



SMITH TRAVEL RESEARCH



OCCUPANCY ANALYSIS

SEGMENT	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	11-Nov	12-Nov	12-Nov	13-Nov	13-Nov	14-Nov	14-Nov	15-Nov	15-Nov	16-Nov	16-Nov	17-Nov	17-Nov	18-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	28.3	-55.8	36.0	-53.6	59.5	-30.6	70.1	-18.3	77.5	10.2	76.2	0.5	76.3	1.2	60.6	-20.7
Nova Scotia Area	38.9	52.5	42.1	1.9	61.6	-3.4	66.8	-0.4	52.5	-7.4	60.9	24.0	47.9	11.9	53.0	7.1
Montreal Downtown	47.8	-19.0	63.8	-12.5	68.7	-2.8	76.9	-1.4	74.1	1.4	63.6	-7.6	73.8	1.8	67.0	-5.2
Quebec City	41.6	13.0	52.5	-12.8	58.4	-21.1	63.3	-6.5	60.2	-8.6	46.6	-16.8	49.0	-6.0	53.1	-10.0
Quebec Area	27.0	-2.2	41.3	-9.4	66.4	17.3	67.7	9.7	59.5	7.2	49.9	-3.3	60.6	-1.8	53.2	3.3
Toronto Downtown	54.9	4.8	72.1	1.0	85.3	-5.1	91.8	-1.5	82.7	8.5	74.2	6.0	78.5	-1.3	77.0	1.2
Toronto North/East	41.8	-9.9	64.2	-11.3	77.0	-4.6	80.5	-1.3	70.2	1.6	60.0	6.0	63.6	-4.6	65.3	-3.5
Toronto Airport/West	47.8	6.9	71.4	-1.2	80.5	-5.5	84.1	-3.1	79.7	0.0	68.8	9.0	61.4	7.7	70.5	1.0
Ottawa, ON	42.9	5.1	60.9	-6.7	81.0	-2.3	79.3	-8.1	71.6	-14.1	61.3	-24.0	64.7	-13.2	66.0	-10.1
Ontario East	28.0	4.9	51.9	16.1	62.4	2.8	63.9	3.1	54.9	7.9	51.8	-1.7	67.6	-5.1	54.4	3.2
Niagara Falls	30.7	11.2	29.5	-0.3	28.1	0.4	24.9	-14.7	21.4	-18.0	48.7	1.2	73.0	11.8	36.6	0.8
Ontario Central	31.8	-0.9	54.3	7.5	63.3	-4.8	67.8	5.9	58.6	1.2	62.9	-6.1	65.7	-8.9	57.8	-1.4
Ontario North/Thunder Bay	40.2	1.8	66.0	8.9	79.0	10.8	78.2	7.9	69.1	12.4	69.5	14.5	67.9	17.1	67.1	10.7
Winnipeg, MB	46.7	8.6	58.2	2.3	74.3	-2.0	82.8	5.6	81.4	-5.1	70.6	-25.3	65.3	-33.2	68.5	-9.9
Regina/Saskatoon	57.1	31.6	49.5	-6.4	76.1	3.5	86.4	6.8	76.8	2.8	82.3	-2.4	90.2	7.5	74.1	5.1
Calgary, AB	47.2	-11.4	63.8	-17.9	86.2	-8.1	91.4	-3.3	83.3	-4.4	68.7	-5.6	67.6	-1.2	72.6	-7.2
Edmonton, AB	56.5	2.7	58.7	-10.7	77.0	-4.0	86.2	3.1	86.5	6.8	84.6	-2.8	93.7	3.8	77.6	0.0
Alberta North Area	50.0	-19.6	63.8	-21.0	81.9	-6.4	83.5	-4.7	67.8	-10.0	73.1	-5.1	72.4	-6.3	70.3	-10.2
Vancouver Downtown	40.2	0.2	45.1	-8.3	60.4	-11.4	73.3	-6.3	68.6	-9.9	58.1	-8.2	55.9	-10.8	57.4	-8.2
British Columbia Area	32.5	-9.5	32.7	15.1	42.5	18.1	45.1	15.6	44.2	18.8	39.9	2.0	43.7	-7.6	40.1	6.9
Vancouver Island	47.8	-4.4	37.0	-3.4	47.1	-3.5	59.2	20.8	63.5	44.6	61.2	15.0	56.9	16.4	53.3	12.4

ADR ANALYSIS

SEGMENT	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg
Halifax, NS	\$112.06	-9.9	\$118.92	-8.2	\$116.99	-10.4	\$118.48	-5.8	\$115.71	0.4	\$112.03	3.9	\$110.87	2.0	\$114.84	-4.7
Nova Scotia Area	\$100.61	18.6	\$95.97	12.5	\$95.76	12.4	\$92.99	7.8	\$100.36	10.7	\$97.46	15.8	\$93.41	11.7	\$96.42	12.2
Montreal Downtown	\$136.76	-5.3	\$142.65	-6.6	\$144.78	-1.7	\$147.53	0.4	\$150.95	5.3	\$145.60	7.4	\$143.95	7.2	\$145.08	1.0
Quebec City	\$144.31	28.6	\$135.74	22.9	\$128.37	21.4	\$123.45	15.8	\$126.65	12.7	\$129.34	20.1	\$125.26	24.8	\$129.79	20.4
Quebec Area	\$103.40	7.5	\$102.99	8.9	\$108.67	10.7	\$112.66	15.9	\$115.79	15.9	\$123.35	19.5	\$120.91	6.0	\$113.48	12.2
Toronto Downtown	\$168.68	3.4	\$179.67	1.8	\$184.39	1.3	\$183.76	1.4	\$180.28	3.6	\$163.71	1.4	\$159.20	0.9	\$174.91	1.8
Toronto North/East	\$114.90	2.0	\$127.23	4.2	\$132.19	5.3	\$126.60	2.4	\$123.77	1.5	\$110.35	4.5	\$108.42	3.6	\$121.46	3.3
Toronto Airport/West	\$115.69	2.9	\$130.63	1.1	\$134.26	-0.9	\$132.64	1.2	\$127.63	-0.6	\$106.74	3.3	\$102.53	6.5	\$122.81	0.8
Ottawa, ON	\$135.99	4.5	\$144.18	5.3	\$144.26	3.0	\$140.46	-2.0	\$135.90	-3.3	\$124.57	-5.1	\$125.87	-0.9	\$136.34	0.1
Ontario East	\$93.68	3.5	\$94.36	4.5	\$98.47	7.6	\$96.31	6.8	\$95.43	5.5	\$106.14	6.6	\$107.48	7.0	\$99.40	6.0
Niagara Falls	\$91.82	-1.7	\$84.08	-2.7	\$88.80	1.8	\$84.27	-3.6	\$83.59	-1.5	\$102.93	3.5	\$117.74	3.9	\$98.67	2.1
Ontario Central	\$98.85	0.2	\$98.97	1.8	\$99.49	0.3	\$98.63	0.3	\$99.88	-1.2	\$106.09	3.8	\$106.99	3.2	\$101.53	1.2
Ontario North/Thunder Bay	\$88.07	9.2	\$90.93	9.7	\$90.59	8.5	\$89.21	5.4	\$88.99	4.5	\$90.23	8.0	\$89.86	4.3	\$89.80	7.0
Winnipeg, MB	\$104.10	3.2	\$103.20	-3.5	\$107.18	1.9	\$105.77	-7.1	\$103.94	-21.5	\$96.60	-39.7	\$96.56	-41.2	\$102.60	-21.9
Regina/Saskatoon	\$104.61	13.8	\$102.57	9.8	\$107.02	9.1	\$108.12	11.1	\$108.47	8.8	\$112.36	12.7	\$112.19	11.3	\$108.47	10.8
Calgary, AB	\$128.34	9.9	\$150.00	10.7	\$161.15	13.9	\$159.88	13.1	\$154.44	14.2	\$132.91	10.6	\$128.79	9.2	\$147.25	12.0
Edmonton, AB	\$117.65	10.9	\$119.69	11.6	\$121.87	11.6	\$121.38	10.4	\$119.97	9.0	\$115.55	8.2	\$117.59	8.2	\$119.09	9.8
Alberta North Area	\$148.56	18.2	\$150.79	14.7	\$151.42	13.6	\$151.10	12.9	\$147.61	13.2	\$159.21	7.2	\$163.98	11.3	\$153.47	12.9
Vancouver Downtown	\$141.90	11.4	\$145.74	6.0	\$147.97	7.3	\$147.65	6.6	\$146.33	5.3	\$137.41	2.4	\$139.20	5.1	\$144.03	6.0
British Columbia Area	\$109.83	1.6	\$113.30	10.6	\$111.72	8.3	\$113.44	10.3	\$113.06	14.0	\$116.88	10.0	\$113.98	9.0	\$113.26	9.1
Vancouver Island	\$97.98	1.4	\$95.50	-1.0	\$90.78	-3.7	\$92.83	0.9	\$97.37	4.3	\$94.73	6.7	\$97.44	8.1	\$95.29	2.5

♦ ADR and RevPAR in Canadian Dollars

REVPAR ANALYSIS SEGMENT	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL		
	11-Nov 2007	12-Nov 2006	12-Nov 2007	13-Nov 2006	13-Nov 2007	14-Nov 2006	14-Nov 2007	15-Nov 2006	15-Nov 2007	16-Nov 2006	16-Nov 2007	17-Nov 2006	17-Nov 2007	18-Nov 2006	18-Nov 2007	Week 2007	Week 2006
	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR
Halifax, NS	\$31.69	-60.2	\$42.81	-57.4	\$69.65	-37.7	\$83.10	-23.0	\$89.66	10.7	\$85.42	4.5	\$84.60	3.3	\$69.56	-24.4	
Nova Scotia Area	\$39.15	80.7	\$40.45	14.7	\$58.99	8.5	\$62.15	7.4	\$52.67	2.4	\$59.37	43.7	\$44.72	25.0	\$51.07	20.1	
Montreal Downtown	\$65.39	-23.3	\$91.01	-18.2	\$99.48	-4.4	\$113.42	-1.0	\$111.89	6.7	\$92.63	-0.8	\$106.21	9.2	\$97.15	-4.3	
Quebec City	\$59.98	45.2	\$71.24	7.2	\$74.96	-4.2	\$78.13	8.2	\$76.26	3.0	\$60.23	-0.1	\$61.35	17.4	\$68.88	8.4	
Quebec Area	\$27.95	5.3	\$42.53	-1.4	\$72.15	29.8	\$76.23	27.1	\$68.94	24.3	\$61.61	15.6	\$73.28	4.1	\$60.39	16.0	
Toronto Downtown	\$92.53	8.2	\$129.55	2.8	\$157.20	-4.0	\$168.72	-0.1	\$149.02	12.3	\$121.43	7.5	\$124.92	-0.4	\$134.77	3.1	
Toronto North/East	\$48.05	-8.1	\$81.71	-7.6	\$101.73	0.3	\$101.92	1.1	\$86.85	3.0	\$66.16	10.7	\$68.98	-1.2	\$79.34	-0.3	
Toronto Airport/West	\$55.31	10.0	\$93.27	-0.1	\$108.11	-6.3	\$111.54	-2.0	\$101.68	-0.6	\$73.47	12.8	\$62.92	14.8	\$86.61	1.9	
Ottawa, ON	\$58.29	9.8	\$87.78	-1.9	\$116.89	0.7	\$111.43	-10.0	\$97.36	-17.0	\$76.39	-27.9	\$81.44	-13.9	\$89.94	-10.1	
Ontario East	\$26.26	8.5	\$48.96	21.4	\$61.43	10.6	\$61.51	10.0	\$52.38	13.7	\$54.97	4.8	\$72.65	1.5	\$54.02	9.3	
Niagara Falls	\$28.22	9.4	\$24.85	-2.7	\$24.91	1.9	\$21.00	-17.8	\$17.90	-19.1	\$50.15	4.7	\$86.00	16.2	\$36.15	3.1	
Ontario Central	\$31.43	-0.8	\$53.78	9.5	\$63.01	-4.4	\$66.83	6.3	\$58.49	0.0	\$66.72	-2.6	\$70.29	-6.0	\$58.65	-0.2	
Ontario North/Thunder Bay	\$35.40	11.1	\$60.04	19.5	\$71.59	20.3	\$69.77	13.6	\$61.46	17.3	\$62.68	23.6	\$61.05	22.0	\$60.29	18.5	
Winnipeg, MB	\$48.60	11.9	\$60.08	-1.2	\$79.67	0.0	\$87.59	-1.8	\$84.60	-25.5	\$68.21	-54.9	\$63.10	-60.7	\$70.27	-29.6	
Regina/Saskatoon	\$59.77	49.9	\$50.82	2.8	\$81.45	12.9	\$93.43	18.7	\$83.27	11.7	\$92.45	10.0	\$101.25	19.8	\$80.35	16.4	
Calgary, AB	\$60.56	-2.7	\$95.64	-9.1	\$138.90	4.7	\$146.15	9.4	\$128.70	9.2	\$91.29	4.4	\$87.10	8.0	\$106.90	4.0	
Edmonton, AB	\$66.50	13.9	\$70.29	-0.3	\$93.89	7.1	\$104.58	13.7	\$103.77	16.3	\$97.80	5.2	\$110.22	12.2	\$92.43	9.9	
Alberta North Area	\$74.24	-5.1	\$96.24	-9.5	\$123.99	6.2	\$126.11	7.5	\$100.05	1.8	\$116.32	1.7	\$118.72	4.2	\$107.96	1.4	
Vancouver Downtown	\$57.06	11.8	\$65.74	-2.8	\$89.30	-5.0	\$108.25	0.0	\$100.43	-5.0	\$79.86	-6.0	\$77.86	-6.3	\$82.64	-2.7	
British Columbia Area	\$35.65	-8.1	\$37.06	27.5	\$47.46	27.8	\$51.21	27.5	\$50.02	35.7	\$46.59	12.1	\$49.85	0.9	\$45.40	16.4	
Vancouver Island	\$46.80	-3.1	\$35.38	-4.4	\$42.73	-7.1	\$55.00	22.1	\$61.84	50.8	\$58.00	22.9	\$55.47	25.9	\$50.74	15.1	

♦ 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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