



SMITH TRAVEL RESEARCH



OCCUPANCY ANALYSIS

SEGMENT	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	10-Feb	11-Feb	11-Feb	12-Feb	12-Feb	13-Feb	13-Feb	14-Feb	14-Feb	15-Feb	15-Feb	16-Feb	16-Feb	17-Feb	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	27.1	-16.6	43.4	-16.9	50.6	-13.2	52.5	-11.3	51.3	-10.2	54.2	-12.6	58.2	-10.2	48.2	-12.5
Nova Scotia Area	50.2	64.1	52.6	-3.0	61.1	11.7	60.8	5.6	55.5	30.9	54.7	7.0	62.2	28.5	56.8	17.4
Montreal Downtown	36.1	-5.2	57.8	-6.2	63.9	2.6	57.5	0.2	54.4	-8.6	56.4	-10.6	76.1	4.7	57.5	-2.9
Quebec City	53.0	-7.8	55.6	-13.0	60.5	-12.9	61.2	-8.2	63.1	-7.7	79.5	10.3	90.8	19.6	66.3	-2.1
Quebec Area	34.6	11.6	54.0	9.8	63.9	21.0	61.5	12.6	63.3	8.0	75.1	3.6	84.7	2.4	62.4	8.7
Toronto Downtown	46.6	-7.0	66.9	-2.6	70.6	8.4	62.7	2.0	65.2	-5.4	50.7	-17.4	69.8	5.8	61.8	-2.1
Toronto North/East	39.3	5.4	69.6	13.4	77.2	21.8	64.0	6.3	51.5	-5.9	51.8	-12.4	59.8	-6.3	59.0	3.3
Toronto Airport/West	63.8	2.2	76.4	0.3	89.3	6.3	72.6	-9.7	58.7	-19.4	56.8	-17.0	54.6	-21.1	67.5	-8.0
Ottawa, ON	49.6	1.0	79.3	10.0	87.9	7.5	83.2	5.4	70.2	-0.8	85.3	16.7	97.6	19.8	79.0	9.0
Ontario East	26.3	11.0	52.6	20.9	56.9	19.3	51.0	-13.3	46.8	-5.6	48.1	-9.6	59.0	28.0	48.7	5.6
Niagara Falls	15.0	-28.2	22.1	2.8	21.1	12.8	19.0	-15.2	28.1	7.3	58.4	4.8	83.7	18.4	35.4	4.7
Ontario Central	35.6	27.1	43.0	-8.9	56.4	13.3	48.9	-2.4	53.9	11.8	77.5	-0.1	88.1	-2.2	57.6	3.0
Ontario North/Thunder Bay	41.0	11.7	70.3	10.4	78.8	2.5	75.0	3.6	58.3	-14.5	59.8	-11.8	57.2	-15.3	62.9	-2.8
Winnipeg, MB	48.0	6.9	70.7	6.2	75.8	-4.1	70.2	-8.0	60.6	-1.6	64.1	21.4	64.9	21.8	64.9	4.5
Regina/Saskatoon	36.8	-11.1	61.6	2.0	84.9	25.6	75.4	8.8	63.1	-4.1	83.3	2.8	89.0	4.5	70.6	5.1
Calgary, AB	50.4	-10.2	76.7	0.4	80.6	1.8	78.0	-6.9	66.6	-12.4	65.6	-5.1	69.2	-7.7	69.6	-5.4
Edmonton, AB	43.3	-16.1	70.1	0.7	86.5	16.9	87.4	12.2	85.8	7.8	88.3	6.8	96.0	2.3	79.6	5.3
Alberta North Area	47.2	-24.2	63.7	-19.2	68.0	-14.9	68.4	-17.1	61.5	-25.5	69.1	-21.0	76.5	-15.7	64.9	-19.5
Vancouver Downtown	55.9	36.3	66.4	17.5	74.1	17.1	65.4	7.4	62.5	-1.3	64.5	1.4	77.0	4.3	66.5	10.3
British Columbia Area	47.1	-21.6	61.2	-3.8	62.3	-4.3	60.2	-11.7	58.7	-22.6	69.0	-17.3	74.4	-12.1	61.8	-13.6
Vancouver Island	31.8	-14.7	41.4	-15.9	49.2	-13.1	52.2	-16.6	53.6	-19.3	57.9	-11.5	71.2	0.7	51.0	-12.5

ADR ANALYSIS

SEGMENT	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg
Halifax, NS	\$102.75	4.1	\$115.37	11.2	\$111.50	-0.4	\$113.47	1.7	\$110.45	1.2	\$105.51	-2.6	\$104.47	-3.4	\$109.27	1.1
Nova Scotia Area	\$100.52	12.3	\$98.77	13.5	\$97.61	14.0	\$103.49	16.0	\$101.62	13.2	\$103.89	12.8	\$101.95	12.7	\$101.14	13.6
Montreal Downtown	\$135.92	0.8	\$144.49	1.6	\$146.99	0.1	\$146.16	3.7	\$144.78	6.8	\$132.07	1.3	\$131.27	1.9	\$140.15	2.3
Quebec City	\$157.91	15.3	\$142.57	22.7	\$134.60	13.4	\$128.26	8.9	\$154.60	32.0	\$182.12	42.1	\$184.81	45.3	\$158.09	28.5
Quebec Area	\$145.43	13.0	\$128.17	14.2	\$123.50	9.6	\$128.88	9.8	\$139.08	11.1	\$140.18	-0.8	\$160.30	8.0	\$138.82	7.7
Toronto Downtown	\$155.21	-0.4	\$161.99	-2.2	\$161.91	-2.8	\$163.52	-0.7	\$163.55	0.6	\$140.20	-5.2	\$137.47	-4.8	\$155.19	-2.0
Toronto North/East	\$116.30	-0.3	\$124.28	0.4	\$124.67	0.9	\$123.14	0.5	\$118.04	-0.6	\$106.92	1.3	\$105.26	1.1	\$117.71	1.2
Toronto Airport/West	\$120.47	1.0	\$129.55	2.1	\$137.37	7.3	\$128.71	1.7	\$122.90	1.6	\$106.03	0.6	\$104.62	1.7	\$123.13	3.3
Ottawa, ON	\$136.27	1.1	\$142.40	3.5	\$143.05	5.2	\$142.64	6.1	\$142.43	6.5	\$140.36	8.0	\$140.81	10.4	\$141.40	6.1
Ontario East	\$96.63	8.3	\$96.13	4.3	\$97.17	5.7	\$96.05	7.8	\$97.81	6.9	\$106.03	9.0	\$105.53	4.9	\$99.58	6.7
Niagara Falls	\$90.47	-6.5	\$93.77	12.2	\$91.32	5.0	\$88.82	-11.5	\$103.58	17.1	\$113.78	5.1	\$143.10	9.1	\$115.51	7.7
Ontario Central	\$98.28	0.2	\$100.08	1.3	\$100.46	1.0	\$101.51	2.9	\$103.56	4.7	\$111.45	1.5	\$116.09	5.1	\$106.30	2.5
Ontario North/Thunder Bay	\$88.80	6.8	\$89.30	12.3	\$87.64	4.9	\$88.82	5.4	\$88.55	6.4	\$90.87	7.7	\$92.29	7.6	\$89.38	7.1
Winnipeg, MB	\$96.76	5.9	\$103.42	2.6	\$101.55	1.6	\$101.14	0.0	\$100.60	5.5	\$100.09	13.6	\$100.70	6.8	\$100.82	4.4
Regina/Saskatoon	\$103.62	6.5	\$112.68	13.2	\$113.20	13.7	\$111.35	10.0	\$111.08	13.9	\$114.69	14.3	\$118.44	16.1	\$113.07	13.2
Calgary, AB	\$148.53	11.6	\$163.24	12.6	\$163.76	11.7	\$155.42	6.5	\$150.79	10.8	\$132.71	11.6	\$129.90	8.0	\$150.00	10.5
Edmonton, AB	\$115.14	8.1	\$123.36	10.2	\$126.26	12.5	\$123.33	9.4	\$123.06	11.5	\$121.38	10.8	\$122.48	10.1	\$122.65	10.7
Alberta North Area	\$145.78	3.9	\$149.48	10.4	\$152.55	10.5	\$155.82	0.6	\$153.73	6.1	\$178.22	9.1	\$186.60	16.0	\$161.71	8.5
Vancouver Downtown	\$146.94	12.8	\$154.56	14.0	\$154.53	13.5	\$148.26	7.4	\$144.13	5.2	\$144.58	4.9	\$145.10	2.4	\$148.41	8.2
British Columbia Area	\$149.45	-29.5	\$146.84	-27.6	\$149.84	-23.7	\$158.39	-22.9	\$165.56	-21.6	\$188.28	-25.3	\$202.35	-22.0	\$167.85	-24.6
Vancouver Island	\$85.95	-6.3	\$83.59	-7.2	\$87.05	-4.8	\$83.22	-11.3	\$85.43	-6.3	\$92.34	0.5	\$95.79	-0.1	\$88.35	-4.5

♦ ADR and RevPAR in Canadian Dollars

REVPAR ANALYSIS	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	10-Feb	11-Feb	11-Feb	12-Feb	12-Feb	13-Feb	13-Feb	14-Feb	14-Feb	15-Feb	15-Feb	16-Feb	16-Feb	17-Feb	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	\$27.84	-13.2	\$50.06	-7.5	\$56.44	-13.5	\$59.57	-9.7	\$56.61	-9.2	\$57.15	-14.9	\$60.84	-13.2	\$52.64	-11.6
Nova Scotia Area	\$50.44	84.2	\$52.00	10.2	\$59.68	27.5	\$62.97	22.6	\$56.44	48.2	\$56.85	20.8	\$63.46	45.0	\$57.41	33.2
Montreal Downtown	\$49.13	-4.4	\$83.50	-4.6	\$93.97	2.7	\$84.07	3.9	\$78.83	-2.2	\$74.51	-9.4	\$99.93	6.7	\$80.56	-0.7
Quebec City	\$83.67	6.3	\$79.31	6.8	\$81.44	-1.3	\$78.47	-0.1	\$97.54	21.9	\$144.86	56.7	\$167.85	73.8	\$104.73	25.7
Quebec Area	\$50.28	26.0	\$69.22	25.2	\$78.94	32.6	\$79.20	23.6	\$88.06	20.1	\$105.25	2.7	\$135.77	10.6	\$86.67	17.3
Toronto Downtown	\$72.26	-7.5	\$108.37	-4.8	\$114.29	5.4	\$102.46	1.3	\$106.64	-4.8	\$71.07	-21.7	\$95.90	0.7	\$95.86	-4.1
Toronto North/East	\$45.76	5.2	\$86.46	13.8	\$96.20	22.8	\$78.86	7.0	\$60.77	-6.5	\$55.35	-11.3	\$62.98	-5.3	\$69.48	4.5
Toronto Airport/West	\$76.90	3.3	\$99.02	2.4	\$122.66	14.1	\$93.47	-8.2	\$72.13	-18.1	\$60.27	-16.4	\$57.12	-19.8	\$83.08	-5.0
Ottawa, ON	\$67.65	2.3	\$112.86	13.8	\$125.71	13.0	\$118.71	11.9	\$99.94	5.6	\$119.74	26.0	\$137.36	32.1	\$111.71	15.6
Ontario East	\$25.46	20.6	\$50.53	26.1	\$55.30	26.1	\$49.03	-6.4	\$45.75	0.7	\$50.99	-1.5	\$62.24	34.4	\$48.47	12.7
Niagara Falls	\$13.61	-32.9	\$20.69	15.0	\$19.26	18.3	\$16.84	-25.2	\$29.15	25.7	\$66.50	10.3	\$119.83	29.1	\$40.84	12.8
Ontario Central	\$34.94	27.3	\$43.01	-7.7	\$56.65	14.4	\$49.66	0.5	\$55.84	17.0	\$86.33	1.4	\$102.30	2.7	\$61.25	5.7
Ontario North/Thunder Bay	\$36.42	19.4	\$62.80	24.0	\$69.04	7.5	\$66.64	9.2	\$51.63	-9.1	\$54.38	-4.9	\$52.81	-8.8	\$56.25	4.1
Winnipeg, MB	\$46.48	13.2	\$73.11	8.9	\$76.97	-2.5	\$70.99	-8.0	\$60.94	3.8	\$64.20	37.9	\$65.38	30.0	\$65.44	9.1
Regina/Saskatoon	\$38.08	-5.3	\$69.41	15.5	\$96.14	42.9	\$83.97	19.7	\$70.06	9.1	\$95.56	17.6	\$105.46	21.4	\$79.81	18.8
Calgary, AB	\$74.91	0.4	\$125.17	13.1	\$131.97	13.7	\$121.21	-0.9	\$100.37	-2.9	\$87.04	5.9	\$89.90	-0.3	\$104.37	4.5
Edmonton, AB	\$49.91	-9.2	\$86.46	10.9	\$109.21	31.5	\$107.74	22.8	\$105.54	20.1	\$107.17	18.4	\$117.55	12.6	\$97.66	16.6
Alberta North Area	\$68.76	-21.4	\$95.15	-10.8	\$103.66	-6.0	\$106.62	-16.6	\$94.58	-21.0	\$123.15	-13.8	\$142.77	-2.3	\$104.96	-12.6
Vancouver Downtown	\$82.12	53.8	\$102.62	34.0	\$114.57	32.9	\$96.94	15.4	\$90.03	3.8	\$93.19	6.3	\$111.71	6.7	\$98.74	19.3
British Columbia Area	\$70.34	-44.7	\$89.82	-30.3	\$93.40	-26.9	\$95.33	-32.0	\$97.26	-39.2	\$129.98	-38.2	\$150.55	-31.4	\$103.81	-34.8
Vancouver Island	\$27.33	-20.2	\$34.62	-21.8	\$42.84	-17.2	\$43.46	-26.0	\$45.76	-24.4	\$53.49	-11.1	\$68.17	0.6	\$45.10	-16.4

♦ 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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