



SMITH TRAVEL RESEARCH



OCCUPANCY ANALYSIS

SEGMENT	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	5-Dec	7-Dec	6-Dec	8-Dec	7-Dec	9-Dec	8-Dec	10-Dec	9-Dec	11-Dec	10-Dec	12-Dec	11-Dec	13-Dec	Week	Week
	2004	2003	2004	2003	2004	2003	2004	2003	2004	2003	2004	2003	2004	2003	2004	2003
	Occup	%Chg	Occup	%Chg	Occup	%Chg	Occup	%Chg	Occup	%Chg	Occup	%Chg	Occup	%Chg	Occup	%Chg
Montreal	36.9	-0.8	53.4	-4.3	62.9	7.7	60.3	-2.0	59.3	1.7	52.4	9.9	51.9	-4.2	53.9	1.1
Toronto Downtown	36.5	-0.8	57.9	10.3	67.1	8.1	67.3	4.3	60.8	7.0	54.6	-4.5	55.9	-21.9	57.2	-0.3
Toronto North/East	38.7	1.3	62.3	2.0	68.2	3.6	67.5	6.5	53.9	-1.3	50.6	11.7	58.6	13.6	57.1	5.2
Toronto Airport/West	46.6	-10.6	70.6	-2.6	74.5	-4.1	71.5	-3.1	59.0	-0.5	51.7	1.6	52.4	-5.4	60.9	-3.5
Ottawa	49.4	28.3	76.3	22.7	86.3	23.6	81.1	1.6	63.5	-6.8	46.4	0.7	49.9	2.0	64.7	9.5
Niagara Falls	12.5	-16.7	17.1	1.8	16.1	1.9	18.8	19.0	22.4	36.6	32.8	11.9	52.4	27.2	24.6	14.4
Winnipeg	35.6	1.7	51.8	-9.0	57.4	-12.4	58.0	-12.0	57.5	-6.7	55.7	-1.2	54.6	-1.4	52.9	-6.7
Calgary	43.8	7.1	64.4	5.6	71.3	3.6	73.0	6.4	57.6	0.2	48.9	0.0	50.8	-9.3	58.5	1.9
Edmonton	33.5	-1.8	50.8	7.2	55.7	0.0	58.6	-0.7	57.1	10.2	58.4	18.7	60.8	11.4	53.6	6.6
Vancouver	57.6	22.6	66.2	10.7	64.1	12.7	55.4	-2.5	53.0	3.7	51.8	23.6	60.6	22.2	58.4	12.5
Victoria	23.8	-6.7	36.5	17.4	46.5	45.3	46.6	19.2	40.9	17.5	44.0	25.7	45.6	13.2	40.6	19.4

ADR ANALYSIS

SEGMENT	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg
Montreal	\$124.88	3.7	\$127.59	1.2	\$127.14	2.9	\$128.28	3.5	\$124.34	3.1	\$119.02	5.1	\$118.38	1.9	\$124.39	2.9
Toronto Downtown	\$142.44	5.2	\$150.47	2.1	\$150.05	1.6	\$151.18	3.5	\$152.84	5.6	\$132.95	5.3	\$130.91	7.1	\$145.02	4.9
Toronto North/East	\$105.33	-0.4	\$111.41	1.9	\$112.72	2.2	\$111.62	1.7	\$106.28	-1.3	\$99.15	4.7	\$100.20	8.9	\$107.19	2.2
Toronto Airport/West	\$108.31	1.2	\$120.19	3.5	\$119.36	3.2	\$119.77	2.1	\$114.56	1.7	\$93.84	4.0	\$94.66	3.4	\$111.57	2.7
Ottawa	\$132.04	6.5	\$136.55	6.6	\$135.16	6.6	\$129.75	0.4	\$128.27	-2.1	\$119.25	-1.5	\$123.40	4.4	\$130.19	3.1
Niagara Falls	\$77.96	3.1	\$75.95	5.8	\$77.36	8.1	\$67.87	-6.5	\$60.07	-22.7	\$92.74	2.7	\$94.04	12.7	\$81.99	2.9
Winnipeg	\$87.28	2.8	\$89.26	-2.7	\$91.87	-1.5	\$92.08	-0.4	\$91.46	2.4	\$88.69	5.4	\$85.76	2.7	\$89.65	0.8
Calgary	\$120.44	-8.2	\$128.11	2.5	\$130.51	1.4	\$130.56	3.3	\$126.27	4.4	\$104.57	2.3	\$104.18	8.3	\$122.11	2.5
Edmonton	\$86.35	-3.9	\$93.29	-2.6	\$93.08	-4.7	\$92.69	-2.4	\$92.31	0.9	\$86.76	0.0	\$87.96	-2.2	\$90.51	-2.2
Vancouver	\$123.04	19.4	\$124.35	14.8	\$122.98	8.9	\$113.19	5.1	\$110.74	2.5	\$104.14	3.3	\$106.98	8.2	\$115.54	8.9
Victoria	\$77.80	-6.3	\$79.33	1.7	\$75.53	-0.6	\$84.49	12.0	\$78.51	2.3	\$82.59	-1.2	\$90.13	7.5	\$81.55	2.6

REVPAR ANALYSIS

SEGMENT	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg
Montreal	\$46.14	2.9	\$68.12	-3.1	\$80.03	10.9	\$77.32	1.4	\$73.73	4.9	\$62.33	15.4	\$61.45	-2.5	\$67.02	4.0
Toronto Downtown	\$52.04	4.6	\$87.15	12.6	\$100.62	9.8	\$101.69	8.0	\$92.92	12.9	\$72.61	0.6	\$73.21	-16.4	\$82.89	4.5
Toronto North/East	\$40.74	0.9	\$69.41	4.0	\$76.87	5.9	\$75.32	8.2	\$57.24	-2.6	\$50.20	17.1	\$58.76	23.7	\$61.22	7.6
Toronto Airport/West	\$50.49	-9.4	\$84.89	0.8	\$88.97	-0.9	\$85.66	-1.0	\$67.55	1.1	\$48.47	5.6	\$49.58	-2.3	\$67.94	-0.8
Ottawa	\$65.19	36.5	\$104.24	30.8	\$116.59	31.8	\$105.27	2.0	\$81.40	-8.8	\$55.35	-0.8	\$61.58	6.5	\$84.23	13.0
Niagara Falls	\$9.72	-14.1	\$12.98	7.6	\$12.42	9.7	\$12.76	11.4	\$13.43	5.4	\$30.38	14.8	\$49.32	43.3	\$20.14	17.7
Winnipeg	\$31.05	4.5	\$46.24	-11.5	\$52.75	-13.7	\$53.40	-12.3	\$52.62	-4.4	\$49.37	4.0	\$46.86	1.3	\$47.47	-5.8
Calgary	\$52.74	-1.8	\$82.52	8.3	\$93.00	5.0	\$95.33	9.8	\$72.73	4.6	\$51.18	2.4	\$52.89	-1.9	\$71.48	4.5
Edmonton	\$28.90	-5.7	\$47.36	4.2	\$51.87	-4.8	\$54.33	-3.1	\$52.72	11.4	\$50.70	18.7	\$53.48	9.0	\$48.48	4.2
Vancouver	\$70.89	46.3	\$82.38	27.2	\$78.82	22.7	\$62.74	2.6	\$58.65	6.3	\$53.96	27.6	\$64.80	32.0	\$67.46	22.6
Victoria	\$18.54	-12.6	\$28.99	19.3	\$35.16	44.5	\$39.33	33.5	\$32.12	20.4	\$36.33	24.3	\$41.10	21.6	\$33.08	22.5



Canadian Weekly Lodging Outlook 2004

DEFINITIONS

Occupancy:	Rooms sold divided by rooms available
Room Revenue:	Total room revenue generated from the sale or rental of rooms.
Average Daily Rate (ADR):	Room revenue divided by rooms sold.
Room Revenue Per Available Room (RevPAR):	Room revenue divided by rooms available (occupancy times average room rate will closely approximate RevPAR).



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OFFICE: Anthony Pollard, 1206-130 Albert Street, Ottawa, Ontario K1P 5G4
(613) 237-7149

*If you have any questions regarding this publication please send a message to bmacdonald@hvsinternational.com
Web Site: www.hvsinternational.com*

OFFICES:

Vancouver

4235 Prospect Road
North Vancouver, BC
Canada V7N 3L6
(604) 988-9743
(604) 988-4625 fax

San Francisco

#620-116 New Montgomery Street
San Francisco, CA 94105
(415) 896-0868
(415) 896-0516 fax

Dallas

Suite 101
2601 Sagebrush Drive
Flower Mound, TX 75028
(972) 410-2002
(972) 899-1022 fax

India

C-67 Anand Niketan 2nd Floor
New Delhi, 110021 India
+91 11 410 1005
+91 11 410 1066 fax

Toronto

6 Victoria Street
Toronto, ON
Canada M5E 1L4
(416) 686-2260
(416) 686-2264 fax

Miami

#216-8925 SW 148th Street
Miami, FL 33176
(305) 378-0404
(305) 378-4484 fax

London

14 Hallam Street
London W1N 5LF
United Kingdom
+44 20 7878 7700
+44 20 7436 3386 fax

Brasil

HVS São Paulo
Av. Brig. Faria Lima 1912 cj. 7F
01452-001-São Paulo/SP Brasil
+55-11-3093-2743
+55-11-3093-2783 fax

New York

372 Willis Avenue
Mineola, NY 11501
(516) 248-8828
(516) 742-3059 fax

Denver

2229 Broadway
Boulder, CO 80302
(303) 443-3933
(303) 443-4186 fax

Singapore

HVS International Singapore
100, Beach Road
#28-10/13 Shaw Towers
Singapore 189702
65 293 4415
65 293 5426 fax

Argentina

HVS Buenos Aires
Reconquista 1056 - 10° Piso
(1003) Buenos Aires
Argentina
54-11-4515-1461
54-11-4515-1462 fax

Madrid

Paseo de la Castellana 93-2º
Madrid, 28046
(34)-91-597-4635
(34)-91-597-3054 Fax

Sydney

5 Elizabeth Street
Level 8
Sydney, NSW 2000
(61 2) 9233 1125
(61 2) 9233 1147 Fax

Newport, RI

327 Village Road
Tiverton, RI 02878
(763) 591-7640

Boston

607 Boylston Street
4th Floor
Boston, MA 02116
(617) 424-1515



SMITH TRAVEL RESEARCH

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OFFICE:

735 E. Main St.,
Hendersonville, TN 37075
(615) 824-8664