



SMITH TRAVEL RESEARCH



## OCCUPANCY ANALYSIS

SEGMENT	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	9-Dec	10-Dec	10-Dec	11-Dec	11-Dec	12-Dec	12-Dec	13-Dec	13-Dec	14-Dec	14-Dec	15-Dec	15-Dec	16-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	29.2	-0.3	53.6	6.8	63.8	11.5	59.7	8.0	48.8	-2.0	45.9	3.6	45.5	-6.0	49.5	3.6
Nova Scotia Area	24.3	-0.4	50.4	5.7	59.1	9.2	59.6	9.6	48.4	8.3	38.7	12.2	32.1	0.3	44.6	7.0
Montreal Downtown	44.4	29.8	62.3	8.9	70.2	10.6	63.2	1.4	57.2	1.8	48.9	18.1	53.7	14.7	57.1	10.4
Quebec City	21.7	5.9	37.5	2.7	46.5	9.4	47.6	8.9	40.3	-2.9	40.3	-23.5	52.5	-11.6	40.9	-3.5
Quebec Area	22.7	10.2	44.6	12.1	56.6	21.7	53.3	10.4	41.1	7.9	39.7	-7.5	59.4	-5.0	45.4	6.3
Toronto Downtown	41.9	2.2	66.9	10.8	71.0	4.7	72.1	9.4	67.0	22.7	55.4	13.1	67.1	19.8	63.0	11.7
Toronto North/East	43.1	-6.1	69.4	-0.4	76.8	3.1	71.8	-1.6	56.9	1.1	42.0	0.5	47.8	-3.0	58.2	-0.7
Toronto Airport/West	46.4	-5.3	69.0	-8.7	81.0	13.4	78.7	8.1	65.9	11.5	47.6	13.6	55.8	32.9	63.5	8.0
Ottawa, ON	46.4	4.3	77.4	1.8	86.4	5.9	85.0	10.7	63.0	13.9	42.9	14.7	48.0	17.1	64.2	8.8
Ontario East	25.3	15.5	51.8	16.4	61.6	22.0	53.5	12.2	47.9	15.1	29.4	5.8	29.7	-13.9	42.7	11.5
Niagara Falls	16.9	19.9	18.0	16.1	18.9	28.6	18.4	15.7	14.0	-17.2	33.1	1.2	36.7	-22.6	22.3	-0.9
Ontario Central	31.4	8.3	48.8	1.7	59.8	4.4	58.3	7.2	52.3	7.8	45.5	8.6	48.9	-3.2	49.3	4.7
Ontario North/Thunder Bay	39.8	0.3	68.0	-5.3	77.9	-0.9	78.9	4.2	69.9	17.7	65.0	2.0	63.6	1.1	66.2	2.6
Winnipeg, MB	59.6	55.6	68.5	14.2	76.1	8.1	78.7	11.0	68.6	15.9	65.1	25.9	65.0	29.0	68.8	20.1
Regina/Saskatoon	44.9	19.4	86.7	40.3	80.1	12.8	75.9	12.1	59.5	2.6	67.9	18.1	68.9	7.5	69.1	15.7
Calgary, AB	46.6	-3.5	74.9	0.1	81.2	0.0	77.9	-0.6	67.0	2.6	57.9	-2.2	62.7	6.8	66.9	0.5
Edmonton, AB	50.8	20.7	69.5	2.7	79.3	5.5	87.5	11.0	75.7	0.8	76.6	6.7	79.6	12.9	74.1	7.9
Alberta North Area	54.3	-12.8	71.4	-5.9	72.5	-6.9	72.1	-6.0	64.3	-10.2	75.5	-4.9	76.6	-4.7	69.5	-7.2
Vancouver Downtown	38.9	-1.5	54.9	4.0	59.0	-3.0	57.8	-6.3	52.2	-7.6	53.2	-10.3	69.8	7.4	55.1	-2.5
British Columbia Area	40.1	8.4	53.4	17.1	57.4	24.8	59.3	27.5	55.9	18.9	52.1	-7.1	56.8	-10.7	53.6	9.8
Vancouver Island	29.9	-13.6	36.6	-29.3	40.1	-27.0	42.2	-25.7	35.9	-31.6	42.4	-21.3	44.4	-12.4	38.8	-23.5

## ADR ANALYSIS

SEGMENT	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg
Halifax, NS	\$111.61	8.6	\$114.73	6.1	\$114.25	4.7	\$110.52	2.3	\$113.49	7.1	\$103.23	5.6	\$99.33	6.6	\$109.94	5.7
Nova Scotia Area	\$98.08	18.6	\$94.54	11.1	\$94.53	12.0	\$96.40	12.6	\$96.87	13.4	\$96.26	12.1	\$99.42	18.4	\$96.24	13.4
Montreal Downtown	\$142.36	8.7	\$149.01	6.4	\$146.14	3.7	\$141.28	1.2	\$138.35	0.7	\$125.07	1.1	\$126.22	0.3	\$139.03	2.9
Quebec City	\$105.56	13.9	\$110.92	13.8	\$112.11	14.7	\$109.57	14.9	\$112.78	19.1	\$104.33	21.8	\$100.80	34.4	\$107.96	20.1
Quebec Area	\$103.87	8.7	\$103.90	6.2	\$103.57	3.0	\$104.20	1.6	\$104.94	4.4	\$112.48	3.1	\$133.08	5.2	\$110.56	3.5
Toronto Downtown	\$153.18	2.8	\$165.50	1.2	\$165.17	2.9	\$162.88	1.7	\$159.22	5.0	\$139.59	2.5	\$136.10	0.4	\$155.18	2.1
Toronto North/East	\$112.02	-0.6	\$123.22	2.0	\$124.16	1.8	\$124.58	2.7	\$118.06	1.6	\$102.54	1.6	\$100.67	0.1	\$116.96	1.6
Toronto Airport/West	\$112.38	1.1	\$125.28	2.5	\$126.56	1.6	\$127.34	1.0	\$123.48	3.1	\$99.52	4.7	\$95.25	8.9	\$117.74	2.1
Ottawa, ON	\$133.09	9.7	\$142.27	4.4	\$142.32	6.2	\$140.50	3.4	\$136.95	8.7	\$114.04	3.4	\$115.61	6.3	\$134.70	5.5
Ontario East	\$90.67	4.6	\$93.88	5.5	\$93.73	-1.5	\$93.45	6.3	\$91.73	-2.9	\$93.16	5.6	\$96.31	4.0	\$93.33	2.6
Niagara Falls	\$85.58	-0.4	\$81.08	4.8	\$88.93	15.4	\$83.28	7.3	\$76.47	-7.5	\$97.12	0.1	\$103.30	-0.4	\$90.99	0.3
Ontario Central	\$97.57	2.0	\$98.12	-4.0	\$98.78	-0.6	\$98.67	0.9	\$99.21	3.1	\$99.47	0.7	\$101.46	2.9	\$99.09	0.5
Ontario North/Thunder Bay	\$83.94	6.2	\$87.89	6.2	\$86.73	4.9	\$84.88	2.9	\$86.14	3.8	\$88.08	9.9	\$87.60	7.0	\$86.56	5.7
Winnipeg, MB	\$103.05	12.3	\$99.33	0.2	\$99.25	-1.4	\$101.41	2.1	\$97.12	-0.6	\$94.60	7.7	\$97.45	6.6	\$98.91	2.9
Regina/Saskatoon	\$101.03	15.1	\$109.56	17.3	\$104.90	9.9	\$104.59	11.1	\$102.65	8.6	\$105.28	15.1	\$107.22	17.7	\$105.43	13.5
Calgary, AB	\$143.59	15.6	\$154.91	13.2	\$157.58	11.9	\$156.02	11.4	\$150.64	14.4	\$125.38	8.0	\$124.21	11.1	\$146.06	12.1
Edmonton, AB	\$110.33	9.9	\$116.02	6.7	\$120.60	8.3	\$118.74	9.2	\$117.91	11.6	\$112.67	7.7	\$115.47	11.6	\$116.32	9.2
Alberta North Area	\$143.23	7.4	\$143.35	4.6	\$142.34	6.0	\$145.09	7.7	\$143.70	7.3	\$165.53	13.9	\$167.17	12.1	\$150.68	8.8
Vancouver Downtown	\$137.64	7.6	\$142.98	10.0	\$144.82	11.3	\$142.50	11.0	\$140.94	11.5	\$132.80	5.5	\$137.10	7.8	\$139.91	9.3
British Columbia Area	\$121.98	-8.8	\$116.19	-5.9	\$115.57	-3.3	\$115.27	-3.1	\$115.81	-5.2	\$119.91	-15.3	\$135.08	-16.9	\$119.89	-10.2
Vancouver Island	\$83.14	-1.2	\$97.23	10.6	\$85.55	-4.6	\$85.83	-3.4	\$85.48	0.5	\$87.54	3.5	\$93.06	9.9	\$88.43	2.1

♦ ADR and RevPAR in Canadian Dollars

REVPAR ANALYSIS SEGMENT	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL		
	9-Dec 2007	10-Dec 2006	10-Dec 2007	11-Dec 2006	11-Dec 2007	12-Dec 2006	12-Dec 2007	13-Dec 2006	13-Dec 2007	14-Dec 2006	14-Dec 2007	15-Dec 2006	15-Dec 2007	16-Dec 2006	16-Dec 2007	Week 2007	Week 2006
	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR
Halifax, NS	\$32.57	8.1	\$61.45	13.1	\$72.85	16.7	\$65.93	10.4	\$55.42	5.0	\$47.36	9.4	\$45.19	0.2	\$54.40	9.5	
Nova Scotia Area	\$23.86	18.1	\$47.66	17.3	\$55.82	22.3	\$57.41	23.3	\$46.86	22.7	\$37.21	25.6	\$31.90	18.6	\$42.96	21.4	
Montreal Downtown	\$63.18	41.2	\$92.81	15.8	\$102.65	14.7	\$89.27	2.6	\$79.19	2.5	\$61.21	19.6	\$67.73	14.9	\$79.44	13.8	
Quebec City	\$22.96	21.0	\$41.62	16.9	\$52.17	25.6	\$52.18	25.2	\$45.43	15.5	\$42.09	-6.8	\$52.93	18.9	\$44.20	16.0	
Quebec Area	\$23.63	19.9	\$46.37	19.2	\$58.65	25.5	\$55.57	12.3	\$43.09	12.6	\$44.63	-4.6	\$79.08	0.0	\$50.15	10.1	
Toronto Downtown	\$64.12	4.9	\$110.79	12.2	\$117.20	7.7	\$117.49	11.2	\$106.64	28.8	\$77.27	15.7	\$91.35	20.3	\$97.84	14.2	
Toronto North/East	\$48.23	-6.7	\$85.55	1.6	\$95.37	5.0	\$89.40	1.0	\$67.20	2.8	\$43.04	2.1	\$48.08	-3.0	\$68.12	0.9	
Toronto Airport/West	\$52.18	-4.3	\$86.38	-6.6	\$102.57	15.4	\$100.21	9.1	\$81.33	14.9	\$47.36	18.9	\$53.11	44.6	\$74.73	10.1	
Ottawa, ON	\$61.71	14.4	\$110.15	6.3	\$123.03	12.5	\$119.45	14.5	\$86.32	23.8	\$48.96	18.6	\$55.49	24.3	\$86.44	14.9	
Ontario East	\$22.94	21.1	\$48.65	22.9	\$57.73	20.2	\$49.98	19.3	\$43.97	12.0	\$27.41	12.0	\$28.56	-10.5	\$39.89	14.4	
Niagara Falls	\$14.45	19.1	\$14.56	21.6	\$16.85	48.3	\$15.34	24.6	\$10.72	-23.0	\$32.11	1.2	\$37.89	-23.0	\$20.27	-0.5	
Ontario Central	\$30.63	10.5	\$47.85	-2.4	\$59.12	3.8	\$57.48	8.0	\$51.87	11.1	\$45.30	9.4	\$49.61	-0.4	\$48.84	5.3	
Ontario North/Thunder Bay	\$33.37	6.4	\$59.74	0.5	\$67.58	4.0	\$66.96	7.3	\$60.25	22.3	\$57.24	12.1	\$55.75	8.3	\$57.27	8.3	
Winnipeg, MB	\$61.42	74.5	\$68.07	14.5	\$75.48	6.4	\$79.81	13.3	\$66.62	15.2	\$61.60	35.8	\$63.30	37.4	\$68.04	23.6	
Regina/Saskatoon	\$45.36	37.6	\$95.04	64.5	\$84.04	24.0	\$79.35	24.4	\$61.11	11.4	\$71.52	36.0	\$73.85	26.4	\$72.90	31.5	
Calgary, AB	\$66.85	11.4	\$116.02	13.4	\$127.89	11.9	\$121.53	10.6	\$100.88	17.2	\$72.56	5.7	\$77.86	18.6	\$97.65	12.6	
Edmonton, AB	\$56.07	32.6	\$80.63	9.5	\$95.61	14.2	\$103.85	21.3	\$89.24	12.5	\$86.26	14.8	\$91.90	26.0	\$86.22	17.7	
Alberta North Area	\$77.76	-6.4	\$102.37	-1.6	\$103.13	-1.4	\$104.59	1.2	\$92.40	-3.6	\$124.99	8.2	\$128.03	6.8	\$104.75	1.0	
Vancouver Downtown	\$53.60	6.1	\$78.45	14.4	\$85.46	8.1	\$82.33	4.0	\$73.60	3.1	\$70.68	-5.3	\$95.64	15.7	\$77.11	6.7	
British Columbia Area	\$48.93	-1.1	\$62.02	10.0	\$66.38	20.8	\$68.39	23.8	\$64.78	12.8	\$62.42	-21.4	\$76.69	-25.8	\$64.23	-1.4	
Vancouver Island	\$24.86	-14.5	\$35.54	-21.9	\$34.27	-30.4	\$36.23	-28.3	\$30.67	-31.4	\$37.11	-18.6	\$41.30	-3.8	\$34.28	-21.9	

♦ 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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