



AUGUST 2012

AUGUST 19, 2012 TO AUGUST 25, 2012
**CANADIAN WEEKLY
LODGING OUTLOOK**

HVS IN CANADA
Consulting & Valuation



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Canadian Weekly Lodging Outlook 2012

STR and HVS are pleased to provide you with the month's issue of the Canadian 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. For further information, please contact: info@str.com or +1 (615) 824-8664 ext. 3504.

	Sunday		Monday		Tuesday		Wednesday		Thursday		Friday		Saturday		Total Week	
	19-Aug	21-Aug	20-Aug	22-Aug	21-Aug	23-Aug	22-Aug	24-Aug	23-Aug	25-Aug	24-Aug	26-Aug	25-Aug	27-Aug	Week	Week
	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011
Major Markets	Occ	%Chg	Occ	%Chg	Occ	%Chg	Occ	%Chg	Occ	%Chg	Occ	%Chg	Occ	%Chg	Occ	%Chg
Montreal	63.9	1.4	73.3	-4.6	78.4	-6.9	81.3	-7.6	77.9	-5.1	81.4	1.0	89.8	-0.2	78.0	-3.3
Toronto	65.4	7.2	79.5	5.0	86.0	4.6	84.5	3.2	79.5	7.4	85.2	11.2	89.0	5.1	81.3	6.2
Vancouver	81.4	16.9	81.2	2.6	83.8	5.5	86.4	7.9	87.7	5.5	94.7	10.0	94.6	6.9	87.1	7.7
Provinces																
Alberta	59.6	5.3	75.4	4.7	80.3	4.2	80.5	5.8	73.8	8.4	73.3	10.0	77.5	8.3	74.4	6.6
British Columbia	75.2	10.4	76.5	0.7	80.0	4.0	82.2	5.2	83.6	4.2	88.2	5.7	90.2	4.4	82.3	4.8
Manitoba	50.9	-8.3	67.0	-8.6	72.2	-10.4	74.4	-8.5	65.0	-10.1	60.4	-11.7	61.6	-8.6	64.5	-9.5
New Brunswick	63.4	9.6	76.7	1.1	82.8	3.5	88.2	8.2	72.5	-1.7	67.2	-5.0	77.4	4.0	75.4	2.7
Newfoundland	91.6	5.2	98.0	-0.8	98.9	0.1	98.6	-0.2	95.7	7.6	91.1	4.7	84.6	4.1	94.1	2.8
Nova Scotia	75.1	25.3	89.1	14.1	94.7	14.4	94.1	14.7	87.4	12.3	85.0	12.5	88.7	10.3	87.7	14.4
Ontario	59.4	3.4	75.6	1.8	81.6	2.4	79.5	2.3	73.1	5.3	78.7	8.2	87.5	4.1	76.5	3.9
Prince Edward Island	75.0	35.5	86.9	14.4	89.4	14.3	86.8	6.1	87.4	18.0	93.5	21.7	95.9	28.2	87.8	18.9
Quebec	64.9	4.4	75.7	0.0	81.4	-2.6	82.8	-3.0	78.5	-0.8	81.0	2.6	90.8	1.1	79.3	0.1
Saskatchewan	50.8	-3.4	73.2	5.7	83.5	4.9	83.1	2.9	70.7	-3.8	69.7	-2.3	79.3	8.4	72.9	2.0

Canadian Weekly Lodging Outlook 2012

Major Markets	Sunday		Monday		Tuesday		Wednesday		Thursday		Friday		Saturday		Total Week	
	19-Aug	21-Aug	20-Aug	22-Aug	21-Aug	23-Aug	22-Aug	24-Aug	23-Aug	25-Aug	24-Aug	26-Aug	25-Aug	27-Aug	Week	Week
	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011
	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg	ADR	%Chg
Montreal	\$128.44	-2.2	\$132.98	-2.3	\$133.59	-2.1	\$132.62	-4.3	\$133.35	-1.6	\$131.64	-2.9	\$135.82	2.9	\$132.80	-1.7
Toronto	\$126.85	5.5	\$133.21	3.3	\$134.58	2.1	\$137.69	6.2	\$134.46	8.3	\$128.86	10.4	\$126.97	6.5	\$131.90	5.9
Vancouver	\$151.41	1.9	\$149.92	-0.1	\$151.33	1.2	\$151.81	0.7	\$153.48	1.3	\$157.75	4.6	\$157.41	5.1	\$153.47	2.2
Provinces																
Alberta	\$144.02	2.3	\$149.75	4.6	\$151.40	3.0	\$149.10	2.1	\$147.43	3.6	\$141.30	3.4	\$140.51	2.7	\$146.35	3.1
British Columbia	\$145.77	0.8	\$143.15	-0.8	\$144.13	-0.1	\$144.62	0.4	\$147.89	2.0	\$151.70	4.0	\$152.43	4.0	\$147.29	1.6
Manitoba	\$106.38	-2.1	\$113.39	1.6	\$112.33	-0.5	\$112.87	-1.9	\$108.60	-0.8	\$107.25	0.2	\$107.51	0.9	\$110.03	-0.4
New Brunswick	\$114.31	-0.4	\$115.01	-2.3	\$117.29	0.0	\$116.93	-0.1	\$117.32	1.2	\$120.32	3.1	\$130.67	9.5	\$118.89	1.6
Newfoundland	\$148.55	-6.2	\$154.12	-2.3	\$152.77	-4.4	\$153.88	-2.3	\$144.90	-0.8	\$132.87	-2.0	\$137.57	2.2	\$146.70	-2.5
Nova Scotia	\$129.04	6.5	\$130.63	7.4	\$132.46	12.0	\$134.06	6.4	\$128.80	3.6	\$125.76	7.7	\$125.34	5.3	\$129.54	7.0
Ontario	\$122.49	5.5	\$124.04	2.9	\$124.86	2.6	\$123.71	2.6	\$121.47	4.2	\$123.07	5.0	\$125.61	2.7	\$123.71	3.5
Prince Edward Island	\$123.53	-2.5	\$122.43	1.4	\$122.52	1.3	\$118.05	-2.7	\$122.11	1.0	\$125.12	3.3	\$127.91	5.8	\$123.18	1.3
Quebec	\$137.68	1.9	\$137.44	0.2	\$136.83	-0.3	\$136.10	-2.0	\$137.17	0.0	\$139.34	-1.1	\$144.19	2.8	\$138.52	0.2
Saskatchewan	\$122.77	7.2	\$125.52	5.4	\$127.31	4.2	\$126.07	3.1	\$124.94	3.3	\$124.16	3.2	\$126.71	5.9	\$125.55	4.5
	Sunday		Monday		Tuesday		Wednesday		Thursday		Friday		Saturday		Total Week	
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	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011
Major Markets	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg	RevPAR	%Chg
Montreal	\$82.02	-0.8	\$97.41	-6.8	\$104.72	-8.9	\$107.85	-11.5	\$103.92	-6.6	\$107.17	-1.9	\$121.97	2.7	\$103.58	-5.0
Toronto	\$82.99	13.1	\$105.95	8.5	\$115.77	6.8	\$116.30	9.6	\$106.87	16.3	\$109.84	22.8	\$113.06	12.0	\$107.25	12.4
Vancouver	\$123.25	19.1	\$121.76	2.5	\$126.76	6.7	\$131.18	8.7	\$134.60	6.9	\$149.43	15.1	\$148.89	12.4	\$133.70	10.1
Provinces																
Alberta	\$85.78	7.7	\$112.96	9.6	\$121.55	7.4	\$120.09	7.9	\$108.79	12.2	\$103.62	13.8	\$108.91	11.3	\$108.81	9.9
British Columbia	\$109.65	11.2	\$109.55	-0.1	\$115.32	3.9	\$118.85	5.6	\$123.66	6.2	\$133.87	9.9	\$137.42	8.5	\$121.19	6.5
Manitoba	\$54.11	-10.3	\$76.00	-7.1	\$81.06	-10.9	\$84.00	-10.3	\$70.59	-10.7	\$64.73	-11.5	\$66.24	-7.8	\$70.96	-9.8
New Brunswick	\$72.42	9.1	\$88.24	-1.3	\$97.09	3.5	\$103.07	8.0	\$85.07	-0.5	\$80.87	-2.0	\$101.14	14.0	\$89.70	4.3
Newfoundland	\$136.02	-1.3	\$151.10	-3.1	\$151.15	-4.3	\$151.73	-2.5	\$138.67	6.7	\$121.01	2.6	\$116.35	6.5	\$138.00	0.2
Nova Scotia	\$96.96	33.5	\$116.39	22.5	\$125.41	28.1	\$126.14	22.1	\$112.60	16.4	\$106.85	21.2	\$111.20	16.1	\$113.65	22.5
Ontario	\$72.72	9.2	\$93.78	4.7	\$101.85	5.0	\$98.32	5.0	\$88.85	9.7	\$96.84	13.6	\$109.92	6.9	\$94.61	7.5
Prince Edward Island	\$92.68	32.1	\$106.38	16.0	\$109.52	15.9	\$102.42	3.2	\$106.72	19.1	\$116.99	25.7	\$122.64	35.6	\$108.20	20.5
Quebec	\$89.42	6.4	\$104.10	0.2	\$111.35	-2.9	\$112.71	-4.9	\$107.66	-0.8	\$112.81	1.5	\$130.86	3.9	\$109.84	0.3
Saskatchewan	\$62.32	3.5	\$91.88	11.3	\$106.24	9.3	\$104.82	6.1	\$88.36	-0.6	\$86.50	0.9	\$100.49	14.9	\$91.52	6.6

Note: ADR and RevPAR in Canadian Dollars



About STR

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.

About HVS

HVS is the world's leading consulting and services organization focused on the hotel, restaurant, shared ownership, gaming, and leisure industries. Established in 1980, the company performs more than 2,000 assignments per year for virtually every major industry participant. HVS principals are regarded as the leading professionals in their respective regions of the globe. Through a worldwide network of 30 offices staffed by 400 seasoned industry professionals, HVS provides an unparalleled range of complementary services for the hospitality industry. For further information regarding our expertise and specifics about our services, please visit www.hvs.com

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