



SMITH TRAVEL RESEARCH



OCCUPANCY ANALYSIS

SEGMENT	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	1-Jun	3-Jun	2-Jun	4-Jun	3-Jun	5-Jun	4-Jun	6-Jun	5-Jun	7-Jun	6-Jun	8-Jun	7-Jun	9-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	57.0	-15.2	80.3	-6.6	86.5	-4.0	83.1	-11.6	82.3	-10.2	77.7	-5.9	79.0	-8.6	78.0	-8.7
Nova Scotia Area	38.0	-14.8	61.4	-7.4	73.2	1.5	70.3	-1.1	80.4	21.3	66.8	74.0	58.4	22.7	64.1	10.3
Montreal Downtown	62.6	0.2	80.7	-3.7	86.5	-2.3	84.0	-2.9	87.9	-0.2	91.6	-0.5	94.4	-0.1	83.9	-1.5
Quebec City	75.5	33.6	77.2	11.7	91.7	6.1	95.3	7.2	94.6	7.6	77.4	1.6	68.7	-0.9	82.9	8.7
Quebec Area	33.7	-25.9	61.8	-11.0	77.2	-1.7	76.4	-2.1	64.8	-6.8	61.0	11.1	67.6	5.5	63.2	-3.8
Toronto Downtown	76.8	-15.8	95.5	-3.3	98.4	12.6	96.5	12.9	88.8	17.9	86.5	28.5	91.3	22.7	90.5	9.3
Toronto North/East	55.3	-10.7	80.0	-10.1	89.4	-1.2	84.4	1.7	75.0	1.5	71.5	11.2	72.3	15.7	75.4	0.5
Toronto Airport/West	53.1	-2.9	75.1	-10.3	84.8	-3.7	82.1	-5.1	74.4	-13.4	67.5	-8.0	64.8	1.7	71.7	-6.4
Ottawa, ON	55.7	-30.9	86.3	-12.2	96.9	-0.9	97.3	-1.0	89.8	-4.9	73.4	-11.8	82.2	14.8	83.1	-6.8
Ontario East	38.4	-15.8	59.2	-16.9	66.2	-10.4	73.5	-3.2	69.1	-11.0	65.4	-14.3	77.7	-9.0	64.2	-11.2
Niagara Falls	41.8	-12.9	50.3	-15.0	50.4	-16.0	54.5	-14.3	56.0	-10.4	79.0	9.6	90.2	6.1	60.3	-6.4
Ontario Central	34.4	6.5	54.3	-5.1	60.9	-2.1	67.7	5.6	62.1	13.1	71.3	7.4	81.0	7.3	61.7	4.6
Ontario North/Thunder Bay	51.3	-20.2	88.0	-1.3	92.5	-0.8	88.2	-4.9	77.4	-10.8	69.2	-13.0	54.4	-20.1	74.4	-9.3
Winnipeg, MB	59.5	10.8	75.7	-1.3	80.0	-12.6	84.8	-10.7	84.9	-7.0	84.1	13.6	82.5	14.4	78.8	-0.5
Regina/Saskatoon	65.9	37.0	84.8	2.5	91.2	-3.6	89.5	-6.4	79.3	-13.9	92.5	2.1	93.3	9.0	85.2	1.2
Calgary, AB	57.7	-25.1	81.3	-9.1	84.5	-11.7	87.9	-9.2	84.1	-8.4	68.8	-13.1	69.0	-5.2	76.2	-11.5
Edmonton, AB	46.1	-16.2	66.0	-13.2	77.2	-6.4	81.0	-3.6	73.4	-9.2	78.8	-2.4	74.5	-8.7	71.0	-8.0
Alberta North Area	49.8	-14.6	78.6	0.8	80.2	3.0	80.4	-2.8	74.4	-1.8	65.2	2.5	61.7	-5.8	70.0	-2.4
Vancouver Downtown	80.3	-5.8	95.6	2.0	96.9	1.1	94.8	0.9	95.9	7.6	92.0	2.4	89.8	9.4	92.2	2.4
British Columbia Area	41.3	-2.4	54.1	-2.3	60.2	5.4	66.1	19.3	57.7	12.9	56.6	-2.6	54.0	-12.3	55.7	2.4
Vancouver Island	63.0	-7.9	72.4	-2.3	78.8	2.1	78.7	5.4	86.0	4.8	82.9	-2.6	82.6	-0.5	77.8	0.0

ADR ANALYSIS

SEGMENT	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg
Halifax, NS	\$149.31	10.6	\$148.37	7.5	\$145.94	3.8	\$142.84	-0.7	\$139.87	-1.2	\$135.64	-0.1	\$140.61	0.0	\$143.03	2.5
Nova Scotia Area	\$110.18	14.5	\$104.54	8.4	\$103.49	14.1	\$101.47	9.4	\$103.71	8.5	\$105.33	4.6	\$106.35	6.4	\$104.57	9.6
Montreal Downtown	\$162.19	-0.6	\$165.03	-4.2	\$172.85	-1.9	\$180.87	-2.9	\$334.69	-5.0	\$409.40	1.2	\$412.73	1.7	\$271.37	-0.8
Quebec City	\$195.40	29.0	\$181.31	21.2	\$184.89	26.3	\$199.38	36.7	\$201.41	30.6	\$211.24	31.0	\$190.31	26.2	\$195.01	28.9
Quebec Area	\$128.04	-7.9	\$122.96	-3.6	\$121.61	-0.9	\$114.36	0.4	\$113.51	1.9	\$131.14	7.6	\$134.11	9.9	\$123.07	1.2
Toronto Downtown	\$211.06	-2.0	\$218.18	0.6	\$223.31	9.2	\$211.63	12.7	\$204.97	11.1	\$189.94	12.4	\$190.79	12.9	\$207.47	6.6
Toronto North/East	\$118.82	-3.4	\$130.01	0.9	\$129.67	1.1	\$133.87	5.7	\$128.52	2.5	\$112.24	-0.9	\$112.79	0.2	\$124.42	0.9
Toronto Airport/West	\$118.75	7.4	\$134.06	4.8	\$134.46	4.4	\$132.21	4.8	\$125.85	5.3	\$102.00	2.1	\$102.32	8.3	\$122.58	4.9
Ottawa, ON	\$135.89	-7.6	\$148.30	-1.4	\$154.43	2.7	\$154.81	1.0	\$143.47	-3.3	\$137.54	-0.9	\$138.01	1.3	\$145.66	-0.9
Ontario East	\$104.44	3.2	\$107.19	6.7	\$106.26	5.8	\$102.70	4.5	\$113.05	18.0	\$111.36	-1.2	\$117.27	7.7	\$109.34	6.4
Niagara Falls	\$108.29	0.5	\$99.60	-2.2	\$101.86	2.2	\$96.87	-2.9	\$98.37	-6.5	\$118.79	-5.0	\$142.75	-2.6	\$113.03	-1.3
Ontario Central	\$101.41	1.7	\$101.05	1.8	\$100.72	-0.5	\$101.08	-1.3	\$103.28	3.5	\$109.99	2.6	\$113.57	4.0	\$105.18	1.9
Ontario North/Thunder Bay	\$94.30	12.3	\$94.48	12.6	\$93.18	7.6	\$91.83	4.1	\$94.12	9.1	\$98.74	10.3	\$95.29	10.5	\$94.38	9.2
Winnipeg, MB	\$104.12	7.1	\$108.82	5.2	\$107.50	2.1	\$108.54	3.1	\$107.41	3.7	\$105.88	9.4	\$105.67	5.9	\$106.94	4.7
Regina/Saskatoon	\$127.06	25.3	\$126.75	18.1	\$122.89	12.2	\$121.02	10.6	\$118.18	10.7	\$121.48	12.6	\$124.82	16.1	\$123.08	14.4
Calgary, AB	\$159.32	1.0	\$178.00	11.7	\$181.65	10.5	\$178.38	8.2	\$176.22	10.1	\$154.32	9.2	\$156.78	10.5	\$170.54	9.0
Edmonton, AB	\$118.63	8.8	\$128.50	10.1	\$129.62	11.0	\$129.33	10.0	\$129.71	11.9	\$122.87	9.6	\$122.02	4.6	\$126.21	9.5
Alberta North Area	\$225.26	24.5	\$187.49	3.2	\$182.54	5.1	\$185.74	3.5	\$184.27	0.8	\$189.66	-3.3	\$188.49	-7.2	\$190.15	2.9
Vancouver Downtown	\$201.40	-0.5	\$210.28	1.0	\$212.61	5.8	\$212.28	5.4	\$211.78	7.1	\$207.22	5.4	\$201.96	0.8	\$208.45	3.6
British Columbia Area	\$112.04	-31.0	\$111.75	-23.0	\$109.41	-26.2	\$110.86	-8.5	\$113.21	-11.9	\$111.31	-18.1	\$111.16	-15.2	\$111.34	-19.4
Vancouver Island	\$155.66	1.9	\$157.85	7.3	\$151.59	4.3	\$146.37	1.4	\$146.32	1.6	\$145.09	-0.8	\$148.14	1.0	\$149.79	2.2

♦ ADR and RevPAR in Canadian Dollars

REVPAR ANALYSIS	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	1-Jun	3-Jun	2-Jun	4-Jun	3-Jun	5-Jun	4-Jun	6-Jun	5-Jun	7-Jun	6-Jun	8-Jun	7-Jun	9-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	\$85.05	-6.3	\$119.09	0.4	\$126.31	-0.4	\$118.67	-12.3	\$115.11	-11.2	\$105.35	-6.0	\$111.07	-8.6	\$111.52	-6.5
Nova Scotia Area	\$41.82	-2.5	\$64.21	0.4	\$75.75	15.8	\$71.29	8.0	\$83.38	31.6	\$70.33	81.7	\$62.12	30.7	\$66.99	20.9
Montreal Downtown	\$101.50	-0.5	\$133.21	-7.7	\$149.51	-4.1	\$151.94	-5.7	\$294.03	-5.3	\$374.93	0.6	\$389.46	1.6	\$227.80	-2.2
Quebec City	\$147.59	72.4	\$140.01	35.5	\$169.49	33.9	\$189.98	46.5	\$190.49	40.5	\$163.47	32.9	\$130.73	25.0	\$161.68	40.0
Quebec Area	\$43.17	-31.8	\$75.98	-14.1	\$93.87	-2.5	\$87.34	-1.7	\$73.59	-5.0	\$79.95	19.4	\$90.67	16.0	\$77.80	-2.7
Toronto Downtown	\$162.16	-17.4	\$208.39	-2.7	\$219.77	23.0	\$204.13	27.2	\$181.92	31.0	\$164.25	44.4	\$174.27	38.6	\$187.84	16.5
Toronto North/East	\$65.76	-13.6	\$104.04	-9.3	\$115.97	0.0	\$113.03	7.5	\$96.36	4.0	\$80.23	10.2	\$81.54	16.0	\$93.85	1.4
Toronto Airport/West	\$63.01	4.3	\$100.65	-6.0	\$113.95	0.4	\$108.56	-0.5	\$93.66	-8.8	\$68.81	-6.2	\$66.35	10.2	\$87.86	-1.8
Ottawa, ON	\$75.64	-36.2	\$127.94	-13.5	\$149.65	1.7	\$150.60	-0.1	\$128.90	-8.0	\$101.00	-12.5	\$113.42	16.3	\$121.02	-7.7
Ontario East	\$40.14	-12.9	\$63.45	-11.3	\$70.33	-5.2	\$75.52	1.3	\$78.17	5.1	\$72.80	-15.3	\$91.16	-2.0	\$70.23	-5.4
Niagara Falls	\$45.21	-12.7	\$50.07	-17.0	\$51.30	-14.2	\$52.78	-16.8	\$55.13	-16.2	\$93.87	4.2	\$128.81	3.4	\$68.17	-7.5
Ontario Central	\$34.85	8.1	\$54.84	-3.5	\$61.36	-2.5	\$68.48	4.4	\$64.11	16.9	\$78.40	10.1	\$92.00	11.5	\$64.86	6.5
Ontario North/Thunder Bay	\$48.38	-10.4	\$83.17	11.1	\$86.23	6.8	\$81.01	-0.9	\$72.83	-2.8	\$68.37	-3.9	\$51.88	-11.7	\$70.26	-0.9
Winnipeg, MB	\$61.99	18.7	\$82.34	3.7	\$85.97	-10.8	\$92.02	-8.0	\$91.17	-3.6	\$89.09	24.4	\$87.15	21.1	\$84.25	4.2
Regina/Saskatoon	\$83.67	71.3	\$107.46	21.1	\$112.13	8.2	\$108.31	3.4	\$93.76	-4.7	\$112.37	15.0	\$116.43	26.5	\$104.88	15.8
Calgary, AB	\$91.92	-24.3	\$144.64	1.5	\$153.48	-2.4	\$156.84	-1.7	\$148.18	0.9	\$106.17	-5.1	\$108.20	4.7	\$129.92	-3.6
Edmonton, AB	\$54.65	-8.9	\$84.83	-4.3	\$100.07	3.8	\$104.81	6.1	\$95.16	1.6	\$96.86	7.1	\$90.88	-4.5	\$89.61	0.7
Alberta North Area	\$112.09	6.3	\$147.36	3.9	\$146.35	8.1	\$149.40	0.6	\$137.09	-1.1	\$123.59	-0.9	\$116.26	-12.7	\$133.16	0.5
Vancouver Downtown	\$161.75	-6.2	\$201.03	3.0	\$205.92	7.0	\$201.18	6.2	\$203.07	15.3	\$190.70	8.0	\$181.43	10.3	\$192.15	6.2
British Columbia Area	\$46.31	-32.5	\$60.49	-24.8	\$65.88	-22.2	\$73.30	9.2	\$65.27	-0.5	\$63.05	-20.2	\$60.02	-25.7	\$62.05	-17.5
Vancouver Island	\$98.04	-6.2	\$114.23	4.8	\$119.46	6.5	\$115.12	6.7	\$125.81	6.5	\$120.34	-3.4	\$122.43	0.5	\$116.49	2.2

♦ 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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