



SMITH TRAVEL RESEARCH



OCCUPANCY ANALYSIS

SEGMENT	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	27-Jul	29-Jul	28-Jul	30-Jul	29-Jul	31-Jul	30-Jul	1-Aug	31-Jul	2-Aug	1-Aug	3-Aug	2-Aug	4-Aug	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	65.3	21.4	69.9	3.9	76.2	7.2	77.3	6.2	74.5	4.6	75.5	0.5	89.7	7.4	75.5	6.8
Nova Scotia Area	67.5	-7.0	74.5	-9.8	84.8	-2.5	84.7	-4.9	84.3	-0.5	78.7	-11.8	89.1	-4.8	80.5	-5.8
Montreal Downtown	57.8	-25.2	66.4	-22.5	70.9	-13.9	72.8	-3.8	77.0	-4.0	91.5	-5.3	94.8	-3.9	75.9	-10.9
Quebec City	85.6	0.7	91.6	26.7	95.3	18.1	93.4	1.0	87.5	-2.8	87.9	-4.7	97.1	1.9	91.2	5.1
Quebec Area	51.5	3.0	66.9	4.4	81.5	3.8	73.2	-13.7	69.7	-6.3	71.2	-9.0	93.8	-2.9	72.5	-3.6
Toronto Downtown	65.7	31.7	73.3	25.1	73.9	19.2	71.4	11.7	63.7	-0.2	71.4	-1.8	78.4	-3.2	71.1	10.1
Toronto North/East	58.3	-2.5	68.3	-2.1	73.3	-3.9	70.3	-5.0	60.6	-8.9	69.2	-10.1	86.4	-4.4	69.5	-5.3
Toronto Airport/West	62.8	18.3	68.2	4.4	70.1	0.9	63.9	-2.6	52.0	-13.2	62.9	-8.2	77.9	-1.3	65.4	-0.6
Ottawa, ON	52.8	13.1	67.5	8.3	77.0	12.9	79.5	14.2	72.5	11.4	80.6	14.0	93.6	7.7	74.8	11.5
Ontario East	45.4	-6.4	69.2	3.9	77.7	5.1	77.5	-1.1	74.2	-3.4	86.4	-0.8	96.7	-2.5	75.3	-0.7
Niagara Falls	72.9	2.4	85.2	3.4	80.6	1.3	78.7	-3.0	73.0	-6.4	87.1	-3.4	97.6	-0.8	82.2	-1.0
Ontario Central	47.1	-0.4	67.3	15.2	68.6	7.4	71.9	8.4	71.1	14.5	89.1	1.9	95.5	-1.0	73.0	6.1
Ontario North/Thunder Bay	55.7	-9.4	76.5	-5.9	84.9	-2.6	81.7	-7.5	68.6	-10.3	76.7	-3.4	78.7	0.6	74.7	-5.3
Winnipeg, MB	53.1	5.8	63.1	2.9	71.3	5.3	67.4	-2.5	67.2	-1.6	61.8	-10.0	70.2	-6.0	64.9	-1.2
Regina/Saskatoon	52.2	-8.7	67.3	-2.5	70.7	-1.4	68.3	-5.9	66.4	-5.0	77.0	0.9	86.5	1.3	69.8	-2.6
Calgary, AB	68.8	-15.8	76.7	-13.9	83.0	-8.5	80.6	-10.6	73.0	3.3	81.5	6.4	89.7	-2.9	79.0	-6.5
Edmonton, AB	55.4	-11.2	66.8	-11.2	70.0	-12.4	69.5	-11.5	63.8	-13.7	68.0	-20.0	79.2	-16.4	67.5	-14.0
Alberta North Area	55.6	-14.5	73.3	-11.6	79.2	-8.4	74.7	-15.3	64.2	-18.8	61.8	-19.3	66.9	-16.3	67.9	-14.8
Vancouver Downtown	82.3	-6.6	90.4	-2.1	89.9	-3.0	89.0	-6.3	81.1	-15.0	91.9	-5.3	97.0	-0.6	88.8	-5.5
British Columbia Area	60.5	-4.9	65.1	-4.3	65.7	-6.0	65.0	-8.7	57.1	-19.7	58.0	-24.5	60.6	-28.4	61.7	-14.5
Vancouver Island	69.6	-7.7	78.4	4.4	79.4	-0.3	83.2	-2.9	86.8	-3.8	86.1	-9.1	96.8	-1.4	82.9	-3.0

ADR ANALYSIS

SEGMENT	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg
Halifax, NS	\$131.60	3.8	\$131.96	-24.4	\$128.88	-0.1	\$132.05	4.4	\$129.37	-0.5	\$128.50	0.6	\$131.47	-0.2	\$130.54	-3.3
Nova Scotia Area	\$115.48	0.5	\$112.34	-0.5	\$112.94	1.9	\$112.43	0.6	\$117.18	1.1	\$121.75	5.0	\$122.66	3.8	\$116.49	1.8
Montreal Downtown	\$142.53	-15.4	\$147.66	-13.7	\$144.87	-11.9	\$147.67	-4.6	\$153.91	0.7	\$163.23	-0.3	\$164.92	-0.5	\$153.40	-6.0
Quebec City	\$191.53	2.3	\$193.32	23.8	\$199.54	31.2	\$201.48	28.6	\$196.88	22.4	\$214.19	24.0	\$217.40	20.8	\$202.23	21.1
Quebec Area	\$134.42	1.3	\$127.65	-2.8	\$120.16	-4.9	\$122.49	-7.4	\$121.21	-7.7	\$129.27	-8.2	\$138.49	-5.8	\$127.73	-5.5
Toronto Downtown	\$152.22	-1.3	\$155.68	-4.3	\$157.98	-1.6	\$154.08	-6.3	\$144.19	-11.6	\$154.46	-5.1	\$160.45	-1.7	\$154.44	-4.6
Toronto North/East	\$112.57	-2.0	\$115.93	-1.7	\$117.53	1.1	\$119.30	0.5	\$112.64	-1.1	\$109.45	4.4	\$110.54	-0.9	\$113.97	0.1
Toronto Airport/West	\$107.28	5.6	\$117.70	5.7	\$120.04	7.0	\$114.99	3.3	\$107.71	5.8	\$91.37	2.6	\$90.33	1.3	\$106.84	4.7
Ottawa, ON	\$126.41	4.5	\$130.90	4.5	\$130.52	4.0	\$133.45	5.3	\$139.78	15.4	\$126.92	5.4	\$125.50	2.0	\$130.43	5.7
Ontario East	\$109.19	0.2	\$111.14	3.8	\$109.93	5.1	\$109.45	0.1	\$110.12	1.5	\$125.02	2.6	\$131.31	3.3	\$116.38	2.4
Niagara Falls	\$134.96	-7.4	\$135.82	-1.9	\$139.08	-1.8	\$133.68	-5.4	\$131.27	-4.9	\$151.45	-6.9	\$199.96	-1.6	\$148.56	-4.1
Ontario Central	\$113.13	4.3	\$107.52	3.4	\$105.95	-0.9	\$106.46	-0.1	\$108.17	4.0	\$119.96	1.5	\$123.30	2.3	\$112.89	1.6
Ontario North/Thunder Bay	\$97.47	7.2	\$96.42	6.5	\$96.15	5.1	\$95.37	7.1	\$94.90	1.3	\$101.57	1.4	\$100.27	1.4	\$97.46	4.2
Winnipeg, MB	\$100.07	7.5	\$103.31	6.1	\$105.51	5.0	\$102.87	-1.9	\$101.53	4.9	\$101.33	4.8	\$103.32	5.3	\$102.68	4.3
Regina/Saskatoon	\$108.07	5.2	\$114.49	9.8	\$113.38	11.9	\$115.20	14.0	\$115.43	12.6	\$112.62	8.2	\$116.77	10.4	\$113.98	10.5
Calgary, AB	\$147.13	-3.8	\$163.28	3.0	\$170.59	0.9	\$162.40	2.8	\$151.38	6.0	\$139.48	5.5	\$143.57	6.9	\$153.97	2.5
Edmonton, AB	\$120.20	9.4	\$122.31	9.1	\$124.36	11.1	\$119.56	5.0	\$114.85	3.2	\$117.51	6.8	\$117.96	4.6	\$119.54	7.0
Alberta North Area	\$202.91	-3.1	\$196.24	-0.8	\$194.11	-1.2	\$147.04	-27.3	\$142.01	-28.6	\$138.18	-39.8	\$137.65	-27.8	\$165.84	-18.4
Vancouver Downtown	\$206.54	-1.8	\$210.41	0.6	\$210.87	-9.0	\$206.88	1.1	\$196.76	-5.3	\$211.92	-0.1	\$208.95	-2.6	\$207.67	-2.5
British Columbia Area	\$127.74	-14.5	\$122.45	-15.4	\$120.22	-16.5	\$118.21	-11.6	\$113.99	-13.5	\$119.16	-6.9	\$116.94	-18.7	\$119.88	-13.8
Vancouver Island	\$142.86	-17.9	\$134.42	-22.1	\$133.48	-24.1	\$134.17	-28.3	\$132.53	-27.9	\$132.10	-28.3	\$140.03	-26.2	\$135.58	-25.4

♦ ADR and RevPAR in Canadian Dollars

REVPAR ANALYSIS	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	27-Jul	29-Jul	28-Jul	30-Jul	29-Jul	31-Jul	30-Jul	1-Aug	31-Jul	2-Aug	1-Aug	3-Aug	2-Aug	4-Aug	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	\$85.92	25.9	\$92.29	-21.4	\$98.25	7.2	\$102.09	10.8	\$96.41	4.1	\$97.01	1.1	\$117.97	7.3	\$98.57	3.3
Nova Scotia Area	\$77.95	-6.6	\$83.73	-10.2	\$95.78	-0.6	\$95.27	-4.4	\$98.84	0.7	\$95.82	-7.3	\$109.26	-1.2	\$93.81	-4.1
Montreal Downtown	\$82.43	-36.7	\$98.05	-33.1	\$102.77	-24.1	\$107.46	-8.3	\$118.54	-3.3	\$149.39	-5.6	\$156.34	-4.3	\$116.43	-16.3
Quebec City	\$163.93	3.0	\$177.17	57.0	\$190.09	54.8	\$188.13	29.9	\$172.36	19.1	\$188.32	18.2	\$211.06	23.1	\$184.44	27.2
Quebec Area	\$69.18	4.3	\$85.36	1.4	\$97.97	-1.2	\$89.68	-20.1	\$84.45	-13.6	\$92.04	-16.4	\$129.86	-8.6	\$92.65	-8.9
Toronto Downtown	\$100.07	29.9	\$114.11	19.8	\$116.82	17.4	\$110.06	4.7	\$91.89	-11.7	\$110.35	-6.7	\$125.77	-4.8	\$109.87	5.1
Toronto North/East	\$65.61	-4.6	\$79.22	-3.8	\$86.12	-2.9	\$83.83	-4.6	\$68.27	-9.9	\$75.76	-6.2	\$95.47	-5.3	\$79.18	-5.3
Toronto Airport/West	\$67.41	24.9	\$80.24	10.3	\$84.18	7.9	\$73.43	0.5	\$55.99	-8.1	\$57.50	-5.7	\$70.37	0.1	\$69.87	4.1
Ottawa, ON	\$66.77	18.1	\$88.35	13.2	\$100.44	17.5	\$106.07	20.3	\$101.33	28.5	\$102.33	20.2	\$117.44	9.7	\$97.53	17.9
Ontario East	\$49.60	-6.2	\$76.93	7.9	\$85.39	10.5	\$84.81	-1.0	\$81.71	-2.0	\$108.04	1.7	\$127.03	0.7	\$87.64	1.8
Niagara Falls	\$98.43	-5.2	\$115.65	1.3	\$112.16	-0.6	\$105.17	-8.2	\$95.78	-11.1	\$131.94	-10.0	\$195.26	-2.4	\$122.06	-5.0
Ontario Central	\$53.27	3.8	\$72.41	19.3	\$72.71	6.6	\$76.56	8.4	\$76.96	19.1	\$106.93	3.4	\$117.74	1.3	\$82.37	7.7
Ontario North/Thunder Bay	\$54.30	-2.8	\$73.80	0.3	\$81.67	2.4	\$77.96	-0.9	\$65.13	-9.1	\$77.92	-2.0	\$78.89	2.1	\$72.81	-1.3
Winnipeg, MB	\$53.18	13.9	\$65.17	9.1	\$75.24	10.6	\$69.37	-4.3	\$68.21	3.2	\$62.62	-5.8	\$72.50	-1.1	\$66.61	3.0
Regina/Saskatoon	\$56.44	-4.0	\$77.07	7.1	\$80.20	10.3	\$78.73	7.3	\$76.61	6.9	\$86.71	9.2	\$100.95	11.7	\$79.53	7.4
Calgary, AB	\$101.20	-19.0	\$125.24	-11.3	\$141.61	-7.6	\$130.92	-8.1	\$110.55	9.5	\$113.72	12.3	\$128.73	3.7	\$121.71	-4.1
Edmonton, AB	\$66.63	-2.8	\$81.67	-3.1	\$87.01	-2.7	\$83.15	-7.0	\$73.23	-10.9	\$79.89	-14.6	\$93.40	-12.5	\$80.71	-8.0
Alberta North Area	\$112.76	-17.1	\$143.78	-12.3	\$153.75	-9.6	\$109.83	-38.4	\$91.22	-42.1	\$85.36	-51.5	\$92.05	-39.5	\$112.68	-30.4
Vancouver Downtown	\$169.99	-8.3	\$190.16	-1.5	\$189.61	-11.7	\$184.22	-5.3	\$159.50	-19.6	\$194.66	-5.4	\$202.60	-3.3	\$184.39	-7.9
British Columbia Area	\$77.33	-18.6	\$79.73	-19.0	\$79.01	-21.5	\$76.86	-19.2	\$65.12	-30.5	\$69.16	-29.7	\$70.91	-41.7	\$74.02	-26.3
Vancouver Island	\$99.44	-24.2	\$105.38	-18.7	\$105.95	-24.3	\$111.69	-30.4	\$115.03	-30.6	\$113.78	-34.8	\$135.49	-27.2	\$112.39	-27.7

♦ 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

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