



HVS Canada

Toronto Office: +1 (416) 686-2260
Vancouver Office: +1 (604) 988-9743
www.hvs.com

STR

735 East Main Street
Hendersonville
TN 37075
Phone: +1 (615) 824 8664
Fax: +1 (615) 824 3848
www.str.com

CANADIAN MONTHLY HOTEL REVIEW

Canadian Hotel Industry Performance for the Month of: February 2010

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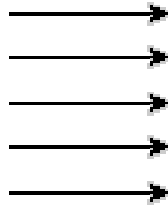
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Translation Table

For the Month of: February 2010

February 2010

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						



February 2009

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

This Year

Sunday, Feb 14th - Valentine's Day
 Friday, Feb 12th - Sunday, Feb 28th - 2010 Winter Olympics (Vancouver)

Last Year

Saturday, Feb 14th - Valentine's Day

Number of Weekdays: 20
Number of Weekend Days: 8

Number of Weekdays: 20
Number of Weekend Days: 8

Note: Weekdays - Sunday through Thursday, Weekends - Friday and Saturday

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Canadian Hotel Industry at a Glance

For the Month of: February 2010

	Current Month			Running 3 Months			Running 12 Months			Year to Date		
Supply	▲	up	1.5 %	▲	up	1.4 %	▲	up	1.4 %	▲	up	1.5 %
Demand	▲	up	2.5 %	▼	down	0.7 %	▼	down	5.6 %	▲	up	0.3 %
Occupancy	▲	up	1.0 %	▼	down	2.1 %	▼	down	6.9 %	▼	down	1.1 %
ADR	▲	up	12.2 %	▲	up	2.8 %	▼	down	4.3 %	▲	up	5.5 %
RevPAR	▲	up	13.3 %	▲	up	0.7 %	▼	down	11.0 %	▲	up	4.3 %

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HVS Analysis

For the Month of: February 2010

HVS Analysis – Olympic Results

On all accounts, Vancouver hotels fared exceptionally well during the February of the Olympics. Vancouver as a whole sustained an occupancy 86% at an average room rate of \$234.45. Relative to the comparable period in 2009, the occupancy was up 38%, the average rate jumped 87%, and the RevPAR climbed a whopping 158%. For downtown Vancouver, the occupancy was 85.8% at an average room rate of \$260.93. The Vancouver Airport market ran a higher occupancy at 90.7% but a lower average room rate of \$225.65. Vancouver North posted an occupancy of 89% at a \$221.63 average rate.

This performance is similar to how Salt Lake City fared during the 2002 Winter Olympics. In the month it hosted the Olympics, Salt Lake City sustained an occupancy of 84.2% at an average rate of \$165.76. The occupancy was up 33% over the previous comparable month, and the average room rate increased 95%. If the experiences of Vancouver and Salt Lake City are any indication, the Olympic Games are a lucrative opportunity for hoteliers in the cities that host them!

Interestingly enough, Victoria did not benefit in any way from the Olympics. For February, the occupancy in Victoria was 45.2%, down 20.4% from the same period last year. Kamloops and Kelowna also reported a lower occupancy at 37.8%, down from 41.2% in February 2009. It appears as though the Olympics in Vancouver may have drawn demand away from these markets.

Other regions of the country were too distant to feel any influence from the Olympics. For February, Toronto had an upswing in occupancy to 61.3%, up 8.5% from February 2009, but the average room rate declined from \$132.75 to \$124.52, a 6.2% drop. Nevertheless, the growth in occupancy offset the drop in room rate, and the RevPAR was a modest 1.8% higher than in February 2009. Montreal and Ottawa were both down in both occupancy and average rate. Ottawa's RevPAR was down 10.7% from the previous February, which can be attributed to Parliament not being in session this year.

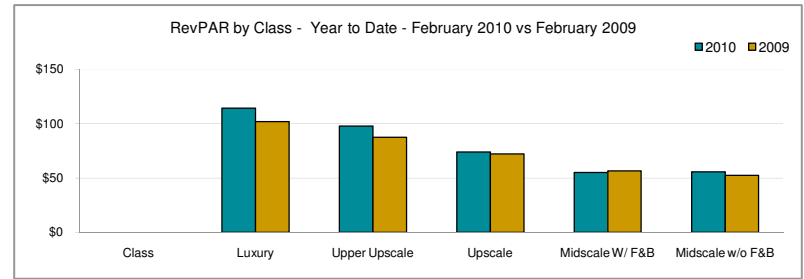
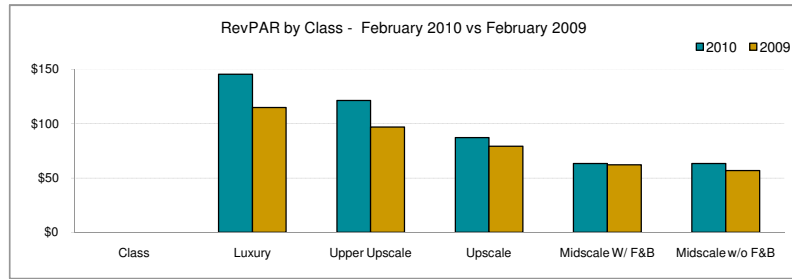
Alberta continued to struggle with occupancy through February largely due to the decline in oil and gas activity. For the province as a whole, the occupancy was 54.4%, down from 61.4% in February 2009, and the average rate declined from \$133.99 to \$128.44. Edmonton and Alberta North saw the largest declines as oil and gas activity continues to expand over into British Columbia and Saskatchewan.

Of all the markets in Canada, Windsor, Ontario, sustained the lowest occupancy in the month of February: 34.3%, a decline of 25.2% from the same month in 2009. Windsor also recorded the country's largest decline in RevPAR with a precipitous drop of 36.8%. This market is suffering from the dismal state of the automobile industry and the decline in visitors from the US who come to drink and gamble in Windsor.

For Canada as a whole, the number of rooms sold in February 2010 was up 2.5% relative to the previous February, and the average room rate was 12.2% higher. The Olympics in Vancouver was largely responsible for this growth.

Performance by Industry Segments

For the Month of: February 2010



	February 2010 vs February 2009											
	Occ %		ADR (CAD)		RevPAR (CAD)		Percent Change from February 2009					
	2010	2009	2010	2009	2010	2009	Occ	ADR	RevPAR	Room Rev	Rooms Avail	Rooms Sold
Total Canada	56.4	55.9	140.85	125.55	79.48	70.17	1.0	12.2	13.3	15.0	1.5	2.5
Regions												
Atlantic Canada	49.9	49.9	107.44	107.54	53.61	53.70	-0.1	-0.1	-0.2	0.5	0.6	0.6
Central Canada	53.2	53.2	119.45	124.03	63.58	66.02	0.0	-3.7	-3.7	-2.6	1.1	1.1
Prairies	65.0	64.3	113.85	111.62	73.99	71.82	1.0	2.0	3.0	4.1	1.1	2.1
Northern Canada	63.0	62.1	116.12	118.91	73.12	73.87	1.4	-2.3	-1.0	-1.0	0.0	1.4
Western Canada	61.5	59.9	181.67	133.43	111.73	79.93	2.7	36.2	39.8	43.2	2.4	5.2
Provinces												
Alberta	54.4	61.4	128.44	133.99	69.92	82.26	-11.3	-4.1	-15.0	-12.7	2.7	-9.0
British Columbia	68.8	58.4	224.98	132.84	154.71	77.58	17.7	69.4	99.4	103.9	2.3	20.4
Manitoba	62.8	60.6	108.55	106.19	68.16	64.35	3.6	2.2	5.9	6.2	0.3	3.9
New Brunswick	48.0	47.9	108.02	108.61	51.88	52.07	0.2	-0.5	-0.4	-0.4	0.0	0.2
Newfoundland	57.2	52.3	115.43	111.67	66.05	58.41	9.4	3.4	13.1	13.1	0.0	9.4
Northwest Territories	63.8	64.4	143.00	145.87	91.30	93.93	-0.9	-2.0	-2.8	-2.8	0.0	-0.9
Nova Scotia	50.0	52.2	106.50	107.52	53.25	56.07	-4.1	-0.9	-5.0	-3.3	1.8	-2.4
Nunavut Province												
Ontario	53.0	52.4	117.29	122.92	62.16	64.38	1.2	-4.6	-3.4	-2.2	1.2	2.5
Prince Edward Island	44.6	42.4	90.87	91.87	40.49	38.95	5.1	-1.1	4.0	4.0	0.0	5.1
Quebec	53.9	55.8	125.72	127.10	67.78	70.92	-3.4	-1.1	-4.4	-3.6	0.8	-2.6
Saskatchewan	66.4	66.7	117.06	114.78	77.72	76.59	-0.5	2.0	1.5	3.2	1.7	1.2
Yukon Territory	62.3	60.3	94.59	96.44	58.92	58.19	3.2	-1.9	1.3	1.3	0.0	3.2
Service Levels												
Full Service	58.2	57.4	152.14	132.32	88.54	75.97	1.4	15.0	16.5	17.4	0.8	2.1
Limited Service	52.4	52.2	112.30	107.42	58.86	56.03	0.5	4.5	5.0	8.1	2.9	3.4
Class												
Luxury	60.9	60.0	238.53	191.04	145.27	114.66	1.5	24.9	26.7	29.7	2.4	3.9
Upper Upscale	65.1	61.3	186.45	158.11	121.31	96.94	6.1	17.9	25.1	30.8	4.5	10.9
Upscale	63.2	62.1	137.84	127.38	87.17	79.05	1.9	8.2	10.3	12.1	1.7	3.6
Midscale W/ F&B	53.7	55.4	117.73	112.09	63.22	62.05	-3.0	5.0	1.9	3.5	1.6	-1.4
Midscale w/o F&B	54.5	54.3	116.32	104.67	63.34	56.79	0.4	11.1	11.5	17.6	5.4	5.8
Economy	46.2	45.6	96.47	92.20	44.60	42.08	1.3	4.6	6.0	6.2	0.2	1.5
Location												
Urban	59.1	57.5	153.61	133.38	90.80	76.72	2.8	15.2	18.3	19.6	1.0	3.8
Suburban	54.8	54.9	130.94	121.87	71.76	66.92	-0.2	7.4	7.2	11.3	3.8	3.6
Airport	67.0	63.6	146.30	119.69	98.02	76.13	5.3	22.2	28.7	31.3	2.0	7.4
Interstate	49.4	50.5	110.67	108.61	54.66	54.80	-2.1	1.9	-0.2	-0.2	0.1	-2.0
Resort	52.5	54.9	249.15	191.47	130.75	105.09	-4.4	30.1	24.4	23.3	-0.9	-5.3
Size												
Less than 75 Rooms	47.2	47.2	95.76	92.04	45.20	43.43	0.0	4.0	4.1	4.4	0.3	0.3
75-149 Rooms	53.2	52.8	121.95	110.91	64.91	58.55	0.8	10.0	10.9	13.9	2.7	3.6
150-299 Rooms	58.5	57.4	147.57	126.27	86.38	72.48	2.0	16.9	19.2	21.3	1.8	3.8
300-500 Rooms	62.2	62.6	161.65	147.30	100.60	92.22	-0.6	9.7	9.1	11.6	2.3	1.7
Greater Than 500 Rooms	63.7	61.4	186.05	158.68	118.59	97.48	3.8	17.3	21.7	23.9	1.8	5.6

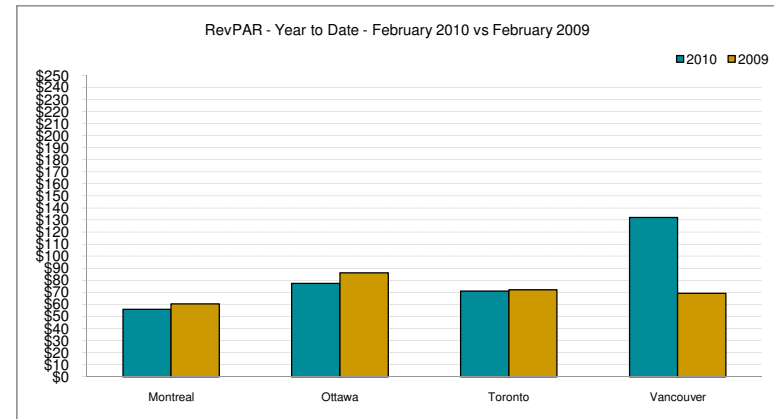
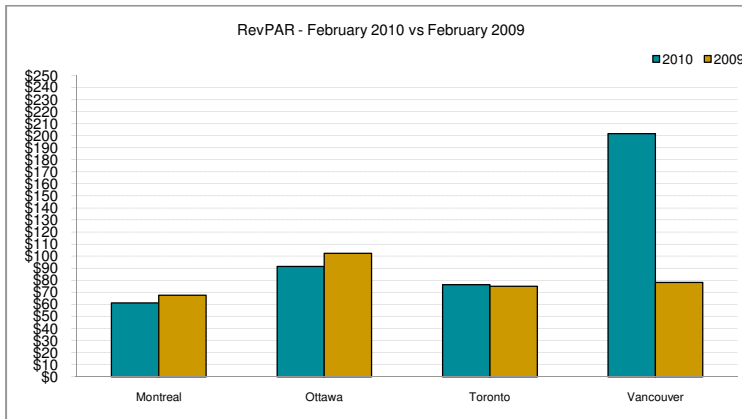
	Year to Date - February 2010 vs February 2009											
	Occ %		ADR (CAD)		RevPAR (CAD)		Percent Change from YTD February 2009					
	2010	2009	2010	2009	2010	2009	Occ	ADR	RevPAR	Room Rev	Rooms Avail	Rooms Sold
Total Canada	50.9	51.5	130.76	123.95	66.61	63.84	-1.1	5.5	4.3	5.9	1.5	0.3
Regions												
Atlantic Canada	44.5	44.6	105.72	106.05	47.01	47.27	-0.2	-0.3	-0.5	0.1	0.6	0.4
Central Canada	49.0	49.5	117.53	121.81	57.59	60.34	-1.1	-3.5	-4.6	-3.5	1.2	0.1
Prairies	60.3	61.4	113.81	110.54	68.65	67.86	-1.7	3.0	1.2	2.6	1.4	-0.4
Northern Canada	54.0	51.7	116.63	119.72	62.99	61.88	4.5	-2.6	1.8	2.2	0.4	4.9
Western Canada	53.8	54.4	158.05	132.72	85.07	72.21	-1.1	19.1	17.8	20.3	2.2	1.1
Provinces												
Alberta	50.4	56.5	127.39	132.68	64.21	75.02	-10.8	-4.0	-14.4	-12.1	2.6	-8.5
British Columbia	57.3	52.3	185.85	132.76	106.58	69.39	9.7	40.0	53.6	56.3	1.8	11.7
Manitoba	57.2	56.3	107.41	105.07	61.41	59.21	1.5	2.2	3.7	4.0	0.3	1.7
New Brunswick	43.0	42.9	105.98	106.38	45.59	45.62	0.3	-0.4	0.0	0.0	0.0	0.3
Newfoundland	53.5	48.3	113.46	111.63	60.67	53.88	10.8	1.6	12.6	12.6	0.0	10.8
Northwest Territories	56.4	52.7	143.26	149.50	80.73	78.78	6.9	-4.2	2.5	2.5	0.0	6.9
Nova Scotia	44.1	46.3	105.05	106.29	46.37	49.17	-4.6	-1.2	-5.7	-4.0	1.8	-2.8
Nunavut Province												
Ontario	49.0	49.5	115.88	120.76	56.77	59.76	-1.0	-4.0	-5.0	-3.7	1.4	0.3
Prince Edward Island	36.4	36.0	87.08	87.96	31.71	31.70	1.1	-1.0	0.0	0.0	0.0	1.1
Quebec	49.0	49.7	122.39	124.88	60.01	62.09	-1.4	-2.0	-3.3	-2.5	0.8	-0.5
Saskatchewan	62.3	64.7	117.52	113.63	73.23	73.47	-3.6	3.4	-0.3	2.0	2.3	-1.4
Yukon Territory	52.2	50.9	94.16	95.62	49.13	48.66	2.5	-1.5	1.0	1.7	0.7	3.3
Service Levels												
Full Service	52.2	52.5	139.53	130.64	72.86	68.62	-0.6	6.8	6.2	7.0	0.7	0.1
Limited Service	48.0	49.0	108.94	106.49	52.29	52.19	-2.1	2.3	0.2	3.1	2.9	0.8
Class												
Luxury	54.1	53.6	211.19	189.69	114.32	101.75	0.9	11.3	12.4	13.6	1.1	2.1
Upper Upscale	58.4	56.1	167.47	155.42	97.72	87.27	3.9	7.8	12.0	16.7	4.2	8.3
Upscale	57.1	57.4	129.10	125.53	73.71	72.09	-0.6	2.8	2.2	4.3	2.0	1.4
Midscale W/ F&B	48.7	50.9	112.93	111.21	54.98	56.55	-4.3	1.5	-2.8	-1.4	1.5	-2.9
Midscale w/o F&B	49.9	50.5	111.28	103.79	55.50	52.46	-1.3	7.2	5.8	11.7	5.6	4.2
Economy	41.6	42.7	93.34	91.95	38.83	39.29	-2.6	1.5	-1.2	-0.9	0.2	-2.4
Location												
Urban	52.8	52.1	141.36	131.53	74.61	68.58	1.2	7.5	8.8	9.9	1.0	2.3
Suburban	49.6	50.4	123.75	120.17	61.41	60.54	-1.5	3.0	1.4	5.1	3.6	2.1
Airport	61.0	61.3	131.90	119.40	80.46	73.21	-0.5	10.5	9.9	12.1	2.0	1.5
Interstate	45.1	47.1	107.51	107.62	48.47	50.66	-4.2	-0.1	-4.3	-4.2	0.1	-4.1
Resort	46.6	49.4	215.23	189.49	100.30	93.60	-5.7	13.6	7.2	6.2	-0.9	-6.5
Size												
Less than 75 Rooms	42.5	44.2	93.85	91.76	39.89	40.52	-3.8	2.3	-1.6	-1.3	0.3	-3.5
75-149 Rooms	48.3	49.1	115.76	110.02	55.95	54.02	-1.6	5.2	3.6	6.3	2.7	1.0
150-299 Rooms	53.0	52.9	134.10	125.01	71.02	66.08	0.2	7.3	7.5	9.5	1.9	2.1
300-500 Rooms	56.1	56.6	151.17	145.53	84.85	82.39	-0.9	3.9	3.0	4.7	1.7	0.8
Greater Than 500 Rooms	56.5	56.1	167.16	154.95	94.38	86.94	0.6	7.9	8.6	10.5	1.8	2.5

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Performance in Metro Areas

For the Month of: February 2010



	February 2010 vs February 2009											
	Occ %		ADR (CAD)		RevPAR (CAD)		Percent Change from February 2009					
	2010	2009	2010	2009	2010	2009	Occ	ADR	RevPAR	Room Rev	Rooms Avail	Rooms Sold
Montreal	50.0	54.2	122.20	124.58	61.09	67.46	-7.7	-1.9	-9.4	-7.8	1.8	-6.0
Ottawa	68.3	72.2	133.97	141.88	91.49	102.47	-5.4	-5.6	-10.7	-10.7	0.0	-5.4
Toronto	61.3	56.5	124.52	132.75	76.39	75.07	8.5	-6.2	1.8	3.1	1.3	9.9
Vancouver	86.0	62.4	234.45	125.43	201.61	78.30	37.7	86.9	157.5	170.5	5.0	44.7

	Year to Date - February 2010 vs February 2009											
	Occ %		ADR (CAD)		RevPAR (CAD)		Percent Change from YTD February 2009					
	2010	2009	2010	2009	2010	2009	Occ	ADR	RevPAR	Room Rev	Rooms Avail	Rooms Sold
Montreal	46.5	49.0	119.97	123.50	55.84	60.50	-5.0	-2.9	-7.7	-6.0	1.8	-3.2
Ottawa	58.9	62.7	131.45	137.51	77.36	86.16	-6.1	-4.4	-10.2	-10.2	0.0	-6.1
Toronto	57.4	55.1	123.60	130.97	70.95	72.19	4.1	-5.6	-1.7	-0.1	1.6	5.8
Vancouver	68.1	55.7	194.18	124.08	132.19	69.06	22.3	56.5	91.4	99.2	4.1	27.3

Montreal Downtown	50.0	55.0	130.14	133.73	65.02	73.53	-9.1	-2.7	-11.6	-10.1	1.7	-7.6
Montreal Airport	51.2	55.6	111.12	110.08	56.88	61.20	-7.9	0.9	-7.1	-1.4	6.1	-2.3
Montreal Area	48.1	48.1	106.39	105.19	51.16	50.58	0.0	1.1	1.2	0.8	-0.3	-0.3
Toronto Downtown	63.0	56.5	139.75	147.97	88.08	83.67	11.5	-5.5	5.3	5.3	0.0	11.5
Toronto North/East	51.7	48.7	109.64	116.94	56.69	56.99	6.1	-6.2	-0.5	-0.5	0.0	6.1
Toronto Airport/West	65.9	63.2	110.42	118.71	72.72	75.01	4.2	-7.0	-3.0	1.8	5.0	9.4
Vancouver Downtown	85.8	65.4	260.93	139.58	223.93	91.31	31.2	86.9	145.2	157.2	4.9	37.6
Vancouver North Area	89.0	57.4	221.63	107.72	197.20	61.80	55.1	105.7	219.1	246.5	8.6	68.4
Vancouver Airport	90.7	64.8	225.65	118.84	204.57	77.05	39.8	89.9	165.5	176.5	4.1	45.6
Vancouver South Area/Surrey	83.3	46.1	186.60	98.09	155.53	45.26	80.6	90.2	243.6	263.4	5.8	91.0
Abbotsford/Chilliwack	71.6	59.4	145.61	89.55	104.25	53.22	20.5	62.6	95.9	95.9	0.0	20.5

45.7	48.3	128.10	132.68	58.60	64.12	-5.4	-3.5	-8.6	-7.1	1.7	-3.8
50.2	53.4	108.57	109.73	54.53	58.61	-6.0	-1.1	-7.0	-1.3	6.1	-0.2
43.8	44.9	104.88	105.45	45.94	47.29	-2.3	-0.5	-2.9	-3.2	-0.3	-2.7
58.2	54.9	138.41	144.70	80.56	79.44	6.0	-4.3	1.4	2.0	0.6	6.6
49.3	46.4	109.35	117.03	53.87	54.36	6.1	-6.6	-0.9	-0.9	0.0	6.1
62.2	62.9	109.63	118.38	68.16	74.43	-1.1	-7.4	-8.4	-3.9	5.0	3.8
67.1	56.0	215.24	138.19	144.51	77.36	19.9	55.8	86.8	92.9	3.3	23.8
70.3	52.3	180.68	106.84	127.05	55.91	34.4	69.1	127.2	146.7	8.6	45.9
74.3	61.7	187.69	119.19	139.55	73.57	20.5	57.5	89.7	97.5	4.1	25.4
62.9	42.4	160.07	97.97	100.67	41.51	48.4	63.4	142.5	152.1	3.9	54.3
57.4	53.7	125.65	88.21	72.11	47.38	6.8	42.5	52.2	52.2	0.0	6.8

Halifax, NS	53.6	55.2	109.85	114.05	58.89	62.90	-2.8	-3.7	-6.4	-3.5	3.0	0.2
Quebec City	64.3	61.4	126.81	127.22	81.49	78.09	4.7	-0.3	4.4	4.4	0.0	4.7
Quebec North	59.6	58.0	145.72	145.83	86.86	84.60	2.7	-0.1	2.7	2.7	0.0	2.7
Quebec South/East	52.0	52.3	100.92	100.23	52.48	52.42	-0.6	0.7	0.1	1.1	0.9	0.4
Ontario East	43.5	44.6	99.13	102.38	43.10	45.63	-2.4	-3.2	-5.5	-3.8	1.9	-0.6
Windsor, ON	34.3	45.8	95.59	113.15	32.76	51.85	-25.2	-15.5	-36.8	-38.1	-2.0	-26.7
London, ON	55.4	53.1	100.38	103.23	55.57	54.84	4.2	-2.8	1.3	2.1	0.7	5.0
Kitchener/Cambridge, ON	42.6	41.0	102.30	105.99	43.56	43.41	4.0	-3.5	0.3	3.7	3.3	7.4
Ontario North/Thunder Bay	59.3	59.1	94.07	92.89	55.78	54.90	0.3	1.3	1.6	2.6	1.0	1.3
Ontario NC/Sudbury	49.1	45.1	106.42	101.38	52.21	45.72	8.8	5.0	14.2	15.8	1.4	10.3
Niagara Falls, ON	36.8	40.7	121.81	124.58	44.85	50.64	-9.4	-2.2	-11.4	-9.8	1.8	-7.8
Ontario Central	45.5	47.1	112.80	114.58	51.27	53.93	-3.4	-1.6	-4.9	-3.7	1.3	-2.2
Mississauga, ON	51.7	51.7	107.22	110.37	55.45	57.08	0.0	-2.9	-2.8	-2.8	0.0	0.0
Winnipeg, MB	65.3	62.5	110.62	108.92	72.28	68.11	4.5	1.6	6.1	6.7	0.5	5.0
Regina, SK	64.9	61.7	117.28	116.20	76.16	71.75	5.2	0.9	6.1	6.1	0.0	5.2
Saskatoon, SK	71.4	74.5	130.87	126.89	93.42	94.53	-4.2	3.1	-1.2	-1.2	0.0	-4.2
Calgary, AB	57.9	64.0	140.32	145.19	81.22	92.91	-9.5	-3.4	-12.6	-9.7	3.3	-6.6
Edmonton, AB	59.8	70.3	124.14	126.79	74.20	89.10	-14.9	-2.1	-16.7	-14.1	3.2	-12.2
Alberta North Area	51.1	52.8	125.22	144.45	64.00	76.27	-3.2	-13.3	-16.1	-13.3	3.3	0.0
Alberta South Area	45.8	50.2	104.51	110.02	47.83	55.24	-8.8	-5.0	-13.4	-11.7	2.0	-7.0
Banff, AB	53.5	61.2	149.77	148.55	80.07	90.86	-12.6	0.8	-11.9	-11.4	0.6	-12.1
Kamloops/Kelowna Area	37.8	41.2	98.25	99.98	37.11	41.17	-8.3	-1.7	-9.9	-8.2	1.9	-6.6
Victoria, BC	45.2	56.8	101.05	100.39	45.71	57.02	-20.4	0.7	-19.8	-19.1	0.9	-19.7

46.7	48.7	108.59	112.03	50.67	54.52	-4.1	-3.1	-7.1	-4.2	3.0	-1.2
55.1	50.5	120.12	122.29	66.21	61.76	9.1	-1.8	7.2	7.2	0.0	9.1
52.7	53.0	142.15	141.45	74.87	74.91	-0.5	0.5	0.0	0.0	0.0	-0.5
48.8	46.4	99.07	99.10	48.36	46.01	5.2	0.0	5.1	6.1	0.9	6.1
40.1	43.2	99.37	102.27	39.88	44.22	-7.2	-2.8	-9.8	-8.1	1.9	-5.5
33.1	44.3	95.02	112.04	31.46	49.61	-25.2	-15.2	-36.6	-37.9	-2.0	-26.7
52.9	50.9	101.73	103.24	53.85	52.52	4.0	-1.5	2.5	3.3	0.7	4.8
40.8	40.8	102.71	106.21	41.86	43.36	-0.2	-3.3	-3.5	-0.3	3.3	3.1
54.7	54.3	93.42	92.20	51.14	50.06	0.8	1.3	2.2	3.2	1.0	1.8
41.7	41.2	104.50	100.77	43.54	41.52	1.2	3.7	4.9	6.4	1.4	2.6
34.3	36.7	116.69	118.20	40.08	43.41	-6.5	-1.3	-7.7	-6.0	1.8	-4.8
43.3	44.0	110.98	114.24	48.08	50.29	-1.6	-2.9	-4.4	-2.7	1.8	0.2
48.8	49.7	106.11	108.93	51.84	54.19	-1.8	-2.6	-4.3	-4.3	0.0	-1.8
59.0	57.5	109.46	107.52	64.58	61.83	2.6	1.8	4.4	5.0	0.5	3.1
58.2	59.3	116.19	115.24	67.58	68.36	-2.0	0.8	-1.1	0.5	1.7	-0.3
72.3	72.4	132.63	125.91	95.86	91.21	-0.2	5.3	5.1	5.1	0.0	-0.2
55.0	59.5	138.76	144.02	76.26	85.73	-7.7	-3.6	-11.0	-8.7	2.6	-5.2
54.9	62.9	123.98	126.17	68.06	79.40	-12.8	-1.7	-14.3	-11.5	3.2	-10.0
46.3	50.6	127.22	144.72	58.94	73.16	-8.4	-12.1	-19.4	-16.7	3.4	-5.3
42.8	48.6	105.38	108.86	45.12	52.92	-11.9	-3.2	-14.7	-12.8	2.3	-9.9
48.2	54.1	142.00	145.38	68.47	78.64	-10.9	-2.3	-12.9	-12.4	0.6	-10.4
36.7	37.5	97.65	98.89	35.83	37.09	-2.2	-1.3	-3.4	-2.1	1.4	-0.9
40.9	48.3	99.09	97.53	40.57	47.06	-15.2	1.6	-13.8	-13.0	0.9	-14.4

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Glossary

Performance data included for Canadian locations may be different than that released by HVS Canada. All data is processed by Smith Travel Research (STR) using both the current and historical sampling of hotels. For further questions about the methodology used to produce the Canadian Hotel Review, please email info@str.com.

Airport

Properties near (usually within 5 miles) an international airport that primarily serve demand generated from airport traffic.

Atlantic Canada

Includes the provinces of New Brunswick, Newfoundland, Nova Scotia, and Prince Edward Island.

Average Daily Rate (ADR)

Room revenue divided by rooms sold.

Central Canada

Includes the provinces of Ontario and Quebec.

Class

(Luxury, Upper Upscale, Upscale, Midscale with F & B, Midscale without F & B, and Economy)

The class segments are based primarily on the actual, system-wide average room rates of the major chains and Independents.

Interstate

Properties near interstate highways that primarily serve demand generated from the interstate. Interstate hotels located in suburban areas are classified in the Suburban location type.

Location

Hotel classifications driven by physical location. Chain management has provided STR with location classifications for a significant number of properties.

Occupancy

Rooms sold divided by rooms available.

Northern Canada

Includes the provinces of Northwest Territories, Nunavut and Yukon.

About STR

For more than 20 years, Smith Travel Research, Inc. (STR) has been the recognized leader for hotel industry benchmarking and research. STR and STR Global offer monthly, weekly and daily STAR benchmarking reports to more than 38,000 hotel clients, representing over 5 million rooms worldwide. STR is headquartered in Hendersonville, Tennessee, and STR Global is based in London. For more information, visit www.strglobal.com or www.HotelNewsNow.com.

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Prairies

Includes the provinces of Manitoba and Saskatchewan.

Resort

Properties located in resort areas that primarily serve leisure demand.

Revenue Per Available Room (RevPAR)

Room revenue divided by rooms available (occupancy times average room rate will closely approximate RevPAR).

Rooms Available (Room Supply)

The number of rooms times the number of days in the period.

Room Revenue

Total room revenue generated from the sale or rental of rooms.

Rooms Sold (Room Demand)

The number of rooms sold (excludes complimentary rooms).

Small Metro/Town

Properties located in markets with less than 150k population.

Suburban

Properties located in suburbs of urban markets.

Urban

Properties located in urban areas with populations greater than 150k.

Western Canada

Includes the regions of Alberta and British Columbia