



SMITH TRAVEL RESEARCH



OCCUPANCY ANALYSIS

SEGMENT	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	23-Mar	25-Mar	24-Mar	26-Mar	25-Mar	27-Mar	26-Mar	28-Mar	27-Mar	29-Mar	28-Mar	30-Mar	29-Mar	31-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	19.0	-57.0	35.4	-48.0	58.4	-19.4	72.2	-9.4	71.3	-6.3	78.2	35.1	79.5	40.0	59.1	-9.1
Nova Scotia Area	36.9	-1.9	42.2	-28.7	64.2	-7.0	69.8	5.4	73.7	30.2	89.9	28.8	81.5	14.6	65.5	6.7
Montreal Downtown	31.8	-25.2	38.1	-41.1	49.5	-38.3	57.8	-30.4	52.3	-32.6	43.0	-39.3	47.4	-31.2	45.7	-34.4
Quebec City	28.4	-19.1	24.0	-49.7	43.5	-18.1	58.9	-0.3	76.9	32.8	86.6	93.7	80.4	87.9	57.0	17.3
Quebec Area	37.5	-1.3	36.0	-32.7	63.6	6.7	68.6	18.3	59.4	21.7	53.4	4.7	58.3	-3.6	53.8	1.9
Toronto Downtown	30.0	-40.8	45.2	-32.5	70.7	-10.3	89.1	8.8	89.7	16.9	73.8	13.4	75.4	10.6	67.7	-3.0
Toronto North/East	31.5	-24.5	50.1	-28.5	69.4	-14.3	72.1	-2.2	59.3	-10.8	54.2	-8.3	53.5	-7.4	55.7	-13.4
Toronto Airport/West	32.9	-40.1	56.1	-29.5	74.8	-5.2	84.1	7.7	80.1	-0.4	73.5	-5.3	68.3	-0.4	67.1	-9.3
Ottawa, ON	26.4	-57.3	44.2	-50.1	75.2	-19.0	87.4	-4.6	76.6	-2.8	49.0	-24.5	49.6	-0.6	58.3	-22.8
Ontario East	20.3	-19.1	36.2	-24.4	56.4	-1.7	54.7	-5.5	51.0	7.4	70.5	12.8	75.6	8.5	52.1	-1.0
Niagara Falls	28.5	21.3	24.4	-11.9	26.6	-3.3	27.3	15.2	30.0	15.4	53.8	-4.8	65.2	-11.7	36.5	-1.1
Ontario Central	22.3	-28.1	38.7	-22.9	64.0	11.1	61.1	6.4	57.3	11.3	74.0	-5.1	80.5	7.8	56.8	-0.7
Ontario North/Thunder Bay	26.4	-39.0	50.2	-29.6	71.2	-12.6	75.5	-5.0	71.0	6.9	58.4	0.9	57.8	-1.9	58.7	-10.4
Winnipeg, MB	35.9	-32.3	53.3	-22.4	74.5	-8.5	77.7	-3.6	76.2	5.7	82.2	25.9	77.7	21.8	68.2	-1.6
Regina/Saskatoon	46.5	-12.8	69.4	-7.5	91.5	15.1	94.0	14.5	84.5	14.7	79.9	-4.2	78.2	-9.2	77.7	2.0
Calgary, AB	39.0	-33.2	59.4	-25.1	72.5	-14.8	76.7	-14.8	69.6	-18.1	69.0	-16.6	67.0	-9.2	64.8	-18.2
Edmonton, AB	48.6	-13.8	71.9	-4.3	94.6	11.2	95.1	8.7	87.5	4.4	93.3	6.9	84.9	-3.9	82.3	2.2
Alberta North Area	44.7	-26.4	53.1	-29.3	65.1	-15.8	65.5	-11.7	60.5	-12.4	57.1	-16.0	53.4	-21.7	57.1	-18.9
Vancouver Downtown	38.8	-35.3	47.4	-33.4	65.7	-15.4	88.2	7.8	88.7	5.8	77.9	-3.5	73.2	-10.3	68.6	-10.6
British Columbia Area	51.0	-19.0	53.3	-25.2	69.1	2.1	66.7	0.9	66.1	4.9	63.4	-1.1	57.0	-18.7	60.9	-8.4
Vancouver Island	50.4	-10.6	46.8	-32.6	65.6	-18.1	70.7	-10.2	66.3	-12.8	61.6	-17.4	62.4	-19.1	60.5	-17.3

ADR ANALYSIS

SEGMENT	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg
Halifax, NS	\$103.75	-4.7	\$112.72	-4.2	\$115.57	-0.4	\$114.11	-2.1	\$111.79	-2.9	\$108.63	1.8	\$108.07	0.1	\$111.13	-1.9
Nova Scotia Area	\$110.92	13.6	\$104.53	14.7	\$99.95	14.6	\$97.44	9.7	\$97.18	3.1	\$99.80	8.3	\$104.66	18.1	\$101.24	11.4
Montreal Downtown	\$120.50	-9.2	\$135.71	-5.0	\$137.72	-2.7	\$139.95	-2.9	\$138.75	-4.6	\$130.96	-3.2	\$131.53	2.7	\$134.51	-3.4
Quebec City	\$116.91	2.9	\$108.41	-1.7	\$113.43	2.6	\$117.29	1.7	\$128.15	2.8	\$132.93	5.5	\$126.29	3.3	\$123.61	5.1
Quebec Area	\$168.06	32.2	\$129.83	7.4	\$120.27	9.3	\$120.54	14.9	\$123.95	11.2	\$124.07	-0.1	\$144.32	12.1	\$130.83	11.1
Toronto Downtown	\$127.60	-18.2	\$153.96	-5.3	\$163.17	-1.6	\$171.77	3.4	\$167.72	2.4	\$146.61	-3.4	\$146.53	-2.0	\$157.29	-1.7
Toronto North/East	\$105.60	-8.8	\$119.67	-3.1	\$125.74	-0.2	\$126.10	0.4	\$121.07	-0.5	\$108.65	3.0	\$109.53	5.9	\$118.10	-0.2
Toronto Airport/West	\$107.13	-8.0	\$129.76	3.1	\$133.99	4.7	\$134.63	8.2	\$128.38	7.3	\$108.61	3.8	\$103.70	5.2	\$122.38	4.4
Ottawa, ON	\$112.51	-17.7	\$127.93	-8.4	\$136.63	-1.8	\$139.72	2.7	\$134.45	4.2	\$121.64	2.5	\$117.75	0.0	\$130.30	-1.6
Ontario East	\$96.85	0.7	\$95.35	3.7	\$95.92	3.7	\$99.09	6.7	\$97.46	4.9	\$114.03	8.0	\$114.97	8.7	\$104.06	6.7
Niagara Falls	\$90.87	1.8	\$96.23	9.1	\$95.83	1.9	\$94.67	13.1	\$99.19	32.4	\$105.33	4.3	\$118.68	3.3	\$103.40	6.0
Ontario Central	\$98.86	4.9	\$100.32	1.7	\$100.18	1.1	\$101.56	4.0	\$98.28	1.5	\$108.76	1.9	\$109.32	1.1	\$103.50	2.1
Ontario North/Thunder Bay	\$88.53	4.0	\$90.14	5.4	\$89.46	3.6	\$89.64	3.8	\$89.96	4.8	\$85.83	-1.2	\$90.20	4.8	\$89.19	3.6
Winnipeg, MB	\$94.59	-2.6	\$99.45	-3.1	\$103.42	0.1	\$106.30	2.8	\$106.50	9.6	\$103.18	8.4	\$101.84	7.2	\$102.97	3.5
Regina/Saskatoon	\$108.45	10.7	\$112.13	11.3	\$114.97	13.4	\$116.01	14.8	\$114.05	6.3	\$112.11	-4.8	\$112.29	-7.4	\$113.28	5.4
Calgary, AB	\$126.03	-6.3	\$147.46	-0.7	\$158.13	4.5	\$158.51	6.6	\$150.73	5.6	\$131.38	-1.5	\$129.80	4.2	\$144.63	2.4
Edmonton, AB	\$117.78	7.1	\$128.21	13.6	\$130.01	11.2	\$132.14	14.2	\$127.69	13.3	\$125.03	5.5	\$126.36	8.6	\$127.41	10.8
Alberta North Area	\$177.37	16.1	\$157.83	3.6	\$156.99	1.8	\$155.48	3.1	\$158.98	4.7	\$165.04	1.5	\$171.12	6.4	\$162.48	4.8
Vancouver Downtown	\$137.25	-2.9	\$144.85	0.6	\$153.33	5.3	\$160.36	8.2	\$158.86	4.5	\$161.95	5.6	\$153.63	1.4	\$154.95	4.4
British Columbia Area	\$164.28	-7.1	\$158.91	-0.3	\$151.07	-15.2	\$148.64	-6.0	\$142.01	-12.4	\$174.87	7.5	\$132.23	-25.0	\$152.86	-8.8
Vancouver Island	\$100.06	0.8	\$97.08	2.4	\$96.72	0.6	\$98.74	0.3	\$100.29	4.0	\$95.77	0.2	\$97.30	-4.7	\$98.00	0.5

♦ ADR and RevPAR in Canadian Dollars

REVPAR ANALYSIS	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	23-Mar	25-Mar	24-Mar	26-Mar	25-Mar	27-Mar	26-Mar	28-Mar	27-Mar	29-Mar	28-Mar	30-Mar	29-Mar	31-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	\$19.70	-59.0	\$39.89	-50.2	\$67.45	-19.8	\$82.40	-11.3	\$79.75	-9.0	\$84.99	37.5	\$85.90	40.1	\$65.73	-10.8
Nova Scotia Area	\$40.98	11.5	\$44.15	-18.2	\$64.13	6.6	\$68.01	15.6	\$71.64	34.3	\$89.75	39.6	\$85.31	35.5	\$66.28	18.9
Montreal Downtown	\$38.31	-32.0	\$51.75	-44.0	\$68.20	-39.9	\$80.84	-32.4	\$72.50	-35.7	\$56.38	-41.2	\$62.36	-29.3	\$61.48	-36.6
Quebec City	\$33.22	-16.7	\$26.00	-50.6	\$49.38	-16.0	\$69.09	1.4	\$98.54	36.5	\$115.06	104.1	\$101.53	94.0	\$70.40	23.1
Quebec Area	\$63.03	30.5	\$46.72	-27.8	\$76.44	16.5	\$82.74	35.9	\$73.66	35.4	\$66.25	4.7	\$84.17	8.1	\$70.43	13.3
Toronto Downtown	\$38.23	-51.7	\$69.52	-36.1	\$115.36	-11.7	\$152.97	12.5	\$150.41	19.7	\$108.22	9.6	\$110.51	8.3	\$106.46	-4.6
Toronto North/East	\$33.23	-31.2	\$59.90	-30.8	\$87.22	-14.5	\$90.94	-1.8	\$71.84	-11.2	\$58.89	-5.6	\$58.61	-2.0	\$65.80	-13.5
Toronto Airport/West	\$35.30	-44.8	\$72.74	-27.4	\$100.23	-0.8	\$113.20	16.5	\$102.82	6.9	\$79.80	-1.7	\$70.81	4.7	\$82.13	-5.3
Ottawa, ON	\$29.65	-64.9	\$56.50	-54.4	\$102.75	-20.4	\$122.18	-1.9	\$102.99	1.2	\$59.56	-22.7	\$58.40	-0.6	\$76.01	-23.9
Ontario East	\$19.68	-18.4	\$34.48	-21.7	\$54.09	1.9	\$54.17	0.7	\$49.75	12.8	\$80.42	21.8	\$86.93	17.9	\$54.22	5.8
Niagara Falls	\$25.90	23.6	\$23.52	-3.7	\$25.47	-1.6	\$25.84	30.5	\$29.77	52.8	\$56.62	-0.7	\$77.37	-8.8	\$37.78	4.8
Ontario Central	\$22.05	-24.6	\$38.84	-21.5	\$64.07	12.3	\$62.09	10.7	\$56.32	12.9	\$80.46	-3.4	\$88.05	9.0	\$58.84	1.5
Ontario North/Thunder Bay	\$23.36	-36.6	\$45.28	-25.7	\$63.72	-9.5	\$67.68	-1.4	\$63.89	12.1	\$50.14	-0.3	\$52.12	2.8	\$52.31	-7.3
Winnipeg, MB	\$33.94	-34.0	\$52.97	-24.9	\$77.07	-8.4	\$82.55	-0.9	\$81.10	15.8	\$84.84	36.5	\$79.10	30.5	\$70.22	1.9
Regina/Saskatoon	\$50.43	-3.3	\$77.84	3.1	\$105.25	30.7	\$109.01	31.3	\$96.38	21.8	\$89.57	-8.8	\$87.81	-15.9	\$88.04	7.5
Calgary, AB	\$49.20	-37.3	\$87.61	-25.7	\$114.61	-11.0	\$121.62	-9.2	\$104.89	-13.6	\$90.66	-17.8	\$87.00	-5.4	\$93.66	-16.2
Edmonton, AB	\$57.30	-7.6	\$92.22	8.8	\$123.02	23.6	\$125.69	24.2	\$111.71	18.3	\$116.62	12.6	\$107.25	4.4	\$104.83	13.2
Alberta North Area	\$79.33	-14.5	\$83.74	-26.8	\$102.23	-14.3	\$101.87	-9.0	\$96.12	-8.3	\$94.22	-14.7	\$91.40	-16.7	\$92.70	-15.0
Vancouver Downtown	\$53.23	-37.3	\$68.60	-33.1	\$100.68	-11.0	\$141.48	16.8	\$140.97	10.7	\$126.24	2.0	\$112.49	-9.0	\$106.24	-6.6
British Columbia Area	\$83.77	-24.8	\$84.66	-25.6	\$104.32	-13.5	\$99.12	-5.1	\$93.91	-8.1	\$110.88	6.4	\$75.41	-39.0	\$93.15	-16.4
Vancouver Island	\$50.42	-9.9	\$45.42	-31.0	\$63.48	-17.6	\$69.85	-9.9	\$66.46	-9.3	\$58.95	-17.3	\$60.71	-22.9	\$59.33	-16.9

♦ 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

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