



SMITH TRAVEL RESEARCH



OCCUPANCY ANALYSIS

SEGMENT	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	13-Jan	14-Jan	14-Jan	15-Jan	15-Jan	16-Jan	16-Jan	17-Jan	17-Jan	18-Jan	18-Jan	19-Jan	19-Jan	20-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	35.0	16.3	62.5	8.5	64.3	0.6	63.7	-13.2	55.4	-17.9	38.2	-33.1	33.3	-27.8	50.3	-11.0
Nova Scotia Area	30.1	9.1	53.7	-2.2	57.8	2.5	58.1	6.2	48.0	1.7	51.8	29.8	54.2	53.1	50.5	11.7
Montreal Downtown	31.1	-9.3	49.1	11.3	59.6	8.6	64.5	14.2	59.7	18.5	50.6	36.8	56.6	27.5	53.0	15.5
Quebec City	19.6	-13.7	33.2	9.2	43.3	-1.8	56.8	12.7	58.0	-6.1	58.6	49.9	59.0	20.4	46.9	10.4
Quebec Area	25.9	2.0	46.8	20.0	53.5	17.1	55.8	4.3	51.0	0.4	57.4	-2.5	63.8	-3.8	50.6	4.3
Toronto Downtown	40.7	-25.6	60.0	-11.5	68.9	3.1	74.0	0.0	70.1	-0.6	63.3	5.3	68.0	8.6	63.6	-2.5
Toronto North/East	41.3	0.2	64.0	1.4	73.8	0.7	76.1	11.1	67.9	11.7	52.8	10.5	56.5	20.2	61.8	7.7
Toronto Airport/West	62.6	-7.5	72.1	-12.8	69.1	-6.5	71.4	-7.6	62.6	-12.2	58.4	-8.0	53.9	-2.4	64.3	-8.4
Ottawa, ON	40.6	25.7	67.9	28.1	76.3	14.9	77.4	18.9	60.8	-4.4	41.4	-10.0	47.9	1.3	58.9	10.3
Ontario East	20.4	-2.4	46.7	15.0	52.7	5.4	52.8	1.0	45.6	-6.2	52.9	18.3	58.4	18.7	47.1	7.5
Niagara Falls	12.6	-47.1	16.2	-17.8	18.4	-5.2	20.9	18.1	17.3	5.5	40.6	-10.6	54.7	-10.3	25.8	-11.0
Ontario Central	24.0	3.0	42.9	10.9	50.6	2.6	52.3	4.0	46.3	2.7	48.0	-11.8	62.3	5.4	46.6	1.7
Ontario North/Thunder Bay	38.2	3.5	62.9	-6.1	72.5	-10.2	70.9	-8.5	61.1	0.7	57.4	0.3	53.3	-4.7	59.5	-4.5
Winnipeg, MB	45.6	14.9	61.5	11.2	67.9	6.1	72.5	11.5	65.8	10.8	60.9	22.8	63.2	26.1	62.5	14.3
Regina/Saskatoon	33.5	-0.6	56.7	4.4	73.4	-3.2	82.0	-1.9	83.0	-0.8	84.3	2.2	73.9	2.8	69.5	0.3
Calgary, AB	42.6	-7.4	66.8	-5.5	76.3	-6.0	77.5	-4.4	72.5	0.6	63.2	4.8	64.1	9.6	66.1	-1.5
Edmonton, AB	43.4	-2.7	65.6	1.9	75.5	0.3	78.2	-0.9	71.4	-0.7	58.8	-7.0	55.9	-24.4	64.1	-5.0
Alberta North Area	48.0	-23.2	72.8	-5.9	75.4	-7.4	73.4	-8.4	65.7	-14.2	71.3	-5.9	74.0	-1.5	68.7	-9.1
Vancouver Downtown	35.5	-22.0	49.7	-13.3	65.9	5.1	72.9	8.6	75.6	12.5	63.7	23.4	74.8	32.9	62.6	7.4
British Columbia Area	43.8	-27.1	55.4	-5.6	57.6	-6.8	61.2	7.4	62.2	2.0	67.1	-2.3	69.1	-6.4	59.5	-5.6
Vancouver Island	28.4	6.8	40.7	-4.9	44.6	-6.9	44.2	-15.6	47.9	-5.5	55.3	-0.7	55.4	0.4	45.2	-4.4

ADR ANALYSIS

SEGMENT	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg
Halifax, NS	\$107.33	1.2	\$109.55	-5.2	\$111.08	-3.3	\$106.94	-7.5	\$107.15	-7.5	\$100.89	-3.3	\$101.62	-6.9	\$107.07	-4.7
Nova Scotia Area	\$96.24	7.7	\$95.41	13.0	\$96.47	12.8	\$95.61	14.1	\$96.57	9.8	\$91.86	10.5	\$93.05	12.5	\$94.97	11.6
Montreal Downtown	\$136.67	9.6	\$144.68	5.5	\$142.08	3.1	\$144.35	5.1	\$138.49	0.9	\$131.52	2.7	\$129.93	2.6	\$138.50	3.8
Quebec City	\$107.82	20.7	\$110.74	11.3	\$114.90	13.7	\$123.37	23.1	\$121.41	20.2	\$117.80	9.6	\$111.37	41.9	\$116.56	20.2
Quebec Area	\$120.29	-10.0	\$121.10	11.8	\$120.88	11.8	\$120.78	2.7	\$123.56	30.9	\$128.52	4.1	\$138.12	4.8	\$125.58	7.5
Toronto Downtown	\$147.16	1.6	\$159.96	3.3	\$162.98	2.8	\$163.84	2.8	\$157.08	2.1	\$135.85	-1.5	\$133.42	1.2	\$151.96	1.7
Toronto North/East	\$108.79	-5.3	\$125.09	2.3	\$127.69	0.7	\$127.61	1.5	\$120.11	1.0	\$106.08	1.8	\$107.91	1.5	\$119.07	0.6
Toronto Airport/West	\$122.50	3.8	\$130.66	3.3	\$132.64	4.4	\$130.61	1.7	\$127.83	4.1	\$108.15	3.0	\$103.42	0.5	\$123.25	2.9
Ottawa, ON	\$128.34	6.8	\$138.98	5.9	\$138.45	6.6	\$138.94	6.2	\$134.53	5.6	\$119.02	5.3	\$121.57	6.4	\$133.14	6.6
Ontario East	\$93.69	2.5	\$96.80	5.9	\$99.12	6.0	\$96.17	4.6	\$98.31	4.7	\$104.60	5.1	\$106.87	2.6	\$100.12	4.9
Niagara Falls	\$89.91	-3.3	\$83.53	5.6	\$93.43	13.8	\$90.95	9.8	\$91.26	5.3	\$99.12	4.5	\$111.10	0.3	\$98.42	3.6
Ontario Central	\$97.38	2.6	\$100.37	3.1	\$102.39	2.7	\$101.55	3.8	\$99.48	1.2	\$103.83	2.3	\$108.64	3.8	\$102.61	2.8
Ontario North/Thunder Bay	\$90.69	13.5	\$91.16	11.3	\$89.82	7.3	\$89.56	7.2	\$88.66	6.1	\$89.01	4.5	\$88.24	4.2	\$89.58	7.4
Winnipeg, MB	\$92.16	-2.2	\$96.85	-0.7	\$96.40	-5.8	\$100.46	0.9	\$98.58	0.7	\$93.73	6.4	\$95.13	1.0	\$96.47	-0.3
Regina/Saskatoon	\$104.51	14.2	\$109.33	14.3	\$111.22	11.0	\$114.29	12.2	\$115.05	11.2	\$115.24	11.3	\$115.77	11.7	\$113.09	11.9
Calgary, AB	\$141.29	10.9	\$158.87	14.0	\$162.33	11.9	\$162.29	11.8	\$152.24	10.8	\$128.75	8.4	\$129.57	14.7	\$149.19	11.4
Edmonton, AB	\$113.66	10.1	\$122.00	11.4	\$124.08	10.4	\$123.12	10.1	\$121.28	9.1	\$116.55	10.9	\$118.24	9.5	\$120.44	10.3
Alberta North Area	\$144.24	6.2	\$142.34	1.3	\$143.86	1.4	\$143.67	-2.7	\$142.85	3.2	\$149.40	1.1	\$156.44	3.4	\$146.26	1.9
Vancouver Downtown	\$144.66	9.3	\$147.82	5.9	\$150.22	6.6	\$150.75	6.0	\$151.52	5.3	\$145.86	7.6	\$149.93	6.4	\$149.13	6.7
British Columbia Area	\$140.64	-32.8	\$131.48	-30.9	\$132.64	-25.0	\$129.57	-23.2	\$137.38	-20.7	\$147.83	-20.0	\$161.86	-19.7	\$140.88	-24.6
Vancouver Island	\$78.79	-8.8	\$85.40	-14.9	\$90.13	-3.6	\$82.63	-13.9	\$83.68	-8.1	\$83.32	-8.2	\$88.10	-2.0	\$84.94	-8.4

♦ ADR and RevPAR in Canadian Dollars

REVPAR ANALYSIS	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	13-Jan	14-Jan	14-Jan	15-Jan	15-Jan	16-Jan	16-Jan	17-Jan	17-Jan	18-Jan	18-Jan	19-Jan	19-Jan	20-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	\$37.61	17.8	\$68.49	2.8	\$71.41	-2.7	\$68.12	-19.7	\$59.33	-24.1	\$38.52	-35.3	\$33.82	-32.8	\$53.90	-15.2
Nova Scotia Area	\$28.94	17.4	\$51.24	10.7	\$55.72	15.5	\$55.56	21.3	\$46.33	11.5	\$47.55	43.3	\$50.39	72.0	\$47.96	24.8
Montreal Downtown	\$42.51	-0.7	\$70.99	17.5	\$84.63	11.8	\$93.13	20.1	\$82.63	19.5	\$66.52	40.4	\$73.49	30.5	\$73.41	19.7
Quebec City	\$21.11	3.9	\$36.78	21.5	\$49.72	11.5	\$70.07	38.7	\$70.47	12.9	\$69.08	64.2	\$65.70	70.6	\$54.70	32.7
Quebec Area	\$31.16	-8.1	\$56.65	34.1	\$64.69	30.8	\$67.39	7.1	\$63.06	31.5	\$73.78	1.5	\$88.13	0.9	\$63.55	12.2
Toronto Downtown	\$59.90	-24.4	\$95.96	-8.7	\$112.31	6.0	\$121.28	2.8	\$110.17	1.6	\$86.05	3.7	\$90.68	10.0	\$96.62	-0.8
Toronto North/East	\$44.98	-4.9	\$80.02	3.7	\$94.22	1.3	\$97.15	12.9	\$81.53	12.8	\$55.97	12.4	\$60.98	21.9	\$73.55	8.3
Toronto Airport/West	\$76.65	-4.1	\$94.21	-9.9	\$91.71	-2.2	\$93.21	-6.1	\$80.04	-8.6	\$63.11	-5.4	\$55.74	-1.9	\$79.24	-5.8
Ottawa, ON	\$52.16	34.6	\$94.36	35.7	\$105.70	22.6	\$107.57	26.3	\$81.73	0.8	\$49.32	-5.1	\$58.23	7.7	\$78.44	17.6
Ontario East	\$19.11	0.3	\$45.23	21.9	\$52.25	11.7	\$50.75	5.6	\$44.83	-1.7	\$55.39	24.5	\$62.43	21.8	\$47.14	12.9
Niagara Falls	\$11.29	-49.0	\$13.57	-12.8	\$17.21	8.2	\$19.04	30.2	\$15.82	11.4	\$40.21	-6.5	\$60.78	-10.0	\$25.42	-7.8
Ontario Central	\$23.39	5.6	\$43.05	14.2	\$51.79	5.2	\$53.16	8.0	\$46.05	3.8	\$49.81	-9.8	\$67.67	9.4	\$47.84	4.7
Ontario North/Thunder Bay	\$34.67	17.8	\$57.36	4.4	\$65.13	-3.6	\$63.47	-2.1	\$54.20	6.9	\$51.10	4.8	\$47.04	-0.5	\$53.28	2.6
Winnipeg, MB	\$42.07	12.5	\$59.59	10.5	\$65.45	0.0	\$72.86	12.6	\$64.82	11.4	\$57.06	30.5	\$60.09	27.2	\$60.27	13.8
Regina/Saskatoon	\$35.03	13.5	\$61.96	19.3	\$81.59	7.4	\$93.73	10.0	\$95.48	10.3	\$97.18	13.8	\$85.60	14.8	\$78.65	12.3
Calgary, AB	\$60.20	2.8	\$106.07	7.7	\$123.94	5.2	\$125.74	6.8	\$110.38	11.4	\$81.32	13.6	\$83.10	25.6	\$98.68	9.8
Edmonton, AB	\$49.33	7.1	\$80.04	13.5	\$93.71	10.8	\$96.26	9.2	\$86.65	8.4	\$68.51	3.1	\$66.09	-17.2	\$77.23	4.9
Alberta North Area	\$69.20	-18.5	\$103.66	-4.7	\$108.51	-6.0	\$105.52	-10.8	\$93.81	-11.5	\$106.53	-5.0	\$115.69	1.8	\$100.42	-7.4
Vancouver Downtown	\$51.30	-14.8	\$73.43	-8.2	\$98.93	11.9	\$109.83	15.1	\$114.56	18.5	\$92.92	32.8	\$112.12	41.2	\$93.30	14.6
British Columbia Area	\$61.60	-51.0	\$72.88	-34.7	\$76.38	-30.1	\$79.35	-17.4	\$85.45	-19.1	\$99.19	-21.9	\$111.92	-24.7	\$83.83	-28.8
Vancouver Island	\$22.37	-2.7	\$34.74	-19.1	\$40.24	-10.2	\$36.53	-27.4	\$40.05	-13.3	\$46.05	-8.9	\$48.80	-1.7	\$38.40	-12.5

♦ 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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