



SMITH TRAVEL RESEARCH



OCCUPANCY ANALYSIS

SEGMENT	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	29-Jun	1-Jul	30-Jun	2-Jul	1-Jul	3-Jul	2-Jul	4-Jul	3-Jul	5-Jul	4-Jul	6-Jul	5-Jul	7-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	55.5	-40.2	60.9	8.8	71.3	-5.2	80.6	-2.4	78.3	-1.8	82.2	-1.6	86.9	2.5	73.7	-6.9
Nova Scotia Area	43.4	-15.9	50.7	-8.2	51.5	-32.5	71.5	-10.2	66.5	-11.7	55.7	-10.9	63.1	-12.5	57.5	-14.8
Montreal Downtown	69.7	-6.2	58.1	-10.8	57.6	-22.5	69.6	-16.8	79.2	-6.8	90.3	-2.0	93.8	1.8	74.0	-8.5
Quebec City	79.6	8.9	75.2	38.2	70.8	16.1	91.9	34.0	97.3	27.4	96.0	28.7	97.3	6.1	86.9	21.7
Quebec Area	53.1	-27.6	44.4	13.3	43.0	-28.6	53.7	-13.8	54.8	-9.4	63.2	-6.2	82.6	-0.2	56.4	-11.5
Toronto Downtown	58.4	13.8	53.1	13.7	58.9	1.2	74.6	12.2	76.4	7.0	84.8	14.3	79.1	-3.3	69.3	7.8
Toronto North/East	56.1	-1.8	45.6	-7.5	47.1	-21.5	60.0	-4.9	56.4	-15.8	69.0	-0.3	74.6	-3.2	58.4	-7.7
Toronto Airport/West	41.2	-11.8	37.5	-13.6	39.5	-27.4	49.5	-15.4	47.2	-17.6	54.8	-4.7	61.6	-2.2	47.3	-13.1
Ottawa, ON	62.1	-34.3	77.4	45.8	82.0	9.3	62.3	-31.2	60.3	-35.2	62.5	-28.3	70.3	-17.6	68.1	-17.7
Ontario East	46.0	-25.8	43.2	9.9	39.4	-32.3	60.4	-8.5	60.1	-5.7	62.1	-21.5	79.0	-17.0	55.7	-15.9
Niagara Falls	80.6	-14.0	82.0	16.8	63.3	-15.4	66.6	-18.2	76.2	-5.7	96.9	7.4	90.5	-3.1	79.5	-4.8
Ontario Central	46.0	-19.3	41.0	4.9	41.6	-21.1	57.3	-0.7	56.5	-4.6	67.2	-0.6	78.6	-12.2	55.5	-8.1
Ontario North/Thunder Bay	59.3	-2.1	52.5	-5.9	61.9	-20.7	78.5	-6.5	77.2	-5.6	81.3	-6.7	80.9	-6.1	70.2	-7.9
Winnipeg, MB	48.8	-0.2	40.9	-11.3	46.5	-13.4	58.1	-8.4	58.5	-12.0	59.2	-9.8	58.4	-19.3	52.9	-11.1
Regina/Saskatoon	51.0	-10.8	42.5	-4.1	48.8	-18.7	65.4	3.3	76.8	5.3	83.2	-2.9	86.0	-7.9	64.8	-4.8
Calgary, AB	58.2	-7.5	46.5	-16.1	50.6	-27.5	71.8	-15.5	77.1	-14.2	79.3	-10.8	84.0	-7.6	66.8	-13.9
Edmonton, AB	49.3	-22.6	43.4	-10.1	46.3	-27.2	65.8	-10.4	66.7	-13.5	73.6	-10.2	83.1	-9.1	61.2	-14.2
Alberta North Area	63.5	5.8	64.0	5.4	59.1	-27.7	73.0	-16.1	70.7	-7.7	70.4	-9.0	70.6	-8.2	67.3	-9.4
Vancouver Downtown	59.6	-12.2	56.9	-15.3	59.6	-17.3	66.3	-9.2	73.1	-11.1	90.5	4.3	86.4	2.1	70.3	-7.9
British Columbia Area	55.9	-4.4	53.7	42.4	47.2	-6.7	61.1	8.1	63.7	1.6	58.9	-15.5	69.6	-7.9	58.6	-0.3
Vancouver Island	69.4	-8.2	63.8	5.6	60.4	-10.3	67.7	-8.5	79.2	3.1	83.3	2.5	79.7	-7.6	71.9	-3.5

ADR ANALYSIS

SEGMENT	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg
Halifax, NS	\$126.09	-10.9	\$127.30	-1.9	\$134.58	6.0	\$133.21	5.6	\$133.27	2.6	\$138.69	6.6	\$132.56	0.0	\$132.71	1.1
Nova Scotia Area	\$108.10	-1.9	\$112.13	-1.8	\$114.99	8.0	\$108.90	2.1	\$108.30	-0.3	\$113.53	0.5	\$114.18	-0.8	\$111.37	1.0
Montreal Downtown	\$145.01	-3.8	\$136.31	-7.8	\$145.88	-3.4	\$145.53	-4.7	\$142.70	-6.6	\$141.07	-8.8	\$144.71	-5.6	\$143.11	-5.9
Quebec City	\$174.70	13.7	\$178.16	15.0	\$198.89	31.0	\$207.87	36.3	\$219.38	39.9	\$220.19	29.6	\$219.99	34.1	\$204.53	29.3
Quebec Area	\$130.76	-11.4	\$128.89	3.8	\$124.82	6.6	\$120.90	3.7	\$120.63	-2.1	\$136.64	8.4	\$145.27	8.9	\$131.13	2.5
Toronto Downtown	\$151.81	3.2	\$154.92	2.0	\$165.45	4.9	\$167.81	5.5	\$162.60	3.0	\$156.15	2.2	\$153.11	-2.6	\$158.93	2.4
Toronto North/East	\$108.24	5.7	\$107.50	2.0	\$111.56	1.7	\$113.61	1.1	\$111.78	-1.0	\$104.42	-3.0	\$106.41	-3.1	\$108.84	0.0
Toronto Airport/West	\$101.60	16.9	\$104.27	11.0	\$109.31	10.8	\$113.88	12.0	\$102.96	3.8	\$92.57	0.8	\$90.19	-1.5	\$101.23	6.5
Ottawa, ON	\$131.08	-10.5	\$135.02	2.8	\$144.71	7.0	\$135.44	-3.2	\$130.28	-6.9	\$125.70	-8.4	\$125.16	-6.4	\$132.96	-3.8
Ontario East	\$106.02	-11.7	\$101.62	-6.1	\$99.38	-4.8	\$99.86	-7.1	\$100.98	-6.4	\$108.81	-6.3	\$110.92	-6.3	\$104.57	-7.1
Niagara Falls	\$135.27	-21.7	\$134.48	-6.2	\$139.18	-4.1	\$132.49	-16.8	\$143.50	-1.6	\$190.04	18.6	\$179.67	5.1	\$153.16	-3.0
Ontario Central	\$103.60	-3.1	\$101.80	1.5	\$100.92	-2.5	\$99.07	-4.2	\$100.32	-3.6	\$111.62	-0.1	\$113.02	-2.8	\$105.27	-2.3
Ontario North/Thunder Bay	\$93.91	-2.9	\$91.98	5.3	\$93.39	4.1	\$96.79	6.5	\$96.47	6.0	\$99.52	5.7	\$98.08	4.2	\$96.12	4.4
Winnipeg, MB	\$89.04	-1.2	\$84.92	-3.8	\$92.05	-1.0	\$98.69	1.9	\$94.38	-1.6	\$94.86	1.4	\$97.10	3.3	\$93.52	0.1
Regina/Saskatoon	\$108.57	8.5	\$108.60	18.4	\$108.09	14.5	\$110.25	12.5	\$107.50	7.3	\$106.01	2.9	\$106.63	3.9	\$107.75	8.5
Calgary, AB	\$141.94	7.0	\$152.08	3.1	\$163.90	2.2	\$175.37	1.8	\$206.12	2.1	\$219.69	-0.2	\$219.09	-1.9	\$188.09	1.7
Edmonton, AB	\$116.04	6.1	\$114.93	5.1	\$116.26	4.8	\$122.76	8.7	\$120.65	7.3	\$120.50	9.9	\$124.99	12.1	\$120.20	8.3
Alberta North Area	\$201.70	-3.6	\$207.87	-5.4	\$206.06	1.2	\$195.61	1.4	\$193.99	7.2	\$203.30	5.2	\$183.94	-3.2	\$198.56	0.6
Vancouver Downtown	\$187.92	0.1	\$191.51	7.2	\$182.83	-3.2	\$182.51	-3.6	\$184.07	-3.6	\$192.75	-3.3	\$195.73	-0.7	\$188.68	-1.1
British Columbia Area	\$119.32	-5.1	\$115.88	-4.4	\$114.40	-4.1	\$114.88	-3.2	\$117.02	-10.5	\$118.06	-9.3	\$118.51	-9.3	\$116.97	-7.1
Vancouver Island	\$150.70	-14.0	\$150.21	-10.9	\$168.16	7.0	\$158.17	0.3	\$153.63	-7.2	\$154.35	-10.5	\$156.46	-7.6	\$155.71	-6.7

♦ ADR and RevPAR in Canadian Dollars

REVPAR ANALYSIS	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	29-Jun	1-Jul	30-Jun	2-Jul	1-Jul	3-Jul	2-Jul	4-Jul	3-Jul	5-Jul	4-Jul	6-Jul	5-Jul	7-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	\$69.95	-46.8	\$77.51	6.6	\$95.99	0.5	\$107.37	3.1	\$104.36	0.8	\$113.96	5.0	\$115.14	2.4	\$97.75	-6.1
Nova Scotia Area	\$46.95	-17.4	\$56.83	-9.8	\$59.26	-27.1	\$77.86	-8.3	\$71.99	-12.0	\$63.26	-10.4	\$72.00	-13.3	\$64.02	-14.1
Montreal Downtown	\$101.00	-9.8	\$79.22	-17.7	\$84.01	-25.1	\$101.25	-20.7	\$113.00	-13.0	\$127.35	-10.6	\$135.71	-3.9	\$105.94	-13.9
Quebec City	\$139.13	23.8	\$134.02	59.0	\$140.90	52.2	\$191.07	82.5	\$213.46	78.2	\$211.29	66.8	\$213.99	42.3	\$177.69	57.3
Quebec Area	\$69.39	-35.9	\$57.23	17.6	\$53.72	-23.8	\$64.93	-10.6	\$66.11	-11.4	\$86.35	1.6	\$119.93	8.6	\$73.95	-9.2
Toronto Downtown	\$88.70	17.5	\$82.23	16.0	\$97.41	6.1	\$125.13	18.3	\$124.18	10.1	\$132.44	16.8	\$121.14	-5.8	\$110.18	10.4
Toronto North/East	\$60.75	3.9	\$48.97	-5.8	\$52.49	-20.3	\$68.18	-3.8	\$63.06	-16.6	\$72.05	-3.2	\$79.43	-6.3	\$63.56	-7.7
Toronto Airport/West	\$41.90	3.3	\$39.13	-4.1	\$43.20	-19.5	\$56.33	-5.3	\$48.62	-14.5	\$50.76	-3.8	\$55.56	-3.8	\$47.93	-7.3
Ottawa, ON	\$81.34	-41.2	\$104.44	49.9	\$118.64	17.0	\$84.39	-33.3	\$78.61	-39.7	\$78.54	-34.4	\$87.93	-22.9	\$90.56	-20.8
Ontario East	\$48.81	-34.4	\$43.85	3.0	\$39.16	-35.5	\$60.28	-15.0	\$60.70	-11.7	\$67.56	-26.5	\$87.60	-22.3	\$58.28	-21.8
Niagara Falls	\$109.06	-32.6	\$110.32	9.5	\$88.10	-18.8	\$88.25	-31.9	\$109.30	-7.2	\$184.21	27.5	\$162.60	1.9	\$121.69	-7.7
Ontario Central	\$47.70	-21.7	\$41.72	6.4	\$42.03	-23.0	\$56.80	-4.8	\$56.68	-8.1	\$75.01	-0.8	\$88.84	-14.7	\$58.40	-10.3
Ontario North/Thunder Bay	\$55.66	-5.0	\$48.27	-0.8	\$57.80	-17.5	\$76.01	-0.4	\$74.44	0.0	\$80.91	-1.3	\$79.38	-2.2	\$67.50	-3.8
Winnipeg, MB	\$43.41	-1.5	\$34.77	-14.5	\$42.80	-14.4	\$57.32	-6.7	\$55.26	-13.4	\$56.19	-8.4	\$56.68	-16.8	\$49.49	-11.0
Regina/Saskatoon	\$55.39	-3.3	\$46.16	13.6	\$52.75	-6.8	\$72.12	16.2	\$82.56	13.0	\$88.21	-0.1	\$91.72	-4.3	\$69.84	3.2
Calgary, AB	\$82.66	-1.0	\$70.74	-13.5	\$82.89	-25.9	\$126.00	-13.9	\$158.93	-12.4	\$174.12	-11.0	\$184.06	-9.4	\$125.63	-12.4
Edmonton, AB	\$57.25	-17.8	\$49.91	-5.6	\$53.82	-23.7	\$80.77	-2.5	\$80.51	-7.1	\$88.66	-1.4	\$103.82	1.9	\$73.53	-7.2
Alberta North Area	\$128.04	2.0	\$132.95	-0.4	\$121.84	-26.8	\$142.77	-14.9	\$137.20	-1.0	\$143.04	-4.3	\$129.81	-11.2	\$133.67	-8.9
Vancouver Downtown	\$112.07	-12.1	\$109.01	-9.1	\$108.93	-20.0	\$120.92	-12.5	\$134.47	-14.4	\$174.43	0.7	\$169.02	1.4	\$132.69	-8.8
British Columbia Area	\$66.70	-9.3	\$62.25	36.2	\$54.01	-10.6	\$70.25	4.9	\$74.48	-9.1	\$69.59	-23.3	\$82.52	-16.4	\$68.54	-7.4
Vancouver Island	\$104.51	-21.1	\$95.88	-6.0	\$101.51	-4.0	\$107.15	-8.2	\$121.73	-4.2	\$128.59	-8.3	\$124.69	-14.6	\$112.01	-9.9

♦ 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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