



SMITH TRAVEL RESEARCH



### OCCUPANCY ANALYSIS

SEGMENT	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	3-Feb	4-Feb	4-Feb	5-Feb	5-Feb	6-Feb	6-Feb	7-Feb	7-Feb	8-Feb	8-Feb	9-Feb	9-Feb	10-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	32.7	-27.8	48.1	-30.0	51.3	-13.6	49.8	-7.3	45.7	-19.7	51.2	-17.7	45.1	-26.8	46.2	-20.8
Nova Scotia Area	33.8	-2.6	48.0	-4.0	57.5	4.4	61.1	8.5	52.8	2.1	57.7	9.7	48.2	2.8	51.3	3.4
Montreal Downtown	38.7	-5.4	57.8	-19.5	70.7	-15.7	71.2	0.8	59.6	12.9	36.8	-16.9	37.7	-31.7	53.2	-11.2
Quebec City	41.1	1.2	46.9	5.4	56.5	-1.1	66.3	6.8	71.8	-0.1	82.2	-3.5	90.3	-2.7	65.0	0.2
Quebec Area	25.9	-11.9	49.3	0.4	60.0	-0.2	61.2	-1.1	59.7	-6.6	76.6	-5.3	82.0	1.6	59.2	-2.8
Toronto Downtown	41.6	-3.5	67.5	2.6	72.7	2.1	74.7	5.7	59.7	-5.4	48.1	-4.4	58.0	-4.0	60.3	-0.7
Toronto North/East	36.5	-6.2	59.3	-6.9	72.9	-0.5	75.2	9.5	58.8	5.9	47.3	6.5	42.5	-2.1	56.1	1.3
Toronto Airport/West	42.8	-11.2	67.7	-8.1	78.0	-0.8	93.6	16.1	74.0	6.2	62.9	5.0	59.9	-6.3	68.4	0.9
Ottawa, ON	50.6	-8.3	85.6	4.9	92.6	2.9	92.1	0.4	77.4	-6.7	69.0	-4.4	77.3	-0.3	77.8	-1.3
Ontario East	22.4	14.3	43.0	9.7	50.2	3.5	51.1	9.4	46.8	-7.5	64.8	-5.0	64.9	-8.7	49.0	-0.2
Niagara Falls	13.6	-12.3	16.8	-2.3	16.5	-9.8	17.6	-10.7	16.3	-20.1	50.6	-6.3	59.9	-13.7	27.3	-10.8
Ontario Central	22.4	-12.8	43.7	10.1	49.2	5.8	57.8	6.3	51.5	15.2	68.2	16.6	74.0	8.2	52.4	8.5
Ontario North/Thunder Bay	41.6	10.3	62.4	0.5	74.6	3.8	74.1	-1.6	62.3	-3.1	63.3	-8.3	58.5	-2.0	62.4	-0.6
Winnipeg, MB	45.4	5.8	63.2	6.2	71.6	14.6	74.3	9.9	67.3	4.2	66.2	12.8	67.6	12.7	65.1	9.6
Regina/Saskatoon	53.2	-7.5	81.4	0.5	87.9	5.6	76.9	9.1	70.9	22.0	82.7	11.8	63.1	-5.1	73.7	5.1
Calgary, AB	40.5	-5.4	70.8	3.1	80.8	-6.9	80.9	-5.7	71.2	-14.3	62.2	-3.7	59.6	-5.8	66.6	-5.8
Edmonton, AB	44.3	16.0	65.8	3.1	73.1	-3.9	81.4	1.0	75.6	-4.9	67.2	-5.2	60.5	-8.7	66.9	-1.5
Alberta North Area	49.6	-19.3	64.5	-14.7	70.6	-9.7	68.8	-15.1	66.7	-13.6	63.3	-17.7	66.3	-16.4	64.3	-15.1
Vancouver Downtown	45.5	-7.0	66.4	2.9	68.5	1.8	70.7	-1.3	74.7	4.3	67.3	5.2	74.9	13.7	66.9	3.2
British Columbia Area	47.8	-20.9	58.7	10.3	64.9	6.9	65.6	-1.2	70.2	-4.5	72.1	-11.1	71.0	-12.1	64.3	-5.4
Vancouver Island	32.1	4.6	44.3	-5.7	56.3	-1.6	59.0	-1.7	48.4	-11.0	47.3	-6.0	43.9	-25.2	47.3	-7.6

### ADR ANALYSIS

SEGMENT	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg
Halifax, NS	\$108.85	3.6	\$116.18	5.6	\$111.91	0.5	\$110.99	-3.3	\$104.81	-0.6	\$104.36	0.0	\$102.75	1.2	\$108.62	1.0
Nova Scotia Area	\$107.74	8.9	\$101.02	16.8	\$96.66	12.0	\$97.48	13.3	\$102.47	15.2	\$103.48	17.8	\$94.57	3.4	\$100.09	12.6
Montreal Downtown	\$138.20	4.6	\$147.04	3.1	\$146.74	0.0	\$147.31	-2.1	\$145.79	4.3	\$130.48	-3.9	\$130.00	-0.9	\$142.55	1.0
Quebec City	\$144.69	-11.2	\$132.91	-10.4	\$133.65	-4.0	\$137.84	-4.3	\$138.34	-6.0	\$157.74	-3.4	\$161.44	-3.7	\$145.79	-5.6
Quebec Area	\$127.09	-0.5	\$120.64	2.6	\$119.79	6.5	\$127.81	10.9	\$134.08	13.7	\$139.51	9.1	\$145.43	7.9	\$132.30	8.0
Toronto Downtown	\$152.10	-3.6	\$166.93	0.8	\$168.41	2.7	\$164.93	-0.8	\$159.57	-1.9	\$140.09	-7.0	\$138.74	-5.1	\$157.40	-1.4
Toronto North/East	\$114.32	-2.2	\$124.89	-1.1	\$128.14	0.6	\$124.57	-1.1	\$120.30	-0.4	\$108.20	0.5	\$107.97	2.9	\$119.92	-0.2
Toronto Airport/West	\$119.17	5.0	\$129.43	4.3	\$131.94	3.3	\$134.96	7.9	\$129.43	6.2	\$111.78	4.2	\$110.63	2.6	\$125.33	5.2
Ottawa, ON	\$135.97	1.5	\$144.98	2.8	\$146.62	4.3	\$147.78	7.5	\$141.14	9.3	\$131.06	4.0	\$134.15	3.2	\$141.05	5.0
Ontario East	\$93.09	11.7	\$94.93	5.4	\$95.26	4.2	\$96.68	4.6	\$98.90	3.2	\$107.30	7.0	\$108.63	6.3	\$100.59	5.2
Niagara Falls	\$86.47	3.0	\$84.71	7.5	\$91.11	13.9	\$91.80	10.7	\$95.11	6.9	\$96.15	-5.2	\$110.17	-8.3	\$97.93	-1.8
Ontario Central	\$99.40	6.2	\$100.65	3.1	\$101.61	3.1	\$98.88	0.4	\$102.14	4.0	\$109.98	3.8	\$110.42	1.8	\$104.34	3.0
Ontario North/Thunder Bay	\$87.89	10.7	\$89.45	9.0	\$88.75	7.3	\$90.43	10.4	\$91.65	8.3	\$91.79	8.9	\$94.26	10.7	\$90.65	9.2
Winnipeg, MB	\$91.88	1.1	\$100.09	-0.2	\$103.81	4.0	\$105.80	4.1	\$98.85	-0.9	\$97.51	6.6	\$98.81	4.1	\$100.04	2.8
Regina/Saskatoon	\$109.05	4.3	\$113.86	9.0	\$113.85	9.1	\$107.06	6.8	\$109.01	8.7	\$110.38	12.6	\$109.56	6.8	\$110.60	8.3
Calgary, AB	\$143.06	12.7	\$161.81	13.1	\$166.77	14.5	\$164.62	15.2	\$159.62	14.2	\$133.76	8.1	\$132.70	8.1	\$153.73	12.7
Edmonton, AB	\$115.19	11.7	\$122.59	9.1	\$123.41	6.9	\$123.84	10.6	\$121.14	9.3	\$120.27	11.8	\$117.32	9.3	\$120.98	9.6
Alberta North Area	\$151.20	7.6	\$149.99	4.2	\$150.59	5.4	\$151.80	5.1	\$153.24	7.1	\$153.96	2.7	\$154.05	1.0	\$152.13	4.6
Vancouver Downtown	\$153.18	1.1	\$155.04	3.1	\$152.46	4.9	\$149.90	3.6	\$149.97	1.8	\$150.02	2.0	\$148.55	2.5	\$151.14	2.7
British Columbia Area	\$151.50	-21.3	\$140.56	-21.5	\$142.68	-23.6	\$148.16	-23.5	\$154.16	-23.7	\$151.83	-34.6	\$158.39	-31.1	\$149.87	-26.9
Vancouver Island	\$82.80	-1.6	\$83.20	-8.1	\$82.70	-13.5	\$84.03	-11.7	\$83.30	-14.8	\$74.98	-21.1	\$76.63	-19.7	\$81.20	-13.7

♦ ADR and RevPAR in Canadian Dollars

REVPAR ANALYSIS	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	3-Feb	4-Feb	4-Feb	5-Feb	5-Feb	6-Feb	6-Feb	7-Feb	7-Feb	8-Feb	8-Feb	9-Feb	9-Feb	10-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	\$35.54	-25.3	\$55.83	-26.1	\$57.36	-13.3	\$55.28	-10.2	\$47.89	-20.2	\$53.38	-17.8	\$46.30	-26.0	\$50.23	-19.8
Nova Scotia Area	\$36.43	6.0	\$48.53	12.2	\$55.59	16.9	\$59.55	22.9	\$54.12	17.6	\$59.69	29.1	\$45.59	6.3	\$51.35	16.4
Montreal Downtown	\$53.50	-1.1	\$84.93	-17.1	\$103.78	-15.7	\$104.91	-1.3	\$86.84	17.7	\$48.07	-20.1	\$49.06	-32.3	\$75.87	-10.3
Quebec City	\$59.51	-10.1	\$62.30	-5.7	\$75.50	-5.1	\$91.36	2.2	\$99.34	-6.1	\$129.69	-6.8	\$145.82	-6.3	\$94.79	-5.4
Quebec Area	\$32.96	-12.3	\$59.47	3.0	\$71.88	6.2	\$78.18	9.7	\$80.09	6.3	\$106.80	3.2	\$119.20	9.6	\$78.37	5.1
Toronto Downtown	\$63.20	-7.0	\$112.68	3.4	\$122.39	4.8	\$123.13	4.7	\$95.21	-7.3	\$67.33	-11.1	\$80.44	-9.0	\$94.91	-2.0
Toronto North/East	\$41.69	-8.3	\$74.00	-8.0	\$93.44	0.1	\$93.69	8.3	\$70.76	5.6	\$51.13	7.0	\$45.90	0.7	\$67.23	1.0
Toronto Airport/West	\$51.01	-6.8	\$87.60	-4.3	\$102.95	2.6	\$126.33	25.2	\$95.81	12.8	\$70.29	9.4	\$66.27	-3.8	\$85.75	6.1
Ottawa, ON	\$68.80	-7.1	\$124.03	7.8	\$135.79	7.3	\$136.11	8.0	\$109.25	2.0	\$90.43	-0.7	\$103.65	2.9	\$109.72	3.7
Ontario East	\$20.81	27.1	\$40.81	15.6	\$47.77	7.7	\$49.39	14.5	\$46.31	-4.5	\$69.55	1.7	\$70.45	-3.0	\$49.30	5.0
Niagara Falls	\$11.77	-9.5	\$14.23	5.3	\$14.99	2.2	\$16.19	-1.0	\$15.47	-14.7	\$48.62	-11.3	\$66.04	-20.7	\$26.76	-12.4
Ontario Central	\$22.26	-7.6	\$44.01	13.4	\$49.98	9.1	\$57.18	6.7	\$52.62	20.0	\$75.04	21.0	\$81.75	10.1	\$54.69	11.8
Ontario North/Thunder Bay	\$36.54	22.2	\$55.80	9.5	\$66.18	11.3	\$67.05	8.8	\$57.06	4.9	\$58.09	-0.1	\$55.13	8.5	\$56.55	8.4
Winnipeg, MB	\$41.69	6.9	\$63.30	6.1	\$74.32	19.3	\$78.59	14.4	\$66.49	3.2	\$64.56	20.4	\$66.84	17.4	\$65.11	12.6
Regina/Saskatoon	\$58.04	-3.5	\$92.72	9.6	\$100.06	15.2	\$82.34	16.5	\$77.24	32.6	\$91.27	25.8	\$69.08	1.2	\$81.54	13.9
Calgary, AB	\$57.99	6.6	\$114.62	16.6	\$134.80	6.7	\$133.25	8.7	\$113.69	-2.1	\$83.16	4.0	\$79.08	1.8	\$102.37	6.1
Edmonton, AB	\$51.01	29.6	\$80.71	12.5	\$90.25	2.8	\$100.85	11.8	\$91.59	3.9	\$80.82	6.0	\$70.99	-0.2	\$80.89	7.9
Alberta North Area	\$75.02	-13.2	\$96.79	-11.0	\$106.39	-4.9	\$104.49	-10.6	\$102.25	-7.3	\$97.52	-15.4	\$102.13	-15.6	\$97.80	-11.2
Vancouver Downtown	\$69.73	-5.9	\$102.90	6.1	\$104.49	6.9	\$106.02	2.4	\$111.95	6.1	\$100.99	7.3	\$111.27	16.4	\$101.05	6.0
British Columbia Area	\$72.42	-37.7	\$82.51	-13.4	\$92.58	-18.3	\$97.17	-24.4	\$108.18	-27.1	\$109.43	-41.9	\$112.45	-39.5	\$96.39	-30.9
Vancouver Island	\$26.58	3.1	\$36.89	-13.2	\$46.58	-14.9	\$49.59	-13.2	\$40.34	-24.1	\$35.49	-25.8	\$33.64	-39.9	\$38.45	-20.2

♦ 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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