



SMITH TRAVEL RESEARCH



OCCUPANCY ANALYSIS

SEGMENT	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	26-Nov	27-Nov	27-Nov	28-Nov	28-Nov	29-Nov	29-Nov	30-Nov	30-Nov	1-Dec	1-Dec	2-Dec	2-Dec	3-Dec	Week	Week
	2006	2005	2006	2005	2006	2005	2006	2005	2006	2005	2006	2005	2006	2005	2006	2005
	Occup	%Chg	Occup	%Chg	Occup	%Chg	Occup	%Chg	Occup	%Chg	Occup	%Chg	Occup	%Chg	Occup	%Chg
Halifax, NS	34.6	-4.7	59.4	13.4	66.1	10.2	73.0	2.8	71.7	-2.6	69.2	-13.7	66.7	-20.8	62.9	-3.8
Nova Scotia Area	25.6	39.9	52.6	32.5	60.9	21.1	57.3	20.4	47.9	26.4	47.0	-17.0	48.7	-5.8	48.6	12.5
Montreal Downtown	37.9	-27.9	61.7	-15.9	74.3	-3.1	83.1	3.9	91.9	11.9	91.6	18.3	90.8	16.6	75.9	2.2
Quebec City	33.9	52.7	51.3	2.0	57.6	-14.5	61.1	-9.5	40.6	-33.9	37.4	-31.9	58.8	-5.8	48.7	-11.8
Quebec Area	26.4	1.5	44.8	-0.9	52.5	-12.2	52.4	-10.9	48.5	-4.5	64.5	-1.7	71.1	-12.2	51.5	-6.9
Toronto Downtown	49.4	-3.7	69.1	-1.8	88.0	3.2	88.7	-1.4	68.7	-19.0	65.6	-14.1	73.3	-5.1	71.8	-6.1
Toronto North/East	42.8	3.1	68.7	2.7	76.1	-3.8	75.8	-1.0	63.7	-4.4	54.2	-11.1	61.8	-2.1	63.3	-2.6
Toronto Airport/West	41.8	-6.7	67.7	-2.6	80.3	2.6	81.4	6.3	69.1	0.3	65.5	6.7	60.0	-5.2	66.5	0.6
Ottawa, ON	44.5	-15.1	72.8	-6.3	84.8	3.9	81.6	7.7	69.1	-0.1	59.7	1.9	64.2	7.4	68.1	0.3
Ontario East	28.0	-5.1	59.1	7.5	68.2	8.4	65.9	3.9	57.3	8.1	61.2	-12.6	63.2	-15.6	57.5	-1.5
Niagara Falls	20.4	7.9	28.6	13.0	29.7	14.7	29.7	16.5	30.7	19.0	57.2	1.6	70.5	3.1	38.1	8.2
Ontario Central	31.2	1.0	58.3	8.6	61.6	6.8	58.8	12.6	53.2	0.4	79.0	-3.4	77.4	0.3	59.9	3.1
Ontario North/Thunder Bay	36.5	7.7	73.3	9.9	77.2	3.2	74.4	-0.3	67.8	3.8	72.4	10.0	66.0	15.6	66.8	6.7
Winnipeg, MB	49.8	42.3	78.5	34.2	84.9	28.8	83.3	19.5	72.5	12.4	71.5	20.6	73.0	13.9	73.4	23.2
Regina/Saskatoon	43.3	33.2	72.5	13.8	80.9	0.2	85.6	9.7	70.6	-3.2	73.9	16.7	80.4	20.5	72.4	10.7
Calgary, AB	56.5	15.8	82.1	12.8	86.9	15.4	85.3	12.5	75.9	4.5	67.3	5.5	68.6	3.3	74.7	10.0
Edmonton, AB	46.2	21.6	70.7	23.4	82.0	16.0	81.6	22.0	73.0	8.5	79.4	1.9	86.2	-3.0	74.2	11.2
Alberta North Area	59.6	-2.5	74.9	-4.1	74.4	-5.0	76.6	-2.3	75.6	2.2	81.5	-0.6	86.1	1.5	75.5	-1.6
Vancouver Downtown	51.4	-43.5	62.1	-2.5	68.6	2.2	73.6	8.2	70.3	9.3	68.5	8.2	78.8	10.8	67.6	-3.2
British Columbia Area	33.7	24.8	34.7	10.2	36.8	14.3	40.2	21.1	43.5	8.2	50.2	-22.5	55.6	-23.7	42.1	-2.5
Vancouver Island	31.7	-13.9	37.6	-28.8	46.2	-18.8	54.6	3.0	51.9	-1.5	52.4	-9.8	52.1	-8.8	46.6	-11.2

ADR ANALYSIS

SEGMENT	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg
Halifax, NS	\$104.58	4.2	\$113.10	4.9	\$111.77	1.8	\$113.75	7.6	\$111.11	5.3	\$103.12	-5.3	\$105.32	-6.2	\$109.27	1.4
Nova Scotia Area	\$80.00	21.8	\$85.38	17.3	\$84.82	16.3	\$85.24	20.2	\$86.33	19.8	\$91.92	25.3	\$82.81	13.5	\$85.52	18.5
Montreal Downtown	\$134.67	-4.3	\$147.24	1.6	\$144.66	0.9	\$145.72	-0.7	\$148.58	1.1	\$146.56	1.0	\$141.21	1.3	\$144.83	0.5
Quebec City	\$96.47	4.0	\$92.37	2.6	\$97.16	-0.3	\$102.22	1.2	\$95.54	-2.1	\$90.97	-4.1	\$87.51	-2.9	\$94.74	-0.6
Quebec Area	\$104.07	11.4	\$100.24	5.3	\$94.23	0.5	\$96.63	1.7	\$107.40	4.6	\$112.83	4.4	\$118.69	5.7	\$105.98	4.4
Toronto Downtown	\$159.50	2.2	\$168.67	3.2	\$171.77	3.9	\$174.17	2.4	\$165.68	2.7	\$143.21	-5.3	\$140.61	-7.4	\$161.46	0.7
Toronto North/East	\$109.84	2.6	\$121.39	4.7	\$121.63	2.8	\$119.56	2.5	\$117.22	3.8	\$106.61	3.5	\$104.36	1.7	\$115.22	3.2
Toronto Airport/West	\$112.01	6.8	\$127.50	5.4	\$128.04	3.8	\$127.24	4.0	\$120.26	1.3	\$100.31	1.5	\$97.47	1.1	\$117.40	3.5
Ottawa, ON	\$125.21	-2.9	\$134.52	2.5	\$133.96	1.0	\$133.79	4.0	\$130.28	1.5	\$123.43	4.6	\$118.13	-0.3	\$129.22	1.6
Ontario East	\$89.51	5.8	\$90.50	5.3	\$92.04	7.7	\$89.02	4.2	\$92.22	7.5	\$99.69	4.3	\$100.66	3.2	\$93.69	4.7
Niagara Falls	\$86.78	1.3	\$66.57	-12.4	\$69.76	-4.3	\$66.52	-13.6	\$145.15	89.4	\$96.77	1.2	\$120.10	19.4	\$98.11	11.6
Ontario Central	\$98.08	7.8	\$102.09	10.0	\$100.84	8.1	\$100.35	8.7	\$99.08	5.5	\$108.24	3.2	\$107.82	1.7	\$103.20	5.6
Ontario North/Thunder Bay	\$81.54	5.9	\$83.29	3.7	\$83.89	3.7	\$83.29	2.7	\$83.90	5.6	\$81.13	2.0	\$82.17	4.0	\$82.85	3.7
Winnipeg, MB	\$98.90	15.0	\$108.23	13.7	\$108.65	11.0	\$105.32	8.3	\$100.46	6.0	\$99.99	15.6	\$100.33	16.1	\$103.56	11.9
Regina/Saskatoon	\$96.53	10.4	\$101.66	11.5	\$109.03	16.1	\$92.50	-3.3	\$100.04	7.2	\$97.88	11.3	\$97.19	7.2	\$99.36	8.0
Calgary, AB	\$126.29	9.0	\$138.23	7.3	\$141.27	9.0	\$142.75	11.1	\$125.27	0.4	\$114.92	7.9	\$113.16	9.2	\$130.01	7.9
Edmonton, AB	\$100.40	12.3	\$104.93	11.5	\$105.24	10.1	\$105.64	10.7	\$102.58	5.9	\$99.73	11.5	\$100.35	12.1	\$102.80	10.7
Alberta North Area	\$134.39	22.4	\$136.05	22.4	\$134.27	19.5	\$134.02	24.0	\$132.79	16.0	\$150.76	26.4	\$150.64	16.5	\$139.50	21.0
Vancouver Downtown	\$131.66	-15.1	\$131.91	4.3	\$132.73	8.3	\$128.19	-0.7	\$124.08	0.4	\$126.83	1.7	\$128.95	5.6	\$129.03	-1.1
British Columbia Area	\$116.30	0.7	\$106.24	4.2	\$111.67	7.6	\$110.67	5.3	\$107.08	-17.3	\$110.37	-28.8	\$115.56	-24.0	\$111.26	-15.1
Vancouver Island	\$88.29	-8.6	\$84.07	3.9	\$86.49	10.6	\$90.64	4.3	\$95.87	6.8	\$97.26	6.9	\$89.01	-3.9	\$90.70	3.5

♦ ADR and RevPAR in Canadian Dollars



REVPAR ANALYSIS	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	26-Nov	27-Nov	27-Nov	28-Nov	28-Nov	29-Nov	29-Nov	30-Nov	30-Nov	1-Dec	1-Dec	2-Dec	2-Dec	3-Dec	Week	Week
	2006	2005	2006	2005	2006	2005	2006	2005	2006	2005	2006	2005	2006	2005	2006	2005
SEGMENT	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg
Halifax, NS	\$36.16	-0.6	\$67.14	18.7	\$73.88	12.2	\$83.02	10.6	\$79.65	2.6	\$71.31	-18.3	\$70.24	-25.7	\$68.77	-2.4
Nova Scotia Area	\$20.51	70.8	\$44.95	55.4	\$51.62	40.6	\$48.83	44.6	\$41.35	51.4	\$43.19	4.0	\$40.31	6.8	\$41.54	33.2
Montreal Downtown	\$50.99	-31.1	\$90.83	-14.6	\$107.49	-2.3	\$121.06	3.1	\$136.59	13.2	\$134.18	19.4	\$128.23	18.1	\$109.91	2.7
Quebec City	\$32.68	58.7	\$47.39	4.7	\$55.99	-14.8	\$62.50	-8.3	\$38.80	-35.3	\$34.04	-34.7	\$51.45	-8.6	\$46.12	-12.3
Quebec Area	\$27.51	13.3	\$44.94	4.4	\$49.45	-11.8	\$50.66	-9.3	\$52.10	0.0	\$72.78	2.6	\$84.39	-7.3	\$54.55	-2.9
Toronto Downtown	\$78.83	-1.6	\$116.62	1.4	\$151.13	7.2	\$154.48	0.9	\$113.74	-16.9	\$93.96	-18.7	\$103.08	-12.0	\$115.98	-5.5
Toronto North/East	\$46.97	5.7	\$83.44	7.6	\$92.56	-1.0	\$90.62	1.5	\$74.66	-0.7	\$57.74	-8.1	\$64.49	-0.4	\$72.93	0.6
Toronto Airport/West	\$46.82	-0.4	\$86.37	2.6	\$102.78	6.4	\$103.63	10.6	\$83.09	1.5	\$65.65	8.2	\$58.44	-4.2	\$78.11	4.1
Ottawa, ON	\$55.71	-17.5	\$97.98	-4.0	\$113.60	5.0	\$109.13	11.8	\$89.97	1.3	\$73.72	6.7	\$75.83	7.0	\$87.99	1.9
Ontario East	\$25.02	0.4	\$53.51	13.3	\$62.76	16.8	\$58.68	8.3	\$52.79	16.2	\$60.98	-8.9	\$63.66	-12.9	\$53.92	3.3
Niagara Falls	\$17.67	9.0	\$19.05	-1.1	\$20.75	10.0	\$19.77	0.8	\$44.51	125.1	\$55.40	2.8	\$84.69	23.2	\$37.41	21.0
Ontario Central	\$30.60	8.8	\$59.50	19.3	\$62.10	15.3	\$59.03	22.4	\$52.73	5.9	\$85.49	-0.3	\$83.44	1.9	\$61.84	8.9
Ontario North/Thunder Bay	\$29.75	13.9	\$61.03	13.8	\$64.74	7.0	\$61.97	2.4	\$56.89	9.6	\$58.71	12.1	\$54.21	20.2	\$55.33	10.6
Winnipeg, MB	\$49.22	63.4	\$84.96	52.7	\$92.22	43.0	\$87.76	29.4	\$72.84	19.2	\$71.54	39.5	\$73.26	32.3	\$75.97	37.8
Regina/Saskatoon	\$41.78	46.9	\$73.67	26.8	\$88.18	16.3	\$79.16	6.1	\$70.62	3.7	\$72.30	29.9	\$78.18	29.3	\$71.98	19.6
Calgary, AB	\$71.41	26.4	\$113.49	21.0	\$122.79	25.9	\$121.71	25.0	\$95.04	4.9	\$77.30	13.8	\$77.67	12.8	\$97.06	18.7
Edmonton, AB	\$46.41	36.6	\$74.18	37.6	\$86.30	27.6	\$86.21	35.1	\$74.84	14.9	\$79.24	13.6	\$86.48	8.6	\$76.24	23.0
Alberta North Area	\$80.05	19.3	\$101.94	17.5	\$99.85	13.4	\$102.64	21.1	\$100.40	18.5	\$122.84	25.5	\$129.66	18.2	\$105.34	19.1
Vancouver Downtown	\$67.66	-52.0	\$81.89	1.7	\$91.01	10.6	\$94.35	7.4	\$87.17	9.7	\$86.81	10.1	\$101.66	17.1	\$87.22	-4.1
British Columbia Area	\$39.14	25.8	\$36.86	14.8	\$41.14	23.2	\$44.46	27.3	\$46.60	-10.5	\$55.45	-44.8	\$64.20	-42.1	\$46.84	-17.2
Vancouver Island	\$28.01	-21.2	\$31.58	-26.0	\$39.93	-10.4	\$49.47	7.4	\$49.74	5.2	\$50.96	-3.6	\$46.38	-12.3	\$42.30	-8.0

♦ 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@hvsinternational.com

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