



SMITH TRAVEL RESEARCH



OCCUPANCY ANALYSIS

SEGMENT	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	20-Jan	21-Jan	21-Jan	22-Jan	22-Jan	23-Jan	23-Jan	24-Jan	24-Jan	25-Jan	25-Jan	26-Jan	26-Jan	27-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	27.0	-26.0	46.4	-13.8	55.1	-14.4	59.0	-12.5	52.8	-15.5	47.4	10.7	52.5	32.6	48.6	-7.3
Nova Scotia Area	27.9	13.0	49.3	2.9	61.6	10.0	60.2	4.5	52.0	15.8	54.9	15.6	35.3	-17.7	48.7	6.1
Montreal Downtown	41.5	38.3	56.3	15.4	65.1	19.2	62.9	16.3	56.5	7.8	44.2	0.0	45.3	0.7	53.1	13.0
Quebec City	29.6	93.5	37.4	12.3	48.9	7.9	59.5	22.2	61.0	11.5	55.0	-8.5	59.3	-9.7	50.1	8.7
Quebec Area	26.6	19.3	47.0	8.3	55.0	3.4	55.7	11.6	45.7	3.2	56.6	-1.0	71.4	9.3	51.2	6.7
Toronto Downtown	49.3	28.4	70.5	25.0	76.7	16.2	74.0	8.0	67.2	-1.0	56.3	-6.3	62.4	-1.4	65.2	8.5
Toronto North/East	44.5	10.1	64.3	6.3	67.5	-4.8	68.0	-3.7	55.0	-10.3	38.4	-13.3	41.7	-0.2	54.2	-2.7
Toronto Airport/West	51.5	6.8	73.5	7.8	82.2	6.1	85.3	4.3	79.3	2.2	68.5	-9.5	75.6	-8.7	73.7	0.8
Ottawa, ON	40.8	9.1	72.2	7.4	77.6	1.3	78.6	4.9	59.5	-4.8	45.3	-8.5	46.9	-10.2	60.1	0.2
Ontario East	22.4	28.7	46.0	6.5	61.3	12.5	51.7	-3.7	39.8	-12.1	40.0	-13.4	45.2	-2.4	43.8	0.0
Niagara Falls	21.4	48.6	19.4	-6.7	15.5	-34.9	14.6	-24.7	15.8	-30.4	41.9	-18.5	57.0	-11.1	26.5	-14.2
Ontario Central	29.7	19.8	45.7	14.3	53.3	6.6	49.4	0.8	43.7	0.9	45.6	-7.5	53.7	-4.4	45.9	2.7
Ontario North/Thunder Bay	37.7	-15.3	63.6	-15.3	64.3	-17.0	69.0	-4.0	55.0	-9.2	53.6	-9.3	53.5	-4.5	56.7	-10.7
Winnipeg, MB	49.5	33.1	68.9	18.4	78.0	11.3	79.7	17.2	72.3	13.9	60.9	11.7	60.2	15.5	67.1	16.3
Regina/Saskatoon	40.9	-3.3	64.6	-2.9	76.3	-6.2	80.9	-0.1	82.6	20.1	82.2	7.9	77.2	-2.2	72.1	2.0
Calgary, AB	44.6	1.1	72.7	7.4	82.2	7.5	78.4	-0.5	68.5	-2.4	61.4	2.3	58.0	-5.8	66.5	1.5
Edmonton, AB	42.8	-5.7	69.9	1.6	76.1	-4.9	76.5	-8.2	74.6	-10.3	80.5	-5.2	77.4	-11.3	71.1	-6.6
Alberta North Area	52.4	-14.4	73.6	-9.8	76.4	-8.9	79.2	-4.2	73.3	-6.5	73.3	-6.3	75.1	-4.8	71.9	-7.7
Vancouver Downtown	61.2	15.5	69.3	19.9	66.8	14.2	69.9	8.7	63.7	-0.5	52.1	-12.1	53.8	-9.1	62.4	5.1
British Columbia Area	55.1	-16.9	62.0	-15.8	67.2	-5.9	63.3	-1.9	62.0	-12.9	63.2	-19.0	61.8	-21.1	62.1	-13.6
Vancouver Island	31.3	-4.9	42.0	-1.4	45.0	-5.9	45.7	-21.9	40.2	-23.3	41.6	-16.1	45.5	5.3	41.6	-10.9

ADR ANALYSIS

SEGMENT	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg
Halifax, NS	\$109.52	-1.9	\$112.79	1.1	\$118.20	6.8	\$119.26	7.4	\$118.05	4.6	\$108.91	5.0	\$109.35	3.5	\$114.27	3.9
Nova Scotia Area	\$103.75	13.6	\$97.01	13.2	\$96.10	12.5	\$97.94	16.2	\$103.16	16.8	\$99.43	9.3	\$96.40	14.1	\$98.83	13.9
Montreal Downtown	\$130.26	-1.6	\$141.24	-0.3	\$141.88	2.3	\$142.95	2.4	\$146.59	2.0	\$134.36	1.8	\$138.67	5.6	\$140.10	1.8
Quebec City	\$107.50	18.6	\$105.77	4.1	\$109.33	3.6	\$112.51	13.4	\$117.36	17.5	\$124.00	14.1	\$123.88	8.6	\$115.50	10.2
Quebec Area	\$127.87	14.7	\$111.11	5.4	\$111.53	-0.1	\$116.63	4.9	\$120.91	2.9	\$139.73	6.3	\$141.30	5.5	\$125.08	4.9
Toronto Downtown	\$150.96	2.4	\$168.53	4.2	\$170.55	4.4	\$167.11	1.3	\$159.65	-1.4	\$138.74	-4.8	\$143.32	1.0	\$158.31	1.5
Toronto North/East	\$114.06	-1.8	\$123.04	-0.1	\$123.62	-2.5	\$125.09	0.5	\$122.06	0.6	\$109.02	4.6	\$110.07	6.6	\$119.47	0.6
Toronto Airport/West	\$122.37	8.1	\$129.08	5.0	\$131.31	4.5	\$130.16	2.9	\$126.28	2.8	\$112.67	3.5	\$116.08	1.7	\$124.43	4.1
Ottawa, ON	\$130.53	3.3	\$142.70	3.4	\$142.57	3.6	\$142.00	2.7	\$136.63	2.4	\$120.30	-0.1	\$114.49	-0.3	\$134.95	2.8
Ontario East	\$93.63	4.6	\$95.04	0.9	\$95.43	1.9	\$95.33	2.6	\$94.43	0.4	\$97.98	2.6	\$99.25	-0.5	\$95.99	1.4
Niagara Falls	\$92.73	3.3	\$86.02	5.2	\$84.99	3.3	\$86.99	-1.3	\$92.83	3.7	\$97.94	1.3	\$108.82	1.7	\$97.06	2.4
Ontario Central	\$100.97	4.3	\$100.24	2.5	\$101.12	2.2	\$99.90	-0.2	\$98.60	0.7	\$101.89	-0.1	\$106.32	1.1	\$101.43	1.2
Ontario North/Thunder Bay	\$88.95	12.2	\$89.17	8.9	\$89.69	9.4	\$87.58	5.0	\$87.21	5.7	\$91.12	7.1	\$85.66	3.7	\$88.48	7.3
Winnipeg, MB	\$92.02	0.4	\$101.36	0.2	\$100.25	-1.6	\$100.84	2.8	\$97.69	4.2	\$90.70	1.1	\$98.22	9.6	\$97.75	2.2
Regina/Saskatoon	\$105.83	10.4	\$111.52	12.9	\$113.65	12.2	\$117.15	15.5	\$115.57	19.7	\$118.28	21.6	\$117.76	17.8	\$115.00	16.1
Calgary, AB	\$143.65	10.4	\$157.53	11.0	\$162.53	12.1	\$160.06	12.0	\$150.48	11.5	\$127.54	9.2	\$127.97	9.1	\$148.84	11.2
Edmonton, AB	\$116.56	12.2	\$124.42	11.5	\$123.69	9.0	\$122.90	8.9	\$122.49	9.6	\$116.99	7.9	\$116.66	7.1	\$120.70	9.2
Alberta North Area	\$138.65	-1.1	\$142.82	2.7	\$146.21	4.6	\$146.43	3.6	\$151.11	7.0	\$163.90	10.0	\$169.18	10.1	\$151.68	5.7
Vancouver Downtown	\$154.43	5.7	\$156.93	8.5	\$152.40	12.4	\$145.80	7.8	\$145.94	9.5	\$141.00	5.9	\$141.69	2.7	\$148.73	8.0
British Columbia Area	\$176.88	-23.0	\$143.77	-35.4	\$137.42	-27.7	\$133.34	-22.1	\$144.56	-20.2	\$155.25	-18.0	\$163.28	-18.5	\$150.02	-24.2
Vancouver Island	\$77.45	-7.9	\$79.46	-11.7	\$81.16	-6.2	\$84.27	-13.2	\$82.65	-14.1	\$79.72	-17.8	\$87.10	-4.7	\$81.93	-11.3

♦ ADR and RevPAR in Canadian Dollars

REVPAR ANALYSIS	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	20-Jan	21-Jan	21-Jan	22-Jan	22-Jan	23-Jan	23-Jan	24-Jan	24-Jan	25-Jan	25-Jan	26-Jan	26-Jan	27-Jan	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	\$29.54	-27.5	\$52.32	-12.9	\$65.11	-8.6	\$70.38	-6.0	\$62.28	-11.7	\$51.65	16.5	\$57.38	37.1	\$55.52	-3.7
Nova Scotia Area	\$28.97	28.7	\$47.78	16.5	\$59.21	23.8	\$58.92	21.4	\$53.64	35.4	\$54.58	26.4	\$34.03	-6.1	\$48.16	20.9
Montreal Downtown	\$54.07	36.3	\$79.57	15.2	\$92.38	21.9	\$89.88	19.0	\$82.79	10.0	\$59.43	1.9	\$62.79	6.2	\$74.42	15.1
Quebec City	\$31.79	129.7	\$39.54	17.1	\$53.45	11.9	\$66.96	38.6	\$71.57	31.0	\$68.19	4.4	\$73.51	-2.0	\$57.86	19.6
Quebec Area	\$34.07	36.8	\$52.22	14.2	\$61.35	3.2	\$64.92	17.1	\$55.30	6.2	\$79.10	5.1	\$100.88	15.4	\$63.98	11.9
Toronto Downtown	\$74.40	31.5	\$118.82	30.3	\$130.75	21.2	\$123.72	9.5	\$107.28	-2.5	\$78.08	-10.9	\$89.37	-0.6	\$103.20	10.1
Toronto North/East	\$50.79	8.3	\$79.09	6.0	\$83.39	-7.2	\$85.08	-3.2	\$67.10	-9.7	\$41.85	-9.3	\$45.84	6.1	\$64.74	-2.1
Toronto Airport/West	\$62.98	15.5	\$94.84	13.0	\$107.92	10.8	\$111.07	7.4	\$100.20	5.1	\$77.24	-6.3	\$87.72	-7.2	\$91.71	5.0
Ottawa, ON	\$53.28	12.7	\$102.99	11.0	\$110.61	5.0	\$111.57	7.7	\$81.31	-2.5	\$54.45	-8.7	\$53.68	-10.5	\$81.13	2.9
Ontario East	\$20.99	35.0	\$43.68	7.4	\$58.51	14.5	\$49.26	-1.2	\$37.58	-11.9	\$39.21	-11.1	\$44.84	-2.9	\$42.01	1.4
Niagara Falls	\$19.84	53.1	\$16.67	-1.8	\$13.13	-33.0	\$12.66	-26.0	\$14.63	-28.0	\$41.06	-17.3	\$61.99	-9.6	\$25.71	-12.3
Ontario Central	\$29.98	25.0	\$45.78	17.0	\$53.89	8.9	\$49.31	0.5	\$43.07	1.5	\$46.46	-7.6	\$57.07	-3.4	\$46.51	3.8
Ontario North/Thunder Bay	\$33.54	-4.8	\$56.75	-7.7	\$57.71	-9.2	\$60.42	0.6	\$47.97	-4.0	\$48.80	-2.9	\$45.82	-1.0	\$50.15	-4.3
Winnipeg, MB	\$45.53	33.4	\$69.82	18.6	\$78.24	9.6	\$80.36	20.5	\$70.60	18.7	\$55.26	12.9	\$59.09	26.6	\$65.56	18.8
Regina/Saskatoon	\$43.24	6.7	\$72.02	9.6	\$86.74	5.4	\$94.79	15.4	\$95.51	43.8	\$97.25	31.2	\$90.94	15.2	\$82.93	18.4
Calgary, AB	\$64.00	11.6	\$114.46	19.2	\$133.55	20.4	\$125.46	11.5	\$103.01	8.6	\$78.29	11.8	\$74.19	2.7	\$98.99	12.9
Edmonton, AB	\$49.84	5.6	\$86.92	13.3	\$94.15	3.8	\$93.97	-0.1	\$91.33	-1.7	\$94.17	2.3	\$90.30	-5.0	\$85.81	2.0
Alberta North Area	\$72.61	-15.4	\$105.14	-7.4	\$111.71	-4.7	\$116.01	-0.8	\$110.81	0.0	\$120.12	3.0	\$127.02	4.8	\$109.06	-2.4
Vancouver Downtown	\$94.56	22.2	\$108.78	30.1	\$101.74	28.2	\$101.98	17.3	\$92.97	9.0	\$73.41	-7.1	\$76.18	-6.7	\$92.80	13.3
British Columbia Area	\$97.40	-36.0	\$89.19	-45.5	\$92.36	-31.9	\$84.37	-23.6	\$89.69	-30.5	\$98.13	-33.6	\$100.95	-35.6	\$93.16	-34.5
Vancouver Island	\$24.22	-12.3	\$33.40	-12.9	\$36.52	-11.7	\$38.54	-32.1	\$33.23	-34.0	\$33.17	-31.0	\$39.60	0.4	\$34.10	-21.0

♦ 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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