



SMITH TRAVEL RESEARCH



OCCUPANCY ANALYSIS

SEGMENT	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	19-Oct	21-Oct	20-Oct	22-Oct	21-Oct	23-Oct	22-Oct	24-Oct	23-Oct	25-Oct	24-Oct	26-Oct	25-Oct	27-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	54.0	4.9	68.9	-7.9	76.6	-13.4	76.9	-14.3	86.5	-5.6	78.9	11.6	67.1	13.3	72.7	-3.2
Nova Scotia Area	32.2	-9.3	75.2	30.1	84.7	22.4	82.7	26.6	83.0	34.7	60.8	35.1	60.5	19.6	68.4	24.4
Montreal Downtown	62.7	7.4	75.6	-3.9	77.7	-9.8	77.6	-12.2	75.3	-2.7	64.4	15.6	75.6	28.6	72.7	1.1
Quebec City	71.7	-8.8	76.0	-8.9	72.0	-1.9	78.8	22.7	83.1	24.2	81.3	15.8	79.6	2.4	77.5	5.4
Quebec Area	33.3	1.5	52.0	-18.1	63.3	-10.6	71.4	-2.1	57.3	-3.0	43.4	-11.8	52.3	-11.5	53.3	-8.4
Toronto Downtown	68.0	-2.9	81.2	-4.5	92.8	-0.4	96.4	7.2	92.2	5.7	77.0	0.3	87.2	10.8	85.0	2.4
Toronto North/East	59.1	-1.0	80.6	-5.6	84.8	-7.0	85.8	-2.7	70.3	-1.4	63.2	4.3	67.7	1.8	73.1	-2.1
Toronto Airport/West	52.6	8.5	80.1	2.3	89.2	-2.7	85.8	-1.9	78.0	-9.6	57.9	-19.0	61.0	-11.6	72.1	-5.3
Ottawa, ON	65.4	-3.7	93.7	-1.7	97.5	-1.1	95.4	-3.2	87.3	-8.1	71.3	-5.1	70.7	-3.5	83.1	-3.6
Ontario East	34.8	-2.2	63.3	5.7	75.0	7.1	70.1	0.3	67.0	9.5	77.1	6.1	81.0	9.0	66.9	5.5
Niagara Falls	44.3	9.4	49.1	14.7	45.2	15.3	48.0	20.0	48.2	12.1	60.8	-5.9	79.2	-1.0	53.5	7.0
Ontario Central	37.9	0.5	63.1	-1.9	72.7	-4.7	77.7	-3.1	69.2	-3.5	77.1	9.5	78.4	-4.9	68.0	-1.4
Ontario North/Thunder Bay	48.9	9.6	82.0	-2.1	93.2	0.2	97.6	5.3	81.0	4.7	67.4	13.7	57.7	20.2	75.4	5.9
Winnipeg, MB	64.4	1.1	88.9	8.2	94.9	7.4	96.7	4.5	96.6	7.0	81.1	4.8	73.2	-6.2	85.1	4.0
Regina/Saskatoon	67.6	2.4	91.0	5.9	94.8	7.2	95.9	9.0	95.1	21.6	91.7	24.8	96.0	33.3	90.3	14.4
Calgary, AB	57.3	-12.1	84.6	-7.1	96.4	-1.6	96.4	-0.8	83.7	-2.3	64.6	-3.1	59.8	-0.8	77.5	-3.8
Edmonton, AB	58.6	-3.5	87.1	-4.2	94.6	-1.5	95.8	-1.0	91.3	-5.4	93.9	0.8	87.9	13.7	87.0	-0.3
Alberta North Area	48.5	-11.5	67.8	-12.9	73.2	-17.9	74.9	-5.7	73.8	-6.3	63.6	-10.7	58.7	-10.1	65.8	-10.8
Vancouver Downtown	75.8	44.7	94.0	42.4	92.6	13.6	85.5	-9.0	81.4	-12.5	67.8	-11.4	69.0	4.7	80.9	7.0
British Columbia Area	32.8	3.5	47.6	1.3	54.6	16.2	51.4	-11.7	50.9	-6.6	46.6	-4.7	39.0	-1.0	46.1	-1.3
Vancouver Island	35.6	-32.2	54.1	-13.6	63.9	-11.6	64.0	-14.9	69.3	-2.0	70.6	7.5	69.1	13.5	60.9	-7.3

ADR ANALYSIS

SEGMENT	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg
Halifax, NS	\$129.09	0.8	\$136.09	-1.3	\$132.56	-3.4	\$130.46	-3.2	\$126.27	-2.3	\$120.09	1.4	\$123.02	1.1	\$128.09	-1.7
Nova Scotia Area	\$91.88	4.0	\$95.50	9.4	\$93.55	7.7	\$92.25	6.1	\$96.09	8.1	\$92.29	11.2	\$91.91	7.9	\$93.59	7.9
Montreal Downtown	\$165.85	8.7	\$162.57	2.0	\$159.93	0.9	\$154.49	-3.0	\$153.10	-0.5	\$145.79	7.8	\$151.33	10.4	\$156.15	2.5
Quebec City	\$215.26	22.8	\$167.66	-1.0	\$160.23	-1.1	\$165.49	13.6	\$159.57	3.2	\$160.48	-3.2	\$160.58	14.6	\$169.29	6.2
Quebec Area	\$112.61	-4.9	\$115.47	-7.1	\$109.80	-8.8	\$118.44	-7.7	\$122.06	-2.1	\$122.50	-8.7	\$132.87	-1.4	\$119.09	-5.9
Toronto Downtown	\$184.79	2.0	\$196.20	4.7	\$199.67	5.9	\$200.14	8.5	\$195.94	7.1	\$177.37	7.0	\$181.65	12.1	\$191.46	6.7
Toronto North/East	\$122.21	5.4	\$129.80	6.4	\$129.54	3.2	\$125.47	0.9	\$121.22	-1.3	\$109.67	0.4	\$112.72	1.2	\$122.23	2.2
Toronto Airport/West	\$121.11	5.3	\$136.60	4.7	\$135.40	1.8	\$134.74	1.2	\$131.53	3.1	\$107.47	-0.2	\$106.37	2.2	\$126.68	3.0
Ottawa, ON	\$142.18	-2.4	\$156.71	4.2	\$151.99	2.2	\$155.00	4.8	\$148.69	3.7	\$135.81	0.0	\$132.05	-3.4	\$147.23	1.8
Ontario East	\$100.64	9.7	\$104.52	6.5	\$101.28	0.2	\$102.65	1.9	\$99.20	-7.0	\$111.63	1.3	\$115.23	5.8	\$105.69	2.1
Niagara Falls	\$95.64	0.5	\$91.76	5.2	\$93.86	2.4	\$95.02	-0.3	\$96.13	-2.8	\$113.08	-0.6	\$139.03	3.0	\$106.89	0.1
Ontario Central	\$102.61	1.2	\$103.78	3.6	\$103.81	0.5	\$109.30	6.1	\$108.03	5.0	\$113.57	4.9	\$115.52	5.7	\$108.73	4.2
Ontario North/Thunder Bay	\$92.27	5.6	\$95.30	7.4	\$93.00	4.3	\$93.94	6.7	\$95.62	7.5	\$95.60	7.8	\$95.67	8.6	\$94.49	6.8
Winnipeg, MB	\$104.60	1.1	\$109.40	1.5	\$109.98	1.0	\$113.20	4.1	\$115.12	4.7	\$111.13	7.4	\$106.09	3.5	\$110.35	3.4
Regina/Saskatoon	\$113.42	12.4	\$114.95	8.1	\$115.39	9.7	\$117.85	11.3	\$114.23	7.1	\$118.46	12.4	\$127.94	15.8	\$117.67	11.1
Calgary, AB	\$155.85	6.0	\$173.72	8.6	\$177.10	9.6	\$177.40	6.7	\$167.00	6.4	\$134.53	1.8	\$135.09	3.0	\$163.13	6.6
Edmonton, AB	\$130.82	18.6	\$138.47	18.7	\$136.63	13.3	\$132.50	11.6	\$133.21	13.4	\$133.24	13.3	\$133.98	13.6	\$134.27	14.3
Alberta North Area	\$160.00	6.6	\$160.37	6.5	\$157.73	3.8	\$157.87	3.4	\$158.54	5.2	\$157.59	1.1	\$158.96	0.8	\$158.65	3.9
Vancouver Downtown	\$186.45	12.9	\$191.75	11.9	\$186.61	4.7	\$175.50	-5.0	\$170.45	-8.1	\$160.63	-9.5	\$164.65	-1.4	\$177.65	0.4
British Columbia Area	\$115.58	5.6	\$114.79	1.2	\$113.64	0.4	\$124.58	7.8	\$115.75	-2.3	\$121.15	1.8	\$122.26	8.6	\$118.21	2.8
Vancouver Island	\$98.05	-8.4	\$91.84	-16.5	\$92.78	-10.8	\$92.72	-14.1	\$92.28	-17.4	\$91.14	-14.6	\$91.36	-16.7	\$92.51	-14.5

♦ ADR and RevPAR in Canadian Dollars

REVPAR ANALYSIS SEGMENT	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	19-Oct	21-Oct	20-Oct	22-Oct	21-Oct	23-Oct	22-Oct	24-Oct	23-Oct	25-Oct	24-Oct	26-Oct	25-Oct	27-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	\$69.67	5.6	\$93.78	-9.0	\$101.59	-16.4	\$100.29	-17.0	\$109.16	-7.8	\$94.79	13.1	\$82.54	14.5	\$93.12	-4.9
Nova Scotia Area	\$29.62	-5.7	\$71.84	42.3	\$79.23	31.7	\$76.29	34.4	\$79.73	45.6	\$56.14	50.4	\$55.58	28.9	\$64.06	34.3
Montreal Downtown	\$104.04	16.8	\$122.85	-2.1	\$124.27	-8.9	\$119.95	-14.8	\$115.32	-3.1	\$93.82	24.6	\$114.39	41.9	\$113.52	3.6
Quebec City	\$154.24	11.9	\$127.34	-9.9	\$115.39	-2.9	\$130.45	39.5	\$132.68	28.3	\$130.54	12.1	\$127.77	17.4	\$131.20	12.0
Quebec Area	\$37.46	-3.5	\$60.05	-24.0	\$69.48	-18.4	\$84.59	-9.6	\$69.98	-5.0	\$53.11	-19.5	\$69.51	-12.7	\$63.45	-13.9
Toronto Downtown	\$125.66	-0.8	\$159.40	0.1	\$185.34	5.5	\$192.95	16.4	\$180.65	13.3	\$136.58	7.2	\$158.48	24.2	\$162.72	9.3
Toronto North/East	\$72.23	4.3	\$104.62	0.3	\$109.89	-4.1	\$107.64	-1.8	\$85.16	-2.8	\$69.36	4.7	\$76.31	3.0	\$89.32	-0.1
Toronto Airport/West	\$63.71	14.2	\$109.48	7.1	\$120.83	-1.0	\$115.54	-0.8	\$102.61	-6.8	\$62.17	-19.2	\$64.91	-9.7	\$91.32	-2.5
Ottawa, ON	\$93.04	-5.9	\$146.90	2.5	\$148.23	1.1	\$147.90	1.4	\$129.84	-4.7	\$96.87	-5.1	\$93.42	-6.7	\$122.32	-1.9
Ontario East	\$35.06	7.4	\$66.11	12.5	\$75.93	7.2	\$71.91	2.2	\$66.50	2.0	\$86.11	7.4	\$93.35	15.3	\$70.71	7.9
Niagara Falls	\$42.32	9.8	\$45.06	20.6	\$42.44	18.0	\$45.58	19.4	\$46.37	9.1	\$68.73	-6.5	\$110.05	1.9	\$57.22	7.1
Ontario Central	\$38.93	1.9	\$65.45	1.6	\$75.44	-4.3	\$84.98	2.9	\$74.80	1.5	\$87.56	14.8	\$90.53	0.6	\$73.96	2.7
Ontario North/Thunder Bay	\$45.15	16.0	\$78.14	5.2	\$86.64	4.5	\$91.69	12.4	\$77.45	12.6	\$64.42	22.5	\$55.16	30.4	\$71.24	13.0
Winnipeg, MB	\$67.38	2.2	\$97.25	9.8	\$104.33	8.4	\$109.41	8.8	\$111.24	12.0	\$90.15	12.6	\$77.63	-2.9	\$93.91	7.7
Regina/Saskatoon	\$76.72	15.2	\$104.60	14.6	\$109.35	17.6	\$113.04	21.3	\$108.61	30.2	\$108.65	40.3	\$122.85	54.4	\$106.26	27.3
Calgary, AB	\$89.28	-6.8	\$146.98	0.8	\$170.76	7.8	\$170.97	5.8	\$139.70	3.9	\$86.88	-1.5	\$80.82	2.1	\$126.49	2.6
Edmonton, AB	\$76.71	14.6	\$120.66	13.8	\$129.26	11.6	\$126.88	10.3	\$121.64	7.2	\$125.13	14.2	\$117.82	29.2	\$116.87	13.9
Alberta North Area	\$77.65	-5.6	\$108.80	-7.1	\$115.49	-14.9	\$118.22	-2.4	\$117.01	-1.5	\$100.16	-9.8	\$93.28	-9.4	\$104.37	-7.4
Vancouver Downtown	\$141.30	63.4	\$180.26	59.3	\$172.75	18.8	\$150.12	-13.6	\$138.75	-19.6	\$108.84	-19.8	\$113.54	3.2	\$143.65	7.3
British Columbia Area	\$37.96	9.4	\$54.65	2.4	\$62.03	16.6	\$64.08	-4.6	\$58.92	-8.7	\$56.42	-3.0	\$47.72	7.5	\$54.54	1.7
Vancouver Island	\$34.91	-37.8	\$49.67	-27.9	\$59.31	-21.2	\$59.35	-27.0	\$63.95	-19.0	\$64.32	-8.2	\$63.11	-5.5	\$56.38	-20.6

♦ 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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