



SMITH TRAVEL RESEARCH



## OCCUPANCY ANALYSIS

SEGMENT	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	20-Jul	22-Jul	21-Jul	23-Jul	22-Jul	24-Jul	23-Jul	25-Jul	24-Jul	26-Jul	25-Jul	27-Jul	26-Jul	28-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	54.2	-16.5	72.3	8.1	80.3	5.7	83.0	7.4	85.6	21.8	81.7	22.9	88.0	28.7	77.9	11.3
Nova Scotia Area	54.9	-15.9	74.5	-10.7	92.8	2.5	90.4	2.1	78.1	-13.8	75.7	-7.5	81.7	-5.2	78.3	-6.6
Montreal Downtown	65.8	18.3	70.6	12.6	73.2	-0.4	69.5	-13.6	67.6	-12.4	74.0	-12.8	81.4	-15.5	71.7	-5.4
Quebec City	97.0	34.0	87.2	7.8	89.1	3.5	91.3	-4.7	96.7	1.5	92.9	-2.0	98.0	2.3	93.2	5.1
Quebec Area	48.9	-3.7	63.5	-2.2	75.2	-2.1	71.1	-8.6	68.7	-0.9	72.1	6.7	87.2	8.2	69.5	-0.3
Toronto Downtown	63.0	-11.8	83.7	-0.8	89.8	4.1	88.0	5.5	88.2	27.3	82.9	30.1	88.9	28.7	83.5	10.7
Toronto North/East	62.0	-6.9	79.0	-4.9	89.1	1.4	83.9	-1.6	71.7	-7.5	71.7	-3.9	77.0	-6.3	76.3	-4.1
Toronto Airport/West	50.3	-19.3	65.1	-14.0	70.8	-14.3	79.4	7.9	63.7	-3.6	54.6	-7.9	66.9	2.0	64.4	-7.1
Ottawa, ON	48.4	-9.9	70.2	-0.8	79.6	3.6	75.9	2.3	64.1	-0.6	61.5	1.8	66.8	-3.2	66.6	-0.7
Ontario East	48.5	-4.3	69.1	-3.8	78.5	-1.4	80.2	-3.6	73.4	-9.2	76.8	-9.8	94.1	-0.4	74.4	-4.6
Niagara Falls	72.0	4.8	86.5	4.7	85.1	5.1	84.7	6.1	76.7	0.4	89.5	-2.5	95.3	-1.9	84.3	2.2
Ontario Central	51.4	12.0	76.2	21.7	79.4	18.5	78.6	12.4	74.7	4.8	84.2	1.0	94.6	4.0	77.0	9.7
Ontario North/Thunder Bay	63.7	-5.3	85.4	-7.5	90.7	-7.8	88.1	-2.7	77.8	-1.5	80.2	-4.9	74.2	-8.2	80.0	-5.4
Winnipeg, MB	54.9	4.2	65.0	-3.1	71.9	-2.4	74.3	-1.1	73.3	-4.9	65.9	-8.9	69.3	-1.1	67.8	-2.7
Regina/Saskatoon	51.3	-1.2	68.3	2.1	72.5	-6.6	70.8	-7.3	64.0	-10.7	69.8	-10.6	79.1	-7.4	68.0	-6.3
Calgary, AB	65.8	0.0	82.3	-0.8	92.4	1.8	93.9	2.1	85.8	-0.8	89.7	-3.2	93.7	-3.6	86.2	-0.8
Edmonton, AB	60.2	-8.8	79.6	3.5	89.0	9.6	94.4	14.1	90.0	13.9	89.3	8.1	86.6	0.0	84.2	6.2
Alberta North Area	57.5	-13.3	79.7	-8.4	82.4	-5.3	81.0	-9.0	71.9	-12.3	66.9	-4.8	65.5	-8.0	72.1	-8.7
Vancouver Downtown	72.7	-10.9	87.1	-4.6	91.5	-5.0	95.4	-1.8	91.7	-5.2	92.0	-5.3	91.9	-6.0	88.9	-5.4
British Columbia Area	57.7	17.0	67.9	16.1	67.6	-0.3	69.6	-4.8	68.5	-5.4	71.9	-7.5	74.3	-8.4	68.2	-0.6
Vancouver Island	60.2	-20.8	75.7	-7.5	79.8	-9.9	78.8	-15.5	80.5	-14.9	85.7	-7.9	89.0	-8.5	78.5	-12.0

## ADR ANALYSIS

SEGMENT	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg
Halifax, NS	\$127.98	-0.6	\$130.27	1.4	\$130.76	1.3	\$133.37	4.7	\$134.58	7.4	\$132.25	-0.1	\$131.17	1.3	\$131.70	2.4
Nova Scotia Area	\$114.39	-2.7	\$113.70	2.0	\$115.61	5.9	\$115.82	3.4	\$114.46	-0.2	\$116.33	-0.5	\$118.10	1.3	\$115.57	1.5
Montreal Downtown	\$154.61	10.3	\$157.43	6.7	\$153.40	2.2	\$149.03	-1.6	\$145.74	-6.0	\$140.70	-13.2	\$140.60	-17.3	\$148.54	-4.3
Quebec City	\$218.59	40.9	\$198.03	22.2	\$196.39	9.3	\$195.06	-3.4	\$192.12	-4.8	\$192.40	-4.4	\$200.26	-0.2	\$199.10	6.0
Quebec Area	\$132.57	0.6	\$126.34	-0.8	\$129.30	2.2	\$129.81	2.5	\$126.35	-2.7	\$133.03	-0.1	\$138.27	-4.4	\$131.06	-0.4
Toronto Downtown	\$150.10	-5.7	\$159.59	-5.5	\$186.36	8.1	\$165.37	-4.5	\$160.89	-3.4	\$152.84	1.0	\$150.90	1.9	\$161.47	-1.4
Toronto North/East	\$111.23	-3.0	\$119.68	-4.4	\$120.78	-4.1	\$122.48	-1.3	\$119.25	-1.4	\$111.18	-0.9	\$111.21	-0.4	\$116.91	-2.2
Toronto Airport/West	\$108.71	6.7	\$116.46	2.7	\$120.57	3.2	\$121.73	7.4	\$112.59	4.5	\$96.36	4.5	\$95.43	5.7	\$111.07	4.8
Ottawa, ON	\$119.87	-3.5	\$127.23	-1.5	\$129.69	4.9	\$131.86	0.6	\$127.61	4.5	\$120.71	-1.3	\$121.02	0.5	\$125.95	0.9
Ontario East	\$105.48	-1.2	\$108.07	0.7	\$107.75	0.6	\$110.82	1.9	\$109.70	0.1	\$126.10	4.5	\$127.57	1.6	\$114.62	1.4
Niagara Falls	\$134.16	-2.7	\$138.54	0.9	\$142.29	1.2	\$138.43	-2.8	\$134.06	-3.7	\$156.57	-1.1	\$182.62	-2.2	\$147.81	-1.7
Ontario Central	\$109.45	8.2	\$105.53	1.8	\$108.35	2.3	\$108.38	3.7	\$109.08	2.2	\$120.14	3.5	\$123.07	2.6	\$112.59	2.9
Ontario North/Thunder Bay	\$92.78	3.3	\$94.17	2.9	\$94.84	2.8	\$95.03	7.5	\$96.11	0.7	\$98.23	1.4	\$101.78	4.0	\$96.11	3.2
Winnipeg, MB	\$99.76	8.4	\$104.21	7.2	\$105.97	3.4	\$105.10	2.5	\$102.41	2.5	\$101.05	1.8	\$102.45	2.6	\$103.13	3.8
Regina/Saskatoon	\$111.20	13.7	\$117.02	26.6	\$117.57	16.8	\$117.21	17.3	\$116.49	17.5	\$116.78	10.8	\$115.90	9.9	\$116.21	15.6
Calgary, AB	\$151.40	5.7	\$161.60	5.7	\$169.96	10.1	\$168.87	8.7	\$159.62	7.1	\$142.53	1.7	\$143.71	-2.2	\$157.01	5.4
Edmonton, AB	\$119.16	2.5	\$124.74	5.4	\$127.91	11.3	\$132.26	16.6	\$136.09	18.5	\$136.16	20.9	\$135.56	20.6	\$130.91	14.3
Alberta North Area	\$189.21	-5.3	\$190.44	-4.4	\$189.62	-0.1	\$197.12	1.9	\$183.66	-2.3	\$191.12	-3.3	\$195.55	-0.4	\$191.03	-1.8
Vancouver Downtown	\$196.66	-2.3	\$205.38	2.4	\$212.52	1.0	\$210.20	0.1	\$211.48	-2.8	\$211.92	-4.4	\$212.54	-3.9	\$209.07	-1.5
British Columbia Area	\$119.90	-6.9	\$119.07	-4.2	\$117.85	-5.4	\$117.67	-14.1	\$120.49	-15.5	\$128.31	-12.4	\$132.29	-11.3	\$122.44	-10.8
Vancouver Island	\$161.30	-1.9	\$141.32	-11.8	\$138.98	-15.7	\$138.06	-16.2	\$140.38	-20.6	\$143.07	-19.6	\$143.50	-21.0	\$143.19	-16.1

♦ ADR and RevPAR in Canadian Dollars

REVPAR ANALYSIS	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	20-Jul	22-Jul	21-Jul	23-Jul	22-Jul	24-Jul	23-Jul	25-Jul	24-Jul	26-Jul	25-Jul	27-Jul	26-Jul	28-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	\$69.36	-17.0	\$94.18	9.6	\$105.04	7.1	\$110.64	12.4	\$115.22	30.8	\$108.01	22.8	\$115.37	30.3	\$102.55	13.8
Nova Scotia Area	\$62.85	-18.1	\$84.65	-9.0	\$107.31	8.6	\$104.70	5.6	\$89.38	-14.0	\$88.11	-7.8	\$96.51	-4.0	\$90.50	-5.1
Montreal Downtown	\$101.77	30.6	\$111.22	20.3	\$112.26	1.8	\$103.59	-15.0	\$98.46	-17.7	\$104.18	-24.2	\$114.47	-30.1	\$106.56	-9.4
Quebec City	\$212.05	88.8	\$172.72	31.8	\$175.05	13.1	\$178.05	-7.9	\$185.84	-3.4	\$178.78	-6.3	\$196.16	2.0	\$185.52	11.3
Quebec Area	\$64.78	-3.3	\$80.17	-3.0	\$97.25	0.1	\$92.28	-6.4	\$86.78	-3.6	\$95.86	6.4	\$120.63	3.5	\$91.11	-0.7
Toronto Downtown	\$94.58	-16.8	\$133.52	-6.3	\$167.34	12.5	\$145.47	0.8	\$141.85	22.9	\$126.63	31.3	\$134.19	31.2	\$134.79	9.3
Toronto North/East	\$68.97	-9.7	\$94.52	-9.2	\$107.62	-2.8	\$102.74	-3.0	\$85.45	-8.8	\$79.74	-4.8	\$85.67	-6.7	\$89.24	-6.2
Toronto Airport/West	\$54.67	-13.9	\$75.79	-11.7	\$85.41	-11.5	\$96.71	15.8	\$71.74	0.6	\$52.61	-3.7	\$63.85	7.8	\$71.54	-2.6
Ottawa, ON	\$58.01	-13.1	\$89.35	-2.3	\$103.28	8.9	\$100.15	2.9	\$81.76	3.8	\$74.18	0.4	\$80.81	-2.8	\$83.94	0.3
Ontario East	\$51.18	-5.4	\$74.63	-3.1	\$84.62	-0.7	\$88.91	-1.8	\$80.48	-9.2	\$96.86	-5.7	\$120.02	1.2	\$85.24	-3.3
Niagara Falls	\$96.64	2.1	\$119.83	5.6	\$121.09	6.2	\$117.23	3.2	\$102.83	-3.3	\$140.16	-3.5	\$174.03	-4.0	\$124.54	0.4
Ontario Central	\$56.27	21.3	\$80.36	23.9	\$86.02	21.2	\$85.17	16.5	\$81.51	7.1	\$101.14	4.5	\$116.41	6.7	\$86.70	12.9
Ontario North/Thunder Bay	\$59.12	-2.1	\$80.40	-4.9	\$86.03	-5.2	\$83.69	4.7	\$74.82	-0.7	\$78.83	-3.5	\$75.47	-4.5	\$76.91	-2.4
Winnipeg, MB	\$54.81	12.9	\$67.75	3.8	\$76.22	0.9	\$78.09	1.3	\$75.11	-2.4	\$66.58	-7.2	\$71.05	1.4	\$69.94	0.9
Regina/Saskatoon	\$57.08	12.5	\$79.91	29.2	\$85.22	9.0	\$83.00	8.8	\$74.55	4.9	\$81.52	-1.0	\$91.70	1.8	\$79.00	8.3
Calgary, AB	\$99.62	5.6	\$132.97	4.8	\$157.00	12.0	\$158.56	10.9	\$137.02	6.2	\$127.79	-1.6	\$134.65	-5.7	\$135.37	4.6
Edmonton, AB	\$71.78	-6.4	\$99.33	9.2	\$113.86	22.1	\$124.80	33.1	\$122.50	35.1	\$121.58	30.7	\$117.41	20.6	\$110.18	21.3
Alberta North Area	\$108.87	-17.9	\$151.70	-12.5	\$156.16	-5.4	\$159.72	-7.2	\$132.07	-14.3	\$127.78	-8.0	\$128.00	-8.4	\$137.76	-10.4
Vancouver Downtown	\$143.05	-13.0	\$178.90	-2.3	\$194.54	-4.0	\$200.48	-1.7	\$193.94	-7.8	\$195.01	-9.4	\$195.36	-9.7	\$185.90	-6.8
British Columbia Area	\$69.23	9.1	\$80.82	11.1	\$79.64	-5.7	\$81.95	-18.2	\$82.57	-20.0	\$92.23	-18.9	\$98.24	-18.8	\$83.53	-11.3
Vancouver Island	\$97.07	-22.4	\$106.96	-18.4	\$110.93	-24.1	\$108.78	-29.2	\$113.03	-32.4	\$122.55	-26.0	\$127.65	-27.8	\$112.42	-26.1

♦ 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](mailto:bmacdonald@hvs.com)

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