



SMITH TRAVEL RESEARCH



OCCUPANCY ANALYSIS

SEGMENT	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	21-Oct	22-Oct	22-Oct	23-Oct	23-Oct	24-Oct	24-Oct	25-Oct	25-Oct	26-Oct	26-Oct	27-Oct	27-Oct	28-Oct	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	52.3	-2.6	77.2	-2.6	89.6	9.4	89.4	5.3	92.6	-0.1	68.3	0.3	60.1	5.8	75.6	2.3
Nova Scotia Area	39.5	0.0	59.6	-11.6	69.6	-5.8	71.3	-6.9	68.0	-12.1	50.5	-24.1	48.5	-21.9	58.1	-12.2
Montreal Downtown	59.1	1.4	80.4	1.0	88.0	0.3	90.4	4.9	79.1	6.7	58.9	-10.4	61.3	-12.6	73.9	-0.8
Quebec City	74.6	46.3	81.6	24.8	71.3	7.4	63.9	-13.4	65.7	-12.7	78.1	16.2	83.5	16.0	74.1	10.1
Quebec Area	35.0	6.4	70.8	11.7	78.3	14.5	77.4	14.3	64.9	9.1	51.0	8.3	57.8	2.5	62.2	10.1
Toronto Downtown	70.0	17.4	86.4	1.5	93.2	2.9	89.9	-4.8	87.3	-2.2	76.9	15.3	78.9	5.9	83.2	4.0
Toronto North/East	60.1	13.2	86.3	11.2	91.6	7.4	88.7	6.4	71.9	-1.9	59.9	2.2	65.9	12.1	74.9	7.0
Toronto Airport/West	48.3	-13.8	79.1	2.5	92.7	3.9	88.3	0.3	87.4	9.4	72.2	24.1	68.8	18.0	76.7	5.9
Ottawa, ON	66.4	10.7	95.0	4.1	98.5	-0.2	98.6	0.5	94.8	3.8	75.3	5.6	74.3	18.5	86.1	5.1
Ontario East	33.9	-7.4	60.0	5.8	69.9	3.7	69.4	0.9	60.9	-2.1	73.3	-2.5	75.6	-0.5	63.3	0.0
Niagara Falls	41.4	-28.5	43.4	-13.9	40.0	-20.3	40.9	-19.8	44.1	-14.5	65.8	8.8	81.7	17.4	51.1	-8.6
Ontario Central	35.9	-8.7	64.3	2.6	73.3	8.6	72.7	6.9	66.7	7.6	69.4	-2.3	79.0	3.8	65.9	3.3
Ontario North/Thunder Bay	44.5	-0.4	83.8	1.6	93.9	3.4	93.4	4.7	78.4	3.0	61.1	9.3	50.0	0.2	72.2	3.3
Winnipeg, MB	58.5	-19.2	80.2	-9.5	87.4	-4.8	91.6	6.6	88.7	14.6	74.0	12.0	77.3	19.5	79.7	2.0
Regina/Saskatoon	60.5	38.4	80.8	3.3	91.8	3.6	92.3	12.4	88.7	7.6	85.5	0.4	87.4	4.8	83.9	8.0
Calgary, AB	66.3	16.9	91.0	4.2	97.9	0.6	97.1	-0.2	86.2	0.5	67.0	1.2	61.3	-3.5	81.0	2.4
Edmonton, AB	58.1	10.5	91.2	14.9	95.7	11.3	96.8	3.9	96.3	7.6	93.3	4.9	76.7	-2.5	86.9	7.0
Alberta North Area	55.2	-22.4	78.5	-11.9	89.6	2.3	79.9	-6.3	79.6	-11.4	73.0	-9.4	67.0	-17.0	74.7	-10.4
Vancouver Downtown	52.3	-27.6	65.4	-23.3	81.7	-1.3	93.8	17.5	92.9	16.0	76.7	6.4	66.5	0.9	75.6	-1.7
British Columbia Area	32.0	23.1	48.2	26.8	50.2	21.8	60.1	38.5	56.3	35.7	50.4	27.9	39.2	-0.8	48.0	25.0
Vancouver Island	54.7	9.4	65.2	1.7	71.7	3.3	73.6	1.1	69.9	3.4	67.7	19.2	65.9	20.9	67.0	7.7

ADR ANALYSIS

SEGMENT	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg
Halifax, NS	\$127.20	-0.3	\$138.96	5.5	\$137.59	-2.3	\$134.26	16.7	\$129.97	0.3	\$119.63	5.5	\$122.84	9.2	\$130.88	4.6
Nova Scotia Area	\$102.37	12.4	\$100.12	10.5	\$99.33	12.2	\$99.99	11.0	\$102.22	15.1	\$97.11	13.8	\$94.66	11.9	\$99.50	12.6
Montreal Downtown	\$153.29	-4.6	\$160.15	-1.4	\$159.41	-1.7	\$160.23	-1.9	\$154.28	-1.4	\$137.30	-6.7	\$138.92	-3.5	\$153.24	-2.5
Quebec City	\$179.39	22.7	\$171.31	17.8	\$166.47	35.2	\$143.85	24.3	\$158.76	30.3	\$168.04	19.1	\$142.45	18.6	\$161.70	24.9
Quebec Area	\$110.41	-1.1	\$117.38	8.1	\$115.46	10.0	\$117.35	20.4	\$111.56	8.1	\$120.05	9.6	\$113.03	-7.0	\$115.34	7.3
Toronto Downtown	\$181.13	3.0	\$187.70	2.3	\$188.50	1.3	\$184.52	-1.5	\$183.01	0.3	\$165.78	2.1	\$161.76	2.2	\$179.43	1.0
Toronto North/East	\$116.46	1.6	\$122.07	-1.0	\$125.15	1.9	\$123.79	-0.7	\$122.20	-1.4	\$108.25	-1.7	\$109.90	0.4	\$119.17	-0.2
Toronto Airport/West	\$116.63	-2.5	\$132.41	4.9	\$135.12	4.2	\$135.08	6.2	\$129.62	4.8	\$108.92	6.8	\$105.05	8.5	\$124.78	4.3
Ottawa, ON	\$146.21	7.3	\$150.70	3.8	\$148.99	1.2	\$148.00	2.3	\$142.74	4.5	\$135.46	7.1	\$136.56	11.1	\$144.59	4.5
Ontario East	\$90.22	-8.1	\$98.04	2.6	\$101.36	10.4	\$101.58	5.6	\$107.89	9.6	\$110.97	9.7	\$109.72	5.5	\$104.01	6.0
Niagara Falls	\$96.40	-2.4	\$88.16	-19.2	\$92.66	-5.0	\$96.68	-2.0	\$100.19	3.5	\$116.57	2.7	\$139.19	7.9	\$108.98	1.5
Ontario Central	\$97.37	2.1	\$99.11	-1.3	\$101.37	1.1	\$98.87	-0.9	\$98.93	-0.1	\$106.38	3.3	\$105.99	3.0	\$101.54	1.0
Ontario North/Thunder Bay	\$87.35	3.8	\$88.70	3.3	\$88.13	3.5	\$87.04	3.0	\$88.00	5.1	\$87.97	5.7	\$88.00	5.6	\$87.90	4.1
Winnipeg, MB	\$100.77	-6.5	\$107.00	-1.7	\$107.13	0.3	\$105.88	1.3	\$106.56	9.6	\$99.03	8.2	\$98.88	5.8	\$103.93	1.8
Regina/Saskatoon	\$100.30	9.9	\$106.20	7.8	\$108.94	7.8	\$108.37	6.7	\$108.64	7.8	\$108.16	8.4	\$106.50	12.0	\$107.06	8.3
Calgary, AB	\$144.30	6.2	\$157.35	9.6	\$160.80	9.8	\$164.62	10.4	\$153.96	8.4	\$130.36	5.4	\$131.02	9.3	\$151.11	8.8
Edmonton, AB	\$108.24	7.1	\$114.79	8.5	\$117.28	10.0	\$117.00	11.0	\$116.19	10.7	\$115.69	11.5	\$115.50	9.6	\$115.36	10.0
Alberta North Area	\$148.40	9.9	\$148.59	10.1	\$150.43	7.8	\$150.93	12.2	\$150.19	11.3	\$155.15	15.1	\$157.06	15.2	\$151.49	11.6
Vancouver Downtown	\$165.46	-7.3	\$172.99	0.5	\$178.36	7.0	\$184.57	8.9	\$185.24	18.7	\$177.73	16.4	\$167.19	14.7	\$177.24	8.4
British Columbia Area	\$108.17	3.0	\$112.14	10.0	\$110.15	9.3	\$113.61	2.9	\$116.18	14.0	\$116.71	17.4	\$113.63	14.6	\$113.26	10.3
Vancouver Island	\$107.28	1.9	\$111.61	3.5	\$105.76	-1.1	\$109.44	0.9	\$113.96	8.9	\$107.85	12.6	\$110.56	12.1	\$109.53	5.0

♦ ADR and RevPAR in Canadian Dollars

REVPAR ANALYSIS SEGMENT	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	21-Oct	22-Oct	22-Oct	23-Oct	23-Oct	24-Oct	24-Oct	25-Oct	25-Oct	26-Oct	26-Oct	27-Oct	27-Oct	28-Oct	Week	Week
	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006
	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg
Halifax, NS	\$66.49	-2.9	\$107.24	2.6	\$123.26	6.9	\$120.00	22.8	\$120.37	0.2	\$81.71	5.9	\$73.82	15.6	\$98.98	7.1
Nova Scotia Area	\$40.39	12.3	\$59.70	-2.2	\$69.13	5.6	\$71.25	3.2	\$69.48	1.1	\$49.08	-13.5	\$45.95	-12.6	\$57.85	-1.1
Montreal Downtown	\$90.59	-3.3	\$128.71	-0.5	\$140.29	-1.3	\$144.83	2.9	\$122.02	5.2	\$80.85	-16.4	\$85.20	-15.6	\$113.21	-3.3
Quebec City	\$133.79	79.5	\$139.86	47.1	\$118.66	45.1	\$91.93	7.7	\$104.35	13.8	\$131.30	38.4	\$118.90	37.5	\$119.83	37.6
Quebec Area	\$38.62	5.0	\$83.09	20.7	\$90.44	26.0	\$90.82	37.6	\$72.37	17.9	\$61.19	18.7	\$65.29	-4.8	\$71.69	18.1
Toronto Downtown	\$126.73	20.9	\$162.26	3.9	\$175.74	4.3	\$165.84	-6.2	\$159.68	-2.1	\$127.54	17.7	\$127.69	8.3	\$149.35	5.0
Toronto North/East	\$70.01	14.9	\$105.36	10.1	\$114.62	9.4	\$109.85	5.6	\$87.82	-3.4	\$64.84	0.4	\$72.40	12.5	\$89.27	6.8
Toronto Airport/West	\$56.33	-16.0	\$104.78	7.6	\$125.23	8.3	\$119.27	6.6	\$113.27	14.6	\$78.67	32.6	\$72.24	28.0	\$95.69	10.4
Ottawa, ON	\$97.10	18.8	\$143.15	8.0	\$146.73	1.0	\$145.86	2.8	\$135.28	8.5	\$101.95	13.1	\$101.45	31.6	\$124.50	9.9
Ontario East	\$30.55	-15.1	\$58.84	8.6	\$70.84	14.4	\$70.47	6.5	\$65.71	7.4	\$81.38	7.0	\$82.97	5.0	\$65.82	6.0
Niagara Falls	\$39.89	-30.3	\$38.27	-30.5	\$37.11	-24.3	\$39.56	-21.4	\$44.18	-11.6	\$76.74	11.8	\$113.70	26.6	\$55.64	-7.3
Ontario Central	\$34.92	-6.8	\$63.77	1.2	\$74.27	9.6	\$71.86	5.9	\$65.95	7.4	\$73.81	1.0	\$83.75	7.0	\$66.90	4.3
Ontario North/Thunder Bay	\$38.91	3.4	\$74.29	4.9	\$82.75	7.1	\$81.30	7.8	\$69.01	8.3	\$53.74	15.5	\$43.97	5.8	\$63.42	7.5
Winnipeg, MB	\$58.99	-24.4	\$85.86	-11.0	\$93.64	-4.5	\$96.95	8.0	\$94.49	25.6	\$73.31	21.2	\$76.41	26.4	\$82.81	3.8
Regina/Saskatoon	\$60.64	52.0	\$85.85	11.4	\$100.03	11.8	\$100.06	20.0	\$96.36	15.9	\$92.51	8.8	\$93.07	17.4	\$89.79	17.0
Calgary, AB	\$95.73	24.4	\$143.23	14.4	\$157.35	10.5	\$159.78	10.1	\$132.71	9.0	\$87.31	6.7	\$80.32	5.5	\$122.34	11.3
Edmonton, AB	\$62.85	18.3	\$104.70	24.6	\$112.27	22.5	\$113.23	15.2	\$111.83	19.1	\$107.88	17.0	\$88.57	6.7	\$100.19	17.6
Alberta North Area	\$81.91	-14.7	\$116.58	-3.0	\$134.73	10.2	\$120.64	5.1	\$119.53	-1.3	\$113.27	4.3	\$105.27	-4.3	\$113.13	-0.1
Vancouver Downtown	\$86.59	-32.8	\$113.12	-23.0	\$145.80	5.6	\$173.18	28.1	\$172.03	37.7	\$136.31	23.9	\$111.10	15.7	\$134.02	6.6
British Columbia Area	\$34.58	26.5	\$54.06	39.5	\$55.35	33.2	\$68.28	42.4	\$65.36	54.6	\$58.81	50.3	\$44.50	13.7	\$54.42	37.9
Vancouver Island	\$58.71	11.6	\$72.82	5.2	\$75.79	2.1	\$80.56	2.0	\$79.68	12.6	\$73.03	34.2	\$72.85	35.6	\$73.35	13.1

♦ 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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