

Zone 1 - Rigolet to Nain					
Peak Season Occupancy Rates for 2007					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	1,590	540	33.96%	\$65,017.50	\$120.40
July	1,643	829	50.46%	\$95,380.00	\$115.05
August	1,643	1,084	65.98%	\$128,861.00	\$118.88
September	1,590	1,023	64.34%	\$116,062.50	\$113.45
OVERALL	6,466	3,476	53.76%	\$405,321.00	\$116.61

Zone 2 - Labrador West / Churchill Falls					
Peak Season Occupancy Rates for 2007					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	4,795	2,801	58.42%	\$227,234.86	\$81.13
July	4,774	3,361	70.40%	\$287,015.88	\$85.40
August	4,867	3,370	69.24%	\$283,683.78	\$84.18
September	4,710	3,688	78.30%	\$305,797.17	\$82.92
OVERALL	19,146	13,220	69.05%	\$1,103,731.69	\$83.49

Zone 3 - Happy Valley/Goose Bay, North West River					
Peak Season Occupancy Rates for 2007					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	5,370	3,422	63.72%	\$332,661.77	\$97.21
July	6,448	3,865	59.94%	\$371,440.00	\$96.10
August	5,838	3,965	67.92%	\$386,798.52	\$97.55
September	5,721	4,213	73.64%	\$417,940.02	\$99.20
OVERALL	23,377	15,465	66.15%	\$1,508,840.31	\$97.56

Zone 4 - Mary's Harbour to Cartwright					
Peak Season Occupancy Rates for 2007					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	1,848	532	28.79%	\$47,664.84	\$89.60
July	2,387	849	35.57%	\$76,795.65	\$90.45
August	2,360	757	32.08%	\$76,103.34	\$100.53
September	1,875	506	26.99%	\$48,213.49	\$95.28
OVERALL	8,470	2,644	31.22%	\$248,777.32	\$94.09

**Zone 5 - Labrador Straits (L'Anse au Clair to Red Bay)
Peak Season Occupancy Rates for 2007**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	3,450	1,186	34.38%	\$90,453.86	\$76.27
July	3,565	2,207	61.91%	\$163,453.09	\$74.06
August	3,565	1,916	53.74%	\$144,138.95	\$75.23
September	3,450	1,744	50.55%	\$131,408.95	\$75.35
OVERALL	14,030	7,053	50.27%	\$529,454.85	\$75.07

**Zone 6 - Viking Trail, St. Anthony South West to Plum Point,
East to Roddickton/Englee
Peak Season Occupancy Rates for 2007**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	8,200	3,290	40.12%	\$268,701.11	\$81.67
July	8,732	5,684	65.09%	\$525,030.79	\$92.37
August	9,300	5,382	57.87%	\$459,073.91	\$85.30
September	8,955	3,439	38.40%	\$294,170.26	\$85.54
OVERALL	35,187	17,795	50.57%	\$1,546,976.07	\$86.93

**Zone 7 - Gros Morne Area, Viking Trail North to and
Peak Season Occupancy Rates for 2007**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	18,081	7,478	41.36%	\$674,904.39	\$90.25
July	19,875	15,378	77.37%	\$1,510,167.64	\$98.20
August	20,212	14,651	72.49%	\$1,484,126.33	\$101.30
September	18,761	8,594	45.81%	\$780,153.66	\$90.78
OVERALL	76,929	46,101	59.93%	\$4,449,352.02	\$96.51

**Zone 8 - Deer Lake / Humber Area / Corner Brook
Peak Season Occupancy Rates for 2007**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	25,997	13,083	50.33%	\$1,315,598.15	\$100.56
July	27,723	17,111	61.72%	\$1,794,599.49	\$104.88
August	27,737	17,183	61.95%	\$1,861,714.38	\$108.35
September	26,725	13,798	51.63%	\$1,398,321.00	\$101.34
OVERALL	108,182	61,175	56.55%	\$6,370,233.02	\$104.13

**Zone 9 - Stephenville / Port au Port / Burgeo
Peak Season Occupancy Rates for 2007**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	6,780	2,329	34.35%	\$195,930.78	\$84.13
July	6,937	3,517	50.70%	\$301,512.89	\$85.73
August	6,789	3,670	54.06%	\$317,123.57	\$86.41
September	6,660	2,670	40.09%	\$218,519.48	\$81.84
OVERALL	27,166	12,186	44.86%	\$1,033,086.72	\$84.78

**Zone 10 - Port aux Basques / Doyles / Rose Blanche
Peak Season Occupancy Rates for 2007**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	6,324	2,749	43.47%	\$223,784.73	\$81.41
July	6,580	4,885	74.24%	\$431,302.72	\$88.29
August	6,643	5,255	79.11%	\$459,592.58	\$87.46
September	6,004	2,988	49.77%	\$251,516.02	\$84.18
OVERALL	25,551	15,877	62.14%	\$1,366,196.05	\$86.05

**Zone 11 - Baie Verte / La Scie / Green Bay
Peak Season Occupancy Rates for 2007**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	3,549	1,361	38.35%	\$94,039.61	\$69.10
July	3,875	1,734	44.75%	\$149,121.97	\$86.00
August	3,875	1,653	42.66%	\$128,780.14	\$77.91
September	3,782	1,198	31.68%	\$94,089.87	\$78.54
OVERALL	15,081	5,946	39.43%	\$395,977.99	\$66.60

**Zone 12 - Grand Falls / Windsor
Peak Season Occupancy Rates for 2007**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	9,034	4,047	44.80%	\$347,720.31	\$85.92
July	9,393	5,547	59.05%	\$503,723.17	\$90.81
August	9,393	5,887	62.67%	\$528,594.05	\$89.79
September	9,030	4,192	46.42%	\$377,145.48	\$89.97
OVERALL	36,850	19,673	53.39%	\$1,757,183.01	\$89.32

Zone 13 - Bay D'Espoir Area					
Peak Season Occupancy Rates for 2007					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	1,830	569	31.09%	\$42,931.73	\$75.45
July	2,387	1,073	44.95%	\$81,157.69	\$75.64
August	2,387	1,238	51.86%	\$92,287.23	\$74.55
September	1,710	619	36.20%	\$45,174.25	\$72.98
OVERALL	8,314	3,499	42.09%	\$261,550.90	\$74.75

Zone 14 - Gander / Twillingate East to Terra Nova Area					
Peak Season Occupancy Rates for 2007					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	28,382	11,445	40.32%	\$975,778.39	\$85.26
July	30,783	18,676	60.67%	\$1,613,943.40	\$86.42
August	30,757	20,895	67.94%	\$1,777,257.90	\$85.06
September	27,626	12,926	46.79%	\$1,071,001.59	\$82.86
OVERALL	117,548	63,942	54.40%	\$5,437,981.28	\$85.05

Zone 15 - Clarenville / Bonavista Peninsula Area					
Peak Season Occupancy Rates for 2007					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	18,845	7,266	38.56%	\$675,105.66	\$92.91
July	20,010	13,173	65.83%	\$1,274,087.61	\$96.72
August	20,055	14,458	72.09%	\$1,416,193.22	\$97.95
September	18,682	9,754	52.21%	\$915,327.41	\$93.84
OVERALL	77,592	44,651	57.55%	\$4,280,713.90	\$95.87

Zone 16 - Burin Peninsula					
Peak Season Occupancy Rates for 2007					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	6,567	1,950	29.69%	\$230,220.95	\$118.06
July	6,789	3,112	45.84%	\$342,517.35	\$110.06
August	6,882	4,334	62.98%	\$486,692.91	\$112.30
September	6,186	2,059	33.28%	\$248,306.35	\$120.60
OVERALL	26,424	11,455	43.35%	\$1,307,737.56	\$114.16

Zone 17 - North West Avalon					
Peak Season Occupancy Rates for 2007					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	6,311	1,650	26.14%	\$137,363.21	\$83.25
July	6,696	3,217	48.04%	\$282,141.62	\$87.70
August	6,494	3,765	57.98%	\$334,946.36	\$88.96
September	6,423	2,165	33.71%	\$185,451.83	\$85.66
OVERALL	25,924	10,797	41.65%	\$939,903.02	\$87.05

Zone 18 - Argentina / Placentia Area					
Peak Season Occupancy Rates for 2007					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	4,717	1,292	27.39%	\$113,009.05	\$87.47
July	5,024	2,140	42.60%	\$189,498.72	\$88.55
August	5,053	2,206	43.66%	\$202,728.53	\$91.90
September	4,731	1,457	30.80%	\$128,726.63	\$88.35
OVERALL	19,525	7,095	36.34%	\$633,962.93	\$89.35

Zone 19 - North East Avalon / St. John's Area					
Peak Season Occupancy Rates for 2007					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	73,670	56,913	77.25%	\$7,122,638.08	\$125.15
July	76,444	60,373	78.98%	\$7,270,457.00	\$120.43
August	76,523	63,816	83.39%	\$7,811,383.43	\$122.40
September	73,620	56,405	76.62%	\$7,029,197.38	\$124.62
OVERALL	300,257	237,507	79.10%	\$29,233,675.89	\$123.09

Zone 20 - Southern Shore Area					
Peak Season Occupancy Rates for 2007					
Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
June	3,270	1,281	39.17%	\$133,295.85	\$104.06
July	3,306	2,198	66.49%	\$229,575.77	\$104.45
August	3,374	1,577	46.74%	\$154,047.64	\$97.68
September	3,184	1,068	33.54%	\$102,401.32	\$95.88
OVERALL	13,134	6,124	46.63%	\$619,320.58	\$101.13

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.