



SMITH TRAVEL RESEARCH



OCCUPANCY ANALYSIS

| SEGMENT | SUNDAY | | MONDAY | | TUESDAY | | WEDNESDAY | | THURSDAY | | FRIDAY | | SATURDAY | | TOTAL | |
|---------------------------|--------|-------|--------|-------|---------|-------|-----------|--------|----------|--------|--------|--------|----------|--------|-------|-------|
| | 5-Oct | 7-Oct | 6-Oct | 8-Oct | 7-Oct | 9-Oct | 8-Oct | 10-Oct | 9-Oct | 11-Oct | 10-Oct | 12-Oct | 11-Oct | 13-Oct | 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 | 64.4 | 21.7 | 82.5 | 73.3 | 84.2 | 18.8 | 78.9 | -13.8 | 70.6 | -20.2 | 62.4 | -18.8 | 67.7 | -14.9 | 73.0 | 0.6 |
| Nova Scotia Area | 37.6 | -13.0 | 67.7 | 61.6 | 84.8 | 23.8 | 80.7 | 12.2 | 66.6 | 5.4 | 56.4 | 8.7 | 73.7 | 23.2 | 66.8 | 16.8 |
| Montreal Downtown | 85.7 | 21.7 | 89.8 | 57.8 | 86.6 | 19.3 | 68.3 | -19.2 | 58.7 | -30.7 | 63.1 | -17.8 | 80.1 | -1.5 | 76.0 | 0.9 |
| Quebec City | 76.2 | 1.9 | 83.7 | 60.7 | 91.7 | 32.7 | 96.6 | 25.5 | 89.9 | 24.3 | 76.0 | 4.8 | 97.9 | 41.1 | 87.4 | 25.6 |
| Quebec Area | 48.6 | -29.5 | 70.4 | 90.8 | 78.8 | 34.9 | 69.2 | -0.1 | 55.1 | -17.3 | 55.1 | -5.2 | 89.6 | 22.9 | 66.7 | 8.3 |
| Toronto Downtown | 61.7 | 18.0 | 82.7 | 70.9 | 83.9 | 10.0 | 73.4 | -14.8 | 61.8 | -31.0 | 56.7 | -36.5 | 65.6 | -28.2 | 69.4 | -8.9 |
| Toronto North/East | 51.1 | 3.2 | 72.6 | 56.8 | 76.7 | 5.8 | 72.2 | -9.6 | 56.8 | -15.9 | 60.3 | -2.6 | 70.9 | 5.2 | 65.8 | 3.5 |
| Toronto Airport/West | 49.5 | 17.0 | 72.9 | 61.6 | 85.5 | 21.6 | 76.7 | 1.3 | 60.1 | -22.2 | 48.4 | -35.0 | 50.5 | -32.5 | 63.4 | -3.5 |
| Ottawa, ON | 66.4 | 21.8 | 89.7 | 110.6 | 93.5 | 28.1 | 86.6 | -3.7 | 65.6 | -24.9 | 55.1 | -28.1 | 75.0 | -0.3 | 76.0 | 6.6 |
| Ontario East | 39.2 | -15.0 | 69.2 | 109.1 | 76.3 | 13.9 | 75.9 | 10.3 | 66.7 | 0.9 | 59.0 | -3.8 | 71.6 | -3.9 | 65.4 | 9.7 |
| Niagara Falls | 51.9 | -34.1 | 60.2 | 6.7 | 60.0 | 8.3 | 62.1 | 3.5 | 56.7 | -6.1 | 73.9 | -1.9 | 91.3 | 4.3 | 65.1 | -3.8 |
| Ontario Central | 36.4 | -33.2 | 57.7 | 60.3 | 63.3 | -1.9 | 63.6 | -15.4 | 59.5 | -20.9 | 63.7 | -21.1 | 77.8 | -14.8 | 60.3 | -11.6 |
| Ontario North/Thunder Bay | 58.0 | 46.5 | 84.8 | 91.0 | 98.4 | 39.0 | 97.9 | 17.8 | 76.9 | 10.3 | 55.2 | -19.2 | 57.3 | 10.6 | 75.5 | 23.6 |
| Winnipeg, MB | 65.2 | 40.8 | 83.8 | 96.3 | 89.0 | 24.5 | 86.1 | -0.8 | 74.1 | -13.5 | 59.6 | -31.1 | 54.6 | -31.5 | 73.2 | 2.7 |
| Regina/Saskatoon | 49.0 | -2.2 | 79.3 | 108.1 | 86.2 | 31.8 | 83.6 | 4.8 | 67.3 | -6.8 | 65.6 | 2.3 | 77.6 | 10.9 | 72.7 | 15.8 |
| Calgary, AB | 62.5 | 8.9 | 83.2 | 35.5 | 89.8 | 0.7 | 87.4 | -11.4 | 73.7 | -24.5 | 66.4 | -25.6 | 70.2 | -13.7 | 76.2 | -7.2 |
| Edmonton, AB | 57.6 | 8.9 | 79.9 | 88.0 | 86.2 | 17.6 | 85.2 | -1.5 | 73.4 | -12.9 | 71.3 | -20.0 | 78.2 | -10.6 | 75.9 | 3.0 |
| Alberta North Area | 60.1 | 9.1 | 81.6 | 73.2 | 89.3 | 32.9 | 86.0 | 14.4 | 75.7 | 12.1 | 67.8 | -7.8 | 70.1 | -2.8 | 75.8 | 15.9 |
| Vancouver Downtown | 55.5 | 37.7 | 75.6 | 58.8 | 72.1 | 4.5 | 75.3 | -15.3 | 62.2 | -30.1 | 52.1 | -37.2 | 50.3 | -33.9 | 63.3 | -10.2 |
| British Columbia Area | 37.5 | 4.5 | 51.7 | 90.8 | 55.5 | 19.4 | 54.8 | -1.4 | 48.5 | -5.6 | 43.5 | 2.1 | 48.7 | 8.9 | 48.6 | 12.0 |
| Vancouver Island | 54.3 | -19.8 | 65.7 | 55.3 | 72.0 | 7.9 | 72.1 | -7.0 | 65.2 | -13.8 | 71.3 | -0.7 | 88.3 | 16.0 | 69.9 | 2.5 |

ADR ANALYSIS

| SEGMENT | ADR | %Chg | ADR | %Chg | ADR | %Chg | ADR | %Chg | ADR | %Chg | ADR | %Chg | ADR | %Chg | ADR | %Chg |
|---------------------------|----------|-------|----------|------|----------|------|----------|------|----------|-------|----------|-------|----------|-------|----------|------|
| Halifax, NS | \$141.15 | 14.8 | \$143.01 | 11.3 | \$135.42 | 4.3 | \$131.16 | -1.1 | \$129.47 | -1.1 | \$117.74 | -8.0 | \$121.67 | -4.6 | \$131.90 | 2.2 |
| Nova Scotia Area | \$109.54 | 12.3 | \$95.92 | 0.9 | \$98.20 | 6.0 | \$98.23 | 5.0 | \$101.38 | 11.0 | \$104.68 | 9.8 | \$107.21 | 15.3 | \$101.44 | 8.2 |
| Montreal Downtown | \$184.60 | 32.3 | \$180.19 | 21.5 | \$172.37 | 12.2 | \$154.91 | -0.8 | \$149.44 | -4.6 | \$137.27 | -8.9 | \$139.39 | -8.1 | \$161.76 | 6.9 |
| Quebec City | \$205.43 | 19.7 | \$193.43 | 4.8 | \$187.48 | 1.8 | \$192.07 | 10.1 | \$194.80 | 8.4 | \$204.82 | 15.0 | \$190.87 | 15.2 | \$195.02 | 10.5 |
| Quebec Area | \$136.88 | -7.4 | \$129.49 | 7.5 | \$130.66 | 12.6 | \$123.76 | 2.5 | \$123.08 | 0.3 | \$125.96 | -9.4 | \$136.28 | -4.3 | \$129.74 | -0.8 |
| Toronto Downtown | \$167.98 | 11.1 | \$178.50 | 3.9 | \$179.17 | -1.3 | \$174.88 | -5.6 | \$162.58 | -11.8 | \$146.19 | -15.8 | \$143.83 | -15.4 | \$166.25 | -5.2 |
| Toronto North/East | \$117.38 | 13.3 | \$127.21 | 11.0 | \$124.79 | -1.1 | \$125.02 | -0.7 | \$120.83 | -1.8 | \$106.63 | -3.0 | \$107.67 | -2.3 | \$118.88 | 1.4 |
| Toronto Airport/West | \$117.03 | 25.3 | \$128.77 | 13.5 | \$128.47 | 0.0 | \$127.52 | 0.5 | \$116.06 | -4.2 | \$94.15 | -9.1 | \$94.94 | -8.5 | \$117.84 | 3.2 |
| Ottawa, ON | \$142.24 | 17.9 | \$151.05 | 19.1 | \$151.42 | 8.2 | \$148.91 | 0.2 | \$133.48 | -9.4 | \$122.36 | -13.5 | \$124.72 | -8.0 | \$140.81 | 1.2 |
| Ontario East | \$99.52 | -2.6 | \$104.86 | 5.2 | \$104.09 | 8.8 | \$101.51 | 1.5 | \$101.70 | 3.1 | \$105.64 | -5.4 | \$112.07 | -2.6 | \$104.49 | 0.8 |
| Niagara Falls | \$99.00 | -15.8 | \$95.01 | 6.2 | \$93.91 | -1.0 | \$90.89 | -4.5 | \$97.77 | 6.1 | \$120.85 | 4.4 | \$155.61 | 12.8 | \$111.42 | 2.2 |
| Ontario Central | \$102.85 | -2.9 | \$102.65 | 6.4 | \$101.71 | 0.8 | \$105.85 | 5.8 | \$103.55 | -2.2 | \$110.80 | 2.3 | \$113.98 | 1.9 | \$106.46 | 1.3 |
| Ontario North/Thunder Bay | \$92.55 | 7.1 | \$95.18 | 12.5 | \$92.78 | 5.8 | \$93.42 | 6.3 | \$93.74 | 8.6 | \$93.01 | 7.8 | \$96.13 | 13.1 | \$93.79 | 8.4 |
| Winnipeg, MB | \$110.27 | 12.8 | \$110.56 | 13.7 | \$110.13 | 4.8 | \$108.71 | 0.3 | \$105.57 | -1.3 | \$102.03 | -0.6 | \$103.16 | 0.9 | \$107.64 | 3.7 |
| Regina/Saskatoon | \$108.09 | 4.1 | \$114.92 | 15.3 | \$113.84 | 9.7 | \$115.29 | 6.8 | \$112.70 | 10.6 | \$110.82 | 6.2 | \$115.49 | 11.5 | \$113.40 | 9.1 |
| Calgary, AB | \$158.93 | 25.2 | \$172.05 | 17.5 | \$176.00 | 16.6 | \$168.93 | 10.7 | \$154.52 | 1.8 | \$131.60 | -6.9 | \$130.08 | -6.2 | \$157.68 | 8.6 |
| Edmonton, AB | \$128.77 | 17.9 | \$133.33 | 23.7 | \$136.29 | 15.7 | \$134.10 | 12.6 | \$130.55 | 11.6 | \$118.81 | 2.9 | \$122.51 | 5.6 | \$129.52 | 12.2 |
| Alberta North Area | \$167.35 | -9.7 | \$166.27 | 5.3 | \$159.59 | 4.5 | \$166.08 | 21.5 | \$159.38 | 5.5 | \$180.91 | 9.7 | \$187.55 | 13.6 | \$168.94 | 6.8 |
| Vancouver Downtown | \$165.18 | 4.7 | \$167.51 | 4.7 | \$169.12 | 0.9 | \$170.44 | -3.1 | \$167.18 | -4.5 | \$156.00 | -10.6 | \$157.56 | -12.8 | \$165.45 | -3.8 |
| British Columbia Area | \$112.01 | 2.6 | \$111.99 | 4.4 | \$108.48 | -2.4 | \$110.84 | -0.9 | \$110.96 | 2.2 | \$105.24 | -1.5 | \$113.39 | 2.3 | \$110.42 | 0.7 |
| Vancouver Island | \$127.70 | 3.7 | \$116.67 | 8.8 | \$115.74 | 8.1 | \$111.26 | 3.0 | \$111.35 | -1.0 | \$116.26 | -0.2 | \$106.96 | -8.4 | \$114.44 | 1.0 |

♦ ADR and RevPAR in Canadian Dollars

| REVPAR ANALYSIS SEGMENT | SUNDAY | | MONDAY | | TUESDAY | | WEDNESDAY | | THURSDAY | | FRIDAY | | SATURDAY | | TOTAL | |
|----------------------------|----------|-------|----------|-------|----------|-------|-----------|--------|----------|--------|----------|--------|----------|--------|----------|-------|
| | 5-Oct | 7-Oct | 6-Oct | 8-Oct | 7-Oct | 9-Oct | 8-Oct | 10-Oct | 9-Oct | 11-Oct | 10-Oct | 12-Oct | 11-Oct | 13-Oct | 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 | \$90.97 | 39.9 | \$117.92 | 92.7 | \$114.00 | 23.8 | \$103.54 | -14.6 | \$91.39 | -21.2 | \$73.49 | -25.3 | \$82.42 | -18.9 | \$96.25 | 2.8 |
| Nova Scotia Area | \$41.20 | -2.3 | \$64.90 | 62.9 | \$83.26 | 31.1 | \$79.25 | 17.8 | \$67.50 | 16.9 | \$59.01 | 19.2 | \$78.98 | 42.1 | \$67.73 | 26.2 |
| Montreal Downtown | \$158.11 | 61.0 | \$161.83 | 91.8 | \$149.30 | 33.8 | \$105.84 | -19.8 | \$87.77 | -33.9 | \$86.57 | -25.2 | \$111.72 | -9.4 | \$123.02 | 7.9 |
| Quebec City | \$156.46 | 21.9 | \$161.99 | 68.6 | \$171.99 | 35.2 | \$185.60 | 38.2 | \$175.03 | 34.8 | \$155.63 | 20.6 | \$186.93 | 62.5 | \$170.52 | 38.8 |
| Quebec Area | \$66.47 | -34.7 | \$91.15 | 105.2 | \$103.02 | 52.1 | \$85.60 | 2.3 | \$67.80 | -17.1 | \$69.44 | -14.1 | \$122.09 | 17.7 | \$86.51 | 7.4 |
| Toronto Downtown | \$103.67 | 31.2 | \$147.66 | 77.5 | \$150.31 | 8.6 | \$128.39 | -19.7 | \$100.43 | -39.2 | \$82.92 | -46.5 | \$94.36 | -39.3 | \$115.39 | -13.7 |
| Toronto North/East | \$59.94 | 17.0 | \$92.30 | 73.8 | \$95.69 | 4.6 | \$90.21 | -10.3 | \$68.69 | -17.4 | \$64.32 | -5.5 | \$76.29 | 2.7 | \$78.21 | 4.9 |
| Toronto Airport/West | \$57.96 | 46.9 | \$93.85 | 83.3 | \$109.81 | 21.6 | \$97.82 | 1.9 | \$69.78 | -25.4 | \$45.53 | -41.0 | \$47.91 | -38.3 | \$74.66 | -0.5 |
| Ottawa, ON | \$94.43 | 43.6 | \$135.42 | 150.7 | \$141.58 | 38.7 | \$128.90 | -3.5 | \$87.50 | -32.1 | \$67.40 | -37.8 | \$93.51 | -8.3 | \$106.96 | 7.8 |
| Ontario East | \$39.01 | -17.2 | \$72.53 | 119.8 | \$79.46 | 24.0 | \$77.04 | 12.1 | \$67.88 | 4.0 | \$62.35 | -9.0 | \$80.29 | -6.3 | \$68.36 | 10.7 |
| Niagara Falls | \$51.37 | -44.6 | \$57.16 | 13.3 | \$56.33 | 7.3 | \$56.43 | -1.2 | \$55.45 | -0.3 | \$89.25 | 2.4 | \$142.02 | 17.7 | \$72.57 | -1.6 |
| Ontario Central | \$37.40 | -35.2 | \$59.24 | 70.8 | \$64.35 | -1.2 | \$67.32 | -10.5 | \$61.60 | -22.6 | \$70.58 | -19.2 | \$88.73 | -13.1 | \$64.17 | -10.5 |
| Ontario North/Thunder Bay | \$53.65 | 56.6 | \$80.67 | 114.7 | \$91.27 | 47.1 | \$91.43 | 25.2 | \$72.04 | 19.7 | \$51.35 | -12.9 | \$55.07 | 25.1 | \$70.78 | 33.9 |
| Winnipeg, MB | \$71.90 | 58.8 | \$92.61 | 122.8 | \$98.03 | 30.4 | \$93.64 | -0.4 | \$78.19 | -14.7 | \$60.78 | -31.5 | \$56.32 | -30.9 | \$78.78 | 6.5 |
| Regina/Saskatoon | \$52.98 | 1.8 | \$91.18 | 140.0 | \$98.17 | 44.7 | \$96.34 | 11.7 | \$75.84 | 3.1 | \$72.73 | 8.6 | \$89.67 | 23.6 | \$82.42 | 26.2 |
| Calgary, AB | \$99.41 | 36.6 | \$143.14 | 59.2 | \$157.97 | 17.4 | \$147.65 | -2.0 | \$113.87 | -23.1 | \$87.41 | -30.7 | \$91.28 | -19.0 | \$120.10 | 0.7 |
| Edmonton, AB | \$74.13 | 28.4 | \$106.51 | 132.4 | \$117.43 | 35.9 | \$114.21 | 10.9 | \$95.82 | -2.9 | \$84.69 | -17.6 | \$95.75 | -5.7 | \$98.36 | 15.5 |
| Alberta North Area | \$100.51 | -1.7 | \$135.68 | 82.5 | \$142.59 | 39.0 | \$142.86 | 39.0 | \$120.65 | 18.4 | \$122.69 | 1.2 | \$131.55 | 10.6 | \$128.07 | 23.8 |
| Vancouver Downtown | \$91.68 | 44.4 | \$126.71 | 66.4 | \$121.99 | 5.5 | \$128.41 | -17.9 | \$103.99 | -33.3 | \$81.33 | -43.8 | \$79.23 | -42.3 | \$104.77 | -13.7 |
| British Columbia Area | \$42.02 | 7.2 | \$57.94 | 99.4 | \$60.20 | 16.6 | \$60.77 | -2.3 | \$53.78 | -3.7 | \$45.83 | 0.5 | \$55.18 | 11.4 | \$53.67 | 12.8 |
| Vancouver Island | \$69.37 | -16.8 | \$76.60 | 69.1 | \$83.37 | 16.8 | \$80.26 | -4.0 | \$72.57 | -14.6 | \$82.90 | -0.9 | \$94.49 | 6.3 | \$79.94 | 3.4 |

♦ ADR and RevPAR in Canadian Dollars

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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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