



TRENDS IN THE CANADIAN
HOTEL INDUSTRY

National Market Report

JANUARY 2023

Report of rooms operations by location

MONTH OF JANUARY 2023*

Location	Occupancy Percentage			Average Daily Rate			Revenue Per Available Room		
	2023	2022	**Point Change	2023	2022	Variance	2023	2022	Variance
ATLANTIC CANADA	43.4%	22.6%	20.8	\$137.26	\$107.80	27.3%	\$59.58	\$24.39	144.3%
Newfoundland	46.9%	23.5%	23.4	\$120.53	\$104.22	15.6%	\$56.54	\$24.54	130.4%
St. John's	49.4%	22.9%	26.4	\$118.82	\$104.13	14.1%	\$58.64	\$23.87	145.7%
Prince Edward Island	41.7%	19.1%	22.6	\$143.36	\$103.48	38.5%	\$59.80	\$19.78	202.4%
Nova Scotia	45.6%	26.4%	19.1	\$146.17	\$109.36	33.7%	\$66.62	\$28.90	130.5%
Halifax/Dartmouth	47.0%	26.3%	20.7	\$154.13	\$109.83	40.3%	\$72.49	\$28.90	150.8%
Other Nova Scotia	42.3%	26.7%	15.6	\$126.26	\$108.25	16.6%	\$53.41	\$28.90	84.8%
New Brunswick	39.3%	18.4%	20.9	\$129.35	\$104.64	23.6%	\$50.84	\$19.22	164.5%
Moncton	42.8%	15.5%	27.4	\$133.42	\$104.40	27.8%	\$57.16	\$16.17	253.5%
Other New Brunswick	37.4%	20.0%	17.4	\$126.76	\$104.74	21.0%	\$47.36	\$20.93	126.2%
CENTRAL CANADA	51.7%	29.8%	21.9	\$168.94	\$124.86	35.3%	\$87.29	\$37.17	134.9%
Quebec	50.8%	21.8%	29.1	\$186.30	\$141.06	32.1%	\$94.72	\$30.71	208.5%
Greater Quebec City	45.1%	13.3%	31.8	\$173.47	\$138.22	25.5%	\$78.32	\$18.41	325.4%
Other Quebec	48.9%	24.5%	24.4	\$202.88	\$157.97	28.4%	\$99.28	\$38.76	156.2%
Greater Montreal	53.5%	22.9%	30.6	\$181.83	\$132.02	37.7%	\$97.35	\$30.28	221.5%
Downtown Montreal	45.7%	13.2%	32.4	\$193.34	\$140.56	37.6%	\$88.31	\$18.59	375.0%
Montreal Airport/Laval	70.7%	43.9%	26.8	\$175.93	\$128.92	36.5%	\$124.40	\$56.66	119.6%
Ontario	52.0%	32.5%	19.5	\$163.27	\$121.31	34.6%	\$84.82	\$39.40	115.3%
Greater Toronto Area (GTA)	59.1%	34.8%	24.3	\$181.47	\$124.02	46.3%	\$107.26	\$43.16	148.5%
Downtown Toronto	53.3%	21.9%	31.5	\$241.29	\$163.22	47.8%	\$128.72	\$35.67	260.8%
Toronto Airport	72.9%	47.9%	25.0	\$170.80	\$117.30	45.6%	\$124.50	\$56.17	121.7%
GTA West	57.6%	39.0%	18.6	\$144.07	\$110.29	30.6%	\$83.01	\$43.01	93.0%
GTA East/North	60.1%	42.4%	17.7	\$143.48	\$109.98	30.5%	\$86.17	\$46.62	84.8%
Eastern Ontario	48.4%	28.3%	20.1	\$133.75	\$108.81	22.9%	\$64.68	\$30.75	110.3%
Kingston	46.6%	21.5%	25.1	\$142.79	\$106.83	33.7%	\$66.47	\$22.92	190.1%
Other Eastern Ontario	49.1%	31.5%	17.5	\$130.26	\$109.46	19.0%	\$63.95	\$34.54	85.2%
Ottawa	50.8%	28.4%	22.4	\$164.06	\$126.25	29.9%	\$83.35	\$35.82	132.7%
Downtown Ottawa	47.7%	22.5%	25.3	\$181.90	\$141.74	28.3%	\$86.85	\$31.89	172.4%
Ottawa West	56.9%	35.4%	21.4	\$147.71	\$114.27	29.3%	\$84.00	\$40.50	107.4%
Ottawa East	46.9%	33.9%	13.0	\$142.50	\$116.93	21.9%	\$66.88	\$39.67	68.6%
Southern Ontario	46.2%	27.7%	18.5	\$138.35	\$113.09	22.3%	\$63.85	\$31.27	104.2%
London	57.7%	36.6%	21.1	\$141.41	\$99.30	42.4%	\$81.53	\$36.34	124.3%
Windsor	45.9%	29.6%	16.3	\$129.63	\$107.38	20.7%	\$59.48	\$31.81	87.0%
Kitchener/Waterloo/Cambridge/Guelph	54.1%	37.1%	17.0	\$142.49	\$109.79	29.8%	\$77.02	\$40.70	89.2%
Hamilton/Brantford	46.7%	46.4%	0.3	\$142.94	\$127.32	12.3%	\$66.76	\$59.06	13.0%
Niagara Falls	41.0%	14.1%	26.9	\$138.30	\$124.84	10.8%	\$56.73	\$17.66	221.1%
Other Niagara Region	43.1%	27.9%	15.2	\$125.74	\$112.01	12.3%	\$54.16	\$31.21	73.5%
Other Southern Ontario	43.9%	36.0%	7.8	\$138.35	\$104.22	32.7%	\$60.67	\$37.54	61.6%
Central Ontario	42.1%	33.9%	8.2	\$176.37	\$148.07	19.1%	\$74.30	\$50.27	47.8%
North Eastern Ontario	42.2%	39.3%	2.9	\$136.07	\$107.93	26.1%	\$57.49	\$42.44	35.4%
North Bay	40.3%	40.5%	-0.2	\$116.98	\$80.45	45.4%	\$47.17	\$32.61	44.7%
Sudbury	41.4%	30.8%	10.6	\$140.22	\$112.73	24.4%	\$58.04	\$34.76	67.0%
North Central Ontario									
Sault Ste. Marie	42.7%	36.2%	6.6	\$117.51	\$97.97	19.9%	\$50.21	\$35.42	41.7%
North Western Ontario	57.5%	52.4%	5.1	\$158.18	\$130.25	21.4%	\$90.96	\$68.31	33.2%
Thunder Bay	54.2%	49.5%	4.6	\$162.42	\$129.03	25.9%	\$87.97	\$63.92	37.6%

* Based on the operating results of 255,289 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 2023*

Location	Occupancy Percentage			Average Daily Rate			Revenue Per Available Room		
	2023	2022	**Point Change	2023	2022	Variance	2023	2022	Variance
WESTERN CANADA	50.8%	37.1%	13.8	\$168.01	\$137.15	22.5%	\$85.42	\$50.86	67.9%
Manitoba	62.6%	30.6%	32.0	\$147.70	\$116.45	26.8%	\$92.45	\$35.58	159.9%
Winnipeg	68.1%	29.7%	38.4	\$151.16	\$119.61	26.4%	\$102.89	\$35.51	189.7%
Brandon	48.6%	31.4%	17.2	\$147.29	\$91.98	60.1%	\$71.56	\$28.84	148.1%
Other Manitoba	52.0%	32.9%	19.0	\$131.98	\$120.98	9.1%	\$68.59	\$39.83	72.2%
Saskatchewan	44.6%	35.7%	8.9	\$126.64	\$112.16	12.9%	\$56.51	\$40.05	41.1%
Regina	38.7%	31.3%	7.5	\$124.53	\$104.28	19.4%	\$48.20	\$32.59	47.9%
Saskatoon	49.5%	35.2%	14.4	\$133.24	\$116.39	14.5%	\$65.97	\$40.92	61.2%
Other Saskatchewan	44.3%	39.1%	5.1	\$121.26	\$112.82	7.5%	\$53.67	\$44.15	21.6%
Alberta (excl. Alta Resorts)	44.8%	33.1%	11.7	\$130.79	\$110.59	18.3%	\$58.57	\$36.58	60.1%
Calgary	43.9%	28.1%	15.8	\$147.60	\$116.96	26.2%	\$64.77	\$32.84	97.3%
Calgary Airport	49.6%	35.2%	14.4	\$133.98	\$110.72	21.0%	\$66.48	\$39.03	70.3%
Downtown Calgary	36.4%	18.8%	17.5	\$188.24	\$142.72	31.9%	\$68.44	\$26.86	154.8%
Calgary Northwest	47.4%	31.4%	16.0	\$106.45	\$91.96	15.8%	\$50.47	\$28.91	74.5%
Calgary South	44.1%	29.1%	15.0	\$135.34	\$113.53	19.2%	\$59.69	\$33.00	80.9%
Edmonton	44.2%	30.9%	13.3	\$126.84	\$102.84	23.3%	\$56.09	\$31.76	76.6%
Downtown Edmonton	41.4%	21.7%	19.7	\$161.95	\$140.49	15.3%	\$67.12	\$30.56	119.7%
Edmonton South	45.3%	34.1%	11.2	\$113.43	\$92.61	22.5%	\$51.39	\$31.60	62.6%
Edmonton West	44.4%	32.2%	12.2	\$126.43	\$102.98	22.8%	\$56.14	\$33.15	69.3%
Other Alberta	45.8%	38.0%	7.8	\$121.74	\$111.80	8.9%	\$55.79	\$42.47	31.4%
Lethbridge	37.8%	32.1%	5.7	\$119.72	\$105.30	13.7%	\$45.27	\$33.85	33.7%
Red Deer	44.4%	32.2%	12.2	\$110.51	\$102.83	7.5%	\$49.04	\$33.07	48.3%
Other Alberta Communities	46.8%	39.9%	6.9	\$124.67	\$113.48	9.9%	\$58.38	\$45.29	28.9%
Alberta Resorts	47.6%	34.2%	13.4	\$303.38	\$252.17	20.3%	\$144.26	\$86.18	67.4%
British Columbia	57.0%	42.9%	14.2	\$201.59	\$158.88	26.9%	\$114.92	\$68.09	68.8%
Greater Vancouver	63.8%	39.6%	24.2	\$194.20	\$151.27	28.4%	\$123.86	\$59.94	106.6%
Airport (Richmond)	71.7%	53.7%	18.0	\$183.18	\$143.47	27.7%	\$131.43	\$77.05	70.6%
Downtown Vancouver	60.6%	30.4%	30.3	\$218.81	\$172.63	26.7%	\$132.64	\$52.40	153.1%
Langley/Surrey	64.3%	49.0%	15.3	\$143.68	\$123.32	16.5%	\$92.42	\$60.46	52.9%
Other Vancouver	61.9%	44.5%	17.5	\$166.34	\$135.63	22.6%	\$103.04	\$60.31	70.9%
Vancouver Island	47.4%	43.4%	4.0	\$154.35	\$136.33	13.2%	\$73.11	\$59.16	23.6%
Campbell River	65.9%	65.2%	0.6	\$116.90	\$105.97	10.3%	\$77.00	\$69.12	11.4%
Greater Victoria	47.2%	40.6%	6.7	\$160.52	\$137.19	17.0%	\$75.82	\$55.63	36.3%
Nanaimo	44.7%	39.2%	5.5	\$143.68	\$136.80	5.0%	\$64.21	\$53.56	19.9%
Parksville/Qualicum Beach	41.2%	43.5%	-2.4	\$140.63	\$133.40	5.4%	\$57.88	\$58.10	-0.4%
Other Vancouver Island	48.0%	49.2%	-1.2	\$161.54	\$146.48	10.3%	\$77.54	\$72.07	7.6%
Whistler Resort Area	83.5%	52.1%	31.4	\$570.92	\$429.67	32.9%	\$476.76	\$224.06	112.8%
Other British Columbia	49.3%	45.1%	4.2	\$142.19	\$128.21	10.9%	\$70.10	\$57.78	21.3%
Abbotsford/Chilliwack	70.6%	61.3%	9.3	\$147.93	\$119.69	23.6%	\$104.40	\$73.37	42.3%
Kamloops	49.2%	59.5%	-10.3	\$118.67	\$105.90	12.1%	\$58.40	\$63.06	-7.4%
Kelowna	42.5%	38.3%	4.2	\$134.55	\$121.20	11.0%	\$57.24	\$46.42	23.3%
Penticton	25.7%	20.4%	5.3	\$114.04	\$111.57	2.2%	\$29.30	\$22.79	28.5%
Prince George	51.8%	43.9%	7.9	\$133.13	\$120.25	10.7%	\$68.96	\$52.85	30.5%
Other B.C. Communities	50.5%	44.6%	5.8	\$150.58	\$139.42	8.0%	\$75.99	\$62.22	22.1%
Northwest Territories	30.8%	41.1%	-10.3	\$174.87	\$141.71	23.4%	\$53.89	\$58.25	-7.5%
Yukon	42.4%	37.1%	5.3	\$149.52	\$128.49	16.4%	\$63.43	\$47.70	33.0%
CANADA	50.7%	32.6%	18.1	\$166.49	\$130.43	27.7%	\$84.37	\$42.54	98.4%

* Based on the operating results of 255,289 rooms (unweighted data)

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Regional report of rooms operations by property size, type and price level
MONTH OF JANUARY 2023*

ATLANTIC							CENTRAL						
	Occupancy Percentage			Average Daily Rates				Occupancy Percentage			Average Daily Rates		
	2023	2022	**Point Change	2023	2022	Variance		2023	2022	**Point Change	2023	2022	Variance
Property Size													
Under 50 rooms	28.6%	21.1%	7.5	\$127.57	\$112.10	13.8%	43.6%	33.5%	10.1	\$138.18	\$111.77	23.6%	
50-75 rooms	38.9%	26.9%	12.0	\$117.28	\$101.08	16.0%	45.3%	37.1%	8.2	\$132.33	\$109.80	20.5%	
76-125 rooms	45.5%	25.0%	20.5	\$135.05	\$105.26	28.3%	53.1%	36.7%	16.4	\$145.50	\$113.82	27.8%	
126-200 rooms	47.3%	24.8%	22.6	\$141.48	\$115.12	22.9%	53.6%	31.4%	22.2	\$156.78	\$119.05	31.7%	
201-500 rooms	38.8%	12.7%	26.0	\$149.42	\$107.01	39.6%	51.8%	23.2%	28.6	\$194.57	\$151.76	28.2%	
Over 500 rooms	N/A	N/A	N/A	N/A	N/A	N/A	51.6%	19.8%	31.8	\$216.91	\$145.30	49.3%	
Total	43.4%	22.6%	20.8	\$137.26	\$107.80	27.3%	51.7%	29.8%	21.9	\$168.94	\$124.86	35.3%	
Property Type													
Limited Service	45.7%	27.0%	18.7	\$131.36	\$108.97	20.5%	49.7%	36.0%	13.7	\$134.19	\$105.66	27.0%	
Full Service	40.6%	18.2%	22.4	\$141.42	\$104.47	35.4%	52.0%	24.6%	27.4	\$181.85	\$132.48	37.3%	
Suite Hotel	56.4%	29.5%	26.9	\$157.35	\$117.12	34.4%	59.9%	42.1%	17.8	\$170.70	\$131.15	30.2%	
Resort	N/A	N/A	N/A	N/A	N/A	N/A	44.5%	20.5%	23.9	\$272.44	\$230.97	18.0%	
Total	43.4%	22.6%	20.8	\$137.26	\$107.80	27.3%	51.7%	29.8%	21.9	\$168.94	\$124.86	35.3%	
Price Level													
Budget	34.7%	22.1%	12.6	\$110.19	\$94.04	17.2%	43.1%	33.8%	9.3	\$111.55	\$93.03	19.9%	
Mid-Price	45.2%	23.2%	22.0	\$138.21	\$108.18	27.8%	54.6%	32.8%	21.8	\$159.08	\$120.42	32.1%	
Upscale	29.8%	11.1%	18.7	\$201.25	\$170.74	17.9%	45.0%	13.6%	31.5	\$261.37	\$229.04	14.1%	
Total	43.4%	22.6%	20.8	\$137.26	\$107.80	27.3%	51.7%	29.8%	21.9	\$168.94	\$124.86	35.3%	
WESTERN							CANADA						
	Occupancy Percentage			Average Daily Rates				Occupancy Percentage			Average Daily Rates		
	2023	2022	**Point Change	2023	2022	Variance		2023	2022	**Point Change	2023	2022	Variance
Property Size													
Under 50 rooms	42.9%	39.7%	3.2	\$113.23	\$108.66	4.2%	42.6%	36.7%	5.8	\$122.90	\$109.75	12.0%	
50-75 rooms	49.6%	42.7%	6.9	\$126.74	\$112.70	12.5%	46.9%	39.0%	7.9	\$128.08	\$110.87	15.5%	
76-125 rooms	51.7%	41.3%	10.5	\$140.10	\$120.87	15.9%	51.7%	38.0%	13.8	\$141.98	\$117.17	21.2%	
126-200 rooms	51.5%	36.2%	15.3	\$156.25	\$131.19	19.1%	52.1%	32.9%	19.2	\$155.28	\$124.74	24.5%	
201-500 rooms	49.9%	31.5%	18.4	\$215.45	\$172.45	24.9%	50.2%	26.2%	23.9	\$201.71	\$161.47	24.9%	
Over 500 rooms	57.9%	22.7%	35.2	\$323.27	\$319.04	1.3%	53.1%	20.5%	32.6	\$245.97	\$194.91	26.2%	
Total	50.8%	37.1%	13.8	\$168.01	\$137.15	22.5%	50.7%	32.6%	18.1	\$166.49	\$130.43	27.7%	
Property Type													
Limited Service	49.5%	40.9%	8.6	\$125.70	\$109.64	14.6%	49.3%	37.7%	11.5	\$129.53	\$108.12	19.8%	
Full Service	50.4%	32.8%	17.6	\$170.69	\$139.19	22.6%	50.5%	27.6%	23.0	\$174.96	\$134.48	30.1%	
Suite Hotel	61.9%	40.5%	21.3	\$180.60	\$141.37	27.8%	60.4%	41.0%	19.4	\$173.57	\$134.03	29.5%	
Resort	54.2%	38.1%	16.0	\$382.93	\$294.75	29.9%	49.8%	31.1%	18.8	\$341.36	\$279.23	22.3%	
Total	50.8%	37.1%	13.8	\$168.01	\$137.15	22.5%	50.7%	32.6%	18.1	\$166.49	\$130.43	27.7%	
Price Level													
Budget	46.0%	41.8%	4.2	\$109.71	\$96.62	13.5%	44.1%	37.3%	6.7	\$110.48	\$95.20	16.1%	
Mid-Price	51.5%	38.0%	13.5	\$147.58	\$125.80	17.3%	52.4%	34.3%	18.1	\$152.42	\$122.38	24.5%	
Upscale	53.0%	27.3%	25.7	\$328.54	\$286.94	14.5%	48.2%	19.7%	28.6	\$293.13	\$264.34	10.9%	
Total	50.8%	37.1%	13.8	\$168.01	\$137.15	22.5%	50.7%	32.6%	18.1	\$166.49	\$130.43	27.7%	

* Based on the operating results of 255,289 rooms (unweighted data)

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