



**CBRE HOTELS**

# TRENDS IN THE HOTEL INDUSTRY NATIONAL MARKET REPORT

**CBRE HOTELS**

The World's Leading Hotel Experts.

# NATIONAL MARKET REPORT



REPORT OF ROOMS OPERATIONS  
BY LOCATION  
MONTH OF DECEMBER 2017\*

Location	Occupancy Percentage			Average Daily Rate			Revenue Per Available Room		
	2017	2016	Year Change	2017	2016	Variance	2017	2016	Variance
<b>ATLANTIC CANADA</b>	<b>40.1%</b>	<b>39.6%</b>	<b>0.5</b>	<b>\$120.87</b>	<b>\$116.65</b>	<b>3.9%</b>	<b>\$48.47</b>	<b>\$46.18</b>	<b>4.9%</b>
NEWFOUNDLAND	36.2%	39.6%	-3.4	\$129.88	\$128.46	1.1%	\$47.00	\$52.64	-7.2%
St. John's	34.3%	35.0%	-0.7	\$131.09	\$129.78	1.0%	\$47.44	\$48.37	-0.2%
PRINCE EDWARD ISLAND	31.7%	36.3%	-4.6	\$107.18	\$96.39	11.3%	\$33.94	\$33.99	-0.1%
NOVA SCOTIA	43.4%	41.7%	1.7	\$122.11	\$119.16	2.5%	\$50.01	\$49.74	0.6%
Halifax/Dorchester	45.2%	43.2%	2.0	\$124.03	\$120.10	3.1%	\$51.19	\$24.00	2.7%
Other Nova Scotia	39.2%	35.7%	3.5	\$111.17	\$102.67	8.2%	\$43.93	\$40.91	7.4%
<b>NEW BRUNSWICK</b>	<b>39.2%</b>	<b>37.8%</b>	<b>1.5</b>	<b>\$111.43</b>	<b>\$107.46</b>	<b>3.7%</b>	<b>\$43.65</b>	<b>\$40.65</b>	<b>7.4%</b>
Moncton	45.0%	43.0%	2.0	\$112.44	\$113.39	-0.7%	\$50.86	\$48.30	9.2%
Other West Brunswick	35.3%	35.2%	0.1	\$109.91	\$104.37	6.2%	\$39.10	\$36.71	6.5%
<b>CENTRAL CANADA</b>	<b>53.7%</b>	<b>52.2%</b>	<b>1.6</b>	<b>\$146.91</b>	<b>\$140.21</b>	<b>4.8%</b>	<b>\$78.94</b>	<b>\$73.12</b>	<b>8.0%</b>
<b>QUEBEC</b>	<b>55.3%</b>	<b>54.4%</b>	<b>0.9</b>	<b>\$163.27</b>	<b>\$157.68</b>	<b>3.4%</b>	<b>\$90.29</b>	<b>\$85.66</b>	<b>5.3%</b>
Greater Quebec City	56.2%	54.4%	1.9	\$158.20	\$153.94	2.8%	\$89.11	\$83.74	6.4%
Other Quebec	51.2%	47.9%	3.4	\$108.76	\$102.64	5.7%	\$56.75	\$50.99	10.5%
Quebec-Montreal	57.2%	57.7%	-0.5	\$155.49	\$147.36	6.2%	\$87.92	\$86.97	1.0%
Quebec-Montreal	55.7%	56.2%	-0.5	\$149.03	\$144.95	3.0%	\$91.14	\$92.05	-1.0%
Montreal-Apparition	65.0%	60.2%	4.8	\$136.36	\$127.20	7.2%	\$99.75	\$79.20	19.9%
<b>ONTARIO</b>	<b>53.2%</b>	<b>51.8%</b>	<b>1.5</b>	<b>\$141.56</b>	<b>\$134.89</b>	<b>5.2%</b>	<b>\$75.34</b>	<b>\$69.25</b>	<b>8.5%</b>
Greater Toronto Area (GTA)	59.2%	57.1%	2.1	\$159.75	\$148.07	8.0%	\$91.01	\$83.99	8.2%
Quebec-Montreal	61.1%	55.1%	6.0	\$192.47	\$127.20	6.0%	\$121.19	\$108.51	11.4%
London	48.2%	41.0%	7.2	\$122.27	\$122.89	-0.5%	\$50.75	\$79.37	-15.4%
GTA West	56.4%	57.9%	-1.5	\$119.25	\$112.03	6.4%	\$47.93	\$44.55	7.4%
GTA East/North	56.2%	55.4%	0.9	\$124.74	\$119.75	4.2%	\$70.26	\$68.36	2.9%
Rest of Ontario	41.4%	42.1%	-0.8	\$113.31	\$117.07	-3.0%	\$47.10	\$46.80	0.6%
Kingston	43.2%	41.2%	1.7	\$112.05	\$111.41	0.6%	\$47.73	\$46.24	3.4%
Other Eastern Ontario	40.7%	42.2%	-1.5	\$113.58	\$110.00	2.4%	\$46.19	\$47.11	-2.0%
<b>Ontario</b>	<b>39.4%</b>	<b>38.2%</b>	<b>1.2</b>	<b>\$130.54</b>	<b>\$124.47</b>	<b>4.9%</b>	<b>\$93.94</b>	<b>\$77.94</b>	<b>11.1%</b>
Quebec-Montreal	59.2%	55.2%	4.0	\$170.72	\$157.80	9.0%	\$101.79	\$93.29	9.1%
Ontario West	63.4%	55.2%	8.2	\$144.15	\$136.32	5.7%	\$91.46	\$74.07	22.9%
Ontario East	31.2%	45.9%	-14.7	\$130.11	\$124.10	4.9%	\$46.74	\$57.92	-19.4%
<b>Southern Ontario</b>	<b>49.2%</b>	<b>47.9%</b>	<b>1.4</b>	<b>\$124.00</b>	<b>\$120.85</b>	<b>2.6%</b>	<b>\$61.06</b>	<b>\$57.87</b>	<b>5.5%</b>
London	48.2%	47.4%	0.8	\$127.32	\$124.16	2.6%	\$55.04	\$49.43	11.4%
Windsor	49.2%	46.2%	3.0	\$124.00	\$117.90	4.9%	\$49.77	\$71.09	-11.7%
Kitchener/Waterloo/Cambridge/Oxford	32.2%	49.7%	-17.5	\$114.26	\$110.45	3.4%	\$39.73	\$54.90	-27.6%
Hamilton/Niagara	40.2%	52.2%	-12.0	\$123.44	\$106.02	16.0%	\$74.33	\$50.52	46.9%
Hagersville	49.2%	47.2%	2.0	\$137.56	\$139.91	-1.7%	\$49.13	\$46.40	5.8%
Other Niagara Region	41.4%	34.4%	7.0	\$114.74	\$100.32	14.0%	\$49.33	\$39.40	25.2%
Other Southern Ontario	41.2%	39.0%	2.2	\$109.30	\$100.07	9.1%	\$43.20	\$42.15	2.4%
<b>Central Ontario</b>	<b>44.0%</b>	<b>43.1%</b>	<b>0.9</b>	<b>\$142.30</b>	<b>\$133.36</b>	<b>6.8%</b>	<b>\$63.01</b>	<b>\$57.43</b>	<b>11.1%</b>
North Eastern Ontario	43.1%	43.0%	0.1	\$114.07	\$111.75	2.1%	\$49.16	\$49.93	-0.6%
North Bay	37.4%	42.0%	-4.6	\$113.24	\$100.37	12.8%	\$43.33	\$47.47	-9.5%
Timber Bay	47.2%	45.1%	2.1	\$118.04	\$114.01	3.5%	\$54.30	\$55.78	-2.6%
<b>North Central Ontario</b>	<b>32.9%</b>	<b>34.9%</b>	<b>-1.9</b>	<b>\$100.40</b>	<b>\$99.44</b>	<b>0.9%</b>	<b>\$33.07</b>	<b>\$34.70</b>	<b>-4.7%</b>
South Bay	49.3%	44.3%	5.0	\$113.04	\$109.34	3.2%	\$50.49	\$50.72	-0.4%
Timber Bay	56.0%	49.4%	6.6	\$113.26	\$109.19	3.7%	\$41.13	\$39.94	3.0%

\* Based on the operating results of 245,323 rooms (unweighted data).  
 \*\* Please note that the variance between actual and previous year occupancy is reported as a point change and not as a percentage increase.  
 Source: CBRE Hotels' Trends in the Hotel Industry National Market with reproduction and use of information subject to CBRE Limited Disclaimer/Terms of Use as detailed at <http://www.cbre.ca/EN/Services/valuationandresearch/hotels/Pages/hotels-trends-disclaimer.aspx>  
 CBRE Hotels' Trends in the Hotel Industry National Market with reproduction and use of information subject to CBRE Limited Disclaimer/Terms of Use as detailed at <http://www.cbre.ca/EN/Services/valuationandresearch/hotels/Pages/hotels-trends-disclaimer.aspx>

On a monthly basis, CBRE Hotels collects occupancy, average daily rate and revenue per available room from over 2,000 accommodation properties across Canada, representing **250,000 rooms**.

In Ontario alone, we are collecting data on 680 properties, representing **90,000 rooms**.

Our Trends in the Hotel Industry is the **only** proprietary database in the accommodation industry in Canada.

The database has been in place for over **20 years**.

# CONFIDENTIALITY



- Our data partners confidentiality is of utmost importance to us.
- No individual property data is ever made public.
- Only aggregate market results are presented.
  - i.e. Kingston Market

# NATIONAL MARKET REPORT



Data partners in the program receive our “*Trends National Market Report*” on a monthly basis, at **no charge**.



The report provides top-line operating results tracked nationally and by region; by province; by key urban markets and sub-markets across Canada.

# HOW DO I PARTICIPATE?

## IT'S EASY AND TAKES LESS THAN 5 MINUTES PER MONTH

**Step 1:** Sign up and complete an Enrollment Form with your key property information.

*i.e. Property Name, Address, Telephone/Email Address, Key Monthly Trends Contact, and monthly year-to-date performance statistics (Available Rooms, Occupied Rooms, Room Revenue)*

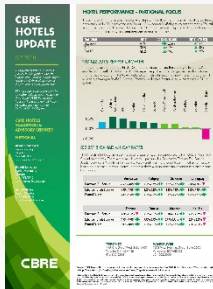
**Step 2:** Email CBRE your key performance statistics at the end of each month.

**Step 3:** We email you the report on a monthly basis (Month of & Year to date results)

# BENEFITS OF PARTICIPATING

1. Ability to monitor the performance of your property with that of:
  1. The market
  2. The Region
  3. The Province
  4. National Results
  5. Regionally by property size
  6. Regionally by property type
  7. Regionally by price level
2. Trends Data partners receive the monthly report at no charge, for their participation in the program.

3.



Trends Data partners keep abreast of Trends and Industry Outlooks through monthly articles written by CBRE Hotels Valuation and Advisory Team members.

# ADDITIONAL DATABASES/REPORTS



## Trends in the Hotel Industry Operations Report

A statistical review of operating and financial information of hotels, motels, and resorts across Canada, summarized on a national level with a comparative analysis of the previous year's operating results. CBRE Hotels Trends database contains in excess of 600 properties representing over 110,000 rooms.



## Industry Outlooks for the Canadian Accommodation Industry

These outlooks are published in our Monthly Trends Report, in Hotelier Magazine's Hospitality Market Report, and are directly presented to our key industry clients at CBRE Hotels Annual Outlook Forum hosted in the fall.

# BECOME A DATA PARTNER

CBRE HOTELS

The World's Leading Hotel Experts.



## STAY INFORMED!

Join our National Trends in the Hotel Industry program today by emailing Carol Lopes, Senior Analyst.

[Carol.Lopes@CBRE.com](mailto:Carol.Lopes@CBRE.com)



# HOTEL



## Brokerage

Bill Stone  
Greg Kwong  
Deborah Borotsik  
Scott Duff  
Michael Beckley  
Sylvia Occhiuzzi  
Karina Saks  
Ashley Kerr

## Valuation & Advisory Services

David Larone	David Ferguson
Brian Stanford	Rebecca Godfrey
Fran Hohol	Kirstin Hallett
Erin O'Brien	Nicole Nguyen
	Scott Forler
	Carol Lopes
	Hildegard Snelgrove

# DISCLAIMER

All information contained in this document as well as in CBRE Limited (“CBRE”) publications, or otherwise provided by CBRE is designed as a reference and a management tool for the internal use of companies and agencies involved in the travel and tourism industry. Reproduction and quotation in documents and matters relating to provision of third party consulting advice, business planning, solicitation of public funds, debt and equity financing, litigation, property tax or other legal and financial matters is NOT PERMITTED without the written permission of CBRE. Quotation and reproduction of this material is permitted otherwise ONLY if credited to CBRE and referencing our disclaimer as follows: Source: CBRE Limited with reproduction and use of information subject to CBRE Limited Disclaimer / Terms of Use as detailed at [www.cbre.ca](http://www.cbre.ca) Users of this information are advised that CBRE Limited does not represent the information contained herein to be definitive or all-inclusive. CBRE Limited believes the information to be reliable, but is not responsible for errors or omissions.