

An aerial photograph of a winding asphalt road that curves through a dense forest. The trees have a mix of green and yellow foliage, suggesting an autumn setting. A parking lot with several cars is visible along the road. The text is overlaid on the left side of the image, enclosed in a green and blue border.


Importance of Research

A Focus on the Accommodation Sector

April 26, 2021

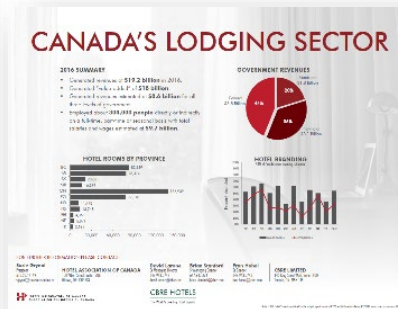
AGENDA

- 1 Snapshot of CBRE Accommodation Data**
- 2 How the CBRE Data Can Be Used**
- 3 The Benefits of Being a Data Partner**

A photograph of a laptop screen showing a hotel booking website. The website has a light-colored background with a framed picture of a landscape. The interface includes a search bar, a location input field, and date pickers for check-in and check-out. A green semi-transparent overlay covers the bottom half of the image, with the title text in white. The laptop is on a desk with a keyboard visible.

Snapshot of CBRE Hotels Canada - Databases

CBRE HOTELS CANADA



NATIONAL OPERATIONS REPORT

TRENDS

IN THE HOTEL INDUSTRY

CANADIAN EDITION

2020

CBRE HOTELS

The World's Leading Hotel Experts.

Based on operating results of 600 Cdn accommodation properties,
representing 110,000 rooms

CONSOLIDATED OPERATING RESULTS BY PROVINCE



	BRITISH COLUMBIA				ALBERTA				ONTARIO			
	2018		2019		2018		2019		2018		2019	
Average Size (Rooms)	185		202		174		185		211		219	
Percentage of Occupancy	77.4%		77.4%		55.8%		54.0%		75.4%		74.0%	
Average Daily Rate per Occupied Room	\$215.55		\$220.06		\$177.23		\$175.00		\$175.11		\$176.10	
Average Daily Rate per Available Room	\$166.97		\$170.48		\$98.92		\$94.58		\$131.97		\$130.17	
REVENUES	\$ Per Avl Rm	%	\$ Per Avl Rm	%	\$ Per Avl Rm	%	\$ Per Avl Rm	%	\$ Per Avl Rm	%	\$ Per Avl Rm	%
Rooms	\$60,865	70.7%	\$62,145	70.5%	\$36,088	58.1%	\$34,503	57.0%	\$48,204	70.1%	\$47,547	69.9%
Food and Beverage	\$19,665	22.8%	\$20,243	23.0%	\$20,504	33.0%	\$20,266	33.5%	\$16,626	24.2%	\$16,548	24.3%
Other Operated Departments	\$3,709	4.3%	\$4,031	4.6%	\$4,256	6.8%	\$4,631	7.6%	\$3,203	4.7%	\$3,269	4.8%
Miscellaneous Income	\$1,879	2.2%	\$1,706	1.9%	\$1,312	2.1%	\$1,141	1.9%	\$684	1.0%	\$674	1.0%
Total Operating Revenue	\$86,118	100.0%	\$88,126	100.0%	\$62,160	100.0%	\$60,541	100.0%	\$68,716	100.0%	\$68,039	100.0%
DEPARTMENTAL EXPENSES												
Rooms	\$17,435	28.8%	\$17,841	28.7%	\$10,556	29.3%	\$10,387	30.1%	\$13,843	28.7%	\$13,698	28.8%
Food and Beverage	\$15,222	77.4%	\$15,920	78.6%	\$15,280	74.5%	\$15,263	75.3%	\$12,222	73.5%	\$12,418	75.0%
Other Operated Departments	\$2,258	60.9%	\$2,529	62.7%	\$2,347	55.2%	\$2,292	49.5%	\$2,127	66.4%	\$1,721	52.7%
Total Departmental Expenses	\$34,915	40.5%	\$36,290	41.2%	\$28,184	45.3%	\$27,941	46.2%	\$28,192	41.0%	\$27,837	40.9%
Total Departmental Profit	\$51,203	59.5%	\$51,835	58.8%	\$33,976	54.7%	\$32,600	53.8%	\$40,524	59.0%	\$40,202	59.1%
UNDISTRIBUTED OPERATING EXPENSES*												
Administration and General	\$4,795	5.6%	\$5,119	5.8%	\$5,144	8.3%	\$5,339	8.8%	\$4,302	6.3%	\$4,573	6.7%
Information & Telecommunications Systems	\$827	1.0%	\$819	0.9%	\$688	1.1%	\$651	1.1%	\$1,012	1.5%	\$996	1.5%
Sales and Marketing	\$4,285	5.0%	\$4,388	5.0%	\$3,984	6.4%	\$4,246	7.0%	\$4,131	6.0%	\$4,220	6.2%
Property Operations and Maintenance	\$3,011	3.5%	\$3,023	3.4%	\$3,139	5.1%	\$3,251	5.4%	\$3,051	4.4%	\$3,115	4.6%
Utilities	\$1,899	2.2%	\$1,941	2.2%	\$2,543	4.1%	\$2,555	4.2%	\$2,762	4.0%	\$2,542	3.7%
Total Undistributed Expenses	\$14,816	17.2%	\$15,290	17.4%	\$15,499	24.9%	\$16,042	26.5%	\$15,259	22.2%	\$15,445	22.7%
Income Before Non-Operating Expenses	\$36,386	42.3%	\$36,545	41.5%	\$18,477	29.7%	\$16,558	27.3%	\$25,266	36.8%	\$24,757	36.4%
NON-OPERATING EXPENSES												
Property and Other Taxes	\$1,809	2.1%	\$1,709	1.9%	\$1,835	3.0%	\$1,734	2.9%	\$2,281	3.3%	\$2,255	3.3%
Insurance	\$287	0.3%	\$337	0.4%	\$375	0.6%	\$454	0.7%	\$349	0.5%	\$361	0.5%
Total Non-Operating Expenses	\$2,096	2.4%	\$2,046	2.3%	\$2,210	3.6%	\$2,188	3.6%	\$2,630	3.8%	\$2,616	3.8%
NET OPERATING INCOME	\$34,291	39.8%	\$34,499	39.1%	\$16,268	26.2%	\$14,369	23.7%	\$22,636	32.9%	\$22,141	32.5%

OPERATING RESULTS BY PROPERTY TYPE



ONTARIO

	FULL-SERVICE HOTELS				LIMITED-SERVICE HOTELS			
	2018		2019		2018		2019	
Average Size (Rooms)	309		301		97		105	
Percentage of Occupancy	73.9%		72.1%		76.9%		76.0%	
Average Daily Rate per Occupied Room	\$188.39		\$189.89		\$124.86		\$125.68	
Average Daily Rate per Available Room	\$138.25		\$136.06		\$98.27		\$97.82	
REVENUES	\$ Per Avl Rm	%	\$ Per Avl Rm	%	\$ Per Avl Rm	%	\$ Per Avl Rm	%
Rooms	\$50,800	71.2%	\$49,998	70.9%	\$35,026	96.7%	\$34,865	97.7%
Food and Beverage	\$16,817	23.6%	\$16,697	23.7%	\$0	0.0%	\$0	0.0%
Other Operated Departments	\$3,052	4.3%	\$3,214	4.6%	\$676	1.9%	\$369	1.0%
Miscellaneous Income	\$633	0.9%	\$636	0.9%	\$511	1.4%	\$462	1.3%
Total Operating Revenue	\$71,302	100.0%	\$70,546	100.0%	\$36,214	100.0%	\$35,696	100.0%
DEPARTMENTAL EXPENSES								
Rooms	\$13,865	27.3%	\$13,579	27.2%	\$9,711	27.7%	\$9,782	28.1%
Food and Beverage	\$12,533	74.5%	\$12,703	76.1%	\$0	0.0%	\$0	0.0%
Other Operated Departments	\$2,301	75.4%	\$2,006	62.4%	\$270	40.0%	\$56	15.1%
Total Departmental Expenses	\$28,699	40.3%	\$28,288	40.1%	\$9,981	27.6%	\$9,838	27.6%
Total Departmental Profit	\$42,602	59.7%	\$42,257	59.9%	\$26,232	72.4%	\$25,858	72.4%
UNDISTRIBUTED OPERATING EXPENSES*								
Administration and General	\$4,242	5.9%	\$4,547	6.4%	\$1,679	4.6%	\$1,635	4.6%
Information & Telecommunications Systems	\$1,288	1.8%	\$1,250	1.8%	\$323	0.9%	\$347	1.0%
Sales and Marketing	\$4,211	5.9%	\$4,297	6.1%	\$1,324	3.7%	\$1,324	3.7%
Property Operations and Maintenance	\$3,052	4.3%	\$3,136	4.4%	\$1,057	2.9%	\$1,120	3.1%
Utilities	\$2,741	3.8%	\$2,483	3.5%	\$1,407	3.9%	\$1,352	3.8%
Total Undistributed Expenses	\$15,533	21.8%	\$15,713	22.3%	\$5,791	16.0%	\$5,778	16.2%
Income Before Non-Operating Expenses	\$27,069	38.0%	\$26,544	37.6%	\$20,442	56.4%	\$20,080	56.3%
NON-OPERATING EXPENSES								
Property and Other Taxes	\$2,311	3.2%	\$2,279	3.2%	\$1,855	5.1%	\$1,854	5.2%
Insurance	\$344	0.5%	\$340	0.5%	\$151	0.4%	\$243	0.7%
Total Non-Operating Expenses	\$2,655	3.7%	\$2,618	3.7%	\$2,006	5.5%	\$2,097	5.9%
NET OPERATING INCOME	\$24,414	34.2%	\$23,926	33.9%	\$18,436	50.9%	\$17,983	50.4%

* Excludes basic Management Fees and Franchise Royalty Fees

How the CBRE Data Can be Used



RTO 9 CUSTOM MARKET REPORT



REPORT OF ROOMS OPERATIONS FOR RTO 9 MONTH OF DECEMBER 2020

Location	Occupancy Percentage			Average Daily Rate			Revenue Per Available Room		
	2020	2019	Point Change	2020	2019	Variance	2020	2019	Variance
KINGSTON	20.6%	40.7%	-20.0	\$100.31	\$117.15	-14.4%	\$20.71	\$47.62	-56.5%
GANANOQUE	22.4%	31.8%	-9.4	\$72.16	\$88.70	-18.6%	\$16.14	\$28.21	-42.8%
BROCKVILLE	22.8%	42.5%	-19.7	\$95.28	\$108.60	-12.3%	\$21.68	\$46.15	-53.0%
TRENTON BELLEVILLE NAPANEE	28.3%	38.8%	-10.5	\$102.08	\$113.59	-10.1%	\$28.84	\$44.08	-34.6%
CORNWALL KEMPTVILLE	37.1%	48.3%	-11.2	\$103.83	\$125.74	-17.4%	\$38.51	\$60.68	-36.5%
TOTAL RTO 9	24.5%	40.5%	-16.0	\$101.60	\$116.04	-12.4%	\$24.86	\$47.01	-47.1%

** 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 FOR RTO 9 TWELVE MONTHS ENDED DECEMBER 2020

Location	Occupancy Percentage			Average Daily Rate			Revenue Per Available Room		
	2020	2019	Point Change	2020	2019	Variance	2020	2019	Variance
KINGSTON	35.3%	62.9%	-27.7	\$116.99	\$139.80	-16.3%	\$41.27	\$87.99	-53.1%
GANANOQUE	29.7%	52.8%	-23.1	\$100.85	\$123.30	-18.2%	\$29.98	\$65.12	-54.0%
BROCKVILLE	39.0%	63.9%	-24.9	\$103.04	\$114.82	-10.3%	\$40.23	\$73.43	-45.2%
TRENTON BELLEVILLE NAPANEE	49.1%	58.1%	-9.0	\$121.24	\$129.79	-6.6%	\$59.58	\$75.36	-20.9%
CORNWALL KEMPTVILLE	51.2%	66.8%	-15.6	\$103.62	\$122.35	-15.3%	\$53.08	\$81.68	-35.0%
TOTAL RTO 9	40.7%	61.4%	-20.7	\$116.25	\$133.51	-12.9%	\$47.32	\$82.04	-42.3%

** 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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Monthly Custom Reporting for RTO 9 Accommodation Properties

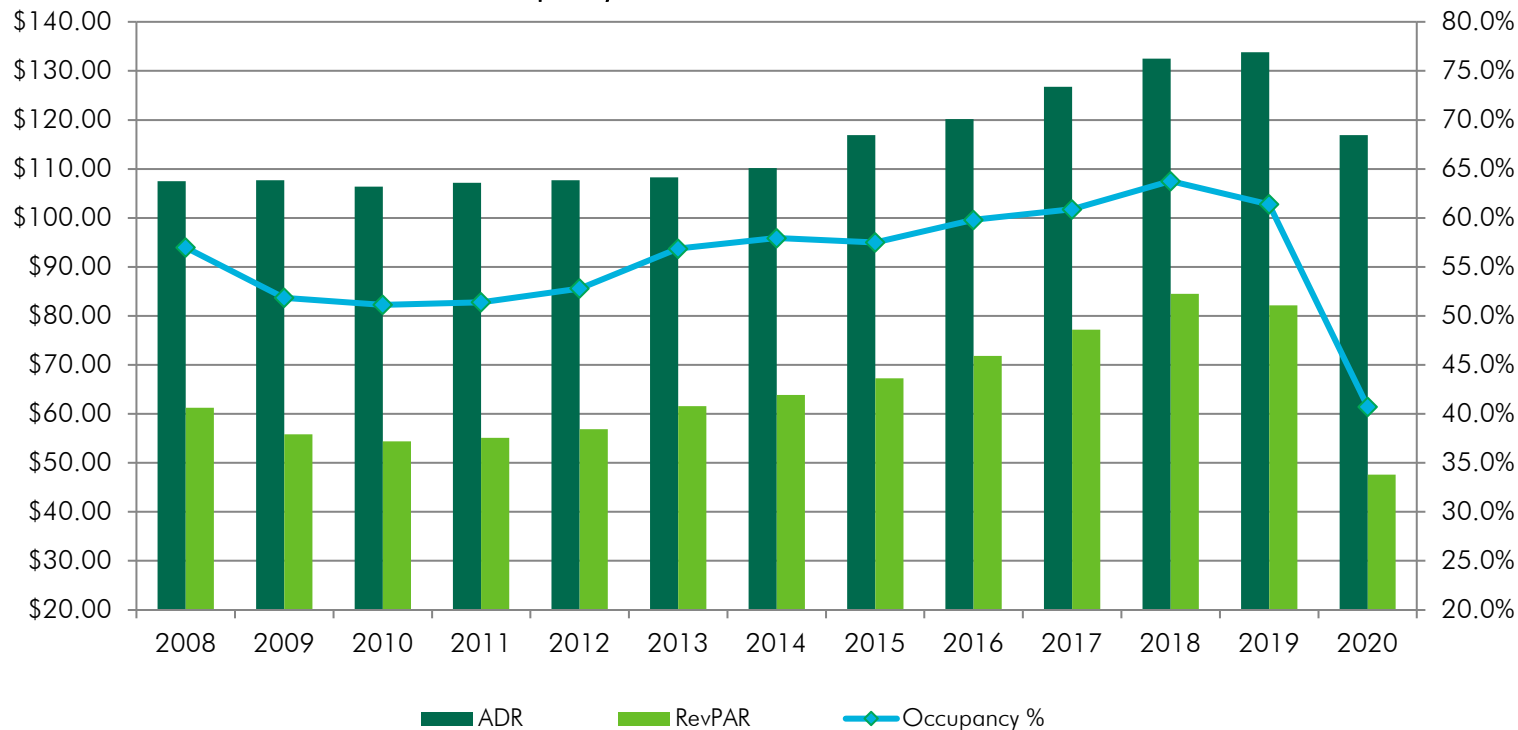
- 51 properties
- 4,400 rooms
- Approximately 55% of total RTO 9 rooms inventory

MARKETS

- Kingston
- Gananoque
- Brockville
- Trenton, Belleville, Napanee
- Cornwall, Kemptville
- RTO 9

RTO 9 CUSTOM MARKET REPORT

REGION 9 - South Eastern Ontario
Hotel Occupancy, ADR and RevPAR Results 2008-2020



The Benefits of Being a Data Partner



BENEFITS OF BEING A CBRE DATA PARTNER

- Access to monthly and annual publications at no cost.
- Track own performance in comparison to market trends.
- Ability to provide key performance data to your lender.
- Major Markets and National Outlook – 2xs per year

- Optional participation in *Market Share Reports*

- Optional participation in *Benchmarker Reports*

2020 ONTARIO REVPAR CHANGE

URBAN-RURAL DIFFERENCES

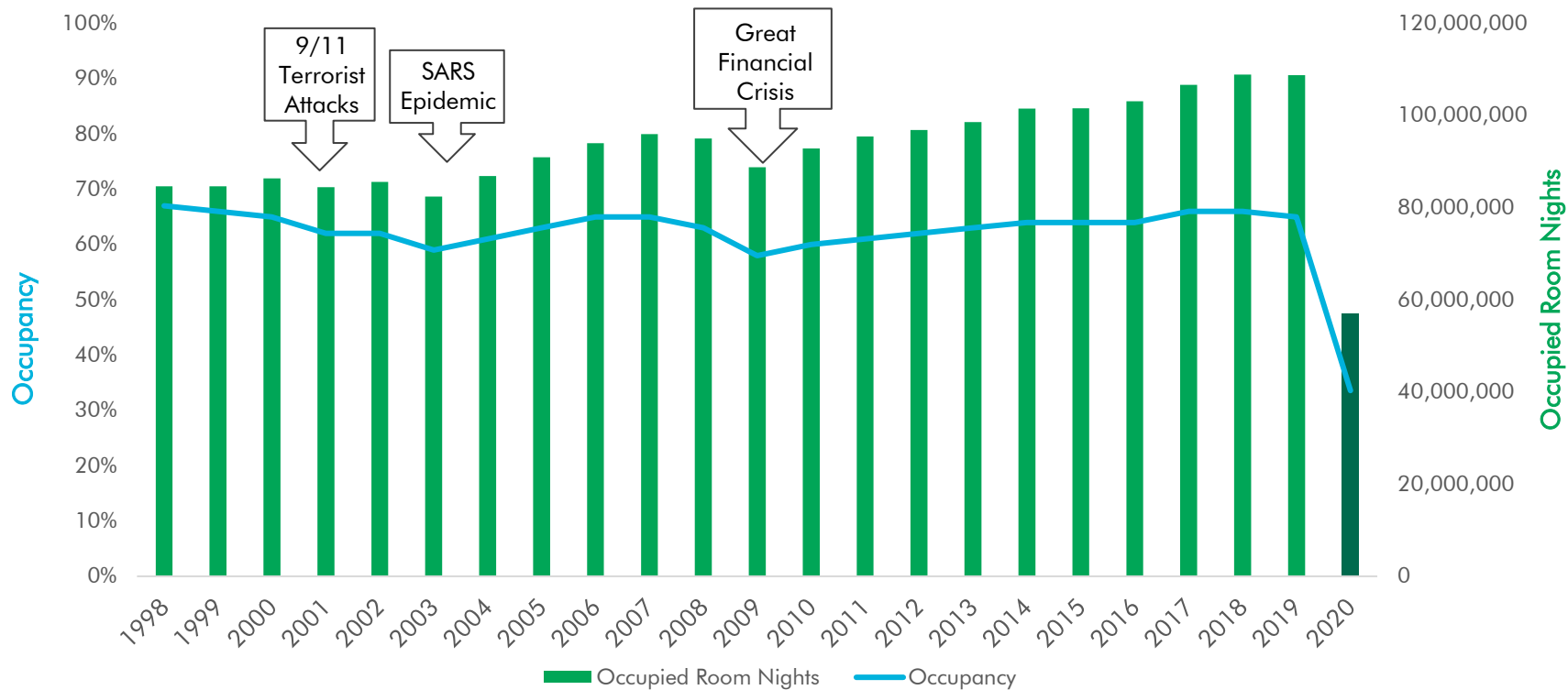
ONTARIO
-60.8%

NORTHERN & CENTRAL
ONTARIO
-47.0%

RTO 9
-42.1%
Kingston/Belleville -44%
Rural -38%

TORONTO, NIAGARA
FALLS & OTTAWA
-70.3%

HISTORIC DOWNTURNS IN HOTEL OCCUPANCY & DEMAND



Source: CBRE Hotels

MARKET SHARE REPORTS

Market Share Reports are part of an optional service provided to Monthly Trends participants that provide current year and previous year's Occupancy, Average Daily Room Rate, Revenue Per Available Room (RevPAR); Market Penetration, Rate Penetration and RevPAR Penetration for the subject property in comparison to its competitive market.

June 2014	Occupancy Percent			Average Daily Rate			Revenue Per Available Room			Market Penetration		Rate Penetration		RevPAR Penetration	
	2014	2013	% Change	2014	2013	% Change	2014	2013	% Change	2014	2013	2014	2013	2014	2013
January															
Competitive Market	59.67	57.89	3.08	124.58	125.21	-0.50	74.34	72.48	2.57						
SUBJECT PROPERTY	74.92	67.36	11.23	111.28	112.42	-1.01	83.38	75.73	10.10	125.55	116.36	89.32	89.78	112.15	104.47
Competitive Market - YTD	59.67	57.89	3.08	124.58	125.21	-0.50	74.34	72.48	2.57						
SUBJECT PROPERTY - YTD	74.92	67.36	11.23	111.28	112.42	-1.01	83.38	75.73	10.10	125.55	116.36	89.32	89.78	112.15	104.47
February															
Competitive Market	61.30	60.84	0.75	129.19	125.80	2.70	79.19	76.54	3.47						
SUBJECT PROPERTY	73.16	74.09	-1.25	113.82	113.41	0.36	83.28	84.03	-0.89	119.36	121.78	88.10	90.15	105.16	109.78
Competitive Market - YTD	60.45	59.29	1.95	126.81	125.50	1.04	76.65	74.41	3.01						
SUBJECT PROPERTY - YTD	74.09	70.55	5.01	112.47	112.91	-0.39	83.33	79.67	4.60	122.57	119.00	88.70	89.97	108.71	107.07
March															
Competitive Market	59.80	66.28	-9.78	129.93	125.61	3.44	77.70	83.25	-6.67						
SUBJECT PROPERTY	71.08	73.03	-2.67	115.25	112.04	2.86	81.91	81.82	0.12	118.86	110.18	88.70	89.20	105.43	98.27
Competitive Market - YTD	60.22	61.70	-2.39	127.88	125.54	1.86	77.01	77.45	-0.57						
SUBJECT PROPERTY - YTD	73.05	71.41	2.30	113.40	112.61	0.71	82.84	80.41	3.03	121.30	115.74	88.68	89.70	107.57	103.81

FINANCIAL BENCHMARKER REPORTS

As an Annual Trends Participant, CBRE Hotel's *Benchmarker Reports* are available to you!

Generate reports and analyze the aggregated financial performance for a group of hotels selected by the customer using customized criteria.

Resulting reports provide in-depth average revenue, expense, and profit information presented in a summary operating statement format, as well as six departmental sub- schedules.

BENCHMARKER INCOME STATEMENT		Comparative Set - Average of 5 Properties				CBRE HOTELS	
SUMMARY		253 Average Number of Rooms				The World's Leading Hotel Experts	
		75.7 % Average Occupancy					
		\$237.81 Average ADR					
		\$280.35 Average Revenue					
REVENUE AND EXPENSES		Comparative Set - Average of 5 Properties					
		Year End 2016	Ratio To	\$ Per	\$ Per Occupied		
		Average \$	Revenue	Room/Year	Room/Day		
Revenues							
Rooms		\$19,339,890	64.0 %	\$65,914	\$237.81		
Food and Beverage		\$9,354,682	31.4 %	\$31,087	\$113.08		
Other Operating Departments		\$276,328	0.9 %	\$942	\$3.40		
Miscellaneous Income		\$893,362	3.1 %	\$2,939	\$9.08		
Total Operating Revenue		\$29,774,263	100.0 %	\$100,484	\$366.37		
Departmental Costs and Expenses**							
Rooms		\$6,293,882	21.1 %	\$21,452	\$77.39		
Food and Beverage		\$7,459,774	25.1 %	\$25,425	\$91.73		
Other Operating Departments		\$163,805	0.5 %	\$559	\$2.02		
Total Costs and Expenses		\$13,917,461	46.8 %	\$47,435	\$173.14		
Total Departmental Profit		\$15,774,722	53.2 %	\$53,049	\$193.23		
Undistributed Operating Expenses							
Administration and General		\$2,513,452	8.5 %	\$8,507	\$30.15		
Information and Telecommunications Systems		\$569,659	1.9 %	\$1,942	\$7.01		
Sales and Marketing (Includes Franchise Fees)		\$2,433,597	8.2 %	\$8,246	\$29.92		
Property Operation and Maintenance		\$1,482,225	5.0 %	\$5,034	\$18.15		
Utility Costs		\$376,784	1.3 %	\$1,273	\$4.59		
Total Undistributed Expenses		\$7,365,717	24.8 %	\$25,763	\$93.05		
Gross Operating Profit		\$8,409,005	28.2 %	\$28,286	\$103.18		
Management Fees		\$1,000,000	3.3 %	\$3,333	\$12.12		
Income Before Non-Operating Income and Expenses		\$7,409,005	24.9 %	\$24,953	\$91.06		
Non-Operating Income and Expenses							
Income		\$2,000,000	6.6 %	\$6,667	\$24.24		
Rent		(\$16,500)	-0.1 %	(\$55)	(\$2.00)		
Property Taxes and Other Municipal Charges		\$1,000,000	3.3 %	\$3,333	\$12.12		
Insurance		\$200,000	0.7 %	\$667	\$2.42		
Other		\$200,000	0.7 %	\$667	\$2.42		
Total Non-Operating Income and Expenses		\$1,000,000	3.3 %	\$3,333	\$12.12		
EBITDA**		\$1,409,005	4.7 %	\$4,736	\$17.24		

Thank You

BOOKING

Search hotels

Where would you like to go?

Location, region, district or hotel

Check-in

dd/mm/yyyy

Check-out

dd/mm/yyyy

Guests

1

Search



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