



SMITH TRAVEL RESEARCH



OCCUPANCY ANALYSIS

SEGMENT	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	6-Apr	8-Apr	7-Apr	9-Apr	8-Apr	10-Apr	9-Apr	11-Apr	10-Apr	12-Apr	11-Apr	13-Apr	12-Apr	14-Apr	Week	Week
	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007
	Occup	%Chg	Occup	%Chg	Occup	%Chg	Occup	%Chg	Occup	%Chg	Occup	%Chg	Occup	%Chg	Occup	%Chg
Halifax, NS	44.0	26.4	58.7	15.1	55.5	-27.8	65.8	-21.6	64.6	-18.2	53.5	-31.6	58.9	-26.8	57.3	-17.2
Nova Scotia Area	42.6	9.5	53.9	2.7	69.4	0.6	67.6	-2.5	59.3	1.2	59.8	33.8	53.3	3.9	58.0	5.6
Montreal Downtown	43.2	41.6	55.1	46.5	64.0	14.7	74.6	17.1	73.4	18.6	60.5	-2.3	53.7	-21.4	60.7	12.0
Quebec City	27.0	-10.3	35.6	21.1	59.1	16.1	66.4	10.5	54.0	-8.2	48.8	-21.8	52.3	-16.3	49.0	-3.2
Quebec Area	27.9	-22.3	48.4	84.0	57.3	25.9	58.4	7.9	49.2	-4.8	55.4	17.6	61.3	21.9	51.1	15.1
Toronto Downtown	48.4	64.6	62.7	33.4	70.4	11.7	81.8	16.9	81.8	18.7	65.6	-0.3	65.8	-2.4	68.1	15.8
Toronto North/East	43.7	34.5	63.1	19.1	69.1	-0.1	71.1	-4.8	62.4	-3.9	61.7	-8.7	62.3	-2.5	61.9	1.8
Toronto Airport/West	56.5	64.2	74.4	42.8	79.4	16.9	73.4	-2.0	81.8	8.3	85.9	7.0	80.8	1.5	76.0	14.5
Ottawa, ON	45.4	72.6	75.2	96.9	89.8	21.8	90.4	10.8	66.9	-1.2	60.4	8.1	69.0	23.2	71.0	24.3
Ontario East	23.6	11.3	50.9	55.2	57.8	5.7	60.2	7.9	51.1	4.9	45.1	-4.9	48.7	-11.5	48.2	6.9
Niagara Falls	21.1	-31.7	25.0	-23.5	27.7	-24.9	31.3	-18.1	34.0	-13.0	59.7	-18.6	71.2	-15.2	38.6	-19.4
Ontario Central	30.2	24.3	51.0	31.1	57.0	6.7	57.9	-6.3	51.0	-16.5	65.7	-6.3	70.6	-12.7	54.8	-1.8
Ontario North/Thunder Bay	42.3	51.6	75.9	69.0	84.1	20.0	81.7	12.4	66.7	8.5	59.0	15.5	51.6	4.9	65.9	22.3
Winnipeg, MB	47.0	17.5	65.4	16.6	76.1	1.5	81.3	-0.2	78.9	11.3	72.0	1.8	63.3	-5.0	69.1	5.0
Regina/Saskatoon	59.7	81.5	75.6	50.3	85.5	13.5	88.2	12.1	85.1	12.1	83.2	0.0	84.2	-0.2	80.2	16.7
Calgary, AB	67.7	81.5	77.9	32.0	82.7	4.4	84.2	-4.2	79.4	5.3	63.8	-3.2	64.6	0.9	74.3	10.9
Edmonton, AB	42.5	-16.2	69.7	6.4	82.3	-2.9	89.6	1.7	86.8	-2.4	78.0	-7.7	72.4	-15.2	74.5	-4.9
Alberta North Area	35.6	-8.7	55.9	20.2	59.2	-2.8	59.0	-1.7	49.7	-10.6	53.6	-7.6	55.1	-2.0	52.6	-2.2
Vancouver Downtown	54.3	44.8	62.9	30.8	79.4	14.9	89.7	4.2	87.6	6.7	75.1	2.7	65.6	-14.4	73.5	8.9
British Columbia Area	37.9	-26.7	43.5	-23.0	50.0	-18.6	51.7	-10.6	43.2	-23.5	46.7	-18.1	48.3	-14.8	45.9	-19.2
Vancouver Island	43.2	-9.2	60.1	25.5	67.5	9.4	66.8	-7.4	61.9	-16.2	75.3	-14.6	82.7	-10.2	65.3	-5.5

ADR ANALYSIS

SEGMENT	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg
Halifax, NS	\$116.99	12.4	\$119.13	5.4	\$117.89	0.5	\$118.28	0.5	\$115.75	0.6	\$111.08	-2.3	\$110.20	-3.0	\$115.65	1.1
Nova Scotia Area	\$108.93	1.2	\$99.96	10.7	\$98.43	10.8	\$100.22	13.1	\$104.55	15.9	\$103.27	11.3	\$111.49	20.3	\$103.36	12.3
Montreal Downtown	\$137.46	18.7	\$147.01	13.1	\$152.82	9.9	\$160.95	14.4	\$160.60	15.2	\$152.04	13.5	\$137.12	2.7	\$151.18	12.2
Quebec City	\$107.98	-0.2	\$108.39	-4.2	\$116.96	3.3	\$122.96	1.8	\$124.26	-1.4	\$125.50	-0.9	\$147.23	22.7	\$123.50	3.1
Quebec Area	\$107.11	-15.5	\$110.17	-0.1	\$111.51	3.8	\$118.55	4.3	\$109.57	0.2	\$121.04	6.2	\$127.93	9.1	\$116.16	2.0
Toronto Downtown	\$155.77	14.0	\$164.86	4.2	\$172.90	4.9	\$176.17	4.9	\$172.50	4.5	\$153.52	1.5	\$147.98	-0.7	\$164.49	4.2
Toronto North/East	\$118.89	14.7	\$123.55	6.8	\$126.03	3.3	\$124.60	-1.1	\$121.11	1.9	\$113.27	3.1	\$107.38	0.9	\$119.51	3.2
Toronto Airport/West	\$120.57	21.8	\$131.70	13.4	\$134.16	7.9	\$130.20	4.6	\$123.54	7.0	\$108.26	5.4	\$108.06	7.4	\$122.06	8.7
Ottawa, ON	\$136.11	25.7	\$144.17	10.1	\$151.35	4.0	\$151.26	4.3	\$142.68	1.9	\$126.22	2.9	\$131.30	9.6	\$141.85	6.0
Ontario East	\$97.43	5.4	\$97.49	9.2	\$99.14	6.0	\$98.83	7.7	\$96.21	2.7	\$101.52	3.3	\$101.32	1.5	\$98.91	4.6
Niagara Falls	\$90.75	-4.5	\$85.89	-8.2	\$91.91	-4.8	\$96.66	3.9	\$97.93	-3.7	\$103.18	-4.9	\$120.26	-1.9	\$102.54	-2.8
Ontario Central	\$97.06	4.9	\$98.20	3.2	\$97.51	-2.0	\$97.76	-1.5	\$99.44	-1.1	\$105.96	2.1	\$107.93	1.8	\$101.23	0.4
Ontario North/Thunder Bay	\$85.15	2.6	\$89.44	10.0	\$90.76	7.8	\$89.65	5.6	\$90.02	5.3	\$89.63	5.6	\$90.09	7.0	\$89.50	6.3
Winnipeg, MB	\$93.55	3.9	\$101.97	2.7	\$102.05	-1.0	\$106.29	5.7	\$104.89	7.0	\$99.48	7.7	\$98.93	2.1	\$101.60	4.0
Regina/Saskatoon	\$107.25	19.8	\$114.45	22.2	\$116.12	16.0	\$116.81	15.8	\$116.19	14.7	\$116.47	18.1	\$116.08	19.9	\$115.12	17.2
Calgary, AB	\$177.63	48.9	\$169.83	18.4	\$172.78	17.2	\$167.88	12.0	\$160.35	11.8	\$139.80	12.0	\$135.02	9.4	\$161.55	17.0
Edmonton, AB	\$118.72	8.2	\$125.37	12.0	\$130.34	13.0	\$128.11	10.0	\$128.21	11.5	\$125.49	11.0	\$126.18	12.8	\$126.69	11.5
Alberta North Area	\$154.16	-8.9	\$151.01	3.2	\$153.91	5.3	\$153.41	6.1	\$155.95	10.8	\$162.60	7.1	\$161.35	6.1	\$156.07	4.6
Vancouver Downtown	\$155.57	16.2	\$161.09	19.3	\$171.14	17.9	\$173.82	16.8	\$169.37	13.2	\$169.52	15.9	\$164.81	9.2	\$167.39	14.8
British Columbia Area	\$120.08	-26.7	\$117.36	-37.9	\$114.52	-37.9	\$108.50	-31.1	\$112.64	-26.4	\$137.66	-15.2	\$124.10	-26.5	\$119.14	-29.3
Vancouver Island	\$101.05	-0.5	\$102.87	-1.3	\$90.79	-12.3	\$91.96	-13.2	\$94.26	-16.5	\$99.31	-10.6	\$100.23	-10.8	\$97.10	-10.3

♦ ADR and RevPAR in Canadian Dollars

REVPAR ANALYSIS	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	6-Apr	8-Apr	7-Apr	9-Apr	8-Apr	10-Apr	9-Apr	11-Apr	10-Apr	12-Apr	11-Apr	13-Apr	12-Apr	14-Apr	Week	Week
	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007
SEGMENT	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg
Halifax, NS	\$51.45	41.9	\$69.94	21.4	\$65.40	-27.5	\$77.82	-21.2	\$74.75	-17.8	\$59.42	-33.2	\$64.88	-29.1	\$66.24	-16.3
Nova Scotia Area	\$46.40	10.9	\$53.88	13.7	\$68.27	11.4	\$67.75	10.4	\$62.00	17.3	\$61.74	48.9	\$59.39	25.0	\$59.92	18.6
Montreal Downtown	\$59.32	67.9	\$81.07	65.9	\$97.88	26.3	\$120.08	33.9	\$117.93	36.7	\$91.96	10.9	\$73.60	-19.4	\$91.69	25.4
Quebec City	\$29.10	-10.7	\$38.60	16.1	\$69.15	19.9	\$81.59	12.3	\$67.15	-9.4	\$61.21	-22.5	\$76.98	2.6	\$60.54	-0.1
Quebec Area	\$29.89	-34.4	\$53.37	83.8	\$63.85	30.5	\$69.21	12.5	\$53.90	-4.7	\$67.04	24.8	\$78.44	33.0	\$59.39	17.3
Toronto Downtown	\$75.32	87.4	\$103.37	38.9	\$121.67	17.1	\$144.17	22.6	\$141.05	24.1	\$100.65	1.2	\$97.41	-3.0	\$111.95	20.6
Toronto North/East	\$51.92	54.2	\$78.02	27.2	\$87.08	3.1	\$88.64	-5.8	\$75.53	-2.1	\$69.92	-5.8	\$66.89	-1.7	\$74.00	5.1
Toronto Airport/West	\$68.10	99.8	\$98.01	62.0	\$106.54	26.2	\$95.55	2.5	\$101.01	15.8	\$93.00	12.7	\$87.29	8.9	\$92.79	24.4
Ottawa, ON	\$61.80	117.1	\$108.39	116.8	\$135.91	26.7	\$136.78	15.6	\$95.48	0.7	\$76.26	11.2	\$90.59	34.9	\$100.74	31.9
Ontario East	\$22.96	17.2	\$49.60	69.3	\$57.26	12.0	\$59.49	16.1	\$49.15	7.7	\$45.83	-1.6	\$49.37	-10.0	\$47.67	11.8
Niagara Falls	\$19.15	-34.8	\$21.45	-29.9	\$25.45	-28.5	\$30.24	-14.9	\$33.26	-16.3	\$61.58	-22.6	\$85.61	-16.9	\$39.53	-21.7
Ontario Central	\$29.28	30.5	\$50.13	35.5	\$55.62	4.6	\$56.57	-7.7	\$50.72	-17.4	\$69.59	-4.4	\$76.22	-11.1	\$55.45	-1.4
Ontario North/Thunder Bay	\$36.06	55.7	\$67.85	86.0	\$76.33	29.3	\$73.21	18.7	\$60.06	14.2	\$52.89	22.0	\$46.50	12.4	\$58.99	30.0
Winnipeg, MB	\$43.96	22.1	\$66.69	19.8	\$77.62	0.3	\$86.45	5.5	\$82.80	19.2	\$71.65	9.8	\$62.58	-3.1	\$70.25	9.2
Regina/Saskatoon	\$63.99	116.9	\$86.53	83.7	\$99.29	31.8	\$102.97	29.7	\$98.83	28.6	\$96.90	18.0	\$97.70	19.6	\$92.32	36.9
Calgary, AB	\$120.21	170.4	\$132.35	56.4	\$142.94	22.4	\$141.30	7.2	\$127.36	17.7	\$89.13	8.3	\$87.20	10.4	\$120.07	29.9
Edmonton, AB	\$50.47	-9.3	\$87.33	19.1	\$107.30	9.8	\$114.83	11.9	\$111.26	8.8	\$97.91	2.5	\$91.30	-4.4	\$94.34	6.1
Alberta North Area	\$54.80	-17.1	\$84.38	24.1	\$91.08	2.3	\$90.51	4.3	\$77.49	-1.0	\$87.17	-1.0	\$88.97	4.1	\$82.06	2.3
Vancouver Downtown	\$84.53	68.3	\$101.36	56.0	\$135.91	35.6	\$155.99	21.8	\$148.28	20.7	\$127.36	19.2	\$108.04	-6.6	\$123.07	25.1
British Columbia Area	\$45.52	-46.2	\$51.04	-52.2	\$57.23	-49.5	\$56.12	-38.4	\$48.64	-43.7	\$64.33	-30.6	\$59.98	-37.3	\$54.70	-42.9
Vancouver Island	\$43.64	-9.6	\$61.81	23.8	\$61.30	-4.0	\$61.40	-19.7	\$58.35	-30.0	\$74.73	-23.8	\$82.94	-19.8	\$63.45	-15.1

♦ ADR and RevPAR in Canadian Dollars

It should be noted that the participation rate in the Canadian Weekly Lodging Outlook represents only 70% of the participation rate in the monthly Canadian Lodging Outlook. (30% of participating hotels report only on a monthly basis). As a result, the Canadian Weekly Lodging Outlook is less representative of the actual market. Also, fewer tracts are listed on a weekly basis, but the number of tracts reported in the weekly publication has increased.

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).

If you have any questions regarding this publication please send a message to bmacdonald@hvs.com

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