



SMITH TRAVEL RESEARCH



OCCUPANCY ANALYSIS

SEGMENT	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	8-Jun	10-Jun	9-Jun	11-Jun	10-Jun	12-Jun	11-Jun	13-Jun	12-Jun	14-Jun	13-Jun	15-Jun	14-Jun	16-Jun	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	59.1	-17.9	86.5	-7.3	96.9	2.6	96.5	1.0	96.0	6.9	93.7	22.5	92.2	21.3	88.7	3.9
Nova Scotia Area	40.0	-7.0	64.6	-6.9	75.5	-2.6	79.2	5.3	61.8	-5.5	52.4	16.7	71.7	25.1	63.6	2.9
Montreal Downtown	86.0	1.5	72.3	-7.4	85.5	-2.1	88.4	0.8	82.7	10.3	60.1	0.0	64.0	1.7	77.0	0.7
Quebec City	55.3	39.6	83.8	52.9	97.7	8.2	97.7	4.9	89.4	-1.9	80.7	29.1	88.1	15.3	84.7	16.8
Quebec Area	39.7	-7.5	67.6	-0.7	82.2	11.7	81.2	4.8	73.6	4.8	52.8	-10.1	61.7	-4.2	65.5	0.8
Toronto Downtown	76.2	8.2	95.1	3.1	98.1	-0.3	97.4	-1.0	85.9	-6.5	78.0	12.7	84.9	15.5	87.9	3.5
Toronto North/East	61.6	10.6	80.7	0.7	88.2	-1.0	85.1	-4.3	71.1	-0.3	61.1	-4.2	58.1	-6.0	72.3	-1.0
Toronto Airport/West	59.0	4.1	73.5	-7.0	87.7	-2.9	87.2	-2.5	68.0	-5.8	50.2	2.2	52.7	4.2	68.3	-1.9
Ottawa, ON	65.5	11.0	93.1	0.4	98.9	0.2	98.7	-0.3	95.0	3.9	66.4	12.7	69.1	10.7	83.8	4.4
Ontario East	36.1	-21.0	61.3	-16.1	75.6	-3.6	72.7	-9.1	69.8	-2.1	68.4	-2.6	84.5	2.3	66.9	-6.6
Niagara Falls	51.6	-6.4	64.8	-6.1	64.3	-5.6	63.8	-6.9	62.4	-10.7	76.5	-1.9	91.1	10.0	67.8	-3.4
Ontario Central	35.2	-2.8	59.9	7.3	68.7	0.4	73.0	7.5	68.6	3.6	75.3	21.5	72.7	-8.2	64.8	4.2
Ontario North/Thunder Bay	56.0	-3.9	86.1	-7.4	95.8	1.2	91.3	-3.1	73.0	-10.2	68.5	-9.7	50.2	-18.4	74.4	-6.8
Winnipeg, MB	62.0	8.0	83.3	7.1	89.1	2.5	96.5	4.4	96.5	3.1	96.2	29.3	96.3	26.2	88.5	10.9
Regina/Saskatoon	78.9	30.6	81.7	-2.7	86.3	-6.9	87.8	-2.6	79.9	5.0	77.8	6.4	76.2	-0.3	81.2	2.8
Calgary, AB	65.2	-7.6	93.3	0.0	98.0	1.2	97.6	1.0	86.3	-4.2	63.3	-17.1	66.2	-11.7	81.4	-4.8
Edmonton, AB	52.6	-12.6	74.5	-8.7	83.8	-4.7	82.9	-6.6	75.4	-3.6	71.3	1.9	68.8	-3.0	72.8	-5.2
Alberta North Area	58.4	-11.9	73.1	-17.4	78.4	-9.3	75.6	-14.5	71.4	-10.0	62.0	-14.5	56.5	-23.3	67.9	-14.4
Vancouver Downtown	84.2	14.1	88.3	3.5	91.5	0.4	96.2	4.5	87.3	-1.5	78.9	-15.3	77.8	-17.6	86.3	-2.4
British Columbia Area	45.1	-1.5	61.3	22.4	66.8	12.3	69.3	9.1	67.4	18.9	63.6	5.6	55.1	-4.0	61.2	8.9
Vancouver Island	64.1	14.3	73.1	7.3	75.6	3.1	76.5	0.1	75.0	-4.7	70.8	-13.6	76.2	-10.1	73.0	-1.6

ADR ANALYSIS

SEGMENT	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg
Halifax, NS	\$139.49	-2.7	\$143.73	0.9	\$144.79	2.1	\$146.77	4.8	\$145.84	3.3	\$146.30	8.9	\$147.96	9.0	\$145.31	3.8
Nova Scotia Area	\$108.74	8.2	\$107.89	14.0	\$106.36	10.8	\$105.84	8.9	\$106.41	10.6	\$106.80	3.5	\$110.77	11.0	\$107.47	10.0
Montreal Downtown	\$350.58	1.7	\$172.74	3.1	\$165.88	0.7	\$169.66	3.6	\$168.24	0.4	\$144.97	0.1	\$149.68	2.7	\$192.99	1.9
Quebec City	\$192.38	38.3	\$187.48	30.3	\$177.59	19.4	\$187.88	28.8	\$186.25	22.2	\$192.92	4.9	\$208.34	-2.7	\$190.03	17.5
Quebec Area	\$116.54	-15.2	\$124.19	-1.5	\$128.78	7.5	\$126.18	7.6	\$130.72	4.9	\$139.56	5.7	\$144.42	6.4	\$130.24	2.9
Toronto Downtown	\$191.21	4.1	\$199.59	2.1	\$202.41	0.6	\$198.26	0.6	\$189.09	-1.3	\$170.75	1.7	\$172.49	3.2	\$189.93	1.0
Toronto North/East	\$117.41	-1.4	\$125.98	-1.4	\$127.23	0.7	\$127.46	2.3	\$124.28	-0.2	\$113.21	-0.7	\$117.72	6.6	\$122.67	0.8
Toronto Airport/West	\$112.43	4.2	\$125.06	0.9	\$129.97	2.8	\$130.98	4.3	\$125.92	6.3	\$99.83	6.2	\$96.22	3.4	\$119.78	3.4
Ottawa, ON	\$142.31	0.7	\$153.28	2.5	\$155.64	6.1	\$158.35	6.3	\$148.06	-0.3	\$140.40	7.9	\$140.53	7.6	\$149.50	4.0
Ontario East	\$103.25	-7.0	\$105.57	1.5	\$104.07	1.1	\$103.01	1.9	\$102.57	2.0	\$107.57	0.3	\$114.46	2.9	\$106.20	1.0
Niagara Falls	\$111.68	4.9	\$108.00	4.8	\$105.95	1.9	\$108.56	5.9	\$108.30	1.1	\$122.39	-1.8	\$158.93	10.5	\$120.34	5.2
Ontario Central	\$102.16	0.6	\$103.33	3.1	\$104.09	0.5	\$105.07	3.1	\$105.22	1.8	\$111.34	1.0	\$114.47	3.8	\$107.04	2.1
Ontario North/Thunder Bay	\$96.73	14.9	\$95.84	10.0	\$93.26	8.1	\$92.17	7.6	\$91.97	5.9	\$93.47	3.4	\$91.43	0.1	\$93.54	7.2
Winnipeg, MB	\$105.48	3.4	\$110.36	4.5	\$112.93	7.2	\$110.54	1.1	\$116.06	8.1	\$115.74	17.4	\$121.93	21.8	\$113.79	9.0
Regina/Saskatoon	\$120.91	15.9	\$119.28	9.4	\$119.52	11.0	\$119.40	11.3	\$117.40	10.3	\$118.55	13.2	\$121.30	14.6	\$119.47	12.0
Calgary, AB	\$199.23	23.4	\$258.33	39.7	\$263.35	35.3	\$260.29	34.4	\$224.92	27.1	\$163.57	11.9	\$158.05	8.6	\$225.54	29.6
Edmonton, AB	\$121.52	2.9	\$128.10	5.8	\$126.63	3.2	\$120.67	-0.1	\$126.90	7.0	\$122.66	9.6	\$132.58	16.8	\$125.64	6.1
Alberta North Area	\$197.51	4.0	\$186.09	-1.3	\$190.28	13.4	\$182.84	-1.8	\$183.45	-1.5	\$201.34	0.5	\$240.83	23.8	\$195.77	4.6
Vancouver Downtown	\$189.61	-3.0	\$199.40	0.9	\$203.26	2.0	\$201.72	1.6	\$200.90	0.1	\$201.24	0.4	\$201.96	-0.6	\$199.77	0.2
British Columbia Area	\$111.47	-10.8	\$113.35	-2.2	\$110.77	-1.2	\$112.18	-17.0	\$120.57	-10.1	\$111.99	-19.8	\$122.29	-12.1	\$114.65	-11.2
Vancouver Island	\$152.79	3.4	\$148.28	2.1	\$145.94	5.3	\$144.42	2.8	\$148.88	4.2	\$154.01	3.8	\$181.62	19.7	\$153.77	6.0

♦ ADR and RevPAR in Canadian Dollars

REVPAR ANALYSIS	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	8-Jun	10-Jun	9-Jun	11-Jun	10-Jun	12-Jun	11-Jun	13-Jun	12-Jun	14-Jun	13-Jun	15-Jun	14-Jun	16-Jun	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	\$82.48	-20.1	\$124.40	-6.4	\$140.33	4.7	\$141.67	5.9	\$140.06	10.4	\$137.08	33.5	\$136.47	32.3	\$128.93	7.9
Nova Scotia Area	\$43.48	0.5	\$69.73	6.1	\$80.31	8.0	\$83.85	14.7	\$65.79	4.6	\$55.94	20.8	\$79.39	39.0	\$68.36	13.2
Montreal Downtown	\$301.55	3.3	\$124.95	-4.6	\$141.90	-1.3	\$149.98	4.4	\$139.16	10.7	\$87.12	0.2	\$95.84	4.6	\$148.64	2.6
Quebec City	\$106.45	93.3	\$157.12	99.4	\$173.49	29.2	\$183.63	35.2	\$166.58	20.0	\$155.74	35.6	\$183.61	12.2	\$160.95	37.2
Quebec Area	\$46.24	-21.5	\$84.00	-2.1	\$105.88	20.1	\$102.44	12.8	\$96.18	10.0	\$73.73	-4.8	\$89.08	1.9	\$85.36	3.7
Toronto Downtown	\$145.78	12.7	\$189.83	5.2	\$198.52	0.3	\$193.03	-0.5	\$162.49	-7.7	\$133.18	14.7	\$146.45	19.1	\$167.04	4.7
Toronto North/East	\$72.32	9.1	\$101.66	-0.6	\$112.20	-0.3	\$108.53	-2.0	\$88.38	-0.5	\$69.20	-4.9	\$68.38	0.2	\$88.67	-0.2
Toronto Airport/West	\$66.36	8.4	\$91.93	-6.1	\$114.04	-0.1	\$114.21	1.7	\$85.59	0.0	\$50.16	8.8	\$50.75	7.8	\$81.86	1.6
Ottawa, ON	\$93.21	11.8	\$142.73	2.9	\$153.87	6.3	\$156.25	6.0	\$140.63	3.6	\$93.19	21.6	\$97.12	19.1	\$125.29	8.5
Ontario East	\$37.29	-26.6	\$64.71	-15.0	\$78.70	-2.5	\$74.91	-7.4	\$71.61	-0.1	\$73.56	-2.3	\$96.73	5.2	\$71.07	-5.7
Niagara Falls	\$57.58	-1.9	\$69.98	-1.6	\$68.15	-3.8	\$69.26	-1.4	\$67.57	-9.7	\$93.59	-3.7	\$144.81	21.5	\$81.56	1.6
Ontario Central	\$35.94	-2.3	\$61.92	10.7	\$71.50	1.0	\$76.68	10.8	\$72.15	5.4	\$83.87	22.8	\$83.26	-4.6	\$69.33	6.3
Ontario North/Thunder Bay	\$54.16	10.3	\$82.56	1.9	\$89.35	9.4	\$84.15	4.3	\$67.13	-4.9	\$64.07	-6.6	\$45.90	-18.3	\$69.62	-0.1
Winnipeg, MB	\$65.43	11.8	\$91.90	11.8	\$100.57	9.9	\$106.66	5.5	\$111.94	11.4	\$111.30	51.6	\$117.44	53.9	\$100.75	20.8
Regina/Saskatoon	\$95.37	51.5	\$97.45	6.4	\$103.13	3.3	\$104.83	8.4	\$93.76	15.7	\$92.18	20.4	\$92.43	14.3	\$97.02	15.2
Calgary, AB	\$129.84	14.0	\$241.03	39.7	\$257.95	36.9	\$254.15	35.9	\$194.18	21.7	\$103.52	-7.2	\$104.65	-4.1	\$183.62	23.3
Edmonton, AB	\$63.95	-10.0	\$95.49	-3.4	\$106.09	-1.6	\$100.02	-6.8	\$95.71	3.2	\$87.46	11.6	\$91.26	13.4	\$91.42	0.5
Alberta North Area	\$115.33	-8.4	\$136.05	-18.5	\$149.18	2.9	\$138.18	-16.1	\$130.90	-11.4	\$124.86	-14.1	\$136.15	-5.0	\$132.95	-10.4
Vancouver Downtown	\$159.72	10.7	\$176.06	4.4	\$185.95	2.4	\$194.09	6.2	\$175.48	-1.4	\$158.69	-14.9	\$157.13	-18.1	\$172.45	-2.2
British Columbia Area	\$50.26	-12.2	\$69.51	19.6	\$73.95	10.9	\$77.76	-9.5	\$81.29	7.0	\$71.22	-15.3	\$67.42	-15.6	\$70.20	-3.3
Vancouver Island	\$98.00	18.1	\$108.34	9.6	\$110.29	8.5	\$110.51	2.9	\$111.71	-0.7	\$109.01	-10.3	\$138.41	7.5	\$112.32	4.3

♦ 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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