



SMITH TRAVEL RESEARCH



OCCUPANCY ANALYSIS

SEGMENT	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	4-Nov	5-Nov	5-Nov	6-Nov	6-Nov	7-Nov	7-Nov	8-Nov	8-Nov	9-Nov	9-Nov	10-Nov	10-Nov	11-Nov	Week	Week
	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006
	Occup	%Chg	Occup	%Chg	Occup	%Chg	Occup	%Chg	Occup	%Chg	Occup	%Chg	Occup	%Chg	Occup	%Chg
Halifax, NS	53.6	35.7	79.3	37.9	84.9	17.8	83.2	8.1	71.6	11.7	62.9	19.8	63.1	-10.1	71.2	15.0
Nova Scotia Area	50.1	96.5	64.2	15.3	65.7	-2.1	66.4	-7.1	62.0	20.2	41.9	20.4	62.4	59.6	58.9	19.5
Montreal Downtown	49.5	-8.5	67.9	-5.0	69.6	-17.5	77.1	-4.2	77.6	9.0	71.0	2.6	75.6	-9.8	69.8	-5.0
Quebec City	43.4	97.3	34.4	-17.1	55.6	-17.3	75.1	2.0	80.6	4.7	72.8	0.0	56.4	-28.3	59.8	-3.2
Quebec Area	31.6	12.9	53.9	10.5	53.0	-1.9	63.2	25.4	48.9	-0.8	37.3	-22.0	57.2	10.4	49.3	4.4
Toronto Downtown	68.1	-2.6	87.5	-5.2	90.7	-4.9	94.6	2.8	93.1	2.0	82.1	-4.6	84.6	-2.0	85.8	-2.1
Toronto North/East	49.5	-2.6	76.5	2.1	85.0	1.7	84.2	8.2	75.1	10.0	65.2	19.9	66.1	14.8	71.7	7.3
Toronto Airport/West	55.4	9.7	79.5	7.7	85.5	0.1	91.8	6.1	86.8	22.1	75.4	13.0	62.1	3.0	76.6	8.5
Ottawa, ON	57.7	-5.7	85.0	0.1	87.1	-0.7	78.5	-9.0	72.9	-5.7	61.5	-14.2	70.3	10.2	73.3	-3.7
Ontario East	27.9	4.5	60.5	21.5	62.1	11.7	62.9	-1.1	52.2	4.0	55.5	-8.9	61.2	-6.3	54.6	2.6
Niagara Falls	27.5	-9.8	31.7	-14.3	31.1	2.0	27.1	-9.7	28.7	-5.3	63.0	2.1	79.1	1.0	41.2	-3.3
Ontario Central	31.1	-0.3	60.5	16.1	65.3	8.5	66.2	10.7	57.5	4.0	65.2	1.7	75.4	3.9	60.2	6.5
Ontario North/Thunder Bay	41.9	-9.9	74.7	-10.5	85.8	-4.6	86.1	-1.1	66.4	-2.9	49.3	-6.1	49.1	1.7	64.8	-4.7
Winnipeg, MB	53.9	2.7	78.3	13.5	84.2	7.4	84.9	12.0	74.4	11.9	67.1	14.7	63.2	20.4	72.3	11.7
Regina/Saskatoon	57.5	5.9	75.0	-8.1	94.7	7.7	95.5	22.6	90.6	21.0	89.0	4.5	95.5	7.1	85.4	8.5
Calgary, AB	54.6	-6.0	81.8	-1.8	91.7	0.8	89.8	-1.6	76.8	1.3	61.0	1.2	68.1	12.0	74.8	0.5
Edmonton, AB	54.6	0.2	80.7	0.4	92.5	2.2	96.0	1.4	93.6	-0.6	96.4	1.8	98.0	2.5	87.4	1.2
Alberta North Area	52.6	-6.9	80.3	-4.5	81.1	-6.9	80.9	-5.8	68.3	-8.0	71.0	-15.6	72.2	-12.7	72.3	-8.7
Vancouver Downtown	57.3	-0.9	74.4	-4.0	79.8	-2.2	84.0	11.3	78.9	15.4	66.0	19.1	62.0	-0.6	71.8	5.0
British Columbia Area	30.3	17.0	40.7	3.6	44.0	3.0	47.2	8.5	44.7	-0.9	41.9	-18.3	48.2	-12.2	42.5	-1.6
Vancouver Island	42.3	-19.0	54.6	4.2	64.5	17.1	58.7	12.0	55.0	10.4	63.0	7.0	77.8	9.1	59.4	6.1

ADR ANALYSIS

SEGMENT	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg
Halifax, NS	\$122.85	9.0	\$126.26	9.8	\$125.38	8.3	\$120.23	5.2	\$118.00	4.7	\$108.53	-3.5	\$109.65	-8.8	\$119.21	3.7
Nova Scotia Area	\$96.69	8.3	\$94.90	11.9	\$100.19	17.9	\$94.09	11.7	\$96.05	8.9	\$93.83	8.1	\$99.88	23.1	\$96.65	13.3
Montreal Downtown	\$134.88	-5.3	\$141.60	-5.3	\$143.43	-6.5	\$145.91	-2.6	\$146.44	2.7	\$136.18	1.3	\$133.13	-2.5	\$140.53	-2.7
Quebec City	\$128.39	35.1	\$115.07	20.7	\$115.58	12.9	\$122.12	13.4	\$125.94	11.5	\$127.49	5.7	\$136.41	13.2	\$124.92	13.1
Quebec Area	\$108.72	7.3	\$104.32	7.5	\$99.89	0.2	\$108.09	9.0	\$110.22	1.2	\$113.22	-11.9	\$122.89	-2.4	\$109.61	0.5
Toronto Downtown	\$167.71	-1.0	\$180.67	1.0	\$181.45	2.2	\$179.72	2.1	\$176.30	2.2	\$167.94	4.8	\$165.89	6.3	\$174.67	2.5
Toronto North/East	\$112.46	0.5	\$123.73	2.3	\$126.40	2.1	\$125.60	3.4	\$118.27	-0.5	\$106.32	-0.6	\$106.41	-0.1	\$118.02	1.0
Toronto Airport/West	\$120.91	3.1	\$133.86	5.6	\$135.27	3.6	\$135.86	4.7	\$129.19	8.6	\$105.17	9.9	\$101.65	5.0	\$124.57	5.5
Ottawa, ON	\$140.51	4.3	\$142.13	4.3	\$138.13	1.6	\$135.47	0.9	\$131.57	0.5	\$123.51	-0.9	\$124.23	-0.4	\$134.06	1.6
Ontario East	\$94.65	8.7	\$96.68	7.5	\$96.48	7.7	\$95.79	3.8	\$96.11	8.1	\$101.27	5.2	\$107.47	7.4	\$98.67	6.4
Niagara Falls	\$94.35	3.1	\$87.58	2.5	\$88.40	3.4	\$88.83	4.0	\$95.03	9.3	\$103.69	-4.3	\$126.26	2.5	\$103.31	2.4
Ontario Central	\$93.40	-3.9	\$97.12	-2.0	\$96.16	-2.6	\$97.03	-2.8	\$97.52	-1.4	\$103.36	2.2	\$105.46	-0.3	\$99.20	-1.3
Ontario North/Thunder Bay	\$85.27	1.8	\$84.53	0.2	\$87.95	3.0	\$87.41	3.5	\$86.05	2.2	\$88.55	7.1	\$89.29	4.9	\$86.97	3.1
Winnipeg, MB	\$99.19	0.0	\$105.55	1.0	\$106.83	2.3	\$106.17	0.9	\$102.93	1.2	\$95.28	13.8	\$96.66	3.7	\$102.33	2.7
Regina/Saskatoon	\$96.39	3.2	\$105.12	-3.8	\$109.22	17.2	\$109.01	13.6	\$109.19	14.0	\$107.51	11.0	\$111.81	13.9	\$107.59	10.1
Calgary, AB	\$144.75	14.4	\$157.17	15.0	\$159.44	14.9	\$157.81	10.6	\$147.75	10.7	\$123.58	8.3	\$126.40	12.7	\$147.09	12.3
Edmonton, AB	\$111.58	9.5	\$119.59	12.2	\$119.20	12.0	\$119.24	10.6	\$121.87	9.0	\$126.85	11.7	\$128.06	11.6	\$121.61	11.0
Alberta North Area	\$134.69	1.4	\$147.34	12.3	\$150.84	10.9	\$149.11	11.2	\$146.17	6.9	\$170.59	22.4	\$141.32	-3.5	\$149.11	9.0
Vancouver Downtown	\$150.93	4.2	\$154.17	9.4	\$155.85	13.2	\$158.53	17.9	\$153.16	10.6	\$137.39	4.4	\$137.31	5.4	\$150.35	9.7
British Columbia Area	\$106.44	1.4	\$109.36	7.8	\$111.00	7.7	\$108.92	7.2	\$108.23	3.4	\$106.95	4.5	\$114.36	8.1	\$109.54	5.9
Vancouver Island	\$111.35	-4.6	\$110.78	2.3	\$104.11	3.1	\$97.35	0.7	\$102.97	15.7	\$103.02	8.9	\$106.00	5.8	\$104.81	3.9

♦ ADR and RevPAR in Canadian Dollars

REVPAR ANALYSIS	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	4-Nov	5-Nov	5-Nov	6-Nov	6-Nov	7-Nov	7-Nov	8-Nov	8-Nov	9-Nov	9-Nov	10-Nov	10-Nov	11-Nov	Week	Week
	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006
SEGMENT	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg
Halifax, NS	\$65.90	47.9	\$100.15	51.4	\$106.49	27.6	\$100.02	13.6	\$84.49	16.9	\$68.30	15.6	\$69.18	-18.1	\$84.93	19.4
Nova Scotia Area	\$48.42	112.4	\$60.92	28.8	\$65.82	15.5	\$62.44	3.6	\$59.58	30.9	\$39.31	30.3	\$62.29	96.5	\$56.97	35.3
Montreal Downtown	\$66.78	-13.3	\$96.19	-10.1	\$99.84	-22.8	\$112.46	-6.8	\$113.63	11.8	\$96.71	4.0	\$100.65	-12.1	\$98.04	-7.6
Quebec City	\$55.73	166.0	\$39.62	0.1	\$64.31	-6.5	\$91.65	15.7	\$101.46	16.6	\$92.86	5.8	\$76.92	-18.9	\$74.65	9.3
Quebec Area	\$34.36	21.1	\$56.26	18.9	\$52.93	-1.7	\$68.28	36.5	\$53.90	0.4	\$42.19	-31.4	\$70.29	7.8	\$54.03	5.1
Toronto Downtown	\$114.27	-3.5	\$158.13	-4.2	\$164.54	-2.9	\$170.06	5.0	\$164.11	4.2	\$137.93	-0.1	\$140.41	4.3	\$149.92	0.4
Toronto North/East	\$55.70	-2.0	\$94.62	4.5	\$107.41	3.8	\$105.78	11.9	\$88.85	9.4	\$69.32	19.2	\$70.36	14.7	\$84.58	8.4
Toronto Airport/West	\$66.99	13.0	\$106.42	13.8	\$115.61	3.7	\$124.70	11.1	\$112.09	32.6	\$79.31	24.3	\$63.17	8.3	\$95.47	14.6
Ottawa, ON	\$81.02	-1.7	\$120.82	4.4	\$120.31	0.9	\$106.40	-8.2	\$95.90	-5.2	\$75.98	-15.0	\$87.34	9.8	\$98.25	-2.2
Ontario East	\$26.45	14.0	\$58.53	30.6	\$59.93	20.3	\$60.28	2.7	\$50.14	12.4	\$56.25	-4.0	\$65.75	0.6	\$53.91	9.4
Niagara Falls	\$25.95	-7.0	\$27.79	-12.0	\$27.51	5.4	\$24.08	-6.0	\$27.29	3.5	\$65.37	-2.3	\$99.86	3.5	\$42.55	-1.0
Ontario Central	\$29.05	-4.1	\$58.74	13.7	\$62.84	5.7	\$64.26	7.5	\$56.05	2.5	\$67.44	3.9	\$79.47	3.6	\$59.69	5.1
Ontario North/Thunder Bay	\$35.71	-8.3	\$63.16	-10.4	\$75.47	-1.7	\$75.22	2.3	\$57.17	-0.7	\$43.64	0.6	\$43.81	6.6	\$56.31	-1.9
Winnipeg, MB	\$53.51	2.8	\$82.68	14.6	\$90.00	10.0	\$90.13	13.0	\$76.55	13.2	\$63.89	30.4	\$61.06	24.7	\$73.97	14.7
Regina/Saskatoon	\$55.38	9.1	\$78.86	-11.5	\$103.44	26.3	\$104.15	39.2	\$98.88	37.9	\$95.66	15.9	\$106.82	22.0	\$91.88	19.5
Calgary, AB	\$79.05	7.6	\$128.49	12.9	\$146.16	15.8	\$141.65	8.8	\$113.53	12.2	\$75.41	9.6	\$86.10	26.2	\$110.06	13.0
Edmonton, AB	\$60.94	9.7	\$96.51	12.7	\$110.21	14.4	\$114.52	12.2	\$114.05	8.3	\$122.33	13.8	\$125.55	14.4	\$106.30	12.4
Alberta North Area	\$70.86	-5.6	\$118.29	7.2	\$122.32	3.2	\$120.69	4.7	\$99.76	-1.6	\$121.08	3.3	\$102.05	-15.8	\$107.86	-0.5
Vancouver Downtown	\$86.45	3.2	\$114.65	5.0	\$124.42	10.7	\$133.13	31.1	\$120.92	27.7	\$90.73	24.3	\$85.17	4.8	\$107.92	15.2
British Columbia Area	\$32.30	18.9	\$44.55	11.8	\$48.88	11.1	\$51.40	16.3	\$48.41	2.5	\$44.83	-14.6	\$55.15	-5.0	\$46.50	4.0
Vancouver Island	\$47.09	-22.8	\$60.53	6.7	\$67.15	20.6	\$57.18	12.7	\$56.66	27.8	\$64.89	16.4	\$82.44	15.3	\$62.28	10.2

♦ 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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