



SMITH TRAVEL RESEARCH



### OCCUPANCY ANALYSIS

SEGMENT	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	24-Aug	26-Aug	25-Aug	27-Aug	26-Aug	28-Aug	27-Aug	29-Aug	28-Aug	30-Aug	29-Aug	31-Aug	30-Aug	1-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	0.8	80.4	1.1	88.2	1.1	88.2	9.0	85.6	7.3	95.7	7.3	97.5	-0.5	85.6	3.8
Nova Scotia Area	50.4	-21.3	67.7	-9.6	73.9	-12.3	78.3	-1.5	67.4	-10.8	69.5	-8.4	87.1	-4.2	70.6	-9.4
Montreal Downtown	72.5	-13.3	84.3	-7.9	82.2	-9.1	76.9	-10.4	67.5	-4.5	76.6	-1.4	91.6	-3.7	78.8	-7.3
Quebec City	84.2	23.5	84.5	30.0	87.4	12.9	78.6	10.9	76.8	16.4	74.3	23.6	97.5	2.7	83.3	16.0
Quebec Area	47.4	6.3	66.1	9.1	76.2	10.6	68.9	5.0	64.7	8.6	68.8	3.9	96.8	0.3	69.9	5.9
Toronto Downtown	68.1	4.6	74.4	-1.5	74.8	-6.1	77.7	4.3	72.1	13.9	72.8	6.3	85.0	3.2	75.0	3.2
Toronto North/East	65.5	6.2	75.7	-1.2	79.6	-3.0	74.6	-1.6	62.8	0.8	67.8	-4.9	86.1	-2.9	73.1	-1.3
Toronto Airport/West	65.8	3.3	73.0	-0.4	70.9	-5.3	65.2	-0.5	53.0	-1.9	54.3	-1.1	65.9	-5.2	64.0	-1.7
Ottawa, ON	72.9	14.6	88.7	12.4	87.6	8.3	71.8	-9.5	66.7	-4.0	72.3	-2.0	95.2	-1.2	79.3	2.3
Ontario East	51.4	-4.1	71.6	-1.1	76.8	-1.5	78.2	2.6	68.8	-1.3	70.8	5.2	93.9	-2.1	73.1	-0.3
Niagara Falls	78.3	13.3	80.0	5.5	79.3	12.0	77.7	11.3	69.4	1.8	83.6	0.2	98.4	0.5	81.0	6.0
Ontario Central	57.2	16.3	65.9	-0.6	68.9	-2.7	71.4	3.8	61.3	5.3	62.0	7.6	84.6	4.3	67.3	4.2
Ontario North/Thunder Bay	57.9	1.2	82.9	-0.2	87.7	-7.8	89.4	-3.4	83.8	5.0	78.3	-3.8	82.5	-1.9	80.4	-1.8
Winnipeg, MB	63.8	-2.4	79.3	6.2	85.9	9.7	78.9	12.2	66.4	9.8	66.4	9.6	65.8	-1.2	72.3	6.3
Regina/Saskatoon	54.1	4.6	69.0	3.4	78.8	6.8	78.6	0.1	69.2	9.1	67.0	-6.7	93.1	3.2	72.8	2.7
Calgary, AB	66.2	-0.7	80.9	-0.7	86.3	2.5	86.5	6.8	72.2	1.7	80.5	2.0	92.2	-2.4	80.7	1.3
Edmonton, AB	57.2	-9.1	72.2	-10.1	79.0	-11.4	76.8	-4.0	72.7	0.3	78.9	-0.9	87.6	-4.7	74.9	-5.8
Alberta North Area	61.6	1.8	78.0	-6.7	79.1	-9.6	80.0	-9.6	71.2	-10.6	67.4	-12.8	74.9	-4.9	73.2	-7.8
Vancouver Downtown	80.1	8.5	83.9	5.5	83.9	2.7	81.5	6.3	80.3	5.7	87.7	-1.8	91.3	-3.7	84.1	2.9
British Columbia Area	46.5	-12.6	55.6	-7.9	58.1	-11.7	62.6	-3.2	55.9	-1.4	59.7	-3.9	69.0	-8.9	58.2	-7.2
Vancouver Island	69.1	-3.5	73.2	-4.7	77.6	-7.6	77.3	-3.7	80.1	0.4	81.4	-4.5	95.3	-1.8	79.2	-3.5

### ADR ANALYSIS

SEGMENT	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg
Halifax, NS	\$136.15	9.1	\$135.36	6.0	\$136.90	7.8	\$139.39	9.9	\$134.11	3.4	\$145.91	10.4	\$152.44	15.3	\$140.55	9.0
Nova Scotia Area	\$114.71	3.2	\$113.57	4.2	\$109.53	-0.9	\$112.58	5.4	\$112.29	1.8	\$121.15	5.6	\$120.57	4.6	\$115.05	3.5
Montreal Downtown	\$148.77	-2.2	\$150.07	-3.7	\$149.42	-5.2	\$151.90	-2.9	\$145.55	-2.7	\$135.10	-2.5	\$138.17	-1.4	\$145.45	-3.1
Quebec City	\$197.77	24.4	\$193.64	26.4	\$193.54	24.3	\$180.44	15.0	\$173.20	8.4	\$180.25	14.4	\$188.17	13.9	\$187.13	18.0
Quebec Area	\$123.06	-5.0	\$125.30	3.4	\$125.72	4.9	\$125.07	4.2	\$128.98	3.5	\$137.21	4.9	\$145.69	1.7	\$131.32	2.5
Toronto Downtown	\$149.89	-6.7	\$156.93	-5.9	\$159.07	-4.0	\$158.81	-3.5	\$150.91	-3.9	\$137.28	-4.7	\$135.89	-6.1	\$149.64	-5.1
Toronto North/East	\$112.52	-0.5	\$120.51	-1.4	\$121.86	-0.1	\$121.34	-1.3	\$115.71	-1.3	\$107.07	0.7	\$106.94	1.2	\$115.17	-0.4
Toronto Airport/West	\$107.89	0.1	\$116.76	-1.7	\$120.87	2.4	\$118.79	1.9	\$108.71	2.5	\$88.63	3.6	\$89.11	6.3	\$107.97	1.9
Ottawa, ON	\$146.11	11.5	\$149.34	12.0	\$149.50	16.2	\$131.18	-0.8	\$126.96	-1.2	\$123.39	1.9	\$128.22	-0.9	\$136.90	6.0
Ontario East	\$109.04	4.2	\$108.16	3.5	\$107.61	4.0	\$108.66	-0.2	\$106.00	2.4	\$120.43	6.4	\$128.72	4.3	\$113.43	3.5
Niagara Falls	\$129.74	-1.0	\$126.43	0.3	\$126.55	-0.1	\$122.27	0.2	\$119.33	0.3	\$149.75	-2.2	\$209.60	0.9	\$143.34	-0.8
Ontario Central	\$114.09	1.0	\$104.71	2.1	\$105.27	3.1	\$106.35	2.7	\$104.99	2.5	\$111.61	1.9	\$118.39	4.6	\$109.58	2.8
Ontario North/Thunder Bay	\$95.45	5.2	\$94.74	6.8	\$95.51	4.1	\$95.41	4.8	\$97.12	3.9	\$99.50	3.5	\$99.27	-1.2	\$96.72	3.7
Winnipeg, MB	\$104.89	3.4	\$105.04	1.9	\$107.19	3.1	\$103.50	0.8	\$103.38	3.2	\$97.47	4.7	\$102.51	7.2	\$103.61	3.4
Regina/Saskatoon	\$112.26	12.4	\$115.17	12.7	\$117.10	13.9	\$117.49	13.7	\$117.31	16.6	\$119.15	13.5	\$124.55	10.0	\$118.04	13.0
Calgary, AB	\$144.16	2.7	\$155.61	2.6	\$163.88	7.8	\$151.24	1.0	\$153.73	9.1	\$135.59	0.5	\$138.73	3.8	\$149.01	4.0
Edmonton, AB	\$117.65	8.0	\$121.75	7.6	\$124.05	6.2	\$124.35	7.2	\$120.99	10.5	\$117.78	7.5	\$119.04	5.3	\$120.88	7.3
Alberta North Area	\$182.87	-1.1	\$187.92	3.3	\$176.94	-3.6	\$180.89	-3.6	\$186.28	-8.3	\$197.34	5.4	\$191.12	1.4	\$186.00	-1.1
Vancouver Downtown	\$191.76	1.0	\$189.78	1.5	\$186.10	-1.5	\$194.94	3.3	\$189.22	3.5	\$192.28	1.9	\$196.26	5.3	\$191.54	2.2
British Columbia Area	\$117.76	3.1	\$114.34	0.7	\$115.59	1.7	\$112.69	0.9	\$114.26	7.4	\$116.35	1.3	\$120.74	2.1	\$116.02	2.3
Vancouver Island	\$159.78	-9.4	\$146.63	-13.0	\$158.08	-7.0	\$154.77	-6.9	\$153.20	-5.3	\$155.90	-7.0	\$158.51	-8.1	\$155.36	-8.1

♦ ADR and RevPAR in Canadian Dollars

REVPAR ANALYSIS	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	24-Aug	26-Aug	25-Aug	27-Aug	26-Aug	28-Aug	27-Aug	29-Aug	28-Aug	30-Aug	29-Aug	31-Aug	30-Aug	1-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	\$86.66	10.1	\$108.81	7.3	\$120.74	9.0	\$122.93	19.9	\$114.80	10.9	\$139.59	18.4	\$148.56	14.7	\$120.30	13.1
Nova Scotia Area	\$57.81	-18.7	\$76.91	-5.9	\$80.96	-13.1	\$88.10	3.7	\$75.68	-9.2	\$84.18	-3.4	\$105.01	0.3	\$81.24	-6.2
Montreal Downtown	\$107.84	-15.2	\$126.52	-11.2	\$122.81	-13.8	\$116.86	-12.9	\$98.24	-7.2	\$103.45	-4.0	\$126.53	-5.1	\$114.61	-10.2
Quebec City	\$166.59	53.6	\$163.61	64.3	\$169.19	40.5	\$141.84	27.5	\$133.10	26.1	\$133.94	41.4	\$183.52	17.0	\$155.97	37.0
Quebec Area	\$58.27	0.9	\$82.86	12.7	\$95.79	16.0	\$86.15	9.4	\$83.51	12.5	\$94.45	9.0	\$141.05	2.0	\$91.73	8.5
Toronto Downtown	\$102.04	-2.3	\$116.78	-7.3	\$119.04	-9.8	\$123.45	0.7	\$108.76	9.4	\$99.90	1.3	\$115.51	-3.1	\$112.21	-2.1
Toronto North/East	\$73.66	5.5	\$91.25	-2.6	\$97.03	-3.2	\$90.49	-2.8	\$72.65	-0.6	\$72.58	-4.3	\$92.05	-1.8	\$84.24	-1.6
Toronto Airport/West	\$70.95	3.3	\$85.24	-2.0	\$85.74	-3.0	\$77.47	1.5	\$57.59	0.5	\$48.14	2.5	\$58.76	0.8	\$69.13	0.2
Ottawa, ON	\$106.53	27.9	\$132.41	25.9	\$130.95	25.9	\$94.22	-10.1	\$84.64	-5.3	\$89.16	-0.3	\$122.05	-2.1	\$108.57	8.4
Ontario East	\$56.03	-0.1	\$77.46	2.5	\$82.64	2.3	\$84.99	2.4	\$72.89	1.1	\$85.24	12.0	\$120.92	2.1	\$82.88	3.2
Niagara Falls	\$101.56	12.1	\$101.12	5.8	\$100.41	12.0	\$95.06	11.7	\$82.84	2.1	\$125.12	-2.0	\$206.14	1.4	\$116.03	5.1
Ontario Central	\$65.24	17.3	\$68.97	1.5	\$72.48	0.3	\$75.96	6.5	\$64.32	7.9	\$69.21	9.6	\$100.13	9.1	\$73.76	7.2
Ontario North/Thunder Bay	\$55.25	6.4	\$78.53	6.5	\$83.74	-4.0	\$85.35	1.3	\$81.35	9.0	\$77.93	-0.4	\$81.92	-3.0	\$77.72	1.8
Winnipeg, MB	\$66.95	0.9	\$83.27	8.1	\$92.06	13.1	\$81.65	13.2	\$68.61	13.3	\$64.67	14.7	\$67.50	6.0	\$74.96	9.9
Regina/Saskatoon	\$60.76	17.6	\$79.41	16.4	\$92.24	21.6	\$92.37	13.9	\$81.17	27.4	\$79.83	6.0	\$115.99	13.6	\$85.97	16.1
Calgary, AB	\$95.37	1.9	\$125.84	1.8	\$141.37	10.5	\$130.79	7.8	\$111.02	11.0	\$109.16	2.5	\$127.90	1.2	\$120.21	5.3
Edmonton, AB	\$67.24	-1.9	\$87.95	-3.2	\$98.06	-5.9	\$95.51	2.9	\$87.92	10.7	\$92.94	6.6	\$104.33	0.5	\$90.56	1.1
Alberta North Area	\$112.66	0.7	\$146.64	-3.5	\$139.92	-12.9	\$144.64	-12.9	\$132.64	-18.0	\$133.06	-8.1	\$143.07	-3.7	\$136.09	-8.9
Vancouver Downtown	\$153.67	9.6	\$159.25	7.1	\$156.14	1.1	\$158.87	9.8	\$151.89	9.4	\$168.64	0.0	\$179.14	1.4	\$161.09	5.2
British Columbia Area	\$54.80	-9.8	\$63.56	-7.3	\$67.12	-10.3	\$70.56	-2.4	\$63.88	5.9	\$69.49	-2.6	\$83.26	-7.0	\$67.52	-5.0
Vancouver Island	\$110.48	-12.5	\$107.27	-17.1	\$122.72	-14.1	\$119.63	-10.4	\$122.77	-4.9	\$126.98	-11.2	\$151.10	-9.7	\$122.99	-11.4

♦ 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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