



SMITH TRAVEL RESEARCH



## OCCUPANCY ANALYSIS

SEGMENT	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	11-May	13-May	12-May	14-May	13-May	15-May	14-May	16-May	15-May	17-May	16-May	18-May	17-May	19-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	54.4	35.3	79.2	25.3	86.8	18.6	81.6	7.9	65.9	6.6	73.5	2.5	84.7	1.4	75.2	12.2
Nova Scotia Area	37.1	-20.6	56.5	-20.9	69.7	-9.6	79.6	1.8	69.9	12.0	53.9	4.1	60.6	4.1	61.1	-4.1
Montreal Downtown	40.5	-30.2	65.5	-23.0	79.6	-14.0	75.4	-16.8	66.4	-19.6	63.4	-17.3	79.0	-13.6	67.1	-18.6
Quebec City	56.4	-1.6	82.2	19.3	92.1	15.4	92.6	6.2	96.1	39.5	92.8	58.6	95.4	6.6	86.8	19.1
Quebec Area	22.6	-10.7	54.7	1.7	70.6	2.5	72.8	12.5	60.6	15.4	61.7	7.3	84.4	7.7	61.0	6.5
Toronto Downtown	46.8	-41.0	75.2	-21.7	86.9	-10.8	84.5	-6.3	75.4	26.7	73.4	65.7	92.9	72.7	76.4	2.7
Toronto North/East	45.2	-9.4	71.6	-9.4	79.3	-9.8	76.8	-5.0	60.1	0.0	55.9	6.5	70.3	11.2	65.6	-3.0
Toronto Airport/West	47.3	7.3	73.5	-7.5	85.8	-7.1	78.6	-5.9	62.8	-7.9	60.0	-8.1	68.9	-4.8	68.1	-5.7
Ottawa, ON	52.2	-0.8	88.3	-3.2	99.2	1.1	99.4	3.5	87.3	14.7	74.8	27.2	96.9	7.2	85.4	6.1
Ontario East	30.8	-0.3	58.4	-2.5	70.7	0.0	73.3	-0.5	60.6	-3.8	62.7	12.0	77.9	5.6	62.1	1.5
Niagara Falls	30.6	-9.2	42.4	-7.0	43.9	-5.2	45.1	-1.5	41.8	-6.9	63.8	-0.2	91.0	-0.2	51.2	-3.6
Ontario Central	31.0	-1.9	53.6	-1.1	61.7	-1.3	65.9	10.2	52.9	12.3	49.9	12.6	64.3	-0.2	54.2	4.2
Ontario North/Thunder Bay	47.7	-3.0	77.1	-14.4	95.1	-2.2	90.5	4.7	67.0	-4.4	52.7	-16.7	53.0	-14.7	69.0	-6.9
Winnipeg, MB	50.8	-8.1	77.4	-6.3	82.9	-3.2	78.9	0.3	63.6	-12.5	68.4	-5.8	76.6	1.6	71.2	-4.7
Regina/Saskatoon	50.8	3.3	87.3	6.7	93.9	1.4	94.4	2.9	78.3	9.7	82.0	-3.5	91.1	-4.1	82.5	1.9
Calgary, AB	56.1	3.1	85.6	0.6	92.0	3.8	93.0	5.2	79.0	1.2	79.0	1.0	82.7	-1.5	81.1	2.0
Edmonton, AB	45.8	-7.8	75.5	-0.4	84.1	-3.7	80.3	-0.2	64.9	0.6	70.5	-8.7	82.4	-9.0	71.9	-4.3
Alberta North Area	45.7	-16.1	61.5	-28.6	65.7	-23.0	66.8	-24.3	57.1	-16.2	54.4	-8.3	61.5	0.8	59.0	-17.8
Vancouver Downtown	78.6	5.1	91.3	1.9	91.9	1.7	85.8	-3.7	77.2	-2.0	78.0	-1.8	77.8	-9.8	82.9	-1.4
British Columbia Area	42.7	22.7	55.8	18.0	59.0	13.0	54.1	-10.7	47.6	-8.1	53.9	-9.6	64.7	1.3	54.0	2.1
Vancouver Island	47.3	-10.1	65.7	-4.8	70.2	-10.3	69.3	-7.8	66.3	-12.6	68.1	-20.7	89.0	-9.5	68.0	-11.1

## ADR ANALYSIS

SEGMENT	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg
Halifax, NS	\$148.39	26.3	\$144.47	18.7	\$147.74	20.8	\$141.97	14.2	\$134.12	10.7	\$119.57	9.1	\$120.75	8.2	\$136.43	15.5
Nova Scotia Area	\$110.05	15.1	\$103.86	11.3	\$107.13	17.6	\$102.68	15.1	\$107.47	13.9	\$106.46	12.4	\$102.44	11.1	\$105.43	13.8
Montreal Downtown	\$146.59	-3.7	\$153.30	-4.7	\$158.11	-2.7	\$155.51	-4.4	\$151.85	-2.9	\$141.42	-4.3	\$134.21	-9.2	\$148.87	-4.6
Quebec City	\$171.37	7.3	\$162.31	6.1	\$173.74	14.7	\$177.12	23.4	\$165.71	12.2	\$185.90	24.6	\$190.40	31.4	\$175.69	17.7
Quebec Area	\$103.33	-0.1	\$104.72	-3.9	\$114.58	3.2	\$116.19	3.7	\$116.05	8.7	\$124.26	15.5	\$132.54	5.2	\$118.15	5.2
Toronto Downtown	\$167.78	-19.5	\$187.87	-14.4	\$196.37	-10.2	\$198.32	-5.5	\$201.68	7.1	\$212.58	33.9	\$227.92	42.1	\$201.44	0.1
Toronto North/East	\$118.41	0.6	\$129.26	1.3	\$129.32	1.3	\$126.81	-0.3	\$119.73	0.2	\$105.54	-0.2	\$107.62	1.8	\$120.35	0.2
Toronto Airport/West	\$119.52	5.6	\$130.32	0.1	\$131.96	0.4	\$131.81	3.3	\$120.68	3.0	\$102.09	4.0	\$100.93	5.6	\$120.73	2.6
Ottawa, ON	\$136.09	-1.5	\$150.86	0.8	\$153.60	4.1	\$152.00	4.4	\$145.85	3.3	\$135.89	8.6	\$134.28	6.3	\$144.93	3.5
Ontario East	\$97.69	6.1	\$102.25	8.4	\$102.46	5.9	\$102.47	1.0	\$100.25	2.7	\$114.00	15.1	\$117.49	8.9	\$106.15	7.0
Niagara Falls	\$93.48	-3.5	\$87.78	-4.9	\$91.67	-5.7	\$94.90	0.7	\$90.82	-0.3	\$116.09	-0.7	\$165.24	0.2	\$114.69	-0.7
Ontario Central	\$99.03	2.7	\$99.42	-4.4	\$101.15	-0.1	\$100.58	-6.7	\$100.81	3.3	\$108.16	5.1	\$108.78	1.7	\$102.80	-0.2
Ontario North/Thunder Bay	\$88.97	5.6	\$90.91	6.1	\$92.28	3.9	\$90.70	3.6	\$89.65	1.9	\$91.80	4.5	\$94.72	7.2	\$91.29	4.5
Winnipeg, MB	\$100.19	1.9	\$104.57	-0.2	\$102.87	-3.2	\$102.58	-0.9	\$99.70	-3.6	\$95.86	-2.9	\$99.47	-0.8	\$100.93	-1.5
Regina/Saskatoon	\$110.63	7.1	\$117.74	11.8	\$118.98	15.2	\$120.51	15.3	\$119.58	12.6	\$118.40	4.6	\$121.81	11.3	\$118.75	11.3
Calgary, AB	\$160.24	12.3	\$165.64	4.1	\$174.64	8.3	\$173.78	9.8	\$165.38	10.9	\$142.77	11.6	\$136.74	8.2	\$160.47	9.2
Edmonton, AB	\$119.48	8.3	\$128.26	10.1	\$130.53	10.9	\$130.14	10.9	\$126.66	12.2	\$121.47	8.6	\$121.75	7.5	\$125.92	9.9
Alberta North Area	\$171.02	12.3	\$160.84	3.4	\$166.37	7.9	\$160.54	0.5	\$156.77	-1.9	\$173.40	14.6	\$179.31	6.7	\$166.64	5.9
Vancouver Downtown	\$209.66	11.3	\$211.24	10.8	\$210.31	9.3	\$195.91	4.9	\$195.44	6.0	\$192.00	4.2	\$191.53	0.7	\$201.29	6.9
British Columbia Area	\$108.82	-7.6	\$104.54	-9.3	\$107.87	-5.8	\$107.79	-2.4	\$108.75	-2.5	\$113.57	-18.7	\$114.69	-0.8	\$109.57	-7.2
Vancouver Island	\$130.93	-2.9	\$123.51	-6.8	\$101.68	-22.7	\$98.83	-26.5	\$102.48	-29.1	\$101.60	-35.5	\$108.21	-31.5	\$108.51	-24.3

♦ ADR and RevPAR in Canadian Dollars

REVPAR ANALYSIS SEGMENT	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	11-May 2008	13-May 2007	12-May 2008	14-May 2007	13-May 2008	15-May 2007	14-May 2008	16-May 2007	15-May 2008	17-May 2007	16-May 2008	18-May 2007	17-May 2008	19-May 2007	Week 2008	Week 2007
	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg
Halifax, NS	\$80.68	70.6	\$114.36	48.8	\$128.30	43.3	\$115.88	23.4	\$88.44	18.1	\$87.88	11.9	\$102.30	9.8	\$102.55	29.5
Nova Scotia Area	\$40.84	-8.5	\$58.73	-11.9	\$74.69	6.3	\$81.77	17.1	\$75.17	27.8	\$57.39	16.9	\$62.12	15.8	\$64.39	9.2
Montreal Downtown	\$59.43	-32.7	\$100.42	-26.6	\$125.92	-16.3	\$117.31	-20.4	\$100.86	-22.0	\$89.70	-20.8	\$106.00	-21.6	\$99.95	-22.3
Quebec City	\$96.66	5.6	\$133.41	26.7	\$160.09	32.5	\$164.10	31.2	\$159.28	56.6	\$172.55	97.8	\$181.67	40.1	\$152.54	40.2
Quebec Area	\$23.36	-10.7	\$57.29	-2.2	\$80.85	5.7	\$84.54	16.6	\$70.38	25.5	\$76.64	23.8	\$111.83	13.2	\$72.13	12.1
Toronto Downtown	\$78.44	-52.5	\$141.25	-33.0	\$170.61	-19.9	\$167.50	-11.5	\$152.06	35.6	\$156.03	121.9	\$211.66	145.3	\$153.94	2.9
Toronto North/East	\$53.55	-8.9	\$92.55	-8.2	\$102.51	-8.7	\$97.41	-5.3	\$71.97	0.2	\$58.98	6.3	\$75.64	13.1	\$78.94	-2.9
Toronto Airport/West	\$56.48	13.2	\$95.78	-7.5	\$113.25	-6.7	\$103.60	-2.8	\$75.79	-5.2	\$61.27	-4.4	\$69.52	0.5	\$82.24	-3.2
Ottawa, ON	\$71.04	-2.3	\$133.24	-2.4	\$152.40	5.3	\$151.02	8.1	\$127.30	18.4	\$101.64	38.2	\$130.10	13.9	\$123.82	9.9
Ontario East	\$30.10	5.7	\$59.75	5.7	\$72.49	6.0	\$75.14	0.5	\$60.79	-1.1	\$71.47	28.9	\$91.58	15.0	\$65.90	8.6
Niagara Falls	\$28.63	-12.4	\$37.19	-11.7	\$40.28	-10.6	\$42.76	-0.8	\$37.95	-7.2	\$74.09	-0.9	\$150.40	0.0	\$58.76	-4.1
Ontario Central	\$30.67	0.5	\$53.31	-5.4	\$62.37	-1.5	\$66.27	2.7	\$53.33	16.2	\$53.95	18.2	\$69.90	1.5	\$55.69	3.9
Ontario North/Thunder Bay	\$42.48	2.5	\$70.09	-9.3	\$87.77	1.6	\$82.06	8.4	\$60.09	-2.6	\$48.36	-13.0	\$50.20	-8.6	\$63.01	-2.6
Winnipeg, MB	\$50.85	-6.4	\$80.98	-6.4	\$85.26	-6.3	\$80.88	-0.7	\$63.37	-15.6	\$65.61	-8.5	\$76.18	0.7	\$71.88	-6.1
Regina/Saskatoon	\$56.19	10.5	\$102.77	19.2	\$111.78	16.8	\$113.82	18.8	\$93.61	23.4	\$97.05	0.9	\$110.98	6.8	\$98.03	13.5
Calgary, AB	\$89.87	15.9	\$141.77	4.7	\$160.72	12.5	\$161.55	15.4	\$130.64	12.1	\$112.76	12.7	\$113.12	6.6	\$130.06	11.2
Edmonton, AB	\$54.67	-0.3	\$96.80	9.6	\$109.80	6.9	\$104.46	10.5	\$82.16	12.8	\$85.59	-1.0	\$100.36	-2.1	\$90.55	5.3
Alberta North Area	\$78.10	-5.9	\$98.97	-26.1	\$109.26	-17.0	\$107.24	-23.9	\$89.59	-17.7	\$94.41	5.1	\$110.31	7.7	\$98.27	-13.0
Vancouver Downtown	\$164.70	17.0	\$192.95	13.0	\$193.37	11.3	\$168.18	1.1	\$150.79	3.7	\$149.69	2.3	\$149.06	-9.2	\$166.96	5.5
British Columbia Area	\$46.49	13.4	\$58.34	7.0	\$63.65	6.4	\$58.31	-12.9	\$51.77	-10.5	\$61.25	-26.5	\$74.22	0.5	\$59.15	-5.3
Vancouver Island	\$61.98	-12.6	\$81.14	-11.2	\$71.33	-30.8	\$68.50	-32.2	\$67.97	-38.1	\$69.20	-48.8	\$96.36	-38.0	\$73.78	-32.7

♦ 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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