



SMITH TRAVEL RESEARCH



OCCUPANCY ANALYSIS

SEGMENT	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	24-Dec	25-Dec	25-Dec	26-Dec	26-Dec	27-Dec	27-Dec	28-Dec	28-Dec	29-Dec	29-Dec	30-Dec	30-Dec	31-Dec	Week	Week
	2006	2005	2006	2005	2006	2005	2006	2005	2006	2005	2006	2005	2006	2005	2006	2005
	Occup	%Chg	Occup	%Chg	Occup	%Chg	Occup	%Chg	Occup	%Chg	Occup	%Chg	Occup	%Chg	Occup	%Chg
Halifax, NS	10.2	-22.7	11.6	-48.0	14.8	-52.7	22.4	-19.7	28.0	-1.8	35.9	-3.2	31.6	-57.9	22.1	-34.2
Nova Scotia Area	12.6	-28.0	14.2	-45.8	18.5	-29.7	34.6	41.2	34.7	57.7	29.3	82.0	27.3	-49.9	24.4	-8.6
Montreal Downtown	23.0	1.8	23.9	-16.7	30.1	-12.5	37.6	0.5	41.9	-2.8	50.6	-25.0	69.2	-18.0	39.5	-13.0
Quebec City	41.9	-12.5	41.9	-15.4	39.9	-25.6	57.6	-7.8	72.7	22.8	69.5	14.5	72.9	-5.3	56.6	-3.4
Quebec Area	52.3	4.8	52.4	20.7	42.9	-16.0	56.1	2.6	60.8	13.6	61.5	11.2	56.7	-14.1	54.7	2.4
Toronto Downtown	20.2	-7.3	20.3	-24.8	27.1	-11.1	35.0	-0.3	37.6	7.1	42.0	19.3	43.5	-45.4	32.2	-14.8
Toronto North/East	23.3	9.4	24.4	-2.4	27.3	-19.0	35.0	-2.2	34.0	13.0	31.2	8.7	28.9	-52.4	29.1	-13.4
Toronto Airport/West	19.3	-20.9	20.7	-46.9	38.1	-24.9	52.8	3.5	53.6	46.0	43.2	32.5	35.7	-43.6	37.6	-11.5
Ottawa, ON	20.9	-9.9	23.7	-11.2	27.6	-15.1	62.7	3.1	68.2	12.0	68.7	6.0	46.8	-27.9	45.5	-4.6
Ontario East	23.2	-23.9	32.2	4.9	26.4	-14.8	30.5	-14.3	32.4	1.3	31.3	19.5	31.3	-43.1	29.6	-14.0
Niagara Falls	49.1	7.4	50.5	-8.7	45.3	-31.9	70.9	0.0	73.8	24.7	61.5	15.8	60.8	-34.7	58.8	-7.3
Ontario Central	26.3	-34.9	33.9	-17.3	33.0	-33.9	44.5	-15.4	41.6	-16.1	41.1	3.0	35.5	-53.4	36.6	-26.7
Ontario North/Thunder Bay	17.5	2.9	18.3	-14.5	26.4	-6.4	32.2	4.5	33.6	15.1	32.6	19.4	31.7	-11.5	27.5	1.5
Winnipeg, MB	22.1	-1.8	24.2	-9.4	25.7	-14.3	33.3	-5.7	36.4	7.7	35.9	10.8	38.7	-38.6	30.9	-11.2
Regina/Saskatoon	24.5	-14.3	29.9	-20.9	33.7	-18.8	39.3	-11.3	41.8	-5.0	48.1	-7.1	50.3	-29.8	38.2	-16.4
Calgary, AB	26.3	-14.3	33.2	-19.8	44.5	-0.7	54.3	21.2	53.7	14.3	54.0	27.4	48.4	-20.3	44.9	0.9
Edmonton, AB	23.2	-2.5	26.2	-19.4	32.2	-18.3	50.1	10.4	53.4	19.7	49.9	20.2	53.0	-5.0	41.1	1.7
Alberta North Area	33.5	-17.1	34.7	-21.1	40.3	-21.0	45.0	-16.2	48.3	-7.6	47.4	-13.0	46.2	-24.5	42.2	-17.3
Vancouver Downtown	28.5	-12.8	34.2	-23.5	43.2	-10.2	55.0	5.0	57.6	14.5	58.9	1.7	62.5	-20.4	48.6	-6.7
British Columbia Area	44.5	-13.3	48.1	-10.4	51.6	-15.7	65.5	-6.4	70.9	-0.7	70.2	6.7	69.2	3.0	60.0	-4.6
Vancouver Island	46.9	0.0	43.7	5.3	40.7	-17.6	48.1	-8.0	52.6	18.7	48.3	14.2	44.3	-8.7	46.4	-0.2

ADR ANALYSIS

SEGMENT	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg
Halifax, NS	\$99.43	13.4	\$93.53	8.5	\$94.65	3.2	\$95.90	4.3	\$102.17	-0.6	\$98.98	4.0	\$107.37	-11.1	\$100.03	-2.1
Nova Scotia Area	\$83.97	1.6	\$80.50	-9.7	\$87.35	13.7	\$84.88	17.3	\$91.93	17.6	\$83.98	10.4	\$88.10	-3.2	\$86.51	4.6
Montreal Downtown	\$117.97	-2.1	\$119.85	0.9	\$118.16	-1.6	\$118.39	-1.6	\$123.22	-3.0	\$128.18	-12.4	\$141.88	-9.4	\$126.87	-6.9
Quebec City	\$90.54	5.3	\$91.41	4.8	\$95.55	1.3	\$97.80	14.7	\$95.84	12.6	\$102.58	9.5	\$102.54	4.7	\$97.48	7.9
Quebec Area	\$163.48	20.3	\$164.80	-7.7	\$189.65	-9.4	\$181.52	-10.7	\$187.93	-10.5	\$188.80	-10.6	\$209.22	4.7	\$183.97	-5.1
Toronto Downtown	\$117.51	0.6	\$119.57	-0.4	\$124.21	4.6	\$119.62	-0.3	\$122.81	1.1	\$116.41	-1.5	\$129.89	-27.5	\$121.89	-11.2
Toronto North/East	\$89.85	-2.3	\$90.46	-2.7	\$96.14	1.5	\$92.77	-5.4	\$94.14	7.2	\$89.75	-3.0	\$93.46	-29.5	\$92.47	-10.6
Toronto Airport/West	\$85.79	-4.2	\$88.25	-6.3	\$93.99	0.1	\$94.13	0.9	\$88.51	-0.5	\$89.74	4.5	\$87.89	-21.9	\$90.33	-5.8
Ottawa, ON	\$105.36	-2.5	\$105.37	-5.0	\$103.91	-7.8	\$118.17	-1.9	\$120.28	0.6	\$117.03	-2.6	\$110.93	-15.3	\$114.29	-4.7
Ontario East	\$85.50	4.8	\$87.62	5.1	\$87.07	4.0	\$87.76	10.4	\$88.51	5.0	\$88.37	2.3	\$92.30	-8.2	\$88.29	1.5
Niagara Falls	\$93.49	0.0	\$97.63	-1.7	\$102.42	3.9	\$105.67	6.3	\$108.14	9.8	\$120.57	-14.7	\$153.54	-40.1	\$112.60	-17.5
Ontario Central	\$94.20	1.7	\$95.45	-1.8	\$96.22	-1.5	\$97.21	1.5	\$98.35	1.7	\$101.73	-0.8	\$106.69	-12.7	\$98.77	-3.7
Ontario North/Thunder Bay	\$74.49	9.0	\$72.06	-0.2	\$75.48	5.6	\$77.38	4.7	\$78.35	5.2	\$78.42	3.0	\$80.79	1.5	\$77.26	3.9
Winnipeg, MB	\$82.46	-1.1	\$84.77	1.4	\$85.08	-1.8	\$88.93	7.2	\$88.41	5.1	\$87.65	3.1	\$90.94	-17.7	\$87.41	-4.0
Regina/Saskatoon	\$88.46	3.4	\$90.04	3.4	\$87.65	-3.6	\$89.59	2.3	\$97.10	11.7	\$95.17	9.5	\$95.55	-5.1	\$92.59	2.3
Calgary, AB	\$98.82	8.8	\$96.21	4.2	\$96.09	3.1	\$97.43	4.8	\$98.36	7.0	\$99.21	3.7	\$100.36	-9.0	\$98.14	1.9
Edmonton, AB	\$91.60	8.9	\$91.10	7.1	\$96.38	10.1	\$95.31	8.5	\$100.84	15.3	\$95.11	7.6	\$96.74	-0.6	\$96.00	7.8
Alberta North Area	\$217.75	30.6	\$215.87	30.6	\$197.38	36.9	\$171.60	25.1	\$177.06	25.0	\$185.73	24.2	\$195.86	34.4	\$192.50	29.2
Vancouver Downtown	\$121.78	5.6	\$117.83	1.0	\$115.49	-4.1	\$120.60	-12.1	\$121.06	0.6	\$123.73	5.6	\$125.25	-10.1	\$121.25	-3.4
British Columbia Area	\$295.16	-29.4	\$312.20	-35.9	\$372.03	-26.5	\$359.76	-27.0	\$358.05	-27.3	\$361.50	-25.4	\$383.25	-19.0	\$352.84	-26.6
Vancouver Island	\$112.84	-3.2	\$109.56	20.2	\$100.63	-1.3	\$99.21	5.4	\$98.80	3.0	\$92.88	-6.7	\$105.75	-2.9	\$102.63	1.3

♦ ADR and RevPAR in Canadian Dollars



REVPAR ANALYSIS	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	24-Dec	25-Dec	25-Dec	26-Dec	26-Dec	27-Dec	27-Dec	28-Dec	28-Dec	29-Dec	29-Dec	30-Dec	30-Dec	31-Dec	Week	Week
	2006	2005	2006	2005	2006	2005	2006	2005	2006	2005	2006	2005	2006	2005	2006	2005
SEGMENT	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg
Halifax, NS	\$10.14	-12.2	\$10.90	-43.4	\$14.02	-51.2	\$21.50	-16.3	\$28.61	-2.2	\$35.55	0.8	\$33.95	-62.6	\$22.09	-35.7
Nova Scotia Area	\$10.56	-26.9	\$11.42	-51.2	\$16.17	-20.1	\$29.37	65.6	\$31.91	85.3	\$24.59	100.6	\$24.02	-51.5	\$21.15	-4.4
Montreal Downtown	\$27.18	-0.3	\$28.61	-16.1	\$35.51	-14.0	\$44.50	-1.1	\$51.65	-5.5	\$64.80	-34.4	\$98.20	-25.7	\$50.06	-19.1
Quebec City	\$37.93	-8.0	\$38.35	-11.1	\$38.08	-24.7	\$56.36	5.7	\$69.71	38.4	\$71.24	25.3	\$74.80	-0.8	\$55.21	4.2
Quebec Area	\$85.46	26.2	\$86.28	11.2	\$81.34	-24.0	\$101.82	-8.5	\$114.35	1.8	\$116.09	-0.5	\$118.67	-10.0	\$100.57	-2.8
Toronto Downtown	\$23.74	-6.9	\$24.24	-25.2	\$33.70	-7.0	\$41.89	-0.4	\$46.19	8.4	\$48.89	17.5	\$56.52	-60.4	\$39.31	-24.2
Toronto North/East	\$20.93	6.8	\$22.07	-5.0	\$26.23	-17.9	\$32.43	-7.7	\$32.00	20.9	\$28.02	5.4	\$26.99	-66.5	\$26.95	-22.5
Toronto Airport/West	\$16.59	-23.9	\$18.23	-50.4	\$35.78	-24.8	\$49.66	4.3	\$47.46	45.5	\$38.72	38.2	\$31.41	-55.9	\$33.98	-16.7
Ottawa, ON	\$21.98	-12.2	\$25.01	-15.6	\$28.66	-21.8	\$74.04	1.0	\$82.05	12.6	\$80.39	3.2	\$51.89	-39.0	\$52.00	-9.1
Ontario East	\$19.84	-20.4	\$28.24	10.3	\$22.97	-11.6	\$26.75	-5.5	\$28.69	6.4	\$27.64	22.1	\$28.89	-47.8	\$26.15	-12.7
Niagara Falls	\$45.93	7.6	\$49.28	-10.4	\$46.43	-29.1	\$74.89	6.3	\$79.82	36.9	\$74.16	-1.3	\$93.28	-60.9	\$66.26	-23.5
Ontario Central	\$24.73	-33.9	\$32.35	-18.9	\$31.71	-34.9	\$43.22	-14.2	\$40.95	-14.6	\$41.86	2.4	\$37.90	-59.3	\$36.10	-29.5
Ontario North/Thunder Bay	\$13.00	12.2	\$13.20	-14.5	\$19.93	-1.1	\$24.88	9.4	\$26.34	21.1	\$25.59	23.1	\$25.57	-10.3	\$21.22	5.4
Winnipeg, MB	\$18.21	-2.8	\$20.53	-8.0	\$21.85	-16.0	\$29.66	1.3	\$32.15	13.0	\$31.46	14.2	\$35.18	-49.5	\$27.00	-14.9
Regina/Saskatoon	\$21.68	-11.5	\$26.90	-18.4	\$29.55	-21.7	\$35.19	-9.3	\$40.55	6.1	\$45.73	1.6	\$48.09	-33.4	\$35.38	-14.4
Calgary, AB	\$25.99	-6.7	\$31.95	-16.4	\$42.78	2.4	\$52.86	26.8	\$52.78	22.1	\$53.56	31.9	\$48.56	-27.4	\$44.07	2.7
Edmonton, AB	\$21.24	6.0	\$23.85	-13.9	\$31.07	-9.9	\$47.74	19.9	\$53.81	38.1	\$47.50	29.5	\$51.25	-5.6	\$39.49	9.7
Alberta North Area	\$72.85	8.1	\$74.85	2.9	\$79.60	8.1	\$77.26	4.9	\$85.50	15.5	\$88.06	8.1	\$90.42	1.4	\$81.22	6.9
Vancouver Downtown	\$34.77	-7.7	\$40.29	-22.8	\$49.86	-13.9	\$66.38	-7.6	\$69.78	15.3	\$72.87	7.5	\$78.30	-28.4	\$58.89	-9.9
British Columbia Area	\$131.37	-38.7	\$150.21	-42.5	\$191.83	-38.1	\$235.60	-31.7	\$253.74	-27.9	\$253.66	-20.4	\$265.30	-16.6	\$211.67	-30.1
Vancouver Island	\$52.87	-3.3	\$47.91	26.6	\$40.94	-18.8	\$47.69	-3.0	\$52.01	22.4	\$44.87	6.7	\$46.85	-11.3	\$47.59	1.1

♦ 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@hvsinternational.com

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