



SMITH TRAVEL RESEARCH



### OCCUPANCY ANALYSIS

SEGMENT	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	24-Jan	25-Jan	25-Jan	26-Jan	26-Jan	27-Jan	27-Jan	28-Jan	28-Jan	29-Jan	29-Jan	30-Jan	30-Jan	31-Jan	Week	Week
	2010	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010	2009
	Occup	%Chg	Occup	%Chg	Occup	%Chg	Occup	%Chg	Occup	%Chg	Occup	%Chg	Occup	%Chg	Occup	%Chg
Halifax, NS	24.5	-24.1	45.6	-9.2	54.8	1.9	63.3	10.9	61.9	22.8	43.8	-11.2	44.0	-8.3	48.3	-0.8
Nova Scotia Area	15.4	-18.5	40.1	-2.9	47.9	-3.0	47.8	3.0	29.3	-14.6	31.6	-17.9	38.6	-2.3	35.8	-6.5
Montreal Downtown	36.2	-33.5	49.4	6.5	56.4	8.9	60.9	8.0	62.1	13.1	49.5	-3.9	49.7	-19.1	52.0	-3.3
Quebec City	43.2	41.6	47.2	11.1	56.3	18.8	66.8	21.2	70.7	6.0	84.5	13.3	90.7	22.9	65.6	17.6
Quebec Area	27.4	-3.9	46.3	4.0	51.5	-0.6	47.4	-11.1	46.0	3.1	68.0	10.0	77.6	10.5	52.0	2.6
Toronto Downtown	50.9	13.9	72.5	25.9	84.0	29.8	82.8	12.0	78.3	16.7	61.9	6.4	70.4	24.4	71.6	18.5
Toronto North/East	34.5	-2.3	56.4	-1.9	66.2	-0.5	63.9	-1.7	53.5	15.3	48.3	32.7	55.5	33.1	54.0	8.4
Toronto Airport/West	43.1	-47.8	60.5	-35.9	63.3	-30.1	71.2	-19.8	68.0	4.9	65.2	29.9	78.0	64.9	64.2	-13.4
Ottawa, ON	40.2	1.5	66.5	1.1	77.3	4.6	72.9	4.1	67.5	13.3	60.2	10.9	68.0	19.5	64.7	7.8
Ontario East	19.9	-15.0	40.6	-10.6	46.1	-14.2	48.5	-11.7	49.6	-5.7	49.4	-7.7	47.4	-12.2	43.0	-10.8
Niagara Falls	16.4	-8.9	19.0	8.6	19.3	18.4	22.1	18.8	23.2	29.6	41.8	4.0	59.4	20.2	28.7	13.0
Ontario Central	22.4	-15.8	33.3	-24.8	40.5	-20.4	46.3	-9.2	43.7	-1.4	45.5	-15.6	60.6	1.8	41.7	-11.7
Ontario North/Thunder Bay	34.2	8.2	58.8	6.5	68.1	-4.9	72.9	1.4	55.5	-10.5	60.4	-1.5	55.9	-11.0	58.0	-2.5
Winnipeg, MB	42.1	9.4	59.3	4.2	65.0	1.7	73.2	9.6	71.1	7.2	63.1	2.1	52.6	-5.6	60.9	3.9
Regina/Saskatoon	49.8	19.7	54.3	-20.8	62.4	-17.8	63.2	-18.5	71.1	-15.4	71.4	-17.9	72.5	-13.7	63.5	-14.3
Calgary, AB	44.5	12.4	70.8	16.8	76.7	3.9	75.3	-9.1	65.1	-12.0	51.0	-20.8	50.3	10.5	61.9	-1.6
Edmonton, AB	33.9	-27.9	57.8	-14.6	68.6	-11.6	72.6	-5.2	69.4	-4.4	69.3	-11.0	65.5	-9.8	62.4	-11.2
Alberta North Area	32.6	-10.4	47.6	-14.4	55.7	-13.5	54.9	-17.4	47.9	-20.7	48.4	-16.0	51.6	-1.7	48.4	-13.9
Vancouver Downtown	50.1	-10.1	58.5	-22.0	59.9	-25.0	62.7	-21.2	55.8	-11.7	46.6	-11.1	47.5	-13.8	54.4	-17.3
British Columbia Area	38.4	-19.8	44.1	-23.2	47.4	-21.4	43.8	-25.3	44.9	-22.0	49.0	-20.3	47.4	-15.2	45.0	-21.1
Vancouver Island	25.1	-24.6	36.2	-15.6	44.0	-7.0	46.0	-1.7	45.6	8.3	47.3	-1.0	49.7	5.5	42.0	-4.3

### ADR ANALYSIS

SEGMENT	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg
Halifax, NS	\$109.22	0.0	\$111.93	-3.2	\$112.95	-2.7	\$113.85	-0.2	\$112.61	-1.9	\$100.75	-8.8	\$98.02	-9.1	\$109.12	-3.3
Nova Scotia Area	\$90.54	15.0	\$94.31	9.7	\$91.80	6.1	\$92.91	4.9	\$90.47	4.6	\$92.00	7.7	\$89.77	-3.5	\$91.89	5.6
Montreal Downtown	\$129.07	-14.6	\$133.65	-3.7	\$133.53	-4.5	\$135.85	-3.4	\$132.61	-5.6	\$127.80	-1.8	\$127.03	-2.7	\$131.67	-5.1
Quebec City	\$106.34	-9.2	\$111.39	-1.8	\$111.56	-4.9	\$136.05	14.0	\$116.72	-4.2	\$126.54	-1.2	\$130.63	-4.2	\$121.93	-1.3
Quebec Area	\$124.11	1.8	\$118.74	-1.6	\$115.94	-3.8	\$117.17	-8.4	\$127.60	-0.4	\$147.41	10.5	\$150.67	6.6	\$131.82	2.1
Toronto Downtown	\$141.34	-0.6	\$150.18	-2.4	\$153.77	-2.5	\$154.62	-1.1	\$149.00	-4.8	\$134.64	-5.3	\$127.70	-2.3	\$145.35	-2.7
Toronto North/East	\$107.81	-6.0	\$116.88	-3.5	\$117.40	-4.8	\$115.74	-7.0	\$113.13	-5.3	\$102.97	-2.5	\$102.50	-4.6	\$111.53	-5.5
Toronto Airport/West	\$107.81	-14.1	\$116.07	-11.7	\$118.10	-10.1	\$118.39	-8.6	\$115.17	-5.7	\$102.86	-0.8	\$108.88	5.1	\$112.63	-9.0
Ottawa, ON	\$129.97	1.6	\$136.04	-4.8	\$137.69	-2.7	\$137.12	0.2	\$131.21	-0.8	\$119.03	-3.3	\$121.17	2.8	\$130.74	-1.5
Ontario East	\$96.68	-3.5	\$98.93	-0.5	\$100.79	2.7	\$101.76	4.6	\$103.16	2.1	\$105.57	-1.9	\$108.96	0.1	\$102.88	0.9
Niagara Falls	\$84.28	-2.7	\$80.27	-5.2	\$85.11	5.3	\$83.40	7.3	\$81.18	0.9	\$97.56	3.7	\$110.40	0.9	\$94.00	1.8
Ontario Central	\$100.15	-3.9	\$97.29	-7.2	\$100.04	-6.3	\$96.92	-7.2	\$97.32	-12.1	\$99.01	-18.8	\$105.73	-16.1	\$99.85	-11.2
Ontario North/Thunder Bay	\$91.80	1.0	\$95.83	7.2	\$94.58	4.5	\$95.28	3.2	\$94.32	2.7	\$95.54	2.3	\$93.43	2.1	\$94.60	3.4
Winnipeg, MB	\$106.20	5.4	\$114.44	7.3	\$115.52	5.1	\$113.63	3.9	\$109.54	4.1	\$105.03	1.6	\$105.75	7.3	\$110.37	4.9
Regina/Saskatoon	\$116.72	6.1	\$121.82	2.3	\$118.62	-0.3	\$120.22	0.6	\$117.80	-1.0	\$115.78	-2.9	\$116.57	-2.3	\$118.11	-0.3
Calgary, AB	\$137.75	-6.5	\$156.10	-4.3	\$155.20	-6.7	\$160.58	0.7	\$148.61	-4.6	\$119.86	-13.5	\$117.69	-7.3	\$144.99	-5.2
Edmonton, AB	\$117.76	-4.3	\$127.32	-0.7	\$130.04	0.1	\$129.67	-1.7	\$125.51	-1.7	\$119.79	-2.5	\$122.79	-0.7	\$125.23	-1.4
Alberta North Area	\$122.20	-16.0	\$125.46	-13.2	\$123.52	-13.6	\$123.80	-14.1	\$125.93	-10.0	\$139.64	-3.8	\$138.41	-6.4	\$128.63	-10.7
Vancouver Downtown	\$151.37	2.8	\$155.33	3.7	\$153.67	2.5	\$152.90	4.4	\$151.57	6.3	\$150.36	13.8	\$144.55	8.0	\$151.65	5.3
British Columbia Area	\$150.09	-7.3	\$144.02	-2.0	\$141.58	-2.6	\$134.19	-10.7	\$126.14	-15.4	\$122.45	-13.4	\$127.95	-14.7	\$134.70	-9.5
Vancouver Island	\$89.97	1.1	\$89.43	-3.6	\$91.62	-1.9	\$90.43	-1.9	\$90.84	-4.1	\$90.87	8.8	\$90.71	6.3	\$90.63	0.6

♦ ADR and RevPAR in Canadian Dollars



REVPAR ANALYSIS	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	24-Jan	25-Jan	25-Jan	26-Jan	26-Jan	27-Jan	27-Jan	28-Jan	28-Jan	29-Jan	29-Jan	30-Jan	30-Jan	31-Jan	Week	Week
	2010	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010	2009
SEGMENT	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg
Halifax, NS	\$26.77	-24.1	\$51.03	-12.2	\$61.87	-0.9	\$72.10	10.7	\$69.69	20.6	\$44.10	-19.1	\$43.08	-16.8	\$52.66	-4.3
Nova Scotia Area	\$13.96	-6.4	\$37.81	6.6	\$43.94	2.9	\$44.40	8.0	\$26.52	-10.5	\$29.04	-11.8	\$34.61	-5.8	\$32.89	-1.4
Montreal Downtown	\$46.73	-43.2	\$66.07	2.6	\$75.35	4.1	\$82.80	4.3	\$82.33	6.8	\$63.31	-5.5	\$63.07	-21.3	\$68.52	-8.2
Quebec City	\$45.90	28.5	\$52.54	9.0	\$62.84	13.0	\$90.93	38.1	\$82.48	1.4	\$106.99	12.0	\$118.51	17.8	\$80.03	16.0
Quebec Area	\$34.00	-2.0	\$54.97	2.4	\$59.66	-4.4	\$55.53	-18.5	\$58.74	2.7	\$100.27	21.7	\$116.96	17.9	\$68.59	4.9
Toronto Downtown	\$71.87	13.0	\$108.95	23.0	\$129.13	26.5	\$128.07	10.8	\$116.68	11.0	\$83.40	0.7	\$89.93	21.7	\$104.00	15.2
Toronto North/East	\$37.15	-8.3	\$65.94	-5.4	\$77.78	-5.2	\$73.95	-8.6	\$60.55	9.2	\$49.77	29.3	\$56.85	27.0	\$60.28	2.5
Toronto Airport/West	\$46.46	-55.2	\$70.20	-43.5	\$74.70	-37.2	\$84.30	-26.6	\$78.33	-1.0	\$67.04	28.7	\$84.91	73.3	\$72.27	-21.2
Ottawa, ON	\$52.25	3.2	\$90.44	-3.8	\$106.40	1.8	\$99.97	4.4	\$88.62	12.4	\$71.66	7.3	\$82.37	22.8	\$84.53	6.1
Ontario East	\$19.20	-18.0	\$40.13	-11.1	\$46.47	-11.8	\$49.33	-7.6	\$51.13	-3.7	\$52.13	-9.3	\$51.62	-12.2	\$44.29	-9.9
Niagara Falls	\$13.84	-11.2	\$15.24	2.6	\$16.43	24.8	\$18.42	27.6	\$18.83	30.7	\$40.78	7.9	\$65.62	21.4	\$27.02	15.1
Ontario Central	\$22.45	-19.1	\$32.39	-30.3	\$40.54	-25.4	\$44.83	-15.8	\$42.56	-13.3	\$45.00	-31.6	\$64.04	-14.6	\$41.69	-21.5
Ontario North/Thunder Bay	\$31.41	9.4	\$56.39	14.3	\$64.40	-0.6	\$69.46	4.7	\$52.39	-8.0	\$57.70	0.9	\$52.20	-9.2	\$54.85	0.8
Winnipeg, MB	\$44.71	15.1	\$67.91	11.9	\$75.12	6.9	\$83.12	13.8	\$77.90	11.7	\$66.32	3.7	\$55.62	1.2	\$67.24	9.1
Regina/Saskatoon	\$58.17	26.9	\$66.19	-19.0	\$74.00	-18.1	\$75.95	-17.9	\$83.73	-16.2	\$82.71	-20.3	\$84.51	-15.7	\$75.04	-14.5
Calgary, AB	\$61.24	5.1	\$110.48	11.9	\$119.00	-3.0	\$120.90	-8.4	\$96.79	-16.0	\$61.12	-31.5	\$59.19	2.5	\$89.82	-6.7
Edmonton, AB	\$39.91	-31.0	\$73.58	-15.3	\$89.24	-11.5	\$94.10	-6.9	\$87.08	-6.1	\$83.00	-13.3	\$80.42	-10.4	\$78.19	-12.4
Alberta North Area	\$39.79	-24.8	\$59.67	-25.7	\$68.80	-25.3	\$67.92	-29.1	\$60.37	-28.5	\$67.62	-19.1	\$71.42	-8.0	\$62.23	-23.1
Vancouver Downtown	\$75.80	-7.5	\$90.86	-19.1	\$92.02	-23.1	\$95.84	-17.8	\$84.53	-6.1	\$70.02	1.2	\$68.68	-6.8	\$82.54	-12.9
British Columbia Area	\$57.64	-25.7	\$63.49	-24.8	\$67.17	-23.3	\$58.72	-33.3	\$56.68	-33.9	\$59.96	-31.1	\$60.67	-27.7	\$60.62	-28.6
Vancouver Island	\$22.62	-23.7	\$32.35	-18.7	\$40.30	-8.8	\$41.63	-3.5	\$41.44	3.9	\$42.97	7.6	\$45.07	12.2	\$38.06	-3.7

♦ 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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