



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	
	3-Oct	4-Oct	4-Oct	5-Oct	5-Oct	6-Oct	6-Oct	7-Oct	7-Oct	8-Oct	8-Oct	9-Oct	9-Oct	10-Oct	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
Montreal	60.1	1.7	80.2	0.5	89.2	3.5	85.0	-1.5	74.6	-1.7	69.8	4.6	85.5	7.4	77.8	2.1
Toronto	65.8	12.5	86.3	16.5	93.7	17.0	87.8	18.0	69.8	15.4	61.0	6.5	68.6	4.3	76.1	13.2
Vancouver	71.1	33.9	83.5	29.7	85.2	28.1	83.0	21.3	69.5	21.7	62.1	5.1	60.2	0.2	73.5	20.1

Provinces

Alberta	46.7	6.1	68.2	5.2	75.1	5.2	71.2	1.7	61.5	1.2	53.4	-9.3	60.3	-4.4	62.3	0.6
British Columbia	61.1	18.6	72.3	17.6	75.0	17.0	72.3	13.3	63.2	12.7	61.6	3.4	65.5	1.4	67.3	11.8
Manitoba	58.1	0.3	79.5	2.7	80.5	-2.2	79.7	0.9	66.2	-5.4	56.6	-11.1	63.2	-12.5	69.1	-3.8
New Brunswick	41.5	-15.5	67.6	1.7	79.5	5.3	76.0	0.5	66.2	4.1	62.4	14.7	68.3	10.7	65.9	3.3
Newfoundland	70.3	2.8	83.7	2.4	93.4	2.3	98.8	10.4	96.2	19.4	87.5	39.8	86.9	64.3	88.1	17.0
Nova Scotia	54.4	4.0	79.6	1.9	87.3	3.4	86.4	0.6	70.5	-2.4	62.9	2.1	71.0	6.8	73.2	2.2
Ontario	53.7	11.0	76.3	11.5	82.2	10.0	77.8	10.7	63.6	9.8	59.7	5.9	73.2	3.1	69.5	8.8
Prince Edward Island	42.8	-12.5	62.4	5.8	71.5	12.1	72.6	34.7	65.3	35.5	52.4	19.4	60.4	-4.0	61.0	12.1
Quebec	56.8	2.5	77.3	6.5	88.7	10.0	86.0	8.7	74.0	5.0	69.5	6.8	86.7	5.3	77.0	6.6
Saskatchewan	47.0	-10.5	75.1	-5.2	87.8	-0.2	87.3	2.6	74.7	0.5	69.0	-8.9	83.3	-6.5	74.9	-3.6

ADR ANALYSIS

MAJOR MARKETS	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg
Montreal	\$136.10	-4.2	\$139.95	-3.5	\$140.46	-7.0	\$142.60	-5.6	\$140.32	-4.5	\$126.03	-1.3	\$121.90	0.1	\$135.45	-4.1
Toronto	\$148.36	8.8	\$151.67	6.6	\$149.44	5.9	\$142.55	3.8	\$136.44	5.6	\$120.92	11.5	\$115.45	4.6	\$139.19	6.8
Vancouver	\$173.33	30.4	\$171.48	24.5	\$172.08	23.9	\$168.52	23.6	\$161.51	24.8	\$140.19	17.6	\$129.36	10.6	\$161.31	23.6

Provinces

Alberta	\$129.07	-1.5	\$132.83	-4.0	\$136.58	-2.9	\$136.47	-1.8	\$128.18	-3.5	\$118.51	-5.9	\$119.54	-4.8	\$129.42	-3.2
British Columbia	\$156.14	24.3	\$153.99	21.0	\$153.50	20.3	\$150.24	19.7	\$145.48	22.4	\$129.39	12.0	\$123.09	5.3	\$144.96	18.3
Manitoba	\$113.70	5.1	\$115.17	4.2	\$114.24	4.9	\$115.70	5.7	\$111.49	5.5	\$106.18	6.0	\$107.51	6.5	\$112.37	5.5
New Brunswick	\$107.06	-0.4	\$112.30	1.1	\$111.82	0.9	\$112.84	1.5	\$112.17	3.9	\$107.41	2.7	\$109.31	3.1	\$110.71	1.8
Newfoundland	\$128.55	-3.5	\$136.69	0.6	\$135.94	-3.0	\$141.79	4.3	\$138.21	5.5	\$135.34	11.9	\$132.80	13.4	\$135.96	3.1
Nova Scotia	\$120.45	-0.8	\$126.36	1.8	\$128.79	2.5	\$124.61	-0.4	\$117.40	-4.7	\$110.20	-0.5	\$112.00	2.9	\$120.64	0.1
Ontario	\$126.67	5.1	\$129.37	4.5	\$129.20	4.3	\$124.55	2.3	\$119.13	2.6	\$113.87	4.9	\$116.35	1.7	\$123.07	3.6
Prince Edward Island	\$88.55	2.8	\$94.27	-0.3	\$96.11	2.4	\$97.12	9.7	\$103.75	21.6	\$91.14	5.8	\$92.18	2.8	\$95.26	6.4
Quebec	\$140.62	-1.5	\$140.78	-0.3	\$141.45	-3.8	\$144.73	-1.1	\$145.31	1.5	\$137.94	4.7	\$134.00	1.3	\$140.67	0.0
Saskatchewan	\$113.01	-1.1	\$118.81	0.3	\$120.85	0.1	\$119.23	-0.8	\$116.98	-1.4	\$116.06	-2.1	\$118.99	-3.1	\$118.11	-1.1

♦ ADR and RevPAR in Canadian Dollars

REVPAR ANALYSIS	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL	
	3-Oct	4-Oct	4-Oct	5-Oct	5-Oct	6-Oct	6-Oct	7-Oct	7-Oct	8-Oct	8-Oct	9-Oct	9-Oct	10-Oct	Week	Week
	2010	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010	2009
	MAJOR MARKETS	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR
Montreal	\$81.74	-2.7	\$112.18	-3.1	\$125.27	-3.8	\$121.27	-6.9	\$104.61	-6.2	\$87.99	3.4	\$104.25	7.6	\$105.33	-2.2
Toronto	\$97.56	22.3	\$130.90	24.2	\$140.00	23.8	\$125.13	22.4	\$95.23	21.8	\$73.73	18.6	\$79.18	9.1	\$105.96	20.9
Vancouver	\$123.17	74.4	\$143.17	61.5	\$146.60	58.8	\$139.92	50.1	\$112.23	51.9	\$87.01	23.6	\$77.93	10.9	\$118.57	48.4
Provinces																
Alberta	\$60.28	4.5	\$90.55	1.0	\$102.55	2.1	\$97.12	-0.2	\$78.85	-2.2	\$63.34	-14.5	\$72.11	-9.0	\$80.68	-2.5
British Columbia	\$95.37	47.3	\$111.41	42.4	\$115.07	40.6	\$108.55	35.5	\$91.94	37.9	\$79.75	15.7	\$80.67	6.8	\$97.54	32.3
Manitoba	\$66.06	5.5	\$91.59	7.1	\$92.01	2.6	\$92.24	6.6	\$73.85	-0.2	\$60.07	-5.9	\$67.94	-6.9	\$77.68	1.6
New Brunswick	\$44.45	-15.8	\$75.89	2.8	\$88.88	6.2	\$85.76	1.9	\$74.31	8.3	\$67.05	17.8	\$74.68	14.2	\$73.00	5.3
Newfoundland	\$90.34	-0.9	\$114.37	3.0	\$126.90	-0.8	\$140.09	15.2	\$132.98	25.9	\$118.44	56.5	\$115.47	86.3	\$119.80	20.6
Nova Scotia	\$65.53	3.2	\$100.60	3.7	\$112.38	6.0	\$107.69	0.2	\$82.78	-6.9	\$69.29	1.6	\$79.52	9.8	\$88.25	2.4
Ontario	\$68.04	16.7	\$98.65	16.4	\$106.18	14.8	\$96.94	13.4	\$75.77	12.7	\$67.96	11.0	\$85.21	5.0	\$85.54	12.8
Prince Edward Island	\$37.90	-10.0	\$58.79	5.5	\$68.68	14.7	\$70.47	47.6	\$67.72	64.6	\$47.80	26.3	\$55.66	-1.2	\$58.15	19.4
Quebec	\$79.89	1.0	\$108.85	6.1	\$125.41	5.8	\$124.47	7.4	\$107.52	6.5	\$95.87	11.8	\$116.24	6.8	\$108.32	6.6
Saskatchewan	\$53.15	-11.4	\$89.20	-5.0	\$106.13	-0.1	\$104.08	1.8	\$87.39	-0.9	\$80.09	-10.8	\$99.08	-9.4	\$88.45	-4.7

♦ 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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