



SMITH TRAVEL RESEARCH



OCCUPANCY ANALYSIS

SEGMENT	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	9-Nov	11-Nov	10-Nov	12-Nov	11-Nov	13-Nov	12-Nov	14-Nov	13-Nov	15-Nov	14-Nov	16-Nov	15-Nov	17-Nov	Week	Week
	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007
	Occup	%Chg	Occup	%Chg	Occup	%Chg	Occup	%Chg	Occup	%Chg	Occup	%Chg	Occup	%Chg	Occup	%Chg
Halifax, NS	34.8	15.6	31.0	-16.2	39.5	-33.7	64.5	-8.0	68.2	-10.4	67.7	-12.6	63.1	-13.3	52.7	-12.9
Nova Scotia Area	39.7	5.3	28.7	-24.9	32.3	-44.8	60.8	-4.3	51.3	3.2	44.3	-16.3	48.8	-2.2	43.7	-12.8
Montreal Downtown	41.7	-5.9	48.9	-17.8	57.0	-12.0	63.1	-13.9	63.5	-14.3	61.9	-5.2	65.2	-13.3	57.3	-12.1
Quebec City	35.3	-16.9	41.5	-21.1	51.8	-13.2	55.2	-17.6	77.4	22.7	75.6	64.7	71.0	44.9	58.2	7.2
Quebec Area	32.7	24.3	40.9	7.1	49.8	-11.1	66.6	9.4	58.6	3.2	58.2	15.2	60.0	-7.8	52.4	3.6
Toronto Downtown	52.1	-4.8	60.4	-16.2	73.2	-14.1	95.2	3.7	93.8	13.4	81.9	10.5	79.4	1.3	76.6	-0.5
Toronto North/East	41.9	-0.2	55.5	-13.0	64.5	-15.6	73.0	-8.9	64.6	-7.1	61.2	3.7	65.0	4.2	60.8	-6.0
Toronto Airport/West	40.4	-15.8	52.7	-24.6	61.3	-23.0	71.7	-13.8	64.9	-15.4	63.1	-7.2	56.8	-6.9	58.7	-15.5
Ottawa, ON	41.7	-0.5	46.4	-21.9	59.8	-26.9	77.0	-4.6	82.8	13.9	62.6	0.5	62.8	-4.4	61.9	-6.6
Ontario East	29.5	2.8	46.6	-11.7	56.3	-11.9	61.5	-6.3	53.3	-6.2	45.3	-16.3	51.7	-24.1	49.2	-11.7
Niagara Falls	29.8	1.0	31.2	10.2	29.4	6.5	27.2	11.0	27.5	29.1	49.0	4.3	61.3	-13.5	36.5	2.5
Ontario Central	42.1	38.0	57.3	4.6	53.1	-16.0	59.9	-13.2	61.0	-8.8	78.1	2.9	79.0	0.8	61.5	-1.9
Ontario North/Thunder Bay	43.9	9.2	58.7	-10.1	68.9	-11.8	72.4	-6.9	65.7	-3.0	56.3	-19.0	54.5	-18.9	60.0	-9.8
Winnipeg, MB	46.3	3.6	44.3	-21.9	56.9	-24.1	84.6	-0.5	97.2	15.0	88.3	20.1	77.7	18.1	70.8	2.2
Regina/Saskatoon	44.8	-43.9	40.0	-25.5	53.5	-26.1	78.9	-0.9	78.0	8.6	72.7	-1.5	74.3	-11.8	63.2	-14.1
Calgary, AB	57.4	23.4	58.3	-9.5	69.5	-20.2	82.8	-10.3	76.0	-8.9	61.8	-9.0	62.0	-6.9	66.8	-8.0
Edmonton, AB	62.4	8.0	58.9	0.0	67.2	-12.3	85.9	0.1	84.0	-2.3	73.7	-14.6	84.2	-10.6	73.8	-5.3
Alberta North Area	41.2	-16.9	53.7	-15.6	60.0	-26.4	75.9	-8.9	57.1	-14.8	58.6	-19.2	59.1	-19.0	57.9	-17.4
Vancouver Downtown	36.1	-12.4	34.0	-26.1	45.1	-26.7	64.9	-12.4	62.1	-9.6	51.2	-12.5	52.7	-6.1	49.4	-14.8
British Columbia Area	32.5	17.8	33.6	9.1	32.3	-19.5	39.7	-10.4	39.7	-8.7	38.8	-3.7	35.8	-16.4	36.1	-6.2
Vancouver Island	49.9	3.3	38.1	1.1	33.6	-30.3	40.6	-31.0	42.8	-29.6	45.6	-19.9	46.9	-14.7	42.5	-18.6

ADR ANALYSIS

SEGMENT	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg
Halifax, NS	\$112.47	-1.2	\$112.23	-6.0	\$116.58	-0.4	\$121.64	2.1	\$123.26	5.1	\$120.17	4.9	\$118.34	5.5	\$118.91	2.4
Nova Scotia Area	\$89.90	9.6	\$93.41	17.5	\$89.07	9.0	\$90.59	10.8	\$89.18	3.8	\$87.16	10.2	\$88.44	9.6	\$89.53	9.8
Montreal Downtown	\$138.99	2.2	\$138.86	-2.2	\$143.08	-0.4	\$144.98	-1.1	\$142.72	-6.0	\$137.48	-6.0	\$133.58	-7.3	\$139.98	-3.4
Quebec City	\$138.43	-3.4	\$120.65	-10.6	\$125.41	-2.1	\$127.88	2.9	\$143.58	13.1	\$142.32	8.5	\$139.60	10.9	\$135.44	4.2
Quebec Area	\$109.07	3.5	\$108.73	1.4	\$109.19	-2.8	\$114.10	-2.8	\$113.52	-5.1	\$115.79	-7.8	\$125.53	-0.2	\$114.43	-2.8
Toronto Downtown	\$153.74	-8.5	\$167.97	-6.5	\$174.27	-5.4	\$178.07	-2.8	\$174.48	-3.2	\$155.23	-5.0	\$148.30	-6.8	\$165.52	-5.2
Toronto North/East	\$117.37	2.3	\$122.78	-3.7	\$131.27	-1.1	\$126.57	-2.6	\$124.86	-1.8	\$114.23	2.1	\$113.54	3.9	\$121.86	-1.0
Toronto Airport/West	\$119.12	6.4	\$125.64	-1.4	\$129.21	-1.1	\$128.21	-0.5	\$126.62	1.7	\$106.75	2.3	\$101.61	1.2	\$119.91	0.3
Ottawa, ON	\$126.02	-6.1	\$132.84	-5.7	\$140.87	-0.7	\$145.49	4.7	\$144.77	7.9	\$130.56	5.8	\$129.18	3.7	\$136.96	1.9
Ontario East	\$97.91	7.1	\$96.63	3.4	\$97.14	0.9	\$103.58	9.0	\$99.45	5.0	\$108.17	4.2	\$108.08	3.0	\$101.74	4.2
Niagara Falls	\$93.16	1.7	\$91.32	7.6	\$88.70	0.2	\$88.01	3.9	\$86.41	2.5	\$100.52	-1.5	\$114.19	-1.9	\$97.61	-0.6
Ontario Central	\$106.49	6.1	\$102.73	2.5	\$100.53	-1.2	\$104.09	3.9	\$106.54	1.8	\$114.17	3.6	\$112.81	1.5	\$107.48	2.6
Ontario North/Thunder Bay	\$88.44	2.9	\$89.26	0.0	\$89.11	-0.2	\$89.56	1.7	\$90.38	2.9	\$94.85	6.6	\$93.67	5.3	\$90.70	2.5
Winnipeg, MB	\$97.26	-4.7	\$98.69	-3.7	\$104.63	-3.9	\$112.39	4.1	\$115.84	9.7	\$112.58	15.0	\$111.94	14.6	\$109.50	5.7
Regina/Saskatoon	\$109.79	-2.2	\$107.26	0.7	\$112.92	2.6	\$117.09	8.8	\$117.16	7.4	\$117.66	6.5	\$116.02	7.0	\$114.88	5.1
Calgary, AB	\$140.06	9.0	\$155.45	3.0	\$164.03	1.2	\$169.02	5.0	\$159.68	2.7	\$132.81	0.2	\$129.38	0.5	\$151.48	2.4
Edmonton, AB	\$126.73	8.1	\$125.95	5.9	\$132.04	8.3	\$135.19	10.3	\$134.98	12.0	\$122.52	4.7	\$126.76	6.3	\$129.49	8.1
Alberta North Area	\$151.73	2.2	\$156.13	3.3	\$158.22	4.4	\$157.48	3.8	\$156.78	4.5	\$176.69	10.5	\$175.85	7.1	\$162.17	5.2
Vancouver Downtown	\$137.39	-2.4	\$136.10	-6.6	\$149.00	0.4	\$153.55	3.6	\$153.59	4.8	\$145.64	6.6	\$141.60	2.7	\$146.58	1.9
British Columbia Area	\$118.00	6.0	\$115.87	0.9	\$111.30	-1.5	\$111.60	-1.2	\$114.97	0.5	\$115.86	-2.4	\$117.31	3.6	\$114.95	0.7
Vancouver Island	\$96.97	-1.8	\$96.58	-0.2	\$91.29	-1.5	\$92.31	-2.4	\$93.39	-4.3	\$93.03	-2.8	\$96.73	-1.6	\$94.48	-1.9

♦ ADR and RevPAR in Canadian Dollars

REVPAR ANALYSIS SEGMENT	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	9-Nov	11-Nov	10-Nov	12-Nov	11-Nov	13-Nov	12-Nov	14-Nov	13-Nov	15-Nov	14-Nov	16-Nov	15-Nov	17-Nov	Week	Week
	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007
	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg
Halifax, NS	\$39.16	14.1	\$34.81	-21.3	\$46.00	-34.0	\$78.45	-6.0	\$84.03	-5.8	\$81.30	-8.3	\$74.70	-8.5	\$62.64	-10.8
Nova Scotia Area	\$35.72	15.6	\$26.79	-11.8	\$28.80	-39.7	\$55.11	6.2	\$45.73	7.1	\$38.58	-7.8	\$43.18	7.2	\$39.13	-4.2
Montreal Downtown	\$57.95	-3.8	\$67.85	-19.7	\$81.57	-12.3	\$91.48	-14.9	\$90.56	-19.5	\$85.09	-10.9	\$87.05	-19.7	\$80.22	-15.1
Quebec City	\$48.81	-19.8	\$50.03	-29.5	\$64.90	-15.2	\$70.63	-15.2	\$111.18	38.8	\$107.58	78.7	\$99.09	60.8	\$78.89	11.9
Quebec Area	\$35.69	28.9	\$44.44	8.6	\$54.37	-13.6	\$75.97	6.2	\$66.50	-2.3	\$67.36	6.1	\$75.32	-8.1	\$59.95	0.7
Toronto Downtown	\$80.13	-12.8	\$101.39	-21.7	\$127.49	-18.8	\$169.46	0.8	\$163.64	9.9	\$127.18	5.1	\$117.75	-5.6	\$126.72	-5.8
Toronto North/East	\$49.20	2.1	\$68.18	-16.1	\$84.66	-16.5	\$92.41	-11.2	\$80.71	-8.7	\$69.85	5.8	\$73.77	8.2	\$74.11	-7.0
Toronto Airport/West	\$48.13	-10.4	\$66.25	-25.6	\$79.27	-23.8	\$91.89	-14.3	\$82.15	-14.0	\$67.38	-5.1	\$57.70	-5.7	\$70.40	-15.3
Ottawa, ON	\$52.56	-6.6	\$61.70	-26.3	\$84.19	-27.4	\$111.98	-0.1	\$119.94	23.0	\$81.75	6.3	\$81.14	-0.8	\$84.75	-5.0
Ontario East	\$28.90	9.9	\$44.99	-8.8	\$54.72	-11.0	\$63.67	2.2	\$53.05	-1.5	\$49.04	-12.6	\$55.85	-21.8	\$50.03	-8.0
Niagara Falls	\$27.75	2.6	\$28.48	18.6	\$26.08	6.7	\$23.93	15.5	\$23.73	32.3	\$49.30	2.9	\$69.97	-15.2	\$35.61	1.9
Ontario Central	\$44.81	46.2	\$58.91	7.2	\$53.39	-17.0	\$62.39	-9.8	\$64.94	-7.2	\$89.17	6.6	\$89.13	2.3	\$66.11	0.6
Ontario North/Thunder Bay	\$38.78	12.3	\$52.39	-10.1	\$61.38	-12.0	\$64.81	-5.4	\$59.36	-0.2	\$53.37	-13.7	\$51.01	-14.7	\$54.44	-7.5
Winnipeg, MB	\$45.04	-1.3	\$43.68	-24.8	\$59.54	-27.1	\$95.06	3.6	\$112.65	26.3	\$99.43	38.2	\$87.03	35.5	\$77.49	7.9
Regina/Saskatoon	\$49.20	-45.1	\$42.92	-25.0	\$60.44	-24.2	\$92.34	7.7	\$91.33	16.6	\$85.52	4.9	\$86.23	-5.6	\$72.57	-9.8
Calgary, AB	\$80.37	34.6	\$90.68	-6.6	\$113.96	-19.3	\$139.92	-5.8	\$121.40	-6.4	\$82.07	-8.8	\$80.25	-6.4	\$101.24	-5.8
Edmonton, AB	\$79.04	16.6	\$74.21	5.9	\$88.77	-5.0	\$116.09	10.4	\$113.35	9.4	\$90.29	-10.6	\$106.73	-5.0	\$95.50	2.3
Alberta North Area	\$62.58	-15.0	\$83.87	-12.7	\$94.91	-23.2	\$119.56	-5.3	\$89.53	-10.9	\$103.49	-10.7	\$103.85	-13.4	\$93.97	-13.0
Vancouver Downtown	\$49.57	-14.5	\$46.27	-31.0	\$67.26	-26.3	\$99.60	-9.3	\$95.45	-5.2	\$74.56	-6.7	\$74.56	-3.6	\$72.47	-13.1
British Columbia Area	\$38.33	24.6	\$38.97	10.3	\$35.96	-20.6	\$44.34	-11.4	\$45.68	-8.2	\$44.90	-6.2	\$42.00	-13.3	\$41.46	-5.6
Vancouver Island	\$48.41	1.5	\$36.80	1.0	\$30.69	-31.3	\$37.46	-32.7	\$39.98	-32.6	\$42.45	-22.1	\$45.41	-16.0	\$40.17	-20.2

♦ 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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