

Zone 1 - Rigolet to Nain
Occupancy Rates for 2006

| Month | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue | Average Daily Rate |
|----------------|-----------------------------|------------------|----------------|---------------------|--------------------|
| January | 1,543 | 466 | 30.20% | \$48,361.50 | \$103.78 |
| February | 1,204 | 344 | 28.57% | \$37,329.00 | \$108.51 |
| March | 1,333 | 391 | 29.33% | \$44,500.00 | \$113.81 |
| April | 1,290 | 256 | 19.84% | \$27,875.00 | \$108.89 |
| May | 1,333 | 519 | 38.93% | \$61,385.00 | \$118.28 |
| 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 |
| October | 1,643 | 586 | 35.67% | \$65,405.00 | \$111.61 |
| November | 1,590 | 608 | 38.24% | \$76,467.00 | \$125.77 |
| December | 1,563 | 308 | 19.71% | \$37,423.00 | \$121.50 |
| OVERALL | 17,665 | 5,758 | 32.60% | \$658,768.20 | \$114.41 |

Zone 2 - Labrador West / Churchill Falls
Occupancy Rates for 2006

| Month | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue | Average Daily Rate |
|----------------|-----------------------------|------------------|----------------|-----------------------|--------------------|
| January | 4,794 | 2,063 | 43.03% | \$159,372.06 | \$77.25 |
| February | 4,368 | 2,316 | 53.02% | \$178,550.24 | \$77.09 |
| March | 4,743 | 2,364 | 49.84% | \$187,985.76 | \$79.52 |
| April | 4,740 | 2,356 | 49.70% | \$170,165.40 | \$72.23 |
| May | 4,898 | 2,876 | 58.72% | \$202,552.10 | \$70.43 |
| 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 |
| October | 4,808 | 3,042 | 63.27% | \$220,915.91 | \$72.62 |
| November | 4,590 | 2,825 | 61.55% | \$208,090.42 | \$73.66 |
| December | 4,257 | 2,095 | 49.21% | \$152,510.41 | \$72.80 |
| OVERALL | 56,102 | 32,271 | 57.52% | \$2,470,186.03 | \$76.55 |

Zone 3 - Happy Valley/Goose Bay, North West River
Occupancy Rates for 2006

| Month | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue | Average Daily Rate |
|----------------|-----------------------------|------------------|----------------|-----------------------|--------------------|
| January | 6,628 | 1,869 | 28.20% | \$156,211.12 | \$83.58 |
| February | 5,956 | 1,818 | 30.52% | \$159,530.78 | \$87.75 |
| March | 6,603 | 2,946 | 44.62% | \$267,356.50 | \$90.75 |
| April | 6,420 | 2,629 | 40.95% | \$233,555.50 | \$88.84 |
| May | 6,634 | 3,387 | 51.06% | \$295,459.95 | \$87.23 |
| 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 |
| October | 6,533 | 2,941 | 45.02% | \$278,130.72 | \$94.57 |
| November | 6,402 | 2,705 | 42.25% | \$261,456.38 | \$96.66 |
| December | 6,631 | 1,640 | 24.73% | \$156,202.00 | \$95.25 |
| OVERALL | 77,894 | 35,290 | 45.31% | \$3,172,946.87 | \$89.91 |

Zone 4 - Mary's Harbour to Cartwright
Occupancy Rates for 2006

| Month | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue | Average Daily Rate |
|----------------|-----------------------------|------------------|----------------|---------------------|--------------------|
| January | 1,456 | 165 | 11.33% | \$17,218.03 | \$104.35 |
| February | 1,400 | 182 | 13.00% | \$17,619.75 | \$96.81 |
| March | 1,550 | 182 | 11.74% | \$15,123.69 | \$83.10 |
| April | 1,500 | 193 | 12.87% | \$15,800.01 | \$81.87 |
| May | 1,550 | 335 | 21.61% | \$29,006.00 | \$86.59 |
| 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 |
| October | 1,426 | 508 | 35.62% | \$47,373.34 | \$93.25 |
| November | 1,380 | 411 | 29.78% | \$43,027.42 | \$104.69 |
| December | 1,406 | 150 | 10.67% | \$14,276.40 | \$95.18 |
| OVERALL | 20,630 | 5,037 | 24.42% | \$429,970.62 | \$85.36 |

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

Occupancy Rates for 2006

| Month | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue | Average Daily Rate |
|----------------|-----------------------------|------------------|----------------|---------------------|--------------------|
| January | 3,069 | 423 | 13.78% | \$30,646.00 | \$72.45 |
| February | 2,772 | 186 | 6.71% | \$13,891.42 | \$74.69 |
| March | 3,162 | 235 | 7.43% | \$17,380.98 | \$73.96 |
| April | 3,060 | 311 | 10.16% | \$20,917.58 | \$67.26 |
| May | 3,453 | 732 | 21.20% | \$50,907.07 | \$69.55 |
| 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 |
| October | 3,265 | 662 | 20.28% | \$50,925.26 | \$76.93 |
| November | 3,060 | 718 | 23.46% | \$50,266.75 | \$70.01 |
| December | 3,162 | 243 | 7.69% | \$16,015.87 | \$65.91 |
| OVERALL | 39,033 | 10,273 | 26.32% | \$742,202.15 | \$72.25 |

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

East to Roddickton/Englee

Occupancy Rates for 2006

| Month | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue | Average Daily Rate |
|----------------|-----------------------------|------------------|----------------|-----------------------|--------------------|
| January | 4,671 | 512 | 10.96% | \$33,164.96 | \$64.78 |
| February | 4,032 | 502 | 12.45% | \$36,697.61 | \$73.10 |
| March | 4,588 | 884 | 19.27% | \$65,676.10 | \$74.29 |
| April | 4,773 | 937 | 19.63% | \$57,223.09 | \$61.07 |
| May | 6,334 | 1,291 | 20.38% | \$92,363.05 | \$71.54 |
| 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 |
| October | 6,877 | 1,657 | 24.09% | \$144,232.33 | \$87.04 |
| November | 5,310 | 1,266 | 23.84% | \$94,886.55 | \$74.95 |
| December | 4,494 | 654 | 14.55% | \$46,967.50 | \$71.82 |
| OVERALL | 75,023 | 24,179 | 32.23% | \$1,975,569.13 | \$81.71 |

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

Occupancy Rates for 2006

| Month | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue | Average Daily Rate |
|----------------|-----------------------------|------------------|----------------|-----------------------|--------------------|
| January | 10,163 | 621 | 6.11% | \$39,874.61 | \$64.21 |
| February | 9,212 | 1,137 | 12.34% | \$80,187.18 | \$70.53 |
| March | 12,025 | 1,503 | 12.50% | \$111,982.81 | \$74.51 |
| April | 12,360 | 1,507 | 12.19% | \$107,122.74 | \$71.08 |
| May | 15,820 | 1,947 | 12.31% | \$146,200.41 | \$75.09 |
| 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 |
| October | 15,152 | 2,834 | 18.70% | \$223,965.10 | \$79.03 |
| November | 13,175 | 2,093 | 15.89% | \$146,613.38 | \$70.05 |
| December | 11,524 | 1,065 | 9.24% | \$114,725.27 | \$107.72 |
| OVERALL | 173,177 | 52,804 | 30.49% | \$4,608,098.49 | \$87.27 |

Zone 8 - Deer Lake / Humber Area / Corner Brook

Occupancy Rates for 2006

| Month | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue | Average Daily Rate |
|----------------|-----------------------------|------------------|----------------|------------------------|--------------------|
| January | 20,591 | 6,043 | 29.35% | \$531,722.16 | \$87.99 |
| February | 18,505 | 8,569 | 46.31% | \$791,325.78 | \$92.35 |
| March | 20,908 | 10,631 | 50.85% | \$968,309.59 | \$91.08 |
| April | 20,263 | 7,946 | 39.21% | \$667,514.82 | \$84.01 |
| May | 20,139 | 7,928 | 39.37% | \$676,811.68 | \$85.37 |
| 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 |
| October | 21,588 | 11,582 | 53.65% | \$1,026,045.74 | \$88.59 |
| November | 20,713 | 8,741 | 42.20% | \$732,826.49 | \$83.84 |
| December | 20,885 | 6,948 | 33.27% | \$576,132.32 | \$82.92 |
| OVERALL | 252,663 | 121,723 | 48.18% | \$11,032,909.25 | \$90.64 |

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

| Month | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue | Average Daily Rate |
|----------------|-----------------------------|------------------|----------------|-----------------------|--------------------|
| January | 5,580 | 1,110 | 19.89% | \$95,497.54 | \$86.03 |
| February | 5,012 | 1,174 | 23.42% | \$94,571.56 | \$80.55 |
| March | 5,704 | 1,443 | 25.30% | \$121,656.93 | \$84.31 |
| April | 5,460 | 1,434 | 26.26% | \$119,485.93 | \$83.32 |
| May | 5,981 | 1,549 | 25.90% | \$131,298.94 | \$84.76 |
| 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 |
| October | 6,239 | 2,222 | 35.61% | \$181,382.08 | \$81.63 |
| November | 6,180 | 2,293 | 37.10% | \$189,850.54 | \$82.80 |
| December | 5,650 | 1,163 | 20.58% | \$87,245.79 | \$75.02 |
| OVERALL | 72,367 | 22,835 | 31.55% | \$1,901,312.84 | \$83.26 |

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

| Month | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue | Average Daily Rate |
|----------------|-----------------------------|------------------|----------------|-----------------------|--------------------|
| January | 5,146 | 466 | 9.06% | \$32,279.99 | \$69.27 |
| February | 4,648 | 643 | 13.83% | \$44,649.56 | \$69.44 |
| March | 5,146 | 949 | 18.44% | \$63,745.84 | \$67.17 |
| April | 4,980 | 1,067 | 21.43% | \$70,978.78 | \$66.52 |
| May | 6,342 | 1,123 | 17.71% | \$74,936.35 | \$66.73 |
| 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 |
| October | 5,995 | 1,614 | 26.92% | \$121,694.33 | \$75.40 |
| November | 5,520 | 954 | 17.28% | \$71,222.35 | \$74.66 |
| December | 5,420 | 682 | 12.58% | \$46,880.41 | \$68.74 |
| OVERALL | 69,573 | 21,408 | 30.77% | \$1,666,296.15 | \$77.84 |

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

| Month | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue | Average Daily Rate |
|----------------|-----------------------------|------------------|----------------|---------------------|--------------------|
| January | 3,745 | 480 | 12.82% | \$32,659.18 | \$68.04 |
| February | 3,406 | 581 | 17.06% | \$39,520.59 | \$68.02 |
| March | 3,782 | 786 | 20.78% | \$52,237.48 | \$66.46 |
| April | 3,635 | 735 | 20.22% | \$57,482.19 | \$78.21 |
| May | 4,030 | 775 | 19.23% | \$57,758.50 | \$74.53 |
| 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 |
| October | 3,720 | 916 | 24.62% | \$65,590.89 | \$71.61 |
| November | 3,370 | 746 | 22.14% | \$55,955.44 | \$75.01 |
| December | 3,374 | 431 | 12.77% | \$30,416.70 | \$70.57 |
| OVERALL | 43,668 | 10,838 | 24.82% | \$787,598.96 | \$72.67 |

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

| Month | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue | Average Daily Rate |
|----------------|-----------------------------|------------------|----------------|-----------------------|--------------------|
| January | 8,168 | 1,867 | 22.86% | \$158,229.13 | \$84.75 |
| February | 7,560 | 2,352 | 31.11% | \$198,298.46 | \$84.31 |
| March | 8,401 | 2,736 | 32.57% | \$227,698.21 | \$83.22 |
| April | 8,694 | 3,094 | 35.59% | \$257,447.64 | \$83.21 |
| May | 9,331 | 3,362 | 36.03% | \$274,742.15 | \$81.72 |
| 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 |
| October | 9,176 | 3,717 | 40.51% | \$311,828.97 | \$83.89 |
| November | 8,562 | 3,163 | 36.94% | \$266,620.90 | \$84.29 |
| December | 8,121 | 2,015 | 24.81% | \$160,583.29 | \$79.69 |
| OVERALL | 105,779 | 41,110 | 38.86% | \$3,506,590.64 | \$85.30 |

Zone 13 - Bay D'Espoir Area**Occupancy Rates for 2006**

| Month | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue | Average Daily Rate |
|----------------|-----------------------------|------------------|----------------|---------------------|--------------------|
| January | 1,531 | 272 | 17.77% | \$16,711.30 | \$61.44 |
| February | 1,512 | 282 | 18.65% | \$19,658.40 | \$69.71 |
| March | 1,674 | 447 | 26.70% | \$31,635.79 | \$70.77 |
| April | 1,743 | 501 | 28.74% | \$36,353.00 | \$72.56 |
| May | 1,860 | 642 | 34.52% | \$46,379.96 | \$72.24 |
| 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 |
| October | 2,789 | 905 | 32.45% | \$65,095.00 | \$71.93 |
| November | 1,770 | 705 | 39.83% | \$52,067.24 | \$73.85 |
| December | 1,436 | 296 | 20.61% | \$23,590.25 | \$79.70 |
| OVERALL | 24,450 | 7,044 | 28.81% | \$503,354.55 | \$71.46 |

Zone 14 - Gander / Twillingate East to Terra Nova Area**Occupancy Rates for 2006**

| Month | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue | Average Daily Rate |
|----------------|-----------------------------|------------------|----------------|-----------------------|--------------------|
| January | 21,254 | 4,707 | 22.15% | \$332,860.44 | \$70.72 |
| February | 19,096 | 5,928 | 31.04% | \$449,366.11 | \$75.80 |
| March | 21,669 | 6,931 | 31.99% | \$529,890.97 | \$76.45 |
| April | 21,866 | 6,937 | 31.73% | \$519,739.13 | \$74.92 |
| May | 26,074 | 9,225 | 35.38% | \$725,048.08 | \$78.60 |
| 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 |
| October | 23,609 | 9,273 | 39.28% | \$758,438.15 | \$81.79 |
| November | 20,712 | 6,510 | 31.43% | \$522,682.09 | \$80.29 |
| December | 20,390 | 3,529 | 17.31% | \$266,798.85 | \$75.60 |
| OVERALL | 292,067 | 114,661 | 39.26% | \$9,146,576.31 | \$79.77 |

Zone 15 - Clarenville / Bonavista Peninsula Area

Occupancy Rates for 2006

| Month | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue | Average Daily Rate |
|----------------|-----------------------------|------------------|----------------|-----------------------|--------------------|
| January | 11,095 | 2,090 | 18.84% | \$165,305.46 | \$79.09 |
| February | 10,064 | 2,331 | 23.16% | \$184,974.06 | \$79.35 |
| March | 10,994 | 3,422 | 31.13% | \$273,814.33 | \$80.02 |
| April | 10,935 | 2,695 | 24.65% | \$212,668.32 | \$78.91 |
| May | 16,753 | 4,513 | 26.94% | \$374,354.52 | \$82.95 |
| 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 |
| October | 16,554 | 5,009 | 30.26% | \$424,781.67 | \$84.80 |
| November | 10,886 | 3,047 | 27.99% | \$240,312.42 | \$78.87 |
| December | 10,263 | 1,807 | 17.61% | \$143,614.73 | \$79.48 |
| OVERALL | 174,114 | 65,914 | 37.86% | \$5,854,278.80 | \$88.82 |

Zone 16 - Burin Peninsula

Occupancy Rates for 2006

| Month | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue | Average Daily Rate |
|----------------|-----------------------------|------------------|----------------|-----------------------|--------------------|
| January | 4,557 | 735 | 16.13% | \$83,675.00 | \$113.84 |
| February | 4,116 | 721 | 17.52% | \$82,540.00 | \$114.48 |
| March | 4,557 | 963 | 21.13% | \$110,084.00 | \$114.31 |
| April | 4,440 | 1,397 | 31.46% | \$153,010.50 | \$109.53 |
| May | 5,036 | 1,551 | 30.80% | \$167,236.00 | \$107.82 |
| 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 |
| October | 5,735 | 1,740 | 30.34% | \$196,201.00 | \$112.76 |
| November | 5,040 | 1,128 | 22.38% | \$126,932.00 | \$112.53 |
| December | 5,269 | 635 | 12.05% | \$72,333.00 | \$113.91 |
| OVERALL | 63,762 | 18,910 | 29.66% | \$2,043,066.94 | \$108.04 |

Zone 17 - North West Avalon**Occupancy Rates for 2006**

| Month | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue | Average Daily Rate |
|----------------|-----------------------------|------------------|----------------|-----------------------|--------------------|
| January | 4,916 | 542 | 11.03% | \$39,104.58 | \$72.15 |
| February | 4,668 | 558 | 11.95% | \$41,793.39 | \$74.90 |
| March | 5,192 | 561 | 10.81% | \$41,751.08 | \$74.42 |
| April | 5,220 | 1,033 | 19.79% | \$75,977.65 | \$73.55 |
| May | 6,179 | 1,030 | 16.67% | \$83,823.06 | \$81.38 |
| 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 |
| October | 6,555 | 1,017 | 15.51% | \$78,479.67 | \$77.17 |
| November | 5,407 | 963 | 17.81% | \$72,016.90 | \$74.78 |
| December | 5,377 | 721 | 13.41% | \$52,072.28 | \$72.22 |
| OVERALL | 70,247 | 18,038 | 25.68% | \$1,480,627.07 | \$82.08 |

Zone 18 - Argentina / Placentia Area**Occupancy Rates for 2006**

| Month | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue | Average Daily Rate |
|----------------|-----------------------------|------------------|----------------|---------------------|--------------------|
| January | 1,953 | 81 | 4.15% | \$6,283.91 | \$77.58 |
| February | 1,764 | 110 | 6.24% | \$7,377.73 | \$67.07 |
| March | 1,953 | 87 | 4.45% | \$5,696.59 | \$65.48 |
| April | 1,890 | 108 | 5.71% | \$7,689.04 | \$71.19 |
| May | 4,724 | 445 | 9.42% | \$38,680.16 | \$86.92 |
| 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 |
| October | 4,447 | 689 | 15.49% | \$52,076.53 | \$75.58 |
| November | 2,910 | 245 | 8.42% | \$16,117.05 | \$65.78 |
| December | 3,007 | 183 | 6.09% | \$12,783.56 | \$69.86 |
| OVERALL | 43,967 | 9,528 | 21.67% | \$745,857.29 | \$78.28 |

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

Occupancy Rates for 2006

| Month | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue | Average Daily Rate |
|----------------|-----------------------------|------------------|----------------|------------------------|--------------------|
| January | 69,795 | 26,969 | 38.64% | \$2,715,613.00 | \$100.69 |
| February | 62,710 | 28,777 | 45.89% | \$2,876,116.38 | \$99.94 |
| March | 69,781 | 33,559 | 48.09% | \$3,454,581.41 | \$102.94 |
| April | 70,508 | 33,754 | 47.87% | \$3,399,870.94 | \$100.72 |
| May | 74,044 | 44,460 | 60.05% | \$5,228,647.05 | \$117.60 |
| 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 |
| October | 74,942 | 43,047 | 57.44% | \$4,900,533.68 | \$113.84 |
| November | 71,738 | 37,890 | 52.82% | \$3,932,618.80 | \$103.79 |
| December | 73,676 | 28,794 | 39.08% | \$2,788,305.71 | \$96.84 |
| OVERALL | 867,237 | 510,625 | 58.88% | \$58,570,320.71 | \$114.70 |

Zone 20 - Southern Shore Area

Occupancy Rates for 2006

| Month | Total Rooms Available/Month | Total Rooms Sold | Occupancy Rate | Total Room Revenue | Average Daily Rate |
|----------------|-----------------------------|------------------|----------------|---------------------|--------------------|
| January | 1,767 | 40 | 2.26% | \$3,207.00 | \$80.18 |
| February | 1,596 | 65 | 4.07% | \$4,528.00 | \$69.66 |
| March | 1,767 | 55 | 3.11% | \$4,462.00 | \$81.13 |
| April | 1,860 | 110 | 5.91% | \$9,388.00 | \$85.35 |
| May | 2,633 | 300 | 11.39% | \$24,992.00 | \$83.31 |
| 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 |
| October | 2,660 | 301 | 11.32% | \$34,329.39 | \$114.05 |
| November | 1,860 | 181 | 9.73% | \$18,126.27 | \$100.15 |
| December | 1,922 | 84 | 4.37% | \$8,317.00 | \$99.01 |
| OVERALL | 28,867 | 6,690 | 23.18% | \$577,851.68 | \$86.38 |

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.

Data current to Sept. 20, 2007.
