



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	
	14-Nov	15-Nov	15-Nov	16-Nov	16-Nov	17-Nov	17-Nov	18-Nov	18-Nov	19-Nov	19-Nov	20-Nov	20-Nov	21-Nov	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	48.9	24.4	71.5	18.2	78.5	17.5	82.2	23.4	71.2	19.1	63.8	26.3	74.2	30.6	70.1	22.6
Toronto	51.5	1.0	72.8	2.1	85.3	9.8	83.8	10.4	77.9	14.2	65.9	13.0	71.4	4.4	72.7	8.0
Vancouver	51.2	7.8	67.3	3.7	74.1	5.4	70.0	-5.3	63.6	-6.1	57.2	-5.9	56.8	-2.6	62.9	-0.6

Provinces

Alberta	42.6	11.8	62.3	3.5	71.7	3.8	73.0	4.0	68.6	10.6	69.5	9.1	68.7	3.8	65.2	6.2
British Columbia	42.5	6.3	56.0	1.1	62.5	4.5	61.1	-5.1	56.2	-4.3	51.8	-4.3	50.5	-4.5	54.4	-1.3
Manitoba	48.7	-0.4	74.2	2.8	83.4	5.3	84.3	0.6	83.0	10.2	80.4	17.2	75.7	23.5	75.7	8.3
New Brunswick	30.2	-4.7	58.5	-2.3	72.8	6.7	72.5	11.5	64.0	9.4	66.4	3.6	66.6	0.9	61.6	4.4
Newfoundland	48.2	1.7	74.1	5.6	88.1	1.6	90.3	3.1	75.3	-3.6	65.4	2.8	60.2	8.5	71.7	2.6
Nova Scotia	31.8	-22.1	52.3	-20.9	62.6	-17.0	63.2	-10.7	62.2	2.6	59.1	-9.1	64.5	-1.2	56.5	-10.9
Ontario	41.5	4.5	64.4	5.2	73.6	7.1	73.0	8.1	65.7	9.5	63.4	8.2	67.7	1.8	64.2	6.5
Prince Edward Island	24.2	7.1	36.4	0.3	47.3	-1.7	45.3	-2.6	38.9	4.3	38.7	-7.9	36.7	-32.3	38.2	-6.8
Quebec	41.0	14.5	62.5	9.8	71.0	11.5	76.1	19.3	66.7	22.2	59.1	19.6	68.6	18.5	63.6	16.5
Saskatchewan	47.3	1.7	77.3	1.4	86.9	-1.0	87.6	0.0	77.4	3.1	78.0	-0.3	75.4	-4.8	75.7	-0.1

ADR ANALYSIS

MAJOR MARKETS	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg
Montreal	\$132.33	4.2	\$135.57	3.5	\$137.60	4.0	\$137.62	5.5	\$137.21	6.2	\$128.56	8.8	\$129.27	10.1	\$134.29	5.8
Toronto	\$132.04	-1.9	\$142.67	1.2	\$144.61	1.2	\$144.54	2.4	\$143.99	6.7	\$130.67	10.1	\$127.72	8.9	\$138.77	3.9
Vancouver	\$130.36	5.9	\$135.89	2.1	\$137.63	2.0	\$131.52	-1.8	\$130.38	-2.2	\$126.32	-2.0	\$123.37	-1.6	\$131.19	0.2

Provinces

Alberta	\$125.26	-1.8	\$134.17	-2.0	\$134.99	-1.6	\$134.44	-2.7	\$133.46	-1.6	\$126.97	1.9	\$124.76	1.1	\$130.89	-1.0
British Columbia	\$122.47	5.7	\$126.90	2.2	\$128.01	1.9	\$122.77	-1.8	\$121.51	-1.9	\$116.96	-1.9	\$116.29	-0.3	\$122.37	0.4
Manitoba	\$113.93	8.0	\$114.09	1.5	\$117.74	4.9	\$112.91	0.2	\$114.01	3.3	\$107.60	0.8	\$108.13	2.6	\$112.61	2.6
New Brunswick	\$106.05	-2.3	\$109.88	0.9	\$111.95	0.9	\$111.22	2.1	\$111.11	3.6	\$112.11	3.5	\$109.18	1.5	\$110.60	1.8
Newfoundland	\$118.69	3.9	\$123.88	3.8	\$127.76	4.5	\$125.41	0.6	\$123.17	0.8	\$117.32	3.0	\$114.66	5.3	\$122.27	2.9
Nova Scotia	\$104.79	-8.3	\$107.77	-8.2	\$109.57	-6.9	\$111.42	-3.6	\$111.52	-4.6	\$105.06	-9.6	\$102.99	-10.2	\$107.80	-7.2
Ontario	\$117.36	-2.2	\$123.37	0.0	\$125.86	0.7	\$125.62	1.3	\$123.93	2.6	\$115.61	4.3	\$116.08	3.8	\$121.48	1.7
Prince Edward Island	\$61.82	-7.1	\$72.68	-1.7	\$77.89	-4.7	\$76.29	-6.1	\$72.82	-9.3	\$67.81	-10.8	\$68.09	-13.8	\$71.92	-7.7
Quebec	\$128.04	1.9	\$130.26	3.0	\$131.04	3.7	\$132.23	6.8	\$133.48	7.0	\$127.53	7.2	\$127.62	6.6	\$130.23	5.3
Saskatchewan	\$118.19	6.7	\$121.10	1.7	\$123.54	1.5	\$123.49	0.4	\$121.62	-1.2	\$120.72	-1.9	\$121.45	-1.1	\$121.71	0.5

♦ ADR and RevPAR in Canadian Dollars

REVPAR ANALYSIS	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		TOTAL		
	14-Nov	15-Nov	15-Nov	16-Nov	16-Nov	17-Nov	17-Nov	18-Nov	18-Nov	19-Nov	19-Nov	20-Nov	20-Nov	21-Nov	21-Nov	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	%Chg	
Montreal	\$64.76	29.6	\$96.97	22.3	\$108.07	22.2	\$113.18	30.3	\$97.65	26.3	\$82.02	37.4	\$95.97	44.0	\$94.09	29.6	
Toronto	\$67.98	-0.9	\$103.92	3.4	\$123.31	11.0	\$121.07	12.9	\$112.13	21.7	\$86.17	24.5	\$91.26	13.8	\$100.83	12.2	
Vancouver	\$66.70	14.1	\$91.43	5.9	\$101.94	7.5	\$92.12	-7.0	\$82.93	-8.0	\$72.25	-7.8	\$70.08	-4.2	\$82.49	-0.5	
Provinces																	
Alberta	\$53.33	9.6	\$83.53	1.2	\$96.73	2.0	\$98.12	1.1	\$91.51	8.8	\$88.27	11.1	\$85.69	4.9	\$85.31	5.1	
British Columbia	\$52.08	12.4	\$71.12	3.3	\$80.07	6.5	\$75.02	-6.8	\$68.25	-6.1	\$60.59	-6.2	\$58.67	-4.9	\$66.54	-0.9	
Manitoba	\$55.44	7.4	\$84.68	4.4	\$98.17	10.5	\$95.17	0.7	\$94.59	13.9	\$86.49	18.2	\$81.90	26.8	\$85.21	11.1	
New Brunswick	\$32.02	-6.9	\$64.33	-1.4	\$81.52	7.8	\$80.62	13.8	\$71.15	13.3	\$74.44	7.3	\$72.66	2.4	\$68.10	6.1	
Newfoundland	\$57.18	5.7	\$91.75	9.4	\$112.62	6.3	\$113.27	3.8	\$92.70	-2.9	\$76.74	5.9	\$69.06	14.3	\$87.62	5.5	
Nova Scotia	\$33.33	-28.5	\$56.36	-27.3	\$68.61	-22.7	\$70.38	-14.0	\$69.38	-2.1	\$62.05	-17.8	\$66.38	-11.4	\$60.93	-17.3	
Ontario	\$48.67	2.1	\$79.42	5.2	\$92.61	7.8	\$91.66	9.5	\$81.37	12.4	\$73.31	12.9	\$78.60	5.6	\$77.95	8.2	
Prince Edward Island	\$14.95	-0.7	\$26.47	-1.4	\$36.83	-6.3	\$34.52	-8.6	\$28.30	-5.4	\$26.26	-17.8	\$24.98	-41.7	\$27.47	-14.0	
Quebec	\$52.49	16.6	\$81.40	13.1	\$93.10	15.7	\$100.63	27.4	\$89.02	30.6	\$75.37	28.1	\$87.55	26.3	\$82.80	22.6	
Saskatchewan	\$55.93	8.6	\$93.64	3.3	\$107.34	0.5	\$108.20	0.4	\$94.11	1.8	\$94.19	-2.1	\$91.55	-5.8	\$92.14	0.4	

♦ 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

The Canadian Weekly Lodging Outlook is a joint publication of Smith Travel Research and HVS, Vancouver and Toronto, Canada. If you wish to reprint any of the articles presented through HVS's website, prior permission from HVS and the respective article's author must be granted. For further information please contact info@hvs.com. Hospitality Valuation Services, HVS and HVS logo are registered service marks.



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.

OFFICE:

735 E. Main Street
Hendersonville, TN 37075
Phone: (615) 824-8664



HVS is the leading consulting and appraisal firm specializing solely in the hospitality industry. HVS personnel have university degrees in Hotel Administration, or actual hotel work experience, and are taking further courses of study to obtain recognized real estate designations.

OFFICES:

VANCOUVER: Suite 400 - 145 West 17th Street
North Vancouver, BC V7M 3G4
Phone: (604) 988-9743
FAX: (604) 988-4625

TORONTO: 6 Victoria Street, Toronto, ON M5E 1L4
Phone: (416) 686-2260
FAX: (416) 686-2264

For a complete list of consulting and valuation offices [click here](#).