

Zone 1 - Rigolet to Nain					
Peak Season Occupancy Rates for 2003					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
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
OVERALL	5,490	2,480	45.17%	\$221,729.00	\$89.41

Zone 2 - Labrador West / Churchill Falls					
Peak Season Occupancy Rates for 2003					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
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
OVERALL	18,146	9,539	52.57%	\$704,474.24	\$73.85

Zone 3 - Happy Valley/Goose Bay, North West River					
Peak Season Occupancy Rates for 2003					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
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
OVERALL	25,711	12,958	50.40%	\$1,117,208.94	\$86.22

Zone 4 - Mary's Harbour to Cartwright					
Peak Season Occupancy Rates for 2003					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
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
OVERALL	4,519	2,374	52.53%	\$222,684.29	\$93.80

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

Peak Season Occupancy Rates for 2003

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
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
OVERALL	13,958	8,973	64.29%	\$592,652.93	\$66.05

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

Peak Season Occupancy Rates for 2003

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
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
OVERALL	30,804	17,141	55.65%	\$1,221,242.44	\$71.25

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

Peak Season Occupancy Rates for 2003

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
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
OVERALL	66,051	42,204	63.90%	\$3,416,138.00	\$80.94

Zone 8 - Deer Lake / Humber Area / Corner Brook

Peak Season Occupancy Rates for 2003

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
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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
OVERALL	87,265	51,940	59.52%	\$4,416,186.12	\$85.02

Zone 9 - Stephenville / Port au Port / Burgeo					
Peak Season Occupancy Rates for 2003					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
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
OVERALL	22,753	10,649	46.80%	\$878,053.17	\$82.45

Zone 10 - Port aux Basques / Doyles / Rose Blanche					
Peak Season Occupancy Rates for 2003					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
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
OVERALL	25,124	14,580	58.03%	\$1,137,743.32	\$78.03

Zone 11 - Baie Verte / La Scie / Green Bay					
Peak Season Occupancy Rates for 2003					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
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
OVERALL	17,537	6,125	34.93%	\$377,079.60	\$61.56

Zone 12 - Grand Falls / Windsor					
Peak Season Occupancy Rates for 2003					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate

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
OVERALL	36,196	21,298	58.84%	\$1,700,267.48	\$79.83

Zone 13 - Bay D'Espoir Area					
Peak Season Occupancy Rates for 2003					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
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
OVERALL	11,346	4,221	37.20%	\$302,383.25	\$71.64

Zone 14 - Gander / Twillingate East to Terra Nova Area					
Peak Season Occupancy Rates for 2003					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
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
OVERALL	112,333	61,238	54.51%	\$4,383,880.60	\$71.59

Zone 15 - Clarenville / Bonavista Peninsula Area					
Peak Season Occupancy Rates for 2003					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
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
OVERALL	69,941	43,515	62.22%	\$3,465,593.14	\$79.64

Zone 16 - Burin Peninsula					
Peak Season Occupancy Rates for 2003					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
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

OVERALL	26,007	12,526	48.16%	\$919,767.86	\$73.43
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Zone 17 - North West Avalon					
Peak Season Occupancy Rates for 2003					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
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
OVERALL	21,076	10,954	51.97%	\$761,771.26	\$69.54

Zone 18 - Argentina / Placentia Area					
Peak Season Occupancy Rates for 2003					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
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
OVERALL	22,967	10,259	44.67%	\$821,434.49	\$80.07

Zone 19 - North East Avalon / St. John's Area					
Peak Season Occupancy Rates for 2003					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
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
OVERALL	221,761	182,804	82.43%	\$20,865,439.59	\$114.14

Zone 20 - Southern Shore Area					
Peak Season Occupancy Rates for 2003					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	2,109	1,437	68.14%	\$102,225.86	\$71.14
July	2,139	1,271	59.42%	\$91,548.00	\$72.03
August	1,950	604	30.97%	\$43,884.00	\$72.66
September	1,802	255	14.15%	\$17,544.00	\$68.80
OVERALL	8,000	3,567	44.59%	\$255,201.86	\$71.55

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.

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