

Canadian Hotel Industry Outlook

Q3 2024



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Agenda



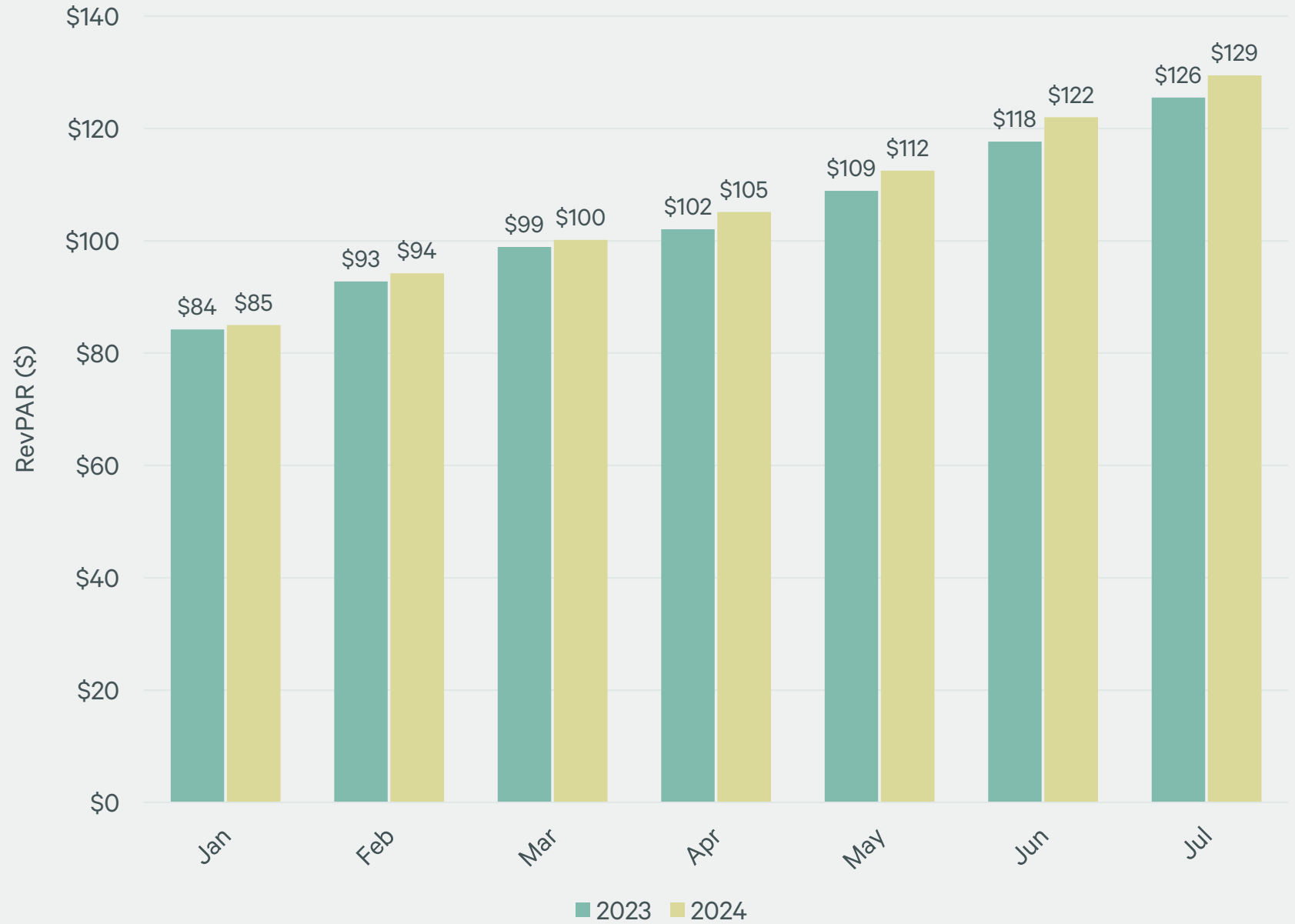
1. Year to Date 2024 Performance
2. 2025 Forecast Fundamentals
3. Regional Forecasts
4. National Outlook
5. Q&A



Year to Date
2024
Performance

YEAR TO DATE 2024
PERFORMANCE

2023-2024 YTD RevPAR Recovery

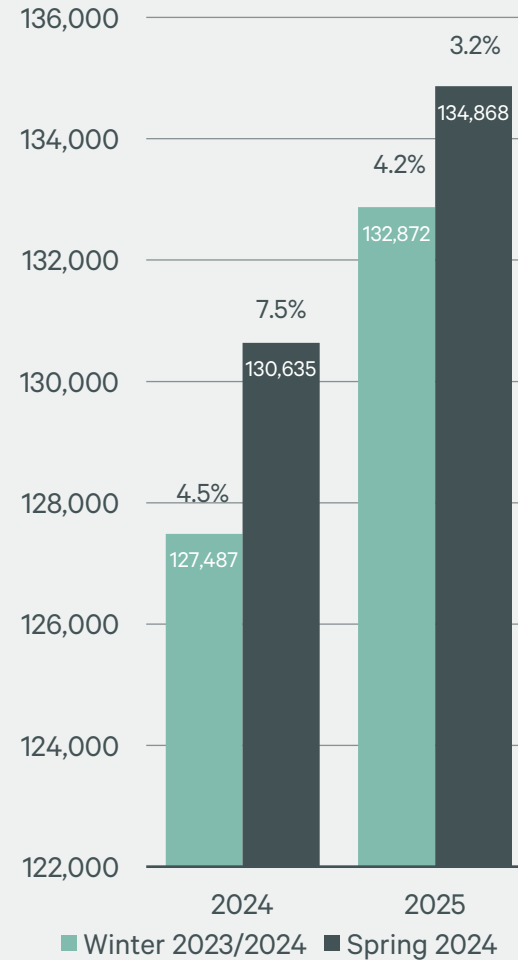




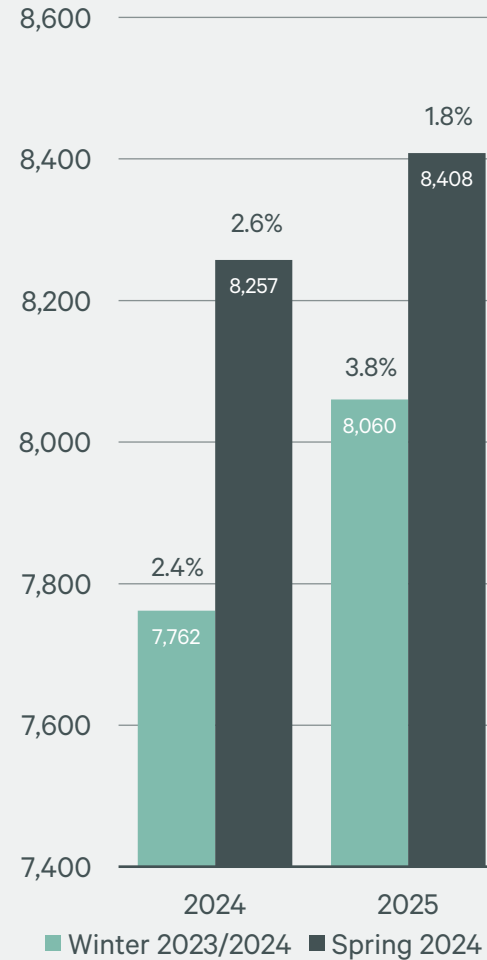
2025 Forecast
Fundamentals

Tourism Conditions

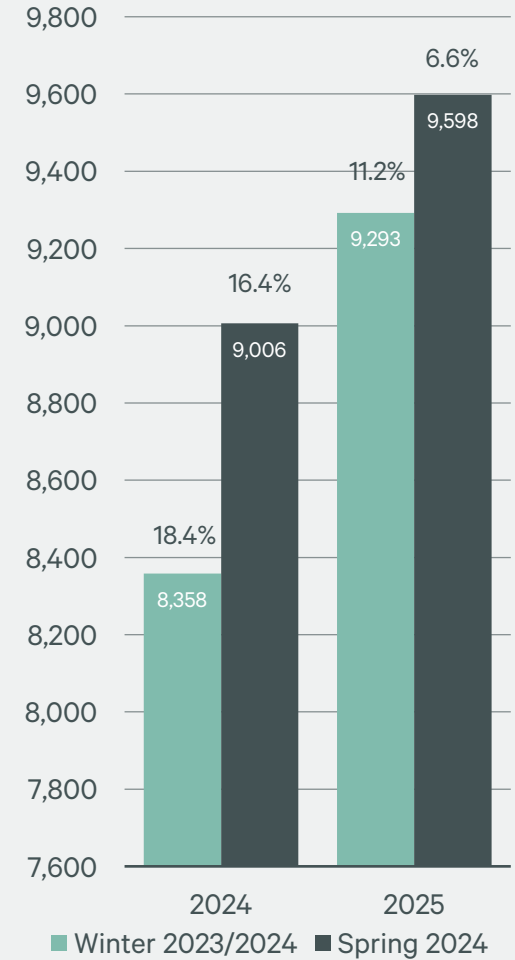
Total Overnight Visits



Domestic Business Visits



Overseas Visits

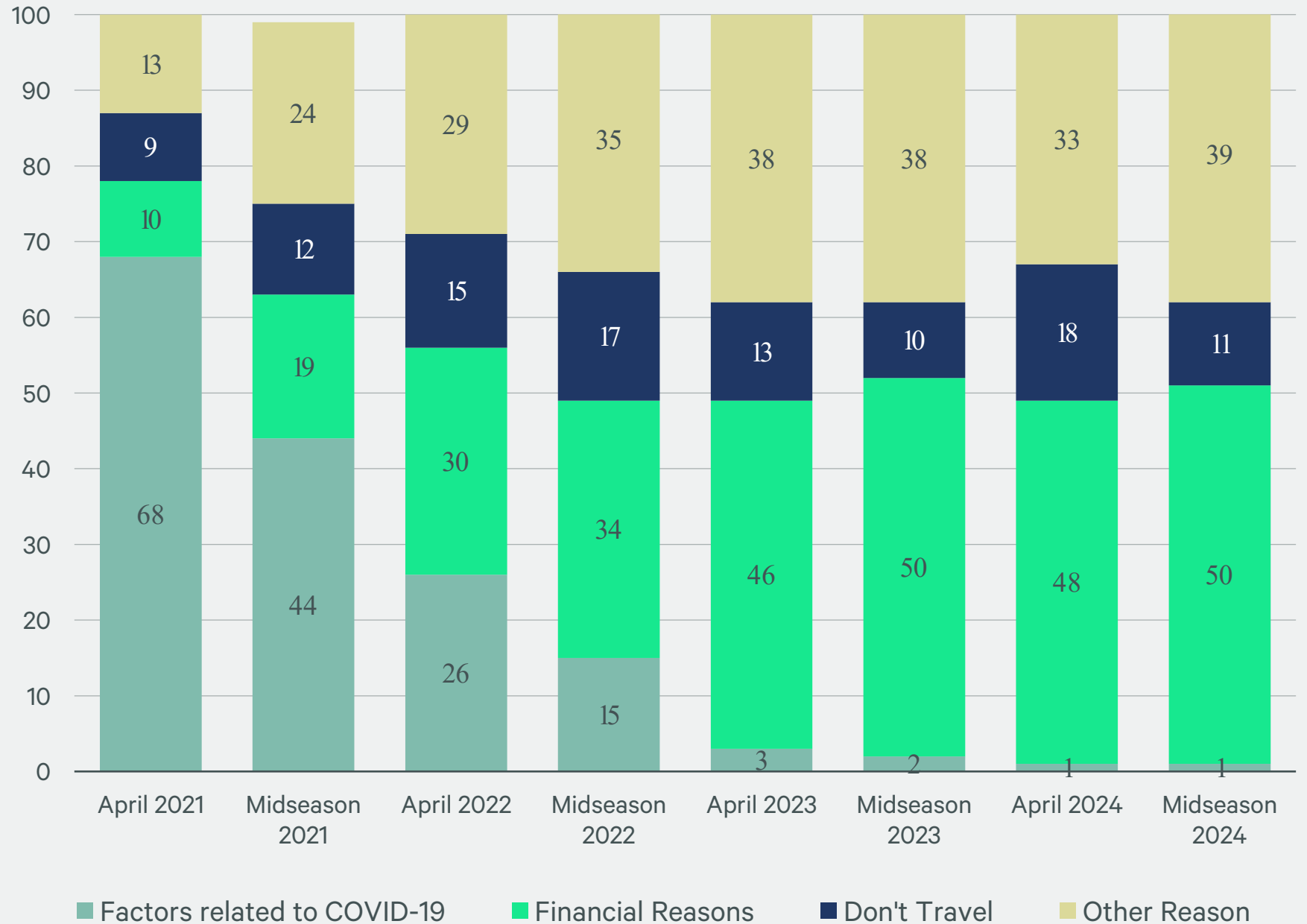


2025 FORECAST
FUNDAMENTALS

Travel Intentions

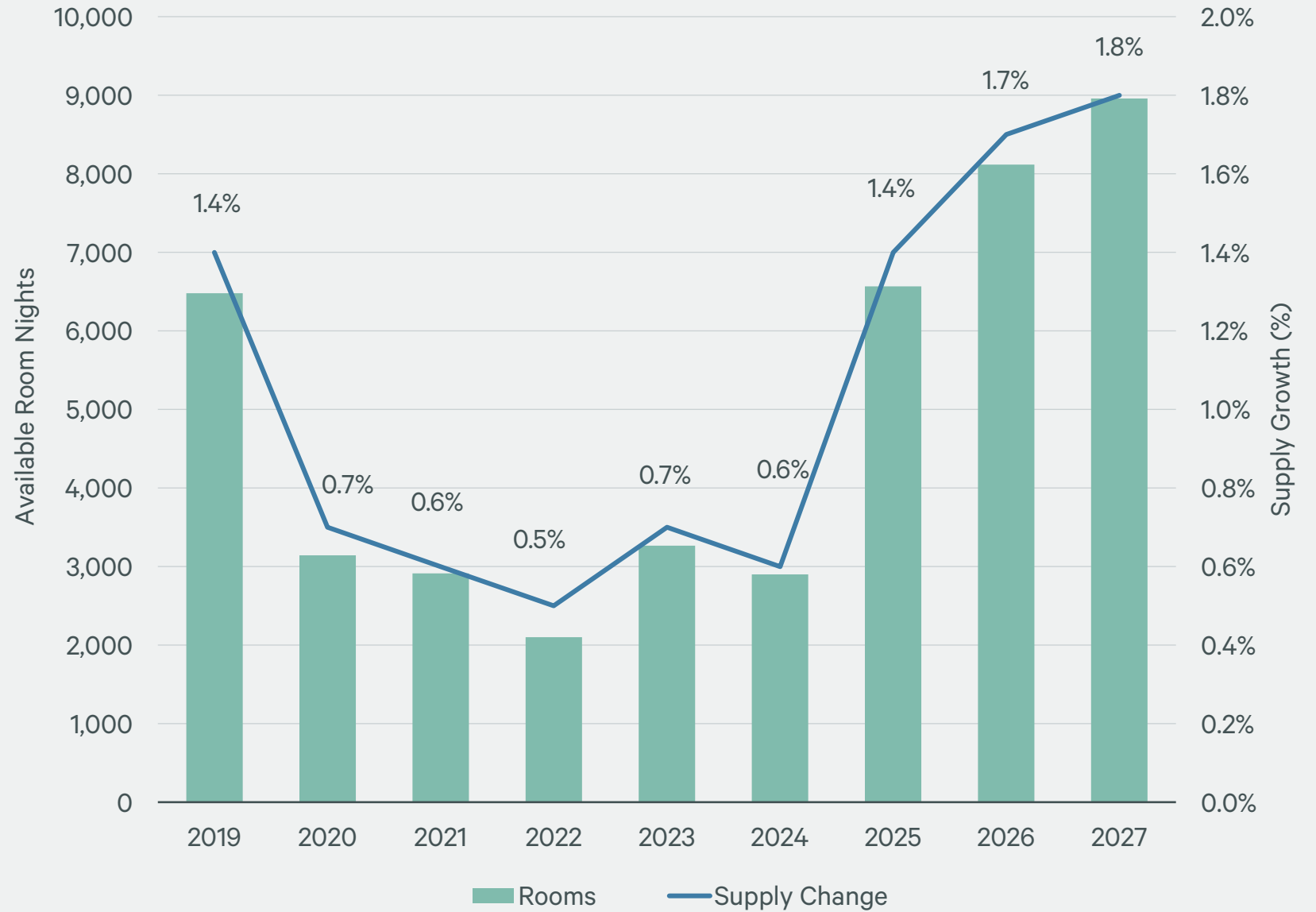
Primary Reason For Not Taking, or Unsure About Taking, An Overnight Vacation Trip

(percent of non-travelling or unsure respondents)



Source: Conference Board of Canada, 2024

National Supply Curve





Regional Forecasts

BC Major Market Outlook

| | | 2019 | 2021 | 2022 | 2023 | 2024F | 2025F |
|------------------|-----------|-------|-------|-------|-------|-------|-------|
| Vancouver | Occupancy | 80% | 48% | 74% | 79% | 79% | 79% |
| | ADR | \$219 | \$167 | \$237 | \$268 | \$286 | \$293 |
| | RevPAR | \$175 | \$80 | \$175 | \$211 | \$224 | \$230 |
| BC | Occupancy | 71% | 50% | 68% | 70% | 70% | 70% |
| | ADR | \$192 | \$161 | \$213 | \$234 | \$244 | \$251 |
| | RevPAR | \$136 | \$80 | \$144 | \$164 | \$169 | \$175 |

AB Major Market Outlook

| | | 2019 | 2021 | 2022 | 2023 | 2024F | 2025F |
|-----------------|-----------|-------|-------|-------|-------|-------|-------|
| Calgary | Occupancy | 61% | 33% | 58% | 64% | 67% | 67% |
| | ADR | \$145 | \$119 | \$157 | \$175 | \$178 | \$182 |
| | RevPAR | \$88 | \$40 | \$91 | \$112 | \$119 | \$122 |
| Edmonton | Occupancy | 56% | 35% | 53% | 58% | 61% | 62% |
| | ADR | \$127 | \$101 | \$125 | \$136 | \$146 | \$149 |
| | RevPAR | \$71 | \$35 | \$65 | \$79 | \$89 | \$92 |
| AB | Occupancy | 54% | 37% | 54% | 59% | 60% | 61% |
| | ADR | \$129 | \$109 | \$133 | \$146 | \$153 | \$156 |
| | RevPAR | \$70 | \$40 | \$72 | \$86 | \$92 | \$95 |

SK Major Market Outlook

| | | 2019 | 2021 | 2022 | 2023 | 2024F | 2025F |
|------------------|-----------|-------|-------|-------|-------|-------|-------|
| Saskatoon | Occupancy | 61% | 39% | 57% | 62% | 63% | 64% |
| | ADR | \$125 | \$110 | \$129 | \$142 | \$148 | \$151 |
| | RevPAR | \$76 | \$43 | \$73 | \$89 | \$94 | \$97 |
| Regina | Occupancy | 57% | 35% | 52% | 54% | 56% | 56% |
| | ADR | \$120 | \$102 | \$126 | \$133 | \$137 | \$140 |
| | RevPAR | \$68 | \$35 | \$65 | \$72 | \$77 | \$79 |
| SK | Occupancy | 56% | 40% | 54% | 57% | 57% | 58% |
| | ADR | \$119 | \$108 | \$124 | \$134 | \$139 | \$142 |
| | RevPAR | \$66 | \$43 | \$67 | \$76 | \$80 | \$82 |

MB Major Market Outlook

| | | 2019 | 2021 | 2022 | 2023 | 2024F | 2025F |
|-----------------|-----------|-------|-------|-------|-------|-------|-------|
| Winnipeg | Occupancy | 70% | 40% | 68% | 77% | 73% | 72% |
| | ADR | \$128 | \$117 | \$143 | \$164 | \$172 | \$175 |
| | RevPAR | \$90 | \$47 | \$97 | \$126 | \$125 | \$126 |
| MB | Occupancy | 68% | 42% | 64% | 71% | 69% | 69% |
| | ADR | \$125 | \$118 | \$138 | \$156 | \$163 | \$166 |
| | RevPAR | \$85 | \$49 | \$89 | \$112 | \$112 | \$114 |

ON Major Market Outlooks

| | | 2019 | 2021 | 2022 | 2023 | 2024F | 2025F |
|--------------------------|-----------|-------|-------|-------|-------|-------|-------|
| Toronto | Occupancy | 74% | 44% | 67% | 74% | 74% | 73% |
| | ADR | \$184 | \$131 | \$202 | \$228 | \$233 | \$238 |
| | RevPAR | \$137 | \$57 | \$136 | \$167 | \$173 | \$175 |
| Ottawa | Occupancy | 71% | 41% | 62% | 69% | 69% | 69% |
| | ADR | \$167 | \$130 | \$177 | \$196 | \$201 | \$207 |
| | RevPAR | \$119 | \$54 | \$109 | \$134 | \$138 | \$142 |
| Niagara Falls | Occupancy | 67% | 33% | 55% | 69% | 63% | 65% |
| | ADR | \$168 | \$156 | \$201 | \$207 | \$238 | \$245 |
| | RevPAR | \$112 | \$51 | \$110 | \$142 | \$150 | \$159 |
| ON | Occupancy | 69% | 44% | 63% | 68% | 68% | 68% |
| | ADR | \$163 | \$129 | \$180 | \$199 | \$206 | \$211 |
| | RevPAR | \$112 | \$57 | \$113 | \$135 | \$140 | \$143 |

QC Major Market Outlook

| | | 2019 | 2021 | 2022 | 2023 | 2024F | 2025F |
|------------------------|-----------|-------|-------|-------|-------|-------|-------|
| Montreal | Occupancy | 73% | 33% | 63% | 71% | 70% | 70% |
| | ADR | \$184 | \$152 | \$206 | \$227 | \$231 | \$236 |
| | RevPAR | \$134 | \$50 | \$130 | \$160 | \$161 | \$165 |
| Quebec City | Occupancy | 69% | 33% | 57% | 68% | 69% | 69% |
| | ADR | \$177 | \$164 | \$215 | \$223 | \$230 | \$235 |
| | RevPAR | \$122 | \$55 | \$124 | \$152 | \$158 | \$162 |
| QC | Occupancy | 68% | 36% | 60% | 67% | 67% | 67% |
| | ADR | \$176 | \$157 | \$203 | \$218 | \$223 | \$227 |
| | RevPAR | \$120 | \$56 | \$121 | \$145 | \$148 | \$152 |

Atlantic Major Market Outlook

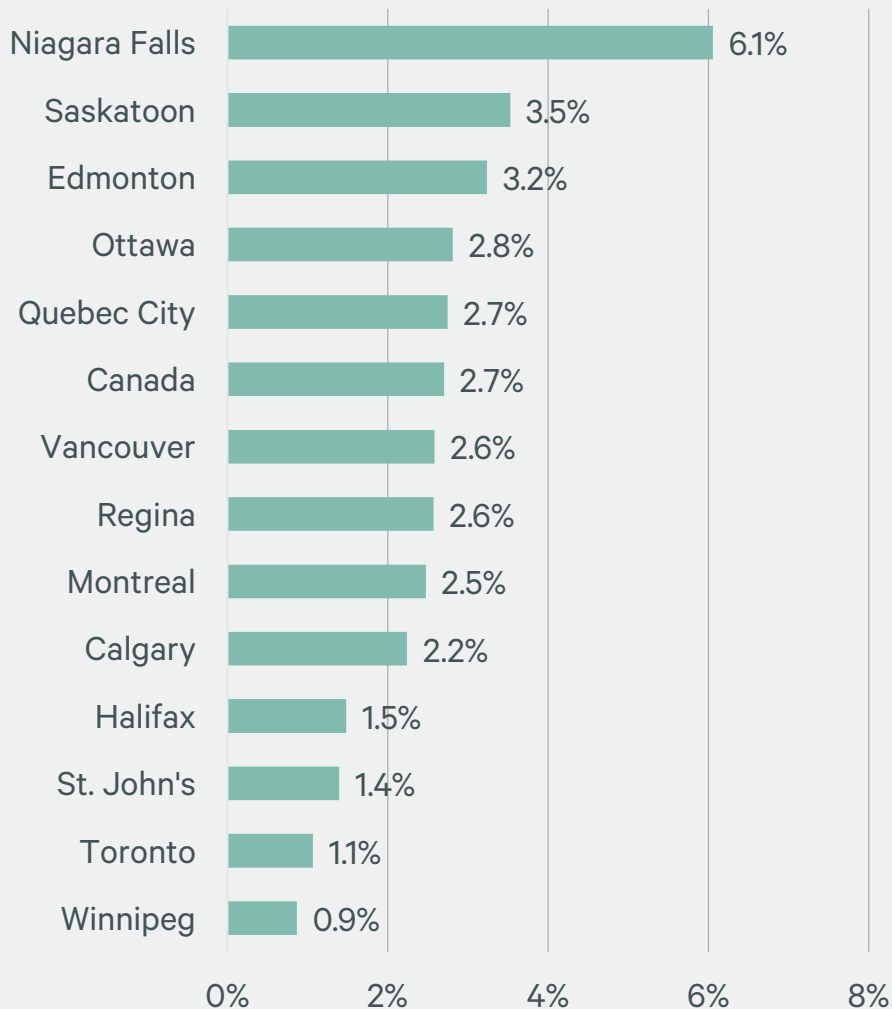
| | | 2019 | 2021 | 2022 | 2023 | 2024F | 2025F |
|-------------------|-----------|-------|-------|-------|-------|-------|-------|
| Halifax | Occupancy | 70% | 41% | 67% | 71% | 69% | 69% |
| | ADR | \$155 | \$116 | \$180 | \$206 | \$213 | \$217 |
| | RevPAR | \$108 | \$47 | \$120 | \$147 | \$147 | \$149 |
| St. John's | Occupancy | 56% | 35% | 60% | 73% | 65% | 64% |
| | ADR | \$133 | \$105 | \$143 | \$154 | \$163 | \$168 |
| | RevPAR | \$74 | \$37 | \$85 | \$112 | \$106 | \$108 |
| Atlantic | Occupancy | 61% | 39% | 60% | 64% | 62% | 62% |
| | ADR | \$138 | \$117 | \$158 | \$171 | \$176 | \$179 |
| | RevPAR | \$85 | \$45 | \$95 | \$110 | \$109 | \$111 |



National Outlook

2025 Major Market Outlooks RevPAR Projection

2025 RevPAR Growth over 2024



2025 RevPAR Projection Ranking

| | RevPAR \$ |
|---------------|-----------|
| Vancouver | \$230 |
| Toronto | \$175 |
| Montreal | \$166 |
| Quebec City | \$162 |
| Niagara Falls | \$159 |
| Halifax | \$149 |
| Ottawa | \$142 |
| Winnipeg | \$126 |
| Calgary | \$122 |
| St. John's | \$108 |
| Saskatoon | \$97 |
| Edmonton | \$92 |
| Regina | \$79 |

National Outlook

| | | 2019 | 2021 | 2022 | 2023 | 2024F | 2025F |
|---------------|-----------|-------|-------|-------|-------|-------|-------|
| Canada | Occupancy | 65% | 41% | 61% | 66% | 66% | 66% |
| | ADR | \$163 | \$135 | \$178 | \$197 | \$203 | \$208 |
| | RevPAR | \$106 | \$56 | \$108 | \$129 | \$134 | \$137 |

2024 to 2027 Long Range Outlook

| | Indicator | | | Year Over Year Change | | | | |
|-----------------|-----------|-------|--------|-----------------------|--------|---------|--------|--------|
| | Occ | ADR | RevPAR | Supply | Demand | Occ | ADR | RevPAR |
| HISTORIC | | | | | | | | |
| 2019 | 65% | \$163 | \$106 | 1.4% | 0.8% | -1 pt | 5.3% | 4.6% |
| 2020 | 30% | \$128 | \$39 | 0.7% | -53.5% | -35 pts | -21.5% | -63.7% |
| 2021 | 41% | \$135 | \$56 | 0.6% | 38.7% | 11 pts | 5.1% | 44.9% |
| 2022 | 61% | \$178 | \$108 | 0.5% | 47.4% | 20 pts | 31.7% | 93.3% |
| 2023 | 66% | \$197 | \$129 | 0.7% | 8.7% | 5 pts | 10.7% | 19.5% |
| OUTLOOK | | | | | | | | |
| 2024 | 66% | \$203 | \$134 | 0.6% | 0.5% | 0 pts | 3.4% | 3.3% |
| 2025 | 66% | \$208 | \$137 | 1.4% | 1.7% | 0 pts | 2.4% | 2.7% |
| 2026 | 66% | \$212 | \$140 | 1.7% | 1.5% | 0 pts | 2.0% | 1.8% |
| 2027 | 65% | \$217 | \$141 | 1.8% | 1.1% | -1 pt | 2.0% | 1.3% |



Q&A

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