



SMITH TRAVEL RESEARCH



## OCCUPANCY ANALYSIS

SEGMENT	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	9-Mar	11-Mar	10-Mar	12-Mar	11-Mar	13-Mar	12-Mar	14-Mar	13-Mar	15-Mar	14-Mar	16-Mar	15-Mar	17-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	47.0	14.9	56.6	-4.6	62.2	-13.2	63.9	-17.1	65.8	-11.2	76.8	-12.6	74.4	-13.0	63.8	-10.0
Nova Scotia Area	51.3	34.6	68.1	21.8	75.0	20.4	77.4	20.0	77.4	42.3	83.1	39.2	74.2	33.5	72.4	29.7
Montreal Downtown	43.2	0.9	52.5	-7.9	64.0	0.9	64.6	3.9	67.1	10.0	51.8	-27.3	55.9	-28.0	57.0	-8.4
Quebec City	44.7	20.5	61.1	15.9	65.7	11.2	75.7	10.5	76.1	2.6	67.9	-15.1	77.1	-6.9	66.9	3.1
Quebec Area	34.2	-10.5	52.7	-1.9	63.3	5.9	60.2	0.5	54.2	-1.8	61.4	12.2	66.6	16.8	56.1	3.7
Toronto Downtown	48.9	8.2	54.4	28.3	59.5	19.0	62.2	17.6	59.0	18.0	58.0	8.4	66.6	10.6	58.4	15.4
Toronto North/East	39.7	1.3	56.3	4.1	61.2	2.2	62.0	8.8	50.6	2.8	44.9	-9.5	44.6	-9.9	51.3	0.2
Toronto Airport/West	58.9	37.9	60.0	4.9	63.0	3.3	61.4	-21.6	56.2	-12.6	53.8	-20.9	53.0	-10.8	58.0	-5.8
Ottawa, ON	56.5	25.0	80.4	24.1	82.6	17.8	79.0	11.7	73.5	1.1	57.1	-14.0	53.5	-15.6	68.9	6.3
Ontario East	29.4	1.0	51.1	8.0	55.6	3.9	59.3	7.4	53.2	6.2	52.6	-0.4	54.6	-4.7	50.8	3.0
Niagara Falls	31.4	-29.4	43.7	-18.8	39.9	-24.7	38.5	-22.2	45.1	-24.1	61.2	-12.8	67.5	-4.0	46.8	-18.2
Ontario Central	33.0	-14.1	52.4	-9.8	62.0	-0.6	58.6	-4.7	57.0	-6.1	55.7	-14.4	55.7	-14.3	53.5	-9.0
Ontario North/Thunder Bay	37.3	-11.2	55.1	-9.5	68.8	-3.4	67.4	-7.4	61.3	-0.3	66.9	22.5	61.0	21.8	59.7	1.2
Winnipeg, MB	69.0	29.9	88.0	21.5	92.9	21.3	96.3	21.9	93.9	34.3	81.6	30.1	72.9	13.9	84.9	24.3
Regina/Saskatoon	47.5	14.2	82.8	0.6	93.4	5.7	93.7	2.5	81.8	4.2	90.2	6.5	83.1	6.5	81.8	5.1
Calgary, AB	52.1	-1.7	76.4	-3.0	85.3	2.8	90.6	4.9	87.3	9.7	76.3	4.0	72.5	-4.0	77.2	2.1
Edmonton, AB	58.3	10.8	82.0	12.6	91.0	8.1	90.1	0.8	87.1	-2.4	94.8	1.3	92.2	-1.1	85.1	3.5
Alberta North Area	48.6	-22.6	63.2	-18.3	70.4	-10.5	74.9	-5.7	75.8	-4.5	73.0	-21.0	72.8	-17.8	68.4	-14.3
Vancouver Downtown	51.7	4.7	72.7	13.6	84.8	29.1	86.3	22.9	78.9	21.0	58.7	-5.6	61.1	-9.1	70.6	11.4
British Columbia Area	46.9	-23.1	63.9	-1.8	65.1	-1.4	61.8	-9.0	57.5	-17.3	61.1	-17.5	69.2	-9.9	60.8	-11.4
Vancouver Island	38.0	-16.5	52.7	-20.5	56.9	-20.1	55.7	-29.3	50.5	-29.4	60.3	-17.1	69.3	-6.0	54.8	-20.0

## ADR ANALYSIS

SEGMENT	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg
Halifax, NS	\$111.65	5.2	\$110.93	-0.7	\$110.56	-0.9	\$111.86	-2.2	\$114.22	2.1	\$111.20	-0.5	\$110.28	-1.2	\$111.51	-0.1
Nova Scotia Area	\$106.85	7.2	\$101.29	10.1	\$100.39	11.9	\$104.30	12.7	\$101.76	6.6	\$99.92	4.5	\$104.89	9.9	\$102.56	9.1
Montreal Downtown	\$138.44	6.3	\$136.52	1.2	\$140.56	1.7	\$140.16	4.9	\$139.48	3.4	\$135.55	3.8	\$126.40	-1.5	\$136.92	3.0
Quebec City	\$109.92	1.0	\$120.03	14.8	\$120.96	6.4	\$113.23	-1.7	\$113.54	0.8	\$112.48	1.7	\$124.89	12.0	\$116.75	4.8
Quebec Area	\$155.82	6.9	\$140.50	-4.1	\$136.20	-0.7	\$135.11	1.9	\$143.63	3.9	\$152.68	5.3	\$155.27	7.1	\$145.16	2.9
Toronto Downtown	\$161.32	6.1	\$147.84	-0.6	\$150.76	1.5	\$146.75	-2.3	\$149.61	1.9	\$143.05	1.3	\$137.74	-6.0	\$147.64	0.1
Toronto North/East	\$115.75	3.6	\$118.12	1.2	\$121.25	5.5	\$119.79	2.2	\$115.69	3.9	\$103.40	1.3	\$104.06	1.0	\$114.75	3.1
Toronto Airport/West	\$121.69	10.9	\$125.06	5.3	\$126.85	5.3	\$124.83	2.9	\$118.04	4.3	\$100.20	-1.4	\$101.34	0.9	\$117.46	4.4
Ottawa, ON	\$124.63	4.1	\$131.29	3.7	\$131.90	3.2	\$132.68	5.1	\$130.59	3.1	\$124.33	3.8	\$119.10	2.5	\$128.56	4.0
Ontario East	\$94.29	0.2	\$98.06	4.3	\$97.25	3.5	\$96.57	4.5	\$98.25	4.6	\$101.39	4.2	\$101.11	0.8	\$98.36	3.2
Niagara Falls	\$99.69	7.8	\$94.13	4.4	\$99.06	7.1	\$96.19	0.7	\$98.89	2.9	\$95.35	-14.1	\$119.37	-1.2	\$101.60	0.3
Ontario Central	\$101.23	1.8	\$102.03	2.8	\$103.57	3.9	\$100.74	-0.2	\$102.93	0.4	\$106.53	0.8	\$106.32	1.5	\$103.46	1.5
Ontario North/Thunder Bay	\$90.04	9.1	\$89.47	5.8	\$91.66	6.4	\$90.86	4.5	\$89.07	1.0	\$90.08	4.5	\$93.05	8.0	\$90.67	5.4
Winnipeg, MB	\$107.38	6.1	\$112.12	8.0	\$115.18	13.1	\$114.87	11.4	\$113.97	13.7	\$108.88	10.7	\$112.24	11.9	\$112.36	10.8
Regina/Saskatoon	\$108.05	16.7	\$111.80	7.9	\$112.95	7.7	\$112.70	6.8	\$115.34	14.5	\$115.72	14.2	\$115.71	10.5	\$113.51	10.5
Calgary, AB	\$146.86	9.4	\$160.36	10.5	\$166.09	14.1	\$164.87	13.5	\$154.90	9.8	\$135.56	9.9	\$131.60	6.4	\$152.48	10.9
Edmonton, AB	\$126.84	19.5	\$134.15	19.0	\$134.43	17.5	\$129.30	12.7	\$129.77	12.6	\$128.00	12.1	\$126.47	10.7	\$129.94	14.4
Alberta North Area	\$147.68	1.3	\$146.26	0.4	\$151.36	2.9	\$157.67	8.4	\$154.08	3.0	\$166.89	7.8	\$164.21	7.5	\$156.05	4.7
Vancouver Downtown	\$143.77	4.6	\$154.22	11.6	\$162.00	16.1	\$162.46	18.4	\$161.16	15.2	\$147.77	7.5	\$143.76	-2.7	\$154.95	10.9
British Columbia Area	\$141.67	-26.2	\$133.72	-25.1	\$136.94	-23.0	\$137.01	-23.1	\$141.20	-22.6	\$151.26	-16.7	\$153.71	-14.4	\$142.35	-21.5
Vancouver Island	\$81.32	-15.6	\$86.89	-11.5	\$90.61	-7.3	\$90.80	-12.9	\$94.28	-6.9	\$100.81	0.3	\$104.88	5.9	\$93.87	-6.0

♦ ADR and RevPAR in Canadian Dollars

REVPAR ANALYSIS	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	9-Mar	11-Mar	10-Mar	12-Mar	11-Mar	13-Mar	12-Mar	14-Mar	13-Mar	15-Mar	14-Mar	16-Mar	15-Mar	17-Mar	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	\$52.52	20.9	\$62.82	-5.2	\$68.74	-14.1	\$71.46	-18.9	\$75.20	-9.3	\$85.42	-13.0	\$82.09	-14.0	\$71.18	-10.1
Nova Scotia Area	\$54.84	44.4	\$68.98	34.1	\$75.29	34.8	\$80.74	35.3	\$78.77	51.6	\$83.04	45.6	\$77.86	46.7	\$74.22	41.6
Montreal Downtown	\$59.79	7.2	\$71.66	-6.9	\$89.93	2.7	\$90.53	8.9	\$93.57	13.7	\$70.28	-24.6	\$70.62	-29.1	\$78.06	-5.6
Quebec City	\$49.16	21.7	\$73.37	33.3	\$79.43	18.1	\$85.76	8.7	\$86.45	3.5	\$76.43	-13.6	\$96.31	4.3	\$78.13	8.1
Quebec Area	\$53.23	-4.3	\$73.98	-6.0	\$86.26	5.2	\$81.36	2.3	\$77.79	2.0	\$93.82	18.2	\$103.43	25.3	\$81.41	6.7
Toronto Downtown	\$78.91	14.8	\$80.47	27.6	\$89.64	20.7	\$91.33	14.9	\$88.34	20.2	\$82.96	9.9	\$91.74	4.0	\$86.20	15.4
Toronto North/East	\$45.91	4.9	\$66.53	5.3	\$74.18	7.7	\$74.31	11.2	\$58.53	6.8	\$46.48	-8.2	\$46.43	-9.1	\$58.91	3.3
Toronto Airport/West	\$71.62	52.8	\$75.05	10.5	\$79.89	8.6	\$76.68	-19.3	\$66.36	-8.8	\$53.86	-22.0	\$53.75	-9.9	\$68.17	-1.6
Ottawa, ON	\$70.37	30.0	\$105.55	28.6	\$108.93	21.5	\$104.86	17.5	\$95.94	4.1	\$70.98	-10.7	\$63.72	-13.4	\$88.62	10.7
Ontario East	\$27.72	1.2	\$50.11	12.6	\$54.03	7.6	\$57.29	12.4	\$52.31	11.2	\$53.38	3.8	\$55.20	-4.1	\$50.01	6.4
Niagara Falls	\$31.28	-23.9	\$41.16	-15.0	\$39.49	-19.5	\$36.99	-21.7	\$44.65	-21.8	\$58.37	-25.0	\$80.63	-5.0	\$47.51	-18.0
Ontario Central	\$33.40	-12.6	\$53.43	-7.4	\$64.19	3.3	\$59.06	-4.9	\$58.65	-5.7	\$59.33	-13.8	\$59.18	-13.1	\$55.32	-7.6
Ontario North/Thunder Bay	\$33.60	-3.1	\$49.30	-4.3	\$63.10	2.9	\$61.24	-3.2	\$54.57	0.6	\$60.26	28.0	\$56.72	31.4	\$54.11	6.6
Winnipeg, MB	\$74.07	37.7	\$98.62	31.2	\$106.98	37.1	\$110.65	35.9	\$107.05	52.6	\$88.89	44.1	\$81.79	27.4	\$95.44	37.9
Regina/Saskatoon	\$51.31	33.2	\$92.62	8.5	\$105.49	13.8	\$105.64	9.6	\$94.38	19.3	\$104.37	21.7	\$96.11	17.7	\$92.85	16.2
Calgary, AB	\$76.53	7.6	\$122.56	7.2	\$141.71	17.3	\$149.39	19.0	\$135.25	20.5	\$103.49	14.3	\$95.45	2.3	\$117.77	13.3
Edmonton, AB	\$73.93	32.3	\$110.06	34.1	\$122.27	26.8	\$116.55	13.6	\$113.02	10.0	\$121.36	13.6	\$116.62	9.5	\$110.54	18.5
Alberta North Area	\$71.78	-21.5	\$92.49	-17.9	\$106.62	-7.9	\$118.13	2.2	\$116.79	-1.7	\$121.79	-14.9	\$119.54	-11.7	\$106.73	-10.3
Vancouver Downtown	\$74.28	9.5	\$112.08	26.8	\$137.31	49.8	\$140.20	45.5	\$127.22	39.4	\$86.70	1.5	\$87.90	-11.4	\$109.38	23.5
British Columbia Area	\$66.41	-43.2	\$85.48	-26.4	\$89.18	-24.1	\$84.73	-29.9	\$81.18	-35.9	\$92.43	-31.4	\$106.45	-22.9	\$86.55	-30.4
Vancouver Island	\$30.91	-29.5	\$45.75	-29.7	\$51.55	-25.9	\$50.55	-38.5	\$47.60	-34.2	\$60.77	-16.9	\$72.71	-0.4	\$51.40	-24.9

♦ 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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