

## NATIONAL MARKET REPORT

September 2019

- In September 2019, the CBRE national hotel sample achieved a 73.7% occupancy level, a 2.7 percentage point decrease from September 2018.
- In September 2019, the national average daily room rate for hotels tracked by CBRE increased by 0.5% from September 2018 to \$177.38.
- Revenue per available room for CBRE's sample decreased by 3.0% to \$130.71 in September 2019 from \$134.77 in September 2018.

### IS THE INDUSTRY STILL ON TRACK TO MEET CBRE HOTELS' 2019 FORECASTS?

CBRE Hotels published its 2019 Market Forecast and National Outlook in the June edition of our Monthly Trends report. Hotel markets across Canada experienced declines in occupancy to the end of the third quarter, with the exception of Newfoundland, Prince Edward Island and British Columbia all reporting occupancy growth. To the end of the third quarter, occupancy fell by 0.9 percentage points while ADR showed a slight improvement of 0.9% over the same period in 2019. Nationally, hotel markets across the country look to be tracking below the CBRE RevPAR forecasts for the year.

	2018	NATIONAL 2019F	2019 Outlook	2019 YTD Q3
Occupancy	66%	66%	◀▶0.0 pts	▼0.9 pts
ADR	\$162	\$166	▲2.5%	▲0.9%
RevPAR	\$107	\$110	▲2.3%	▼0.4%

In **Atlantic Canada**, to the end of the third quarter of 2019, occupancy remained unchanged with ADR tracking below CBRE Hotels' mid-year forecasts. RevPAR year to date in Atlantic Canada is tracking behind CBRE's forecast at -1.0% for year to date third quarter 2019.

	2018	ATLANTIC CANADA 2019F	2019 Outlook	2019 YTD Q3
Occupancy	61%	62%	▲1.0 pts	◀▶0.0 pts
ADR	\$140	\$139	▼0.2%	▼1.0%
RevPAR	\$86	\$86	◀▶0.0%	▼1.0%

In **Central Canada**, to the end of the third quarter of 2019, occupancy is down 1.1 percentage points while ADR continues to show growth albeit tracking behind CBRE's mid-year forecasts. Year to date RevPAR in Central Canada, which was originally forecast to see improvement of about 2.7% in 2019, is tracking behind at -0.5% for 2019 third quarter results.

	2018	CENTRAL CANADA 2019F	2019 Outlook	2019 YTD Q3
Occupancy	70%	70%	◀▶0.0 pts	▼1.1 pts
ADR	\$165	\$170	▲3.0%	▲1.1%
RevPAR	\$115	\$118	▲2.7%	▼0.5%

In **Western Canada**, to the end of the third quarter of 2019 results, occupancy is down by 0.8 percentage points and ADR growth is tracking behind CBRE's original forecast at 1.1%. Year to date RevPAR in Western Canada, which was originally forecast to see improvement of about 2.3% in 2019, is tracking behind at -0.1% for 2019 third quarter results.

	2018	WESTERN CANADA 2019F	2019 Outlook	2019 YTD Q3
Occupancy	63%	63%	◀▶0.0 pts	▼0.8 pts
ADR	\$163	\$166	▲2.4%	▲1.1%
RevPAR	\$103	\$105	▲2.3%	▼0.1%

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Year to date third quarter 2019 results for Montreal are tracking in line with CBRE's mid-year forecasts with stronger occupancy improvement, however Toronto, Calgary and Vancouver markets are tracking below CBRE's mid-year forecasts.

- Toronto's original RevPAR forecast was about 0.5%, however for year to date third quarter 2019, RevPAR is showing a decline of 2.1%.
- Montreal's original RevPAR forecast was about 4.3% and is tracking slightly ahead at 4.4% for year to date third quarter 2019.
- Vancouver's original RevPAR forecast was about 7.3% and RevPAR growth is tracking below CBRE's mid-year forecast at 3.9% at year to date third quarter 2019.
- Calgary's original RevPAR which was forecast to be down 3.3% is tracking at a slightly larger decline of 4.1% at year to date third quarter 2019.

TORONTO				
	2018	2019F	2019 Outlook	2019 YTD Q3
Occupancy	76%	75%	▼1.0 pts	▼2.1 pts
ADR	\$183	\$187	▲2.2%	▲0.6%
RevPAR	\$139	\$140	▲0.5%	▼2.1%
MONTREAL				
	2018	2019F	2019 Outlook	2019 YTD Q3
Occupancy	73%	74%	▲1.0 pts	▲1.2 pts
ADR	\$179	\$185	▲2.9%	▲2.7%
RevPAR	\$130	\$136	▲4.3%	▲4.4%
VANCOUVER				
	2018	2019F	2019 Outlook	2019 YTD Q3
Occupancy	80%	81%	▲1.0 pts	▼0.1 pts
ADR	\$212	\$226	▲6.7%	▲4.0%
RevPAR	\$170	\$182	▲7.3%	▲3.9%
CALGARY				
	2018	2019F	2019 Outlook	2019 YTD Q3
Occupancy	63%	60%	▼3.0 pts	▼2.1 pts
ADR	\$146	\$147	▲0.4%	▼0.9%
RevPAR	\$92	\$89	▼3.3%	▼4.1%



HOTEL ASSOCIATION OF CANADA  
ASSOCIATION DES HÔTELS DU CANADA

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