



SMITH TRAVEL RESEARCH



## OCCUPANCY ANALYSIS

SEGMENT	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	13-Apr	15-Apr	14-Apr	16-Apr	15-Apr	17-Apr	16-Apr	18-Apr	17-Apr	19-Apr	18-Apr	20-Apr	19-Apr	21-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	48.9	-15.5	65.4	-0.3	71.2	5.6	66.2	-0.3	72.3	-1.5	74.8	-4.8	71.8	7.0	67.2	-1.2
Nova Scotia Area	47.9	13.5	57.8	0.0	71.1	1.7	71.0	11.6	62.5	11.2	65.1	23.5	62.2	27.7	62.5	11.8
Montreal Downtown	37.3	-34.9	56.7	-25.5	64.8	-27.4	67.6	-24.6	73.0	-10.1	84.3	20.9	96.4	28.7	68.6	-10.8
Quebec City	43.4	27.6	61.7	63.7	68.7	41.6	65.5	0.6	72.0	8.4	71.8	23.4	70.3	32.1	64.8	24.9
Quebec Area	27.7	-6.1	41.2	-6.4	51.9	6.1	52.3	3.0	45.4	2.0	54.4	10.3	67.1	26.1	48.6	6.3
Toronto Downtown	48.3	-20.2	71.1	-13.4	83.7	-5.0	91.5	-0.3	84.1	2.6	73.4	0.0	64.6	-3.7	73.8	-5.3
Toronto North/East	43.1	-6.3	64.6	-9.7	73.1	-10.4	77.0	-1.9	66.3	0.5	54.8	1.3	54.8	4.0	62.0	-3.6
Toronto Airport/West	54.5	2.3	72.1	-1.1	72.8	-11.9	79.9	-8.7	78.6	-3.6	62.0	-14.1	53.6	-20.1	67.6	-8.5
Ottawa, ON	57.1	17.0	85.6	10.3	91.1	4.2	90.1	1.7	72.3	-11.4	49.7	-10.0	53.0	-11.7	71.3	0.0
Ontario East	30.3	8.6	56.2	12.9	64.0	2.7	61.6	-6.7	55.6	-3.3	50.7	-3.1	54.1	-5.1	53.2	-0.2
Niagara Falls	24.4	-5.8	27.8	-4.1	25.6	-19.5	32.3	-7.2	40.3	-8.4	65.7	-10.2	77.8	-8.4	42.0	-9.1
Ontario Central	34.3	3.3	55.6	12.3	61.1	9.1	59.3	3.7	53.9	3.9	52.4	1.2	54.1	-11.6	53.0	2.9
Ontario North/Thunder Bay	38.0	-5.0	75.4	12.7	83.3	3.0	77.1	-8.4	64.4	-12.5	49.7	-30.4	44.1	-18.5	61.7	-8.3
Winnipeg, MB	53.2	-3.3	73.2	10.1	83.3	17.5	83.3	12.9	78.4	9.0	78.9	19.9	86.2	38.4	76.6	15.0
Regina/Saskatoon	51.9	-11.3	75.8	5.9	81.5	-3.6	81.0	-4.3	69.2	-17.3	82.8	0.5	75.5	-6.8	74.0	-5.1
Calgary, AB	52.8	-0.4	79.1	1.0	86.2	-5.8	88.0	-5.7	74.2	-11.4	61.9	-8.2	62.0	-9.0	72.0	-5.9
Edmonton, AB	46.4	-13.3	72.7	-8.4	82.2	-4.3	82.4	-5.5	80.4	-5.6	76.1	-11.9	74.1	-14.5	73.5	-8.8
Alberta North Area	33.0	-11.1	58.9	-15.1	66.0	-19.1	70.5	-16.0	53.7	-1.8	47.7	-10.2	49.0	-0.6	54.1	-11.7
Vancouver Downtown	51.0	-25.4	67.6	-12.1	71.2	-12.9	81.6	-8.7	81.7	-11.2	72.6	-14.2	74.7	-8.2	71.5	-12.9
British Columbia Area	38.4	-21.3	45.1	-23.6	48.7	-19.5	48.6	-16.4	51.4	-9.5	52.4	-13.4	52.3	7.4	48.1	-14.3
Vancouver Island	49.7	-4.1	58.0	-13.6	67.7	-6.5	73.6	-0.8	71.8	-9.0	70.3	-15.6	71.8	-17.7	66.1	-10.2

## ADR ANALYSIS

SEGMENT	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg
Halifax, NS	\$122.73	5.9	\$125.86	6.0	\$127.26	10.2	\$122.05	8.3	\$120.29	5.4	\$117.31	4.9	\$119.41	9.4	\$122.01	7.1
Nova Scotia Area	\$101.79	14.8	\$98.99	11.1	\$97.87	9.4	\$98.98	12.6	\$101.30	12.4	\$103.72	14.0	\$104.87	12.0	\$100.98	12.3
Montreal Downtown	\$143.62	0.1	\$150.06	0.3	\$146.49	-3.3	\$149.61	-1.0	\$149.80	-0.7	\$152.41	12.6	\$152.34	10.7	\$149.84	2.5
Quebec City	\$131.05	16.5	\$127.83	14.7	\$129.09	17.9	\$121.83	1.7	\$127.21	4.5	\$138.24	21.9	\$136.79	19.9	\$130.40	13.0
Quebec Area	\$120.18	20.4	\$102.93	2.9	\$109.42	11.1	\$108.49	11.1	\$108.67	4.9	\$119.24	5.7	\$123.37	5.6	\$113.59	8.6
Toronto Downtown	\$163.10	-2.3	\$175.44	-1.1	\$186.86	4.7	\$185.31	3.5	\$179.04	3.3	\$158.76	-1.3	\$145.13	-7.4	\$172.31	0.6
Toronto North/East	\$116.71	1.1	\$127.95	3.1	\$125.53	-1.0	\$126.87	1.8	\$121.16	0.5	\$105.56	-1.2	\$107.28	1.9	\$119.75	0.6
Toronto Airport/West	\$120.04	8.6	\$130.50	5.4	\$132.15	3.8	\$132.26	4.8	\$128.71	4.9	\$110.08	4.6	\$103.68	1.5	\$123.84	5.1
Ottawa, ON	\$144.82	9.2	\$146.89	3.0	\$144.77	2.2	\$145.13	2.7	\$140.61	2.4	\$121.62	-4.1	\$120.06	-4.3	\$139.67	2.3
Ontario East	\$96.19	7.6	\$96.99	6.6	\$97.94	5.9	\$98.60	6.5	\$98.83	7.2	\$100.69	5.0	\$104.53	5.2	\$99.23	6.1
Niagara Falls	\$96.47	3.0	\$88.55	-0.5	\$90.04	3.4	\$99.42	15.0	\$101.57	7.0	\$110.90	0.4	\$123.17	1.3	\$106.48	3.3
Ontario Central	\$99.66	4.3	\$99.33	1.4	\$99.24	1.0	\$99.87	3.0	\$101.42	2.6	\$104.12	2.1	\$100.91	-3.0	\$100.64	1.3
Ontario North/Thunder Bay	\$89.47	8.3	\$90.86	5.8	\$89.95	5.7	\$90.81	6.9	\$90.92	5.5	\$91.33	4.9	\$89.43	4.4	\$90.47	5.8
Winnipeg, MB	\$104.60	7.7	\$110.84	8.8	\$107.83	4.3	\$108.18	6.3	\$105.68	6.0	\$103.55	5.9	\$106.81	12.1	\$106.87	7.1
Regina/Saskatoon	\$109.80	16.2	\$111.70	10.8	\$116.02	12.3	\$116.48	12.7	\$112.77	11.0	\$116.78	13.8	\$113.92	10.4	\$114.22	12.4
Calgary, AB	\$149.08	9.7	\$165.49	11.5	\$172.39	13.1	\$170.17	10.9	\$162.09	10.5	\$132.99	8.9	\$131.02	5.9	\$157.04	10.6
Edmonton, AB	\$120.50	9.5	\$128.45	12.1	\$128.54	11.4	\$128.55	10.9	\$128.72	11.4	\$123.01	9.1	\$122.61	8.3	\$126.16	10.6
Alberta North Area	\$160.19	11.9	\$154.71	7.8	\$152.17	6.9	\$152.35	5.7	\$154.34	0.3	\$163.93	6.6	\$163.25	17.3	\$156.52	7.6
Vancouver Downtown	\$152.00	-3.7	\$160.13	2.0	\$157.59	-0.5	\$160.37	0.0	\$162.52	0.2	\$159.56	0.9	\$151.31	-3.3	\$157.97	-0.5
British Columbia Area	\$120.16	-31.2	\$115.05	-9.8	\$112.15	-11.2	\$114.47	-5.0	\$114.57	-6.9	\$120.25	-5.4	\$130.63	-3.4	\$118.29	-10.7
Vancouver Island	\$110.72	-1.7	\$109.07	-9.0	\$108.41	-5.4	\$109.27	-6.1	\$112.42	-5.1	\$106.54	-7.8	\$110.12	-6.9	\$109.48	-6.2

♦ ADR and RevPAR in Canadian Dollars

REVPAR ANALYSIS SEGMENT	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	13-Apr 2008	15-Apr 2007	14-Apr 2008	16-Apr 2007	15-Apr 2008	17-Apr 2007	16-Apr 2008	18-Apr 2007	17-Apr 2008	19-Apr 2007	18-Apr 2008	20-Apr 2007	19-Apr 2008	21-Apr 2007	Week 2008	Week 2007
	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg
Halifax, NS	\$60.03	-10.6	\$82.32	5.7	\$90.65	16.4	\$80.83	8.0	\$86.92	3.8	\$87.70	-0.2	\$85.79	17.2	\$82.04	5.9
Nova Scotia Area	\$48.78	30.4	\$57.22	11.0	\$69.58	11.2	\$70.29	25.9	\$63.27	24.9	\$67.53	40.9	\$65.23	43.0	\$63.13	25.7
Montreal Downtown	\$53.56	-34.9	\$85.14	-25.3	\$94.90	-29.9	\$101.12	-25.4	\$109.40	-10.7	\$128.50	36.3	\$146.92	42.5	\$102.79	-8.5
Quebec City	\$56.91	48.8	\$78.83	87.4	\$88.74	67.2	\$79.77	2.3	\$91.57	13.3	\$99.23	50.3	\$96.11	58.2	\$84.45	41.1
Quebec Area	\$33.32	13.4	\$42.43	-3.6	\$56.75	17.9	\$56.75	14.4	\$49.33	7.1	\$64.91	16.8	\$82.76	33.1	\$55.18	15.3
Toronto Downtown	\$78.85	-22.0	\$124.72	-14.4	\$156.40	-0.5	\$169.53	3.2	\$150.57	5.9	\$116.54	-1.4	\$93.71	-10.8	\$127.19	-4.6
Toronto North/East	\$50.35	-5.1	\$82.64	-6.9	\$91.76	-11.3	\$97.75	-0.1	\$80.32	0.9	\$57.84	0.0	\$58.83	6.1	\$74.21	-3.1
Toronto Airport/West	\$65.40	11.0	\$94.11	4.3	\$96.24	-8.5	\$105.66	-4.4	\$101.20	1.2	\$68.26	-10.1	\$55.55	-19.0	\$83.77	-3.8
Ottawa, ON	\$82.62	27.8	\$125.81	13.7	\$131.88	6.5	\$130.72	4.4	\$101.62	-9.3	\$60.47	-13.6	\$63.61	-15.5	\$99.53	2.2
Ontario East	\$29.11	16.4	\$54.50	20.3	\$62.70	8.8	\$60.73	-0.6	\$54.95	3.7	\$51.06	1.7	\$56.55	-0.1	\$52.80	6.0
Niagara Falls	\$23.53	-2.9	\$24.59	-4.6	\$23.09	-16.7	\$32.08	6.6	\$40.88	-2.0	\$72.84	-9.9	\$95.80	-7.2	\$44.69	-6.2
Ontario Central	\$34.18	7.9	\$55.27	14.1	\$60.68	10.3	\$59.26	6.8	\$54.64	6.6	\$54.60	3.3	\$54.61	-14.3	\$53.32	4.1
Ontario North/Thunder Bay	\$33.99	2.9	\$68.48	19.1	\$74.89	8.8	\$69.98	-2.1	\$58.58	-7.6	\$45.39	-27.0	\$39.40	-15.0	\$55.81	-3.0
Winnipeg, MB	\$55.61	4.1	\$81.08	19.6	\$89.82	22.6	\$90.16	20.0	\$82.84	15.6	\$81.65	26.9	\$92.09	55.1	\$81.89	23.3
Regina/Saskatoon	\$56.94	3.0	\$84.62	17.3	\$94.51	8.3	\$94.33	7.9	\$78.08	-8.2	\$96.74	14.5	\$86.04	3.0	\$84.47	6.5
Calgary, AB	\$78.66	9.2	\$130.89	12.6	\$148.56	6.6	\$149.77	4.6	\$120.25	-2.1	\$82.33	0.0	\$81.20	-3.6	\$113.09	4.1
Edmonton, AB	\$55.95	-4.9	\$93.37	2.7	\$105.70	6.7	\$105.99	4.8	\$103.47	5.2	\$93.58	-3.9	\$90.85	-7.4	\$92.70	0.8
Alberta North Area	\$52.83	-0.5	\$91.14	-8.4	\$100.50	-13.5	\$107.38	-11.1	\$82.92	-1.5	\$78.18	-4.3	\$80.04	16.7	\$84.71	-5.0
Vancouver Downtown	\$77.48	-28.2	\$108.27	-10.3	\$112.18	-13.3	\$130.90	-8.7	\$132.84	-11.0	\$115.88	-13.4	\$112.96	-11.3	\$112.93	-13.3
British Columbia Area	\$46.18	-45.9	\$51.83	-31.1	\$54.57	-28.6	\$55.64	-20.4	\$58.86	-15.7	\$63.02	-18.0	\$68.31	3.7	\$56.92	-23.3
Vancouver Island	\$55.01	-5.7	\$63.25	-21.4	\$73.38	-11.5	\$80.45	-6.9	\$80.68	-13.7	\$74.88	-22.2	\$79.08	-23.3	\$72.39	-15.7

♦ 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](mailto:bmacdonald@hvs.com)

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