	54,308	22,530	41.49%	\$2,064,579.69	\$91.64
February	48,916	26,837	54.86%	\$2,602,737.63	\$96.98
March	54,157	28,088	51.86%	\$2,698,049.06	\$96.06
April	52,590	28,095	53.42%	\$2,746,983.43	\$97.77
May	55,098	36,993	67.14%	\$4,138,737.10	\$111.88

June	53,842	43,426	80.65%	\$5,076,953.02	\$116.91
July	56,457	46,919	83.11%	\$5,164,325.01	\$110.07
August	56,730	47,208	83.22%	\$5,327,180.27	\$112.84
September	54,732	45,251	82.68%	\$5,296,981.29	\$117.06
October	56,231	39,464	70.18%	\$4,324,499.40	\$109.58
November	53,864	33,978	63.08%	\$3,463,629.57	\$101.94
December	54,883	25,473	46.41%	\$2,559,627.84	\$100.48
OVERALL	651,808	424,262	65.09%	\$45,464,283.31	\$107.16

Zone 20 - Southern Shore Area Occupancy Rates for 2003					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	1,068	19	1.78%	\$1,385.00	\$72.89
February	966	60	6.21%	\$4,083.00	\$68.05
March	1,130	56	4.96%	\$4,287.00	\$76.55
April	1,034	54	5.22%	\$3,638.00	\$67.37
May	1,401	162	11.56%	\$11,598.00	\$71.59
June	1,901	881	46.34%	\$61,331.00	\$69.62
July	2,109	1,437	68.14%	\$102,225.86	\$71.14
August	2,139	1,271	59.42%	\$91,548.00	\$72.03
September	1,950	604	30.97%	\$43,884.00	\$72.66
October	1,802	255	14.15%	\$17,544.00	\$68.80
November	1,404	77	5.48%	\$6,081.00	\$78.97
December	1,364	40	2.93%	\$3,196.00	\$79.90
OVERALL	18,268	4,916	26.91%	\$350,800.86	\$71.36

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.