



NOV 2011

NOVEMBER 6, 2011 TO NOVEMBER 12, 2011
**CANADIAN WEEKLY
LODGING OUTLOOK**

HVS IN CANADA
Consulting & Valuation



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Canadian Weekly Lodging Outlook 2011

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	
	6-Nov	7-Nov	7-Nov	8-Nov	8-Nov	9-Nov	9-Nov	10-Nov	10-Nov	11-Nov	11-Nov	12-Nov	12-Nov	13-Nov	Week	Week
	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010
	Occup	%Chg	Occup	%Chg	Occup	%Chg	Occup	%Chg	Occup	%Chg	Occup	%Chg	Occup	%Chg	Occup	%Chg
Montreal	41.8	0.2	63.6	5.0	75.3	13.3	73.2	16.0	63.8	1.7	62.2	-7.6	65.2	-8.9	63.6	2.7
Toronto	52.9	-10.9	74.4	-4.6	79.7	0.9	76.4	8.8	73.0	4.0	76.0	0.2	76.9	0.7	72.8	0.1
Vancouver	45.5	-3.1	58.8	-3.5	61.6	0.7	58.0	7.9	55.2	2.7	64.3	7.6	61.7	2.4	57.9	2.2
Provinces																
Alberta	43.3	6.7	63.6	4.9	71.9	10.2	71.4	24.4	63.7	0.7	76.0	4.9	71.5	5.0	65.9	7.9
British Columbia	38.5	-1.9	50.5	-1.0	53.7	1.5	51.3	10.5	48.8	-2.9	62.2	7.5	59.8	5.7	52.1	3.0
Manitoba	47.3	-14.7	64.0	-6.0	71.1	5.4	67.2	44.7	50.3	4.5	53.6	-13.8	58.4	-7.4	58.8	0.3
New Brunswick	30.5	-11.5	58.8	-6.2	62.5	1.8	54.4	30.8	37.7	-8.9	50.9	-16.9	51.9	-19.6	49.5	-5.6
Newfoundland	57.4	2.3	72.2	6.6	77.2	8.7	70.7	20.1	55.1	-8.7	56.0	-25.8	58.2	-22.8	63.8	-3.9
Nova Scotia	35.9	9.4	59.3	20.5	62.5	22.2	57.2	67.7	38.5	0.5	50.5	-13.4	64.8	8.0	52.7	13.8
Ontario	43.0	-2.5	64.1	1.3	69.9	5.7	66.5	13.3	59.4	3.8	67.3	3.8	69.3	1.5	62.8	4.0
Prince Edward Island	25.2	18.9	37.9	6.0	40.9	8.3	35.9	18.3	23.4	-16.5	27.8	-46.9	32.8	-43.9	32.0	-15.2
Quebec	35.9	0.9	56.7	4.5	67.8	12.5	67.6	15.4	61.1	3.9	62.3	-2.3	65.3	-5.4	59.5	4.1
Saskatchewan	55.4	21.5	76.6	0.4	86.5	6.7	80.4	33.2	61.2	-5.3	74.4	-8.7	73.2	-12.8	72.5	2.9

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	6-Nov	7-Nov	7-Nov	8-Nov	8-Nov	9-Nov	9-Nov	10-Nov	10-Nov	11-Nov	11-Nov	12-Nov	12-Nov	13-Nov	Week	Week
	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010
	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg
Montreal	\$128.18	0.9	\$134.05	1.7	\$135.83	2.0	\$136.62	3.7	\$129.26	-3.1	\$122.86	-5.8	\$123.61	-3.6	\$130.44	-0.4
Toronto	\$134.92	-2.2	\$145.90	-0.8	\$147.11	1.1	\$142.40	2.5	\$138.75	3.3	\$127.58	3.6	\$127.50	2.3	\$137.89	1.4
Vancouver	\$127.35	-0.6	\$130.70	-2.2	\$131.64	-0.1	\$129.91	0.7	\$129.58	4.7	\$121.29	0.6	\$119.42	-2.0	\$126.99	0.0
Provinces																
Alberta	\$125.14	1.5	\$136.44	3.8	\$137.68	3.8	\$134.49	5.7	\$128.90	4.5	\$126.48	1.5	\$126.41	0.9	\$131.04	3.2
British Columbia	\$120.56	0.0	\$122.47	-0.9	\$122.29	-0.2	\$121.12	0.5	\$121.61	3.8	\$114.97	0.9	\$114.26	-1.1	\$119.31	0.4
Manitoba	\$109.13	-4.1	\$115.02	-0.4	\$114.40	-1.0	\$115.47	6.1	\$111.44	7.9	\$108.61	3.3	\$110.11	3.7	\$112.34	2.0
New Brunswick	\$108.23	-0.3	\$109.52	-0.6	\$110.34	-0.3	\$107.97	-0.4	\$104.61	-6.1	\$103.29	-5.2	\$106.15	-2.3	\$107.36	-2.0
Newfoundland	\$125.48	5.9	\$128.65	7.1	\$129.26	4.3	\$124.44	1.0	\$121.21	-1.5	\$116.58	-1.4	\$117.05	-0.6	\$123.74	2.6
Nova Scotia	\$112.54	3.4	\$112.57	3.2	\$114.03	5.4	\$110.81	6.2	\$109.05	5.3	\$103.29	2.2	\$106.29	4.8	\$109.80	4.7
Ontario	\$121.87	0.3	\$128.30	2.1	\$128.38	3.0	\$125.45	4.2	\$122.17	3.8	\$115.76	2.7	\$117.66	2.7	\$122.83	2.8
Prince Edward Island	\$71.71	26.4	\$80.97	13.9	\$81.57	9.0	\$76.50	16.7	\$66.30	4.9	\$66.39	-16.3	\$70.08	-12.6	\$74.38	2.4
Quebec	\$124.82	0.8	\$127.93	0.8	\$129.58	1.1	\$130.45	2.4	\$126.87	-0.5	\$124.78	-2.8	\$125.33	-1.6	\$127.31	0.0
Saskatchewan	\$123.09	5.0	\$126.25	1.2	\$128.60	2.7	\$126.78	5.5	\$123.18	2.7	\$125.43	3.3	\$123.67	0.0	\$125.53	2.7
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	6-Nov	7-Nov	7-Nov	8-Nov	8-Nov	9-Nov	9-Nov	10-Nov	10-Nov	11-Nov	11-Nov	12-Nov	12-Nov	13-Nov	Week	Week
	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010
	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg
Montreal	\$53.54	1.1	\$85.28	6.8	\$102.31	15.5	\$100.06	20.3	\$82.50	-1.5	\$76.48	-12.9	\$80.54	-12.2	\$82.96	2.3
Toronto	\$71.38	-12.9	\$108.52	-5.3	\$117.29	2.0	\$108.81	11.6	\$101.34	7.4	\$96.92	3.9	\$98.02	3.0	\$100.33	1.5
Vancouver	\$57.96	-3.7	\$76.88	-5.6	\$81.11	0.6	\$75.32	8.7	\$71.57	7.6	\$77.99	8.3	\$73.68	0.4	\$73.50	2.2
Provinces																
Alberta	\$54.21	8.3	\$86.81	8.8	\$99.02	14.3	\$96.07	31.5	\$82.07	5.3	\$96.13	6.5	\$90.36	6.0	\$86.38	11.4
British Columbia	\$46.40	-1.9	\$61.89	-1.8	\$65.68	1.3	\$62.18	11.1	\$59.31	0.9	\$71.53	8.5	\$68.32	4.6	\$62.19	3.3
Manitoba	\$51.65	-18.2	\$73.56	-6.4	\$81.31	4.3	\$77.60	53.5	\$56.04	12.7	\$58.20	-10.9	\$64.30	-3.9	\$66.09	2.3
New Brunswick	\$33.01	-11.8	\$64.42	-6.7	\$68.95	1.5	\$58.72	30.3	\$39.39	-14.5	\$52.60	-21.2	\$55.13	-21.5	\$53.17	-7.5
Newfoundland	\$71.96	8.3	\$92.91	14.2	\$99.85	13.4	\$87.92	21.3	\$66.74	-10.1	\$65.29	-26.8	\$68.18	-23.3	\$78.98	-1.4
Nova Scotia	\$40.40	13.2	\$66.81	24.3	\$71.29	28.9	\$63.39	78.1	\$41.99	5.8	\$52.14	-11.5	\$68.91	13.3	\$57.85	19.2
Ontario	\$52.38	-2.2	\$82.27	3.4	\$89.68	8.8	\$83.45	18.1	\$72.53	7.7	\$77.93	6.6	\$81.58	4.3	\$77.12	6.9
Prince Edward Island	\$18.07	50.3	\$30.67	20.7	\$33.37	18.0	\$27.43	38.1	\$15.49	-12.5	\$18.44	-55.5	\$23.01	-51.0	\$23.78	-13.1
Quebec	\$44.80	1.6	\$72.59	5.4	\$87.83	13.8	\$88.13	18.1	\$77.55	3.4	\$77.73	-5.1	\$81.85	-6.9	\$75.78	4.1
Saskatchewan	\$68.18	27.5	\$96.68	1.6	\$111.26	9.6	\$101.93	40.5	\$75.40	-2.8	\$93.35	-5.7	\$90.50	-12.9	\$91.04	5.7

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

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