



SEPT 2012

SEPTEMBER 16, 2012 TO SEPTEMBER 22, 2012
**CANADIAN WEEKLY
LODGING OUTLOOK**

HVS IN CANADA
Consulting & Valuation



www.hvs.com

HVS IN CANADA | 6 Victoria Street, Toronto, ON M5E 1L4, CANADA

| Suite 400-145 West 17th Street, North Vancouver, BC V7M 3G4 CANADA



HAVE YOU REGISTERED YET?

HVS is proud to be a Platinum Sponsor
Join us @ the Fairmont Waterfront Hotel, Vancouver

Register by clicking [HERE](#) and save \$100 when you use promo code "HVS"

Canadian Weekly Lodging Outlook 2012

STR and HVS are pleased to provide you with the month's issue of the Canadian Lodging Outlook. Each report includes occupancy (Occ), average daily rate (ADR), and revenue per available room (RevPAR) for three major markets and the Provinces.

If you would like a detailed hotel performance data for all of Canada, STR offers their Canadian Hotel Review. The Canadian Hotel Review is available by annual subscription which includes both monthly and weekly issues. Each monthly issue of the Canadian Hotel Review also includes an analysis provided by HVS. For further information, please contact: info@str.com or +1 (615) 824-8664 ext. 3504.

Major Markets	Sunday		Monday		Tuesday		Wednesday		Thursday		Friday		Saturday		Total Week	
	16-Sep 2012	18-Sep 2011	17-Sep 2012	19-Sep 2011	18-Sep 2012	20-Sep 2011	19-Sep 2012	21-Sep 2011	20-Sep 2012	22-Sep 2011	21-Sep 2012	23-Sep 2011	22-Sep 2012	24-Sep 2011	Week 2012	Week 2011
	Occ	%Chg	Occ	%Chg	Occ	%Chg	Occ	%Chg	Occ	%Chg	Occ	%Chg	Occ	%Chg	Occ	%Chg
Montreal	53.9	-11.5	73.7	-8.1	89.1	0.5	91.2	-0.4	82.7	-2.3	75.0	1.1	83.3	8.7	78.4	-1.4
Toronto	57.6	-25.7	74.5	-22.2	86.8	-11.1	93.3	-4.3	87.5	-0.9	79.6	7.5	83.6	9.3	80.4	-7.3
Vancouver	66.0	-18.0	78.2	-8.5	79.9	-7.9	84.0	-2.1	83.6	-5.2	83.4	-3.1	84.9	0.1	80.0	-6.3
Provinces																
Alberta	55.2	3.3	76.9	0.5	84.3	0.8	84.9	2.0	77.3	2.6	73.4	-3.1	75.7	2.2	75.4	1.1
British Columbia	60.6	-12.1	72.1	-5.0	73.9	-5.1	76.2	-2.0	74.6	-3.6	74.9	-3.0	77.2	0.1	72.8	-4.3
Manitoba	49.8	-11.2	74.3	-1.0	82.7	-2.4	86.3	-0.2	82.0	7.2	71.4	6.4	68.4	3.1	73.6	0.5
New Brunswick	46.8	-1.8	75.1	3.3	83.4	6.8	83.7	7.0	71.3	-1.7	62.6	0.1	61.1	-6.6	69.1	1.4
Newfoundland	65.1	-11.5	95.8	0.1	98.6	7.8	98.3	4.4	95.0	4.9	91.3	15.9	81.2	-3.2	89.3	2.8
Nova Scotia	53.9	-10.8	72.4	-11.0	85.5	-4.2	88.1	-2.5	81.0	-0.5	72.1	4.5	73.9	2.8	75.3	-3.1
Ontario	52.0	-18.0	72.6	-13.2	81.7	-6.4	84.6	-2.1	78.1	-1.1	76.8	3.4	84.3	4.4	75.7	-4.5
Prince Edward Island	63.1	32.2	76.9	8.1	75.1	-1.8	71.8	-4.4	71.6	2.9	78.4	-0.9	81.5	4.9	74.1	4.3
Quebec	53.2	-10.1	72.3	-8.3	85.3	-1.0	89.0	2.0	82.2	-0.1	74.7	-0.5	81.9	3.8	76.9	-1.7
Saskatchewan	52.2	-3.6	78.8	-7.0	88.2	-1.7	89.7	-0.9	80.8	-3.7	76.4	1.2	76.5	1.4	77.5	-2.0

Canadian Weekly Lodging Outlook 2012

Major Markets	Sunday		Monday		Tuesday		Wednesday		Thursday		Friday		Saturday		Total Week	
	16-Sep	18-Sep	17-Sep	19-Sep	18-Sep	20-Sep	19-Sep	21-Sep	20-Sep	22-Sep	21-Sep	23-Sep	22-Sep	24-Sep	Week	Week
	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011
	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg
Montreal	\$130.24	-4.9	\$140.93	-3.6	\$142.32	-2.7	\$148.60	-0.6	\$149.16	2.6	\$138.76	2.1	\$135.75	2.4	\$141.54	-0.6
Toronto	\$130.96	-23.0	\$144.20	-18.1	\$151.24	-14.9	\$159.18	-10.0	\$159.21	-3.1	\$143.87	8.1	\$141.98	12.8	\$148.37	-8.6
Vancouver	\$144.02	-15.2	\$147.08	-14.0	\$152.66	-9.1	\$154.92	-8.9	\$158.91	-7.0	\$156.83	-4.9	\$157.07	1.0	\$153.42	-8.2
Provinces																
Alberta	\$144.25	3.6	\$150.60	3.3	\$152.55	4.8	\$150.81	4.5	\$149.06	4.9	\$138.39	0.3	\$136.91	-0.6	\$146.39	3.0
British Columbia	\$134.82	-13.1	\$136.93	-11.4	\$139.37	-8.2	\$141.80	-7.0	\$145.62	-6.0	\$144.20	-3.9	\$144.97	1.1	\$141.32	-6.8
Manitoba	\$105.45	-2.3	\$113.77	0.0	\$116.43	0.2	\$118.05	1.4	\$115.94	2.6	\$110.47	0.9	\$112.79	0.6	\$113.87	0.7
New Brunswick	\$107.34	-4.1	\$111.39	-2.6	\$115.46	-2.3	\$114.15	-3.8	\$114.34	-2.4	\$113.13	-4.6	\$110.34	-9.7	\$112.70	-4.1
Newfoundland	\$142.17	-6.3	\$150.18	5.2	\$152.88	7.0	\$147.51	0.8	\$146.50	0.5	\$141.36	-3.9	\$139.56	-5.9	\$146.13	0.0
Nova Scotia	\$125.88	-4.0	\$129.08	-4.4	\$132.54	0.3	\$133.21	0.4	\$133.66	1.2	\$125.07	0.5	\$125.23	1.0	\$129.62	-0.7
Ontario	\$117.71	-17.0	\$124.63	-12.7	\$129.32	-9.2	\$133.59	-6.0	\$133.30	-1.6	\$128.70	3.9	\$132.38	4.7	\$129.20	-5.4
Prince Edward Island	\$100.70	-1.8	\$105.23	-2.1	\$103.60	-6.3	\$102.08	-11.1	\$103.79	-5.9	\$104.33	-3.4	\$106.96	0.5	\$103.94	-4.6
Quebec	\$133.80	-4.8	\$139.00	-4.9	\$142.73	-0.4	\$148.81	2.4	\$149.62	1.3	\$144.37	0.4	\$142.95	0.6	\$143.66	-0.4
Saskatchewan	\$127.59	5.2	\$130.84	2.7	\$133.13	2.8	\$133.19	4.3	\$132.61	4.2	\$129.06	4.3	\$129.79	2.3	\$131.15	3.6
	Sunday		Monday		Tuesday		Wednesday		Thursday		Friday		Saturday		Total Week	
	16-Sep	18-Sep	17-Sep	19-Sep	18-Sep	20-Sep	19-Sep	21-Sep	20-Sep	22-Sep	21-Sep	23-Sep	22-Sep	24-Sep	Week	Week
	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011
Major Markets	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg
Montreal	\$70.15	-15.8	\$103.89	-11.4	\$126.77	-2.3	\$135.55	-1.0	\$123.28	0.2	\$104.07	3.2	\$113.08	11.3	\$110.97	-2.0
Toronto	\$75.46	-42.8	\$107.40	-36.3	\$131.31	-24.3	\$148.53	-13.8	\$139.31	-4.0	\$114.45	16.3	\$118.64	23.3	\$119.30	-15.3
Vancouver	\$95.12	-30.5	\$114.99	-21.3	\$121.99	-16.3	\$130.09	-10.9	\$132.91	-11.8	\$130.74	-7.8	\$133.33	1.1	\$122.74	-14.0
Provinces																
Alberta	\$79.64	7.0	\$115.88	3.8	\$128.66	5.6	\$128.01	6.6	\$115.25	7.6	\$101.59	-2.8	\$103.63	1.6	\$110.38	4.2
British Columbia	\$81.74	-23.6	\$98.66	-15.9	\$103.03	-12.8	\$108.05	-8.8	\$108.70	-9.4	\$108.07	-6.7	\$111.86	1.2	\$102.87	-10.8
Manitoba	\$52.54	-13.2	\$84.52	-0.9	\$96.32	-2.2	\$101.83	1.2	\$95.07	10.0	\$78.90	7.3	\$77.17	3.7	\$83.76	1.2
New Brunswick	\$50.20	-5.8	\$83.67	0.6	\$96.35	4.3	\$95.49	3.0	\$81.54	-4.0	\$70.77	-4.5	\$67.46	-15.6	\$77.93	-2.7
Newfoundland	\$92.58	-17.1	\$143.80	5.3	\$150.75	15.4	\$145.03	5.2	\$139.12	5.5	\$129.01	11.3	\$113.30	-9.0	\$130.51	2.8
Nova Scotia	\$67.91	-14.4	\$93.51	-14.9	\$113.37	-3.9	\$117.30	-2.1	\$108.33	0.7	\$90.17	5.0	\$92.52	3.8	\$97.59	-3.7
Ontario	\$61.23	-31.9	\$90.53	-24.2	\$105.59	-15.0	\$113.05	-7.9	\$104.10	-2.7	\$98.80	7.4	\$111.60	9.3	\$97.84	-9.6
Prince Edward Island	\$63.58	29.8	\$80.97	5.8	\$77.77	-8.0	\$73.34	-15.0	\$74.30	-3.2	\$81.82	-4.3	\$87.18	5.5	\$76.99	-0.4
Quebec	\$71.14	-14.4	\$100.54	-12.8	\$121.78	-1.4	\$132.46	4.5	\$122.92	1.2	\$107.82	-0.1	\$117.09	4.5	\$110.53	-2.1
Saskatchewan	\$66.63	1.4	\$103.16	-4.5	\$117.40	1.1	\$119.49	3.3	\$107.17	0.3	\$98.58	5.6	\$99.30	3.7	\$101.68	1.5

Note: ADR and RevPAR in Canadian Dollars



About STR

STR provides information and analysis to all major Canadian and U.S. hotel chains. Individual hotels, management companies, appraisers, consultants, investors, lenders and other lodging industry analysts also rely on STR data for the accuracy they require. With the most comprehensive database of hotel performance information ever compiled. STR has developed a variety of products and services to meet the needs of industry leaders.

About HVS

HVS is the world's leading consulting and services organization focused on the hotel, restaurant, shared ownership, gaming, and leisure industries. Established in 1980, the company performs more than 2,000 assignments per year for virtually every major industry participant. HVS principals are regarded as the leading professionals in their respective regions of the globe. Through a worldwide network of 30 offices staffed by 400 seasoned industry professionals, HVS provides an unparalleled range of complementary services for the hospitality industry. For further information regarding our expertise and specifics about our services, please visit www.hvs.com

STR OFFICE:

735 East Main Street
Hendersonville, TN 37075
Phone: 615-824-8664

HVS OFFICES IN CANADA:

Toronto:
6 Victoria Street
Toronto ON M5E 1L4
Phone: 416-686-2260

Vancouver:
Suite 400 – 145 West 17th Street
North Vancouver BC V7M 3G4
Phone: 604-988-9743