



SMITH TRAVEL RESEARCH



OCCUPANCY ANALYSIS

SEGMENT	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	30-Dec	31-Dec	31-Dec	1-Jan	1-Jan	2-Jan	2-Jan	3-Jan	3-Jan	4-Jan	4-Jan	5-Jan	5-Jan	6-Jan	Week	Week
	2007	2006	2007	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2007	2006
	Occup	%Chg	Occup	%Chg	Occup	%Chg	Occup	%Chg	Occup	%Chg	Occup	%Chg	Occup	%Chg	Occup	%Chg
Halifax, NS	21.6	-70.1	62.0	250.3	14.4	-37.7	17.1	-41.8	28.8	-7.4	29.4	-10.4	26.9	-9.7	28.6	-15.1
Nova Scotia Area	30.8	-46.1	56.1	163.4	35.2	14.3	46.7	10.7	44.5	8.8	52.0	16.3	48.8	5.4	44.9	10.9
Montreal Downtown	57.2	-26.8	70.1	148.6	27.7	6.9	22.6	-13.4	28.0	0.7	28.1	-26.2	28.2	-33.3	37.4	-1.8
Quebec City	68.6	-10.3	83.8	140.1	41.4	58.0	31.5	12.5	38.7	11.5	44.4	7.5	45.7	8.0	50.6	24.6
Quebec Area	47.7	-30.0	61.1	33.7	47.6	15.3	38.5	-23.6	43.2	-23.3	48.5	-6.7	47.6	-6.7	47.7	-8.4
Toronto Downtown	32.4	-56.6	67.9	215.8	23.7	-8.8	30.6	-10.5	41.7	4.0	52.8	12.8	49.4	-5.0	42.6	0.9
Toronto North/East	23.1	-59.3	58.0	211.8	19.9	-23.5	26.2	-22.5	30.5	-7.0	31.4	-13.5	31.5	-8.2	31.5	-7.6
Toronto Airport/West	28.8	-50.7	50.8	104.0	30.8	-8.3	43.4	7.4	44.4	8.3	44.1	-4.1	46.4	-0.4	41.3	-0.7
Ottawa, ON	38.4	-17.4	48.7	141.1	21.6	-13.9	27.8	-15.2	32.6	-3.3	35.5	9.9	38.3	7.3	34.7	7.4
Ontario East	20.2	-59.4	45.0	221.4	25.3	-9.0	24.7	-31.2	26.9	-14.3	34.2	-15.3	37.9	-13.1	30.6	-11.8
Niagara Falls	49.0	-47.3	86.9	166.6	27.5	-8.6	29.4	-9.0	32.0	2.6	42.6	-2.5	43.0	-13.7	44.4	-0.4
Ontario Central	31.0	-53.9	66.3	264.3	21.1	-19.2	37.0	9.8	48.7	29.5	55.8	28.0	59.0	23.7	45.5	16.1
Ontario North/Thunder Bay	24.3	-34.7	29.9	32.9	19.7	-52.2	31.9	-30.2	39.3	-12.9	36.9	3.4	33.9	-2.6	30.8	-17.6
Winnipeg, MB	33.4	-31.1	52.2	110.5	26.6	-22.7	38.7	-5.6	43.4	0.0	43.6	13.2	41.8	20.5	39.9	5.3
Regina/Saskatoon	36.2	-39.6	59.3	81.3	28.3	-26.1	35.8	-18.1	48.1	-12.2	58.3	1.6	61.3	8.9	46.8	-4.5
Calgary, AB	37.9	-34.7	50.8	69.9	26.6	-30.7	37.7	-14.7	39.4	-21.5	41.9	-14.8	42.1	-14.1	39.5	-13.4
Edmonton, AB	31.0	-49.0	48.2	61.7	24.3	-40.1	36.0	-24.8	41.6	-19.2	45.3	2.0	48.2	9.3	39.2	-14.0
Alberta North Area	38.3	-24.6	40.1	3.9	32.6	-44.5	46.3	-32.2	52.5	-24.9	58.2	-17.4	58.1	-27.6	46.6	-25.4
Vancouver Downtown	46.4	-38.1	61.9	58.7	31.6	-15.3	32.2	-17.2	35.4	5.4	30.9	-17.6	30.0	-23.1	38.3	-10.9
British Columbia Area	50.6	-27.2	51.8	-14.1	39.9	-42.4	50.7	-29.5	60.1	-23.1	62.8	-22.6	58.0	-20.8	53.4	-25.7
Vancouver Island	39.3	-25.1	44.8	67.2	27.5	-2.8	35.8	0.6	46.7	37.8	49.0	51.2	45.4	52.3	41.2	20.5

ADR ANALYSIS

SEGMENT	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg
Halifax, NS	\$105.27	-17.4	\$133.67	39.9	\$104.83	4.4	\$101.08	-1.0	\$105.58	7.0	\$102.05	6.3	\$102.42	10.5	\$112.87	5.8
Nova Scotia Area	\$107.52	18.6	\$103.10	14.3	\$116.07	33.6	\$105.92	22.9	\$94.73	16.1	\$92.29	18.5	\$98.70	17.3	\$101.75	19.5
Montreal Downtown	\$125.45	-18.5	\$137.70	7.2	\$120.55	0.2	\$121.90	0.4	\$119.01	-2.6	\$119.99	-1.2	\$120.16	-0.1	\$126.06	-4.2
Quebec City	\$154.42	60.4	\$180.55	81.7	\$159.37	65.8	\$130.52	41.5	\$118.82	29.0	\$111.25	31.3	\$108.10	22.0	\$143.78	54.7
Quebec Area	\$221.51	10.3	\$204.39	10.8	\$194.00	14.1	\$205.10	30.1	\$177.23	19.0	\$161.75	22.1	\$145.60	11.5	\$187.36	15.8
Toronto Downtown	\$123.58	-33.6	\$185.20	41.5	\$134.27	2.4	\$132.29	-3.1	\$136.59	-0.3	\$137.05	1.8	\$136.38	-6.6	\$145.65	-2.6
Toronto North/East	\$92.03	-35.0	\$134.90	35.0	\$100.57	0.5	\$100.09	-5.8	\$100.34	-5.0	\$98.44	0.4	\$100.10	2.8	\$108.23	-2.4
Toronto Airport/West	\$91.27	-22.1	\$112.14	19.1	\$99.13	0.4	\$103.07	-3.6	\$103.19	-1.1	\$98.99	0.2	\$99.90	2.6	\$101.95	-1.8
Ottawa, ON	\$119.15	-10.8	\$124.13	16.2	\$110.02	-0.9	\$110.77	-5.3	\$109.91	-4.6	\$107.92	2.8	\$111.40	3.6	\$114.27	-0.9
Ontario East	\$89.72	-11.6	\$106.33	23.1	\$93.77	6.8	\$87.98	-0.7	\$91.26	1.8	\$97.88	4.7	\$99.45	4.9	\$96.71	3.9
Niagara Falls	\$119.15	-56.0	\$254.64	125.6	\$106.52	21.6	\$93.91	7.7	\$94.51	11.0	\$98.58	-1.2	\$105.41	0.6	\$146.31	-1.7
Ontario Central	\$109.85	-14.9	\$124.42	25.3	\$104.04	8.7	\$98.60	2.1	\$100.68	3.9	\$108.33	-0.3	\$108.50	-0.9	\$109.27	0.4
Ontario North/Thunder Bay	\$86.06	-2.2	\$89.07	10.6	\$87.01	7.7	\$83.72	3.0	\$84.56	7.7	\$82.19	2.3	\$86.09	8.0	\$85.29	4.9
Winnipeg, MB	\$91.50	-20.8	\$118.15	38.2	\$92.20	5.1	\$90.26	-1.3	\$92.85	2.6	\$93.29	7.3	\$92.01	3.6	\$96.93	3.5
Regina/Saskatoon	\$101.23	-3.2	\$121.12	54.6	\$104.78	16.2	\$98.88	6.8	\$103.06	10.4	\$107.33	14.2	\$111.05	17.5	\$108.08	15.3
Calgary, AB	\$113.48	-1.8	\$137.40	23.1	\$116.96	2.4	\$122.79	4.8	\$122.98	5.8	\$120.60	8.7	\$122.05	12.1	\$123.22	8.5
Edmonton, AB	\$105.93	-1.1	\$116.14	17.2	\$108.45	8.1	\$112.69	7.7	\$112.64	4.5	\$111.81	8.2	\$111.67	8.2	\$111.82	7.3
Alberta North Area	\$228.90	24.4	\$229.10	40.2	\$200.83	32.4	\$168.34	14.4	\$162.98	12.1	\$160.64	11.5	\$163.21	10.0	\$183.03	19.7
Vancouver Downtown	\$135.44	-5.6	\$150.47	22.6	\$134.29	12.6	\$134.70	12.1	\$134.59	8.5	\$134.24	7.3	\$133.90	3.5	\$138.26	7.6
British Columbia Area	\$278.54	-36.2	\$277.49	-29.9	\$207.50	-19.4	\$156.69	-37.4	\$149.10	-34.9	\$136.47	-32.9	\$132.14	-30.7	\$186.90	-32.0
Vancouver Island	\$115.16	9.2	\$92.08	-4.0	\$77.74	-8.3	\$78.33	-8.4	\$78.06	-5.9	\$77.71	-9.3	\$75.25	-16.6	\$84.79	-7.0

♦ ADR and RevPAR in Canadian Dollars

REVPAR ANALYSIS SEGMENT	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	30-Dec	31-Dec	31-Dec	1-Jan	1-Jan	2-Jan	2-Jan	3-Jan	3-Jan	4-Jan	4-Jan	5-Jan	5-Jan	6-Jan	Week	Week
	2007	2006	2007	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2007	2006
	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg
Halifax, NS	\$22.71	-75.3	\$82.92	389.2	\$15.08	-35.1	\$17.32	-42.3	\$30.46	-0.8	\$30.02	-4.6	\$27.56	-0.2	\$32.29	-10.3
Nova Scotia Area	\$33.08	-36.1	\$57.82	201.0	\$40.87	52.7	\$49.50	36.1	\$42.12	26.1	\$47.99	37.9	\$48.19	23.7	\$45.65	32.4
Montreal Downtown	\$71.71	-40.4	\$96.50	166.5	\$33.40	7.1	\$27.49	-13.2	\$33.29	-1.9	\$33.70	-27.2	\$33.94	-33.3	\$47.15	-5.9
Quebec City	\$105.92	43.8	\$151.34	336.8	\$66.04	162.2	\$41.17	59.3	\$45.96	43.8	\$49.35	41.1	\$49.42	31.9	\$72.74	93.0
Quebec Area	\$105.72	-22.7	\$124.88	48.1	\$92.26	31.2	\$78.93	-0.8	\$76.54	-8.7	\$78.46	13.9	\$69.36	4.1	\$89.45	6.1
Toronto Downtown	\$40.07	-71.2	\$125.72	347.6	\$31.84	-6.6	\$40.42	-13.5	\$56.99	3.8	\$72.35	14.9	\$67.38	-11.2	\$62.11	-1.6
Toronto North/East	\$21.29	-73.5	\$78.18	321.2	\$20.04	-22.9	\$26.20	-27.0	\$30.61	-11.7	\$30.93	-13.1	\$31.53	-5.6	\$34.11	-9.7
Toronto Airport/West	\$26.31	-61.5	\$56.92	142.4	\$30.58	-7.8	\$44.72	3.6	\$45.85	7.1	\$43.65	-4.0	\$46.38	2.2	\$42.06	-2.5
Ottawa, ON	\$45.71	-26.4	\$60.39	179.8	\$23.77	-14.8	\$30.78	-19.8	\$35.88	-7.6	\$38.31	13.0	\$42.67	11.2	\$39.64	6.3
Ontario East	\$18.08	-64.2	\$47.88	296.7	\$23.73	-2.7	\$21.75	-31.7	\$24.51	-12.9	\$33.52	-11.2	\$37.72	-8.8	\$29.60	-8.3
Niagara Falls	\$58.42	-76.8	\$221.38	502.1	\$29.27	11.2	\$27.61	-2.0	\$30.23	13.9	\$42.04	-3.6	\$45.35	-13.1	\$64.90	-2.3
Ontario Central	\$34.01	-60.8	\$82.45	355.5	\$21.96	-12.1	\$36.53	12.2	\$48.99	34.3	\$60.45	27.6	\$63.97	22.6	\$49.77	16.7
Ontario North/Thunder Bay	\$20.87	-36.2	\$26.63	47.3	\$17.14	-48.5	\$26.72	-28.0	\$33.19	-6.2	\$30.36	5.8	\$29.19	5.3	\$26.30	-13.6
Winnipeg, MB	\$30.56	-45.5	\$61.69	190.6	\$24.51	-18.8	\$34.95	-6.9	\$40.25	2.6	\$40.64	21.5	\$38.47	24.8	\$38.72	9.1
Regina/Saskatoon	\$36.64	-41.5	\$71.86	180.6	\$29.68	-14.1	\$35.44	-12.3	\$49.57	-3.1	\$62.55	15.9	\$68.09	28.1	\$50.55	10.1
Calgary, AB	\$43.06	-35.8	\$69.84	108.9	\$31.11	-29.0	\$46.23	-10.7	\$48.44	-16.9	\$50.56	-7.4	\$51.36	-3.7	\$48.66	-6.0
Edmonton, AB	\$32.85	-49.6	\$55.95	89.3	\$26.34	-35.3	\$40.59	-19.0	\$46.89	-15.5	\$50.64	10.3	\$53.83	18.4	\$43.87	-7.6
Alberta North Area	\$87.68	-6.2	\$91.97	45.7	\$65.56	-26.4	\$77.87	-22.6	\$85.64	-15.8	\$93.42	-8.0	\$94.85	-20.4	\$85.28	-10.7
Vancouver Downtown	\$62.88	-41.5	\$93.09	94.7	\$42.44	-4.7	\$43.41	-7.2	\$47.62	14.3	\$41.46	-11.7	\$40.16	-20.3	\$53.01	-4.1
British Columbia Area	\$140.81	-53.6	\$143.77	-39.8	\$82.85	-53.6	\$79.47	-55.9	\$89.56	-49.9	\$85.74	-48.0	\$76.65	-45.0	\$99.83	-49.5
Vancouver Island	\$45.27	-18.3	\$41.29	60.5	\$21.35	-10.9	\$28.07	-7.8	\$36.49	29.6	\$38.07	36.9	\$34.15	27.0	\$34.96	12.1

♦ 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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