



SMITH TRAVEL RESEARCH



## OCCUPANCY ANALYSIS

SEGMENT	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	22-Jun	24-Jun	23-Jun	25-Jun	24-Jun	26-Jun	25-Jun	27-Jun	26-Jun	28-Jun	27-Jun	29-Jun	28-Jun	30-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	66.1	6.6	90.2	13.0	96.7	15.0	93.1	18.0	82.2	31.3	70.9	13.6	79.7	-3.7	82.7	13.0
Nova Scotia Area	46.5	1.1	74.0	10.9	86.2	-2.5	84.7	6.0	69.9	-4.0	52.7	-8.7	62.4	-11.4	68.0	-1.2
Montreal Downtown	43.0	-8.9	43.8	-33.6	61.2	-25.3	78.0	-12.2	78.4	-8.0	84.2	-4.9	95.3	-3.2	69.1	-13.0
Quebec City	63.3	-4.8	75.8	17.0	66.3	-8.6	83.7	18.7	87.8	28.2	75.4	10.7	89.5	1.1	77.4	8.6
Quebec Area	41.5	-17.7	42.6	6.2	46.0	-26.4	71.1	4.7	69.2	7.5	63.6	-9.3	78.6	-15.7	59.0	-8.0
Toronto Downtown	87.3	-7.7	97.9	-1.2	98.6	-0.4	97.0	11.1	73.8	22.2	68.7	26.1	79.7	30.7	86.1	8.4
Toronto North/East	61.3	-12.2	78.5	-9.6	88.6	-3.0	85.8	4.4	66.5	4.7	67.5	7.5	80.7	9.9	75.5	-0.3
Toronto Airport/West	53.3	-9.2	74.6	-8.1	84.8	-9.6	83.4	-8.0	63.0	-12.4	53.4	-2.0	56.0	-9.1	66.9	-8.6
Ottawa, ON	58.7	1.4	80.3	4.2	94.3	3.5	92.4	6.6	70.3	-4.2	56.8	-20.2	73.4	-25.1	75.2	-5.2
Ontario East	43.0	-16.2	66.3	-12.0	71.9	-9.7	72.8	-10.0	65.3	-10.8	65.6	-8.0	84.2	-7.7	67.0	-10.3
Niagara Falls	58.9	-7.5	73.1	2.8	70.6	3.7	69.4	2.8	71.4	4.8	80.7	5.9	95.6	-0.7	74.2	1.6
Ontario Central	43.0	1.4	67.2	2.8	73.3	-2.4	72.3	6.8	66.0	18.5	70.7	1.0	86.9	2.0	68.5	3.9
Ontario North/Thunder Bay	51.7	-8.7	85.7	0.1	92.1	1.8	93.5	4.1	81.9	3.9	75.0	-3.2	76.7	-3.4	79.5	-0.3
Winnipeg, MB	54.3	-14.2	77.2	-10.2	87.6	2.5	89.2	5.6	77.8	12.9	61.9	6.2	57.6	0.9	72.2	0.4
Regina/Saskatoon	63.2	35.3	84.4	15.0	90.3	10.5	87.8	9.5	72.8	-8.1	76.3	-8.4	84.8	-5.0	79.9	4.7
Calgary, AB	71.0	-3.4	92.5	3.9	97.3	8.0	97.8	5.8	90.9	11.9	84.0	8.9	84.5	0.6	88.3	5.2
Edmonton, AB	54.5	-0.9	75.4	1.9	83.5	4.2	82.7	6.3	72.9	2.1	68.2	-10.5	77.2	-10.6	73.5	-1.2
Alberta North Area	57.3	-9.5	77.3	-8.6	77.9	-7.2	82.3	2.7	74.1	3.8	67.5	9.4	71.7	0.3	72.6	-1.6
Vancouver Downtown	73.0	-9.4	84.1	-11.0	88.6	-6.0	97.9	4.5	97.6	13.5	98.0	13.3	92.1	13.1	90.2	2.4
British Columbia Area	53.0	16.0	64.3	16.9	70.6	21.3	73.0	28.3	66.0	22.2	63.0	4.1	71.3	-2.2	65.9	14.4
Vancouver Island	60.8	1.7	77.5	6.2	82.9	11.0	87.8	10.4	89.6	7.2	87.3	5.1	90.9	0.2	82.4	5.9

## ADR ANALYSIS

SEGMENT	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg
Halifax, NS	\$142.44	5.8	\$143.78	8.7	\$143.09	8.1	\$142.50	10.6	\$133.82	6.5	\$128.39	-0.4	\$125.04	-7.3	\$137.43	4.7
Nova Scotia Area	\$108.13	6.0	\$106.02	8.1	\$107.77	6.7	\$107.79	4.6	\$112.37	7.6	\$114.02	3.8	\$112.35	3.3	\$109.50	5.5
Montreal Downtown	\$145.40	-6.0	\$147.57	-9.1	\$156.36	-6.1	\$158.56	-3.9	\$158.77	-2.6	\$155.15	0.5	\$149.55	-5.7	\$153.78	-4.4
Quebec City	\$190.13	3.6	\$188.71	4.0	\$210.25	21.7	\$196.72	30.5	\$188.60	27.6	\$190.00	22.8	\$185.08	21.0	\$192.31	18.1
Quebec Area	\$132.87	-1.5	\$138.07	12.8	\$129.95	12.8	\$129.91	9.5	\$131.58	3.6	\$137.81	-0.8	\$139.47	-2.5	\$134.37	3.6
Toronto Downtown	\$204.30	-5.2	\$213.31	-3.1	\$215.26	-2.1	\$207.54	1.6	\$180.34	1.3	\$154.65	0.6	\$153.30	1.2	\$192.75	-2.7
Toronto North/East	\$117.98	-2.3	\$126.46	0.9	\$125.45	-3.5	\$124.67	-1.1	\$119.33	1.4	\$108.06	2.3	\$108.62	3.1	\$119.05	-0.5
Toronto Airport/West	\$112.49	4.9	\$126.18	0.3	\$128.56	0.7	\$129.56	1.9	\$120.29	4.6	\$98.24	10.9	\$94.32	7.0	\$117.87	3.2
Ottawa, ON	\$141.31	2.1	\$143.81	1.5	\$149.87	3.1	\$153.18	7.5	\$143.46	2.3	\$128.42	-4.7	\$124.96	-12.7	\$141.93	0.5
Ontario East	\$103.91	0.9	\$105.94	4.7	\$106.95	4.2	\$106.21	3.4	\$108.82	8.8	\$115.66	3.7	\$119.84	2.7	\$110.21	4.2
Niagara Falls	\$116.54	-5.4	\$109.33	-8.7	\$113.49	-5.1	\$116.29	-1.7	\$117.67	0.9	\$139.40	-1.8	\$171.65	-8.2	\$128.92	-4.9
Ontario Central	\$99.90	-10.2	\$102.27	0.7	\$104.36	0.2	\$104.77	2.8	\$103.86	1.9	\$109.60	0.4	\$113.05	-1.3	\$106.01	-0.5
Ontario North/Thunder Bay	\$91.01	4.4	\$92.94	7.3	\$93.47	3.7	\$94.66	7.1	\$95.14	4.5	\$97.07	3.9	\$96.52	3.0	\$94.51	4.9
Winnipeg, MB	\$100.57	5.0	\$108.92	5.5	\$109.49	4.9	\$109.11	4.2	\$107.99	9.8	\$99.24	6.6	\$98.86	6.6	\$105.68	6.0
Regina/Saskatoon	\$115.11	12.1	\$116.32	8.2	\$116.86	8.4	\$118.76	9.9	\$112.94	10.1	\$109.13	10.5	\$114.03	10.0	\$114.89	10.0
Calgary, AB	\$168.49	5.5	\$182.89	13.1	\$180.58	9.1	\$180.82	12.2	\$175.68	16.1	\$151.14	14.3	\$147.49	9.6	\$170.33	11.5
Edmonton, AB	\$126.58	14.3	\$131.57	16.7	\$131.34	15.4	\$129.82	15.7	\$122.17	12.0	\$116.52	7.6	\$120.94	6.7	\$125.80	12.8
Alberta North Area	\$191.90	4.9	\$188.37	5.0	\$179.00	-5.9	\$192.95	7.1	\$186.34	5.6	\$194.98	0.6	\$178.15	-9.3	\$187.21	1.0
Vancouver Downtown	\$198.18	2.1	\$199.75	0.1	\$206.75	5.5	\$215.10	9.8	\$215.88	13.4	\$214.06	11.8	\$207.23	8.8	\$208.74	7.5
British Columbia Area	\$120.39	-12.4	\$115.66	-14.2	\$119.03	-12.0	\$134.20	14.7	\$114.96	-8.4	\$117.04	-13.5	\$119.41	-7.7	\$120.32	-7.8
Vancouver Island	\$142.37	-9.0	\$148.66	0.5	\$152.07	4.9	\$151.24	3.6	\$155.29	2.5	\$152.72	-4.9	\$130.84	-17.4	\$147.72	-3.1

♦ ADR and RevPAR in Canadian Dollars

REVPAR ANALYSIS SEGMENT	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	22-Jun	24-Jun	23-Jun	25-Jun	24-Jun	26-Jun	25-Jun	27-Jun	26-Jun	28-Jun	27-Jun	29-Jun	28-Jun	30-Jun	Week	Week
	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007
	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg
Halifax, NS	\$94.09	12.8	\$129.64	22.8	\$138.33	24.2	\$132.60	30.5	\$110.02	39.9	\$90.99	13.2	\$99.67	-10.8	\$113.62	18.2
Nova Scotia Area	\$50.26	7.0	\$78.43	20.0	\$92.91	4.0	\$91.25	10.8	\$78.51	3.3	\$60.12	-5.2	\$70.14	-8.4	\$74.52	4.3
Montreal Downtown	\$62.49	-14.4	\$64.62	-39.7	\$95.71	-29.8	\$123.73	-15.6	\$124.55	-10.4	\$130.69	-4.4	\$142.46	-8.8	\$106.32	-16.8
Quebec City	\$120.29	-1.4	\$143.11	21.6	\$139.38	11.3	\$164.70	54.9	\$165.65	63.8	\$143.31	36.1	\$165.68	22.3	\$148.87	28.1
Quebec Area	\$55.15	-18.9	\$58.78	19.8	\$59.80	-16.9	\$92.42	14.8	\$91.02	11.2	\$87.69	-10.0	\$109.67	-17.7	\$79.22	-4.7
Toronto Downtown	\$178.33	-12.5	\$208.73	-4.3	\$212.35	-2.5	\$201.33	12.9	\$133.04	23.6	\$106.27	26.8	\$122.12	32.1	\$166.03	5.5
Toronto North/East	\$72.34	-14.2	\$99.22	-8.9	\$111.14	-6.4	\$106.98	3.2	\$79.32	6.1	\$72.97	10.0	\$87.61	13.3	\$89.94	-0.7
Toronto Airport/West	\$59.96	-4.7	\$94.10	-7.9	\$109.06	-8.9	\$108.07	-6.3	\$75.75	-8.4	\$52.49	8.6	\$52.80	-2.7	\$78.89	-5.7
Ottawa, ON	\$83.00	3.5	\$115.43	5.7	\$141.32	6.7	\$141.55	14.6	\$100.79	-2.0	\$72.96	-24.0	\$91.68	-34.6	\$106.68	-4.8
Ontario East	\$44.66	-15.4	\$70.28	-7.9	\$76.84	-5.9	\$77.35	-6.9	\$71.01	-3.0	\$75.86	-4.7	\$100.90	-5.2	\$73.84	-6.5
Niagara Falls	\$68.67	-12.5	\$79.94	-6.1	\$80.13	-1.6	\$80.69	1.0	\$83.97	5.6	\$112.54	4.1	\$164.01	-8.9	\$95.71	-3.3
Ontario Central	\$42.94	-8.9	\$68.76	3.5	\$76.49	-2.2	\$75.77	9.8	\$68.57	20.7	\$77.44	1.4	\$98.23	0.6	\$72.60	3.4
Ontario North/Thunder Bay	\$47.01	-4.7	\$79.64	7.5	\$86.07	5.5	\$88.48	11.4	\$77.94	8.7	\$72.76	0.5	\$74.00	-0.6	\$75.13	4.6
Winnipeg, MB	\$54.61	-10.0	\$84.04	-5.4	\$95.90	7.4	\$97.35	9.9	\$84.04	23.9	\$61.41	13.1	\$56.96	7.6	\$76.33	6.4
Regina/Saskatoon	\$72.77	51.8	\$98.18	24.4	\$105.49	19.8	\$104.28	20.3	\$82.18	1.2	\$83.30	1.3	\$96.67	4.4	\$91.84	15.3
Calgary, AB	\$119.60	1.8	\$169.23	17.6	\$175.65	17.8	\$176.88	18.8	\$159.77	30.0	\$126.98	24.4	\$124.65	10.3	\$150.40	17.3
Edmonton, AB	\$69.04	13.3	\$99.20	18.9	\$109.71	20.3	\$107.40	23.1	\$89.02	14.4	\$79.42	-3.8	\$93.42	-4.6	\$92.46	11.4
Alberta North Area	\$109.91	-5.0	\$145.57	-4.1	\$139.35	-12.6	\$158.83	10.1	\$137.99	9.6	\$131.53	10.1	\$127.71	-9.0	\$135.84	-0.6
Vancouver Downtown	\$144.72	-7.5	\$168.08	-10.8	\$183.23	-0.9	\$210.52	14.6	\$210.81	28.7	\$209.72	26.7	\$190.90	23.1	\$188.28	10.0
British Columbia Area	\$63.85	1.8	\$74.32	0.2	\$84.04	6.8	\$98.03	47.3	\$75.87	12.0	\$73.78	-10.0	\$85.08	-9.8	\$79.28	5.5
Vancouver Island	\$86.60	-7.5	\$115.28	6.7	\$126.13	16.4	\$132.86	14.5	\$139.21	9.8	\$133.34	-0.1	\$118.87	-17.3	\$121.76	2.7

♦ 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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