



SMITH TRAVEL RESEARCH



OCCUPANCY ANALYSIS

SEGMENT	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	6-Jan	7-Jan	7-Jan	8-Jan	8-Jan	9-Jan	9-Jan	10-Jan	10-Jan	11-Jan	11-Jan	12-Jan	12-Jan	13-Jan	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	21.9	-11.7	37.9	-6.2	46.5	-18.7	51.2	-17.4	40.3	-10.4	26.2	-11.5	32.3	3.2	36.6	-11.8
Nova Scotia Area	28.6	15.8	47.7	3.2	56.9	15.4	58.5	7.7	50.6	11.0	40.7	2.5	40.5	7.1	46.2	8.7
Montreal Downtown	21.1	-21.3	35.3	-11.8	44.3	0.2	42.8	-11.8	38.8	-15.8	28.3	-35.4	30.0	-39.4	34.4	-19.4
Quebec City	46.8	157.1	44.0	79.6	47.7	66.2	52.0	64.6	52.1	45.9	31.3	26.2	27.4	-19.2	43.1	52.8
Quebec Area	24.6	-7.5	35.4	2.0	45.5	4.6	51.1	18.8	48.5	27.6	51.4	15.5	59.0	5.5	45.1	10.3
Toronto Downtown	24.1	-45.2	40.9	-34.1	54.7	-24.6	64.7	3.4	58.9	8.9	58.1	9.2	63.8	-6.0	52.2	-12.3
Toronto North/East	29.6	3.1	48.3	-5.5	56.8	-2.7	58.7	-8.6	49.6	-14.2	41.3	-10.4	41.9	-12.3	46.6	-7.9
Toronto Airport/West	40.7	-4.2	69.7	8.4	79.0	1.4	84.2	-0.9	76.8	5.3	76.0	7.3	72.3	-1.5	71.2	2.4
Ottawa, ON	27.8	16.3	37.3	-18.6	51.3	-9.0	58.1	7.0	57.6	10.3	48.0	8.1	55.9	16.9	48.0	3.4
Ontario East	18.6	-6.5	36.0	-2.4	40.8	-5.6	44.7	-6.9	42.7	-2.7	68.1	10.7	65.3	6.2	45.2	0.4
Niagara Falls	11.1	-20.1	14.1	-3.4	13.9	-9.2	22.5	6.1	23.8	1.7	33.8	-22.3	45.3	-23.5	23.5	-13.9
Ontario Central	22.7	10.7	41.7	19.1	47.0	10.6	55.1	26.4	48.6	20.9	58.5	-1.7	63.3	1.3	48.1	10.8
Ontario North/Thunder Bay	32.5	16.1	48.8	-8.6	61.9	-9.5	66.0	-4.8	62.1	14.6	67.2	15.5	51.7	5.1	55.7	2.4
Winnipeg, MB	37.4	10.7	49.0	6.1	55.1	2.2	58.7	4.8	60.5	11.8	58.3	25.1	58.7	15.6	54.0	10.7
Regina/Saskatoon	35.5	-6.8	64.8	-8.0	74.1	-4.8	73.5	-7.8	61.1	5.0	71.5	14.6	69.8	11.7	64.3	0.2
Calgary, AB	39.9	-0.3	59.4	3.1	72.9	6.1	73.6	2.2	64.9	-1.1	48.2	-16.2	46.6	-25.8	57.9	-4.5
Edmonton, AB	32.6	1.6	51.9	1.4	61.4	-0.6	64.3	0.2	62.9	12.1	55.4	-5.0	56.1	-4.6	54.9	0.5
Alberta North Area	38.3	-29.7	56.2	-23.6	65.0	-16.5	65.5	-14.3	60.6	-13.8	63.1	-22.6	70.5	-16.3	59.9	-19.2
Vancouver Downtown	26.8	-30.4	40.7	-15.0	48.2	-8.4	48.9	-18.8	46.5	-15.8	40.9	2.8	40.8	-12.3	41.8	-14.2
British Columbia Area	40.0	-30.3	49.4	-16.1	54.9	-11.3	57.6	-7.4	54.5	-14.7	55.0	-21.0	58.0	-23.1	52.8	-17.8
Vancouver Island	26.4	-12.6	36.4	-9.0	41.2	-5.9	40.4	0.5	43.6	21.8	38.8	0.0	36.5	2.8	37.6	-0.3

ADR ANALYSIS

SEGMENT	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg
Halifax, NS	\$103.07	9.8	\$110.40	6.1	\$109.76	2.9	\$109.99	1.4	\$110.74	4.1	\$103.26	2.7	\$100.92	0.1	\$107.70	3.3
Nova Scotia Area	\$107.37	30.6	\$102.48	19.5	\$96.55	17.2	\$95.66	15.4	\$88.74	3.8	\$96.86	23.6	\$97.17	19.6	\$97.11	17.3
Montreal Downtown	\$125.87	-0.1	\$129.60	-3.8	\$134.66	-2.4	\$134.64	-2.7	\$136.87	0.9	\$126.47	-0.9	\$123.47	-2.8	\$131.14	-1.3
Quebec City	\$112.40	25.9	\$107.88	19.7	\$105.97	13.7	\$110.08	17.8	\$112.79	14.2	\$108.69	24.6	\$104.73	18.1	\$109.31	18.8
Quebec Area	\$151.41	22.1	\$114.54	-2.4	\$110.70	-2.1	\$115.89	4.3	\$115.73	7.4	\$117.79	-8.6	\$124.79	-12.4	\$119.71	-1.7
Toronto Downtown	\$142.18	-14.4	\$153.63	-8.9	\$160.43	-5.0	\$166.03	4.4	\$163.49	6.9	\$145.30	12.9	\$140.33	8.7	\$154.03	0.4
Toronto North/East	\$109.25	0.8	\$118.10	-1.9	\$121.35	-0.6	\$121.59	-1.2	\$115.67	-2.9	\$103.45	-2.8	\$102.69	-0.5	\$114.29	-1.3
Toronto Airport/West	\$113.28	2.5	\$122.46	1.0	\$127.27	0.8	\$127.56	1.5	\$124.69	3.0	\$113.70	2.9	\$114.56	3.9	\$121.20	2.2
Ottawa, ON	\$113.21	0.3	\$120.97	-0.9	\$128.93	3.1	\$127.87	4.0	\$130.32	5.2	\$118.92	4.1	\$118.67	6.5	\$123.66	3.3
Ontario East	\$92.58	2.7	\$93.63	4.9	\$92.33	2.4	\$94.58	2.8	\$97.09	3.9	\$106.83	5.7	\$109.12	3.3	\$100.04	4.3
Niagara Falls	\$88.38	0.5	\$83.58	10.1	\$86.81	8.2	\$89.59	7.9	\$91.62	9.9	\$96.40	-1.8	\$103.11	-3.4	\$94.17	0.8
Ontario Central	\$101.25	6.4	\$97.60	0.2	\$99.59	1.2	\$99.62	0.4	\$97.10	0.3	\$104.41	0.9	\$109.25	0.5	\$101.75	0.6
Ontario North/Thunder Bay	\$85.08	8.8	\$85.75	4.5	\$85.92	3.7	\$87.03	4.5	\$86.63	6.0	\$91.04	7.5	\$89.93	5.6	\$87.54	5.6
Winnipeg, MB	\$88.12	-1.1	\$92.57	-10.3	\$97.58	9.7	\$97.59	0.8	\$101.65	9.7	\$92.09	0.7	\$96.64	4.3	\$95.65	2.1
Regina/Saskatoon	\$106.92	10.1	\$112.79	10.8	\$114.39	12.6	\$112.92	13.0	\$108.47	13.5	\$108.55	17.1	\$111.56	15.0	\$111.16	13.1
Calgary, AB	\$133.97	9.3	\$147.27	9.9	\$153.76	12.0	\$151.73	11.8	\$146.50	10.6	\$122.14	4.9	\$122.89	8.0	\$142.02	10.8
Edmonton, AB	\$109.78	8.6	\$117.96	8.8	\$120.26	11.9	\$121.25	11.9	\$118.63	13.2	\$114.46	12.1	\$114.06	8.1	\$117.22	10.9
Alberta North Area	\$141.07	3.8	\$145.58	2.9	\$143.24	2.5	\$147.89	4.1	\$146.58	4.9	\$160.43	18.4	\$162.50	11.4	\$150.39	7.2
Vancouver Downtown	\$140.20	1.9	\$145.22	7.3	\$144.36	5.0	\$144.62	5.6	\$143.30	6.7	\$137.89	7.0	\$136.22	5.5	\$141.93	5.6
British Columbia Area	\$121.08	-39.0	\$119.67	-36.1	\$108.37	-42.1	\$115.87	-41.3	\$119.14	-41.0	\$119.21	-43.2	\$121.83	-44.3	\$117.74	-41.4
Vancouver Island	\$87.93	0.8	\$93.37	4.3	\$84.00	-6.3	\$90.81	4.2	\$83.55	-3.8	\$77.99	-7.1	\$79.77	-7.0	\$85.19	-2.3

♦ ADR and RevPAR in Canadian Dollars

REVPAR ANALYSIS	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	6-Jan	7-Jan	7-Jan	8-Jan	8-Jan	9-Jan	9-Jan	10-Jan	10-Jan	11-Jan	11-Jan	12-Jan	12-Jan	13-Jan	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	\$22.55	-3.2	\$41.85	-0.5	\$51.05	-16.3	\$56.33	-16.3	\$44.57	-6.9	\$27.07	-9.1	\$32.58	3.1	\$39.43	-8.9
Nova Scotia Area	\$30.68	51.4	\$48.86	23.4	\$54.93	35.1	\$55.94	24.1	\$44.90	15.2	\$39.43	26.7	\$39.38	28.2	\$44.87	27.5
Montreal Downtown	\$26.57	-21.3	\$45.81	-14.9	\$59.62	-2.3	\$57.68	-14.0	\$53.11	-15.1	\$35.79	-36.0	\$37.09	-41.1	\$45.09	-20.5
Quebec City	\$52.65	224.0	\$47.49	115.4	\$50.50	88.8	\$57.21	93.8	\$58.81	66.9	\$34.02	56.9	\$28.74	-4.4	\$47.06	81.4
Quebec Area	\$37.22	12.9	\$40.57	-0.4	\$50.33	2.3	\$59.23	24.0	\$56.08	36.9	\$60.54	5.6	\$73.59	-7.6	\$53.94	8.3
Toronto Downtown	\$34.23	-53.1	\$62.81	-40.1	\$87.68	-28.3	\$107.35	7.9	\$96.22	16.3	\$84.47	23.3	\$89.58	2.2	\$80.33	-11.9
Toronto North/East	\$32.37	3.9	\$57.04	-7.3	\$68.90	-3.3	\$71.34	-9.7	\$57.36	-16.7	\$42.74	-13.0	\$43.00	-12.9	\$53.25	-9.1
Toronto Airport/West	\$46.15	-1.8	\$85.35	9.4	\$100.56	2.2	\$107.47	0.6	\$95.70	8.5	\$86.41	10.4	\$82.78	2.3	\$86.34	4.7
Ottawa, ON	\$31.52	16.7	\$45.12	-19.2	\$66.20	-6.1	\$74.29	11.1	\$75.03	16.2	\$57.06	12.6	\$66.28	24.5	\$59.36	6.9
Ontario East	\$17.26	-3.8	\$33.67	2.3	\$37.68	-3.3	\$42.28	-4.3	\$41.48	1.2	\$72.77	17.0	\$71.29	9.8	\$45.20	4.7
Niagara Falls	\$9.80	-19.8	\$11.82	6.4	\$12.05	-2.0	\$20.14	14.6	\$21.78	11.5	\$32.61	-23.6	\$46.73	-26.0	\$22.13	-13.2
Ontario Central	\$23.00	17.7	\$40.66	19.3	\$46.84	12.0	\$54.93	27.0	\$47.19	21.2	\$61.08	-0.9	\$69.10	1.8	\$48.97	11.6
Ontario North/Thunder Bay	\$27.65	26.1	\$41.83	-4.5	\$53.19	-6.1	\$57.41	-0.6	\$53.80	21.4	\$61.21	24.2	\$46.53	11.1	\$48.80	8.3
Winnipeg, MB	\$32.99	9.5	\$45.34	-4.8	\$53.72	12.0	\$57.32	5.7	\$61.48	22.7	\$53.69	25.8	\$56.72	20.6	\$51.61	13.0
Regina/Saskatoon	\$37.94	2.4	\$73.06	2.0	\$84.73	7.2	\$83.00	4.2	\$66.29	19.2	\$77.57	34.0	\$77.83	28.3	\$71.49	13.3
Calgary, AB	\$53.45	9.1	\$87.44	13.2	\$112.13	18.9	\$111.70	14.4	\$95.11	9.4	\$58.85	-12.0	\$57.33	-19.7	\$82.29	6.0
Edmonton, AB	\$35.76	10.4	\$61.24	10.3	\$73.82	11.2	\$78.00	12.1	\$74.62	27.0	\$63.44	6.6	\$63.94	3.0	\$64.40	11.5
Alberta North Area	\$53.96	-27.2	\$81.87	-21.4	\$93.06	-14.4	\$96.85	-10.8	\$88.76	-9.6	\$101.24	-8.3	\$114.60	-6.7	\$90.05	-13.3
Vancouver Downtown	\$37.56	-29.0	\$59.11	-8.8	\$69.58	-3.7	\$70.71	-14.3	\$66.64	-10.0	\$56.34	9.7	\$55.61	-7.4	\$59.36	-9.3
British Columbia Area	\$48.39	-57.5	\$59.08	-46.5	\$59.45	-48.7	\$66.73	-45.6	\$64.92	-49.6	\$65.58	-55.1	\$70.67	-57.2	\$62.12	-51.8
Vancouver Island	\$23.21	-11.8	\$34.00	-5.1	\$34.57	-11.9	\$36.67	4.6	\$36.40	17.2	\$30.27	-7.1	\$29.12	-4.3	\$32.03	-2.7

♦ 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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