



SMITH TRAVEL RESEARCH



OCCUPANCY ANALYSIS

SEGMENT	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	25-Oct	26-Oct	26-Oct	27-Oct	27-Oct	28-Oct	28-Oct	29-Oct	29-Oct	30-Oct	30-Oct	31-Oct	31-Oct	1-Nov	Week	Week
	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008
	Occup	%Chg	Occup	%Chg	Occup	%Chg	Occup	%Chg	Occup	%Chg	Occup	%Chg	Occup	%Chg	Occup	%Chg
Halifax, NS	46.8	12.5	69.1	7.5	70.1	2.3	72.0	22.4	59.0	36.3	38.1	10.1	30.8	-31.3	55.1	8.5
Nova Scotia Area	27.2	1.1	54.0	-12.6	64.1	-10.8	57.6	-10.0	48.6	5.0	22.9	-38.4	17.0	-53.7	41.6	-15.6
Montreal Downtown	49.4	-10.3	59.8	-20.8	69.2	-14.8	69.9	0.0	60.1	11.3	52.8	27.8	55.7	12.5	59.5	-2.3
Quebec City	55.6	14.2	65.2	4.2	50.2	-23.5	67.0	-7.6	58.0	-11.5	55.0	34.5	59.6	-1.8	58.7	-1.3
Quebec Area	38.1	11.4	55.7	-3.5	59.6	-4.9	61.1	14.4	52.5	17.7	47.1	41.4	37.9	-12.1	50.3	7.0
Toronto Downtown	62.2	-15.3	85.2	-8.3	89.1	-5.1	83.2	10.2	74.0	35.8	55.4	19.4	62.2	6.3	73.1	3.4
Toronto North/East	46.5	-3.5	66.1	-4.9	67.7	-10.6	66.4	-6.1	57.0	10.7	45.2	7.4	47.8	-10.2	56.7	-3.4
Toronto Airport/West	39.7	-21.7	60.4	-15.9	66.2	-13.5	66.1	-10.2	53.2	3.7	40.4	-3.1	41.0	-3.8	52.4	-10.1
Ottawa, ON	50.6	-16.8	78.1	-13.4	86.5	-8.4	85.2	-6.7	65.9	-0.3	40.4	-16.2	39.5	-25.5	63.8	-11.4
Ontario East	28.8	-5.6	51.3	-11.4	61.3	-8.1	59.3	-6.5	52.0	6.6	33.3	-24.0	30.0	-43.6	45.1	-13.3
Niagara Falls	37.4	10.3	36.8	9.2	34.4	8.9	30.7	10.0	26.3	7.3	37.5	2.2	46.8	-24.5	35.7	0.0
Ontario Central	32.0	-15.8	54.8	-11.5	63.0	-6.9	59.7	-9.4	50.7	-3.4	47.5	0.4	55.0	-17.5	51.8	-9.3
Ontario North/Thunder Bay	46.8	-6.0	77.6	3.1	90.6	7.0	89.2	3.2	66.9	0.3	46.4	-2.7	39.3	-7.5	65.3	0.9
Winnipeg, MB	54.7	-6.5	74.9	-19.1	83.1	-13.9	83.3	-6.3	69.4	4.5	51.5	-4.8	40.6	-27.1	65.4	-10.7
Regina/Saskatoon	54.7	0.9	80.6	-1.2	85.2	-3.7	87.8	8.9	75.9	10.0	56.2	14.0	52.8	-19.9	70.5	0.9
Calgary, AB	48.4	-4.3	73.6	-8.1	86.8	-2.6	90.7	1.7	76.8	9.2	52.8	5.8	42.2	-20.5	67.3	-2.3
Edmonton, AB	60.4	10.0	76.5	-9.9	80.4	-14.4	75.0	-19.4	68.8	-5.9	57.9	-10.5	43.6	-31.3	66.1	-12.3
Alberta North Area	37.7	-19.1	54.0	-29.4	62.4	-22.7	53.4	-31.8	45.5	-22.9	30.3	-40.5	26.0	-53.4	44.2	-30.9
Vancouver Downtown	48.3	-15.9	64.7	-12.6	80.2	2.0	97.4	23.4	63.2	-24.3	42.4	-10.2	42.5	-4.9	62.7	-5.4
British Columbia Area	31.1	-4.0	40.0	-8.7	41.8	-17.4	43.3	-12.3	37.8	-6.9	33.3	-11.4	30.0	-28.2	36.8	-13.0
Vancouver Island	41.8	-4.1	47.0	-11.8	50.7	-13.0	55.9	-10.3	58.8	6.7	54.8	4.4	36.3	-41.5	49.3	-10.8

ADR ANALYSIS

SEGMENT	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg
Halifax, NS	\$125.77	0.8	\$129.31	-4.2	\$130.89	-0.3	\$127.19	-1.4	\$116.86	-2.9	\$113.86	1.8	\$111.80	-4.0	\$123.94	-1.4
Nova Scotia Area	\$97.24	5.8	\$96.61	2.7	\$95.01	3.4	\$95.15	3.5	\$95.04	6.3	\$97.07	13.3	\$95.66	10.8	\$95.75	5.6
Montreal Downtown	\$146.09	-8.3	\$145.32	-17.2	\$148.61	-14.4	\$143.19	-1.9	\$142.68	-6.8	\$126.24	-6.2	\$129.79	-3.2	\$140.73	-10.1
Quebec City	\$140.28	-4.3	\$139.65	-9.2	\$126.14	-10.7	\$135.38	-5.5	\$141.67	-3.4	\$136.41	7.2	\$134.31	-6.7	\$136.46	-5.2
Quebec Area	\$116.46	-5.8	\$114.54	-4.4	\$111.65	-4.9	\$120.65	15.7	\$132.78	28.6	\$136.23	21.3	\$123.91	-4.7	\$121.95	5.5
Toronto Downtown	\$152.08	-24.0	\$160.73	-22.2	\$164.84	-17.1	\$165.32	-17.6	\$159.38	-11.8	\$140.58	-7.4	\$127.73	-11.3	\$154.74	-17.6
Toronto North/East	\$106.74	-10.6	\$114.41	-11.3	\$114.67	-11.6	\$115.33	-10.4	\$112.77	-9.0	\$99.55	-5.8	\$100.77	-7.3	\$110.14	-10.0
Toronto Airport/West	\$107.76	-9.5	\$115.69	-10.1	\$118.81	-9.8	\$116.03	-11.1	\$112.29	-5.4	\$90.88	-8.7	\$91.93	-9.3	\$109.58	-9.7
Ottawa, ON	\$131.97	-12.8	\$142.17	-11.8	\$143.50	-10.6	\$144.65	-7.2	\$137.33	-5.5	\$118.80	-7.0	\$114.97	-9.9	\$136.51	-9.0
Ontario East	\$98.53	-6.9	\$99.14	-2.8	\$101.53	-1.0	\$102.63	-0.9	\$101.32	-0.5	\$99.97	-4.8	\$99.06	-6.1	\$100.64	-2.8
Niagara Falls	\$100.68	7.4	\$93.40	4.5	\$92.29	-1.1	\$91.88	0.6	\$89.79	3.8	\$94.56	0.1	\$107.60	-8.4	\$96.60	-1.4
Ontario Central	\$95.39	-7.7	\$97.94	-6.0	\$97.43	-4.5	\$96.80	-6.4	\$96.60	-3.0	\$101.14	-2.7	\$102.23	-4.7	\$98.32	-5.0
Ontario North/Thunder Bay	\$92.57	-2.9	\$95.77	1.2	\$95.35	2.9	\$93.89	-0.4	\$92.58	1.0	\$93.15	9.3	\$89.30	1.9	\$93.70	1.6
Winnipeg, MB	\$109.92	-1.5	\$115.23	-4.8	\$117.76	-0.2	\$113.33	0.4	\$110.26	3.2	\$93.26	-7.6	\$101.57	-5.4	\$110.27	-2.0
Regina/Saskatoon	\$114.80	-2.2	\$119.52	-1.3	\$120.51	-0.9	\$121.97	2.2	\$119.64	5.6	\$113.70	8.9	\$114.50	1.3	\$118.42	1.6
Calgary, AB	\$146.64	-9.0	\$161.10	-7.1	\$165.06	-5.6	\$165.40	-6.8	\$163.09	-1.1	\$141.64	7.2	\$127.77	0.5	\$156.33	-3.8
Edmonton, AB	\$135.32	3.9	\$136.67	-1.6	\$133.08	-1.3	\$127.13	-5.7	\$122.68	-1.1	\$117.60	-0.7	\$111.89	-6.4	\$127.52	-1.7
Alberta North Area	\$134.40	-11.0	\$131.65	-16.6	\$134.66	-13.3	\$135.01	-13.4	\$128.90	-16.0	\$125.47	-15.5	\$129.32	-13.8	\$131.97	-14.1
Vancouver Downtown	\$142.70	-14.9	\$150.68	-11.2	\$156.00	-8.4	\$160.07	-5.3	\$150.21	-10.6	\$138.85	-6.3	\$140.21	-1.9	\$150.63	-8.4
British Columbia Area	\$104.28	-16.1	\$108.20	-7.5	\$107.92	-6.7	\$103.56	-11.5	\$104.76	-6.7	\$110.18	4.4	\$107.42	3.1	\$106.56	-6.3
Vancouver Island	\$115.34	11.5	\$104.22	1.1	\$103.84	3.7	\$106.75	1.1	\$108.84	4.7	\$111.04	2.0	\$99.33	-12.5	\$107.28	1.5

♦ ADR and RevPAR in Canadian Dollars



REVPAR ANALYSIS	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	25-Oct	26-Oct	26-Oct	27-Oct	27-Oct	28-Oct	28-Oct	29-Oct	29-Oct	30-Oct	30-Oct	31-Oct	31-Oct	1-Nov	Week	Week
	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008
SEGMENT	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg
Halifax, NS	\$58.80	13.2	\$89.39	3.0	\$91.73	2.1	\$91.55	20.7	\$68.92	32.2	\$43.40	12.3	\$34.41	-34.0	\$68.31	6.9
Nova Scotia Area	\$26.50	7.2	\$52.20	-10.2	\$60.86	-7.8	\$54.76	-6.9	\$46.15	11.6	\$22.19	-30.5	\$16.30	-48.5	\$39.85	-10.8
Montreal Downtown	\$72.17	-17.8	\$86.87	-34.5	\$102.86	-27.1	\$100.02	-1.9	\$85.72	3.6	\$66.63	19.8	\$72.33	9.0	\$83.80	-12.2
Quebec City	\$77.98	9.4	\$91.03	-5.4	\$63.34	-31.6	\$90.73	-12.6	\$82.18	-14.4	\$75.03	44.1	\$80.09	-8.4	\$80.05	-6.5
Quebec Area	\$44.35	4.9	\$63.85	-7.8	\$66.53	-9.6	\$73.74	32.4	\$69.65	51.3	\$64.21	71.8	\$46.96	-16.2	\$61.33	12.9
Toronto Downtown	\$94.60	-35.6	\$136.96	-28.7	\$146.88	-21.3	\$137.47	-9.2	\$117.99	19.7	\$77.94	10.5	\$79.46	-5.6	\$113.04	-14.9
Toronto North/East	\$49.65	-13.7	\$75.65	-15.6	\$77.68	-21.0	\$76.64	-15.8	\$64.25	0.8	\$44.96	1.0	\$48.15	-16.7	\$62.43	-13.0
Toronto Airport/West	\$42.73	-29.2	\$69.84	-24.4	\$78.64	-21.9	\$76.70	-20.2	\$59.78	-1.8	\$36.74	-11.4	\$37.71	-12.5	\$57.45	-18.8
Ottawa, ON	\$66.78	-27.4	\$111.02	-23.6	\$124.14	-18.0	\$123.30	-13.4	\$90.57	-5.7	\$47.96	-22.1	\$45.41	-32.9	\$87.02	-19.5
Ontario East	\$28.36	-12.1	\$50.86	-13.8	\$62.28	-8.9	\$60.85	-7.4	\$52.65	5.9	\$33.29	-27.6	\$29.73	-47.0	\$45.43	-15.7
Niagara Falls	\$37.68	18.5	\$34.40	14.3	\$31.76	7.8	\$28.22	10.7	\$23.59	11.4	\$35.45	2.2	\$50.31	-30.9	\$34.49	-1.4
Ontario Central	\$30.54	-22.3	\$53.66	-16.8	\$61.34	-11.2	\$57.83	-15.2	\$48.99	-6.4	\$47.99	-2.4	\$56.25	-21.4	\$50.94	-13.9
Ontario North/Thunder Bay	\$43.36	-8.5	\$74.34	4.2	\$86.42	10.1	\$83.78	2.9	\$61.94	1.3	\$43.23	6.3	\$35.12	-5.7	\$61.17	2.5
Winnipeg, MB	\$60.16	-7.9	\$86.28	-23.0	\$97.89	-14.0	\$94.38	-6.0	\$76.54	7.9	\$48.03	-12.0	\$41.21	-31.2	\$72.07	-12.6
Regina/Saskatoon	\$62.79	-1.2	\$96.38	-2.4	\$102.64	-4.6	\$107.03	11.3	\$90.85	16.3	\$63.92	24.3	\$60.43	-18.9	\$83.44	2.4
Calgary, AB	\$71.05	-12.9	\$118.51	-14.7	\$143.28	-8.0	\$150.01	-5.2	\$125.17	8.0	\$74.75	13.3	\$53.89	-20.1	\$105.24	-6.0
Edmonton, AB	\$81.67	14.4	\$104.51	-11.4	\$107.00	-15.5	\$95.30	-24.0	\$84.44	-6.9	\$68.10	-11.2	\$48.76	-35.8	\$84.26	-13.8
Alberta North Area	\$50.73	-27.8	\$71.06	-41.1	\$83.96	-33.0	\$72.14	-40.9	\$58.64	-35.2	\$38.06	-49.6	\$33.60	-59.9	\$58.31	-40.7
Vancouver Downtown	\$68.98	-28.3	\$97.56	-22.3	\$125.18	-6.5	\$155.95	17.0	\$95.00	-32.3	\$58.92	-15.9	\$59.63	-6.6	\$94.46	-13.3
British Columbia Area	\$32.43	-19.5	\$43.26	-15.5	\$45.14	-22.8	\$44.80	-22.5	\$39.65	-13.1	\$36.68	-7.6	\$32.23	-26.1	\$39.17	-18.6
Vancouver Island	\$48.27	7.0	\$48.97	-11.0	\$52.63	-9.8	\$59.64	-9.3	\$64.01	11.8	\$60.87	6.5	\$36.02	-48.9	\$52.92	-9.5

♦ 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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