



SMITH TRAVEL RESEARCH



OCCUPANCY ANALYSIS

SEGMENT	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	2-Mar	4-Mar	3-Mar	5-Mar	4-Mar	6-Mar	5-Mar	7-Mar	6-Mar	8-Mar	7-Mar	9-Mar	8-Mar	10-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	32.1	-17.7	52.3	-8.7	68.9	9.5	69.4	2.4	62.4	-8.4	59.7	-17.0	68.6	-3.5	59.1	-5.6
Nova Scotia Area	66.0	98.8	60.9	29.0	71.1	34.7	68.0	22.1	61.1	14.2	68.6	13.0	70.1	10.7	66.5	27.2
Montreal Downtown	44.3	15.4	46.0	-4.4	54.4	9.7	55.3	11.3	51.3	10.3	45.4	-1.5	53.7	-2.0	50.1	5.3
Quebec City	39.1	-4.4	56.2	18.6	58.6	29.1	61.4	35.5	58.3	34.0	76.0	50.8	76.6	21.2	60.9	26.9
Quebec Area	38.7	-9.8	58.5	-5.6	67.3	2.0	62.3	-4.9	58.8	-3.8	60.8	2.9	66.2	7.6	58.9	-1.3
Toronto Downtown	89.1	5.8	98.3	1.9	98.2	1.3	82.0	2.9	67.5	9.0	74.4	18.5	77.7	12.6	83.9	6.6
Toronto North/East	52.2	18.1	80.0	-0.6	88.9	10.6	75.2	-1.8	57.3	4.4	46.4	18.1	49.5	6.9	64.2	6.5
Toronto Airport/West	61.2	16.8	92.6	13.6	95.7	11.1	83.5	7.5	72.8	12.7	83.8	45.7	85.0	53.4	82.1	20.9
Ottawa, ON	52.2	12.3	81.9	11.7	89.8	8.7	87.6	3.4	71.5	-8.5	60.9	4.6	67.8	13.6	73.1	5.9
Ontario East	30.7	15.4	52.3	9.4	64.5	27.5	52.5	4.4	45.8	2.5	57.3	50.0	61.7	33.8	52.1	19.8
Niagara Falls	16.6	10.7	22.3	14.4	24.9	6.9	22.8	-11.3	20.1	-18.3	46.5	-16.2	53.1	-27.5	29.5	-12.7
Ontario Central	36.4	22.6	60.9	-14.8	73.2	35.8	61.1	17.3	61.8	37.0	55.2	26.6	62.0	6.9	58.6	15.8
Ontario North/Thunder Bay	40.8	11.5	72.5	7.4	83.6	8.3	83.3	10.6	67.6	0.1	59.9	-14.7	56.2	-15.9	66.3	0.6
Winnipeg, MB	53.3	7.2	71.5	3.9	83.6	16.1	86.8	17.6	76.2	8.2	81.1	18.6	81.0	32.6	76.2	14.9
Regina/Saskatoon	52.6	4.6	79.4	6.9	83.3	19.5	84.8	13.2	76.3	10.6	79.3	-3.6	74.9	-4.2	75.8	6.5
Calgary, AB	54.5	1.5	77.9	7.2	88.3	6.3	83.0	-3.7	73.3	-6.0	69.2	4.1	64.5	-1.7	73.0	1.1
Edmonton, AB	46.0	-2.5	71.6	9.3	81.1	9.0	86.8	4.7	83.0	2.5	80.6	1.6	78.9	4.9	75.4	4.4
Alberta North Area	47.6	-25.5	63.0	-13.5	67.2	-17.0	71.0	-15.5	72.1	-14.9	79.1	-8.0	76.1	-12.4	68.0	-14.9
Vancouver Downtown	44.0	-29.5	61.9	-15.4	73.5	1.5	89.0	0.9	91.1	1.4	80.4	6.3	71.1	-1.9	73.0	-4.3
British Columbia Area	56.1	-13.8	67.6	3.5	70.3	-8.9	69.8	-8.9	70.7	-7.1	70.2	-12.5	68.4	-13.4	67.6	-8.9
Vancouver Island	55.4	37.1	64.5	2.7	67.7	-5.0	72.6	1.3	62.9	-4.7	60.1	-8.1	62.4	-0.6	63.7	1.3

ADR ANALYSIS

SEGMENT	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg
Halifax, NS	\$111.16	-0.4	\$113.47	0.7	\$118.33	4.6	\$114.58	2.6	\$114.14	2.7	\$106.95	-0.9	\$107.97	0.3	\$112.53	1.7
Nova Scotia Area	\$104.34	5.4	\$100.58	7.4	\$100.04	12.1	\$102.54	12.6	\$105.18	15.2	\$110.07	17.6	\$110.87	17.9	\$104.87	13.0
Montreal Downtown	\$140.66	7.0	\$139.52	1.7	\$141.33	4.2	\$140.74	3.7	\$137.51	3.3	\$129.75	5.0	\$131.79	6.6	\$137.39	4.6
Quebec City	\$138.68	26.0	\$126.05	14.1	\$104.79	0.3	\$103.96	-3.0	\$107.44	-5.9	\$117.22	14.5	\$120.78	12.3	\$116.03	7.6
Quebec Area	\$140.49	5.8	\$130.00	2.4	\$132.66	4.2	\$139.48	12.7	\$134.86	4.0	\$129.90	-5.2	\$132.18	-8.1	\$133.88	1.9
Toronto Downtown	\$217.25	12.6	\$226.02	13.6	\$222.69	12.0	\$199.91	9.4	\$165.72	-1.5	\$155.39	1.8	\$149.93	2.4	\$194.54	7.8
Toronto North/East	\$117.58	-2.4	\$126.95	0.1	\$125.33	-1.7	\$124.82	-2.5	\$119.43	-1.2	\$106.58	6.3	\$107.60	6.5	\$119.99	-0.4
Toronto Airport/West	\$123.83	8.9	\$135.46	5.5	\$138.55	3.4	\$133.42	4.0	\$125.84	7.1	\$112.76	11.0	\$112.67	15.1	\$126.54	5.9
Ottawa, ON	\$127.66	-3.2	\$135.09	-2.9	\$140.21	2.3	\$137.35	2.5	\$130.46	-0.3	\$116.61	0.5	\$114.87	0.1	\$130.09	0.0
Ontario East	\$95.29	7.5	\$95.93	6.6	\$95.35	5.4	\$95.76	4.7	\$94.01	2.9	\$101.60	5.5	\$104.19	5.2	\$97.79	5.7
Niagara Falls	\$84.68	-3.0	\$87.61	11.1	\$105.10	28.9	\$101.61	28.1	\$86.04	1.9	\$98.94	-1.5	\$108.96	-5.7	\$98.92	2.3
Ontario Central	\$99.09	1.6	\$101.40	1.8	\$101.35	3.3	\$102.62	5.2	\$102.56	8.1	\$104.48	2.7	\$107.35	1.6	\$102.86	3.3
Ontario North/Thunder Bay	\$88.69	6.2	\$86.40	0.5	\$90.34	5.2	\$90.43	6.9	\$90.87	6.6	\$90.57	4.5	\$91.62	5.5	\$89.86	4.9
Winnipeg, MB	\$99.91	1.9	\$104.82	2.5	\$107.45	3.2	\$106.81	3.2	\$104.78	4.9	\$102.80	6.7	\$110.35	13.1	\$105.59	5.1
Regina/Saskatoon	\$106.90	13.1	\$110.51	14.2	\$111.44	12.3	\$111.61	11.9	\$111.64	13.2	\$110.32	9.6	\$112.12	8.4	\$110.84	11.6
Calgary, AB	\$145.41	13.5	\$161.52	13.1	\$167.45	12.3	\$162.82	9.5	\$156.46	12.8	\$130.89	8.6	\$129.68	9.3	\$152.14	11.4
Edmonton, AB	\$117.58	8.3	\$126.58	11.7	\$127.17	10.5	\$124.41	10.2	\$123.70	11.6	\$125.86	15.5	\$120.23	9.9	\$124.02	11.3
Alberta North Area	\$145.67	2.1	\$146.97	0.5	\$147.56	2.2	\$148.78	6.6	\$150.02	7.7	\$161.15	-3.6	\$164.16	7.0	\$152.76	3.3
Vancouver Downtown	\$146.26	4.2	\$156.28	9.0	\$158.44	7.5	\$169.21	8.1	\$173.42	9.8	\$165.55	7.5	\$159.67	10.0	\$162.97	8.7
British Columbia Area	\$148.15	-22.7	\$143.07	-14.0	\$135.08	-31.9	\$133.24	-30.4	\$138.98	-29.0	\$146.13	-31.9	\$155.19	-23.7	\$142.63	-27.0
Vancouver Island	\$116.02	25.3	\$112.58	18.5	\$110.20	15.1	\$108.38	13.0	\$102.48	7.8	\$101.47	6.3	\$98.48	1.8	\$107.06	12.3

♦ ADR and RevPAR in Canadian Dollars

REVPAR ANALYSIS	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	2-Mar	4-Mar	3-Mar	5-Mar	4-Mar	6-Mar	5-Mar	7-Mar	6-Mar	8-Mar	7-Mar	9-Mar	8-Mar	10-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	\$35.71	-18.0	\$59.29	-8.2	\$81.50	14.6	\$79.57	5.1	\$71.26	-5.8	\$63.81	-17.7	\$74.10	-3.2	\$66.46	-4.0
Nova Scotia Area	\$68.84	109.8	\$61.21	38.4	\$71.12	50.9	\$69.69	37.3	\$64.27	31.6	\$75.54	32.9	\$77.70	30.6	\$69.77	43.6
Montreal Downtown	\$62.33	23.5	\$64.25	-2.8	\$76.86	14.3	\$77.78	15.4	\$70.58	13.9	\$58.90	3.3	\$70.82	4.5	\$68.79	9.9
Quebec City	\$54.16	20.5	\$70.85	35.3	\$61.36	29.3	\$63.82	31.5	\$62.63	26.2	\$89.03	72.6	\$92.54	36.1	\$70.63	36.4
Quebec Area	\$54.42	-4.5	\$75.99	-3.5	\$89.32	6.3	\$86.95	7.2	\$79.24	0.0	\$78.98	-2.4	\$87.45	-1.1	\$78.91	0.5
Toronto Downtown	\$193.48	19.2	\$222.12	15.6	\$218.79	13.5	\$164.00	12.6	\$111.86	7.4	\$115.67	20.6	\$116.50	15.2	\$163.20	14.9
Toronto North/East	\$61.35	15.3	\$101.60	-0.5	\$111.43	8.7	\$93.82	-4.3	\$68.47	3.1	\$49.45	25.4	\$53.21	13.7	\$77.05	6.0
Toronto Airport/West	\$75.74	27.1	\$125.43	19.8	\$132.62	14.9	\$111.40	11.8	\$91.67	20.7	\$94.44	61.7	\$95.78	76.5	\$103.87	28.0
Ottawa, ON	\$66.65	8.6	\$110.65	8.5	\$125.95	11.3	\$120.34	6.0	\$93.29	-8.7	\$71.06	5.2	\$77.91	13.7	\$95.12	6.0
Ontario East	\$29.23	23.9	\$50.18	16.7	\$61.54	34.4	\$50.25	9.2	\$43.10	5.6	\$58.21	58.4	\$64.28	40.7	\$50.97	26.7
Niagara Falls	\$14.08	7.2	\$19.57	27.1	\$26.21	38.0	\$23.12	13.2	\$17.32	-16.5	\$45.98	-17.5	\$57.88	-31.6	\$29.16	-10.9
Ontario Central	\$36.05	24.5	\$61.71	-13.4	\$74.19	40.2	\$62.66	23.2	\$63.40	48.3	\$57.71	30.1	\$66.51	8.5	\$60.32	19.8
Ontario North/Thunder Bay	\$36.19	18.4	\$62.61	7.8	\$75.51	13.9	\$75.36	18.3	\$61.39	6.6	\$54.27	-10.8	\$51.47	-11.3	\$59.54	5.5
Winnipeg, MB	\$53.26	9.3	\$74.92	6.5	\$89.80	19.8	\$92.72	21.5	\$79.80	13.4	\$83.35	26.4	\$89.42	50.0	\$80.47	20.8
Regina/Saskatoon	\$56.27	18.4	\$87.73	22.0	\$92.81	34.2	\$94.67	26.7	\$85.21	25.2	\$87.46	5.6	\$84.03	3.9	\$84.03	18.8
Calgary, AB	\$79.32	15.4	\$125.82	21.2	\$147.91	19.3	\$135.07	5.4	\$114.73	6.1	\$90.60	13.0	\$83.67	7.6	\$111.02	12.5
Edmonton, AB	\$54.07	5.5	\$90.61	22.0	\$103.17	20.4	\$107.96	15.4	\$102.68	14.4	\$101.44	17.3	\$94.81	15.2	\$93.53	16.2
Alberta North Area	\$69.38	-23.9	\$92.66	-13.0	\$99.12	-15.3	\$105.63	-9.8	\$108.18	-8.3	\$127.53	-11.3	\$124.88	-6.3	\$103.91	-12.0
Vancouver Downtown	\$64.41	-26.5	\$96.72	-7.9	\$116.40	9.1	\$150.61	9.0	\$157.99	11.4	\$133.15	14.4	\$113.52	7.9	\$118.97	4.0
British Columbia Area	\$83.04	-33.5	\$96.75	-11.0	\$94.96	-38.0	\$93.00	-36.6	\$98.27	-34.1	\$102.62	-40.4	\$106.22	-33.9	\$96.41	-33.5
Vancouver Island	\$64.22	71.6	\$72.66	21.7	\$74.63	9.4	\$78.64	14.5	\$64.45	2.8	\$60.95	-2.4	\$61.47	1.2	\$68.15	13.6

♦ 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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