



SMITH TRAVEL RESEARCH



OCCUPANCY ANALYSIS

SEGMENT	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	31-Aug	2-Sep	1-Sep	3-Sep	2-Sep	4-Sep	3-Sep	5-Sep	4-Sep	6-Sep	5-Sep	7-Sep	6-Sep	8-Sep	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	63.6	-13.5	49.4	-5.9	69.3	-3.5	78.8	-10.7	76.1	-11.3	61.9	-12.4	67.9	-8.0	66.7	-9.6
Nova Scotia Area	61.1	1.0	44.3	-9.6	66.5	-2.5	66.2	-12.9	57.7	-21.9	49.3	-24.6	50.1	-22.3	56.5	-13.5
Montreal Downtown	75.9	-0.5	40.9	-1.9	52.8	-18.6	60.6	-24.1	59.2	-29.1	58.3	-20.5	68.6	-6.8	59.5	-15.5
Quebec City	90.8	17.6	48.2	39.7	60.4	17.3	77.0	27.5	78.6	5.2	61.1	-18.0	75.6	2.3	70.2	10.0
Quebec Area	79.9	6.0	31.3	7.9	55.4	2.2	66.9	0.9	63.2	-1.4	59.4	-3.3	71.6	-3.4	61.1	0.8
Toronto Downtown	64.7	0.6	41.4	-5.0	54.8	-23.0	74.0	-21.3	82.9	-13.1	90.8	-3.6	90.9	-4.1	71.4	-10.3
Toronto North/East	62.8	-7.8	36.1	-12.8	54.1	-20.4	61.3	-21.1	57.8	-25.0	58.1	-23.2	70.8	-17.9	57.3	-18.8
Toronto Airport/West	47.0	-12.0	35.6	-13.6	52.5	-17.2	62.9	-16.4	64.5	-17.7	61.4	-13.2	62.4	-18.5	55.2	-15.9
Ottawa, ON	67.5	2.0	39.2	-5.5	56.3	-12.6	64.6	-12.3	63.6	-8.6	60.8	-2.4	68.3	-5.0	60.0	-6.5
Ontario East	65.2	-2.7	37.9	-1.0	62.1	-2.8	69.9	-4.6	63.8	-4.2	55.9	-1.8	69.4	-6.3	60.6	-3.7
Niagara Falls	92.7	-1.9	43.4	-5.9	45.1	-13.9	55.1	-8.6	52.1	-10.0	68.9	-8.6	84.1	-3.1	63.1	-6.7
Ontario Central	53.7	7.2	32.4	12.1	58.2	3.4	66.7	4.2	68.1	10.9	71.0	8.6	86.6	7.4	62.4	7.4
Ontario North/Thunder Bay	54.4	-0.7	50.2	-1.2	71.0	-10.2	78.9	-6.1	72.9	-6.7	60.8	-10.6	61.3	-10.1	64.2	-7.0
Winnipeg, MB	50.3	9.8	44.0	10.8	57.2	-5.1	67.9	3.2	68.9	-0.7	64.5	-1.4	70.1	1.7	60.4	1.9
Regina/Saskatoon	75.3	4.0	36.0	-3.5	61.5	-7.9	71.6	-8.0	65.8	-4.2	62.1	-12.4	76.3	-5.9	64.1	-5.5
Calgary, AB	71.0	-4.7	48.7	-6.9	68.9	-7.8	80.5	-7.8	76.4	-11.4	72.4	-10.9	79.7	-5.6	71.1	-7.9
Edmonton, AB	62.0	-6.8	40.6	-6.2	64.1	-6.8	76.8	-4.5	77.3	0.1	72.6	-6.0	67.8	-12.3	65.9	-6.0
Alberta North Area	47.6	-27.7	40.9	-29.1	64.0	-9.0	71.6	-13.1	66.7	-13.3	58.5	-21.8	59.0	-20.9	58.3	-18.8
Vancouver Downtown	72.9	-0.4	58.9	-1.0	63.1	-12.8	79.6	-6.4	83.0	-3.5	82.8	-8.4	84.6	1.0	75.0	-4.6
British Columbia Area	51.2	-16.6	35.2	-5.4	48.7	-2.4	56.1	-2.9	50.7	-12.3	51.0	-18.0	57.0	-14.3	50.0	-10.9
Vancouver Island	74.2	-15.2	50.2	-18.6	64.0	-11.0	70.8	-9.6	69.5	-17.9	68.9	-16.9	69.5	-24.3	66.7	-16.4

ADR ANALYSIS

SEGMENT	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg
Halifax, NS	\$139.29	7.3	\$131.27	4.0	\$134.60	3.7	\$136.95	-0.1	\$133.23	-3.4	\$131.38	-1.3	\$132.18	3.0	\$134.28	1.5
Nova Scotia Area	\$114.74	0.2	\$111.67	-2.5	\$111.28	0.1	\$110.36	0.2	\$112.17	2.2	\$120.23	6.9	\$111.83	1.1	\$113.02	1.2
Montreal Downtown	\$133.12	-4.0	\$139.79	1.9	\$146.24	-5.6	\$151.75	-5.0	\$158.23	-2.1	\$145.71	-6.3	\$154.77	1.5	\$147.06	-3.6
Quebec City	\$169.92	13.4	\$164.38	8.1	\$167.25	18.5	\$174.40	26.9	\$176.17	11.4	\$178.45	6.5	\$180.90	11.1	\$173.50	12.8
Quebec Area	\$140.53	-0.7	\$109.19	-2.0	\$120.74	-14.9	\$120.75	3.1	\$126.89	6.5	\$140.68	5.3	\$133.91	-0.5	\$129.48	-0.3
Toronto Downtown	\$130.81	-8.6	\$144.89	-7.1	\$170.02	-9.0	\$204.27	-5.5	\$238.30	-3.0	\$228.63	-7.7	\$228.05	-8.8	\$200.47	-7.0
Toronto North/East	\$106.74	1.1	\$113.41	1.7	\$120.97	-3.8	\$119.20	-6.8	\$119.85	-3.0	\$112.09	-1.1	\$114.87	1.3	\$115.26	-2.1
Toronto Airport/West	\$89.86	3.3	\$101.86	2.0	\$120.31	4.6	\$123.48	1.4	\$115.11	-4.1	\$97.04	-2.0	\$98.67	2.3	\$107.36	0.5
Ottawa, ON	\$121.01	-2.1	\$119.34	-0.5	\$129.05	-2.8	\$138.61	3.6	\$140.84	4.4	\$136.88	5.9	\$135.58	4.6	\$132.30	2.0
Ontario East	\$125.42	7.3	\$105.45	1.3	\$103.57	2.4	\$102.81	1.6	\$103.45	3.5	\$107.35	2.6	\$112.24	1.4	\$108.87	3.0
Niagara Falls	\$160.88	-0.9	\$100.02	0.6	\$97.92	-5.3	\$98.46	-4.4	\$98.04	-4.3	\$120.41	-3.1	\$145.09	-2.3	\$123.93	-1.8
Ontario Central	\$109.00	3.5	\$99.98	-1.9	\$100.96	0.1	\$102.07	-2.3	\$102.60	1.1	\$108.14	-0.2	\$112.94	1.0	\$105.84	0.3
Ontario North/Thunder Bay	\$98.88	3.8	\$95.07	8.1	\$95.24	7.0	\$93.91	4.9	\$93.94	5.8	\$93.83	2.6	\$90.49	-0.1	\$94.38	4.6
Winnipeg, MB	\$100.92	7.7	\$101.68	11.4	\$106.66	5.6	\$108.40	5.3	\$108.17	-0.9	\$111.35	7.0	\$112.81	7.1	\$107.72	5.5
Regina/Saskatoon	\$122.98	10.6	\$109.10	14.6	\$116.85	10.9	\$122.00	11.8	\$112.35	3.6	\$114.29	4.8	\$118.83	8.8	\$117.40	9.0
Calgary, AB	\$137.61	4.3	\$141.05	4.6	\$158.54	2.0	\$165.32	4.5	\$158.68	3.5	\$142.28	0.3	\$143.93	-0.9	\$150.25	2.4
Edmonton, AB	\$113.45	3.6	\$113.46	6.8	\$121.27	6.2	\$125.39	7.7	\$124.36	6.9	\$118.34	2.9	\$118.00	1.0	\$119.79	5.0
Alberta North Area	\$143.49	-24.2	\$145.60	-26.7	\$144.29	-18.8	\$146.08	-18.5	\$147.70	-15.3	\$143.25	-21.9	\$140.40	-24.5	\$144.49	-21.2
Vancouver Downtown	\$187.52	6.2	\$189.13	8.7	\$186.84	4.4	\$186.56	0.2	\$190.65	-0.3	\$191.96	1.6	\$192.42	2.3	\$189.46	2.9
British Columbia Area	\$123.27	7.4	\$111.50	4.4	\$110.67	-3.0	\$113.79	5.7	\$112.86	3.9	\$112.99	2.2	\$113.70	3.6	\$114.25	3.4
Vancouver Island	\$155.38	-5.8	\$144.71	-10.0	\$126.77	-19.2	\$129.73	-16.5	\$128.64	-17.1	\$126.74	-18.1	\$126.31	-21.0	\$133.90	-15.4

♦ ADR and RevPAR in Canadian Dollars

REVPAR ANALYSIS	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	31-Aug	2-Sep	1-Sep	3-Sep	2-Sep	4-Sep	3-Sep	5-Sep	4-Sep	6-Sep	5-Sep	7-Sep	6-Sep	8-Sep	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	\$88.54	-7.2	\$64.84	-2.2	\$93.34	0.1	\$107.93	-10.7	\$101.41	-14.3	\$81.28	-13.7	\$89.69	-5.2	\$89.58	-8.2
Nova Scotia Area	\$70.15	1.2	\$49.44	-11.8	\$73.97	-2.4	\$73.07	-12.7	\$64.69	-20.3	\$59.27	-19.4	\$56.06	-21.4	\$63.81	-12.6
Montreal Downtown	\$101.09	-4.5	\$57.12	-0.2	\$77.17	-23.2	\$91.92	-27.9	\$93.74	-30.5	\$84.91	-25.5	\$106.24	-5.3	\$87.46	-18.6
Quebec City	\$154.23	33.3	\$79.22	50.9	\$101.10	39.1	\$134.30	61.9	\$138.44	17.2	\$108.98	-12.6	\$136.75	13.6	\$121.86	24.1
Quebec Area	\$112.23	5.3	\$34.13	5.6	\$66.85	-13.1	\$80.73	4.0	\$80.24	5.1	\$83.57	1.8	\$95.94	-3.7	\$79.10	0.4
Toronto Downtown	\$84.62	-8.1	\$59.98	-11.7	\$93.23	-30.0	\$151.24	-25.5	\$197.48	-15.7	\$207.59	-11.1	\$207.21	-12.6	\$143.05	-16.6
Toronto North/East	\$67.04	-6.8	\$40.96	-11.2	\$65.46	-23.4	\$73.02	-26.5	\$69.32	-27.3	\$65.11	-24.2	\$81.34	-16.8	\$66.04	-20.5
Toronto Airport/West	\$42.21	-9.1	\$36.21	-12.0	\$63.16	-13.4	\$77.73	-15.1	\$74.30	-21.0	\$59.57	-14.8	\$61.57	-16.7	\$59.25	-15.4
Ottawa, ON	\$81.69	-0.1	\$46.74	-6.3	\$72.68	-15.1	\$89.59	-9.1	\$89.59	-4.6	\$83.17	3.4	\$92.63	-0.6	\$79.44	-4.7
Ontario East	\$81.72	4.5	\$39.93	0.3	\$64.29	-0.6	\$71.90	-3.0	\$65.99	-0.9	\$60.04	0.9	\$77.91	-5.0	\$65.97	-0.7
Niagara Falls	\$149.07	-2.9	\$43.44	-5.2	\$44.12	-18.5	\$54.23	-12.7	\$51.07	-13.8	\$82.99	-11.4	\$122.05	-5.3	\$78.14	-8.4
Ontario Central	\$58.56	11.0	\$32.35	10.0	\$58.71	3.3	\$68.11	1.9	\$69.90	12.2	\$76.73	8.3	\$97.79	8.4	\$66.02	7.7
Ontario North/Thunder Bay	\$53.83	3.2	\$47.76	6.8	\$67.59	-3.9	\$74.06	-1.4	\$68.48	-1.3	\$57.10	-8.2	\$55.46	-10.2	\$60.61	-2.6
Winnipeg, MB	\$50.75	18.3	\$44.71	23.5	\$61.05	0.1	\$73.61	8.7	\$74.57	-1.6	\$71.86	5.6	\$79.05	8.9	\$65.09	7.4
Regina/Saskatoon	\$92.57	15.1	\$39.30	10.7	\$71.92	2.3	\$87.35	2.8	\$73.91	-0.7	\$70.96	-8.3	\$90.69	2.4	\$75.24	3.0
Calgary, AB	\$97.72	-0.5	\$68.69	-2.7	\$109.22	-5.9	\$133.04	-3.7	\$121.23	-8.2	\$103.04	-10.7	\$114.77	-6.4	\$106.82	-5.7
Edmonton, AB	\$70.33	-3.5	\$46.04	0.2	\$77.77	-1.0	\$96.31	2.9	\$96.16	7.1	\$85.86	-3.3	\$80.01	-11.5	\$78.93	-1.3
Alberta North Area	\$68.23	-45.2	\$59.55	-48.0	\$92.40	-26.1	\$104.63	-29.2	\$98.56	-26.4	\$83.80	-38.9	\$82.77	-40.3	\$84.28	-36.0
Vancouver Downtown	\$136.70	5.8	\$111.35	7.6	\$117.86	-9.1	\$148.59	-6.2	\$158.18	-3.8	\$159.01	-6.8	\$162.82	3.3	\$142.07	-1.9
British Columbia Area	\$63.14	-10.4	\$39.25	-1.2	\$53.94	-5.3	\$63.82	2.6	\$57.21	-8.9	\$57.58	-16.2	\$64.78	-11.2	\$57.10	-7.9
Vancouver Island	\$115.25	-20.1	\$72.65	-26.7	\$81.07	-28.2	\$91.87	-24.5	\$89.40	-32.0	\$87.31	-31.9	\$87.79	-40.2	\$89.33	-29.3

♦ 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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