



SMITH TRAVEL RESEARCH



## OCCUPANCY ANALYSIS

SEGMENT	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	30-Mar	1-Apr	31-Mar	2-Apr	1-Apr	3-Apr	2-Apr	4-Apr	3-Apr	5-Apr	4-Apr	6-Apr	5-Apr	7-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	33.2	3.8	47.1	8.5	52.7	2.1	63.6	32.2	86.1	72.5	83.1	41.1	67.7	-4.1	61.9	22.3
Nova Scotia Area	43.6	34.2	57.8	12.7	66.7	14.6	65.4	24.3	64.2	92.2	72.8	28.2	72.7	27.3	63.3	29.7
Montreal Downtown	37.2	2.8	53.0	-7.2	57.4	-10.0	69.1	21.4	69.9	93.1	70.3	37.8	72.9	47.0	61.4	22.6
Quebec City	50.9	98.1	67.4	60.1	74.2	38.2	73.8	25.1	70.8	70.6	62.9	7.3	66.1	2.0	66.6	35.1
Quebec Area	27.1	-2.5	39.7	-16.9	51.4	-4.1	50.8	7.4	44.8	14.6	50.9	-9.6	59.3	-1.2	46.3	-2.3
Toronto Downtown	44.5	3.2	61.9	22.3	70.0	28.0	73.8	54.4	68.9	123.7	69.2	76.1	72.7	61.9	65.9	48.4
Toronto North/East	38.5	-4.0	57.8	-9.1	64.2	-3.3	65.3	14.0	55.0	72.4	56.6	34.8	55.7	27.8	56.1	13.8
Toronto Airport/West	45.9	-1.5	59.1	-7.7	66.7	0.3	69.5	10.5	70.8	35.1	68.8	12.6	62.7	14.6	63.4	8.7
Ottawa, ON	41.8	11.5	62.7	2.6	81.1	14.7	80.3	30.6	74.8	87.9	63.9	52.9	58.1	40.7	66.1	30.9
Ontario East	30.5	13.8	48.5	7.3	57.6	12.9	60.8	24.3	53.9	83.3	44.7	30.7	52.4	41.2	49.8	28.0
Niagara Falls	20.0	-34.4	23.7	-34.5	23.7	-37.3	23.5	-30.9	28.3	-33.9	63.6	-13.7	76.4	17.4	37.0	-19.0
Ontario Central	33.8	21.1	53.4	18.7	60.7	16.1	56.6	13.4	50.6	51.0	50.7	2.8	63.5	30.4	52.8	20.5
Ontario North/Thunder Bay	39.8	-2.0	65.3	0.2	78.6	2.9	83.5	27.5	63.5	51.9	63.7	35.2	55.4	21.2	64.3	17.8
Winnipeg, MB	50.1	13.1	62.8	-3.8	72.7	3.0	79.9	28.3	73.6	49.3	66.0	17.0	62.6	13.8	66.8	16.0
Regina/Saskatoon	47.2	-27.0	68.4	7.5	75.1	9.2	79.1	26.6	72.2	66.0	88.0	44.3	91.0	62.8	74.4	24.0
Calgary, AB	46.8	-1.3	65.6	2.5	80.9	15.1	87.5	38.9	86.8	77.1	83.1	34.5	80.2	31.5	75.8	27.4
Edmonton, AB	44.2	-16.0	67.4	-4.1	81.8	4.6	83.3	4.6	82.3	15.9	84.3	-3.7	82.2	-1.7	75.1	0.5
Alberta North Area	38.3	-7.9	48.7	-13.5	58.6	-6.8	61.8	10.0	55.3	25.7	50.7	-12.1	49.8	-0.2	51.9	-1.5
Vancouver Downtown	61.6	17.6	71.5	23.3	74.7	23.7	83.4	62.6	90.1	108.1	79.8	59.3	75.9	46.5	76.7	46.1
British Columbia Area	44.6	-20.5	53.5	-25.2	60.8	-20.1	60.7	-15.0	60.0	-13.5	55.0	-23.8	53.5	-20.3	55.4	-19.8
Vancouver Island	40.3	-16.6	53.6	-1.3	63.4	8.0	69.3	26.2	66.7	28.3	62.2	-18.1	61.2	-22.4	59.6	-1.3

## ADR ANALYSIS

SEGMENT	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg
Halifax, NS	\$112.69	0.4	\$119.97	4.3	\$116.38	-1.4	\$120.53	8.1	\$117.13	6.3	\$118.18	8.1	\$118.00	7.2	\$117.85	5.1
Nova Scotia Area	\$108.98	28.0	\$99.03	10.8	\$101.10	14.7	\$101.61	7.0	\$101.77	-4.7	\$98.82	3.8	\$100.64	2.2	\$101.33	8.0
Montreal Downtown	\$137.57	6.1	\$145.93	5.3	\$149.74	8.3	\$145.67	7.8	\$147.00	15.5	\$141.52	21.5	\$137.15	20.9	\$143.64	11.2
Quebec City	\$114.54	-0.8	\$116.17	4.5	\$121.69	7.8	\$113.46	3.1	\$118.43	12.7	\$119.03	9.6	\$120.60	8.6	\$117.80	6.7
Quebec Area	\$109.47	-5.4	\$104.67	-7.0	\$105.75	-1.3	\$106.79	-1.2	\$105.03	-5.2	\$119.07	-7.8	\$124.45	-6.6	\$111.51	-5.2
Toronto Downtown	\$154.37	-0.9	\$168.16	3.2	\$170.74	3.6	\$171.68	8.8	\$164.68	19.0	\$148.38	14.0	\$146.57	10.8	\$160.89	6.9
Toronto North/East	\$115.82	3.5	\$123.30	4.0	\$125.72	3.9	\$125.82	6.6	\$121.41	17.8	\$110.87	15.4	\$110.17	15.1	\$119.47	7.5
Toronto Airport/West	\$116.09	5.0	\$125.38	2.9	\$128.81	5.2	\$128.12	7.8	\$124.89	18.1	\$108.62	10.8	\$102.87	9.5	\$119.50	7.8
Ottawa, ON	\$128.86	4.0	\$133.34	2.4	\$140.41	6.8	\$137.01	4.6	\$135.90	16.4	\$127.15	16.3	\$124.36	14.0	\$133.24	7.9
Ontario East	\$90.15	-0.1	\$98.15	6.2	\$98.49	6.6	\$98.52	7.7	\$100.73	7.1	\$104.29	5.1	\$106.23	9.1	\$99.97	6.6
Niagara Falls	\$95.09	-0.9	\$85.59	-4.3	\$91.25	-0.9	\$88.11	-4.1	\$94.44	0.1	\$100.91	-14.0	\$113.70	-2.5	\$100.08	-3.0
Ontario Central	\$96.80	-0.2	\$100.27	3.8	\$100.19	3.2	\$99.12	-0.1	\$96.93	0.8	\$102.31	-2.7	\$103.55	-0.8	\$100.15	0.5
Ontario North/Thunder Bay	\$88.29	4.7	\$90.43	7.3	\$91.31	6.5	\$91.70	9.2	\$93.68	11.3	\$96.41	6.4	\$96.34	4.5	\$92.67	7.5
Winnipeg, MB	\$100.01	5.2	\$102.40	1.5	\$106.34	4.3	\$104.86	6.4	\$99.55	11.2	\$98.21	10.4	\$100.14	9.5	\$101.83	6.4
Regina/Saskatoon	\$106.40	-12.8	\$109.26	9.0	\$110.02	10.3	\$108.53	11.2	\$107.83	14.5	\$110.49	12.4	\$108.69	10.5	\$108.91	6.8
Calgary, AB	\$142.36	4.3	\$157.47	11.1	\$162.54	11.9	\$166.05	17.1	\$161.75	32.8	\$154.07	33.5	\$160.60	39.8	\$158.97	20.8
Edmonton, AB	\$120.28	9.2	\$124.47	7.4	\$129.03	11.7	\$127.12	12.1	\$129.39	13.2	\$125.58	9.6	\$125.58	10.4	\$126.38	10.8
Alberta North Area	\$160.60	14.8	\$156.80	9.3	\$153.64	5.8	\$158.19	8.1	\$155.27	-3.4	\$164.00	-6.5	\$167.60	-7.5	\$159.18	2.1
Vancouver Downtown	\$145.97	1.8	\$152.00	6.3	\$155.59	9.6	\$155.63	12.7	\$157.80	15.8	\$157.21	14.7	\$157.17	21.9	\$154.85	11.7
British Columbia Area	\$139.21	-18.8	\$128.60	-24.5	\$132.07	-21.3	\$128.05	-21.7	\$128.77	-23.9	\$125.34	-28.8	\$126.95	-24.8	\$129.61	-23.6
Vancouver Island	\$90.63	-14.1	\$92.22	-11.8	\$93.35	-8.3	\$94.50	-8.0	\$89.69	-14.0	\$87.79	-15.9	\$89.55	-16.3	\$91.16	-12.7

♦ ADR and RevPAR in Canadian Dollars

REVPAR ANALYSIS	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	30-Mar	1-Apr	31-Mar	2-Apr	1-Apr	3-Apr	2-Apr	4-Apr	3-Apr	5-Apr	4-Apr	6-Apr	5-Apr	7-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	\$37.40	4.0	\$56.55	13.4	\$61.28	0.6	\$76.63	42.8	\$100.86	83.4	\$98.18	52.6	\$79.83	2.7	\$72.96	28.5
Nova Scotia Area	\$47.53	71.8	\$57.24	24.9	\$67.46	31.6	\$66.41	33.0	\$65.29	83.2	\$71.91	33.0	\$73.16	30.2	\$64.14	40.0
Montreal Downtown	\$51.20	8.9	\$77.38	-2.3	\$86.03	-2.5	\$100.59	30.8	\$102.82	123.6	\$99.54	67.6	\$99.95	77.8	\$88.21	36.3
Quebec City	\$58.35	96.5	\$78.34	67.4	\$90.30	48.8	\$83.70	29.0	\$83.85	92.2	\$74.84	17.6	\$79.70	10.8	\$78.44	44.0
Quebec Area	\$29.70	-7.5	\$41.59	-22.7	\$54.40	-5.3	\$54.30	6.2	\$47.01	8.5	\$60.60	-16.7	\$73.81	-7.7	\$51.63	-7.5
Toronto Downtown	\$68.71	2.4	\$104.03	26.4	\$119.59	32.7	\$126.78	68.3	\$113.48	165.9	\$102.67	100.9	\$106.60	79.6	\$105.98	58.5
Toronto North/East	\$44.54	-0.8	\$71.23	-5.5	\$80.74	0.6	\$82.16	21.5	\$66.72	102.9	\$62.77	55.5	\$61.37	47.1	\$67.08	22.6
Toronto Airport/West	\$53.27	3.3	\$74.10	-4.9	\$85.94	5.6	\$89.02	19.0	\$88.45	59.7	\$74.70	24.7	\$64.55	25.6	\$75.72	17.2
Ottawa, ON	\$53.81	15.9	\$83.64	5.1	\$113.84	22.4	\$109.98	36.6	\$101.64	119.0	\$81.27	77.8	\$72.23	60.2	\$88.06	41.1
Ontario East	\$27.48	13.5	\$47.60	14.0	\$56.78	20.5	\$59.87	33.9	\$54.31	96.5	\$46.66	37.6	\$55.69	54.3	\$49.77	36.4
Niagara Falls	\$19.05	-34.9	\$20.29	-37.4	\$21.61	-37.9	\$20.72	-33.7	\$26.74	-33.7	\$64.16	-25.8	\$86.85	14.4	\$37.06	-21.5
Ontario Central	\$32.68	20.7	\$53.55	23.2	\$60.82	19.7	\$56.13	13.5	\$49.07	52.3	\$51.91	0.2	\$65.74	29.3	\$52.84	21.0
Ontario North/Thunder Bay	\$35.14	2.7	\$59.10	7.5	\$71.75	9.5	\$76.60	39.3	\$59.49	69.1	\$61.45	43.9	\$53.40	26.8	\$59.56	26.5
Winnipeg, MB	\$50.14	19.0	\$64.27	-2.4	\$77.33	7.4	\$83.76	36.3	\$73.28	65.9	\$64.82	29.2	\$62.72	24.6	\$68.05	23.4
Regina/Saskatoon	\$50.26	-36.3	\$74.74	17.2	\$82.66	20.5	\$85.87	40.7	\$77.80	89.9	\$97.29	62.4	\$98.90	79.7	\$81.07	32.5
Calgary, AB	\$66.57	2.8	\$103.23	13.8	\$131.47	28.7	\$145.23	62.6	\$140.34	135.1	\$128.01	79.4	\$128.85	83.8	\$120.53	53.9
Edmonton, AB	\$53.22	-8.1	\$83.94	3.1	\$105.49	16.8	\$105.86	17.2	\$106.47	31.1	\$105.81	5.5	\$103.19	8.6	\$94.92	11.4
Alberta North Area	\$61.43	5.4	\$76.42	-5.4	\$89.99	-1.4	\$97.75	18.9	\$85.81	21.4	\$83.15	-17.8	\$83.39	-7.7	\$82.56	0.5
Vancouver Downtown	\$89.86	19.7	\$108.75	31.1	\$116.27	35.7	\$129.75	83.3	\$142.18	141.2	\$125.50	82.8	\$119.28	78.6	\$118.80	63.4
British Columbia Area	\$62.04	-35.6	\$68.75	-43.6	\$80.34	-37.1	\$77.68	-33.5	\$77.29	-34.2	\$68.98	-45.7	\$67.86	-40.1	\$71.85	-38.7
Vancouver Island	\$36.56	-28.2	\$49.43	-12.9	\$59.22	-1.0	\$65.45	16.1	\$59.80	10.2	\$54.62	-31.0	\$54.81	-35.1	\$54.29	-14.0

♦ 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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