



SMITH TRAVEL RESEARCH



OCCUPANCY ANALYSIS

SEGMENT	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	20-Apr	22-Apr	21-Apr	23-Apr	22-Apr	24-Apr	23-Apr	25-Apr	24-Apr	26-Apr	25-Apr	27-Apr	26-Apr	28-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	48.2	21.7	68.6	3.6	73.9	-3.5	75.1	0.5	81.7	-0.7	79.3	-4.0	70.8	-5.1	71.1	0.1
Nova Scotia Area	50.5	30.5	59.4	-0.8	72.8	0.8	64.9	-14.4	63.8	0.2	71.9	22.1	78.6	59.1	66.0	10.4
Montreal Downtown	45.6	-15.6	63.5	-10.9	77.3	3.1	87.5	17.3	81.9	7.6	68.1	-11.1	67.0	-19.2	70.1	-3.8
Quebec City	37.0	1.6	58.9	-7.5	68.0	19.9	85.7	34.1	86.8	34.6	72.0	13.9	67.6	-11.5	68.0	12.0
Quebec Area	28.4	-6.9	50.7	-11.8	59.4	-2.9	62.2	-4.2	50.7	-18.0	48.1	-17.4	61.6	-1.3	51.6	-8.8
Toronto Downtown	58.4	6.8	80.7	9.3	81.3	-1.2	81.1	-12.7	71.9	-24.6	59.4	-28.9	64.1	-10.3	71.0	-10.4
Toronto North/East	45.0	-1.3	66.7	-3.6	77.0	-0.9	73.0	-8.4	63.1	-12.8	64.7	0.3	66.8	-0.7	65.2	-4.3
Toronto Airport/West	45.8	-1.7	68.9	-3.6	71.5	-8.5	74.3	0.8	69.8	-2.0	60.0	-10.6	63.8	-8.9	64.9	-5.0
Ottawa, ON	40.7	-34.0	66.4	-22.3	79.6	-9.6	85.0	-1.0	72.7	0.4	54.0	-9.7	57.9	-4.1	65.2	-11.2
Ontario East	30.0	-2.3	56.1	-2.9	65.1	0.9	61.1	-7.7	54.1	-1.6	49.9	-8.3	59.7	-5.1	53.7	-3.9
Niagara Falls	33.3	14.8	33.4	-3.7	39.7	21.0	41.8	8.0	44.5	0.0	67.5	-4.9	77.7	-3.5	48.3	2.1
Ontario Central	32.2	0.3	56.4	16.3	65.3	11.6	67.3	14.3	57.8	8.6	63.4	2.4	67.0	-7.7	58.5	6.2
Ontario North/Thunder Bay	38.3	-11.5	74.2	-5.0	85.5	0.2	85.7	3.8	70.8	-2.1	65.6	-1.8	69.9	12.7	70.0	0.0
Winnipeg, MB	55.5	11.9	62.9	-15.2	76.4	-4.4	81.4	15.1	74.9	11.6	71.9	11.8	75.5	19.3	71.2	6.3
Regina/Saskatoon	55.0	0.9	78.1	2.1	83.1	-0.4	88.1	-5.1	79.7	-7.2	79.4	-4.3	80.7	-1.7	77.7	-2.6
Calgary, AB	51.6	-8.2	78.8	-6.9	86.7	-6.3	91.9	-2.4	79.3	-6.2	68.8	-3.0	68.3	1.6	75.1	-4.5
Edmonton, AB	52.7	5.4	77.6	5.7	84.3	-2.2	82.0	-7.2	79.2	-4.9	82.0	-5.5	84.9	-7.0	77.6	-2.9
Alberta North Area	38.0	-8.7	44.9	-26.6	48.0	-30.3	58.0	-19.7	69.4	-11.9	59.7	-3.6	54.2	-12.0	53.2	-16.5
Vancouver Downtown	71.3	-0.8	87.6	9.5	85.4	0.5	87.8	6.7	89.0	11.8	78.6	15.6	73.4	3.8	81.9	6.6
British Columbia Area	30.5	-1.9	39.1	4.8	46.9	9.1	49.0	11.1	43.8	-11.9	42.7	-23.9	44.6	-11.2	42.4	-4.7
Vancouver Island	57.2	-10.6	73.0	-7.1	71.9	-14.5	72.3	-15.8	78.6	-8.7	86.2	-2.9	88.3	-5.8	75.4	-9.2

ADR ANALYSIS

SEGMENT	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg
Halifax, NS	\$124.63	10.7	\$122.53	3.0	\$119.02	-0.5	\$118.58	0.2	\$115.18	-2.6	\$122.29	6.4	\$115.42	3.3	\$119.36	2.4
Nova Scotia Area	\$106.56	9.2	\$101.27	16.8	\$99.80	11.2	\$95.71	7.0	\$104.43	16.2	\$102.75	14.6	\$98.28	4.8	\$100.99	11.7
Montreal Downtown	\$144.12	-1.4	\$148.77	-1.3	\$150.10	1.5	\$153.03	5.3	\$152.03	5.2	\$138.02	-0.1	\$133.59	-2.4	\$146.29	1.6
Quebec City	\$127.26	4.0	\$130.93	9.3	\$130.11	11.5	\$146.18	22.1	\$157.14	30.9	\$166.30	28.7	\$164.77	25.5	\$148.21	20.4
Quebec Area	\$109.60	-2.6	\$106.74	-5.1	\$108.77	4.0	\$117.21	11.4	\$113.23	6.9	\$120.29	4.5	\$134.16	11.3	\$116.49	5.2
Toronto Downtown	\$161.99	-4.1	\$172.54	-1.9	\$172.57	-4.7	\$169.53	-10.8	\$164.16	-14.2	\$146.62	-16.3	\$143.56	-12.4	\$162.76	-9.3
Toronto North/East	\$116.70	1.9	\$125.68	0.8	\$127.09	0.8	\$125.11	0.9	\$120.11	-1.2	\$107.85	-1.4	\$107.40	-0.3	\$118.97	0.1
Toronto Airport/West	\$117.12	4.9	\$130.09	6.4	\$131.31	4.4	\$131.81	4.0	\$128.31	7.6	\$106.19	3.6	\$106.48	6.4	\$122.50	5.6
Ottawa, ON	\$129.67	-6.2	\$137.98	-2.0	\$141.81	1.4	\$140.83	2.0	\$138.77	2.2	\$120.80	-7.3	\$122.41	-5.6	\$134.55	-1.5
Ontario East	\$97.90	5.6	\$97.21	2.4	\$98.20	5.3	\$97.15	3.5	\$95.55	2.9	\$103.85	6.5	\$105.08	6.2	\$99.32	4.5
Niagara Falls	\$93.21	4.0	\$91.58	8.2	\$92.10	6.5	\$93.63	5.2	\$96.11	1.5	\$108.62	-0.1	\$125.50	-2.0	\$103.85	1.0
Ontario Central	\$97.47	2.3	\$99.02	2.5	\$98.67	1.8	\$99.30	2.5	\$96.65	0.6	\$101.84	3.7	\$104.17	-2.0	\$99.83	1.2
Ontario North/Thunder Bay	\$89.25	6.7	\$92.16	8.5	\$91.36	6.0	\$91.51	7.4	\$91.37	7.5	\$89.61	4.5	\$91.61	7.1	\$91.15	6.9
Winnipeg, MB	\$103.79	3.2	\$104.34	-1.4	\$103.29	-3.8	\$104.95	0.4	\$101.67	0.3	\$101.14	2.0	\$102.70	13.1	\$103.11	-1.3
Regina/Saskatoon	\$110.80	11.3	\$114.28	12.0	\$115.30	10.9	\$113.89	10.6	\$113.02	10.2	\$114.42	11.2	\$116.13	12.3	\$114.13	11.2
Calgary, AB	\$150.78	7.4	\$168.10	9.6	\$171.54	10.8	\$167.89	9.6	\$160.39	8.5	\$140.00	10.8	\$133.56	10.0	\$157.59	9.4
Edmonton, AB	\$119.71	11.7	\$125.72	8.9	\$126.88	7.4	\$126.33	8.0	\$123.03	7.1	\$125.97	14.6	\$124.78	8.8	\$124.91	9.3
Alberta North Area	\$161.25	19.0	\$156.12	16.8	\$159.42	13.5	\$156.56	12.7	\$154.52	7.1	\$159.72	12.8	\$157.66	10.4	\$157.64	12.6
Vancouver Downtown	\$152.58	1.3	\$156.58	2.4	\$161.96	7.5	\$164.57	9.5	\$166.10	7.0	\$159.07	6.7	\$155.75	4.2	\$159.82	5.7
British Columbia Area	\$111.84	-10.6	\$110.05	-8.3	\$114.27	-3.1	\$114.34	10.9	\$112.71	8.3	\$115.54	-1.7	\$116.47	-12.4	\$113.76	-2.7
Vancouver Island	\$106.92	-11.5	\$106.52	-12.2	\$92.57	-22.5	\$93.51	-19.2	\$95.42	-21.2	\$97.40	-16.6	\$99.68	-12.9	\$98.59	-16.7

♦ ADR and RevPAR in Canadian Dollars

REVPAR ANALYSIS	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	20-Apr	22-Apr	21-Apr	23-Apr	22-Apr	24-Apr	23-Apr	25-Apr	24-Apr	26-Apr	25-Apr	27-Apr	26-Apr	28-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	\$60.07	34.7	\$84.07	6.7	\$87.99	-4.0	\$89.01	0.7	\$94.06	-3.3	\$96.95	2.1	\$81.78	-1.9	\$84.85	2.6
Nova Scotia Area	\$53.83	42.4	\$60.14	15.9	\$72.63	12.0	\$62.15	-8.3	\$66.65	16.4	\$73.85	39.8	\$77.24	66.8	\$66.64	23.2
Montreal Downtown	\$65.74	-16.8	\$94.45	-12.0	\$116.00	4.6	\$133.89	23.4	\$124.58	13.3	\$93.98	-11.2	\$89.56	-21.1	\$102.60	-2.3
Quebec City	\$47.04	5.5	\$77.08	0.9	\$88.48	33.7	\$125.34	63.7	\$136.40	76.1	\$119.70	46.5	\$111.45	11.0	\$100.78	34.8
Quebec Area	\$31.07	-9.3	\$54.15	-16.3	\$64.63	1.0	\$72.94	6.9	\$57.44	-12.3	\$57.89	-13.5	\$82.60	9.9	\$60.10	-4.1
Toronto Downtown	\$94.54	2.2	\$139.31	7.3	\$140.25	-5.8	\$137.44	-22.1	\$117.98	-35.3	\$87.13	-40.5	\$91.99	-21.5	\$115.52	-18.6
Toronto North/East	\$52.54	0.7	\$83.86	-2.8	\$97.91	0.0	\$91.33	-7.5	\$75.74	-13.9	\$69.73	-1.1	\$71.70	-1.1	\$77.55	-4.1
Toronto Airport/West	\$53.59	2.9	\$89.62	2.5	\$93.83	-4.4	\$97.87	4.8	\$89.61	5.5	\$63.73	-7.3	\$67.89	-3.1	\$79.45	0.2
Ottawa, ON	\$52.80	-38.1	\$91.63	-23.8	\$112.89	-8.4	\$119.72	1.0	\$100.94	2.7	\$65.21	-16.4	\$70.89	-9.4	\$87.73	-12.5
Ontario East	\$29.38	3.3	\$54.57	-0.6	\$63.93	6.3	\$59.38	-4.5	\$51.66	1.2	\$51.86	-2.2	\$62.71	0.8	\$53.36	0.4
Niagara Falls	\$31.04	19.3	\$30.63	4.4	\$36.57	28.8	\$39.13	13.7	\$42.74	1.5	\$73.35	-5.0	\$97.51	-5.5	\$50.14	3.0
Ontario Central	\$31.37	2.5	\$55.84	19.1	\$64.47	13.7	\$66.88	17.2	\$55.89	9.5	\$64.61	6.4	\$69.81	-9.5	\$58.41	7.5
Ontario North/Thunder Bay	\$34.18	-5.6	\$68.39	3.1	\$78.07	6.2	\$78.44	11.5	\$64.74	5.4	\$58.75	2.7	\$64.04	20.7	\$63.80	6.8
Winnipeg, MB	\$57.64	15.6	\$65.64	-16.3	\$78.91	-8.0	\$85.38	15.6	\$76.10	11.9	\$72.72	14.2	\$77.53	34.9	\$73.42	7.7
Regina/Saskatoon	\$60.90	12.2	\$89.24	14.3	\$95.85	10.6	\$100.30	4.9	\$90.12	2.3	\$90.89	6.4	\$93.68	10.3	\$88.71	8.4
Calgary, AB	\$77.86	-1.2	\$132.44	2.2	\$148.67	3.8	\$154.27	6.9	\$127.20	1.9	\$96.35	7.6	\$91.25	11.9	\$118.29	4.6
Edmonton, AB	\$63.12	17.7	\$97.57	15.1	\$107.01	5.0	\$103.65	0.3	\$97.45	1.9	\$103.30	8.3	\$105.97	1.2	\$96.87	6.1
Alberta North Area	\$61.26	8.8	\$70.17	-14.2	\$76.60	-20.9	\$90.77	-9.4	\$107.26	-5.6	\$95.35	8.9	\$85.52	-2.8	\$83.85	-6.0
Vancouver Downtown	\$108.82	0.6	\$137.08	12.1	\$138.34	8.0	\$144.42	16.7	\$147.91	19.6	\$125.01	23.4	\$114.34	8.2	\$130.85	12.7
British Columbia Area	\$34.13	-12.2	\$43.08	-3.7	\$53.62	5.8	\$56.05	23.3	\$49.32	-4.7	\$49.39	-25.1	\$51.93	-22.2	\$48.22	-7.3
Vancouver Island	\$61.12	-20.9	\$77.80	-18.5	\$66.55	-33.7	\$67.63	-31.9	\$74.98	-28.1	\$83.92	-19.0	\$88.05	-17.9	\$74.29	-24.4

♦ 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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