



STR and HVS are pleased to provide you with this week's issue of the Canadian Weekly 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. Please contact Erin Hannigan, Canada Sales Executive, at erin@str.com or 615-824-8664 ext. 3313. You may also contact any of their other sales executives at info@str.com or 615-824-8664 ext. 3504.

OCCUPANCY ANALYSIS

MAJOR MARKETS	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	16-Jan	17-Jan	17-Jan	18-Jan	18-Jan	19-Jan	19-Jan	20-Jan	20-Jan	21-Jan	21-Jan	22-Jan	22-Jan	23-Jan	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	37.8	11.8	57.4	14.8	61.2	5.7	61.6	-1.6	54.3	-0.5	42.6	0.9	46.7	-0.6	51.7	4.0
Toronto	45.9	10.1	65.2	10.7	74.6	10.7	74.7	8.1	62.8	1.8	52.6	2.7	58.0	2.8	62.0	6.7
Vancouver	38.4	-26.4	50.0	-23.7	54.8	-22.4	57.8	-20.9	53.4	-18.8	48.0	-15.9	54.7	-8.5	51.0	-19.7

Provinces

Alberta	35.5	4.7	54.5	6.0	62.5	6.7	61.9	2.8	55.5	4.5	53.2	4.5	54.6	5.4	53.9	4.9
British Columbia	35.6	-19.3	45.7	-15.4	50.7	-14.2	53.8	-13.2	50.6	-11.2	46.9	-9.3	52.4	-1.5	47.9	-11.9
Manitoba	39.3	2.3	70.4	2.0	81.6	9.8	82.8	7.4	58.6	-3.6	47.7	-8.1	50.1	-6.0	61.5	1.3
New Brunswick	18.9	-1.0	41.4	-6.8	51.7	-6.8	50.8	-10.7	36.7	-17.9	43.1	10.2	47.1	3.3	41.4	-5.0
Newfoundland	35.9	1.7	63.9	0.5	64.8	-2.4	67.9	1.8	57.6	-5.9	42.5	-5.6	37.3	-5.8	52.9	-2.0
Nova Scotia	24.7	-15.1	44.5	-3.9	52.2	0.2	53.0	5.0	44.9	7.4	48.2	27.9	45.6	13.4	44.7	5.2
Ontario	35.3	8.0	55.7	11.6	63.1	8.6	62.5	7.8	53.6	7.4	51.6	10.7	55.8	8.8	53.9	8.9
Prince Edward Island	19.9	22.1	34.2	19.6	37.2	11.7	42.8	25.9	28.8	14.7	36.8	58.6	43.5	102.3	34.8	33.8
Quebec	32.4	4.9	50.7	7.4	56.3	1.3	59.2	-1.2	54.6	2.1	46.9	-2.1	51.0	-5.6	50.1	0.4
Saskatchewan	36.3	3.4	58.0	-1.7	73.3	-2.1	78.9	1.4	70.3	1.7	70.3	6.0	60.5	4.3	63.9	1.6

ADR ANALYSIS

MAJOR MARKETS	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg
Montreal	\$121.85	3.3	\$128.02	2.3	\$128.24	0.1	\$130.47	0.8	\$127.35	1.1	\$115.23	-0.1	\$112.38	-1.5	\$124.20	0.8
Toronto	\$123.47	1.1	\$132.58	-0.4	\$137.53	2.9	\$137.05	3.2	\$132.84	2.7	\$119.59	5.5	\$120.13	6.6	\$130.03	3.1
Vancouver	\$121.36	-12.2	\$128.35	-9.5	\$129.50	-7.6	\$129.77	-6.5	\$128.99	-5.8	\$124.84	-5.5	\$127.77	-4.1	\$127.54	-7.2

Provinces

Alberta	\$122.05	-2.8	\$130.99	-0.5	\$133.97	-0.6	\$133.03	-1.6	\$128.62	-0.9	\$120.74	-1.3	\$121.02	-2.1	\$127.74	-1.3
British Columbia	\$116.97	-11.1	\$120.02	-9.5	\$121.15	-8.0	\$122.77	-6.4	\$122.38	-5.2	\$119.64	-3.8	\$122.31	-3.3	\$120.97	-6.7
Manitoba	\$108.62	6.5	\$115.48	3.2	\$115.41	2.4	\$116.83	4.2	\$112.61	3.1	\$104.47	-1.3	\$108.85	1.3	\$112.72	3.0
New Brunswick	\$103.63	-1.0	\$108.23	2.1	\$110.08	1.1	\$110.84	1.8	\$109.49	-1.5	\$108.73	3.1	\$107.51	1.1	\$108.83	1.0
Newfoundland	\$121.05	9.2	\$126.56	6.0	\$125.54	4.0	\$124.22	4.2	\$120.81	1.2	\$115.21	2.2	\$110.83	-0.7	\$121.63	3.8
Nova Scotia	\$105.88	3.0	\$108.13	1.8	\$109.96	1.1	\$109.51	1.8	\$106.06	0.5	\$100.64	-0.7	\$98.11	-1.1	\$105.58	0.7
Ontario	\$113.12	-0.2	\$119.74	-0.2	\$123.31	2.1	\$122.57	1.4	\$119.07	0.8	\$110.98	2.6	\$111.25	1.4	\$117.64	1.2
Prince Edward Island	\$59.06	11.1	\$75.21	5.0	\$74.25	-4.6	\$77.33	-0.8	\$68.40	-9.9	\$69.64	2.7	\$74.85	14.4	\$72.40	1.0
Quebec	\$121.08	2.5	\$124.17	1.5	\$124.51	0.2	\$128.01	0.9	\$127.33	3.4	\$120.76	1.3	\$119.15	-0.5	\$123.90	1.3
Saskatchewan	\$124.49	8.7	\$123.84	3.4	\$127.32	1.1	\$129.36	3.0	\$132.05	4.0	\$126.35	1.4	\$121.33	0.6	\$126.78	2.7

♦ ADR and RevPAR in Canadian Dollars

REVPAR ANALYSIS	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	16-Jan	17-Jan	17-Jan	18-Jan	18-Jan	19-Jan	19-Jan	20-Jan	20-Jan	21-Jan	21-Jan	22-Jan	22-Jan	23-Jan	Week	Week
	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010
MAJOR MARKETS	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg
Montreal	\$46.11	15.7	\$73.47	17.5	\$78.42	5.8	\$80.38	-0.7	\$69.16	0.4	\$49.09	0.9	\$52.51	-2.1	\$64.16	4.8
Toronto	\$56.69	11.2	\$86.45	10.4	\$102.59	13.8	\$102.37	11.5	\$83.46	4.6	\$62.86	8.3	\$69.66	9.7	\$80.58	10.0
Vancouver	\$46.56	-35.5	\$64.18	-30.9	\$70.96	-28.3	\$75.06	-26.0	\$68.90	-23.5	\$59.94	-20.6	\$69.94	-12.2	\$65.08	-25.4
Provinces																
Alberta	\$43.27	1.5	\$71.33	5.3	\$83.75	6.0	\$82.35	1.2	\$71.36	3.5	\$64.26	3.3	\$66.05	3.2	\$68.91	3.5
British Columbia	\$41.68	-28.2	\$54.80	-23.5	\$61.41	-21.0	\$66.02	-18.8	\$61.88	-15.9	\$56.10	-12.7	\$64.11	-4.7	\$58.00	-17.8
Manitoba	\$42.68	8.9	\$81.29	5.4	\$94.21	12.6	\$96.76	11.8	\$66.02	-0.6	\$49.79	-9.4	\$54.56	-4.7	\$69.33	4.3
New Brunswick	\$19.55	-2.3	\$44.76	-4.8	\$56.86	-5.9	\$56.33	-9.0	\$40.15	-19.2	\$46.91	13.8	\$50.64	4.4	\$45.03	-4.1
Newfoundland	\$43.42	10.9	\$80.85	6.4	\$81.38	1.5	\$84.38	6.1	\$69.60	-4.6	\$49.01	-3.3	\$41.35	-6.4	\$64.29	1.7
Nova Scotia	\$26.18	-12.4	\$48.10	-2.2	\$57.36	1.3	\$58.00	6.8	\$47.59	7.9	\$48.53	27.1	\$44.73	12.3	\$47.21	5.9
Ontario	\$39.91	7.6	\$66.71	11.5	\$77.77	10.9	\$76.61	9.2	\$63.80	8.4	\$57.31	13.6	\$62.09	10.4	\$63.46	10.3
Prince Edward Island	\$11.76	35.8	\$25.76	25.7	\$27.65	6.6	\$33.10	24.9	\$19.71	3.6	\$25.66	63.3	\$32.55	131.7	\$25.17	35.1
Quebec	\$39.20	7.4	\$62.98	9.1	\$70.11	1.6	\$75.77	-0.2	\$69.53	5.4	\$56.59	-0.9	\$60.74	-6.1	\$62.13	1.9
Saskatchewan	\$45.22	12.6	\$71.80	1.6	\$93.32	-1.0	\$102.04	4.4	\$92.79	5.8	\$88.78	7.5	\$73.41	4.9	\$81.05	4.4

♦ ADR and RevPAR in Canadian Dollars

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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