



SMITH TRAVEL RESEARCH



OCCUPANCY ANALYSIS

| SEGMENT | SUNDAY | | MONDAY | | TUESDAY | | WEDNESDAY | | THURSDAY | | FRIDAY | | SATURDAY | | TOTAL | |
|---------------------------|--------|-------|--------|-------|---------|-------|-----------|-------|----------|-------|--------|-------|----------|--------|-------|-------|
| | 2-Nov | 4-Nov | 3-Nov | 5-Nov | 4-Nov | 6-Nov | 5-Nov | 7-Nov | 6-Nov | 8-Nov | 7-Nov | 9-Nov | 8-Nov | 10-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 | 32.2 | -46.0 | 50.9 | -35.5 | 58.9 | -29.5 | 72.1 | -8.6 | 76.7 | 8.0 | 78.0 | 27.7 | 68.8 | 9.9 | 62.5 | -11.7 |
| Nova Scotia Area | 29.0 | -33.6 | 56.7 | -12.4 | 69.7 | 4.2 | 66.4 | -4.2 | 48.5 | -23.6 | 53.6 | 31.1 | 64.7 | 16.4 | 55.5 | -4.0 |
| Montreal Downtown | 40.0 | -19.2 | 53.0 | -19.5 | 57.9 | -15.1 | 66.3 | -12.6 | 73.1 | -4.8 | 69.4 | -2.1 | 70.4 | -7.0 | 61.4 | -11.0 |
| Quebec City | 60.4 | 37.0 | 73.0 | 119.9 | 74.8 | 35.3 | 81.7 | 8.5 | 84.1 | 2.9 | 82.6 | 7.8 | 80.3 | 30.4 | 76.7 | 25.5 |
| Quebec Area | 29.9 | -11.3 | 49.2 | -11.8 | 55.9 | 10.7 | 54.2 | -9.7 | 61.1 | 32.0 | 62.6 | 87.4 | 67.3 | 15.8 | 54.3 | 12.4 |
| Toronto Downtown | 54.9 | -19.4 | 73.1 | -16.8 | 74.0 | -18.5 | 77.2 | -18.6 | 78.8 | -15.3 | 96.3 | 17.0 | 89.2 | 4.9 | 77.6 | -9.8 |
| Toronto North/East | 40.4 | -17.0 | 57.4 | -24.1 | 65.3 | -23.0 | 68.2 | -18.1 | 59.4 | -20.8 | 65.8 | -0.6 | 66.6 | 1.1 | 60.5 | -15.3 |
| Toronto Airport/West | 45.2 | -17.4 | 65.1 | -14.9 | 76.3 | -10.1 | 81.2 | -9.2 | 75.0 | -11.9 | 70.8 | -4.1 | 62.5 | 4.5 | 68.0 | -9.2 |
| Ottawa, ON | 64.4 | 10.8 | 86.0 | 0.7 | 89.3 | 2.4 | 86.3 | 8.4 | 82.6 | 13.8 | 69.9 | 12.7 | 67.5 | -6.3 | 78.0 | 5.7 |
| Ontario East | 29.1 | 3.6 | 59.0 | -2.8 | 69.8 | 11.0 | 74.3 | 16.3 | 63.6 | 21.8 | 66.5 | 19.6 | 70.8 | 16.3 | 61.9 | 12.8 |
| Niagara Falls | 26.7 | -1.1 | 35.0 | 11.1 | 33.4 | 8.8 | 35.6 | 32.3 | 39.3 | 38.9 | 62.2 | 2.1 | 81.3 | 6.8 | 44.8 | 11.4 |
| Ontario Central | 36.5 | 4.3 | 58.2 | -10.7 | 65.0 | -11.1 | 63.0 | -14.4 | 61.9 | -2.8 | 67.8 | -6.2 | 80.3 | 0.0 | 61.8 | -6.6 |
| Ontario North/Thunder Bay | 47.4 | 13.1 | 83.0 | 11.1 | 93.3 | 8.7 | 93.6 | 8.7 | 75.9 | 14.3 | 62.5 | 26.8 | 52.6 | 9.1 | 72.6 | 12.4 |
| Winnipeg, MB | 52.4 | -6.6 | 74.2 | -7.8 | 81.5 | -5.5 | 88.2 | 1.7 | 90.3 | 21.2 | 84.2 | 24.4 | 78.8 | 25.3 | 78.5 | 6.8 |
| Regina/Saskatoon | 52.2 | -11.4 | 87.4 | 8.2 | 92.9 | -1.9 | 93.6 | -2.5 | 92.9 | 7.4 | 87.2 | -4.2 | 93.7 | -3.1 | 85.7 | -0.8 |
| Calgary, AB | 49.9 | -9.3 | 80.9 | -1.9 | 88.4 | -3.4 | 92.3 | 2.8 | 82.7 | 7.5 | 69.7 | 14.8 | 67.6 | 1.3 | 75.9 | 1.6 |
| Edmonton, AB | 50.3 | -10.3 | 79.3 | -0.9 | 86.7 | -5.8 | 91.9 | -3.3 | 86.9 | -6.8 | 91.6 | -5.0 | 95.8 | -1.9 | 83.2 | -4.6 |
| Alberta North Area | 43.0 | -17.3 | 65.3 | -18.2 | 81.3 | 0.7 | 78.3 | -2.5 | 67.8 | 0.9 | 57.0 | -18.6 | 58.5 | -20.9 | 64.5 | -10.4 |
| Vancouver Downtown | 44.8 | -22.1 | 61.3 | -17.6 | 72.5 | -9.4 | 75.9 | -8.4 | 72.0 | -7.3 | 57.3 | -14.9 | 62.1 | -0.6 | 63.7 | -11.3 |
| British Columbia Area | 35.8 | 17.0 | 45.3 | 11.6 | 45.3 | 2.7 | 48.6 | 6.3 | 46.5 | 9.2 | 40.3 | 1.5 | 41.8 | -4.1 | 43.4 | 5.9 |
| Vancouver Island | 48.5 | 18.6 | 61.9 | 13.0 | 58.1 | -8.6 | 56.9 | -7.9 | 52.5 | -10.7 | 57.6 | -11.9 | 70.7 | -11.7 | 58.0 | -4.6 |

ADR ANALYSIS

| SEGMENT | ADR | %Chg | ADR | %Chg | ADR | %Chg | ADR | %Chg | ADR | %Chg | ADR | %Chg | ADR | %Chg | ADR | %Chg |
|---------------------------|----------|------|----------|------|----------|-------|----------|------|----------|-------|----------|-------|----------|-------|----------|------|
| Halifax, NS | \$117.80 | -7.3 | \$120.82 | -6.3 | \$117.43 | -8.3 | \$119.12 | -1.2 | \$121.08 | -0.8 | \$116.17 | 5.4 | \$115.04 | 2.8 | \$118.17 | -3.0 |
| Nova Scotia Area | \$89.54 | 12.1 | \$90.77 | 8.5 | \$89.23 | 1.3 | \$91.53 | 9.9 | \$91.15 | 10.6 | \$89.84 | 9.0 | \$88.87 | 5.0 | \$90.13 | 7.6 |
| Montreal Downtown | \$136.38 | 0.8 | \$141.82 | -0.2 | \$142.63 | -0.6 | \$146.85 | 0.6 | \$150.66 | 3.0 | \$144.32 | 5.8 | \$141.70 | 6.1 | \$144.09 | 2.4 |
| Quebec City | \$144.30 | 11.2 | \$141.86 | 20.3 | \$143.04 | 22.1 | \$141.68 | 14.4 | \$149.30 | 17.3 | \$153.88 | 19.0 | \$146.20 | 6.5 | \$145.94 | 15.2 |
| Quebec Area | \$112.81 | 2.4 | \$113.43 | 6.1 | \$113.06 | 8.4 | \$107.51 | -6.3 | \$114.36 | -1.8 | \$123.44 | -0.1 | \$123.31 | -2.8 | \$116.03 | 1.2 |
| Toronto Downtown | \$169.85 | 1.0 | \$176.89 | -1.5 | \$174.66 | -3.1 | \$175.84 | -1.4 | \$169.97 | -2.9 | \$161.69 | -2.3 | \$153.66 | -6.2 | \$168.22 | -3.0 |
| Toronto North/East | \$114.55 | 1.2 | \$122.24 | -1.9 | \$126.47 | -0.6 | \$125.58 | -0.3 | \$120.40 | 0.8 | \$112.09 | 3.9 | \$110.93 | 3.8 | \$119.08 | 0.2 |
| Toronto Airport/West | \$118.11 | 1.5 | \$132.06 | 2.2 | \$136.39 | 3.0 | \$134.42 | 2.5 | \$124.43 | -0.4 | \$108.81 | 5.5 | \$104.74 | 5.3 | \$123.58 | 2.2 |
| Ottawa, ON | \$146.95 | 4.5 | \$152.56 | 7.5 | \$147.79 | 7.0 | \$148.59 | 9.4 | \$140.60 | 6.6 | \$126.81 | 2.7 | \$123.64 | -5.3 | \$141.81 | 5.1 |
| Ontario East | \$96.18 | 1.7 | \$97.88 | 1.3 | \$101.48 | 5.3 | \$99.02 | 3.5 | \$100.00 | 4.3 | \$108.28 | 6.8 | \$109.72 | 2.0 | \$102.38 | 3.8 |
| Niagara Falls | \$93.12 | -1.2 | \$80.28 | -8.1 | \$80.12 | -10.3 | \$81.68 | -8.4 | \$78.99 | -17.0 | \$103.05 | -0.3 | \$123.04 | -2.3 | \$96.96 | -6.0 |
| Ontario Central | \$99.86 | 1.2 | \$100.80 | -1.4 | \$100.73 | -0.2 | \$101.34 | 1.2 | \$103.70 | 0.3 | \$109.23 | -0.1 | \$112.15 | 2.0 | \$104.63 | 0.6 |
| Ontario North/Thunder Bay | \$88.89 | 4.2 | \$89.46 | 5.8 | \$93.44 | 6.2 | \$92.49 | 5.8 | \$89.78 | 4.3 | \$91.72 | 3.6 | \$93.07 | 4.2 | \$91.39 | 5.1 |
| Winnipeg, MB | \$101.58 | 1.1 | \$111.51 | 4.6 | \$104.40 | -3.0 | \$112.41 | 5.7 | \$110.00 | 6.8 | \$107.25 | 12.7 | \$106.84 | 10.3 | \$108.08 | 5.1 |
| Regina/Saskatoon | \$105.35 | 9.8 | \$113.99 | 7.7 | \$115.62 | 8.2 | \$116.54 | 8.3 | \$116.42 | 8.3 | \$119.16 | 10.8 | \$123.40 | 10.9 | \$116.49 | 9.2 |
| Calgary, AB | \$146.87 | 1.2 | \$162.75 | 2.3 | \$168.62 | 4.6 | \$161.24 | 0.9 | \$155.55 | 4.1 | \$131.42 | 6.2 | \$129.90 | 2.9 | \$152.57 | 2.8 |
| Edmonton, AB | \$120.36 | 6.7 | \$128.66 | 7.3 | \$134.09 | 10.8 | \$136.67 | 12.6 | \$135.64 | 9.8 | \$138.73 | 7.6 | \$140.49 | 8.1 | \$134.59 | 9.2 |
| Alberta North Area | \$152.76 | 13.6 | \$154.30 | 4.4 | \$159.13 | 5.4 | \$152.84 | 2.4 | \$151.43 | 3.4 | \$161.26 | -6.4 | \$138.75 | -19.9 | \$153.20 | -0.6 |
| Vancouver Downtown | \$151.95 | 1.0 | \$152.39 | -1.1 | \$154.39 | -0.9 | \$161.42 | 3.2 | \$148.96 | -2.8 | \$141.40 | -0.8 | \$137.79 | -2.5 | \$150.21 | -0.6 |
| British Columbia Area | \$110.90 | 3.7 | \$113.38 | 2.8 | \$117.13 | 5.0 | \$122.11 | 12.0 | \$112.01 | 2.1 | \$113.10 | 4.4 | \$115.55 | -1.4 | \$115.10 | 4.1 |
| Vancouver Island | \$114.30 | 2.5 | \$112.48 | 2.6 | \$100.75 | -3.9 | \$95.23 | -4.8 | \$86.64 | -17.2 | \$88.04 | -16.8 | \$90.62 | -15.9 | \$97.99 | -7.6 |

♦ ADR and RevPAR in Canadian Dollars

| REVPAR ANALYSIS | SUNDAY | | MONDAY | | TUESDAY | | WEDNESDAY | | THURSDAY | | FRIDAY | | SATURDAY | | TOTAL | |
|---------------------------|---------|-------|----------|-------|----------|-------|-----------|-------|----------|-------|----------|-------|----------|--------|----------|-------|
| | 2-Nov | 4-Nov | 3-Nov | 5-Nov | 4-Nov | 6-Nov | 5-Nov | 7-Nov | 6-Nov | 8-Nov | 7-Nov | 9-Nov | 8-Nov | 10-Nov | Week | Week |
| | 2008 | 2007 | 2008 | 2007 | 2008 | 2007 | 2008 | 2007 | 2008 | 2007 | 2008 | 2007 | 2008 | 2007 | 2008 | 2007 |
| SEGMENT | RevPAR | %Chg | RevPAR | %Chg | RevPAR | %Chg | RevPAR | %Chg | RevPAR | %Chg | RevPAR | %Chg | RevPAR | %Chg | RevPAR | %Chg |
| Halifax, NS | \$37.91 | -50.0 | \$61.53 | -39.5 | \$69.16 | -35.4 | \$85.89 | -9.7 | \$92.81 | 7.1 | \$90.60 | 34.5 | \$79.17 | 13.0 | \$73.87 | -14.3 |
| Nova Scotia Area | \$25.93 | -25.8 | \$51.50 | -4.8 | \$62.16 | 5.5 | \$60.77 | 5.2 | \$44.16 | -15.6 | \$48.18 | 43.0 | \$57.47 | 22.3 | \$50.02 | 3.4 |
| Montreal Downtown | \$54.51 | -18.6 | \$75.20 | -19.5 | \$82.57 | -15.7 | \$97.32 | -12.2 | \$110.09 | -2.0 | \$100.18 | 3.5 | \$99.72 | -1.4 | \$88.51 | -8.8 |
| Quebec City | \$87.23 | 52.6 | \$103.56 | 164.7 | \$106.97 | 65.2 | \$115.74 | 24.0 | \$125.62 | 20.9 | \$127.13 | 28.4 | \$117.47 | 38.9 | \$111.96 | 44.6 |
| Quebec Area | \$33.77 | -9.0 | \$55.86 | -6.4 | \$63.23 | 20.2 | \$58.22 | -15.4 | \$69.82 | 29.5 | \$77.32 | 87.1 | \$82.97 | 12.6 | \$63.03 | 14.0 |
| Toronto Downtown | \$93.19 | -18.6 | \$129.27 | -18.1 | \$129.27 | -21.1 | \$135.78 | -19.7 | \$133.95 | -17.7 | \$155.74 | 14.2 | \$137.00 | -1.6 | \$130.60 | -12.4 |
| Toronto North/East | \$46.24 | -16.1 | \$70.21 | -25.5 | \$82.61 | -23.4 | \$85.66 | -18.4 | \$71.52 | -20.1 | \$73.77 | 3.2 | \$73.91 | 5.0 | \$71.99 | -15.1 |
| Toronto Airport/West | \$53.43 | -16.1 | \$85.96 | -13.1 | \$104.04 | -7.5 | \$109.09 | -6.9 | \$93.34 | -12.2 | \$77.05 | 1.2 | \$65.50 | 10.2 | \$84.06 | -7.2 |
| Ottawa, ON | \$94.65 | 15.9 | \$131.22 | 8.3 | \$132.05 | 9.7 | \$128.30 | 18.7 | \$116.13 | 21.3 | \$88.64 | 15.8 | \$83.45 | -11.2 | \$110.64 | 11.0 |
| Ontario East | \$27.99 | 5.2 | \$57.75 | -1.5 | \$70.87 | 16.9 | \$73.59 | 20.3 | \$63.62 | 27.1 | \$72.03 | 27.8 | \$77.64 | 18.4 | \$63.35 | 17.0 |
| Niagara Falls | \$24.87 | -2.2 | \$28.12 | 2.0 | \$26.78 | -2.5 | \$29.11 | 21.1 | \$31.05 | 15.5 | \$64.15 | 1.8 | \$100.07 | 4.4 | \$43.45 | 4.8 |
| Ontario Central | \$36.41 | 5.5 | \$58.70 | -11.9 | \$65.44 | -11.4 | \$63.89 | -13.3 | \$64.20 | -2.5 | \$74.05 | -6.3 | \$90.01 | 1.9 | \$64.67 | -6.1 |
| Ontario North/Thunder Bay | \$42.15 | 18.0 | \$74.24 | 17.5 | \$87.21 | 15.5 | \$86.54 | 15.0 | \$68.13 | 19.2 | \$57.36 | 31.4 | \$48.93 | 13.6 | \$66.37 | 18.1 |
| Winnipeg, MB | \$53.21 | -5.7 | \$82.73 | -3.6 | \$85.04 | -8.4 | \$99.13 | 7.6 | \$99.34 | 29.3 | \$90.25 | 40.1 | \$84.22 | 38.2 | \$84.85 | 12.2 |
| Regina/Saskatoon | \$55.04 | -2.7 | \$99.58 | 16.4 | \$107.43 | 6.2 | \$109.13 | 5.7 | \$108.17 | 16.3 | \$103.87 | 6.1 | \$115.66 | 7.5 | \$99.84 | 8.3 |
| Calgary, AB | \$73.33 | -8.1 | \$131.64 | 0.3 | \$149.11 | 1.0 | \$148.87 | 3.7 | \$128.70 | 12.0 | \$91.60 | 21.9 | \$87.76 | 4.1 | \$115.86 | 4.4 |
| Edmonton, AB | \$60.48 | -4.4 | \$101.98 | 6.3 | \$116.25 | 4.4 | \$125.64 | 9.0 | \$117.86 | 2.4 | \$127.06 | 2.3 | \$134.53 | 5.9 | \$111.97 | 4.2 |
| Alberta North Area | \$65.74 | -5.9 | \$100.79 | -14.5 | \$129.37 | 6.2 | \$119.63 | -0.2 | \$102.66 | 4.3 | \$91.84 | -23.8 | \$81.18 | -36.7 | \$98.74 | -11.0 |
| Vancouver Downtown | \$68.02 | -21.3 | \$93.49 | -18.5 | \$111.89 | -10.2 | \$122.55 | -5.5 | \$107.30 | -9.9 | \$80.98 | -15.7 | \$85.63 | -3.0 | \$95.69 | -11.7 |
| British Columbia Area | \$39.72 | 21.4 | \$51.35 | 14.8 | \$53.05 | 7.9 | \$59.29 | 18.9 | \$52.12 | 11.5 | \$45.58 | 5.8 | \$48.25 | -5.5 | \$49.91 | 10.1 |
| Vancouver Island | \$55.45 | 21.5 | \$69.66 | 15.9 | \$58.59 | -12.2 | \$54.16 | -12.3 | \$45.50 | -26.1 | \$50.75 | -26.7 | \$64.02 | -25.8 | \$56.88 | -11.8 |

♦ ADR and RevPAR in Canadian Dollars

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DEFINITIONS

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|---|--|
| 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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