



SMITH TRAVEL RESEARCH



## OCCUPANCY ANALYSIS

SEGMENT	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	25-Nov	26-Nov	26-Nov	27-Nov	27-Nov	28-Nov	28-Nov	29-Nov	29-Nov	30-Nov	30-Nov	1-Dec	1-Dec	2-Dec	Week	Week
	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006
	Occup	%Chg	Occup	%Chg	Occup	%Chg	Occup	%Chg	Occup	%Chg	Occup	%Chg	Occup	%Chg	Occup	%Chg
Halifax, NS	30.5	-14.1	47.4	-18.3	59.1	-7.2	61.3	-16.3	56.4	-24.5	52.9	-24.1	57.3	-10.6	52.1	-16.9
Nova Scotia Area	28.9	12.9	52.8	0.4	62.9	3.3	60.9	6.3	55.7	16.3	54.4	15.7	54.9	12.7	52.9	8.8
Montreal Downtown	43.1	14.0	65.4	6.2	68.8	-8.0	70.6	-14.9	63.7	-30.7	52.4	-42.7	56.5	-37.7	60.1	-20.8
Quebec City	43.3	39.2	69.4	41.3	73.0	30.6	82.0	40.2	73.8	53.1	43.1	20.1	66.1	15.4	64.4	34.2
Quebec Area	25.5	-1.9	52.5	20.1	60.5	18.2	59.4	26.9	48.8	8.0	59.6	-3.6	78.3	9.5	55.0	11.1
Toronto Downtown	90.5	84.7	81.5	14.0	94.7	5.2	95.5	5.8	86.9	21.4	75.8	11.8	83.0	14.3	86.8	18.6
Toronto North/East	54.0	26.2	77.3	12.5	87.9	14.6	83.7	9.8	65.8	2.3	53.3	-0.4	59.5	-2.0	68.8	8.7
Toronto Airport/West	51.7	23.7	72.8	7.4	83.7	3.0	80.1	-2.7	69.9	1.9	63.6	-3.3	63.5	5.8	69.3	3.7
Ottawa, ON	53.1	19.9	90.1	23.1	95.5	12.1	95.5	17.9	81.3	20.4	55.0	-6.1	58.1	-6.7	75.5	11.9
Ontario East	26.1	-6.5	58.2	-1.5	64.5	-5.4	60.6	-8.0	51.3	-10.2	62.3	1.8	61.5	-2.5	54.9	-4.5
Niagara Falls	19.1	-5.0	28.4	-0.7	28.0	-5.7	28.9	-2.7	34.3	11.7	51.9	-6.1	65.3	-5.1	36.6	-2.7
Ontario Central	26.3	-15.2	54.3	-6.5	63.4	3.6	61.7	5.8	53.9	2.5	79.2	2.2	79.3	3.3	59.7	0.7
Ontario North/Thunder Bay	41.1	12.6	68.4	-6.7	74.2	-3.9	80.5	8.2	66.3	-2.2	64.4	-11.0	62.0	-6.1	65.2	-2.4
Winnipeg, MB	53.3	7.0	83.4	6.2	90.8	6.9	92.1	10.6	83.6	15.3	82.9	15.9	83.8	14.8	81.4	10.9
Regina/Saskatoon	53.0	19.6	79.6	8.0	91.4	11.5	89.0	2.7	75.1	3.7	85.1	14.4	86.1	6.4	79.9	8.7
Calgary, AB	51.3	-9.2	78.1	-4.9	92.0	5.9	94.6	10.9	90.9	19.8	72.1	5.9	70.5	2.8	78.5	4.9
Edmonton, AB	60.6	31.5	80.9	11.6	85.8	2.8	86.0	6.7	81.7	15.7	87.7	8.1	89.2	2.2	81.7	9.7
Alberta North Area	55.6	-8.3	71.7	-5.3	74.0	-1.5	74.4	-3.8	69.5	-8.8	82.1	0.1	84.8	-1.5	73.1	-4.1
Vancouver Downtown	49.3	-4.1	68.2	9.8	84.3	22.9	86.5	17.5	81.6	16.1	73.4	7.9	82.8	6.0	75.2	11.6
British Columbia Area	31.5	6.1	48.8	58.4	50.5	55.9	54.4	52.4	47.4	12.3	47.2	-20.0	53.5	-16.9	47.6	13.3
Vancouver Island	30.1	-5.0	44.9	19.4	42.0	-9.1	46.8	-14.3	48.6	-6.0	55.0	5.2	61.7	18.7	47.0	0.9

## ADR ANALYSIS

SEGMENT	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg
Halifax, NS	\$110.57	8.6	\$114.31	3.7	\$115.19	5.3	\$114.55	3.4	\$111.77	3.4	\$102.70	2.2	\$105.26	2.2	\$110.68	3.9
Nova Scotia Area	\$99.94	24.8	\$105.88	23.9	\$93.69	10.3	\$93.42	9.4	\$92.92	7.5	\$89.20	-2.9	\$93.31	13.0	\$95.04	11.1
Montreal Downtown	\$146.27	9.6	\$149.47	2.0	\$144.76	0.2	\$145.23	-0.2	\$142.62	-3.8	\$131.34	-9.6	\$122.74	-12.6	\$140.77	-2.4
Quebec City	\$131.86	37.8	\$131.12	41.4	\$137.59	40.9	\$133.81	31.6	\$129.25	27.5	\$116.78	22.6	\$113.55	28.7	\$128.48	33.7
Quebec Area	\$98.94	-4.7	\$96.05	-4.0	\$103.46	9.9	\$101.93	5.2	\$105.87	-0.9	\$111.47	-2.1	\$129.52	6.3	\$108.77	1.8
Toronto Downtown	\$189.82	19.3	\$181.93	6.2	\$184.63	6.8	\$183.12	4.5	\$177.20	6.7	\$158.03	6.9	\$153.88	6.6	\$176.22	7.8
Toronto North/East	\$106.76	-2.5	\$120.90	-0.4	\$127.64	3.9	\$125.49	3.7	\$122.88	3.1	\$104.76	-2.0	\$106.45	1.8	\$118.04	1.7
Toronto Airport/West	\$114.22	1.8	\$128.20	0.5	\$134.00	3.2	\$130.75	1.2	\$124.20	1.7	\$101.14	0.0	\$100.15	2.9	\$120.34	1.6
Ottawa, ON	\$130.99	5.0	\$136.21	1.7	\$145.26	8.5	\$143.77	7.5	\$144.27	11.1	\$125.74	2.4	\$125.01	5.7	\$137.61	6.7
Ontario East	\$86.62	-3.0	\$86.28	-4.6	\$96.59	5.1	\$97.84	10.1	\$97.87	6.2	\$105.78	6.6	\$107.37	6.8	\$97.93	4.7
Niagara Falls	\$83.00	-4.0	\$67.87	1.9	\$72.01	3.2	\$73.79	10.9	\$69.89	-51.9	\$98.28	1.8	\$103.15	-12.6	\$85.56	-12.2
Ontario Central	\$84.59	-13.5	\$88.40	-12.9	\$100.26	-0.3	\$100.88	1.1	\$98.71	-0.2	\$110.44	2.2	\$112.37	4.2	\$101.85	-1.0
Ontario North/Thunder Bay	\$56.17	-31.1	\$64.34	-22.8	\$88.20	5.1	\$87.34	4.9	\$87.10	3.8	\$87.86	8.3	\$88.87	8.2	\$81.48	-1.7
Winnipeg, MB	\$90.96	-8.0	\$105.05	-3.1	\$105.35	-1.7	\$104.18	-0.1	\$101.85	3.0	\$97.83	-0.7	\$100.89	0.9	\$101.51	-1.1
Regina/Saskatoon	\$88.43	-7.8	\$93.99	-6.1	\$108.21	0.7	\$106.52	15.1	\$106.67	7.8	\$109.15	12.9	\$107.26	11.6	\$103.83	5.6
Calgary, AB	\$132.85	5.2	\$151.25	9.4	\$159.90	13.2	\$156.45	9.6	\$153.58	22.6	\$135.65	14.3	\$127.22	12.5	\$147.13	12.8
Edmonton, AB	\$102.08	-0.7	\$106.15	-0.8	\$119.06	9.0	\$118.43	9.2	\$115.47	9.7	\$112.64	7.8	\$112.34	7.9	\$112.79	6.3
Alberta North Area	\$114.15	-14.6	\$109.95	-18.8	\$144.42	8.1	\$145.38	8.9	\$146.12	10.5	\$155.88	4.3	\$140.11	-6.2	\$137.80	-0.6
Vancouver Downtown	\$130.36	-1.0	\$138.55	5.0	\$143.72	8.3	\$153.54	19.8	\$150.99	19.0	\$147.58	17.5	\$147.06	15.1	\$145.60	12.8
British Columbia Area	\$81.87	-30.0	\$84.27	-21.5	\$115.47	3.1	\$112.00	-0.6	\$113.33	-7.6	\$122.17	-10.1	\$120.45	-11.3	\$108.60	-12.2
Vancouver Island	\$78.59	-11.0	\$83.68	-0.5	\$92.50	6.9	\$95.54	5.4	\$105.53	10.4	\$108.67	12.1	\$108.61	22.3	\$98.10	8.3

♦ ADR and RevPAR in Canadian Dollars

REVPAR ANALYSIS	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	25-Nov	26-Nov	26-Nov	27-Nov	27-Nov	28-Nov	28-Nov	29-Nov	29-Nov	30-Nov	30-Nov	1-Dec	1-Dec	2-Dec	Week	Week
	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006
SEGMENT	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg
Halifax, NS	\$33.73	-6.8	\$54.14	-15.3	\$68.11	-2.3	\$70.18	-13.4	\$63.08	-21.9	\$54.37	-22.4	\$60.36	-8.6	\$57.71	-13.6
Nova Scotia Area	\$28.90	40.7	\$55.92	24.2	\$58.92	14.0	\$56.91	16.3	\$51.77	25.0	\$48.56	12.5	\$51.27	27.5	\$50.32	21.1
Montreal Downtown	\$63.08	25.0	\$97.70	8.2	\$99.53	-7.9	\$102.60	-15.1	\$90.87	-33.3	\$68.86	-48.2	\$69.35	-45.5	\$84.57	-22.7
Quebec City	\$57.06	91.8	\$91.05	99.9	\$100.45	84.1	\$109.74	84.5	\$95.43	95.3	\$50.30	46.9	\$75.09	48.6	\$82.73	79.3
Quebec Area	\$25.22	-6.4	\$50.44	15.4	\$62.63	30.0	\$60.59	33.5	\$51.65	6.8	\$66.39	-5.7	\$101.47	16.5	\$59.77	13.1
Toronto Downtown	\$171.75	120.5	\$148.22	21.0	\$174.84	12.5	\$174.79	10.5	\$153.99	29.5	\$119.78	19.5	\$127.77	21.9	\$153.02	27.8
Toronto North/East	\$57.64	23.1	\$93.48	12.1	\$112.25	19.1	\$105.04	13.8	\$80.90	5.6	\$55.86	-2.3	\$63.37	-0.1	\$81.22	10.5
Toronto Airport/West	\$59.11	26.1	\$93.28	8.0	\$112.15	6.3	\$104.79	-1.5	\$86.76	3.6	\$64.37	-3.2	\$63.65	9.1	\$83.44	5.5
Ottawa, ON	\$69.62	25.9	\$122.77	25.2	\$138.73	21.6	\$137.32	26.7	\$117.24	33.8	\$69.09	-4.0	\$72.62	-1.3	\$103.91	19.4
Ontario East	\$22.62	-9.4	\$50.21	-6.0	\$62.28	-0.5	\$59.25	1.2	\$50.22	-4.6	\$65.88	8.5	\$66.00	4.0	\$53.78	0.0
Niagara Falls	\$15.86	-8.6	\$19.29	1.3	\$20.13	-3.0	\$21.36	8.0	\$23.97	-46.1	\$51.03	-4.5	\$67.38	-17.0	\$31.29	-14.5
Ontario Central	\$22.23	-26.7	\$48.02	-18.5	\$63.54	3.4	\$62.29	7.0	\$53.25	2.3	\$87.48	4.5	\$89.14	7.7	\$60.85	-0.4
Ontario North/Thunder Bay	\$23.08	-22.4	\$43.99	-27.9	\$65.40	1.0	\$70.28	13.4	\$57.71	1.4	\$56.56	-3.6	\$55.09	1.6	\$53.16	-3.9
Winnipeg, MB	\$48.46	-1.5	\$87.59	2.9	\$95.71	5.3	\$95.98	10.4	\$85.17	18.8	\$81.13	15.1	\$84.58	15.8	\$82.66	9.7
Regina/Saskatoon	\$46.91	10.4	\$74.81	1.3	\$98.94	12.3	\$94.79	18.1	\$80.06	11.7	\$92.93	29.1	\$92.34	18.8	\$82.97	14.7
Calgary, AB	\$68.09	-4.6	\$118.19	4.2	\$147.17	19.9	\$148.05	21.7	\$139.61	46.9	\$97.78	21.0	\$89.66	15.5	\$115.51	18.4
Edmonton, AB	\$61.83	30.6	\$85.84	10.7	\$102.17	12.0	\$101.82	16.4	\$94.36	26.9	\$98.80	16.6	\$100.24	10.2	\$92.15	16.5
Alberta North Area	\$63.47	-21.6	\$78.82	-23.1	\$106.83	6.4	\$108.13	4.8	\$101.57	0.7	\$127.96	4.3	\$118.80	-7.7	\$100.80	-4.5
Vancouver Downtown	\$64.25	-5.0	\$94.51	15.4	\$121.20	33.2	\$132.86	40.8	\$123.16	38.2	\$108.34	26.9	\$121.84	22.1	\$109.45	25.8
British Columbia Area	\$25.75	-25.9	\$41.14	24.7	\$58.29	60.5	\$60.93	51.6	\$53.67	3.8	\$57.61	-28.1	\$64.44	-26.3	\$51.69	-0.5
Vancouver Island	\$23.70	-15.4	\$37.60	19.1	\$38.83	-2.8	\$44.70	-9.6	\$51.25	3.7	\$59.81	18.0	\$67.03	45.1	\$46.13	9.4

♦ 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](mailto:bmacdonald@hvs.com)

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