

Zone 1 - Rigolet to Nain**Occupancy Rates for 2005**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	1,256	444	35.35%	\$47,150.00	\$106.19
February	1,148	410	35.71%	\$42,900.00	\$104.63
March	1,271	667	52.48%	\$69,630.68	\$104.39
April	1,230	488	39.67%	\$51,735.00	\$106.01
May	1,271	581	45.71%	\$58,581.58	\$100.83
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
October	1,271	1,054	82.93%	\$110,424.05	\$104.77
November	1,230	860	69.92%	\$87,668.00	\$101.94
December	1,256	323	25.72%	\$29,799.00	\$92.26
OVERALL	14,935	8,239	55.17%	\$803,849.84	\$97.57

Zone 2 - Labrador West / Churchill Falls**Occupancy Rates for 2005**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	4,836	1,465	30.29%	\$109,562.80	\$74.79
February	4,368	1,815	41.55%	\$133,140.20	\$73.36
March	4,833	2,455	50.80%	\$183,029.53	\$74.55
April	4,680	1,836	39.23%	\$137,341.50	\$74.80
May	4,743	1,667	35.15%	\$123,168.34	\$73.89
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
October	4,836	2,381	49.23%	\$178,837.34	\$75.11
November	4,680	2,490	53.21%	\$185,237.63	\$74.39
December	4,731	1,328	28.07%	\$103,879.84	\$78.22
OVERALL	56,454	26,431	46.82%	\$1,964,821.61	\$74.34

Zone 3 - Happy Valley/Goose Bay, North West River

Occupancy Rates for 2005

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	6,169	1,841	29.84%	\$167,399.00	\$90.93
February	5,964	2,575	43.18%	\$229,709.00	\$89.21
March	6,603	3,283	49.72%	\$292,684.00	\$89.15
April	6,420	2,826	44.02%	\$254,363.00	\$90.01
May	6,634	3,329	50.18%	\$305,837.60	\$91.87
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
October	6,697	3,022	45.12%	\$266,345.70	\$88.14
November	6,420	2,949	45.93%	\$258,489.63	\$87.65
December	6,434	1,656	25.74%	\$148,141.00	\$89.46
OVERALL	77,539	34,652	44.69%	\$3,115,175.73	\$89.90

Zone 4 - Mary's Harbour to Cartwright

Occupancy Rates for 2005

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	1,410	136	9.65%	\$11,775.75	\$86.59
February	1,400	168	12.00%	\$14,573.00	\$86.74
March	1,550	183	11.81%	\$16,520.75	\$90.28
April	1,500	205	13.67%	\$19,140.50	\$93.37
May	1,550	215	13.87%	\$19,694.75	\$91.60
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
October	1,550	424	27.35%	\$42,112.92	\$99.32
November	1,500	326	21.73%	\$33,524.34	\$102.84
December	1,324	171	12.92%	\$15,260.91	\$89.25
OVERALL	18,914	4,149	21.94%	\$392,097.29	\$94.50

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

Occupancy Rates for 2005

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	3,069	244	7.95%	\$12,048.43	\$49.38
February	2,772	261	9.42%	\$14,548.45	\$55.74
March	3,069	282	9.19%	\$17,854.59	\$63.31
April	2,970	240	8.08%	\$13,290.25	\$55.38
May	3,534	847	23.97%	\$53,498.97	\$63.16
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
October	3,547	923	26.02%	\$47,348.72	\$51.30
November	3,060	801	26.18%	\$42,731.76	\$53.35
December	3,102	341	10.99%	\$20,696.62	\$60.69
OVERALL	39,153	11,958	30.54%	\$747,952.32	\$62.55

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

East to Roddickton/Englee

Occupancy Rates for 2005

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	4,381	381	8.70%	\$25,140.96	\$65.99
February	4,060	554	13.65%	\$42,582.41	\$76.86
March	4,597	1,041	22.65%	\$74,386.01	\$71.46
April	4,590	817	17.80%	\$63,708.29	\$77.98
May	6,109	1,419	23.23%	\$103,940.06	\$73.25
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
October	6,538	1,341	20.51%	\$108,213.35	\$80.70
November	4,680	1,002	21.41%	\$75,878.64	\$75.73
December	3,961	542	13.68%	\$35,489.93	\$65.48
OVERALL	72,149	24,066	33.36%	\$1,964,409.35	\$81.63

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

Occupancy Rates for 2005

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	11,337	872	7.69%	\$59,948.92	\$68.75
February	10,556	905	8.57%	\$61,081.48	\$67.49
March	11,885	1,657	13.94%	\$111,454.86	\$67.26
April	12,165	1,312	10.79%	\$83,327.15	\$63.51
May	15,449	2,537	16.42%	\$182,040.20	\$71.75
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
October	14,958	3,212	21.47%	\$230,637.79	\$71.81
November	12,735	1,959	15.38%	\$126,125.25	\$64.38
December	10,684	884	8.27%	\$50,600.99	\$57.24
OVERALL	173,360	54,559	31.47%	\$4,356,910.79	\$79.86

Zone 8 - Deer Lake / Humber Area / Corner Brook

Occupancy Rates for 2005

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	19,973	5,553	27.80%	\$480,206.98	\$86.48
February	18,068	9,109	50.42%	\$828,125.49	\$90.91
March	20,433	10,205	49.94%	\$931,609.52	\$91.29
April	19,751	7,709	39.03%	\$609,187.10	\$79.02
May	20,098	7,797	38.79%	\$691,193.34	\$88.65
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
October	21,080	9,829	46.63%	\$846,008.05	\$86.07
November	19,854	9,097	45.82%	\$743,601.07	\$81.74
December	20,064	5,887	29.34%	\$474,744.28	\$80.64
OVERALL	246,819	115,259	46.70%	\$10,211,228.20	\$88.59

Zone 9 - Stephenville / Port au Port / Burgeo

Occupancy Rates for 2005

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	6,141	714	11.63%	\$58,265.81	\$81.60
February	5,116	1,125	21.99%	\$96,179.70	\$85.49
March	5,642	1,460	25.88%	\$119,665.15	\$81.96

April	6,160	1,635	26.54%	\$136,053.45	\$83.21
May	6,754	1,816	26.89%	\$155,387.89	\$85.57
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
October	6,703	2,415	36.03%	\$183,167.42	\$75.85
November	6,100	1,680	27.54%	\$120,436.14	\$71.69
December	5,449	905	16.61%	\$76,005.42	\$83.98
OVERALL	74,811	22,252	29.74%	\$1,809,856.43	\$81.33

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

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	4,495	585	13.01%	\$36,243.84	\$61.96
February	4,060	618	15.22%	\$40,469.63	\$65.48
March	4,495	899	20.00%	\$57,267.15	\$63.70
April	4,994	832	16.66%	\$56,089.33	\$67.42
May	6,079	1,363	22.42%	\$93,282.73	\$68.44
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
October	5,754	1,516	26.35%	\$109,303.08	\$72.10
November	5,130	899	17.52%	\$61,159.92	\$68.03
December	5,092	425	8.35%	\$30,298.51	\$71.29
OVERALL	66,135	21,752	32.89%	\$1,640,172.51	\$75.40

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

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	4,061	355	8.74%	\$22,410.64	\$63.13
February	3,668	458	12.49%	\$29,202.19	\$63.76
March	4,030	925	22.95%	\$59,590.35	\$64.42
April	3,570	658	18.43%	\$43,900.75	\$66.72
May	4,030	602	14.94%	\$38,692.31	\$64.27
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
October	3,775	807	21.38%	\$56,011.85	\$69.41
November	3,420	720	21.05%	\$47,005.99	\$65.29
December	3,429	338	9.86%	\$24,790.59	\$73.34

OVERALL	45,454	9,711	21.36%	\$650,938.57	\$67.03
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Zone 12 - Grand Falls / Windsor					
Occupancy Rates for 2005					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	8,175	1,809	22.13%	\$155,790.24	\$86.12
February	7,392	2,640	35.71%	\$223,505.56	\$84.66
March	9,052	3,640	40.21%	\$301,937.05	\$82.95
April	8,760	2,628	30.00%	\$225,336.34	\$85.74
May	9,238	3,118	33.75%	\$262,054.67	\$84.05
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
October	9,176	3,487	38.00%	\$288,874.60	\$82.84
November	8,736	3,067	35.11%	\$247,752.90	\$80.78
December	8,274	1,787	21.60%	\$140,070.85	\$78.38
OVERALL	106,326	41,656	39.18%	\$3,508,625.58	\$84.23

Zone 13 - Bay D'Espoir Area					
Occupancy Rates for 2005					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	1,701	296	17.40%	\$17,898.00	\$60.47
February	1,546	413	26.71%	\$28,148.59	\$68.16
March	1,759	506	28.77%	\$35,467.00	\$70.09
April	1,740	466	26.78%	\$34,457.00	\$73.94
May	1,798	546	30.37%	\$45,402.75	\$83.16
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
October	2,563	719	28.05%	\$51,977.30	\$72.29
November	1,740	672	38.62%	\$45,989.00	\$68.44
December	1,681	350	20.82%	\$21,893.55	\$62.55
OVERALL	25,874	7,806	30.17%	\$557,784.47	\$71.46

Zone 14 - Gander / Twillingate East to Terra Nova Area					
Occupancy Rates for 2005					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	21,583	4,025	18.65%	\$278,980.16	\$69.31
February	20,774	5,419	26.09%	\$389,154.64	\$71.81
March	23,235	7,070	30.43%	\$506,302.90	\$71.61

April	22,687	7,632	33.64%	\$539,600.63	\$70.70
May	26,171	7,139	27.28%	\$558,217.13	\$78.19
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
October	24,082	9,851	40.91%	\$739,971.21	\$75.12
November	21,119	6,124	29.00%	\$454,851.90	\$74.27
December	21,304	4,543	21.32%	\$308,681.75	\$67.95
OVERALL	299,718	112,558	37.55%	\$8,560,658.83	\$76.06

**Zone 15 - Clarenville / Bonavista Peninsula Area
Occupancy Rates for 2005**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	10,134	1,881	18.56%	\$147,229.57	\$78.27
February	9,514	2,840	29.85%	\$209,652.22	\$73.82
March	10,218	3,687	36.08%	\$271,807.66	\$73.72
April	9,860	2,769	28.08%	\$207,815.35	\$75.05
May	16,077	5,610	34.89%	\$439,531.32	\$78.35
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
October	16,078	4,546	28.27%	\$383,037.93	\$84.26
November	10,450	2,729	26.11%	\$219,117.68	\$80.29
December	10,217	1,833	17.94%	\$140,922.30	\$76.88
OVERALL	168,388	65,548	38.93%	\$5,629,225.91	\$85.88

**Zone 16 - Burin Peninsula
Occupancy Rates for 2005**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	5,735	2,416	42.13%	\$269,926.50	\$111.72
February	5,180	2,428	46.87%	\$269,500.93	\$111.00
March	5,766	2,840	49.25%	\$316,924.63	\$111.59
April	5,661	3,078	54.37%	\$342,956.17	\$111.42
May	6,880	3,349	48.68%	\$369,238.57	\$110.25
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
October	6,254	1,477	23.62%	\$163,235.40	\$110.52
November	5,051	1,145	22.67%	\$128,268.35	\$112.02
December	4,309	824	19.12%	\$91,545.25	\$111.10

OVERALL	73,355	33,589	45.79%	\$3,644,254.28	\$108.50
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Zone 17 - North West Avalon					
Occupancy Rates for 2005					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	4,852	388	8.00%	\$25,947.83	\$66.88
February	4,065	739	18.18%	\$53,170.77	\$71.95
March	4,869	706	14.50%	\$48,584.05	\$68.82
April	4,575	973	21.27%	\$67,849.88	\$69.73
May	5,574	1,042	18.69%	\$79,304.16	\$76.11
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
October	5,819	931	16.00%	\$67,476.70	\$72.48
November	5,120	708	13.83%	\$52,032.28	\$73.49
December	4,303	541	12.57%	\$33,842.99	\$62.56
OVERALL	64,498	16,701	25.89%	\$1,289,069.94	\$77.19

Zone 18 - Argentina / Placentia Area					
Occupancy Rates for 2005					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	4,086	161	3.94%	\$9,293.04	\$57.72
February	3,696	336	9.09%	\$18,121.06	\$53.93
March	4,526	638	14.10%	\$37,232.88	\$58.36
April	4,380	436	9.95%	\$25,854.69	\$59.30
May	5,828	672	11.53%	\$51,215.61	\$76.21
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
October	5,007	709	14.16%	\$49,403.43	\$69.68
November	3,720	290	7.80%	\$20,634.59	\$71.15
December	3,850	364	9.45%	\$20,213.92	\$55.53
OVERALL	58,242	12,577	21.59%	\$941,342.92	\$74.85

Zone 19 - North East Avalon / St. John's Area					
Occupancy Rates for 2005					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	63,288	24,019	37.95%	\$2,346,655.14	\$97.70
February	56,532	31,558	55.82%	\$3,324,300.56	\$105.34
March	62,273	33,407	53.65%	\$3,440,546.26	\$102.99

April	60,516	35,499	58.66%	\$3,751,519.93	\$105.68
May	63,947	41,365	64.69%	\$5,005,985.07	\$121.02
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
October	72,317	45,891	63.46%	\$5,155,410.57	\$112.34
November	69,123	36,406	52.67%	\$3,906,904.54	\$107.31
December	71,239	26,410	37.07%	\$2,644,741.24	\$100.14
OVERALL	800,752	483,652	60.40%	\$55,294,181.41	\$114.33

Zone 20 - Southern Shore Area					
Occupancy Rates for 2005					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	1,453	21	1.45%	\$1,890.00	\$90.00
February	1,406	49	3.49%	\$3,968.00	\$80.98
March	1,547	128	8.27%	\$9,573.00	\$74.79
April	1,500	99	6.60%	\$8,147.00	\$82.29
May	2,471	217	8.78%	\$17,621.30	\$81.20
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
October	2,405	226	9.40%	\$18,897.50	\$83.62
November	1,800	137	7.61%	\$11,654.00	\$85.07
December	1,860	66	3.55%	\$5,697.00	\$86.32
OVERALL	24,988	5,910	23.65%	\$482,058.97	\$81.57

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.