



TRENDS IN THE CANADIAN
HOTEL INDUSTRY

National Market Report

JANUARY 2024

Report of rooms operations by location

MONTH OF JANUARY 2024*

Location	Occupancy Percentage			Average Daily Rate			Revenue Per Available Room		
	2024	2023	**Point Change	2024	2023	Variance	2024	2023	Variance
ATLANTIC CANADA	40.3%	43.2%	-3.0	\$142.55	\$137.60	3.6%	\$57.39	\$59.48	-3.5%
Newfoundland	39.9%	46.9%	-7.0	\$128.09	\$120.45	6.3%	\$51.16	\$56.54	-9.5%
St. John's	40.3%	49.4%	-9.1	\$125.10	\$118.73	5.4%	\$50.36	\$58.64	-14.1%
Prince Edward Island	27.1%	41.7%	-14.6	\$153.11	\$143.36	6.8%	\$41.49	\$59.80	-30.6%
Nova Scotia	42.7%	45.6%	-2.9	\$149.31	\$146.83	1.7%	\$63.75	\$66.88	-4.7%
Halifax/Dartmouth	44.5%	47.0%	-2.5	\$156.56	\$155.05	1.0%	\$69.69	\$72.87	-4.4%
Other Nova Scotia	39.1%	42.3%	-3.2	\$132.99	\$126.26	5.3%	\$52.01	\$53.41	-2.6%
New Brunswick	39.9%	38.9%	1.0	\$136.66	\$129.76	5.3%	\$54.51	\$50.52	7.9%
Moncton	45.4%	42.8%	2.6	\$142.09	\$133.42	6.5%	\$64.58	\$57.16	13.0%
Other New Brunswick	37.0%	36.9%	0.2	\$133.25	\$127.51	4.5%	\$49.37	\$47.00	5.0%
CENTRAL CANADA	50.7%	51.5%	-0.8	\$178.09	\$169.22	5.2%	\$90.27	\$87.18	3.5%
Quebec	48.7%	50.6%	-2.0	\$192.26	\$186.35	3.2%	\$93.60	\$94.37	-0.8%
Greater Quebec City	49.3%	45.1%	4.2	\$186.42	\$173.47	7.5%	\$91.92	\$78.32	17.4%
Other Quebec	47.2%	48.9%	-1.7	\$211.14	\$202.98	4.0%	\$99.73	\$99.28	0.5%
Greater Montreal	49.4%	53.1%	-3.8	\$184.94	\$181.94	1.6%	\$91.31	\$96.66	-5.5%
Downtown Montreal	43.0%	45.3%	-2.3	\$191.58	\$193.18	-0.8%	\$82.44	\$87.57	-5.9%
Montreal Airport/Laval	64.9%	70.7%	-5.8	\$185.44	\$175.93	5.4%	\$120.42	\$124.40	-3.2%
Ontario	51.4%	51.8%	-0.4	\$173.33	\$163.56	6.0%	\$89.07	\$84.76	5.1%
Greater Toronto Area (GTA)	59.9%	58.9%	1.0	\$192.07	\$182.00	5.5%	\$115.12	\$107.28	7.3%
Downtown Toronto	52.9%	52.9%	0.0	\$253.64	\$243.41	4.2%	\$134.09	\$128.77	4.1%
Toronto Airport	74.3%	72.9%	1.4	\$187.86	\$170.79	10.0%	\$139.54	\$124.49	12.1%
GTA West	61.4%	57.6%	3.8	\$152.15	\$144.07	5.6%	\$93.44	\$83.01	12.6%
GTA East/North	59.2%	60.1%	-0.8	\$151.03	\$143.48	5.3%	\$89.46	\$86.17	3.8%
Eastern Ontario	44.2%	48.0%	-3.8	\$143.19	\$134.58	6.4%	\$63.29	\$64.60	-2.0%
Kingston	50.5%	46.6%	4.0	\$151.99	\$142.76	6.5%	\$76.78	\$66.46	15.5%
Other Eastern Ontario	41.9%	48.6%	-6.7	\$139.32	\$131.35	6.1%	\$58.38	\$63.84	-8.6%
Ottawa	47.0%	50.5%	-3.5	\$175.02	\$163.67	6.9%	\$82.25	\$82.63	-0.5%
Downtown Ottawa	44.6%	47.1%	-2.5	\$192.50	\$181.35	6.1%	\$85.90	\$85.49	0.5%
Ottawa West	52.3%	56.9%	-4.6	\$159.11	\$147.71	7.7%	\$83.21	\$84.00	-0.9%
Ottawa East	42.9%	46.9%	-4.0	\$150.95	\$142.50	5.9%	\$64.83	\$66.88	-3.1%
Southern Ontario	44.9%	46.2%	-1.3	\$146.51	\$138.35	5.9%	\$65.75	\$63.85	3.0%
London	53.7%	57.7%	-4.0	\$147.28	\$141.41	4.2%	\$79.06	\$81.53	-3.0%
Windsor	64.8%	45.9%	18.9	\$137.65	\$129.63	6.2%	\$89.17	\$59.48	49.9%
Kitchener/Waterloo/Cambridge/Guelph	51.8%	54.1%	-2.2	\$153.15	\$142.49	7.5%	\$79.38	\$77.02	3.1%
Hamilton/Brantford	42.6%	46.7%	-4.1	\$140.84	\$142.94	-1.5%	\$60.02	\$66.76	-10.1%
Niagara Falls	36.9%	40.6%	-3.8	\$143.52	\$132.92	8.0%	\$52.95	\$54.03	-2.0%
Other Niagara Region	42.0%	44.2%	-2.3	\$157.62	\$150.65	4.6%	\$66.15	\$66.65	-0.8%
Other Southern Ontario	42.6%	43.9%	-1.3	\$150.17	\$138.35	8.5%	\$63.97	\$60.67	5.4%
Central Ontario	41.6%	42.1%	-0.6	\$170.50	\$176.37	-3.3%	\$70.87	\$74.30	-4.6%
North Eastern Ontario	46.9%	42.2%	4.7	\$147.35	\$136.07	8.3%	\$69.15	\$57.49	20.3%
North Bay	44.0%	40.3%	3.7	\$125.10	\$116.98	6.9%	\$55.07	\$47.17	16.7%
Sudbury	49.3%	41.4%	8.0	\$151.96	\$140.24	8.4%	\$74.98	\$58.04	29.2%
North Central Ontario									
Sault Ste. Marie	44.7%	42.7%	2.0	\$124.56	\$117.51	6.0%	\$55.65	\$50.21	10.8%
North Western Ontario	50.8%	57.5%	-6.7	\$169.02	\$158.18	6.9%	\$85.86	\$90.96	-5.6%
Thunder Bay	48.3%	54.2%	-5.9	\$172.95	\$162.42	6.5%	\$83.49	\$87.97	-5.1%

* Based on the operating results of 253,852 rooms (unweighted data)

** Please note that the variance between current and previous year occupancy is reported as a point change and not as a percentage variance.

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Report of rooms operations by location

MONTH OF JANUARY 2024*

Location	Occupancy Percentage			Average Daily Rate			Revenue Per Available Room		
	2024	2023	**Point Change	2024	2023	Variance	2024	2023	Variance
WESTERN CANADA	48.8%	50.8%	-2.0	\$172.33	\$167.87	2.7%	\$84.12	\$85.22	-1.3%
Manitoba	58.1%	62.6%	-4.4	\$156.66	\$147.70	6.1%	\$91.09	\$92.45	-1.5%
Winnipeg	61.6%	68.1%	-6.4	\$160.06	\$151.16	5.9%	\$98.63	\$102.89	-4.1%
Brandon	52.2%	48.6%	3.6	\$158.01	\$147.29	7.3%	\$82.43	\$71.56	15.2%
Other Manitoba	50.5%	52.0%	-1.5	\$142.14	\$131.95	7.7%	\$71.81	\$68.58	4.7%
Saskatchewan	44.7%	44.6%	0.1	\$132.45	\$126.64	4.6%	\$59.23	\$56.51	4.8%
Regina	40.5%	38.7%	1.8	\$127.76	\$124.53	2.6%	\$51.74	\$48.20	7.3%
Saskatoon	48.7%	49.5%	-0.8	\$139.32	\$133.24	4.6%	\$67.81	\$65.97	2.8%
Other Saskatchewan	44.8%	44.3%	0.6	\$129.30	\$121.26	6.6%	\$57.97	\$53.67	8.0%
Alberta (excl. Alta Resorts)	45.0%	44.8%	0.3	\$136.59	\$130.58	4.6%	\$61.52	\$58.43	5.3%
Calgary	48.0%	43.9%	4.2	\$149.76	\$147.61	1.5%	\$71.94	\$64.77	11.1%
Calgary Airport	57.3%	49.6%	7.6	\$140.51	\$133.98	4.9%	\$80.45	\$66.48	21.0%
Downtown Calgary	40.2%	36.4%	3.9	\$181.48	\$188.24	-3.6%	\$72.97	\$68.44	6.6%
Calgary Northwest	43.7%	47.4%	-3.7	\$116.46	\$106.45	9.4%	\$50.95	\$50.47	0.9%
Calgary South	45.9%	44.1%	1.8	\$134.43	\$135.36	-0.7%	\$61.75	\$59.70	3.4%
Edmonton	45.0%	44.2%	0.8	\$132.94	\$126.84	4.8%	\$59.86	\$56.09	6.7%
Downtown Edmonton	40.3%	41.4%	-1.1	\$174.60	\$161.95	7.8%	\$70.38	\$67.12	4.9%
Edmonton South	45.7%	45.3%	0.3	\$117.54	\$113.43	3.6%	\$53.66	\$51.39	4.4%
Edmonton West	48.1%	44.4%	3.7	\$130.94	\$126.43	3.6%	\$62.98	\$56.14	12.2%
Other Alberta	42.9%	45.7%	-2.8	\$128.74	\$121.45	6.0%	\$55.28	\$55.53	-0.5%
Lethbridge	40.8%	37.8%	3.0	\$122.36	\$119.72	2.2%	\$49.91	\$45.27	10.2%
Red Deer	41.6%	44.4%	-2.8	\$114.39	\$110.51	3.5%	\$47.54	\$49.04	-3.1%
Other Alberta Communities	44.0%	46.7%	-2.7	\$131.98	\$124.20	6.3%	\$58.02	\$57.95	0.1%
Alberta Resorts	38.8%	47.2%	-8.4	\$323.80	\$299.68	8.0%	\$125.50	\$141.34	-11.2%
British Columbia	53.1%	56.9%	-3.9	\$205.29	\$201.54	1.9%	\$108.96	\$114.73	-5.0%
Greater Vancouver	60.3%	63.7%	-3.4	\$199.72	\$194.11	2.9%	\$120.43	\$123.64	-2.6%
Airport (Richmond)	71.7%	71.7%	-0.1	\$186.23	\$183.14	1.7%	\$133.44	\$131.40	1.6%
Downtown Vancouver	55.4%	60.5%	-5.1	\$226.44	\$218.48	3.6%	\$125.46	\$132.19	-5.1%
Langley/Surrey	57.9%	64.3%	-6.4	\$147.56	\$143.68	2.7%	\$85.46	\$92.42	-7.5%
Other Vancouver	61.3%	61.9%	-0.6	\$176.72	\$166.04	6.4%	\$108.30	\$102.77	5.4%
Vancouver Island	45.1%	47.3%	-2.2	\$157.33	\$154.35	1.9%	\$71.01	\$73.07	-2.8%
Campbell River	57.9%	65.9%	-8.0	\$124.10	\$116.90	6.2%	\$71.86	\$77.00	-6.7%
Greater Victoria	45.5%	47.2%	-1.7	\$163.21	\$160.46	1.7%	\$74.24	\$75.72	-2.0%
Nanaimo	42.9%	44.7%	-1.8	\$141.79	\$143.68	-1.3%	\$60.81	\$64.21	-5.3%
Parksville/Qualicum Beach	37.6%	41.2%	-3.6	\$152.56	\$140.56	8.5%	\$57.38	\$57.86	-0.8%
Other Vancouver Island	46.7%	48.0%	-1.3	\$162.43	\$161.54	0.6%	\$75.90	\$77.54	-2.1%
Whistler Resort Area	75.3%	83.5%	-8.2	\$601.13	\$571.16	5.2%	\$452.58	\$476.95	-5.1%
Other British Columbia	45.0%	49.2%	-4.2	\$140.30	\$142.23	-1.4%	\$63.17	\$69.97	-9.7%
Abbotsford/Chilliwack	67.2%	70.6%	-3.3	\$137.88	\$147.93	-6.8%	\$92.70	\$104.40	-11.2%
Kamloops	44.3%	48.4%	-4.2	\$120.66	\$118.59	1.7%	\$53.43	\$57.44	-7.0%
Kelowna	43.0%	42.4%	0.6	\$131.27	\$134.92	-2.7%	\$56.46	\$57.26	-1.4%
Penticton	22.3%	25.7%	-3.4	\$111.46	\$114.04	-2.3%	\$24.81	\$29.30	-15.3%
Prince George	51.6%	51.8%	-0.2	\$126.91	\$133.13	-4.7%	\$65.50	\$68.96	-5.0%
Other B.C. Communities	44.5%	50.5%	-6.0	\$151.37	\$150.58	0.5%	\$67.34	\$75.99	-11.4%
Yukon	46.2%	42.4%	3.8	\$157.22	\$149.50	5.2%	\$72.65	\$63.43	14.5%
CANADA	49.1%	50.6%	-1.5	\$173.29	\$166.58	4.0%	\$85.00	\$84.21	0.9%

* Based on the operating results of 253,852 rooms (unweighted data)

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Regional report of rooms operations by property size, type and price level

MONTH OF JANUARY 2024*

ATLANTIC							CENTRAL					
	Occupancy Percentage			Average Daily Rates			Occupancy Percentage			Average Daily Rates		
	2024	2023	**Point Change	2024	2023	Variance	2024	2023	**Point Change	2024	2023	Variance
Property Size												
Under 50 rooms	28.2%	28.6%	-0.5	\$121.41	\$127.57	-4.8%	40.8%	43.3%	-2.5	\$150.51	\$140.46	7.2%
50-75 rooms	35.5%	38.8%	-3.3	\$127.47	\$119.43	6.7%	42.9%	44.7%	-1.7	\$137.83	\$132.93	3.7%
76-125 rooms	43.7%	45.5%	-1.8	\$143.46	\$135.05	6.2%	51.9%	52.9%	-0.9	\$153.11	\$146.09	4.8%
126-200 rooms	44.6%	46.6%	-1.9	\$146.02	\$141.63	3.1%	54.0%	53.6%	0.4	\$167.27	\$156.66	6.8%
201-500 rooms	31.9%	38.8%	-6.9	\$147.29	\$149.42	-1.4%	49.4%	51.7%	-2.3	\$204.72	\$194.55	5.2%
Over 500 rooms	N/A	N/A	N/A	N/A	N/A	N/A	52.5%	51.5%	1.0	\$227.15	\$216.97	4.7%
Total	40.3%	43.2%	-3.0	\$142.55	\$137.60	3.6%	50.7%	51.5%	-0.8	\$178.09	\$169.22	5.2%
Property Type												
Limited Service	43.7%	45.6%	-1.9	\$141.67	\$132.21	7.2%	48.2%	49.4%	-1.2	\$141.61	\$133.88	5.8%
Full Service	37.6%	40.5%	-2.9	\$141.11	\$140.95	0.1%	51.2%	52.0%	-0.8	\$193.15	\$181.82	6.2%
Suite Hotel	54.0%	56.4%	-2.4	\$163.22	\$157.35	3.7%	58.8%	59.6%	-0.8	\$173.62	\$170.44	1.9%
Resort	N/A	N/A	N/A	N/A	N/A	N/A	45.0%	44.4%	0.6	\$280.46	\$272.70	2.8%
Total	40.3%	43.2%	-3.0	\$142.55	\$137.60	3.6%	50.7%	51.5%	-0.8	\$178.09	\$169.22	5.2%
Price Level												
Budget	30.0%	34.6%	-4.6	\$124.65	\$113.14	10.2%	43.0%	42.6%	0.4	\$118.40	\$111.88	5.8%
Mid-Price	42.3%	44.9%	-2.7	\$143.24	\$138.29	3.6%	52.5%	54.4%	-1.9	\$168.48	\$159.19	5.8%
Upscale	29.7%	29.8%	-0.1	\$171.21	\$201.25	-14.9%	47.7%	45.0%	2.7	\$261.63	\$261.44	0.1%
Total	40.3%	43.2%	-3.0	\$142.55	\$137.60	3.6%	50.7%	51.5%	-0.8	\$178.09	\$169.22	5.2%
WESTERN							CANADA					
	Occupancy Percentage			Average Daily Rates			Occupancy Percentage			Average Daily Rates		
	2024	2023	**Point Change	2024	2023	Variance	2024	2023	**Point Change	2024	2023	Variance
Property Size												
Under 50 rooms	40.4%	42.9%	-2.5	\$117.70	\$113.60	3.6%	40.0%	42.5%	-2.5	\$129.43	\$123.59	4.7%
50-75 rooms	46.0%	49.4%	-3.4	\$127.11	\$126.75	0.3%	43.8%	46.5%	-2.8	\$131.34	\$128.47	2.2%
76-125 rooms	50.3%	51.7%	-1.4	\$144.81	\$140.03	3.4%	50.4%	51.6%	-1.2	\$148.30	\$142.18	4.3%
126-200 rooms	50.0%	51.3%	-1.3	\$155.38	\$156.30	-0.6%	51.3%	51.9%	-0.6	\$160.34	\$155.24	3.3%
201-500 rooms	47.7%	49.9%	-2.2	\$222.45	\$215.46	3.2%	47.6%	50.1%	-2.5	\$210.44	\$201.68	4.3%
Over 500 rooms	54.0%	57.9%	-3.9	\$344.22	\$323.41	6.4%	52.9%	53.1%	-0.2	\$257.13	\$246.07	4.5%
Total	48.8%	50.8%	-2.0	\$172.33	\$167.87	2.7%	49.1%	50.6%	-1.5	\$173.29	\$166.58	4.0%
Property Type												
Limited Service	47.8%	49.3%	-1.5	\$129.52	\$125.69	3.0%	47.6%	49.0%	-1.4	\$135.50	\$129.50	4.6%
Full Service	48.6%	50.4%	-1.8	\$173.24	\$168.84	2.6%	49.1%	50.5%	-1.4	\$182.00	\$174.05	4.6%
Suite Hotel	60.6%	62.0%	-1.4	\$179.81	\$179.46	0.2%	59.2%	60.3%	-1.0	\$175.41	\$173.09	1.3%
Resort	47.7%	53.8%	-6.1	\$406.38	\$380.53	6.8%	45.5%	49.7%	-4.2	\$360.66	\$340.27	6.0%
Total	48.8%	50.8%	-2.0	\$172.33	\$167.87	2.7%	49.1%	50.6%	-1.5	\$173.29	\$166.58	4.0%
Price Level												
Budget	44.0%	46.3%	-2.2	\$109.88	\$109.61	0.2%	42.6%	44.0%	-1.3	\$114.14	\$110.72	3.1%
Mid-Price	49.4%	51.2%	-1.8	\$151.49	\$147.31	2.8%	50.3%	52.2%	-1.9	\$159.17	\$152.34	4.5%
Upscale	50.5%	53.0%	-2.5	\$336.10	\$325.50	3.3%	48.5%	48.3%	0.2	\$294.34	\$291.93	0.8%
Total	48.8%	50.8%	-2.0	\$172.33	\$167.87	2.7%	49.1%	50.6%	-1.5	\$173.29	\$166.58	4.0%

* Based on the operating results of 253,852 rooms (unweighted data)

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CBRE Hotels Valuation & Advisory Services

TORONTO

Nicole Nguyen

Senior Vice President
647.943.3745
nicole.nguyen@cbre.com

Jamie Mills

Senior Valuation Associate
647.943.3747
jamie.mills@cbre.com

Derek Chen

Valuation Associate
647.943.3746
derek.chen@cbre.com

VANCOUVER

Kirstin Hallett

Vice President
778.372.1942
kirstin.hallett@cbre.com

Cailin Sully-Daniels

Associate Vice President
778.372.4414
cailin.sullydaniels@cbre.com

Carol Lopes

Senior Valuation Associate
778.372.1940
carol.lopes@cbre.com

TOURISM CONSULTING

Rebecca Godfrey

Senior Vice President
647.943.3743
rebecca.godfrey@cbre.com

CBRE Hotels Brokerage

TORONTO

Mark Sparrow**

Executive Vice President
416.943.3666
mark.sparrow@cbre.com

Ryan Tran**

Vice President
647.943.3674
ryan.tran@cbre.com

Luke Scheer**

Executive Vice President
647.943.3673
luke.scheer@cbre.com

Simran Hora

Financial Analyst
647.943.4200
simran.hora@cbre.com

CALGARY

Greg Kwong*

Executive Vice President
403.750.0514
greg.kwong@cbre.com

* Broker

** Sales Representative

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