

Economic Zone	Description of Area
Zone 1	Rigolet to Nain
Zone 2	Labrador West / Churchill Falls
Zone 3	Happy Valley/Goose Bay / North West River
Zone 4	Mary's Harbour to Cartwright
Zone 5	Labrador Straits (L'Anse au Clair to Red Bay)
Zone 6	Viking Trail, St. Anthony South West to Plum Point, East to Roddickton / Englee
Zone 7	Gros Morne Area, Viking Trail North to and including Plum Point
Zone 8	Deer Lake / Humber Area / Corner Brook
Zone 9	Stephenville / Port au Port / Burgeo
Zone 10	Port aux Basques / Doyles / Rose Blanche
Zone 11	Baie Verte / La Scie / Green Bay
Zone 12	Grand Falls - Windsor Area
Zone 13	Bay D'Espoir Area
Zone 14	Gander / Twillingate East to Terra Nova Area
Zone 15	Clarenville / Bonavista Peninsula Area
Zone 16	Burin Peninsula
Zone 17	North West Avalon
Zone 18	Argentia / Placentia Area
Zone 19	North East Avalon / St. John's
Zone 20	Southern Shore Area

Zone 1 - Rigolet to Nain
Occupancy Rates for 2008

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	1,488	448	30.11%	\$49,245.00	\$109.92
February	1,387	468	33.74%	\$54,845.00	\$117.19
March	1,488	576	38.71%	\$61,472.50	\$106.72
April	1,440	649	45.07%	\$73,251.25	\$112.87
May	1,488	666	44.76%	\$77,035.08	\$115.67
June	1,440	584	40.56%	\$71,823.50	\$122.99
July	1,488	1,077	72.38%	\$142,967.50	\$132.75
August	1,488	958	64.38%	\$119,838.22	\$125.09
September	1,440	944	65.56%	\$120,687.50	\$127.85
October	1,488	992	66.67%	\$119,390.00	\$120.35
November	1,440	767	53.26%	\$99,390.00	\$129.58
December	1,488	306	20.56%	\$38,525.00	\$125.90
OVERALL	17,563	8,435	48.03%	\$1,028,470.55	\$121.93

Zone 2 - Labrador West / Churchill Falls
Occupancy Rates for 2008

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	4,526	2,127	47.00%	\$167,293.16	\$78.65
February	4,350	2,491	57.26%	\$215,998.68	\$86.71
March	4,743	2,632	55.49%	\$232,773.71	\$88.44
April	5,250	2,851	54.30%	\$228,194.02	\$80.04
May	5,425	3,421	63.06%	\$302,528.74	\$88.43
June	5,250	4,231	80.59%	\$373,004.91	\$88.16
July	5,670	4,257	75.08%	\$379,889.00	\$89.24
August	5,529	4,082	73.83%	\$366,532.03	\$89.79
September	5,446	4,401	80.81%	\$393,439.70	\$89.40
October	5,840	4,275	73.20%	\$382,174.41	\$89.40
November	5,703	4,141	72.61%	\$371,992.17	\$89.83
December	5,072	2,659	52.43%	\$237,505.16	\$89.32
OVERALL	62,804	41,568	66.19%	\$3,651,325.69	\$87.84

Zone 3 - Happy Valley/Goose Bay, North West River**Occupancy Rates for 2008**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	5,087	1,734	34.09%	\$178,027.00	\$102.67
February	4,698	1,994	42.44%	\$205,763.99	\$103.19
March	5,362	2,504	46.70%	\$258,252.00	\$103.14
April	5,160	2,121	41.10%	\$218,198.00	\$102.88
May	5,363	2,472	46.09%	\$266,622.00	\$107.86
June	5,220	3,134	60.04%	\$331,268.00	\$105.70
July	5,394	3,495	64.79%	\$361,607.00	\$103.46
August	6,634	4,314	65.03%	\$453,730.00	\$105.18
September	6,420	3,868	60.25%	\$435,705.00	\$112.64
October	6,510	3,462	53.18%	\$385,902.00	\$111.47
November	6,300	3,157	50.11%	\$360,167.00	\$114.09
December	6,176	1,768	28.63%	\$212,291.00	\$120.07
OVERALL	68,324	34,023	49.80%	\$3,667,532.99	\$107.80

Zone 4 - Mary's Harbour to Cartwright**Occupancy Rates for 2008**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	1,550	189	12.19%	\$15,051.93	\$79.64
February	1,450	198	13.66%	\$16,443.00	\$83.05
March	1,382	241	17.44%	\$19,993.00	\$82.96
April	1,500	169	11.27%	\$12,884.00	\$76.24
May	1,550	316	20.39%	\$26,754.88	\$84.67
June	1,845	632	34.25%	\$54,667.40	\$86.50
July	2,325	1,026	44.13%	\$94,589.52	\$92.19
August	2,418	874	36.15%	\$79,638.45	\$91.12
September	1,935	887	45.84%	\$85,568.80	\$96.47
October	1,581	392	24.79%	\$35,787.31	\$91.29
November	1,530	393	25.69%	\$35,409.00	\$90.10
December	1,561	180	11.53%	\$15,714.00	\$87.30
OVERALL	20,627	5,497	26.65%	\$492,501.29	\$89.59

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

Occupancy Rates for 2008

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	3,255	171	5.25%	\$13,580.82	\$79.42
February	2,755	233	8.46%	\$19,708.00	\$84.58
March	2,945	265	9.00%	\$22,686.00	\$85.61
April	3,150	293	9.30%	\$23,764.10	\$81.11
May	3,529	566	16.04%	\$43,283.57	\$76.47
June	3,450	1,356	39.30%	\$103,170.90	\$76.08
July	3,565	2,013	56.47%	\$148,941.70	\$73.99
August	3,565	1,939	54.39%	\$146,193.83	\$75.40
September	3,360	1,465	43.60%	\$108,801.76	\$74.27
October	3,241	769	23.73%	\$62,615.41	\$81.42
November	3,180	447	14.06%	\$38,240.60	\$85.55
December	2,852	365	12.80%	\$25,230.91	\$69.13
OVERALL	38,847	9,882	25.44%	\$756,217.60	\$76.52

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

East to Roddickton/Englee

Occupancy Rates for 2008

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	5,686	660	11.61%	\$45,090.20	\$68.32
February	5,181	607	11.72%	\$43,617.97	\$71.86
March	5,340	1,207	22.60%	\$90,542.52	\$75.01
April	5,550	947	17.06%	\$69,742.07	\$73.65
May	6,624	1,124	16.97%	\$95,203.12	\$84.70
June	8,396	3,558	42.38%	\$317,581.43	\$89.26
July	8,897	5,297	59.54%	\$498,735.68	\$94.15
August	8,897	4,743	53.31%	\$442,112.74	\$93.21
September	8,390	3,331	39.70%	\$285,704.61	\$85.77
October	7,061	1,709	24.20%	\$151,923.98	\$88.90
November	5,468	1,331	24.34%	\$105,459.09	\$79.23
December	4,727	763	16.14%	\$54,657.36	\$71.63
OVERALL	80,217	25,277	31.51%	\$2,200,370.77	\$87.05

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

Occupancy Rates for 2008

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	9,757	887	9.09%	\$60,598.34	\$68.32
February	8,790	953	10.84%	\$72,950.80	\$76.55
March	10,111	1,839	18.19%	\$145,202.00	\$78.96
April	11,148	1,433	12.85%	\$112,730.41	\$78.67
May	15,852	2,627	16.57%	\$217,455.32	\$82.78
June	18,928	7,523	39.75%	\$713,471.65	\$94.84
July	20,144	13,645	67.74%	\$1,421,864.01	\$104.20
August	20,449	13,830	67.63%	\$1,469,125.12	\$106.23
September	18,660	8,295	44.45%	\$821,099.97	\$98.99
October	15,704	3,856	24.55%	\$326,529.36	\$84.68
November	11,500	2,325	20.22%	\$186,522.83	\$80.22
December	10,154	1,292	12.72%	\$98,827.03	\$76.49
OVERALL	171,197	58,505	34.17%	\$5,646,376.84	\$96.51

Zone 8 - Deer Lake / Humber Area / Corner Brook

Occupancy Rates for 2008

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	25,658	7,014	27.34%	\$668,339.22	\$95.29
February	23,998	10,526	43.86%	\$1,119,571.45	\$106.36
March	25,867	12,346	47.73%	\$1,353,743.81	\$109.65
April	19,681	8,776	44.59%	\$802,950.52	\$91.49
May	20,438	9,115	44.60%	\$851,947.62	\$93.47
June	20,325	11,099	54.61%	\$1,115,376.49	\$100.49
July	21,204	14,638	69.03%	\$1,570,960.63	\$107.32
August	21,137	15,378	72.75%	\$1,600,458.44	\$104.07
September	20,411	12,048	59.03%	\$1,217,363.24	\$101.04
October	20,188	13,181	65.29%	\$1,262,627.28	\$95.79
November	19,014	9,854	51.82%	\$919,256.48	\$93.29
December	19,198	7,488	39.00%	\$661,749.85	\$88.37
OVERALL	257,119	131,463	51.13%	\$13,144,345.03	\$99.99

Zone 9 - Stephenville / Port au Port / Burgeo**Occupancy Rates for 2008**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	5,580	985	17.65%	\$80,277.58	\$81.50
February	5,220	1,316	25.21%	\$119,544.88	\$90.84
March	5,787	1,932	33.39%	\$172,070.30	\$89.06
April	5,650	1,658	29.35%	\$146,646.11	\$88.45
May	6,324	2,179	34.46%	\$189,088.31	\$86.78
June	6,480	2,470	38.12%	\$204,954.61	\$82.98
July	6,669	3,272	49.06%	\$277,504.76	\$84.81
August	6,727	3,895	57.90%	\$347,450.76	\$89.20
September	6,420	2,752	42.87%	\$242,741.75	\$88.21
October	6,634	2,817	42.46%	\$252,080.03	\$89.49
November	6,099	2,296	37.65%	\$201,495.69	\$87.76
December	5,935	1,250	21.06%	\$106,732.55	\$85.39
OVERALL	73,525	26,822	36.48%	\$2,340,587.33	\$87.26

Zone 10 - Port aux Basques / Doyles / Rose Blanche**Occupancy Rates for 2008**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	4,836	864	17.87%	\$55,386.40	\$64.10
February	4,524	781	17.26%	\$49,319.31	\$63.15
March	4,800	1,634	34.04%	\$119,500.44	\$73.13
April	4,800	926	19.29%	\$67,085.29	\$72.45
May	5,461	1,516	27.76%	\$114,089.94	\$75.26
June	5,790	2,478	42.80%	\$211,045.95	\$85.17
July	6,287	4,360	69.35%	\$394,462.66	\$90.47
August	6,386	4,839	75.78%	\$434,156.67	\$89.72
September	6,078	2,762	45.44%	\$226,474.02	\$82.00
October	5,688	2,081	36.59%	\$165,479.15	\$79.52
November	5,460	1,073	19.65%	\$80,183.25	\$74.73
December	5,483	902	16.45%	\$67,775.38	\$75.14
OVERALL	65,593	24,216	36.92%	\$1,984,958.46	\$81.97

Zone 11 - Baie Verte / La Scie / Green Bay**Occupancy Rates for 2008**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	3,488	676	19.38%	\$53,746.66	\$79.51
February	3,364	649	19.29%	\$56,975.18	\$87.79
March	3,596	777	21.61%	\$69,183.28	\$89.04
April	2,460	260	10.57%	\$20,567.19	\$79.10
May	2,630	571	21.71%	\$46,287.53	\$81.06
June	2,580	925	35.85%	\$76,831.57	\$83.06
July	2,666	1,438	53.94%	\$112,145.73	\$77.99
August	2,573	1,411	54.84%	\$130,391.64	\$92.41
September	2,602	1,001	38.47%	\$83,335.94	\$83.25
October	2,449	1,024	41.81%	\$84,870.31	\$82.88
November	2,133	672	31.50%	\$50,662.87	\$75.39
December	1,917	488	25.46%	\$40,418.20	\$82.82
OVERALL	32,458	9,892	30.48%	\$825,416.10	\$83.44

Zone 12 - Grand Falls / Windsor**Occupancy Rates for 2008**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	8,325	2,152	25.85%	\$195,435.67	\$90.82
February	7,797	3,142	40.30%	\$281,583.93	\$89.62
March	8,339	3,152	37.80%	\$288,655.05	\$91.58
April	7,950	2,826	35.55%	\$257,575.77	\$91.15
May	9,207	2,956	32.11%	\$280,801.10	\$94.99
June	9,000	3,418	37.98%	\$321,509.53	\$94.06
July	9,331	5,785	62.00%	\$557,951.22	\$96.45
August	9,345	5,477	58.61%	\$534,195.46	\$97.53
September	9,000	4,468	49.64%	\$424,149.00	\$94.93
October	8,990	3,347	37.23%	\$314,275.23	\$93.90
November	6,328	2,309	36.49%	\$213,230.32	\$92.35
December	7,749	1,447	18.67%	\$138,703.10	\$95.86
OVERALL	101,361	40,479	39.94%	\$3,808,065.38	\$94.08

Zone 13 - Bay D'Espoir Area

Occupancy Rates for 2008

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	1,723	471	27.34%	\$35,903.86	\$76.23
February	1,622	482	29.72%	\$38,976.86	\$80.86
March	1,674	473	28.26%	\$40,289.35	\$85.18
April	1,710	533	31.17%	\$46,031.00	\$86.36
May	1,798	642	35.71%	\$56,938.07	\$88.69
June	1,770	610	34.46%	\$58,996.00	\$96.71
July	2,235	986	44.12%	\$94,593.27	\$95.94
August	2,542	911	35.84%	\$82,028.94	\$90.04
September	2,024	997	49.26%	\$85,351.83	\$85.61
October	2,108	619	29.36%	\$51,810.08	\$83.70
November	2,040	541	26.52%	\$46,091.22	\$85.20
December	1,728	240	13.89%	\$20,411.98	\$85.05
OVERALL	22,974	7,505	32.67%	\$657,422.46	\$87.60

Zone 14 - Gander / Twillingate East to Terra Nova Area

Occupancy Rates for 2008

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	20,445	4,826	23.60%	\$398,124.05	\$82.50
February	19,507	6,317	32.38%	\$548,223.22	\$86.79
March	21,836	8,856	40.56%	\$755,735.70	\$85.34
April	20,770	8,254	39.74%	\$706,721.81	\$85.62
May	24,567	8,915	36.29%	\$785,999.08	\$88.17
June	27,803	11,461	41.22%	\$1,039,170.22	\$90.67
July	30,391	18,197	59.88%	\$1,713,334.55	\$94.15
August	30,506	21,210	69.53%	\$1,961,820.21	\$92.50
September	27,368	12,787	46.72%	\$1,174,904.36	\$91.88
October	23,337	9,395	40.26%	\$858,740.34	\$91.40
November	20,678	7,293	35.27%	\$652,287.14	\$89.44
December	20,336	4,044	19.89%	\$337,577.21	\$83.48
OVERALL	287,544	121,555	42.27%	\$10,932,637.89	\$89.94

Zone 15 - Clarenville / Bonavista Peninsula Area

Occupancy Rates for 2008

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	10,618	2,231	21.01%	\$191,428.78	\$85.80
February	10,103	3,014	29.83%	\$262,283.09	\$87.02
March	10,691	3,012	28.17%	\$263,696.60	\$87.55
April	10,455	2,117	20.25%	\$189,186.99	\$89.37
May	16,103	4,295	26.67%	\$398,966.52	\$92.89
June	18,770	7,963	42.42%	\$782,272.56	\$98.24
July	20,380	12,620	61.92%	\$1,305,053.75	\$103.41
August	20,351	13,966	68.63%	\$1,490,598.54	\$106.73
September	18,415	8,509	46.21%	\$849,869.79	\$99.88
October	16,692	4,967	29.76%	\$456,556.19	\$91.92
November	11,160	2,559	22.93%	\$224,168.87	\$87.60
December	10,436	1,997	19.14%	\$173,804.81	\$87.03
OVERALL	174,174	67,250	38.61%	\$6,587,886.49	\$97.96

Zone 16 - Burin Peninsula

Occupancy Rates for 2008

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	5,332	922	17.29%	\$98,238.96	\$106.55
February	4,901	1,281	26.14%	\$150,431.42	\$117.43
March	4,984	1,348	27.05%	\$161,223.70	\$119.60
April	5,070	1,498	29.55%	\$183,486.00	\$122.49
May	5,871	2,899	49.38%	\$356,910.58	\$123.12
June	6,570	2,639	40.17%	\$307,105.61	\$116.37
July	6,820	3,673	53.86%	\$420,376.01	\$114.45
August	7,067	4,003	56.64%	\$451,311.73	\$112.74
September	6,197	1,995	32.19%	\$243,707.23	\$122.16
October	5,828	2,370	40.67%	\$283,503.91	\$119.62
November	5,490	1,759	32.04%	\$216,390.13	\$123.02
December	5,194	1,095	21.08%	\$138,568.53	\$126.55
OVERALL	69,324	25,482	36.76%	\$3,011,253.81	\$118.17

Zone 17 - North West Avalon**Occupancy Rates for 2008**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	4,162	412	9.90%	\$27,971.44	\$67.89
February	4,068	474	11.65%	\$36,022.07	\$76.00
March	4,712	804	17.06%	\$60,605.58	\$75.38
April	4,904	553	11.28%	\$42,515.71	\$76.88
May	6,276	915	14.58%	\$75,463.40	\$82.47
June	6,723	2,060	30.64%	\$188,361.50	\$91.44
July	7,685	3,226	41.98%	\$303,743.62	\$94.15
August	7,744	3,516	45.40%	\$326,640.46	\$92.90
September	7,260	2,033	28.00%	\$186,823.60	\$91.90
October	6,350	1,006	15.84%	\$81,572.48	\$81.09
November	5,013	836	16.68%	\$67,253.01	\$80.45
December	4,334	593	13.68%	\$45,579.96	\$76.86
OVERALL	69,231	16,428	23.73%	\$1,442,552.83	\$87.81

Zone 18 - Argentina / Placentia Area**Occupancy Rates for 2008**

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	3,255	108	3.32%	\$7,693.91	\$71.24
February	3,033	205	6.76%	\$16,770.81	\$81.81
March	3,286	375	11.41%	\$29,210.05	\$77.89
April	3,390	356	10.50%	\$27,790.25	\$78.06
May	4,903	438	8.93%	\$43,772.96	\$99.94
June	5,280	1,267	24.00%	\$128,648.18	\$101.54
July	5,270	2,097	39.79%	\$217,023.68	\$103.49
August	5,255	2,336	44.45%	\$256,675.82	\$109.88
September	5,070	1,362	26.86%	\$139,773.46	\$102.62
October	4,697	737	15.69%	\$67,599.16	\$91.72
November	3,060	262	8.56%	\$21,172.51	\$80.81
December	3,255	364	11.18%	\$30,428.05	\$83.59
OVERALL	49,754	9,907	19.91%	\$986,558.84	\$99.58

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

Occupancy Rates for 2008

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	73,661	31,178	42.33%	\$3,168,592.64	\$101.63
February	69,069	33,510	48.52%	\$3,476,381.14	\$103.74
March	73,819	35,668	48.32%	\$3,641,996.87	\$102.11
April	71,640	41,981	58.60%	\$4,455,205.10	\$106.12
May	75,316	51,708	68.65%	\$6,465,200.54	\$125.03
June	73,990	58,391	78.92%	\$7,820,120.08	\$133.93
July	76,388	55,730	72.96%	\$7,029,253.70	\$126.13
August	76,385	63,823	83.55%	\$8,138,558.24	\$127.52
September	73,650	58,024	78.78%	\$7,706,118.78	\$132.81
October	75,289	55,922	74.28%	\$6,974,115.38	\$124.71
November	71,663	44,150	61.61%	\$4,972,912.67	\$112.64
December	73,045	31,235	42.76%	\$3,249,193.91	\$104.02
OVERALL	883,915	561,320	63.50%	\$67,097,649.05	\$119.54

Zone 20 - Southern Shore Area

Occupancy Rates for 2008

Month	Total Rooms Available/Month	Total Rooms Sold	Occupancy Rate	Total Room Revenue	Average Daily Rate
January	1,891	34	1.80%	\$3,341.00	\$98.26
February	1,914	138	7.21%	\$12,772.60	\$92.56
March	2,015	81	4.02%	\$9,024.39	\$111.41
April	2,120	62	2.92%	\$6,679.66	\$107.74
May	2,974	449	15.10%	\$49,639.80	\$110.56
June	3,304	1,263	38.23%	\$133,324.80	\$105.56
July	3,441	2,120	61.61%	\$238,372.50	\$112.44
August	3,596	2,102	58.45%	\$240,323.87	\$114.33
September	3,219	1,181	36.69%	\$123,914.58	\$104.92
October	2,663	624	23.43%	\$66,365.68	\$106.36
November	1,557	286	18.37%	\$27,822.72	\$97.28
December	1,527	246	16.11%	\$26,010.00	\$105.73
OVERALL	30,221	8,586	28.41%	\$937,591.60	\$109.20

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.

Date: September 17, 2009