



SMITH TRAVEL RESEARCH



OCCUPANCY ANALYSIS

SEGMENT	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	15-Jun	17-Jun	16-Jun	18-Jun	17-Jun	19-Jun	18-Jun	20-Jun	19-Jun	21-Jun	20-Jun	22-Jun	21-Jun	23-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	70.0	14.0	90.7	10.2	95.9	7.3	89.5	10.1	86.7	8.5	75.4	-1.2	75.7	-1.7	83.4	6.6
Nova Scotia Area	56.5	19.5	75.3	2.6	82.3	0.9	82.5	6.3	68.7	0.1	51.3	4.5	57.8	10.7	67.8	5.6
Montreal Downtown	53.4	0.2	77.7	-2.8	85.6	-3.2	86.4	-7.1	77.1	-0.8	67.4	2.3	71.5	4.7	74.2	-1.3
Quebec City	71.5	11.2	85.6	6.2	98.2	2.9	89.6	-5.5	89.3	7.5	71.4	0.4	70.7	-23.2	82.3	-1.0
Quebec Area	35.9	1.1	69.9	12.4	81.7	6.7	80.1	14.6	65.1	11.7	57.9	14.0	70.0	-4.0	65.8	8.0
Toronto Downtown	71.9	2.3	90.1	-0.4	93.2	0.3	95.0	-0.1	78.1	-12.3	69.6	-4.7	84.2	-8.3	83.2	-3.4
Toronto North/East	48.2	-10.4	73.1	-13.0	86.0	-4.8	83.7	-7.8	67.1	-11.0	59.7	-5.7	72.0	-9.2	70.0	-8.7
Toronto Airport/West	59.1	24.4	82.9	7.5	90.4	-3.5	92.6	10.5	77.6	3.2	58.2	-10.0	67.7	-4.5	75.5	3.0
Ottawa, ON	56.3	0.5	92.4	5.5	98.7	0.7	99.2	3.5	97.2	13.6	86.2	28.3	82.8	13.1	87.5	8.7
Ontario East	36.2	-8.8	65.0	-4.6	76.2	2.6	76.7	0.9	77.1	6.9	73.4	1.0	94.1	7.3	71.2	1.6
Niagara Falls	50.4	3.7	66.8	0.0	67.7	-0.1	68.2	-6.6	64.1	-10.6	79.8	-7.3	92.3	-2.3	69.9	-3.7
Ontario Central	34.1	-1.4	68.1	4.8	71.3	3.3	74.9	6.7	70.0	7.9	77.3	7.7	95.0	15.3	70.1	7.2
Ontario North/Thunder Bay	46.0	-13.9	84.0	-3.1	93.1	5.7	89.6	7.8	77.0	6.8	69.6	-4.3	62.2	-11.4	74.5	-0.9
Winnipeg, MB	69.7	20.4	90.7	8.2	91.7	-2.8	91.3	-3.8	86.0	1.2	75.1	-18.5	74.5	-3.4	82.7	-1.1
Regina/Saskatoon	54.8	9.6	85.7	1.7	95.1	1.0	96.9	2.6	94.0	-2.3	83.5	0.1	85.8	5.5	85.1	2.0
Calgary, AB	66.3	1.4	93.9	5.0	97.7	4.4	98.1	5.7	92.8	12.3	74.1	-6.7	79.4	-2.0	86.0	3.0
Edmonton, AB	50.8	-7.3	75.1	-10.7	84.0	-12.3	86.5	-9.6	74.4	-12.0	65.8	-13.6	69.3	-12.4	72.3	-11.3
Alberta North Area	56.6	-7.4	79.3	-5.0	82.7	-3.2	86.7	-2.3	81.1	-2.4	67.5	-16.9	64.0	-16.3	74.0	-7.4
Vancouver Downtown	73.8	-9.4	88.9	-0.7	94.9	0.4	97.7	3.0	94.3	-3.3	92.6	-4.7	87.6	-8.4	90.0	-3.2
British Columbia Area	49.2	2.5	63.0	6.8	69.8	18.7	70.3	9.3	64.8	8.5	64.8	13.9	65.4	4.8	63.9	9.2
Vancouver Island	50.3	-15.5	68.9	-4.7	78.0	-3.0	83.1	3.6	80.2	-2.0	76.2	-9.0	76.9	-7.7	73.4	-5.0

ADR ANALYSIS

SEGMENT	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg
Halifax, NS	\$139.11	5.4	\$145.75	7.1	\$145.12	7.5	\$144.13	2.1	\$141.62	6.2	\$134.76	7.6	\$134.74	3.2	\$141.14	5.7
Nova Scotia Area	\$113.22	12.9	\$108.36	6.6	\$105.78	5.0	\$105.85	5.9	\$105.03	1.2	\$109.61	1.1	\$109.62	0.7	\$107.86	4.8
Montreal Downtown	\$154.54	3.8	\$158.39	-2.5	\$159.83	-3.4	\$162.11	-2.9	\$160.32	-1.8	\$145.53	-4.7	\$142.63	-4.8	\$155.30	-2.7
Quebec City	\$220.70	15.5	\$218.65	19.7	\$223.22	29.4	\$206.55	21.2	\$207.15	29.1	\$221.32	30.5	\$209.11	15.2	\$215.18	23.0
Quebec Area	\$133.96	17.4	\$124.49	4.8	\$126.16	5.4	\$129.04	11.9	\$129.19	8.7	\$142.04	9.4	\$150.87	13.1	\$133.19	9.3
Toronto Downtown	\$182.73	0.4	\$194.92	2.7	\$193.80	1.5	\$190.37	-1.7	\$182.44	-3.4	\$173.09	-3.3	\$184.94	-5.2	\$186.76	-1.2
Toronto North/East	\$117.49	0.0	\$128.60	2.4	\$127.55	0.6	\$124.58	-1.1	\$123.59	0.1	\$109.28	1.0	\$113.13	4.8	\$121.32	1.0
Toronto Airport/West	\$114.74	4.5	\$130.62	6.9	\$133.09	5.4	\$132.28	6.5	\$125.02	5.8	\$103.12	6.2	\$97.51	3.2	\$121.47	6.0
Ottawa, ON	\$139.04	4.0	\$151.43	5.3	\$157.68	8.7	\$159.35	12.8	\$160.51	13.9	\$158.19	17.9	\$151.07	14.4	\$154.92	11.1
Ontario East	\$105.45	2.7	\$103.56	1.5	\$100.85	-2.1	\$103.63	2.0	\$102.29	0.1	\$111.80	-6.0	\$119.67	7.5	\$107.35	0.9
Niagara Falls	\$106.29	-7.5	\$104.73	-3.1	\$104.63	-8.5	\$103.63	-4.0	\$104.66	-4.0	\$132.04	-2.3	\$156.61	-3.4	\$118.96	-4.3
Ontario Central	\$100.77	-2.0	\$102.15	0.0	\$103.01	0.6	\$104.53	3.2	\$104.56	0.7	\$112.04	2.4	\$113.78	0.4	\$106.70	1.1
Ontario North/Thunder Bay	\$88.59	-0.2	\$91.35	4.0	\$92.14	5.9	\$90.90	5.7	\$90.68	5.4	\$96.23	4.8	\$92.81	3.5	\$91.90	4.4
Winnipeg, MB	\$109.94	14.0	\$115.25	10.7	\$114.30	6.6	\$110.47	4.6	\$110.53	15.1	\$105.24	5.5	\$104.80	9.3	\$110.36	9.1
Regina/Saskatoon	\$118.68	15.1	\$121.02	10.1	\$125.03	11.1	\$125.15	11.4	\$128.31	12.9	\$121.37	13.4	\$125.66	16.9	\$123.99	12.7
Calgary, AB	\$165.69	7.3	\$182.52	14.7	\$185.37	14.3	\$179.41	10.1	\$174.61	10.2	\$143.18	-3.3	\$146.09	-0.2	\$169.76	8.6
Edmonton, AB	\$124.35	9.5	\$130.88	8.3	\$131.87	9.0	\$129.25	6.1	\$127.48	7.6	\$122.10	10.1	\$126.06	12.0	\$127.81	8.8
Alberta North Area	\$180.25	-1.6	\$182.67	0.1	\$175.70	-1.5	\$170.98	-0.9	\$175.39	-8.1	\$194.23	-1.3	\$208.90	5.7	\$182.94	-1.5
Vancouver Downtown	\$197.67	-0.3	\$199.17	2.6	\$209.59	5.4	\$213.58	5.3	\$217.00	4.3	\$216.08	2.9	\$211.51	2.2	\$209.67	3.3
British Columbia Area	\$112.39	-26.0	\$111.31	-30.2	\$110.69	-14.4	\$111.86	-10.2	\$109.15	-13.1	\$107.77	-6.3	\$114.96	-8.6	\$111.13	-16.1
Vancouver Island	\$151.44	-3.3	\$128.24	-14.7	\$131.82	-11.3	\$133.10	-11.7	\$134.70	-10.5	\$126.92	-17.1	\$127.51	-16.0	\$132.55	-12.5

♦ ADR and RevPAR in Canadian Dollars

REVPAR ANALYSIS	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	15-Jun	17-Jun	16-Jun	18-Jun	17-Jun	19-Jun	18-Jun	20-Jun	19-Jun	21-Jun	20-Jun	22-Jun	21-Jun	23-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	\$97.37	20.1	\$132.26	18.1	\$139.13	15.4	\$129.06	12.5	\$122.83	15.3	\$101.60	6.2	\$101.98	1.4	\$117.75	12.7
Nova Scotia Area	\$64.01	35.0	\$81.57	9.3	\$87.07	5.9	\$87.36	12.7	\$72.16	1.4	\$56.26	5.7	\$63.30	11.4	\$73.11	10.5
Montreal Downtown	\$82.58	4.1	\$123.02	-5.3	\$136.85	-6.5	\$140.02	-9.8	\$123.62	-2.6	\$98.06	-2.5	\$102.02	-0.3	\$115.17	-4.1
Quebec City	\$157.71	28.3	\$187.24	27.1	\$219.30	33.2	\$184.97	14.5	\$184.89	38.6	\$157.98	31.1	\$147.74	-11.5	\$177.12	21.9
Quebec Area	\$48.16	19.0	\$87.06	17.9	\$103.05	12.3	\$103.38	28.3	\$84.05	21.2	\$82.18	24.5	\$105.56	8.5	\$87.64	18.1
Toronto Downtown	\$131.35	2.6	\$175.55	2.2	\$180.62	1.8	\$180.88	-1.8	\$142.51	-15.3	\$120.54	-7.8	\$155.68	-13.1	\$155.30	-4.6
Toronto North/East	\$56.57	-10.5	\$93.98	-10.9	\$109.67	-4.2	\$104.29	-8.8	\$82.94	-10.9	\$65.18	-4.8	\$81.43	-4.9	\$84.87	-7.9
Toronto Airport/West	\$67.85	30.0	\$108.32	15.0	\$120.37	1.7	\$122.46	17.6	\$96.95	9.1	\$59.99	-4.5	\$65.97	-1.5	\$91.70	9.3
Ottawa, ON	\$78.33	4.6	\$139.87	11.0	\$155.59	9.5	\$158.07	16.9	\$156.07	29.4	\$136.42	51.5	\$125.09	29.5	\$135.63	20.9
Ontario East	\$38.12	-6.4	\$67.32	-3.2	\$76.88	0.3	\$79.52	2.9	\$78.82	6.9	\$82.10	-5.0	\$112.60	15.4	\$76.48	2.6
Niagara Falls	\$53.57	-4.1	\$69.99	-3.0	\$70.82	-8.6	\$70.68	-10.4	\$67.10	-14.2	\$105.37	-9.5	\$144.55	-5.6	\$83.15	-7.9
Ontario Central	\$34.41	-3.1	\$69.61	4.9	\$73.45	4.0	\$78.25	10.0	\$73.24	8.7	\$86.66	10.3	\$108.05	15.8	\$74.81	8.4
Ontario North/Thunder Bay	\$40.71	-14.0	\$76.69	0.7	\$85.75	11.9	\$81.41	13.9	\$69.78	12.5	\$67.02	0.3	\$57.74	-8.3	\$68.44	3.4
Winnipeg, MB	\$76.61	37.1	\$104.50	19.7	\$104.78	3.6	\$100.90	0.6	\$95.06	16.4	\$79.02	-14.0	\$78.07	5.7	\$91.28	7.9
Regina/Saskatoon	\$65.02	26.1	\$103.68	11.9	\$118.89	12.2	\$121.32	14.4	\$120.59	10.3	\$101.35	13.5	\$107.83	23.4	\$105.52	15.0
Calgary, AB	\$109.84	8.8	\$171.38	20.5	\$181.07	19.3	\$175.94	16.3	\$161.96	23.7	\$106.03	-9.8	\$116.04	-2.2	\$146.04	11.9
Edmonton, AB	\$63.14	1.3	\$98.31	-3.2	\$110.78	-4.4	\$111.84	-4.1	\$94.79	-5.2	\$80.29	-5.0	\$87.33	-2.0	\$92.36	-3.5
Alberta North Area	\$102.04	-8.9	\$144.81	-5.0	\$145.35	-4.5	\$148.25	-3.1	\$142.31	-10.3	\$131.05	-18.0	\$133.67	-11.6	\$135.35	-8.8
Vancouver Downtown	\$145.82	-9.8	\$177.09	2.0	\$198.82	5.8	\$208.59	8.4	\$204.73	0.9	\$200.03	-2.0	\$185.19	-6.4	\$188.61	0.0
British Columbia Area	\$55.29	-24.2	\$70.15	-25.5	\$77.29	1.6	\$78.69	-1.7	\$70.76	-5.7	\$69.81	6.7	\$75.15	-4.2	\$71.02	-8.3
Vancouver Island	\$76.22	-18.2	\$88.37	-18.7	\$102.76	-13.9	\$110.63	-8.5	\$108.01	-12.3	\$96.70	-24.5	\$98.06	-22.4	\$97.25	-17.0

♦ 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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