



SMITH TRAVEL RESEARCH



OCCUPANCY ANALYSIS

SEGMENT	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	23-Dec	24-Dec	24-Dec	25-Dec	25-Dec	26-Dec	26-Dec	27-Dec	27-Dec	28-Dec	28-Dec	29-Dec	29-Dec	30-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	9.7	-9.3	8.5	-33.1	8.9	-43.7	14.2	-39.6	21.0	-24.5	24.2	-30.1	32.4	4.2	17.0	-23.8
Nova Scotia Area	20.7	80.0	18.0	38.5	16.3	-3.0	29.5	-5.1	46.8	34.1	39.5	46.8	45.8	87.7	30.9	36.7
Montreal Downtown	21.3	-12.0	22.1	-11.2	23.6	-25.3	29.5	-26.8	39.1	-9.3	46.0	-6.3	52.2	-23.3	33.4	-16.9
Quebec City	30.6	-27.8	34.0	-17.9	36.9	-11.7	39.9	-31.4	56.5	-24.9	62.9	-12.6	61.9	-14.5	46.1	-20.0
Quebec Area	30.2	-42.4	45.8	-13.6	48.8	13.0	44.3	-20.8	57.9	-4.3	59.8	-1.8	63.3	10.9	50.0	-8.6
Toronto Downtown	19.4	-3.5	18.2	-10.8	18.9	-30.5	25.0	-28.8	35.3	-6.6	47.1	11.9	52.4	21.6	30.9	-4.3
Toronto North/East	23.2	-0.4	21.2	-13.1	21.6	-20.9	27.2	-22.3	34.1	0.3	36.8	17.6	32.1	11.1	28.0	-4.1
Toronto Airport/West	25.6	32.6	18.9	-8.7	20.3	-46.7	41.0	-22.3	53.5	-1.7	58.3	36.9	44.2	24.9	37.4	-0.5
Ottawa, ON	19.5	-7.1	20.0	-16.3	23.6	-14.5	26.7	-56.9	56.3	-17.2	65.3	-4.4	68.2	47.0	40.0	-11.7
Ontario East	18.5	-20.3	20.7	-35.7	29.7	12.5	29.0	-4.9	37.2	13.8	32.9	5.4	31.6	0.3	28.5	-4.0
Niagara Falls	24.1	-50.6	37.6	-27.4	44.1	-1.6	45.4	-35.7	60.1	-17.7	66.3	8.2	56.5	-6.6	47.7	-18.7
Ontario Central	21.5	-16.3	24.5	-26.2	34.5	6.5	33.0	-24.8	45.7	12.0	48.1	19.4	46.6	32.4	36.3	1.1
Ontario North/Thunder Bay	25.2	44.0	19.8	8.2	19.7	-25.4	27.9	-9.7	33.9	3.0	36.4	16.3	35.7	14.1	28.4	5.6
Winnipeg, MB	28.5	29.0	25.6	5.8	27.0	5.1	31.4	-6.0	39.2	7.7	46.3	29.0	45.8	18.3	34.8	12.6
Regina/Saskatoon	28.9	9.1	23.9	-25.3	30.2	-15.9	34.3	-14.0	43.7	-0.5	50.7	2.4	51.5	-0.8	37.6	-6.0
Calgary, AB	23.2	-11.8	21.6	-34.7	29.2	-35.0	38.2	-31.7	49.6	-7.3	57.3	3.1	56.9	14.5	39.4	-13.6
Edmonton, AB	24.1	2.1	20.1	-27.7	23.7	-29.5	32.7	-34.2	49.9	-7.4	53.1	4.7	46.3	-14.7	35.7	-15.0
Alberta North Area	26.5	-21.1	24.0	-30.0	24.7	-37.8	30.1	-32.7	39.8	-19.4	51.7	7.5	51.8	10.0	35.5	-16.3
Vancouver Downtown	24.7	-13.6	23.7	-30.7	29.3	-32.2	37.0	-32.7	43.3	-24.8	47.0	-20.2	50.2	-19.7	36.5	-24.9
British Columbia Area	37.2	-26.9	35.2	-32.6	39.6	-28.1	42.8	-36.0	55.7	-21.7	60.0	-16.8	59.3	-16.9	47.1	-25.0
Vancouver Island	36.2	-22.8	42.7	-3.0	44.7	7.5	40.8	-17.2	50.0	-6.5	51.8	5.7	51.9	15.1	45.4	-3.6

ADR ANALYSIS

SEGMENT	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg
Halifax, NS	\$95.68	4.8	\$88.62	3.2	\$88.41	-0.6	\$91.67	-0.8	\$98.36	1.7	\$95.13	-0.4	\$101.14	-1.4	\$96.00	1.1
Nova Scotia Area	\$98.30	17.8	\$93.91	17.3	\$99.96	15.5	\$100.60	19.3	\$100.04	15.7	\$99.91	18.9	\$107.46	22.1	\$100.98	18.6
Montreal Downtown	\$109.58	-3.8	\$109.46	-5.7	\$112.40	-1.2	\$111.80	-3.2	\$106.80	-9.5	\$117.91	-5.0	\$121.45	-14.0	\$113.96	-7.6
Quebec City	\$144.21	62.7	\$167.92	85.9	\$158.72	59.8	\$155.98	57.9	\$143.85	48.7	\$148.76	53.5	\$154.58	55.8	\$152.63	58.5
Quebec Area	\$183.96	12.9	\$156.96	-2.8	\$172.44	-8.8	\$188.47	2.4	\$193.67	3.0	\$194.71	3.2	\$196.97	-3.9	\$185.18	1.1
Toronto Downtown	\$121.69	3.2	\$120.11	0.3	\$117.85	-5.0	\$117.82	-2.3	\$118.95	-3.3	\$116.02	-0.8	\$122.23	-6.2	\$119.22	-2.5
Toronto North/East	\$90.08	0.5	\$89.16	-1.3	\$92.78	-3.1	\$89.22	-3.8	\$93.15	-1.1	\$93.71	4.9	\$93.34	0.1	\$91.91	-0.4
Toronto Airport/West	\$88.74	3.4	\$90.91	2.8	\$88.30	-6.2	\$96.27	2.2	\$97.56	11.3	\$93.65	4.6	\$93.58	6.8	\$93.76	4.0
Ottawa, ON	\$109.55	4.6	\$112.33	6.9	\$111.64	5.8	\$112.20	-6.5	\$125.76	3.5	\$121.29	1.9	\$121.50	7.6	\$119.09	2.9
Ontario East	\$88.69	4.1	\$89.04	1.9	\$89.05	2.6	\$91.05	4.1	\$90.99	3.3	\$95.48	8.0	\$95.68	3.7	\$91.78	4.2
Niagara Falls	\$86.86	-7.1	\$87.26	-7.9	\$90.29	-11.9	\$100.58	-4.8	\$106.61	-0.5	\$112.36	-5.6	\$123.27	-18.3	\$103.99	-6.7
Ontario Central	\$92.99	-1.3	\$95.91	0.7	\$96.76	0.6	\$100.08	3.7	\$102.96	4.8	\$103.41	1.8	\$107.07	0.5	\$101.06	2.5
Ontario North/Thunder Bay	\$81.12	8.9	\$78.49	8.9	\$80.08	6.1	\$82.42	5.8	\$84.44	6.3	\$83.63	5.3	\$84.53	3.3	\$82.58	6.1
Winnipeg, MB	\$93.75	13.8	\$90.52	6.8	\$88.29	3.8	\$89.50	0.6	\$94.45	6.7	\$93.36	6.4	\$93.47	2.7	\$92.25	5.5
Regina/Saskatoon	\$96.94	14.6	\$94.06	9.1	\$97.20	15.1	\$97.43	11.4	\$97.23	2.8	\$101.03	7.7	\$103.98	9.9	\$98.99	9.7
Calgary, AB	\$110.69	10.6	\$112.17	14.5	\$108.85	10.4	\$103.40	1.5	\$106.30	6.3	\$107.00	6.2	\$107.94	5.6	\$107.48	7.0
Edmonton, AB	\$102.62	11.0	\$100.60	8.1	\$100.84	2.1	\$102.16	4.0	\$105.86	2.5	\$103.95	7.4	\$110.58	12.1	\$104.63	6.6
Alberta North Area	\$245.39	15.1	\$283.08	32.5	\$285.18	45.3	\$264.31	55.1	\$213.10	24.7	\$205.22	13.5	\$223.30	17.8	\$237.14	25.8
Vancouver Downtown	\$128.81	5.8	\$129.38	9.8	\$126.63	9.6	\$128.04	6.2	\$140.64	16.2	\$126.11	1.9	\$134.03	7.0	\$131.04	8.1
British Columbia Area	\$221.18	-34.4	\$245.28	-28.1	\$249.58	-36.0	\$266.74	-35.0	\$244.30	-38.9	\$262.04	-36.2	\$274.36	-35.5	\$253.97	-35.2
Vancouver Island	\$107.86	-3.2	\$110.62	2.4	\$104.78	5.8	\$102.05	4.5	\$98.49	1.1	\$103.90	13.1	\$104.65	0.5	\$104.41	3.2

♦ ADR and RevPAR in Canadian Dollars

SEVPAR ANALYSIS	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	23-Dec	24-Dec	24-Dec	25-Dec	25-Dec	26-Dec	26-Dec	27-Dec	27-Dec	28-Dec	28-Dec	29-Dec	29-Dec	30-Dec	Week	Week
	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006
	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg
Halifax, NS	\$9.26	-5.4	\$7.54	-31.0	\$7.88	-44.0	\$13.00	-40.2	\$20.67	-23.2	\$23.02	-30.3	\$32.77	2.7	\$16.30	-23.1
Nova Scotia Area	\$20.34	111.9	\$16.87	62.5	\$16.33	12.2	\$29.66	13.2	\$46.85	55.1	\$39.44	74.7	\$49.27	129.7	\$31.25	62.1
Montreal Downtown	\$23.39	-15.3	\$24.17	-16.5	\$26.55	-26.2	\$32.99	-29.1	\$41.80	-17.8	\$54.22	-11.0	\$63.44	-34.0	\$38.08	-23.2
Quebec City	\$44.17	17.6	\$57.08	52.7	\$58.51	41.0	\$62.19	8.2	\$81.28	11.7	\$93.55	34.1	\$95.70	33.1	\$70.35	26.8
Quebec Area	\$55.56	-35.0	\$71.96	-15.9	\$84.21	3.1	\$83.43	-18.9	\$112.09	-1.4	\$116.52	1.3	\$124.76	6.7	\$92.65	-7.5
Toronto Downtown	\$23.63	-0.3	\$21.87	-10.4	\$22.31	-34.0	\$29.45	-30.5	\$42.04	-9.7	\$54.61	11.0	\$64.01	13.9	\$36.85	-6.6
Toronto North/East	\$20.91	0.1	\$18.94	-14.0	\$20.03	-23.4	\$24.25	-25.2	\$31.73	-0.9	\$34.50	23.5	\$29.98	11.3	\$25.76	-4.3
Toronto Airport/West	\$22.68	36.6	\$17.17	-6.0	\$17.89	-50.1	\$39.44	-20.6	\$52.21	9.5	\$54.59	43.2	\$41.33	33.3	\$35.04	3.4
Ottawa, ON	\$21.39	-2.6	\$22.51	-10.2	\$26.40	-9.2	\$29.96	-59.7	\$70.83	-14.3	\$79.23	-2.5	\$82.83	58.1	\$47.59	-9.2
Ontario East	\$16.43	-16.9	\$18.42	-34.6	\$26.46	15.5	\$26.42	-0.9	\$33.89	17.5	\$31.45	13.9	\$30.28	4.1	\$26.19	0.2
Niagara Falls	\$20.89	-54.3	\$32.83	-33.2	\$39.85	-13.1	\$45.71	-38.7	\$64.08	-18.1	\$74.49	2.1	\$69.60	-23.8	\$49.64	-24.1
Ontario Central	\$19.95	-17.5	\$23.51	-25.6	\$33.34	6.9	\$33.03	-22.0	\$47.06	17.5	\$49.73	21.4	\$49.87	33.1	\$36.64	3.5
Ontario North/Thunder Bay	\$20.46	57.4	\$15.55	17.8	\$15.76	-20.9	\$22.97	-4.5	\$28.64	9.6	\$30.46	22.7	\$30.19	17.8	\$23.43	11.7
Winnipeg, MB	\$26.69	46.7	\$23.21	13.1	\$23.82	9.1	\$28.06	-5.4	\$36.99	15.0	\$43.26	37.4	\$42.80	21.6	\$32.12	18.9
Regina/Saskatoon	\$28.05	25.2	\$22.48	-18.4	\$29.37	-3.3	\$33.37	-4.5	\$42.50	2.3	\$51.23	10.4	\$53.52	9.0	\$37.22	3.3
Calgary, AB	\$25.66	-2.5	\$24.23	-25.2	\$31.78	-28.3	\$39.52	-30.6	\$52.69	-1.5	\$61.33	9.5	\$61.44	21.0	\$42.38	-7.4
Edmonton, AB	\$24.74	13.3	\$20.18	-22.0	\$23.89	-28.1	\$33.41	-31.5	\$52.78	-5.3	\$55.24	12.4	\$51.24	-4.4	\$37.35	-9.3
Alberta North Area	\$65.14	-9.1	\$67.81	-7.5	\$70.48	-9.5	\$79.51	4.4	\$84.73	0.4	\$106.20	22.2	\$115.59	29.4	\$84.21	5.3
Vancouver Downtown	\$31.87	-8.4	\$30.61	-24.0	\$37.14	-25.5	\$47.36	-28.7	\$60.94	-12.7	\$59.25	-18.7	\$67.33	-14.0	\$47.79	-18.9
British Columbia Area	\$82.37	-52.0	\$86.39	-51.5	\$98.76	-54.1	\$114.18	-58.4	\$136.11	-52.1	\$157.22	-46.9	\$162.72	-46.5	\$119.68	-51.4
Vancouver Island	\$39.08	-25.2	\$47.21	-0.7	\$46.79	13.5	\$41.63	-13.6	\$49.27	-5.4	\$53.83	19.5	\$54.32	15.7	\$47.45	-0.4

♦ 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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