



Greater Toronto Hotel Association

PKF OUTLOOK FOR THE
CANADIAN LODGING
SECTOR

2010/2011

October 19th
2010

Toronto Hotel Industry Outlook



GTA Economic & Travel Indicators

	2009 Actual	2010 Forecast	2011 Projection
GDP Growth	(2.3%)	4.7%	3.6%
Business Travel Overnight Domestic	(6.9%)	4.1%	4.0%
Pleasure Travel Overnight Domestic	2.3%	3.9%	2.8%
U.S. Overnight Travel	(7.2%)	(0.5%)	1.9%
Overseas Overnight Travel	(13.6%)	6.2%	5.2%
TOTAL OVERNIGHT TRAVEL	(1.0%)	3.2%	2.6%

Source: Canadian Tourism Research Institute, Conference Board of Canada, Fall (Preliminary) 2010 Forecast

GTA Market Outlooks Overall

	2008	2009	2010F	2011P
<u>TOTAL GTA</u>				
Occupancy	66%	60%	63%	64%
ADR	\$136	\$124	\$128	\$132
Revpar	\$90	\$75	\$81	\$84

%chg	2010	2011
Supply	1.6%	1.5%
Demand	6.5%	2.0%
ADR	3.1%	2.8%
Revpar	8.1%	3.3%

Source: PKF Consulting Inc.

GTA Market Outlooks Downtown

	2008	2009	2010F	2011P
<u>DOWNTOWN</u>				
Occupancy	72%	68%	72%	72%
ADR	\$167	\$147	\$155	\$160
Revpar	\$120	\$100	\$112	\$115

	%chg	2010	2011
Supply		1.8%	1.7%
Demand		8.5%	0.5%
ADR		5.5%	3.5%
Revpar		12.4%	2.2%

Source: PKF Consulting Inc.

Top 3 Urban Markets in 2010 and 2011

REVPAR	2010 Actual	2011 Forecast
Downtown Calgary	64%	66%
	\$182	\$185
RevPAR	\$117	\$122
Downtown Toronto	72%	72%
	\$155	\$160
RevPAR	\$112	\$115
Downtown Vancouver	69%	67%
	\$162	\$154
RevPAR	\$112	\$104

Source: PKF Consulting Inc.

GTA Market Outlooks

Airport

	2008	2009	2010F	2011P
<u>AIRPORT</u>				
Occupancy	66%	59%	63%	65%
ADR	\$118	\$110	\$110	\$112
Revpar	\$78	\$64	\$70	\$73

	%chg	2010	2011
Supply		(1.4%)	0.0%
Demand		7.0%	2.0%
ADR		0.0%	2.5%
Revpar		8.5%	4.5%

Source: PKF Consulting Inc.

GTA Market Outlooks West

	2008	2009	2010F	2011P
<u>WEST</u>				
Occupancy	62%	56%	56%	56%
ADR	\$109	\$103	\$103	\$105
Revpar	\$67	\$58	\$58	\$59

%chg	2010	2011
Supply	5.3%	2.8%
Demand	5.5%	2.5%
ADR	0.0%	2.0%
Revpar	0.2%	1.7%

Source: PKF Consulting Inc.

GTA Market Outlooks East/North

	2008	2009	2010F	2011P
<u>EAST/NORTH</u>				
Occupancy	61%	56%	58%	59%
ADR	\$115	\$108	\$108	\$111
Revpar	\$70	\$60	\$62	\$65

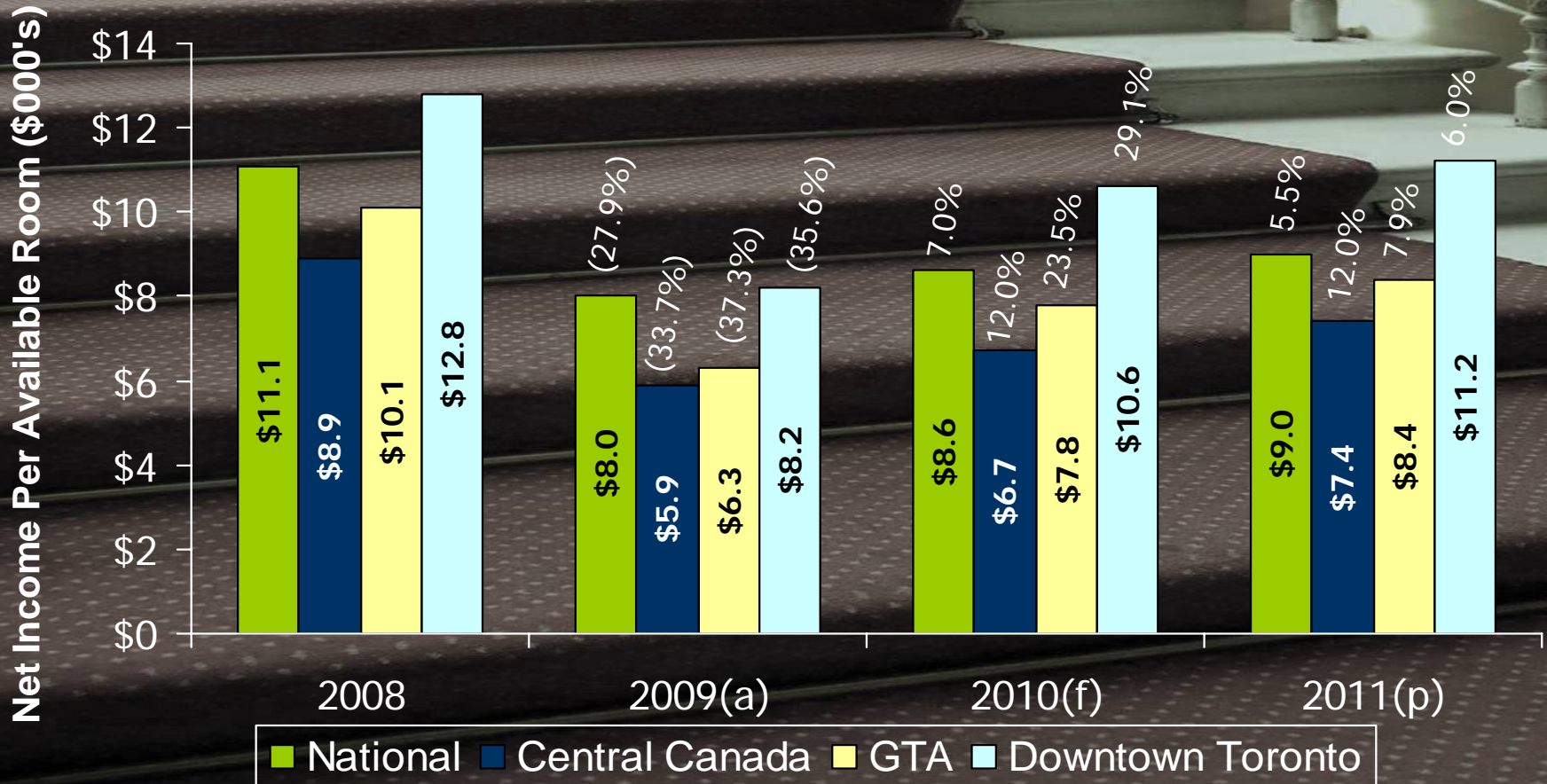
	%chg	2010	2011
Supply		1.0%	1.2%
Demand		5.0%	2.5%
ADR		0.0%	2.5%
Revpar		4.0%	3.8%

Source: PKF Consulting Inc.

RevPAR Growth 2010 – 2011 By Sub-Market



Toronto Hotel Industry Financial Outlook



Source: PKF Consulting Inc.