

Canadian

October 2000

Lodging Outlook



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SMITH TRAVEL RESEARCH

HVS International is proud to once again be a sponsor of the UCLA Extension's 16th Annual Hotel Industry Investment Conference.

This year's event will be January 16th to 18th, 2001 at the Century Plaza Hotel & Spa (A Westin Hotel and Resort) in Los Angeles, California.

The conference opens on Tuesday evening with a gala reception hosted by Starwood Hotels & Resorts.

We have been privileged to have been asked again this year to organize and moderate a panel on Canada, entitled: Why is Everyone Looking at Canada and What Are They Finding?

Panelists include William P. Stone, Managing Director, Hotel Division, Colliers International; Douglas Greene, President, Ocean Hospitalities Inc.; David P. Pollack, Vice President, Real Estate and Development, Accor Economy Lodging; and Bruce C. Lowrey, Vice President GMAC Commercial Mortgage Corporation.

This session is on January 17th (day one) at 4:30 - 5:30 PM, so any Canadians that plan on attending please drop by.

Other interesting topics at this conference are a study entitled, "A Benchmark Study of Resort Hotels in North America, Hawaii and the Caribbean.

There are lenders speaking and hosting several roundtables. Some that may be of interest in the "Great White North" include GMAC, Credit Lyonnais, Deutsche Banc Alex. Brown and FINOVA..

If you are interested in attending, please call the UCLA Extension Real Estate Center

at 310-206-1409 for a brochure and further information or click on the web site at www.uclaextension.org/hotel2001.

Please note that The Century Plaza Hotel & Spa is currently sold out. A block of rooms for attendees has been reserved at

The St. Regis Los Angeles, at a special rate of \$360 for single and \$395 for double occupancy. Reservations can be made by telephoning the St. Regis Los Angeles at (310) 277-6111 or toll-free at (877) 787-3452.

UCLA EXTENSION

HOTEL INDUSTRY INVESTMENT CONFERENCE

2001: THE HOTEL ODYSSEY CONTINUES...

JOURNEY THROUGH TIME AND SPACE...TO THE FUTURE OF THE INDUSTRY

TUESDAY-THURSDAY
JANUARY 16-18, 2001

THE CENTURY PLAZA HOTEL & SPA
A WESTIN HOTEL & RESORT
2025 AVENUE OF THE STARS
LOS ANGELES • CALIFORNIA

Conference Chair



James E. Burba
VP & Worldwide Director of Advisory Services,
Wimberly Allison Tong & Goo.



Conference Program

Tuesday, January 16

- Starwood's Gala Opening

Wednesday, January 17

- The Outlook from the Top
- Lifetime Achievement Award: Jack DeBoer
- Keynote Address: Dr. Leonard Kleinrock
- Evening Reception, Exhibits, and Entertainment:
 - Leadership Awards Voting
 - The Capital Steps

Thursday, January 18

- The Knowledge Buffet
- Great Prize Giveaway
- Vote for the Deal of the Year
- The Great Debate

Visit the website for program details:
uclaextension.org/hotel2001



CANADIAN LODGING OUTLOOK

DEFINITIONS

Occupancy:	The ratio of total occupied rooms to total available rooms.
Average Room Rate:	Defined as room sales divided by the total number of rooms occupied.
RevPAR:	The application of a hotel's average occupancy to its average room rate and a true indicator of the property's ability to generate revenue. It is calculated by multiplying the occupancy by the average room rate.
Number of Rooms:	The total number of rooms at participating hotels.



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HVS is the leading consulting and appraisal firm specializing solely in the hospitality industry. HVS personnel have university degrees in Hotel Administration, or actual hotel work experience, and are taking further courses of study to obtain recognized real estate designations. HVS has consulted for over 10,000 hotels in 55 countries.



HOTEL ASSOCIATION OF CANADA INC.

The Hotel Association of Canada is a federation of provincial and territorial associations, hotel chains and suppliers with a mandate to represent members nationally and internationally and to provide cost-effective services that stimulate and encourage a free market accommodation industry.

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SMITH TRAVEL RESEARCH

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.

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