



SMITH TRAVEL RESEARCH



OCCUPANCY ANALYSIS

SEGMENT	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	13-Jul	15-Jul	14-Jul	16-Jul	15-Jul	17-Jul	16-Jul	18-Jul	17-Jul	19-Jul	18-Jul	20-Jul	19-Jul	21-Jul	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	58.4	-26.2	75.8	-15.6	86.4	-10.8	86.8	-9.8	79.6	-12.4	76.1	3.0	77.6	-3.8	77.2	-11.1
Nova Scotia Area	57.3	-21.6	72.7	-14.0	83.6	-10.5	82.0	-6.6	75.4	-13.3	69.0	-6.6	76.9	-11.0	73.8	-11.8
Montreal Downtown	58.9	-2.8	70.9	4.0	78.0	-1.9	78.3	-7.3	73.4	-7.0	81.1	-2.4	88.9	2.8	75.6	-2.2
Quebec City	74.1	4.7	88.5	22.7	96.1	29.2	94.2	19.8	85.4	11.9	79.8	0.3	97.3	2.4	87.9	12.5
Quebec Area	43.3	-4.4	61.2	2.5	68.1	-6.1	69.3	-8.3	58.5	-14.6	69.5	-6.0	87.3	-0.8	65.3	-5.5
Toronto Downtown	58.5	-10.0	71.9	-8.8	78.1	-6.2	76.1	-0.7	69.4	-3.7	68.3	-11.3	74.9	-11.4	71.0	-7.4
Toronto North/East	56.0	-2.1	71.2	-7.9	78.4	-5.5	78.3	-2.5	65.5	-11.1	62.0	-14.8	74.0	-9.4	69.3	-7.7
Toronto Airport/West	46.9	-5.1	63.1	-6.0	69.6	-1.7	69.5	-3.1	57.8	-9.5	52.6	-8.4	60.0	-18.4	59.9	-7.6
Ottawa, ON	56.2	1.3	71.3	3.2	74.6	-4.2	72.5	-1.6	67.1	0.6	68.3	5.1	73.9	8.0	69.1	1.6
Ontario East	46.2	-4.9	69.5	-2.0	72.5	-5.2	73.8	-1.6	66.8	-5.6	68.3	-10.2	94.7	0.1	70.3	-4.0
Niagara Falls	63.8	-5.2	76.7	-3.2	80.4	0.6	77.4	-3.3	73.6	-0.8	88.6	-0.3	96.9	0.9	79.6	-1.5
Ontario Central	43.9	0.2	65.4	7.4	74.7	12.0	70.6	4.0	64.5	2.5	79.7	11.0	92.7	0.3	70.2	5.4
Ontario North/Thunder Bay	60.6	6.3	82.5	-1.8	87.0	-4.9	85.7	0.7	73.3	-9.8	74.0	-6.9	77.8	4.6	77.3	-2.2
Winnipeg, MB	65.7	26.3	82.6	30.7	91.7	21.8	85.9	27.6	79.0	27.8	71.8	13.2	73.4	19.7	78.6	23.8
Regina/Saskatoon	52.2	-0.9	70.0	4.6	82.3	3.0	79.6	-8.1	66.4	-16.1	72.8	-13.6	86.1	0.6	72.8	-4.7
Calgary, AB	65.2	-12.8	76.9	-7.1	85.9	-7.1	86.8	-9.5	76.7	-7.1	69.4	-8.6	74.2	-7.0	76.5	-8.4
Edmonton, AB	49.3	-14.6	68.8	-9.7	75.3	-12.5	78.5	-13.2	69.5	-20.8	73.8	-17.1	78.7	-15.6	70.6	-14.8
Alberta North Area	53.5	-21.2	76.5	-12.3	83.0	-6.7	81.9	-9.2	72.4	-9.8	64.3	-7.3	68.0	-9.2	71.4	-10.5
Vancouver Downtown	71.3	6.1	80.0	3.8	80.9	-4.3	81.7	-13.1	83.3	-11.8	91.1	-2.9	87.4	-5.4	82.3	-4.5
British Columbia Area	55.2	1.7	61.3	0.8	68.3	5.7	66.7	0.3	62.6	-5.3	62.3	-7.7	71.8	-0.7	64.0	-0.9
Vancouver Island	61.1	-2.1	72.5	-6.7	77.2	-4.6	76.2	-7.3	81.3	1.5	83.2	1.2	89.0	-3.1	77.2	-3.0

ADR ANALYSIS

SEGMENT	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg
Halifax, NS	\$129.69	-12.5	\$132.38	-8.9	\$132.19	-6.8	\$134.55	-4.6	\$137.94	-0.3	\$128.71	-2.4	\$128.96	-1.0	\$132.22	-5.4
Nova Scotia Area	\$115.07	1.5	\$111.96	0.8	\$111.19	2.5	\$113.12	5.2	\$115.59	3.9	\$117.83	-0.6	\$119.99	1.1	\$114.87	2.1
Montreal Downtown	\$142.21	-2.1	\$145.96	-3.9	\$147.42	-4.6	\$147.46	-6.6	\$147.04	-3.7	\$145.62	-2.9	\$151.09	3.5	\$146.94	-2.9
Quebec City	\$191.31	10.2	\$202.85	20.0	\$205.52	24.0	\$208.65	25.9	\$202.33	24.1	\$200.10	24.2	\$212.25	28.4	\$203.82	22.7
Quebec Area	\$137.13	-2.4	\$130.84	10.0	\$125.55	0.2	\$131.37	3.1	\$124.59	-1.9	\$138.86	8.8	\$142.68	0.7	\$133.41	2.7
Toronto Downtown	\$149.94	-10.2	\$157.22	-6.7	\$163.38	-6.4	\$160.48	-5.9	\$152.43	-6.5	\$139.05	-11.4	\$137.68	-11.4	\$151.72	-8.1
Toronto North/East	\$114.08	0.0	\$122.13	0.6	\$122.82	1.0	\$122.19	0.4	\$118.98	0.0	\$108.85	-1.3	\$108.83	1.5	\$117.17	0.5
Toronto Airport/West	\$111.42	9.0	\$119.87	7.0	\$122.60	6.8	\$121.00	4.2	\$115.69	7.3	\$96.95	8.0	\$97.22	8.6	\$112.87	7.5
Ottawa, ON	\$126.84	-1.2	\$123.90	-5.1	\$129.75	0.2	\$128.52	-2.7	\$124.84	-3.1	\$120.37	-0.8	\$120.37	-0.3	\$124.93	-2.0
Ontario East	\$109.82	1.5	\$107.26	1.0	\$109.21	3.8	\$108.76	1.4	\$108.47	1.9	\$119.80	3.0	\$123.99	2.2	\$113.14	2.2
Niagara Falls	\$129.99	-3.6	\$129.21	-4.2	\$134.50	-1.8	\$134.15	-3.5	\$129.98	-2.7	\$151.53	-2.0	\$181.47	0.4	\$143.49	-2.0
Ontario Central	\$104.30	1.0	\$105.32	2.5	\$108.40	6.1	\$106.58	2.7	\$108.38	4.7	\$117.31	4.2	\$120.09	4.8	\$111.01	3.9
Ontario North/Thunder Bay	\$94.66	6.0	\$95.62	4.9	\$95.62	3.7	\$95.64	5.7	\$94.89	4.9	\$97.58	4.4	\$98.51	4.9	\$96.10	4.9
Winnipeg, MB	\$110.25	17.0	\$112.90	13.9	\$112.08	9.9	\$107.71	8.3	\$95.97	-1.9	\$100.81	5.9	\$103.31	8.5	\$106.35	8.7
Regina/Saskatoon	\$110.23	11.9	\$116.95	16.9	\$118.53	15.5	\$118.85	11.4	\$116.39	8.9	\$114.59	4.3	\$118.81	8.9	\$116.72	10.8
Calgary, AB	\$186.38	4.6	\$173.94	4.1	\$176.99	5.1	\$175.64	7.1	\$159.05	3.6	\$143.73	7.3	\$142.77	7.9	\$165.85	5.5
Edmonton, AB	\$116.15	7.2	\$123.39	6.7	\$123.96	4.2	\$124.97	5.7	\$122.00	1.3	\$120.53	-3.5	\$120.59	-5.0	\$121.94	1.8
Alberta North Area	\$189.66	-4.5	\$183.47	-5.7	\$191.39	0.4	\$198.34	1.4	\$195.14	-0.4	\$207.76	3.2	\$197.86	-1.4	\$194.66	-0.9
Vancouver Downtown	\$192.91	-1.6	\$192.04	-1.9	\$191.65	-4.8	\$195.80	-4.0	\$195.90	-6.0	\$200.77	-3.9	\$201.19	-2.9	\$195.96	-3.8
British Columbia Area	\$115.86	-10.8	\$117.10	2.2	\$120.47	3.5	\$118.77	-1.3	\$118.30	-2.6	\$117.14	-8.2	\$120.86	-4.1	\$118.49	-3.1
Vancouver Island	\$162.60	-3.3	\$158.51	-4.5	\$155.97	-4.6	\$157.04	-5.9	\$167.11	-3.8	\$169.25	-2.9	\$167.00	-2.8	\$162.75	-3.9

♦ ADR and RevPAR in Canadian Dollars

REVPAR ANALYSIS	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	13-Jul	15-Jul	14-Jul	16-Jul	15-Jul	17-Jul	16-Jul	18-Jul	17-Jul	19-Jul	18-Jul	20-Jul	19-Jul	21-Jul	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	\$75.70	-35.4	\$100.29	-23.2	\$114.16	-16.9	\$116.73	-14.0	\$109.84	-12.7	\$97.89	0.5	\$100.05	-4.9	\$102.09	-15.9
Nova Scotia Area	\$65.95	-20.5	\$81.44	-13.3	\$92.93	-8.3	\$92.79	-1.7	\$87.12	-10.0	\$81.32	-7.2	\$92.29	-10.0	\$84.83	-10.0
Montreal Downtown	\$83.71	-4.9	\$103.42	-0.2	\$115.01	-6.4	\$115.44	-13.4	\$107.87	-10.4	\$118.04	-5.4	\$134.25	6.3	\$111.11	-5.1
Quebec City	\$141.80	15.3	\$179.47	47.1	\$197.48	60.2	\$196.55	50.9	\$172.74	38.9	\$159.65	24.5	\$206.42	31.6	\$179.16	38.1
Quebec Area	\$59.42	-6.6	\$80.13	12.9	\$85.45	-5.9	\$91.10	-5.4	\$72.89	-16.2	\$96.55	2.3	\$124.54	-0.1	\$87.15	-2.8
Toronto Downtown	\$87.64	-19.3	\$113.10	-14.8	\$127.62	-12.2	\$122.10	-6.5	\$105.73	-10.1	\$94.92	-21.4	\$103.16	-21.4	\$107.75	-15.0
Toronto North/East	\$63.88	-2.1	\$86.94	-7.3	\$96.32	-4.6	\$95.72	-2.1	\$77.94	-11.1	\$67.46	-15.9	\$80.56	-8.0	\$81.26	-7.2
Toronto Airport/West	\$52.27	3.6	\$75.61	0.7	\$85.30	5.0	\$84.10	1.0	\$66.82	-3.0	\$51.00	-1.1	\$58.35	-11.3	\$67.63	-0.6
Ottawa, ON	\$71.34	0.1	\$88.34	-2.1	\$96.80	-4.1	\$93.23	-4.2	\$83.77	-2.5	\$82.22	4.3	\$88.97	7.8	\$86.38	-0.4
Ontario East	\$50.68	-3.6	\$74.57	-1.1	\$79.22	-1.6	\$80.24	-0.2	\$72.49	-3.7	\$81.87	-7.6	\$117.40	2.2	\$79.50	-2.0
Niagara Falls	\$82.95	-8.6	\$99.09	-7.2	\$108.10	-1.1	\$103.90	-6.5	\$95.70	-3.5	\$134.19	-2.4	\$175.93	1.4	\$114.26	-3.4
Ontario Central	\$45.77	1.3	\$68.90	10.2	\$80.93	18.9	\$75.25	6.8	\$69.87	7.3	\$93.50	15.7	\$111.33	5.2	\$77.94	9.6
Ontario North/Thunder Bay	\$57.34	12.7	\$78.87	3.0	\$83.20	-1.4	\$82.01	6.5	\$69.51	-5.4	\$72.16	-3.0	\$76.68	9.8	\$74.25	2.6
Winnipeg, MB	\$72.38	47.7	\$93.21	48.7	\$102.73	33.7	\$92.51	38.2	\$75.80	25.3	\$72.40	20.0	\$75.83	29.9	\$83.55	34.5
Regina/Saskatoon	\$57.59	10.9	\$81.88	22.2	\$97.50	18.9	\$94.56	2.4	\$77.34	-8.6	\$83.40	-9.9	\$102.25	9.6	\$84.93	5.5
Calgary, AB	\$121.53	-8.8	\$133.83	-3.3	\$152.10	-2.3	\$152.51	-3.0	\$122.05	-3.8	\$99.75	-1.9	\$105.91	0.3	\$126.81	-3.4
Edmonton, AB	\$57.22	-8.5	\$84.84	-3.7	\$93.38	-8.8	\$98.09	-8.2	\$84.85	-19.7	\$88.97	-20.0	\$94.85	-19.9	\$86.03	-13.4
Alberta North Area	\$101.40	-24.8	\$140.44	-17.2	\$158.90	-6.4	\$162.36	-8.0	\$141.19	-10.3	\$133.68	-4.3	\$134.46	-10.5	\$138.92	-11.4
Vancouver Downtown	\$137.61	4.5	\$153.64	1.8	\$155.13	-8.8	\$159.95	-16.7	\$163.18	-17.0	\$182.96	-6.6	\$175.94	-8.1	\$161.20	-8.2
British Columbia Area	\$63.96	-9.3	\$71.76	3.0	\$82.28	9.5	\$79.21	-1.0	\$74.11	-7.8	\$72.96	-15.3	\$86.73	-4.8	\$75.86	-4.0
Vancouver Island	\$99.40	-5.3	\$114.85	-11.0	\$120.33	-8.9	\$119.62	-12.8	\$135.78	-2.4	\$140.90	-1.7	\$148.68	-5.7	\$125.65	-6.8

♦ 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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