



SMITH TRAVEL RESEARCH



OCCUPANCY ANALYSIS

SEGMENT	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	27-Jan	28-Jan	28-Jan	29-Jan	29-Jan	30-Jan	30-Jan	31-Jan	31-Jan	1-Feb	1-Feb	2-Feb	2-Feb	3-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	29.6	2.4	47.4	-14.6	61.4	0.2	60.5	8.4	57.2	11.3	58.0	-2.7	47.6	-28.0	51.7	-4.4
Nova Scotia Area	28.0	19.1	53.7	19.3	59.5	18.1	55.3	17.2	47.6	14.7	59.2	50.6	48.8	10.9	50.3	20.9
Montreal Downtown	30.4	-11.1	47.9	-15.7	56.4	-4.7	55.0	-12.1	48.3	-15.3	46.1	-7.8	48.2	-1.8	47.5	-9.9
Quebec City	22.8	-27.2	35.8	5.3	48.7	4.3	59.3	-2.0	59.3	-16.7	73.0	-18.1	75.6	-17.9	53.5	-11.9
Quebec Area	27.3	-10.2	47.4	1.9	57.9	13.3	60.1	16.0	59.8	10.1	67.1	-1.8	68.9	-6.9	55.5	3.2
Toronto Downtown	56.8	19.6	73.9	16.6	81.1	20.5	81.5	10.1	71.0	3.0	62.0	19.2	53.0	-1.3	68.5	12.3
Toronto North/East	44.7	5.2	67.1	2.8	73.1	2.7	68.1	3.8	54.1	1.7	51.3	-2.8	46.5	-8.6	57.9	0.9
Toronto Airport/West	83.4	-6.4	93.1	-1.2	92.9	-0.5	86.7	3.1	79.0	17.0	78.7	21.3	55.0	-6.1	81.3	3.0
Ottawa, ON	41.8	14.5	68.5	3.9	84.7	9.3	86.2	20.7	82.7	19.7	76.8	-5.9	72.7	-16.9	73.3	4.9
Ontario East	20.9	2.0	46.8	13.6	53.4	17.1	54.3	19.6	54.7	21.6	63.7	-1.4	58.5	-17.6	50.3	5.7
Niagara Falls	13.0	-22.2	16.8	-20.4	16.2	-18.6	15.5	-26.2	18.4	-10.7	34.1	-11.4	50.8	-6.8	23.5	-14.5
Ontario Central	23.3	0.9	45.7	2.7	52.8	11.4	45.3	-5.6	43.6	-9.4	58.6	-8.9	69.2	0.6	48.4	-1.6
Ontario North/Thunder Bay	33.2	-8.5	60.9	-6.7	70.0	-2.4	70.7	0.7	64.1	-0.3	69.2	7.0	58.7	-4.7	61.0	-1.6
Winnipeg, MB	46.6	23.3	70.5	19.3	70.2	21.0	71.5	17.2	69.3	14.9	66.6	10.8	59.1	1.7	64.8	15.1
Regina/Saskatoon	41.6	1.2	57.6	2.9	56.5	-14.7	57.4	-13.0	57.2	-8.3	75.3	-7.0	76.8	-2.2	60.4	-6.4
Calgary, AB	48.4	11.3	71.1	7.2	74.1	0.4	78.6	2.6	69.0	1.2	59.1	-4.4	54.4	-5.4	64.9	1.6
Edmonton, AB	53.8	5.9	66.4	-0.4	75.0	-3.8	75.6	-8.6	72.6	-4.7	72.4	3.3	64.5	0.9	68.6	-1.7
Alberta North Area	49.4	-16.6	55.8	-28.8	55.5	-31.3	60.2	-28.1	61.6	-25.9	69.4	-16.6	70.8	-16.0	60.4	-23.5
Vancouver Downtown	60.0	-1.0	78.2	0.0	87.5	0.7	88.7	4.2	73.1	-7.5	60.3	-8.1	53.0	-19.9	71.5	-4.0
British Columbia Area	56.9	7.2	61.7	2.5	62.3	-0.8	59.6	-8.0	61.1	-4.5	65.4	-15.1	61.6	-17.2	61.3	-6.0
Vancouver Island	31.5	-3.4	40.0	-15.6	41.9	-15.5	53.1	-5.3	49.0	5.6	54.0	11.3	45.0	-0.9	44.9	-3.6

ADR ANALYSIS

SEGMENT	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg
Halifax, NS	\$107.32	-2.1	\$112.30	3.5	\$111.85	0.3	\$113.39	2.4	\$105.42	-2.7	\$104.78	2.9	\$101.07	-2.9	\$108.23	0.6
Nova Scotia Area	\$96.49	6.6	\$104.76	21.0	\$100.79	16.7	\$96.26	12.7	\$99.47	13.0	\$105.58	11.1	\$102.78	16.6	\$101.25	14.7
Montreal Downtown	\$135.54	2.8	\$143.05	1.6	\$142.96	2.2	\$143.08	-0.8	\$146.90	6.1	\$134.72	1.0	\$132.23	2.1	\$140.19	1.9
Quebec City	\$113.55	0.6	\$103.85	-8.5	\$110.15	-1.6	\$111.23	-2.3	\$111.92	-8.2	\$138.43	-1.5	\$144.72	-2.9	\$122.70	-4.2
Quebec Area	\$128.36	7.4	\$111.57	2.4	\$111.35	1.4	\$121.45	4.1	\$127.54	5.1	\$134.64	4.8	\$142.23	2.6	\$126.13	3.3
Toronto Downtown	\$153.54	1.5	\$169.79	4.7	\$167.85	1.9	\$170.47	1.8	\$165.23	-0.6	\$151.19	-3.8	\$142.10	-7.6	\$161.51	0.2
Toronto North/East	\$115.82	0.8	\$123.63	1.2	\$126.38	2.1	\$125.05	2.1	\$117.25	-0.6	\$110.42	0.2	\$108.59	2.6	\$119.25	1.4
Toronto Airport/West	\$128.82	2.0	\$134.72	2.4	\$136.73	4.7	\$134.55	6.2	\$125.97	6.3	\$112.96	12.7	\$103.15	3.1	\$126.88	4.6
Ottawa, ON	\$132.47	9.0	\$137.47	4.3	\$140.01	3.3	\$140.11	-0.1	\$135.61	1.2	\$131.88	1.5	\$131.67	-0.5	\$135.97	2.3
Ontario East	\$90.69	-0.4	\$95.29	4.3	\$101.05	10.3	\$99.16	7.9	\$98.65	7.8	\$105.06	5.2	\$107.54	7.7	\$100.81	6.2
Niagara Falls	\$92.10	6.8	\$80.69	1.1	\$83.35	6.5	\$77.67	-8.5	\$87.13	-0.6	\$97.12	-3.1	\$108.38	2.8	\$94.21	1.4
Ontario Central	\$94.86	2.4	\$99.68	1.4	\$102.68	1.0	\$100.80	4.3	\$102.43	4.6	\$108.08	2.9	\$110.83	4.5	\$104.05	3.1
Ontario North/Thunder Bay	\$85.63	8.9	\$86.81	7.5	\$87.49	6.9	\$88.37	8.1	\$87.99	6.0	\$87.74	5.7	\$89.03	9.4	\$87.72	7.4
Winnipeg, MB	\$96.07	7.3	\$99.59	-1.7	\$101.82	1.1	\$99.25	-1.2	\$97.80	1.4	\$91.27	2.2	\$92.33	0.4	\$97.08	1.1
Regina/Saskatoon	\$105.90	16.1	\$105.28	6.7	\$108.90	7.7	\$108.67	11.2	\$107.06	10.1	\$110.71	11.6	\$111.00	8.8	\$108.54	10.0
Calgary, AB	\$145.15	15.8	\$160.15	11.7	\$164.60	15.8	\$164.87	17.1	\$154.63	13.8	\$135.02	16.5	\$129.85	12.8	\$152.37	15.1
Edmonton, AB	\$113.43	10.5	\$120.46	10.1	\$123.25	9.7	\$124.06	12.7	\$119.41	8.6	\$117.39	11.0	\$119.46	11.4	\$119.92	10.4
Alberta North Area	\$147.00	6.9	\$148.19	5.6	\$152.58	8.8	\$147.96	4.3	\$152.57	8.5	\$146.13	4.7	\$145.89	0.6	\$148.51	5.4
Vancouver Downtown	\$153.90	5.0	\$153.89	2.5	\$157.05	5.4	\$156.42	4.0	\$150.30	2.0	\$142.97	-3.3	\$141.16	-2.8	\$151.71	2.3
British Columbia Area	\$172.26	-5.9	\$162.60	-5.6	\$153.94	-12.4	\$144.28	-22.6	\$149.40	-18.1	\$152.57	-22.7	\$151.48	-25.6	\$155.07	-17.0
Vancouver Island	\$79.86	-6.7	\$82.16	-5.3	\$86.75	2.0	\$91.59	3.7	\$94.90	15.3	\$99.00	11.9	\$91.10	4.2	\$90.29	4.5

♦ ADR and RevPAR in Canadian Dollars

REVPAR ANALYSIS SEGMENT	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	27-Jan	28-Jan	28-Jan	29-Jan	29-Jan	30-Jan	30-Jan	31-Jan	31-Jan	1-Feb	1-Feb	2-Feb	2-Feb	3-Feb	Week	Week
	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007
	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg
Halifax, NS	\$31.72	0.2	\$53.21	-11.6	\$68.72	0.5	\$68.60	11.0	\$60.32	8.4	\$60.77	0.2	\$48.12	-30.1	\$55.92	-3.9
Nova Scotia Area	\$27.06	27.4	\$56.27	44.4	\$60.00	37.8	\$53.22	32.0	\$47.37	29.8	\$62.55	67.4	\$50.18	29.5	\$50.95	38.9
Montreal Downtown	\$41.26	-8.5	\$68.50	-14.2	\$80.59	-2.8	\$78.76	-12.8	\$70.95	-10.1	\$62.10	-6.9	\$63.74	0.3	\$66.56	-8.2
Quebec City	\$25.94	-26.6	\$37.21	-3.6	\$53.65	2.7	\$65.94	-4.3	\$66.38	-23.6	\$101.03	-19.3	\$109.44	-20.3	\$65.66	-15.6
Quebec Area	\$35.08	-3.5	\$52.90	4.4	\$64.53	14.9	\$72.94	20.7	\$76.26	15.8	\$90.37	3.0	\$98.04	-4.3	\$70.02	6.6
Toronto Downtown	\$87.18	21.2	\$125.47	22.0	\$136.18	22.8	\$139.02	12.3	\$117.35	2.4	\$93.76	14.6	\$75.34	-8.8	\$110.61	12.5
Toronto North/East	\$51.81	6.0	\$83.01	4.0	\$92.44	4.8	\$85.18	6.0	\$63.43	1.0	\$56.69	-2.7	\$50.46	-6.3	\$69.00	2.3
Toronto Airport/West	\$107.48	-4.5	\$125.47	1.3	\$127.09	4.2	\$116.67	9.5	\$99.50	24.3	\$88.89	36.5	\$56.74	-3.2	\$103.12	7.7
Ottawa, ON	\$55.35	24.8	\$94.14	8.5	\$118.63	13.0	\$120.76	20.6	\$112.15	21.2	\$101.22	-4.5	\$95.77	-17.3	\$99.72	7.3
Ontario East	\$18.94	1.4	\$44.63	18.7	\$53.98	29.1	\$53.89	29.1	\$53.94	30.9	\$66.92	3.8	\$62.87	-11.3	\$50.74	12.3
Niagara Falls	\$11.95	-16.8	\$13.57	-19.5	\$13.54	-13.1	\$12.07	-32.4	\$16.03	-11.1	\$33.09	-14.2	\$55.00	-4.3	\$22.18	-13.1
Ontario Central	\$22.15	3.5	\$45.58	4.3	\$54.19	12.5	\$45.70	-1.5	\$44.64	-5.1	\$63.36	-6.1	\$76.69	5.1	\$50.33	1.5
Ontario North/Thunder Bay	\$28.42	-0.4	\$52.88	0.3	\$61.26	4.4	\$62.46	8.9	\$56.43	5.7	\$60.75	13.1	\$52.24	4.2	\$53.49	5.6
Winnipeg, MB	\$44.75	32.2	\$70.22	17.2	\$71.46	22.4	\$70.94	15.8	\$67.76	16.4	\$60.74	13.1	\$54.60	2.2	\$62.92	16.3
Regina/Saskatoon	\$44.10	17.5	\$60.68	9.8	\$61.57	-8.0	\$62.39	-3.2	\$61.21	0.8	\$83.34	3.7	\$85.25	6.4	\$65.51	3.0
Calgary, AB	\$70.18	28.7	\$113.81	19.8	\$121.91	16.1	\$129.61	20.2	\$106.67	15.1	\$79.76	11.4	\$70.67	6.8	\$98.94	16.8
Edmonton, AB	\$61.06	17.2	\$80.03	9.6	\$92.43	5.5	\$93.77	3.0	\$86.72	3.5	\$85.00	14.6	\$77.09	12.5	\$82.30	8.6
Alberta North Area	\$72.62	-10.8	\$82.75	-24.8	\$84.69	-25.3	\$89.12	-24.9	\$93.95	-19.6	\$101.46	-12.6	\$103.28	-15.5	\$89.70	-19.4
Vancouver Downtown	\$92.36	3.9	\$120.41	2.5	\$137.40	6.1	\$138.70	8.3	\$109.84	-5.7	\$86.14	-11.2	\$74.80	-22.3	\$108.52	-1.8
British Columbia Area	\$98.07	0.9	\$100.39	-3.2	\$95.88	-13.2	\$86.04	-28.8	\$91.31	-21.8	\$99.84	-34.3	\$93.37	-38.4	\$94.99	-22.0
Vancouver Island	\$25.19	-9.6	\$32.89	-20.0	\$36.31	-14.0	\$48.67	-1.7	\$46.46	21.6	\$53.45	24.7	\$41.00	3.2	\$40.56	0.8

♦ 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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