



SMITH TRAVEL RESEARCH



OCCUPANCY ANALYSIS

SEGMENT	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	27-Apr	29-Apr	28-Apr	30-Apr	29-Apr	1-May	30-Apr	2-May	1-May	3-May	2-May	4-May	3-May	5-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	43.2	16.1	60.3	8.8	76.8	13.3	79.5	0.6	90.5	9.8	90.9	15.6	85.8	19.8	75.3	11.7
Nova Scotia Area	41.9	22.9	59.0	6.3	68.3	-0.1	68.9	2.8	56.2	-0.9	61.0	39.0	62.1	26.7	59.6	11.4
Montreal Downtown	41.9	-34.0	69.2	-16.1	84.4	2.4	85.4	8.9	77.9	0.5	70.2	-1.7	73.3	-9.8	71.8	-6.4
Quebec City	43.3	-18.0	66.9	11.3	76.0	8.7	82.0	15.0	87.4	40.3	72.0	29.3	74.5	48.1	71.7	18.9
Quebec Area	34.1	12.9	54.6	4.2	57.7	4.5	61.9	6.5	60.2	12.1	51.4	-1.0	56.9	1.8	53.8	5.5
Toronto Downtown	49.8	0.4	71.3	-1.9	85.5	6.9	86.9	13.0	79.6	4.7	79.0	-3.2	86.8	1.9	77.0	3.2
Toronto North/East	46.0	-1.1	68.9	-2.5	74.1	-0.3	75.3	0.5	61.4	-6.1	60.6	5.9	63.7	-0.8	64.3	-0.6
Toronto Airport/West	51.0	4.9	71.0	-1.7	78.7	-6.8	80.4	-5.2	83.3	6.5	76.6	8.5	81.3	10.5	74.6	1.9
Ottawa, ON	56.4	5.2	87.9	12.5	94.2	5.5	94.4	3.7	90.3	7.2	75.9	4.0	84.0	8.0	83.3	6.7
Ontario East	33.0	-7.3	56.7	3.8	68.1	13.3	64.3	8.8	55.5	14.2	55.3	-5.6	61.3	-1.8	56.3	3.9
Niagara Falls	28.6	-22.9	31.3	-17.4	29.7	-18.4	31.8	-19.7	44.2	2.1	75.3	10.1	88.1	0.6	47.0	-6.2
Ontario Central	33.8	-6.4	62.1	15.6	66.7	16.0	64.8	-6.8	65.3	2.8	64.9	19.7	71.2	7.9	61.3	7.2
Ontario North/Thunder Bay	45.2	-3.0	71.9	-9.1	80.9	-10.8	81.5	-10.2	65.2	-18.0	57.1	-17.4	50.2	-20.9	64.6	-12.9
Winnipeg, MB	62.5	20.0	72.9	0.1	79.9	-2.6	77.8	-7.2	74.1	-7.3	69.7	-4.4	66.9	2.6	72.0	-1.0
Regina/Saskatoon	46.7	-9.8	68.7	-12.8	82.8	-3.9	89.4	10.4	83.7	3.3	85.7	-1.4	82.9	5.5	77.1	-0.9
Calgary, AB	55.6	0.0	82.0	7.5	84.8	-0.5	86.6	-5.7	79.0	-5.4	69.4	-1.8	69.9	5.4	75.3	-0.4
Edmonton, AB	48.3	4.3	71.9	12.7	82.4	-0.5	83.5	-1.4	88.4	1.1	90.5	-3.2	94.5	1.6	79.9	1.4
Alberta North Area	44.6	-12.7	65.6	-3.0	66.6	-11.3	56.1	-32.1	55.1	-18.5	58.5	-10.7	51.0	-14.4	56.8	-15.2
Vancouver Downtown	52.0	-19.1	64.4	-14.4	71.4	-6.7	86.3	17.6	81.0	1.9	69.9	-11.6	81.9	-4.5	72.4	-5.1
British Columbia Area	41.8	46.2	54.0	54.3	58.6	36.6	50.7	-6.5	57.3	6.5	52.3	-5.6	51.6	-3.2	52.3	13.2
Vancouver Island	61.2	0.3	67.3	-1.9	68.5	1.6	68.6	-10.0	67.3	-15.1	66.6	-23.4	70.8	-20.6	67.2	-11.0

ADR ANALYSIS

SEGMENT	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg
Halifax, NS	\$118.72	8.8	\$124.65	7.9	\$131.60	6.5	\$133.59	4.9	\$142.97	13.0	\$149.25	21.9	\$155.56	30.3	\$138.95	14.1
Nova Scotia Area	\$108.82	5.0	\$99.57	7.0	\$96.68	5.1	\$99.29	8.2	\$109.88	13.3	\$113.56	22.0	\$108.77	9.9	\$104.78	10.3
Montreal Downtown	\$141.73	-5.1	\$151.93	-1.1	\$158.89	1.5	\$157.23	0.4	\$155.93	-1.4	\$147.74	-2.8	\$147.39	-4.9	\$152.52	-1.4
Quebec City	\$126.42	-6.0	\$130.30	-6.0	\$134.10	-5.1	\$133.31	-6.2	\$144.83	13.8	\$149.42	7.7	\$151.37	8.1	\$139.43	1.3
Quebec Area	\$115.20	3.8	\$111.01	7.6	\$103.43	-0.5	\$108.47	2.2	\$119.00	10.7	\$121.59	2.3	\$127.70	9.1	\$115.05	5.0
Toronto Downtown	\$155.70	-6.9	\$168.66	-5.3	\$178.14	-4.7	\$177.10	-5.3	\$178.54	-6.5	\$174.47	-13.6	\$178.24	-12.1	\$174.18	-8.0
Toronto North/East	\$115.68	-1.0	\$123.74	-1.4	\$128.38	3.1	\$125.87	-0.8	\$122.23	-2.5	\$109.90	-1.2	\$109.97	-0.9	\$120.02	-0.7
Toronto Airport/West	\$119.67	10.1	\$132.03	9.5	\$128.64	2.3	\$130.35	1.9	\$119.23	-2.7	\$106.04	2.8	\$106.88	4.7	\$120.28	3.0
Ottawa, ON	\$141.96	1.5	\$150.00	8.5	\$147.41	2.6	\$142.47	-0.9	\$144.48	4.0	\$140.73	4.7	\$142.62	5.7	\$144.46	3.7
Ontario East	\$97.84	6.5	\$99.91	9.7	\$98.59	6.2	\$98.95	5.5	\$103.75	7.3	\$108.36	14.2	\$108.79	6.1	\$102.46	7.8
Niagara Falls	\$85.23	-7.8	\$82.10	-11.7	\$83.74	-15.6	\$87.75	-7.1	\$98.88	-1.0	\$112.52	-0.2	\$129.85	0.0	\$105.08	-2.4
Ontario Central	\$92.72	-4.7	\$99.10	0.7	\$98.33	-1.3	\$99.84	0.7	\$100.34	0.5	\$106.85	2.3	\$107.40	0.9	\$101.33	0.3
Ontario North/Thunder Bay	\$89.24	10.2	\$89.19	4.8	\$89.98	5.1	\$91.35	6.3	\$90.90	3.1	\$91.05	4.9	\$93.31	8.4	\$90.67	5.7
Winnipeg, MB	\$107.56	11.6	\$107.76	7.6	\$107.02	3.8	\$103.86	-1.1	\$102.90	-5.0	\$100.50	6.8	\$102.35	5.6	\$104.58	3.5
Regina/Saskatoon	\$108.84	7.5	\$112.88	7.6	\$115.08	12.5	\$117.47	15.9	\$117.50	15.5	\$117.79	15.8	\$117.59	15.4	\$115.85	13.4
Calgary, AB	\$154.24	14.7	\$166.55	13.1	\$172.45	12.6	\$169.27	8.2	\$162.50	7.4	\$141.44	9.6	\$135.56	5.0	\$158.63	9.9
Edmonton, AB	\$125.46	17.2	\$128.40	13.7	\$130.38	10.2	\$128.82	9.8	\$130.35	13.2	\$128.46	13.2	\$129.96	14.3	\$129.08	12.7
Alberta North Area	\$159.25	20.3	\$152.51	10.1	\$155.89	1.4	\$152.39	2.9	\$157.13	1.6	\$154.59	-0.9	\$172.29	10.8	\$157.30	5.6
Vancouver Downtown	\$152.52	2.0	\$153.21	-0.9	\$155.46	-9.6	\$165.38	-4.2	\$191.82	5.8	\$196.59	6.4	\$194.70	4.5	\$174.38	1.1
British Columbia Area	\$113.31	-0.3	\$116.77	12.3	\$154.67	43.2	\$105.67	-6.9	\$108.37	-3.1	\$108.44	-3.8	\$113.14	-0.9	\$117.89	5.8
Vancouver Island	\$113.26	-0.2	\$115.59	8.9	\$109.19	-8.6	\$107.62	-14.0	\$133.25	2.2	\$137.19	1.6	\$114.29	-19.4	\$118.58	-5.8

♦ ADR and RevPAR in Canadian Dollars

REVPAR ANALYSIS SEGMENT	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	27-Apr	29-Apr	28-Apr	30-Apr	29-Apr	1-May	30-Apr	2-May	1-May	3-May	2-May	4-May	3-May	5-May	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	\$51.34	26.5	\$75.14	17.5	\$101.07	20.6	\$106.27	5.6	\$129.43	24.2	\$135.69	41.0	\$133.41	56.0	\$104.62	27.4
Nova Scotia Area	\$45.56	28.7	\$58.72	13.6	\$66.00	4.9	\$68.37	11.3	\$61.78	12.2	\$69.29	69.5	\$67.56	39.3	\$62.47	22.9
Montreal Downtown	\$59.42	-37.4	\$105.15	-17.0	\$134.15	3.9	\$134.25	9.4	\$121.53	-0.8	\$103.71	-4.4	\$108.00	-14.3	\$109.46	-7.7
Quebec City	\$54.69	-23.0	\$87.11	4.6	\$101.96	3.1	\$109.30	7.9	\$126.52	59.5	\$107.61	39.3	\$112.84	60.3	\$100.00	20.4
Quebec Area	\$39.33	17.2	\$60.66	12.3	\$59.65	4.0	\$67.10	8.8	\$71.66	24.3	\$62.47	1.3	\$72.62	11.0	\$61.93	10.8
Toronto Downtown	\$77.47	-6.5	\$120.26	-7.2	\$152.31	1.8	\$153.86	7.1	\$142.21	-2.0	\$137.80	-16.4	\$154.78	-10.4	\$134.10	-5.0
Toronto North/East	\$53.16	-2.0	\$85.21	-4.0	\$95.08	2.8	\$94.78	-0.3	\$75.00	-8.5	\$66.62	4.6	\$70.00	-1.7	\$77.12	-1.4
Toronto Airport/West	\$61.08	15.7	\$93.74	7.6	\$101.23	-4.7	\$104.74	-3.4	\$99.31	3.7	\$81.26	11.5	\$86.92	15.8	\$89.75	5.0
Ottawa, ON	\$80.00	6.7	\$131.84	22.2	\$138.91	8.3	\$134.53	2.8	\$130.45	11.6	\$106.86	8.9	\$119.82	14.2	\$120.34	10.6
Ontario East	\$32.30	-1.3	\$56.68	14.0	\$67.10	20.2	\$63.66	14.8	\$57.62	22.6	\$59.91	7.8	\$66.71	4.2	\$57.71	12.1
Niagara Falls	\$24.33	-29.0	\$25.70	-27.2	\$24.84	-31.3	\$27.89	-25.5	\$43.69	1.2	\$84.68	9.7	\$114.45	0.7	\$49.37	-8.4
Ontario Central	\$31.31	-10.8	\$61.51	16.4	\$65.58	14.4	\$64.74	-6.0	\$65.56	3.3	\$69.32	22.6	\$76.49	8.9	\$62.07	7.4
Ontario North/Thunder Bay	\$40.37	7.0	\$64.10	-4.8	\$72.84	-6.2	\$74.48	-4.5	\$59.25	-15.5	\$51.97	-13.4	\$46.84	-14.3	\$58.55	-8.0
Winnipeg, MB	\$67.26	33.9	\$78.55	7.8	\$85.51	1.1	\$80.81	-8.2	\$76.22	-11.9	\$70.09	2.1	\$68.52	8.4	\$75.28	2.5
Regina/Saskatoon	\$50.80	-3.1	\$77.52	-6.2	\$95.28	8.1	\$105.01	27.9	\$98.33	19.3	\$100.91	14.1	\$97.44	21.6	\$89.33	12.4
Calgary, AB	\$85.71	14.6	\$136.65	21.5	\$146.30	12.1	\$146.61	2.0	\$128.36	1.7	\$98.11	7.6	\$94.79	10.8	\$119.50	9.4
Edmonton, AB	\$60.58	22.3	\$92.38	28.2	\$107.44	9.7	\$107.50	8.2	\$115.26	14.5	\$116.24	9.5	\$122.81	16.1	\$103.17	14.4
Alberta North Area	\$71.10	5.1	\$100.12	6.9	\$103.76	-10.1	\$85.42	-30.2	\$86.52	-17.2	\$90.46	-11.4	\$87.82	-5.2	\$89.31	-10.5
Vancouver Downtown	\$79.28	-17.5	\$98.69	-15.2	\$111.04	-15.6	\$142.68	12.6	\$155.37	7.8	\$137.34	-6.1	\$159.39	-0.3	\$126.26	-4.1
British Columbia Area	\$47.36	45.8	\$63.04	73.1	\$90.68	95.9	\$53.55	-12.9	\$62.11	3.3	\$56.73	-9.1	\$58.33	-4.3	\$61.69	19.9
Vancouver Island	\$69.36	0.2	\$77.74	6.7	\$74.78	-7.1	\$73.88	-22.5	\$89.73	-13.1	\$91.32	-22.3	\$80.94	-36.0	\$79.68	-16.2

♦ 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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