



SMITH TRAVEL RESEARCH



OCCUPANCY ANALYSIS

SEGMENT	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	4-May	6-May	5-May	7-May	6-May	8-May	7-May	9-May	8-May	10-May	9-May	11-May	10-May	12-May	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	82.9	90.1	94.7	54.2	95.9	35.6	92.1	5.0	82.1	-8.7	66.1	-14.9	65.5	5.1	82.8	17.4
Nova Scotia Area	38.6	1.3	63.8	-3.0	80.2	5.7	72.9	2.5	66.0	10.2	46.4	1.3	39.5	-17.5	58.2	0.7
Montreal Downtown	55.8	-16.8	65.9	-22.9	70.8	-21.3	70.7	-21.3	64.0	-23.5	49.2	-22.3	44.9	-27.1	60.2	-22.1
Quebec City	66.4	67.3	69.0	23.2	68.3	11.8	83.4	9.6	77.1	-4.5	54.5	-14.8	57.3	-10.9	68.0	7.8
Quebec Area	31.8	-5.4	52.4	-8.1	59.4	-11.9	68.5	-4.7	59.7	0.2	44.9	-0.9	49.2	-1.0	52.3	-4.7
Toronto Downtown	82.8	9.2	98.2	9.0	98.3	19.4	97.9	19.8	88.1	20.2	63.5	9.3	57.9	-16.7	83.8	10.6
Toronto North/East	55.7	9.4	81.1	9.4	87.1	4.3	87.4	9.8	72.2	5.1	67.6	8.0	62.2	-6.3	73.3	5.6
Toronto Airport/West	54.7	-3.5	81.0	8.4	92.1	10.6	88.2	4.4	83.7	-0.2	68.7	-5.8	58.3	-12.1	75.2	0.8
Ottawa, ON	70.6	15.2	90.6	4.3	97.1	3.3	98.0	6.6	84.8	3.5	64.3	-5.4	67.7	-6.5	81.9	3.0
Ontario East	28.1	-16.4	58.7	5.8	68.3	8.9	66.0	-0.6	55.1	-5.3	45.7	-17.5	52.9	-6.4	53.6	-3.4
Niagara Falls	33.6	-10.6	44.0	5.0	43.7	2.3	44.9	7.4	47.5	2.4	67.5	2.3	80.0	0.9	51.6	1.6
Ontario Central	34.6	-2.8	60.2	16.7	65.1	14.0	68.7	21.8	61.1	15.1	57.0	15.2	67.6	11.4	59.2	13.8
Ontario North/Thunder Bay	45.8	-16.0	73.0	-16.8	85.5	-7.5	89.2	-4.1	74.6	-10.9	60.9	-2.2	49.7	-3.1	68.4	-8.8
Winnipeg, MB	54.9	11.4	75.8	16.8	77.6	2.4	76.1	-9.5	67.2	-17.1	55.8	-20.6	53.4	-11.3	65.8	-5.2
Regina/Saskatoon	52.0	14.0	78.1	17.1	89.9	12.4	94.3	13.1	86.3	-3.0	79.2	-2.7	68.9	-15.9	78.4	4.0
Calgary, AB	56.6	6.0	83.4	10.3	89.1	7.3	91.2	1.9	73.7	-7.9	60.8	-3.9	56.7	-6.7	73.1	1.2
Edmonton, AB	72.9	34.0	84.9	15.5	88.1	9.2	84.5	1.0	76.2	-0.9	68.6	0.7	62.5	-9.4	76.8	6.2
Alberta North Area	42.8	-27.6	64.7	-20.1	61.2	-28.3	63.0	-26.3	64.2	-15.9	54.8	-21.0	49.8	-10.6	57.2	-21.9
Vancouver Downtown	78.9	18.3	87.0	16.2	88.9	11.3	81.1	-6.5	78.4	-6.7	75.0	0.9	79.0	5.2	81.2	4.9
British Columbia Area	38.4	32.4	50.8	27.6	58.8	19.8	75.1	42.5	58.9	24.0	44.1	12.2	44.5	9.1	53.0	24.4
Vancouver Island	54.2	-15.8	65.8	-2.9	77.5	11.8	79.0	3.5	73.9	-6.7	72.6	-9.7	69.5	-6.2	70.4	-3.7

ADR ANALYSIS

SEGMENT	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg
Halifax, NS	\$159.86	28.0	\$160.58	30.6	\$160.20	27.3	\$149.47	14.6	\$146.78	14.3	\$143.28	12.1	\$142.73	17.8	\$152.70	20.8
Nova Scotia Area	\$113.11	15.9	\$112.95	20.3	\$114.50	25.5	\$107.63	16.6	\$107.57	14.3	\$108.08	10.6	\$109.16	14.6	\$110.52	17.5
Montreal Downtown	\$152.58	-10.1	\$158.33	-7.0	\$154.78	-7.9	\$156.48	-7.7	\$152.93	-4.8	\$140.75	-4.7	\$134.35	-5.2	\$151.23	-6.8
Quebec City	\$159.62	23.9	\$158.21	23.8	\$151.36	24.7	\$160.01	10.6	\$164.18	5.0	\$169.55	0.7	\$170.66	8.2	\$161.50	11.1
Quebec Area	\$104.50	-7.8	\$111.05	-0.2	\$107.04	-2.9	\$111.28	-1.4	\$114.38	-3.5	\$120.56	2.2	\$122.83	5.0	\$113.17	-0.9
Toronto Downtown	\$190.67	-8.1	\$203.44	0.1	\$206.88	8.4	\$204.98	9.8	\$193.77	6.3	\$162.79	-3.2	\$152.03	-17.8	\$191.55	0.7
Toronto North/East	\$116.77	-3.9	\$127.30	0.5	\$128.15	-1.5	\$127.66	1.5	\$123.21	-0.3	\$111.08	2.8	\$109.70	-0.3	\$121.52	0.0
Toronto Airport/West	\$117.67	2.1	\$128.33	2.4	\$134.95	6.4	\$132.14	5.2	\$125.65	6.1	\$105.63	4.2	\$101.77	4.9	\$122.69	5.3
Ottawa, ON	\$153.78	7.2	\$157.78	6.6	\$155.44	5.3	\$148.00	1.4	\$139.04	-0.9	\$127.68	-2.5	\$123.53	-2.1	\$145.03	2.8
Ontario East	\$100.44	6.4	\$97.13	2.8	\$101.01	6.5	\$101.18	6.4	\$102.40	6.9	\$102.22	-0.5	\$108.64	3.2	\$101.81	4.3
Niagara Falls	\$92.38	-11.2	\$87.36	-5.5	\$89.89	0.2	\$89.98	-3.7	\$96.17	-1.9	\$114.43	2.7	\$126.51	-0.2	\$103.35	-1.9
Ontario Central	\$101.63	3.9	\$101.46	1.3	\$100.97	-1.8	\$99.76	0.2	\$101.04	2.6	\$106.77	3.5	\$109.71	2.0	\$103.13	1.5
Ontario North/Thunder Bay	\$88.09	4.8	\$90.07	5.5	\$90.83	3.9	\$89.23	3.5	\$90.56	4.4	\$87.41	2.4	\$89.40	5.6	\$89.53	4.2
Winnipeg, MB	\$98.46	-0.3	\$104.24	0.6	\$103.91	-4.3	\$102.82	-6.4	\$98.71	-9.6	\$94.80	-5.7	\$99.98	1.0	\$100.82	-3.9
Regina/Saskatoon	\$111.49	20.3	\$116.08	14.3	\$118.56	16.8	\$117.69	15.8	\$118.12	12.2	\$114.62	7.4	\$116.80	8.7	\$116.53	13.0
Calgary, AB	\$158.00	14.6	\$176.86	15.5	\$180.50	13.0	\$177.95	13.9	\$166.96	10.8	\$139.21	7.5	\$134.93	6.5	\$165.05	12.6
Edmonton, AB	\$127.20	17.8	\$130.09	13.4	\$131.62	13.5	\$129.91	11.6	\$125.03	9.9	\$121.01	8.7	\$121.86	8.3	\$127.09	11.9
Alberta North Area	\$174.31	9.0	\$159.78	-1.1	\$160.88	0.3	\$162.63	4.0	\$168.06	5.8	\$171.59	1.2	\$174.45	4.7	\$166.72	3.2
Vancouver Downtown	\$192.73	2.1	\$193.47	5.3	\$195.36	6.7	\$192.56	5.6	\$194.94	5.5	\$192.39	7.2	\$197.26	7.0	\$194.12	5.7
British Columbia Area	\$105.77	0.6	\$107.77	-0.8	\$106.95	-0.9	\$108.58	-4.4	\$110.80	0.3	\$109.52	6.1	\$105.10	-5.6	\$107.97	-0.9
Vancouver Island	\$134.47	-5.8	\$128.47	-5.7	\$128.49	-6.4	\$129.25	-1.7	\$129.02	-0.1	\$124.11	-1.9	\$124.93	-8.4	\$128.20	-4.3

♦ ADR and RevPAR in Canadian Dollars

REVPAR ANALYSIS	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	4-May	6-May	5-May	7-May	6-May	8-May	7-May	9-May	8-May	10-May	9-May	11-May	10-May	12-May	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	\$132.57	143.4	\$152.11	101.4	\$153.58	72.5	\$137.60	20.3	\$120.55	4.5	\$94.77	-4.6	\$93.45	23.9	\$126.38	41.9
Nova Scotia Area	\$43.70	17.5	\$72.05	16.7	\$91.83	32.6	\$78.50	19.5	\$70.97	26.0	\$50.16	11.9	\$43.08	-5.5	\$64.33	18.3
Montreal Downtown	\$85.08	-25.3	\$104.42	-28.3	\$109.51	-27.5	\$110.70	-27.3	\$97.95	-27.2	\$69.26	-25.9	\$60.37	-30.8	\$91.04	-27.4
Quebec City	\$105.99	107.2	\$109.23	52.7	\$103.35	39.4	\$133.52	21.2	\$126.61	0.3	\$92.37	-14.3	\$97.72	-3.7	\$109.83	19.7
Quebec Area	\$33.27	-12.7	\$58.21	-8.2	\$63.56	-14.5	\$76.22	-6.0	\$68.34	-3.3	\$54.12	1.3	\$60.44	4.1	\$59.16	-5.7
Toronto Downtown	\$157.95	0.4	\$199.71	9.0	\$203.33	29.3	\$200.75	31.6	\$170.63	27.7	\$103.38	5.8	\$88.05	-31.5	\$160.54	11.3
Toronto North/East	\$65.05	5.2	\$103.18	10.0	\$111.57	2.7	\$111.55	11.4	\$88.91	4.7	\$75.08	10.9	\$68.18	-6.7	\$89.08	5.7
Toronto Airport/West	\$64.32	-1.5	\$103.98	11.0	\$124.27	17.7	\$116.58	9.7	\$105.17	5.8	\$72.52	-1.9	\$59.33	-7.7	\$92.31	6.2
Ottawa, ON	\$108.53	23.4	\$143.00	11.2	\$150.99	8.9	\$144.98	8.1	\$117.94	2.6	\$82.04	-7.9	\$83.62	-8.5	\$118.73	5.9
Ontario East	\$28.26	-11.0	\$57.06	8.8	\$68.97	15.9	\$66.75	5.7	\$56.44	1.3	\$46.74	-17.9	\$57.45	-3.4	\$54.52	0.7
Niagara Falls	\$31.06	-20.6	\$38.44	-0.8	\$39.26	2.6	\$40.37	3.3	\$45.69	0.4	\$77.20	5.0	\$101.20	0.7	\$53.32	-0.4
Ontario Central	\$35.21	1.1	\$61.08	18.3	\$65.75	12.1	\$68.52	22.1	\$61.71	18.0	\$60.84	19.2	\$74.16	13.6	\$61.04	15.5
Ontario North/Thunder Bay	\$40.36	-11.9	\$65.72	-12.2	\$77.63	-3.9	\$79.58	-0.7	\$67.60	-6.8	\$53.20	0.1	\$44.47	2.4	\$61.22	-4.9
Winnipeg, MB	\$54.07	11.1	\$79.03	17.6	\$80.64	-2.1	\$78.25	-15.3	\$66.28	-25.2	\$52.86	-25.2	\$53.36	-10.5	\$66.35	-8.8
Regina/Saskatoon	\$57.93	37.1	\$90.69	33.9	\$106.53	31.3	\$110.94	30.9	\$101.94	8.8	\$90.82	4.6	\$80.50	-8.5	\$91.34	17.4
Calgary, AB	\$89.39	21.4	\$147.50	27.4	\$160.74	21.3	\$162.37	16.1	\$123.07	2.1	\$84.59	3.1	\$76.55	-0.7	\$120.60	13.9
Edmonton, AB	\$92.68	57.6	\$110.39	30.8	\$115.90	23.9	\$109.77	12.7	\$95.32	9.0	\$83.05	9.4	\$76.15	-1.9	\$97.61	18.8
Alberta North Area	\$74.58	-21.1	\$103.42	-21.0	\$98.51	-28.0	\$102.41	-23.4	\$107.95	-11.0	\$94.12	-20.0	\$86.87	-6.5	\$95.41	-19.3
Vancouver Downtown	\$152.04	20.7	\$168.27	22.3	\$173.73	18.6	\$156.18	-1.2	\$152.89	-1.6	\$144.33	8.3	\$155.75	12.5	\$157.60	10.8
British Columbia Area	\$40.65	33.3	\$54.73	26.7	\$62.92	18.6	\$81.52	36.3	\$65.30	24.3	\$48.31	19.2	\$46.82	3.1	\$57.18	23.2
Vancouver Island	\$72.82	-20.8	\$84.53	-8.5	\$99.63	4.7	\$102.08	1.7	\$95.31	-6.8	\$90.08	-11.4	\$86.87	-14.1	\$90.19	-7.8

♦ 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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