



CANADIAN MONTHLY LODGING OUTLOOK – JANUARY 2012
**FEATURING REPRINT OF TIERED PRICING
AND YIELD – KEY DRIVERS OF
EXTENDED-STAY SUCCESS**



Tiered Pricing and Yield – Key Drivers of Extended-Stay Success

Extended-stay hotels began evolving in the 1970s to serve business travelers, vacationers and families seeking a home-like atmosphere. They differ from traditional hotels in terms of room types, amenities and particularly, pricing.

The Residence Inn by Marriott first launched in Wichita, Kansas in 1976 is credited with initiating the extended-stay concept. Currently, most major hotel franchise organizations offer at least one extended-stay product under their umbrella of brand offerings. The extended-stay concept is comprised of several unique design, operational, and pricing strategies that all contribute to its success. As an example, the Residence Inn by Marriott operating model has evolved from its inception through “generations” of design concepts beginning with the initial “Generation 1” that has evolved into the current design concept of “Generation 8” as new designs and concepts evolve to keep pace with the ever-changing needs of the guest. The current design model of this brand consists of three room types: studios, 1-bedroom units, and 2-bedroom units. All units are equipped with full kitchenettes and offer complimentary wired and wireless Internet access. Additionally, the hotels provide a free full-breakfast, a fitness center, an afternoon offering of complimentary light snacks and beverages, as well as a Manager’s Reception. The studio units comprise the largest percentage of available rooms, followed by 1-bedroom and 2-bedroom units – with the mix of room type influenced by local market conditions. Most extended-stay concepts offer these (or a variation of these) general design and operational concepts [VIEW FULL STORY](#)

Canadian Lodging Outlook January 2012

STR and HVS are pleased to provide you with the month's issue of the Canadian Lodging Outlook. Each report includes occupancy (Occ), average daily rate (ADR), and revenue per available room (RevPAR) for three major markets and the Provinces.

If you would like a detailed hotel performance data for all of Canada, STR offers their Canadian Hotel Review. The Canadian Hotel Review is available by annual subscription which includes both monthly and weekly issues. Each monthly issue of the Canadian Hotel Review also includes an analysis provided by HVS. For further information, please contact: info@str.com or +1 (615) 824-8664 ext. 3504.

January 2012	Occupancy Rate (%)		Average Room Rates (\$CAD)		REVPAR (\$CAD)		Room Supply	Room Demand	Number of Rooms	
	2011	2010	2011	2010	2011	2010	% chg	% chg	Sample	Census
Montreal	47.7%	44.5%	\$122.87	\$121.07	\$58.56	\$53.82	-0.1%	7.1%	16,814	27,947
Toronto	55.6%	56.2%	\$127.13	\$125.00	\$70.69	\$70.26	3.6%	2.5%	31,246	37,466
Vancouver	49.3%	46.9%	\$121.77	\$123.61	\$59.99	\$58.03	1.3%	6.3%	19,267	26,509
Provinces										
Alberta	51.9%	48.3%	\$128.77	\$124.54	\$66.77	\$60.13	0.8%	8.3%	38,014	67,830
British Columbia	47.0%	44.2%	\$129.00	\$128.97	\$60.63	\$57.06	0.7%	6.9%	35,733	84,033
Manitoba	52.0%	51.4%	\$112.49	\$109.99	\$58.48	\$56.57	3.2%	4.3%	5,287	13,547
New Brunswick	40.8%	39.1%	\$107.17	\$105.40	\$43.73	\$41.21	0.9%	5.2%	5,430	11,440
Newfoundland	51.0%	46.9%	\$123.03	\$117.62	\$62.73	\$55.15	-0.8%	7.9%	1,789	5,782
Nova Scotia	42.5%	39.7%	\$106.32	\$105.85	\$45.18	\$42.01	-0.8%	6.3%	6,267	12,800
Northwest Territories	INS	INS	INS	INS	INS	INS	INS	INS	124	1,388
Ontario	48.8%	47.8%	\$116.94	\$115.27	\$57.02	\$55.11	1.4%	3.4%	84,055	139,324
Prince Edward Island	36.2%	34.8%	\$86.85	\$80.15	\$31.40	\$27.93	2.0%	5.8%	948	4,163
Quebec	47.4%	45.3%	\$124.18	\$122.67	\$58.81	\$55.60	0.1%	4.6%	27,263	78,460
Saskatchewan	59.0%	57.1%	\$123.56	\$121.30	\$72.94	\$69.22	0.7%	4.2%	7,471	17,054
Yukon Territory	INS	INS	INS	INS	INS	INS	INS	INS	332	2,154
Canada	48.9%	46.8%	\$121.66	\$119.71	\$59.45	\$56.05	0.8%	5.2%	212,713	438,389

*INS = Insufficient Data



About STR

STR provides information and analysis to all major Canadian and U.S. hotel chains. Individual hotels, management companies, appraisers, consultants, investors, lenders and other lodging industry analysts also rely on STR data for the accuracy they require. With the most comprehensive database of hotel performance information ever compiled. STR has developed a variety of products and services to meet the needs of industry leaders.

About HVS

HVS is the world's leading consulting and services organization focused on the hotel, restaurant, shared ownership, gaming, and leisure industries. Established in 1980, the company performs more than 2,000 assignments per year for virtually every major industry participant. HVS principals are regarded as the leading professionals in their respective regions of the globe. Through a worldwide network of 30 offices staffed by 400 seasoned industry professionals, HVS provides an unparalleled range of complementary services for the hospitality industry. For further information regarding our expertise and specifics about our services, please visit www.hvs.com

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