



SMITH TRAVEL RESEARCH



OCCUPANCY ANALYSIS

SEGMENT	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	17-Dec	18-Dec	18-Dec	19-Dec	19-Dec	20-Dec	20-Dec	21-Dec	21-Dec	22-Dec	22-Dec	23-Dec	23-Dec	24-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	24.0	10.6	33.9	10.4	31.6	0.0	27.0	28.0	19.7	27.9	14.5	2.1	12.0	1.7	23.2	11.0
Nova Scotia Area	23.4	45.3	38.4	17.4	40.5	26.6	37.0	54.2	24.2	50.3	17.5	41.1	15.5	49.0	28.1	37.1
Montreal Downtown	26.3	15.4	37.1	14.9	38.8	12.8	33.8	38.0	23.2	17.2	20.9	15.5	23.2	11.0	29.0	17.4
Quebec City	19.2	-36.0	32.8	-24.9	32.8	23.8	29.2	7.7	27.8	17.8	23.5	4.9	29.8	-24.0	27.9	-8.2
Quebec Area	24.1	-13.0	34.9	-8.2	36.1	-8.1	35.3	3.8	30.9	7.7	30.1	-5.3	39.9	-8.3	33.1	-4.6
Toronto Downtown	29.1	20.7	37.4	0.3	36.7	12.6	29.9	20.1	23.5	11.4	26.0	14.0	27.2	32.0	30.0	14.5
Toronto North/East	30.3	5.9	43.7	3.8	44.3	20.1	37.1	21.6	27.8	34.3	23.9	7.2	24.3	22.1	33.1	15.3
Toronto Airport/West	34.9	0.9	49.2	9.6	47.4	9.5	43.8	19.7	35.5	11.3	35.5	24.1	30.3	54.6	39.5	15.5
Ottawa, ON	24.8	3.8	40.2	23.7	42.2	39.7	32.1	19.3	25.9	44.7	21.6	33.3	21.0	7.7	29.7	24.3
Ontario East	21.5	15.6	36.3	5.8	38.3	17.1	34.0	15.6	23.7	0.4	24.3	3.0	22.2	11.0	28.6	10.0
Niagara Falls	16.0	21.2	17.4	6.1	17.0	14.9	15.7	22.7	16.8	28.2	28.1	37.1	34.0	0.3	20.7	16.3
Ontario Central	25.4	11.4	37.1	0.5	38.6	-3.5	36.1	6.5	29.6	6.1	27.2	12.4	26.2	-5.1	31.5	3.3
Ontario North/Thunder Bay	35.8	-6.3	49.8	9.0	56.1	24.1	49.2	32.6	36.4	32.4	30.3	35.3	23.1	40.9	40.1	20.8
Winnipeg, MB	34.2	25.3	43.3	29.6	42.0	23.9	37.5	10.9	31.9	23.6	34.1	49.6	26.6	43.0	35.6	27.6
Regina/Saskatoon	34.2	21.3	43.7	21.4	42.7	27.8	38.0	21.8	34.3	4.3	41.7	47.3	34.2	45.5	38.4	25.9
Calgary, AB	34.8	5.1	45.8	6.0	44.4	6.0	39.6	15.8	32.3	11.4	35.5	35.0	33.3	42.3	38.0	15.2
Edmonton, AB	39.1	18.5	48.7	3.4	51.4	30.5	43.7	14.4	39.9	22.0	41.5	62.7	31.5	64.1	42.3	25.9
Alberta North Area	56.6	-8.3	67.9	1.8	64.6	-3.1	53.6	-5.8	40.6	-7.9	34.4	-10.9	34.5	-11.1	50.3	-5.6
Vancouver Downtown	30.7	-17.3	36.1	11.8	30.6	-1.6	27.8	3.0	26.3	-2.6	29.0	8.6	27.7	0.4	29.7	-0.3
British Columbia Area	46.8	-24.5	53.9	-17.1	51.3	-20.3	48.0	-19.3	44.8	-17.3	43.0	-12.8	41.5	-17.8	47.1	-18.5
Vancouver Island	31.6	4.3	33.1	-2.1	35.0	-0.6	31.4	6.4	29.8	-1.7	30.6	-10.3	34.5	-24.7	32.3	-5.3

ADR ANALYSIS

SEGMENT	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg
Halifax, NS	\$101.80	9.9	\$102.64	7.8	\$104.45	6.1	\$98.78	10.0	\$97.62	4.1	\$96.90	8.3	\$102.35	22.8	\$101.09	8.6
Nova Scotia Area	\$90.00	28.1	\$84.72	16.4	\$85.39	18.7	\$85.41	19.8	\$81.28	2.1	\$82.83	8.5	\$85.54	25.8	\$85.09	16.9
Montreal Downtown	\$126.72	7.1	\$129.42	1.0	\$125.21	-1.7	\$129.79	10.7	\$120.92	0.3	\$119.08	-2.9	\$124.28	7.4	\$125.71	2.9
Quebec City	\$92.17	7.9	\$91.75	30.5	\$90.13	-0.1	\$84.29	4.7	\$81.28	-9.7	\$78.98	-13.4	\$84.97	-4.6	\$86.34	2.7
Quebec Area	\$103.13	-7.6	\$97.10	-4.1	\$97.34	-8.7	\$103.19	1.5	\$114.72	0.0	\$132.03	-47.6	\$166.60	57.3	\$117.60	-6.3
Toronto Downtown	\$136.62	2.3	\$144.85	11.4	\$145.24	7.6	\$139.84	8.9	\$130.18	4.8	\$119.45	4.3	\$119.82	5.3	\$135.03	6.5
Toronto North/East	\$103.39	3.2	\$109.46	1.4	\$109.03	4.1	\$106.30	3.3	\$96.87	3.2	\$95.33	0.7	\$89.47	-3.4	\$103.00	1.9
Toronto Airport/West	\$101.41	4.3	\$107.30	4.9	\$105.87	6.0	\$102.25	3.6	\$97.38	6.1	\$92.46	2.3	\$86.34	3.0	\$100.04	4.0
Ottawa, ON	\$105.87	-3.0	\$119.34	2.1	\$116.56	1.4	\$112.07	6.0	\$98.82	-6.4	\$97.83	-6.2	\$99.66	-8.2	\$109.26	-0.9
Ontario East	\$85.75	7.3	\$86.65	6.8	\$87.00	8.8	\$87.49	10.6	\$83.51	5.6	\$84.82	7.6	\$89.67	9.9	\$86.50	8.2
Niagara Falls	\$87.35	3.8	\$81.42	8.4	\$79.41	-2.9	\$78.98	4.1	\$87.75	7.6	\$96.76	4.5	\$101.85	4.6	\$90.07	4.1
Ontario Central	\$96.67	6.4	\$96.35	2.9	\$95.88	6.5	\$96.71	6.3	\$89.70	-0.4	\$90.19	-2.3	\$95.34	0.3	\$94.59	3.1
Ontario North/Thunder Bay	\$79.70	6.8	\$82.03	4.0	\$78.35	-1.6	\$77.96	-1.5	\$77.54	0.3	\$77.30	8.7	\$75.68	17.9	\$78.67	3.0
Winnipeg, MB	\$87.57	8.5	\$93.75	13.5	\$92.43	4.5	\$92.10	6.7	\$83.45	3.4	\$83.70	2.1	\$83.99	8.0	\$88.70	6.6
Regina/Saskatoon	\$82.47	9.1	\$92.56	3.5	\$91.29	5.1	\$89.99	5.3	\$91.44	8.5	\$92.61	11.2	\$91.30	6.0	\$90.42	6.8
Calgary, AB	\$119.11	12.3	\$124.62	10.3	\$118.18	4.9	\$115.62	8.0	\$106.94	5.5	\$100.81	8.8	\$97.63	5.6	\$112.77	7.2
Edmonton, AB	\$97.17	18.0	\$97.15	13.9	\$100.14	16.8	\$94.89	10.4	\$91.42	9.4	\$92.09	9.4	\$90.20	3.8	\$95.11	12.1
Alberta North Area	\$134.15	14.3	\$137.01	13.7	\$134.76	17.5	\$136.88	14.2	\$141.03	13.3	\$158.68	-0.2	\$216.45	20.0	\$146.48	13.1
Vancouver Downtown	\$119.36	1.8	\$121.03	-2.5	\$124.82	5.0	\$122.50	2.7	\$114.05	-1.2	\$114.93	0.4	\$122.23	5.6	\$119.97	1.7
British Columbia Area	\$133.68	-35.8	\$133.52	-21.6	\$129.54	-41.0	\$131.73	-42.1	\$149.84	-35.1	\$164.86	-44.5	\$181.05	-50.8	\$144.97	-39.7
Vancouver Island	\$83.62	-0.6	\$83.83	-2.6	\$83.60	-8.3	\$83.46	3.7	\$86.57	-11.7	\$69.07	-34.4	\$74.44	-34.6	\$80.64	-15.5

♦ ADR and RevPAR in Canadian Dollars



REVPAR ANALYSIS	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	17-Dec	18-Dec	18-Dec	19-Dec	19-Dec	20-Dec	20-Dec	21-Dec	21-Dec	22-Dec	22-Dec	23-Dec	23-Dec	24-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	\$24.43	21.7	\$34.75	19.0	\$33.03	6.1	\$26.72	41.1	\$19.19	33.3	\$14.04	10.7	\$12.29	24.5	\$23.49	20.6
Nova Scotia Area	\$21.06	86.2	\$32.54	36.7	\$34.59	50.2	\$31.62	84.5	\$19.71	53.6	\$14.50	53.0	\$13.25	87.4	\$23.90	59.9
Montreal Downtown	\$33.31	23.3	\$48.03	16.0	\$48.63	11.1	\$43.87	52.6	\$28.08	17.8	\$24.92	12.3	\$28.77	19.1	\$36.52	21.1
Quebec City	\$17.66	-31.0	\$30.06	-2.1	\$29.59	23.7	\$24.57	12.8	\$22.59	6.3	\$18.56	-9.1	\$25.30	-27.7	\$24.05	-5.8
Quebec Area	\$24.90	-19.5	\$33.85	-12.0	\$35.14	-16.0	\$36.42	5.5	\$35.47	7.7	\$39.79	-50.3	\$66.55	44.5	\$38.87	-10.7
Toronto Downtown	\$39.70	23.6	\$54.19	11.6	\$53.24	21.1	\$41.80	30.8	\$30.55	16.2	\$31.08	18.9	\$32.53	38.7	\$40.44	21.8
Toronto North/East	\$31.32	9.2	\$47.79	5.0	\$48.28	25.1	\$39.42	25.5	\$26.97	38.7	\$22.76	7.7	\$21.76	18.1	\$34.04	17.3
Toronto Airport/West	\$35.40	5.2	\$52.81	15.2	\$50.23	16.1	\$44.74	24.0	\$34.53	18.0	\$32.84	26.9	\$26.20	59.7	\$39.54	20.1
Ottawa, ON	\$26.24	0.8	\$47.92	26.3	\$49.19	41.8	\$35.93	26.3	\$25.59	35.3	\$21.16	25.1	\$20.95	-0.9	\$32.43	23.3
Ontario East	\$18.45	24.2	\$31.42	13.0	\$33.31	27.6	\$29.75	28.0	\$19.78	5.8	\$20.59	10.6	\$19.94	22.0	\$24.75	18.9
Niagara Falls	\$14.01	25.7	\$14.18	15.1	\$13.52	11.5	\$12.43	28.4	\$14.71	37.7	\$27.20	43.3	\$34.61	4.9	\$18.67	21.1
Ontario Central	\$24.60	18.8	\$35.76	3.5	\$37.04	2.7	\$34.88	13.1	\$26.52	5.4	\$24.52	9.9	\$25.00	-4.8	\$29.76	6.3
Ontario North/Thunder Bay	\$28.57	0.3	\$40.86	13.5	\$43.99	22.3	\$38.36	30.6	\$28.25	32.9	\$23.41	46.7	\$17.51	66.4	\$31.56	24.4
Winnipeg, MB	\$29.91	35.6	\$40.57	47.0	\$38.85	29.5	\$34.51	18.3	\$26.59	27.8	\$28.50	52.7	\$22.34	54.8	\$31.61	36.0
Regina/Saskatoon	\$28.18	32.2	\$40.44	25.6	\$38.94	34.3	\$34.23	28.4	\$31.35	13.1	\$38.59	63.5	\$31.20	54.3	\$34.71	34.5
Calgary, AB	\$41.40	17.9	\$57.05	16.8	\$52.48	11.3	\$45.84	25.2	\$34.59	17.7	\$35.74	46.8	\$32.49	50.2	\$42.80	23.2
Edmonton, AB	\$37.96	39.6	\$47.27	17.8	\$51.43	52.1	\$41.45	26.3	\$36.50	33.7	\$38.24	78.4	\$28.45	70.6	\$40.19	41.1
Alberta North Area	\$75.89	4.8	\$93.07	15.8	\$87.01	13.7	\$73.34	7.6	\$57.23	4.3	\$54.59	-11.0	\$74.64	6.8	\$73.68	6.7
Vancouver Downtown	\$36.59	-15.9	\$43.63	8.7	\$38.25	3.5	\$34.08	5.8	\$30.01	-3.6	\$33.38	9.2	\$33.88	5.9	\$35.69	1.3
British Columbia Area	\$62.62	-51.5	\$72.01	-34.9	\$66.46	-53.0	\$63.25	-53.2	\$67.08	-46.4	\$70.94	-51.5	\$75.21	-59.5	\$68.22	-50.9
Vancouver Island	\$26.42	3.6	\$27.72	-4.6	\$29.27	-8.8	\$26.17	10.3	\$25.82	-12.9	\$21.16	-41.0	\$25.65	-50.9	\$26.03	-20.1

♦ 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@hvsinternational.com

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