



SMITH TRAVEL RESEARCH



OCCUPANCY ANALYSIS

SEGMENT	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	12-Oct	14-Oct	13-Oct	15-Oct	14-Oct	16-Oct	15-Oct	17-Oct	16-Oct	18-Oct	17-Oct	19-Oct	18-Oct	20-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	41.7	-33.4	41.4	-52.4	65.1	-31.5	82.4	-12.6	80.0	-7.3	80.8	-4.0	81.0	4.0	67.5	-19.5
Nova Scotia Area	45.0	35.5	41.5	-31.9	70.4	-8.0	75.8	-6.2	59.5	-8.6	43.7	-21.8	58.2	2.3	56.3	-8.3
Montreal Downtown	62.8	-7.8	49.9	-43.6	73.4	-22.8	86.8	-4.9	84.6	7.2	76.3	9.5	72.7	-0.1	72.4	-10.2
Quebec City	86.8	48.4	70.6	6.2	83.2	15.4	88.6	4.1	93.0	20.9	94.6	22.2	93.3	6.0	87.2	16.3
Quebec Area	74.3	85.8	29.3	-54.6	58.3	-13.4	64.7	-7.3	64.4	-2.0	56.9	4.0	66.0	-2.1	59.1	-3.7
Toronto Downtown	45.0	-45.3	53.4	-43.2	92.7	-4.4	98.6	-0.3	98.1	0.0	88.7	17.8	92.3	13.3	81.3	-9.3
Toronto North/East	52.0	-11.1	46.6	-44.5	70.9	-23.1	87.5	-6.3	72.3	-9.1	70.0	9.2	77.6	17.4	68.1	-11.3
Toronto Airport/West	39.3	-34.1	40.9	-51.9	73.4	-22.5	83.3	-11.6	77.8	-3.6	69.4	6.0	71.9	15.2	65.1	-15.9
Ottawa, ON	49.0	-33.2	35.8	-62.9	67.4	-31.6	83.0	-15.1	89.0	-5.8	80.4	5.7	83.4	4.4	69.7	-20.9
Ontario East	41.0	2.8	33.6	-44.5	60.3	-20.8	72.2	-3.3	68.1	0.1	64.2	-2.4	76.0	5.3	59.3	-9.2
Niagara Falls	74.1	59.7	50.4	-6.0	50.3	2.7	53.4	5.5	52.0	6.8	72.2	4.2	89.7	-0.4	63.2	8.6
Ontario Central	47.9	10.1	31.9	-50.4	55.0	-23.5	65.2	-17.7	63.3	-2.8	70.0	0.9	84.3	3.9	59.7	-11.9
Ontario North/Thunder Bay	40.3	-12.0	42.0	-48.2	74.7	-19.2	90.7	-2.7	81.4	4.0	77.2	21.4	60.9	1.5	66.7	-9.3
Winnipeg, MB	38.8	-36.2	42.7	-49.9	71.1	-20.6	82.5	-8.8	83.0	-6.0	72.7	-13.0	70.0	-11.6	65.8	-20.2
Regina/Saskatoon	51.6	12.4	45.8	-39.3	77.4	-6.3	85.3	-1.5	88.1	8.6	86.5	8.7	95.0	3.4	75.6	-2.6
Calgary, AB	49.5	-21.1	51.6	-42.4	79.8	-17.0	90.3	-8.0	83.4	-8.7	69.0	-16.4	67.4	-11.0	70.2	-17.6
Edmonton, AB	51.2	-11.3	45.1	-45.4	71.4	-23.1	88.6	-8.1	88.6	-1.7	87.8	0.7	84.6	0.4	73.9	-12.5
Alberta North Area	52.8	1.1	44.5	-45.9	66.8	-27.0	67.3	-24.2	69.9	2.8	59.1	-12.2	57.1	-13.5	59.7	-19.0
Vancouver Downtown	41.0	-43.8	48.9	-46.3	66.0	-30.1	76.8	-19.4	76.6	-9.1	63.5	-11.2	64.9	-3.0	62.5	-24.1
British Columbia Area	37.1	10.4	29.3	-38.6	44.6	-8.6	51.1	1.4	49.7	1.8	46.1	-1.1	42.3	3.7	42.9	-5.3
Vancouver Island	67.5	25.2	38.0	-41.7	51.2	-26.5	66.0	-6.6	70.5	-3.0	67.8	-9.6	61.9	-16.4	60.4	-12.1

ADR ANALYSIS

SEGMENT	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg
Halifax, NS	\$120.44	-8.9	\$121.76	-11.8	\$130.62	-5.2	\$138.18	2.5	\$137.00	5.6	\$131.20	1.3	\$127.61	0.6	\$130.93	-1.5
Nova Scotia Area	\$107.25	15.4	\$99.31	14.8	\$99.86	13.2	\$93.20	4.8	\$94.92	8.4	\$101.23	9.6	\$97.78	0.8	\$98.46	9.3
Montreal Downtown	\$141.83	-9.6	\$156.99	-2.8	\$167.15	2.3	\$173.67	9.1	\$180.65	18.2	\$168.75	20.2	\$149.27	6.4	\$164.06	6.3
Quebec City	\$198.37	24.3	\$225.23	46.6	\$230.75	47.0	\$264.03	62.3	\$261.47	71.4	\$262.83	60.7	\$265.29	50.0	\$245.28	51.9
Quebec Area	\$144.85	20.6	\$111.67	-6.8	\$112.28	-5.1	\$110.75	-7.4	\$117.26	-4.8	\$132.68	8.4	\$139.39	7.7	\$125.75	3.1
Toronto Downtown	\$149.02	-17.0	\$191.71	2.9	\$220.82	13.8	\$224.53	14.3	\$220.16	14.0	\$195.68	15.5	\$176.41	5.2	\$201.80	9.2
Toronto North/East	\$105.34	-9.7	\$114.06	-9.5	\$130.84	2.3	\$129.05	2.4	\$121.58	-0.9	\$109.51	-0.4	\$112.23	4.0	\$118.53	-1.8
Toronto Airport/West	\$96.46	-14.2	\$116.24	-9.8	\$129.14	-3.4	\$135.35	1.6	\$127.91	-2.6	\$108.81	4.5	\$108.47	6.8	\$119.73	-2.6
Ottawa, ON	\$120.30	-14.6	\$127.55	-13.9	\$140.64	-6.5	\$147.67	0.1	\$147.65	2.4	\$138.41	5.1	\$137.92	3.8	\$139.28	-2.6
Ontario East	\$104.89	13.4	\$96.43	-2.0	\$100.88	3.7	\$100.45	2.3	\$102.05	0.8	\$108.20	3.4	\$109.60	1.4	\$103.76	3.2
Niagara Falls	\$116.06	15.1	\$86.18	-8.3	\$88.83	-5.8	\$87.63	-4.3	\$94.29	0.2	\$114.00	-0.9	\$141.26	1.7	\$108.33	0.3
Ontario Central	\$108.69	12.3	\$102.89	0.5	\$103.91	3.2	\$105.01	0.7	\$105.16	-5.1	\$116.06	0.9	\$114.94	1.5	\$109.00	2.1
Ontario North/Thunder Bay	\$94.77	8.5	\$93.46	7.2	\$93.70	3.8	\$93.10	3.9	\$92.59	3.0	\$97.27	8.9	\$95.63	9.4	\$94.30	6.1
Winnipeg, MB	\$99.23	-3.0	\$100.28	-5.0	\$106.84	1.9	\$110.38	6.2	\$107.20	5.1	\$101.33	-0.9	\$102.70	1.1	\$104.79	-1.5
Regina/Saskatoon	\$107.18	11.2	\$110.01	4.2	\$114.21	7.0	\$114.75	9.5	\$113.86	12.1	\$116.50	19.3	\$118.40	16.6	\$114.32	11.6
Calgary, AB	\$130.37	-6.8	\$154.54	-6.8	\$171.65	5.7	\$171.43	5.9	\$162.98	5.1	\$140.33	0.8	\$132.93	-2.8	\$154.46	1.0
Edmonton, AB	\$120.74	9.2	\$124.17	5.6	\$133.69	13.3	\$136.69	14.2	\$131.78	10.7	\$130.58	13.6	\$131.83	14.4	\$130.93	12.1
Alberta North Area	\$196.58	28.9	\$162.91	3.8	\$157.06	6.9	\$157.72	7.1	\$159.09	7.4	\$165.93	3.6	\$165.86	6.5	\$165.59	8.8
Vancouver Downtown	\$156.14	-16.7	\$169.37	-9.6	\$178.54	-3.9	\$180.85	-2.2	\$174.49	-0.8	\$166.15	-0.1	\$172.57	3.9	\$172.43	-4.2
British Columbia Area	\$113.44	3.0	\$111.74	2.1	\$113.85	2.2	\$115.27	3.6	\$115.17	3.3	\$114.32	2.1	\$117.28	6.3	\$114.61	3.3
Vancouver Island	\$118.88	2.6	\$108.97	-2.6	\$109.67	4.7	\$115.04	6.6	\$112.83	4.4	\$114.94	12.7	\$109.62	5.3	\$113.28	5.5

♦ ADR and RevPAR in Canadian Dollars

REVPAR ANALYSIS	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	12-Oct	14-Oct	13-Oct	15-Oct	14-Oct	16-Oct	15-Oct	17-Oct	16-Oct	18-Oct	17-Oct	19-Oct	18-Oct	20-Oct	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	\$50.25	-39.3	\$50.37	-58.1	\$84.99	-35.1	\$113.84	-10.4	\$109.59	-2.2	\$106.00	-2.8	\$103.33	4.6	\$88.34	-20.8
Nova Scotia Area	\$48.25	56.2	\$41.25	-21.7	\$70.30	4.1	\$70.61	-1.8	\$56.45	-1.0	\$44.25	-14.4	\$56.90	3.0	\$55.43	0.3
Montreal Downtown	\$89.09	-16.7	\$78.33	-45.2	\$122.68	-21.1	\$150.81	3.7	\$152.75	26.6	\$128.82	31.6	\$108.58	6.3	\$118.72	-4.6
Quebec City	\$172.20	84.4	\$159.00	55.6	\$191.96	69.5	\$233.87	68.8	\$243.28	107.3	\$248.75	96.6	\$247.42	58.9	\$213.78	76.7
Quebec Area	\$107.58	124.1	\$32.68	-57.7	\$65.41	-17.8	\$71.71	-14.2	\$75.52	-6.6	\$75.49	12.7	\$91.95	5.3	\$74.33	-0.6
Toronto Downtown	\$67.12	-54.5	\$102.28	-41.6	\$204.77	8.8	\$221.40	14.0	\$216.01	14.0	\$173.59	36.1	\$162.91	19.1	\$164.01	-0.9
Toronto North/East	\$54.82	-19.7	\$53.12	-49.8	\$92.74	-21.4	\$112.95	-4.1	\$87.86	-9.9	\$76.66	8.8	\$87.10	22.0	\$80.75	-12.9
Toronto Airport/West	\$37.93	-43.4	\$47.53	-56.6	\$94.76	-25.2	\$112.73	-10.2	\$99.48	-6.1	\$75.55	10.8	\$77.95	23.0	\$77.99	-18.0
Ottawa, ON	\$58.93	-42.9	\$45.66	-68.1	\$94.83	-36.1	\$122.53	-15.0	\$131.42	-3.6	\$111.32	11.2	\$114.97	8.3	\$97.09	-22.9
Ontario East	\$43.05	16.6	\$32.42	-45.5	\$60.84	-17.8	\$72.57	-1.0	\$69.45	0.9	\$69.47	0.9	\$83.24	6.7	\$61.58	-6.2
Niagara Falls	\$86.03	83.9	\$43.46	-13.7	\$44.70	-3.3	\$46.80	0.9	\$48.99	7.0	\$82.34	3.3	\$126.65	1.2	\$68.43	8.8
Ontario Central	\$52.03	23.6	\$32.87	-50.1	\$57.15	-21.1	\$68.51	-17.0	\$66.58	-7.8	\$81.26	1.8	\$96.94	5.4	\$65.05	-10.2
Ontario North/Thunder Bay	\$38.17	-4.5	\$39.28	-44.4	\$70.01	-16.2	\$84.46	1.1	\$75.34	7.1	\$75.12	32.2	\$58.20	11.0	\$62.94	-3.6
Winnipeg, MB	\$38.46	-38.1	\$42.81	-52.4	\$75.96	-19.1	\$91.11	-3.1	\$88.93	-1.3	\$73.69	-13.8	\$71.89	-10.7	\$68.98	-19.0
Regina/Saskatoon	\$55.35	25.2	\$50.33	-36.8	\$88.39	0.3	\$97.84	7.8	\$100.25	21.6	\$100.72	29.5	\$112.43	20.5	\$86.47	8.8
Calgary, AB	\$64.57	-26.4	\$79.72	-46.3	\$137.06	-12.2	\$154.85	-2.6	\$135.87	-4.0	\$96.81	-15.7	\$89.66	-13.3	\$108.36	-16.8
Edmonton, AB	\$61.82	-3.1	\$55.97	-42.4	\$95.51	-12.8	\$121.04	4.9	\$116.69	8.7	\$114.59	14.3	\$111.57	14.8	\$96.74	-1.9
Alberta North Area	\$103.83	30.3	\$72.44	-43.8	\$104.98	-21.9	\$106.17	-18.8	\$111.25	10.4	\$98.12	-9.0	\$94.65	-7.9	\$98.78	-11.9
Vancouver Downtown	\$64.04	-53.1	\$82.76	-51.4	\$117.85	-32.8	\$138.93	-21.2	\$133.65	-9.9	\$105.47	-11.4	\$112.00	0.7	\$107.81	-27.2
British Columbia Area	\$42.08	13.7	\$32.76	-37.3	\$50.77	-6.7	\$58.91	5.1	\$57.27	5.3	\$52.67	0.9	\$49.63	10.1	\$49.15	-2.1
Vancouver Island	\$80.27	28.5	\$41.36	-43.3	\$56.12	-23.1	\$75.92	-0.4	\$79.51	1.2	\$77.89	1.8	\$67.82	-12.0	\$68.41	-7.3

♦ 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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