

CBRE HOTELS

The World's Leading Hotel Experts.

January 2020

NATIONAL MARKET REPORT

TRENDS IN THE CANADIAN HOTEL INDUSTRY



REPORT OF ROOMS OPERATIONS BY LOCATION MONTH OF JANUARY 2020*

Location	Occupancy Percentage			Average Daily Rate			Revenue Per Available Room		
	2020	2019	**Point Change	2020	2019	Variance	2020	2019	Variance
ATLANTIC CANADA	39.6%	39.1%	0.5	\$120.88	\$120.48	0.3%	\$47.88	\$47.12	1.6%
NEWFOUNDLAND	32.6%	33.4%	-0.8	\$115.20	\$121.10	-4.9%	\$37.55	\$40.40	-7.1%
St. John's	31.9%	33.4%	-1.4	\$112.16	\$120.37	-6.8%	\$35.83	\$40.17	-10.8%
PRINCE EDWARD ISLAND	28.8%	33.6%	-4.8	\$117.76	\$112.39	4.8%	\$33.92	\$37.75	-10.1%
NOVA SCOTIA	43.7%	41.7%	2.0	\$124.43	\$121.65	2.3%	\$54.33	\$50.73	7.1%
Halifax/Dartmouth	47.5%	43.9%	3.6	\$128.86	\$126.40	1.9%	\$61.22	\$55.44	10.4%
Other Nova Scotia	35.0%	37.0%	-2.1	\$110.79	\$109.57	1.1%	\$38.73	\$40.59	-4.6%
NEW BRUNSWICK	40.1%	39.8%	0.3	\$116.54	\$117.42	-0.7%	\$46.73	\$46.72	0.0%
Moncton	45.3%	43.2%	2.1	\$121.50	\$119.62	1.6%	\$54.99	\$51.62	6.5%
Other New Brunswick	37.3%	38.0%	-0.7	\$113.27	\$116.09	-2.4%	\$42.24	\$44.10	-4.2%
CENTRAL CANADA	53.3%	52.8%	0.5	\$148.53	\$148.66	-0.1%	\$79.10	\$78.44	0.8%
QUEBEC	51.3%	50.6%	0.7	\$156.45	\$153.94	1.6%	\$80.31	\$77.92	3.1%
Greater Quebec City	48.2%	47.0%	1.2	\$142.49	\$139.17	2.4%	\$68.71	\$65.39	5.1%
Other Quebec	49.9%	49.9%	0.0	\$164.00	\$160.17	2.4%	\$81.81	\$79.94	2.3%
Greater Montreal	52.8%	52.0%	0.9	\$156.04	\$154.81	0.8%	\$82.46	\$80.43	2.5%
Downtown Montreal	47.3%	46.1%	1.1	\$165.89	\$166.12	-0.1%	\$78.41	\$76.66	2.3%
Montreal Airport/Laval	66.2%	64.7%	1.5	\$148.33	\$145.65	1.8%	\$98.20	\$94.29	4.1%
ONTARIO	53.9%	53.5%	0.4	\$146.09	\$147.08	-0.7%	\$78.74	\$78.65	0.1%
Greater Toronto Area (GTA)	61.5%	61.3%	0.2	\$163.87	\$165.39	-0.9%	\$100.74	\$101.41	-0.7%
Downtown Toronto	59.4%	59.3%	0.1	\$211.52	\$209.12	1.1%	\$125.61	\$123.97	1.3%
Toronto Airport	74.8%	74.2%	0.7	\$156.85	\$161.71	-3.0%	\$117.38	\$119.91	-2.1%
GTA West	61.1%	60.9%	0.3	\$129.69	\$131.04	-1.0%	\$79.28	\$79.77	-0.6%
GTA East/North	56.0%	56.5%	-0.5	\$131.59	\$131.30	0.2%	\$73.71	\$74.18	-0.6%
Eastern Ontario	45.1%	44.9%	0.2	\$120.66	\$121.76	-0.9%	\$54.42	\$54.71	-0.5%
Kingston	47.3%	50.5%	-3.3	\$123.92	\$122.34	1.3%	\$58.56	\$61.83	-5.3%
Other Eastern Ontario	44.0%	41.9%	2.1	\$118.88	\$121.38	-2.1%	\$52.32	\$50.87	2.9%
Ottawa	57.1%	53.5%	3.6	\$150.19	\$155.30	-3.3%	\$85.81	\$83.16	3.2%
Downtown Ottawa	57.9%	54.4%	3.5	\$163.40	\$168.16	-2.8%	\$94.62	\$91.47	3.5%
Ottawa West	58.8%	54.2%	4.6	\$135.19	\$140.85	-4.0%	\$79.48	\$76.38	4.0%
Ottawa East	49.9%	48.3%	1.5	\$125.08	\$127.73	-2.1%	\$62.35	\$61.73	1.0%
Southern Ontario	45.9%	46.1%	-0.2	\$118.89	\$116.86	1.7%	\$54.51	\$53.83	1.3%
London	61.3%	60.0%	1.3	\$121.74	\$117.54	3.6%	\$74.62	\$70.47	5.9%
Windsor	45.4%	47.7%	-2.3	\$112.83	\$115.70	-2.5%	\$51.25	\$55.22	-7.2%
Kitchener/Waterloo/Cambridge/Guelph	55.6%	56.1%	-0.4	\$123.51	\$123.00	0.4%	\$68.73	\$68.99	-0.4%
Hamilton/Brantford	51.3%	47.5%	3.8	\$126.70	\$128.44	-1.3%	\$64.99	\$61.04	6.5%
Niagara Falls	37.4%	38.3%	-0.9	\$114.92	\$111.69	2.9%	\$42.96	\$42.79	0.4%
Other Niagara Region	37.8%	35.1%	2.6	\$115.99	\$114.13	1.6%	\$43.81	\$40.11	9.2%
Other Southern Ontario	44.8%	46.4%	-1.5	\$116.74	\$113.57	2.8%	\$52.33	\$52.67	-0.6%
Central Ontario	45.5%	44.4%	1.1	\$140.66	\$145.99	-3.7%	\$64.07	\$64.83	-1.2%
North Eastern Ontario	47.1%	47.2%	-0.2	\$121.54	\$120.68	0.7%	\$57.23	\$57.02	0.4%
North Bay	42.2%	42.2%	-0.1	\$118.39	\$112.76	5.0%	\$49.90	\$47.63	4.8%
Sudbury	51.1%	52.8%	-1.6	\$119.31	\$120.71	-1.2%	\$60.99	\$63.68	-4.2%
North Central Ontario									
Sault Ste. Marie	37.4%	38.0%	-0.6	\$106.66	\$106.05	0.6%	\$39.91	\$40.34	-1.1%
North Western Ontario	53.8%	53.2%	0.6	\$122.72	\$119.97	2.3%	\$66.07	\$63.83	3.5%
Thunder Bay	55.5%	54.6%	0.9	\$120.76	\$118.71	1.7%	\$67.05	\$64.86	3.4%

* Based on the operating results of 252,454 rooms (unweighted data)

** Please note that the variance between current and previous year occupancy is reported as a point change and not as a percentage variance.

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REPORT OF ROOMS OPERATIONS BY LOCATION MONTH OF JANUARY 2020*

Location	Occupancy Percentage			Average Daily Rate			Revenue Per Available Room		
	2020	2019	**Point Change	2020	2019	Variance	2020	2019	Variance
WESTERN CANADA	49.0%	50.6%	-1.6	\$148.16	\$149.45	-0.9%	\$72.62	\$75.57	-3.9%
MANITOBA	55.2%	54.6%	0.7	\$120.72	\$123.04	-1.9%	\$66.66	\$67.14	-0.7%
Winnipeg	56.4%	55.9%	0.4	\$119.24	\$123.20	-3.2%	\$67.21	\$68.90	-2.4%
Brandon	46.1%	52.3%	-6.2	\$128.34	\$120.46	6.5%	\$59.16	\$62.97	-6.0%
Other Manitoba	56.5%	50.6%	5.8	\$122.71	\$124.54	-1.5%	\$69.27	\$63.07	9.8%
SASKATCHEWAN	47.5%	46.9%	0.6	\$116.66	\$115.43	1.1%	\$55.40	\$54.17	2.3%
Regina	52.8%	46.0%	6.8	\$114.51	\$112.46	1.8%	\$60.46	\$51.77	16.8%
Saskatoon	52.9%	50.8%	2.1	\$122.51	\$123.05	-0.4%	\$64.84	\$62.53	3.7%
Other Saskatchewan	38.8%	44.1%	-5.3	\$111.18	\$109.90	1.2%	\$43.17	\$48.52	-11.0%
ALBERTA (excl. Alta Resorts)	41.6%	45.0%	-3.4	\$121.92	\$125.20	-2.6%	\$50.66	\$56.29	-10.0%
Calgary	44.6%	47.0%	-2.4	\$131.38	\$136.41	-3.7%	\$58.57	\$64.13	-8.7%
Calgary Airport	48.3%	46.8%	1.5	\$109.50	\$112.70	-2.8%	\$52.90	\$52.79	0.2%
Downtown Calgary	43.8%	48.5%	-4.7	\$171.56	\$182.93	-6.2%	\$75.16	\$88.65	-15.2%
Calgary Northwest	40.3%	47.0%	-6.8	\$103.41	\$105.67	-2.1%	\$41.63	\$49.68	-16.2%
Calgary South	39.8%	44.7%	-4.9	\$120.00	\$122.55	-2.1%	\$47.77	\$54.81	-12.9%
Edmonton	43.5%	49.2%	-5.7	\$121.86	\$125.79	-3.1%	\$52.98	\$61.90	-14.4%
Downtown Edmonton	44.2%	59.2%	-15.0	\$152.57	\$148.38	2.8%	\$67.39	\$87.84	-23.3%
Edmonton South	42.2%	48.6%	-6.4	\$105.93	\$111.54	-5.0%	\$44.69	\$54.20	-17.5%
Edmonton West	43.6%	42.9%	0.7	\$110.68	\$118.87	-6.9%	\$48.24	\$50.97	-5.4%
Other Alberta	38.2%	40.9%	-2.7	\$114.51	\$115.94	-1.2%	\$43.73	\$47.37	-7.7%
Lethbridge	34.8%	49.5%	-14.7	\$105.66	\$108.87	-2.9%	\$36.72	\$53.86	-31.8%
Red Deer	31.4%	34.3%	-2.9	\$105.31	\$104.24	1.0%	\$33.06	\$35.77	-7.6%
Other Alberta Communities	39.9%	41.0%	-1.2	\$116.84	\$118.74	-1.6%	\$46.60	\$48.73	-4.4%
Alberta Resorts	50.1%	48.1%	1.9	\$239.13	\$212.75	12.4%	\$119.72	\$102.37	16.9%
BRITISH COLUMBIA	56.3%	56.8%	-0.5	\$173.59	\$174.67	-0.6%	\$97.72	\$99.18	-1.5%
Greater Vancouver	65.2%	65.8%	-0.6	\$171.01	\$169.02	1.2%	\$111.51	\$111.22	0.3%
Airport (Richmond)	72.8%	71.5%	1.4	\$156.98	\$151.77	3.4%	\$114.35	\$108.46	5.4%
Downtown Vancouver	62.8%	65.2%	-2.4	\$200.07	\$195.82	2.2%	\$125.57	\$127.61	-1.6%
Langley/Surrey	59.3%	57.1%	2.2	\$120.88	\$118.83	1.7%	\$71.70	\$67.85	5.7%
Other Vancouver	66.2%	65.9%	0.4	\$134.23	\$133.59	0.5%	\$88.91	\$87.99	1.0%
Vancouver Island	48.8%	51.3%	-2.5	\$123.98	\$127.37	-2.7%	\$60.45	\$65.29	-7.4%
Campbell River	52.2%	53.8%	-1.6	\$103.92	\$108.73	-4.4%	\$54.29	\$58.49	-7.2%
Greater Victoria	46.3%	50.4%	-4.1	\$131.14	\$131.23	-0.1%	\$60.69	\$66.10	-8.2%
Nanaimo	53.4%	59.0%	-5.6	\$128.16	\$124.72	2.8%	\$68.46	\$73.56	-6.9%
Parksville/Qualicum Beach	47.9%	45.9%	2.0	\$119.95	\$107.05	12.1%	\$57.51	\$49.13	17.0%
Other Vancouver Island	55.2%	52.4%	2.8	\$104.73	\$131.24	-20.2%	\$57.80	\$68.78	-16.0%
Whistler Resort Area	79.8%	83.6%	-3.8	\$466.29	\$495.13	-5.8%	\$372.19	\$413.83	-10.1%
Other British Columbia	45.2%	44.3%	0.9	\$119.49	\$120.24	-0.6%	\$54.00	\$53.25	1.4%
Abbotsford/Chilliwack	61.5%	52.9%	8.6	\$99.04	\$103.58	-4.4%	\$60.94	\$54.78	11.2%
Kamloops	39.5%	42.0%	-2.5	\$96.99	\$102.60	-5.5%	\$38.31	\$43.12	-11.2%
Kelowna	43.4%	43.2%	0.2	\$122.39	\$114.50	6.9%	\$53.06	\$49.42	7.4%
Penticton	24.0%	20.5%	3.5	\$103.14	\$101.81	1.3%	\$24.80	\$20.88	18.8%
Prince George	50.1%	45.0%	5.1	\$114.51	\$117.71	-2.7%	\$57.39	\$52.95	8.4%
Other B.C. Communities	45.9%	45.8%	0.1	\$128.14	\$128.62	-0.4%	\$58.82	\$58.87	-0.1%
NORTHWEST TERRITORIES	64.6%	64.2%	0.4	\$148.45	\$145.58	2.0%	\$95.92	\$93.46	2.6%
YUKON	44.2%	42.5%	1.7	\$129.26	\$125.76	2.8%	\$57.18	\$53.47	6.9%
CANADA	50.3%	50.8%	-0.5	\$146.80	\$147.50	-0.5%	\$73.86	\$74.90	-1.4%

* Based on the operating results of 252,454 rooms (unweighted data)

** Please note that the variance between current and previous year occupancy is reported as a point change and not as a percentage variance.

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REGIONAL REPORT OF ROOMS OPERATIONS BY PROPERTY SIZE, PROPERTY TYPE AND PRICE LEVEL MONTH OF JANUARY 2020*

ATLANTIC

	Occupancy Percentage			Average Daily Rate		
	2020	2019	**Point Change	2020	2019	Variance
Property Size						
Under 50 rooms	28.5%	32.8%	-4.3	\$111.49	\$109.70	1.6%
50-75 rooms	33.8%	35.5%	-1.7	\$102.10	\$99.98	2.1%
76-125 rooms	41.1%	39.3%	1.8	\$116.09	\$116.91	-0.7%
126-200 rooms	43.4%	41.9%	1.5	\$128.70	\$126.92	1.4%
201-500 rooms	37.4%	38.0%	-0.6	\$132.17	\$131.79	0.3%
Over 500 rooms	N/A	N/A	N/A	N/A	N/A	N/A
Total	39.6%	39.1%	0.5	\$120.88	\$120.48	0.3%
Property Type						
Limited Service	40.2%	40.1%	0.0	\$116.55	\$118.26	-1.4%
Full Service	39.1%	38.3%	0.8	\$123.45	\$121.11	1.9%
Suite Hotel	51.6%	46.4%	5.2	\$133.34	\$133.12	0.2%
Resort	N/A	N/A	N/A	N/A	N/A	N/A
Total	39.6%	39.1%	0.5	\$120.88	\$120.48	0.3%
Price Level						
Budget	29.5%	31.8%	-2.3	\$96.79	\$96.06	0.8%
Mid-Price	42.1%	41.0%	1.1	\$123.67	\$123.51	0.1%
Upscale	37.5%	35.5%	2.0	\$141.37	\$143.99	-1.8%
Total	39.6%	39.1%	0.5	\$120.88	\$120.48	0.3%

CENTRAL

	Occupancy Percentage			Average Daily Rate		
	2020	2019	**Point Change	2020	2019	Variance
Property Size						
Under 50 rooms	39.7%	38.4%	1.3	\$121.11	\$120.59	0.4%
50-75 rooms	46.6%	47.6%	-1.0	\$112.60	\$112.24	0.3%
76-125 rooms	52.4%	52.7%	-0.3	\$125.16	\$125.59	-0.3%
126-200 rooms	54.6%	52.8%	1.8	\$137.49	\$139.05	-1.1%
201-500 rooms	56.5%	55.3%	1.2	\$170.70	\$171.57	-0.5%
Over 500 rooms	53.2%	53.9%	-0.7	\$190.30	\$182.83	4.1%
Total	53.3%	52.8%	0.5	\$148.53	\$148.66	-0.1%
Property Type						
Limited Service	50.3%	50.2%	0.1	\$115.63	\$117.06	-1.2%
Full Service	53.7%	53.1%	0.7	\$161.58	\$160.52	0.7%
Suite Hotel	61.8%	61.9%	-0.1	\$148.10	\$148.91	-0.5%
Resort	50.8%	48.0%	2.7	\$216.57	\$217.53	-0.4%
Total	53.3%	52.8%	0.5	\$148.53	\$148.66	-0.1%
Price Level						
Budget	47.7%	47.9%	-0.2	\$100.35	\$100.57	-0.2%
Mid-Price	54.2%	53.7%	0.6	\$144.01	\$144.13	-0.1%
Upscale	56.6%	55.5%	1.1	\$220.57	\$219.56	0.5%
Total	53.3%	52.8%	0.5	\$148.53	\$148.66	-0.1%

WESTERN

	Occupancy Percentage			Average Daily Rate		
	2020	2019	**Point Change	2020	2019	Variance
Property Size						
Under 50 rooms	41.7%	41.0%	0.7	\$105.71	\$106.50	-0.7%
50-75 rooms	44.8%	45.3%	-0.4	\$108.62	\$110.07	-1.3%
76-125 rooms	47.2%	48.1%	-1.0	\$122.39	\$125.55	-2.5%
126-200 rooms	49.0%	50.8%	-1.9	\$132.34	\$133.13	-0.6%
201-500 rooms	52.6%	56.2%	-3.5	\$187.92	\$187.64	0.1%
Over 500 rooms	62.6%	61.7%	0.9	\$278.77	\$274.52	1.6%
Total	49.0%	50.6%	-1.6	\$148.16	\$149.45	-0.9%
Property Type						
Limited Service	44.5%	45.5%	-0.9	\$109.60	\$111.77	-1.9%
Full Service	51.0%	53.5%	-2.4	\$150.22	\$150.19	0.0%
Suite Hotel	54.1%	56.7%	-2.6	\$157.36	\$159.63	-1.4%
Resort	57.7%	55.9%	1.7	\$295.76	\$288.29	2.6%
Total	49.0%	50.6%	-1.6	\$148.16	\$149.45	-0.9%
Price Level						
Budget	46.0%	44.6%	1.4	\$101.06	\$102.09	-1.0%
Mid-Price	47.9%	50.2%	-2.3	\$128.20	\$129.37	-0.9%
Upscale	57.4%	58.4%	-1.1	\$266.62	\$267.25	-0.2%
Total	49.0%	50.6%	-1.6	\$148.16	\$149.45	-0.9%

CANADA *

	Occupancy Percentage			Average Daily Rate		
	2020	2019	**Point Change	2020	2019	Variance
Property Size						
Under 50 rooms	40.5%	39.7%	0.7	\$111.22	\$111.56	-0.3%
50-75 rooms	44.4%	45.2%	-0.8	\$109.66	\$110.15	-0.4%
76-125 rooms	48.8%	49.2%	-0.5	\$123.14	\$125.00	-1.5%
126-200 rooms	51.1%	50.9%	0.1	\$134.62	\$135.49	-0.6%
201-500 rooms	53.7%	54.7%	-1.0	\$176.64	\$177.21	-0.3%
Over 500 rooms	55.6%	55.9%	-0.3	\$215.97	\$208.29	3.7%
Total	50.3%	50.8%	-0.5	\$146.80	\$147.50	-0.5%
Property Type						
Limited Service	46.4%	46.9%	-0.4	\$112.72	\$114.48	-1.5%
Full Service	51.6%	52.2%	-0.6	\$154.94	\$154.12	0.5%
Suite Hotel	58.6%	59.5%	-0.9	\$150.43	\$151.47	-0.7%
Resort	54.1%	52.7%	1.3	\$271.26	\$267.89	1.3%
Total	50.3%	50.8%	-0.5	\$146.80	\$147.50	-0.5%
Price Level						
Budget	45.8%	45.5%	0.3	\$100.47	\$100.94	-0.5%
Mid-Price	50.2%	51.0%	-0.8	\$135.37	\$135.77	-0.3%
Upscale	56.5%	56.4%	0.1	\$241.60	\$241.70	0.0%
Total	50.3%	50.8%	-0.5	\$146.80	\$147.50	-0.5%

* Based on the operating results of 252,454 rooms (unweighted data)

** Please note that the variance between current and previous year occupancy is reported as a point change and not as a percentage variance.

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