

Zone 1 - Rigolet to Nain					
Peak Season Occupancy Rates for 2006					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	1,290	497	38.53%	\$58,085.00	\$116.87
July	1,643	677	41.21%	\$76,147.70	\$112.48
August	1,643	620	37.74%	\$70,650.00	\$113.95
September	1,590	486	30.57%	\$55,140.00	\$113.46
OVERALL	6,166	2,280	36.98%	\$260,022.70	\$114.05

Zone 2 - Labrador West / Churchill Falls					
Peak Season Occupancy Rates for 2006					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	4,740	2,950	62.24%	\$229,519.58	\$77.80
July	4,784	2,858	59.74%	\$228,334.66	\$79.89
August	4,730	2,892	61.14%	\$237,090.78	\$81.98
September	4,650	3,634	78.15%	\$295,098.71	\$81.20
OVERALL	18,904	12,334	65.25%	\$990,043.73	\$80.27

Zone 3 - Happy Valley/Goose Bay, North West River					
Peak Season Occupancy Rates for 2006					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	6,420	3,612	56.26%	\$334,009.50	\$92.47
July	6,634	4,005	60.37%	\$345,054.00	\$86.16
August	6,610	4,009	60.65%	\$350,709.42	\$87.48
September	6,423	3,729	58.06%	\$335,271.00	\$89.91
OVERALL	26,087	15,355	58.86%	\$1,365,043.92	\$88.90

Zone 4 - Mary's Harbour to Cartwright					
Peak Season Occupancy Rates for 2006					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	2,310	749	32.42%	\$55,958.61	\$74.71
July	2,387	872	36.53%	\$70,822.15	\$81.22
August	2,387	766	32.09%	\$58,539.72	\$76.42
September	1,878	524	27.90%	\$45,205.50	\$86.27
OVERALL	8,962	2,911	32.48%	\$230,525.98	\$79.19

**Zone 5 - Labrador Straits (L'Anse au Clair to Red Bay)
Peak Season Occupancy Rates for 2006**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	3,450	1,500	43.48%	\$107,388.82	\$71.59
July	3,565	2,033	57.03%	\$149,098.41	\$73.34
August	3,565	2,102	58.96%	\$152,471.63	\$72.54
September	3,450	1,128	32.70%	\$82,292.36	\$72.95
OVERALL	14,030	6,763	48.20%	\$491,251.22	\$72.64

**Zone 6 - Viking Trail, St. Anthony South West to Plum Point,
East to Roddickton/Englee
Peak Season Occupancy Rates for 2006**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	8,280	3,557	42.96%	\$300,355.29	\$84.44
July	8,618	5,282	61.29%	\$454,172.83	\$85.99
August	8,616	4,790	55.59%	\$401,908.59	\$83.91
September	8,430	2,847	33.77%	\$247,921.23	\$87.08
OVERALL	33,944	16,476	48.54%	\$1,404,357.94	\$85.24

**Zone 7 - Gros Morne Area, Viking Trail North to and
Peak Season Occupancy Rates for 2006**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	18,036	6,390	35.43%	\$524,771.06	\$82.12
July	19,025	13,992	73.55%	\$1,293,301.08	\$92.43
August	19,069	12,839	67.33%	\$1,214,123.76	\$94.57
September	17,616	6,876	39.03%	\$605,231.09	\$88.02
OVERALL	73,746	40,097	54.37%	\$3,637,426.99	\$90.72

**Zone 8 - Deer Lake / Humber Area / Corner Brook
Peak Season Occupancy Rates for 2006**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	21,972	10,404	47.35%	\$968,815.65	\$93.12
July	22,789	16,404	71.98%	\$1,593,036.79	\$97.11
August	22,712	15,084	66.41%	\$1,477,039.99	\$97.92
September	21,598	11,443	52.98%	\$1,023,328.24	\$89.43
OVERALL	89,071	53,335	59.88%	\$5,062,220.67	\$94.91

**Zone 9 - Stephenville / Port au Port / Burgeo
Peak Season Occupancy Rates for 2006**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	6,060	2,142	35.35%	\$184,231.38	\$86.01
July	6,789	3,263	48.06%	\$273,989.83	\$83.97
August	6,942	3,037	43.75%	\$256,524.08	\$84.47
September	6,770	2,005	29.62%	\$165,578.24	\$82.58
OVERALL	26,561	10,447	39.33%	\$880,323.53	\$84.27

**Zone 10 - Port aux Basques / Doyles / Rose Blanche
Peak Season Occupancy Rates for 2006**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	6,429	2,225	34.61%	\$173,981.46	\$78.19
July	6,773	4,217	62.26%	\$358,626.83	\$85.04
August	6,820	4,644	68.09%	\$387,692.60	\$83.48
September	6,354	2,824	44.44%	\$219,607.65	\$77.76
OVERALL	26,376	13,910	52.74%	\$1,139,908.54	\$81.95

**Zone 11 - Baie Verte / La Scie / Green Bay
Peak Season Occupancy Rates for 2006**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	3,570	1,231	34.48%	\$84,279.50	\$68.46
July	3,716	1,426	38.37%	\$108,086.77	\$75.80
August	3,720	1,428	38.39%	\$107,158.58	\$75.04
September	3,600	1,303	36.19%	\$96,453.14	\$74.02
OVERALL	14,606	5,388	36.89%	\$395,977.99	\$73.49

**Zone 12 - Grand Falls / Windsor
Peak Season Occupancy Rates for 2006**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	9,274	3,872	41.75%	\$336,667.58	\$86.95
July	9,610	5,673	59.03%	\$502,882.21	\$88.64
August	9,632	5,219	54.18%	\$461,002.35	\$88.33
September	9,250	4,040	43.68%	\$350,589.75	\$86.78
OVERALL	37,766	18,804	49.79%	\$1,651,141.89	\$87.81

Zone 13 - Bay D'Espoir Area					
Peak Season Occupancy Rates for 2006					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	2,790	594	21.29%	\$39,736.29	\$66.90
July	2,604	805	30.91%	\$58,992.17	\$73.28
August	2,573	871	33.85%	\$61,799.15	\$70.95
September	2,168	724	33.39%	\$51,336.00	\$70.91
OVERALL	10,135	2,994	29.54%	\$211,863.61	\$70.76

Zone 14 - Gander / Twillingate East to Terra Nova Area					
Peak Season Occupancy Rates for 2006					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	28,404	11,705	41.21%	\$939,582.09	\$80.27
July	30,432	17,993	59.13%	\$1,499,880.28	\$83.36
August	30,430	19,799	65.06%	\$1,626,447.67	\$82.15
September	28,131	12,124	43.10%	\$975,842.45	\$80.49
OVERALL	117,397	61,621	52.49%	\$5,041,752.49	\$81.82

Zone 15 - Clarenville / Bonavista Peninsula Area					
Peak Season Occupancy Rates for 2006					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	18,392	6,754	36.72%	\$608,355.17	\$90.07
July	19,605	12,630	64.42%	\$1,197,131.06	\$94.78
August	19,729	13,017	65.98%	\$1,256,267.41	\$96.51
September	18,844	8,599	45.63%	\$772,699.65	\$89.86
OVERALL	76,570	41,000	53.55%	\$3,834,453.29	\$93.52

Zone 16 - Burin Peninsula					
Peak Season Occupancy Rates for 2006					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	5,334	1,970	36.93%	\$213,445.50	\$108.35
July	6,633	2,985	45.00%	\$298,572.21	\$100.02
August	6,727	3,183	47.32%	\$331,385.51	\$104.11
September	6,318	1,902	30.10%	\$207,652.22	\$109.18
OVERALL	25,012	10,040	40.14%	\$1,051,055.44	\$104.69

Zone 17 - North West Avalon					
Peak Season Occupancy Rates for 2006					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	6,452	1,976	30.63%	\$166,528.58	\$84.28
July	6,723	3,746	55.72%	\$325,460.00	\$86.88
August	6,864	3,769	54.91%	\$326,199.41	\$86.55
September	6,694	2,122	31.70%	\$177,420.47	\$83.61
OVERALL	26,733	11,613	43.44%	\$995,608.46	\$85.73

Zone 18 - Argentina / Placentia Area					
Peak Season Occupancy Rates for 2006					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	5,093	1,339	26.29%	\$111,985.29	\$83.63
July	5,700	2,459	43.14%	\$196,815.19	\$80.04
August	5,534	2,278	41.16%	\$176,930.41	\$77.67
September	4,992	1,504	30.13%	\$113,421.83	\$75.41
OVERALL	21,319	7,580	35.56%	\$599,152.72	\$79.04

Zone 19 - North East Avalon / St. John's Area					
Peak Season Occupancy Rates for 2006					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	73,047	57,288	78.43%	\$7,369,834.86	\$128.65
July	76,137	60,208	79.08%	\$7,497,708.60	\$124.53
August	76,621	63,981	83.50%	\$8,144,850.95	\$127.30
September	74,238	51,898	69.91%	\$6,261,639.33	\$120.65
OVERALL	300,043	233,375	77.78%	\$29,274,033.74	\$125.44

Zone 20 - Southern Shore Area					
Peak Season Occupancy Rates for 2006					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	3,100	930	30.00%	\$76,767.26	\$82.55
July	3,220	1,914	59.44%	\$164,129.25	\$85.75
August	3,307	1,793	54.22%	\$149,595.25	\$83.43
September	3,175	917	28.88%	\$80,010.26	\$87.25
OVERALL	12,802	5,554	43.38%	\$470,502.02	\$84.71

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.