



SMITH TRAVEL RESEARCH



### OCCUPANCY ANALYSIS

SEGMENT	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	24-Feb	25-Feb	25-Feb	26-Feb	26-Feb	27-Feb	27-Feb	28-Feb	28-Feb	1-Mar	29-Feb	2-Mar	1-Mar	3-Mar	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	30.2	-6.2	55.4	3.6	58.8	1.0	52.6	-12.6	50.0	-16.1	57.6	-6.0	54.2	-1.6	51.3	-5.5
Nova Scotia Area	40.2	45.7	58.4	21.7	69.1	30.6	66.7	24.4	73.1	41.1	81.4	46.4	77.1	64.4	66.6	38.5
Montreal Downtown	36.1	-1.4	51.8	-9.6	63.2	10.1	57.9	9.0	53.1	9.0	48.1	15.6	55.7	32.3	52.3	8.7
Quebec City	34.2	26.2	43.9	12.9	45.5	8.6	67.6	28.3	60.7	17.9	47.7	-1.4	47.4	-20.9	49.6	8.3
Quebec Area	35.1	-3.8	53.1	14.7	63.1	16.6	67.5	14.8	62.1	23.2	69.0	23.9	68.8	10.4	59.8	15.0
Toronto Downtown	57.7	-3.8	79.7	2.7	82.7	4.7	73.3	6.7	68.4	-14.5	63.7	11.0	84.2	5.6	72.8	1.4
Toronto North/East	44.5	9.3	73.6	10.2	77.6	6.3	77.3	13.2	66.7	-17.3	51.5	8.0	54.4	11.5	63.7	4.6
Toronto Airport/West	51.0	-21.7	69.4	-10.1	76.6	1.7	81.5	0.4	71.0	-24.0	74.5	-2.2	65.4	3.8	69.9	-7.9
Ottawa, ON	50.2	18.7	85.4	27.1	89.7	5.7	90.8	4.8	76.1	0.1	56.3	11.5	58.2	18.5	72.4	11.0
Ontario East	26.9	31.2	49.6	22.8	57.9	10.5	58.1	21.0	45.4	-12.4	52.8	10.9	51.3	-12.3	48.9	7.2
Niagara Falls	22.6	4.6	25.3	12.9	19.7	-11.7	22.1	20.1	22.2	14.4	43.9	1.4	56.4	-7.1	30.3	2.0
Ontario Central	30.2	1.0	54.4	11.5	60.0	6.0	70.6	23.2	64.0	-8.8	86.7	19.4	85.0	7.6	64.4	8.6
Ontario North/Thunder Bay	40.9	-4.0	69.4	-2.5	80.4	-2.0	79.2	2.2	69.6	-0.4	82.5	14.7	76.8	19.1	71.3	4.1
Winnipeg, MB	51.9	9.3	68.7	7.8	77.1	16.1	81.0	18.4	81.5	17.3	65.3	16.0	64.9	24.3	70.0	15.5
Regina/Saskatoon	48.2	8.8	70.4	-3.7	79.4	-2.1	81.9	4.7	73.5	2.2	77.3	-0.3	78.7	-2.8	72.8	0.6
Calgary, AB	48.1	-11.3	75.8	-2.2	84.2	-1.4	84.9	-2.7	71.9	-11.7	66.1	-11.7	66.0	-10.2	71.0	-6.9
Edmonton, AB	58.8	14.8	77.7	3.1	85.4	4.8	86.0	6.0	79.8	8.3	82.6	9.3	78.8	-3.4	78.5	5.7
Alberta North Area	47.8	-32.8	60.2	-30.2	65.9	-25.9	65.7	-27.7	70.1	-19.4	77.0	-12.2	81.7	-4.1	66.9	-21.6
Vancouver Downtown	61.6	22.0	72.4	12.1	84.6	35.4	87.5	28.5	81.0	5.1	74.1	7.7	62.4	-13.0	74.8	13.0
British Columbia Area	53.5	-5.6	66.8	7.7	69.6	8.8	72.9	-1.8	69.5	-4.5	66.2	-12.1	68.9	-11.8	66.8	-3.2
Vancouver Island	36.3	-18.6	46.7	-18.4	53.6	-6.9	55.2	-8.5	54.6	-12.8	60.4	-18.0	75.0	-2.5	54.5	-11.8

### ADR ANALYSIS

SEGMENT	ADR		ADR		ADR		ADR		ADR		ADR		ADR		ADR	
	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg
Halifax, NS	\$110.48	8.4	\$109.70	5.1	\$112.53	2.9	\$113.02	4.2	\$108.24	0.9	\$106.16	1.6	\$105.48	-1.8	\$109.31	2.6
Nova Scotia Area	\$106.76	11.0	\$101.71	14.2	\$98.70	7.7	\$99.41	11.9	\$97.94	10.6	\$96.20	2.8	\$102.60	5.1	\$99.97	8.8
Montreal Downtown	\$136.97	5.5	\$142.03	2.5	\$145.13	4.6	\$146.08	8.5	\$144.18	3.7	\$137.57	5.3	\$137.24	9.1	\$141.70	5.3
Quebec City	\$119.08	7.0	\$116.94	7.0	\$109.67	1.9	\$121.54	1.7	\$117.41	3.4	\$119.64	8.3	\$180.54	61.8	\$126.23	12.5
Quebec Area	\$134.59	17.3	\$128.50	10.8	\$122.63	9.1	\$130.28	17.1	\$140.51	17.7	\$148.74	15.2	\$146.91	3.3	\$136.56	12.4
Toronto Downtown	\$162.51	1.3	\$171.89	3.5	\$173.32	4.2	\$169.74	4.6	\$164.69	3.6	\$167.25	4.9	\$195.04	13.4	\$173.03	5.5
Toronto North/East	\$117.17	-2.0	\$126.26	3.0	\$128.33	2.4	\$126.63	3.6	\$123.34	0.5	\$105.72	-1.2	\$107.52	1.4	\$120.67	1.3
Toronto Airport/West	\$119.78	1.6	\$129.87	5.9	\$131.89	4.6	\$129.49	4.0	\$125.75	-2.0	\$110.01	2.9	\$107.66	5.3	\$122.48	2.8
Ottawa, ON	\$132.93	5.1	\$144.52	6.3	\$147.02	5.9	\$146.39	1.5	\$138.91	2.2	\$120.35	-2.8	\$122.92	6.9	\$138.14	3.4
Ontario East	\$94.12	7.9	\$92.68	2.0	\$94.49	3.7	\$95.41	3.1	\$92.31	-0.1	\$99.71	4.6	\$104.09	7.3	\$96.31	3.6
Niagara Falls	\$104.47	21.3	\$101.28	26.5	\$89.50	2.4	\$88.52	10.9	\$86.87	1.8	\$98.77	-0.4	\$112.00	-0.5	\$100.01	4.8
Ontario Central	\$99.32	1.9	\$100.45	3.2	\$99.76	1.0	\$100.46	0.9	\$102.94	4.5	\$110.54	-2.5	\$113.79	0.3	\$105.09	1.1
Ontario North/Thunder Bay	\$89.45	9.5	\$89.82	7.3	\$91.53	6.9	\$89.79	5.7	\$90.00	4.4	\$91.02	2.4	\$90.27	2.2	\$90.35	5.3
Winnipeg, MB	\$96.24	1.7	\$101.50	1.8	\$105.80	7.8	\$106.42	3.7	\$104.11	-0.1	\$98.48	1.1	\$98.01	-1.8	\$102.00	2.2
Regina/Saskatoon	\$109.32	11.2	\$109.00	6.9	\$108.28	4.2	\$107.88	9.0	\$105.74	5.0	\$107.92	7.0	\$110.82	7.0	\$108.39	6.9
Calgary, AB	\$148.69	9.5	\$166.59	10.6	\$164.53	11.6	\$159.53	6.1	\$149.45	6.0	\$129.09	7.5	\$127.57	8.5	\$150.66	9.0
Edmonton, AB	\$117.67	10.2	\$123.71	9.9	\$127.18	9.4	\$123.60	10.0	\$121.30	6.3	\$118.38	5.8	\$123.11	10.3	\$122.35	8.7
Alberta North Area	\$151.32	12.8	\$147.54	6.5	\$145.74	4.0	\$148.63	4.0	\$162.16	12.7	\$163.82	0.3	\$163.24	6.4	\$155.44	6.9
Vancouver Downtown	\$151.77	12.8	\$152.84	10.5	\$155.85	12.4	\$157.89	11.9	\$156.23	3.8	\$154.66	1.3	\$150.53	4.8	\$154.55	7.8
British Columbia Area	\$165.60	-19.3	\$149.44	-15.8	\$148.97	-18.5	\$145.76	-26.9	\$141.72	-31.4	\$168.25	-14.1	\$146.95	-21.8	\$151.80	-21.6
Vancouver Island	\$83.62	-14.4	\$84.46	-14.5	\$83.44	-13.8	\$85.06	-6.5	\$84.74	-10.4	\$89.66	-2.3	\$108.88	17.5	\$89.99	-4.7

♦ ADR and RevPAR in Canadian Dollars

REVPAR ANALYSIS SEGMENT	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	24-Feb	25-Feb	25-Feb	26-Feb	26-Feb	27-Feb	27-Feb	28-Feb	28-Feb	1-Mar	29-Feb	2-Mar	1-Mar	3-Mar	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	\$33.38	1.8	\$60.78	8.8	\$66.15	4.0	\$59.47	-9.0	\$54.15	-15.3	\$61.12	-4.6	\$57.16	-3.4	\$56.03	-3.1
Nova Scotia Area	\$42.92	61.6	\$59.44	39.0	\$68.24	40.8	\$66.27	39.3	\$71.60	56.0	\$78.30	50.4	\$79.14	72.6	\$66.56	50.7
Montreal Downtown	\$49.46	4.1	\$73.63	-7.2	\$91.72	15.1	\$84.58	18.3	\$76.55	13.1	\$66.15	21.6	\$76.42	44.2	\$74.07	14.4
Quebec City	\$40.69	35.2	\$51.39	21.0	\$49.93	10.8	\$82.11	30.5	\$71.26	21.8	\$57.11	6.8	\$85.59	28.0	\$62.58	21.9
Quebec Area	\$47.30	13.1	\$68.26	27.3	\$77.32	27.1	\$87.89	34.3	\$87.21	44.9	\$102.69	42.8	\$101.01	13.9	\$81.67	29.2
Toronto Downtown	\$93.73	-2.5	\$137.01	6.2	\$143.26	9.0	\$124.37	11.6	\$112.67	-11.4	\$106.51	16.4	\$164.14	19.7	\$125.96	7.0
Toronto North/East	\$52.14	7.2	\$92.90	13.3	\$99.55	8.9	\$97.88	17.3	\$82.26	-16.9	\$54.49	6.7	\$58.52	13.1	\$76.82	6.0
Toronto Airport/West	\$61.10	-20.4	\$90.18	-4.7	\$101.03	6.4	\$105.47	4.3	\$89.30	-25.4	\$81.92	0.5	\$70.42	9.3	\$85.63	-5.3
Ottawa, ON	\$66.71	24.7	\$123.47	35.2	\$131.94	11.9	\$132.98	6.5	\$105.71	2.4	\$67.81	8.5	\$71.55	26.7	\$100.02	14.8
Ontario East	\$25.31	41.6	\$45.99	25.3	\$54.74	14.7	\$55.45	25.0	\$41.95	-12.3	\$52.67	16.1	\$53.35	-6.0	\$47.07	11.1
Niagara Falls	\$23.60	26.7	\$25.64	43.0	\$17.65	-9.4	\$19.61	33.2	\$19.31	16.7	\$43.34	1.0	\$63.18	-7.6	\$30.33	6.9
Ontario Central	\$29.96	2.7	\$54.61	15.1	\$59.90	7.2	\$70.91	24.1	\$65.83	-4.8	\$95.89	16.5	\$96.74	8.0	\$67.69	9.9
Ontario North/Thunder Bay	\$36.60	5.1	\$62.36	4.6	\$73.56	4.8	\$71.13	8.1	\$62.61	3.9	\$75.09	17.4	\$69.36	21.8	\$64.39	9.5
Winnipeg, MB	\$49.92	11.0	\$69.72	9.8	\$81.52	25.0	\$86.18	22.9	\$84.84	17.2	\$64.31	17.2	\$63.59	21.9	\$71.44	18.2
Regina/Saskatoon	\$52.73	21.1	\$76.78	3.0	\$86.01	2.0	\$88.35	14.2	\$77.76	7.5	\$83.46	6.8	\$87.16	3.9	\$78.89	7.4
Calgary, AB	\$71.46	-2.9	\$126.30	8.2	\$138.54	10.0	\$135.43	3.2	\$107.41	-6.4	\$85.31	-5.1	\$84.15	-2.6	\$106.94	1.4
Edmonton, AB	\$69.24	26.8	\$96.19	13.2	\$108.64	14.6	\$106.30	16.6	\$96.80	15.0	\$97.77	15.6	\$96.99	6.5	\$95.99	14.8
Alberta North Area	\$72.37	-24.1	\$88.74	-25.7	\$96.03	-22.9	\$97.64	-24.9	\$113.75	-9.1	\$126.20	-11.9	\$133.35	2.1	\$104.04	-16.1
Vancouver Downtown	\$93.42	37.3	\$110.64	23.7	\$131.85	52.2	\$138.20	43.8	\$126.57	9.1	\$114.57	9.1	\$93.98	-8.8	\$115.60	21.8
British Columbia Area	\$88.67	-23.9	\$99.88	-9.2	\$103.74	-11.3	\$106.29	-28.2	\$98.52	-34.5	\$111.35	-24.5	\$101.21	-31.0	\$101.38	-24.2
Vancouver Island	\$30.38	-30.2	\$39.42	-30.2	\$44.69	-19.8	\$46.97	-14.4	\$46.27	-21.9	\$54.15	-19.9	\$81.70	14.6	\$49.08	-15.9

♦ 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](mailto:bmacdonald@hvs.com)

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