



SMITH TRAVEL RESEARCH



### OCCUPANCY ANALYSIS

SEGMENT	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	28-Sep	30-Sep	29-Sep	1-Oct	30-Sep	2-Oct	1-Oct	3-Oct	2-Oct	4-Oct	3-Oct	5-Oct	4-Oct	6-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	61.1	-19.0	81.5	-13.6	91.6	-6.9	91.4	-6.4	85.3	-8.6	74.0	-10.2	76.0	-11.1	80.1	-10.5
Nova Scotia Area	40.9	-2.6	68.2	11.8	79.2	13.0	83.2	12.7	72.9	25.5	66.8	13.8	69.4	-11.1	68.7	8.9
Montreal Downtown	61.3	-19.1	72.3	-10.6	78.8	-7.9	80.8	-3.3	80.4	11.8	82.3	11.7	90.1	-0.2	78.0	-2.7
Quebec City	74.0	-3.1	88.6	1.5	91.2	4.9	88.2	-0.1	87.7	3.9	89.7	16.6	93.0	-3.2	87.5	2.7
Quebec Area	40.6	-24.1	65.7	-12.9	69.3	-14.3	79.8	1.8	76.1	9.5	67.1	7.9	74.6	-17.4	67.6	-7.3
Toronto Downtown	59.1	-2.8	70.5	-15.6	72.5	-21.3	81.6	-12.1	78.0	0.0	81.3	35.5	86.4	26.7	75.6	-1.2
Toronto North/East	52.1	-4.6	69.0	-7.5	76.9	-8.5	81.3	-3.6	67.8	3.0	63.0	-0.9	69.8	-5.5	68.6	-4.1
Toronto Airport/West	50.6	-8.5	64.5	-8.9	70.4	-19.2	73.8	-12.2	70.4	15.2	50.2	-1.6	54.1	-0.9	62.0	-6.5
Ottawa, ON	67.7	-14.9	89.2	-6.0	90.3	-8.1	91.8	-0.1	87.9	9.9	73.8	21.4	83.4	4.3	83.4	-0.2
Ontario East	40.3	9.5	65.4	8.3	74.9	3.7	78.7	11.6	66.6	4.1	74.7	18.0	86.2	12.7	69.5	9.6
Niagara Falls	54.3	-3.4	56.7	-15.2	59.4	-7.6	61.3	-4.7	58.1	-11.7	74.1	-5.6	86.3	-8.6	64.3	-8.1
Ontario Central	36.8	-8.5	62.6	-3.1	61.2	-13.1	60.3	-18.5	57.5	-7.1	65.8	-6.0	86.8	-3.0	61.6	-8.3
Ontario North/Thunder Bay	63.7	9.8	89.3	3.1	91.9	-1.9	93.0	-2.1	78.0	7.4	66.3	20.8	66.8	20.6	78.4	6.4
Winnipeg, MB	52.0	-1.9	75.4	9.1	79.8	7.1	78.5	-0.4	74.5	2.8	64.0	4.4	67.4	0.6	70.2	3.2
Regina/Saskatoon	55.3	13.8	78.8	11.0	85.4	0.9	86.8	-4.1	79.6	11.5	94.3	47.1	80.2	8.5	80.0	11.1
Calgary, AB	62.5	-8.6	90.1	4.0	94.9	4.2	94.2	0.9	82.6	2.4	65.1	-8.3	62.4	-17.9	78.8	-2.7
Edmonton, AB	53.5	-14.4	75.6	-10.7	86.0	-4.2	86.9	1.0	83.3	8.3	70.6	-5.1	77.2	-9.3	76.2	-4.6
Alberta North Area	53.0	5.0	69.5	-5.4	75.7	-10.8	77.1	-0.4	74.9	8.2	80.0	19.0	75.4	7.4	72.2	2.6
Vancouver Downtown	51.7	-20.9	67.9	-22.9	74.5	-15.2	88.7	-1.8	86.6	11.7	75.7	16.5	72.8	13.0	74.0	-3.8
British Columbia Area	46.8	8.3	58.6	5.8	63.8	13.1	59.1	7.1	53.7	12.6	51.2	14.0	41.4	-13.8	53.5	6.8
Vancouver Island	47.5	-8.8	60.3	-14.2	62.6	-19.1	66.5	-14.7	62.0	-4.6	68.6	-9.5	68.1	-24.8	62.2	-14.4

### ADR ANALYSIS

SEGMENT	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg
Halifax, NS	\$143.18	2.8	\$137.14	-3.7	\$144.17	1.6	\$142.14	1.7	\$139.06	0.0	\$132.95	1.5	\$133.56	5.7	\$139.01	1.2
Nova Scotia Area	\$101.38	7.7	\$100.89	7.8	\$101.97	6.6	\$102.98	8.0	\$102.48	8.5	\$101.66	5.3	\$102.41	2.0	\$102.04	6.3
Montreal Downtown	\$154.31	-12.1	\$159.63	-1.6	\$155.30	-2.6	\$159.38	1.1	\$169.21	7.3	\$175.98	23.1	\$187.11	30.9	\$166.78	6.4
Quebec City	\$200.96	7.7	\$194.94	6.2	\$188.96	3.2	\$200.34	13.8	\$191.82	12.7	\$202.60	16.6	\$206.32	18.1	\$197.96	11.1
Quebec Area	\$127.03	-3.0	\$125.41	-0.2	\$119.95	-5.5	\$138.08	9.5	\$143.10	11.4	\$146.86	3.2	\$150.22	1.6	\$136.68	2.9
Toronto Downtown	\$164.98	-5.0	\$173.72	-7.1	\$174.66	-8.0	\$175.78	-6.9	\$173.02	-4.2	\$164.36	7.8	\$163.29	7.8	\$169.95	-3.9
Toronto North/East	\$113.70	3.4	\$123.87	3.7	\$122.13	-1.1	\$123.66	0.6	\$122.50	4.7	\$109.93	2.0	\$110.37	6.4	\$118.46	2.5
Toronto Airport/West	\$114.99	8.1	\$125.73	2.8	\$125.89	-0.3	\$129.49	3.0	\$123.80	9.1	\$103.57	9.7	\$103.89	15.5	\$119.55	5.1
Ottawa, ON	\$141.00	-2.6	\$144.16	-1.4	\$151.58	0.6	\$151.26	2.8	\$151.10	9.4	\$140.86	15.3	\$136.85	12.7	\$145.64	4.1
Ontario East	\$100.84	1.9	\$102.05	5.5	\$103.94	7.5	\$103.64	6.1	\$105.77	12.2	\$113.80	10.3	\$117.87	5.9	\$107.61	7.4
Niagara Falls	\$100.23	-2.0	\$96.93	2.8	\$98.39	4.8	\$98.56	4.5	\$95.92	1.0	\$123.11	1.1	\$145.38	-6.5	\$111.21	-0.2
Ontario Central	\$102.72	3.8	\$101.89	3.7	\$104.95	-0.4	\$102.90	6.8	\$103.77	2.6	\$108.89	-1.4	\$117.42	4.4	\$106.98	2.9
Ontario North/Thunder Bay	\$92.39	8.6	\$94.12	6.7	\$93.10	4.1	\$94.43	4.3	\$94.60	4.1	\$95.99	7.2	\$95.55	8.3	\$94.27	5.9
Winnipeg, MB	\$105.26	8.2	\$115.48	11.7	\$112.72	8.1	\$114.68	10.2	\$107.25	6.5	\$106.49	11.7	\$108.08	12.3	\$110.39	9.8
Regina/Saskatoon	\$110.88	13.4	\$115.35	10.3	\$117.54	8.2	\$117.21	10.8	\$117.32	10.5	\$122.86	18.4	\$115.47	9.7	\$117.09	11.5
Calgary, AB	\$161.28	10.5	\$177.16	12.6	\$173.55	6.0	\$171.71	8.7	\$166.96	12.5	\$139.98	11.4	\$138.66	8.7	\$163.54	10.6
Edmonton, AB	\$119.20	5.3	\$127.46	6.6	\$132.72	9.5	\$133.60	12.7	\$131.48	13.3	\$123.47	11.3	\$128.00	11.1	\$128.66	10.3
Alberta North Area	\$159.23	3.2	\$161.97	-4.9	\$158.67	-6.3	\$157.39	-10.4	\$160.14	-7.9	\$189.75	7.5	\$189.09	6.0	\$168.66	-1.9
Vancouver Downtown	\$171.79	-6.3	\$178.76	1.2	\$175.23	0.5	\$181.22	5.7	\$181.61	4.9	\$184.55	9.1	\$169.63	2.2	\$178.02	2.6
British Columbia Area	\$113.12	5.3	\$112.95	4.6	\$112.15	2.6	\$118.85	10.5	\$113.94	4.8	\$112.78	2.7	\$116.43	6.7	\$114.27	5.2
Vancouver Island	\$113.80	-18.3	\$114.86	-2.4	\$106.52	-8.9	\$101.95	-11.1	\$101.91	-11.4	\$97.49	-18.4	\$101.97	-20.0	\$104.98	-13.2

♦ ADR and RevPAR in Canadian Dollars

REVPAR ANALYSIS SEGMENT	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	28-Sep	30-Sep	29-Sep	1-Oct	30-Sep	2-Oct	1-Oct	3-Oct	2-Oct	4-Oct	3-Oct	5-Oct	4-Oct	6-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	\$87.53	-16.6	\$111.80	-16.8	\$132.04	-5.4	\$129.92	-4.7	\$118.59	-8.6	\$98.42	-8.8	\$101.46	-6.1	\$111.40	-9.4
Nova Scotia Area	\$41.49	4.9	\$68.83	20.6	\$80.76	20.4	\$85.69	21.8	\$74.71	36.2	\$67.91	19.8	\$71.09	-9.3	\$70.07	15.7
Montreal Downtown	\$94.62	-28.9	\$115.36	-12.0	\$122.33	-10.4	\$128.79	-2.2	\$136.11	20.1	\$144.74	37.5	\$168.55	30.6	\$130.07	3.4
Quebec City	\$148.78	4.4	\$172.73	7.7	\$172.33	8.3	\$176.67	13.7	\$168.14	17.0	\$181.83	36.0	\$191.82	14.3	\$173.19	14.1
Quebec Area	\$51.58	-26.4	\$82.34	-13.1	\$83.18	-19.0	\$110.21	11.4	\$108.92	22.0	\$98.50	11.4	\$112.04	-16.1	\$92.40	-4.5
Toronto Downtown	\$97.51	-7.6	\$122.46	-21.6	\$126.60	-27.5	\$143.50	-18.1	\$135.00	-4.2	\$133.58	46.0	\$141.10	36.6	\$128.54	-5.0
Toronto North/East	\$59.25	-1.3	\$85.46	-4.1	\$93.92	-9.4	\$100.57	-2.9	\$83.10	8.0	\$69.21	0.9	\$77.08	0.6	\$81.23	-1.7
Toronto Airport/West	\$58.14	-1.2	\$81.13	-6.3	\$88.64	-19.4	\$95.61	-9.6	\$87.17	25.8	\$51.97	7.8	\$56.23	14.4	\$74.13	-1.7
Ottawa, ON	\$95.43	-17.1	\$128.53	-7.3	\$136.94	-7.5	\$138.88	2.7	\$132.87	20.4	\$103.99	39.8	\$114.12	17.5	\$121.54	3.9
Ontario East	\$40.63	11.4	\$66.73	14.1	\$77.81	11.6	\$81.55	18.4	\$70.42	16.6	\$85.04	30.2	\$101.63	19.3	\$74.83	17.8
Niagara Falls	\$54.44	-5.2	\$54.94	-12.9	\$58.40	-3.3	\$60.39	-0.4	\$55.71	-10.9	\$91.17	-4.6	\$125.43	-14.6	\$71.50	-8.4
Ontario Central	\$37.77	-5.0	\$63.74	0.4	\$64.24	-13.4	\$62.09	-12.9	\$59.67	-4.7	\$71.68	-7.3	\$101.92	1.3	\$65.87	-5.8
Ontario North/Thunder Bay	\$58.84	19.3	\$84.03	10.0	\$85.60	2.1	\$87.85	2.2	\$73.82	12.0	\$63.65	29.5	\$63.79	30.5	\$73.94	12.6
Winnipeg, MB	\$54.69	6.1	\$87.06	21.8	\$89.93	15.8	\$90.01	9.8	\$79.87	9.5	\$68.19	16.7	\$72.86	12.9	\$77.52	13.4
Regina/Saskatoon	\$61.33	29.0	\$90.86	22.4	\$100.33	9.1	\$101.74	6.3	\$93.37	23.2	\$115.81	74.2	\$92.66	19.1	\$93.73	23.9
Calgary, AB	\$100.81	1.0	\$159.60	17.2	\$164.72	10.4	\$161.68	9.6	\$137.97	15.2	\$91.14	2.1	\$86.48	-10.8	\$128.91	7.6
Edmonton, AB	\$63.73	-10.0	\$96.33	-4.9	\$114.20	4.9	\$116.13	13.9	\$109.50	22.7	\$87.21	5.6	\$98.84	0.8	\$97.99	5.1
Alberta North Area	\$84.39	8.3	\$112.60	-10.0	\$120.15	-16.4	\$121.37	-10.6	\$119.94	-0.3	\$151.81	28.0	\$142.58	13.9	\$121.83	0.7
Vancouver Downtown	\$88.76	-25.9	\$121.38	-22.0	\$130.61	-14.8	\$160.78	3.8	\$157.32	17.3	\$139.78	27.1	\$123.43	15.5	\$131.72	-1.4
British Columbia Area	\$52.92	14.2	\$66.15	10.6	\$71.59	16.1	\$70.26	18.3	\$61.15	18.0	\$57.75	17.0	\$48.25	-7.9	\$61.15	12.4
Vancouver Island	\$54.09	-25.4	\$69.21	-16.4	\$66.64	-26.4	\$67.81	-24.2	\$63.14	-15.5	\$66.88	-26.1	\$69.43	-39.9	\$65.31	-25.8

♦ 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](mailto:bmacdonald@hvs.com)

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