



# NORTHEASTERN ONTARIO (13A)

## FIXED ROOF ACCOMMODATION PERFORMANCE

2015/2016

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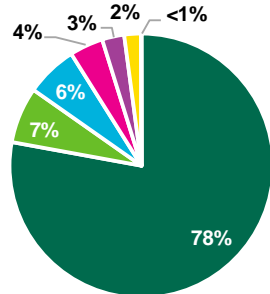
**CBRE**

# NORTHEASTERN ONTARIO FIXED ROOF ACCOMMODATION PERFORMANCE - 2015/16

## HIGHLIGHTS

- The Northeastern Ontario fixed roof accommodation survey sample included 27 properties and 777 units, averaging 28 units per property in 2015/16.
- Approximately 2 in every 3 properties (67%) operated on a year-round basis, with average operating days of 302 each in 2016.
- Average revenue growth per guest increased by 8% in 2016 to reach \$84, up from \$78 in 2015
- 78% of total revenue generated by Northeastern Ontario accommodations (\$11.8 Million) derived from guest room/unit rental, followed by packages with meals at 7% (\$1.0 Million)
- Revenue growth per guest was offset by a 10% decline in guests per property, which contributed to a 3% drop in average revenue per property (\$559,000).
- Approximately 82% of Northeastern Ontario's fixed roof market visitation was generated from within Ontario, with an additional 11% of visitors originating from other parts of Canada, 6% from the U.S., and 1% from overseas.

## NORTHEASTERN ONTARIO FIXED ROOF MARKET REVENUE BREAKDOWN - 2016



- Unit Rental Only (\$11.8M)
- F&B (\$955,000)
- Other (\$410,000)
- Guest Transportation to property (\$4,000)
- Packages w Meals (\$1.0M)
- Packages w/o Meals (\$622,000)
- Retail (\$314,000)

\*NOTE: Other revenue consists of campsite / RV hookups, hunting, boat rentals, etc.

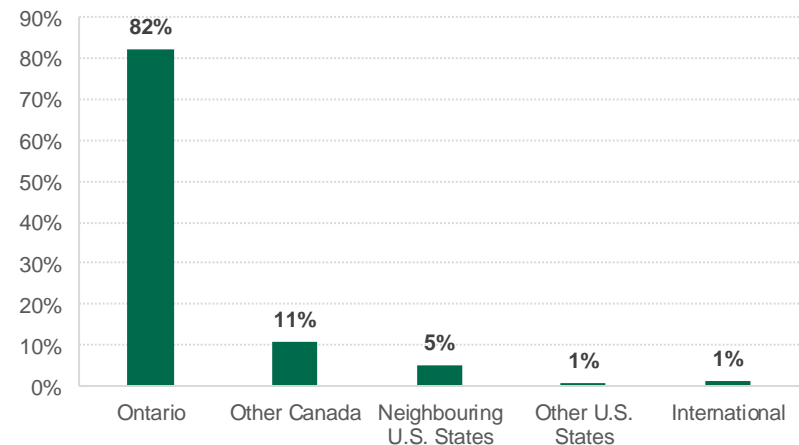


## NORTHEASTERN ONTARIO FIXED ROOF ACCOMMODATION MARKET PERFORMANCE – 2015/16

	2015	2016	% Chg
Average Property Size (units)	28	28	0%
Average Operating Days	296	302	2%
Average Guests / Property	7,362	6,658	-10%
Average Revenue / Guest	\$78	\$84	8%
Average Revenue / Property	\$573,808	\$559,183	-3%

\*NOTE: Based on a same on same survey sample of 27 properties with a total of 777 units in 2016. The sample includes 13 hotels/motels, 3 B&Bs, 5 fishing and hunting lodges, and 6 cottage resorts.

## NORTHEASTERN ONTARIO FIXED ROOF MARKET GEOGRAPHIC SEGMENTATION – 2016



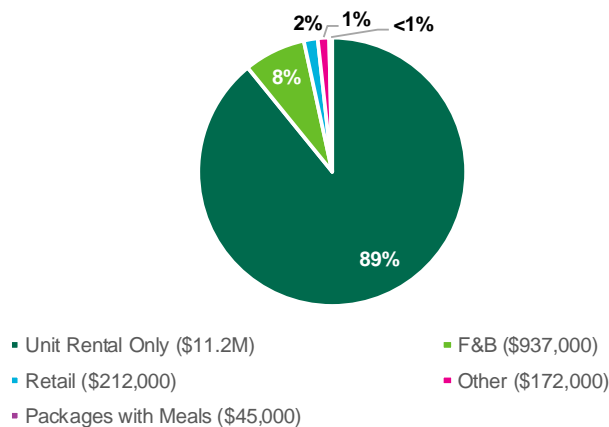
\*NOTE: Neighbouring U.S. States include Michigan, Ohio, New York and Pennsylvania

# NORTHEASTERN ONTARIO HOTEL & MOTEL PERFORMANCE - 2015/16

## HIGHLIGHTS

- The hotel/motel survey sample included 13 properties offering a total of 623 rooms, for an average of 48 rooms per property in 2015/16.
- Over 90% of participating hotels and motels operate on year-round.
- Hotel/motel occupancy levels declined by 6 points in 2016, dropping from 56% in 2015 to 50% in 2016.
- Despite average daily room rate growth of 4% from 2015 (\$113 in 2016), a 10% decrease in guests (13,400 guests in 2016) contributed to an average per property revenue decline of 8% in 2016 (\$966,000 per property).
- An estimated 83% of hotel/motel guests in 2016 originated from within Ontario, (57% from Southern Ontario and 30% from other parts of Northern Ontario), with an additional 11% from other areas of Canada, and 4% from neighbouring U.S. States (notably Pennsylvania and Ohio).
- Guest room/unit rentals comprised approximately 89% of total hotel/motel revenues, while food and beverage services made up an additional 8%.

## HOTEL & MOTEL REVENUE BREAKDOWN – 2016

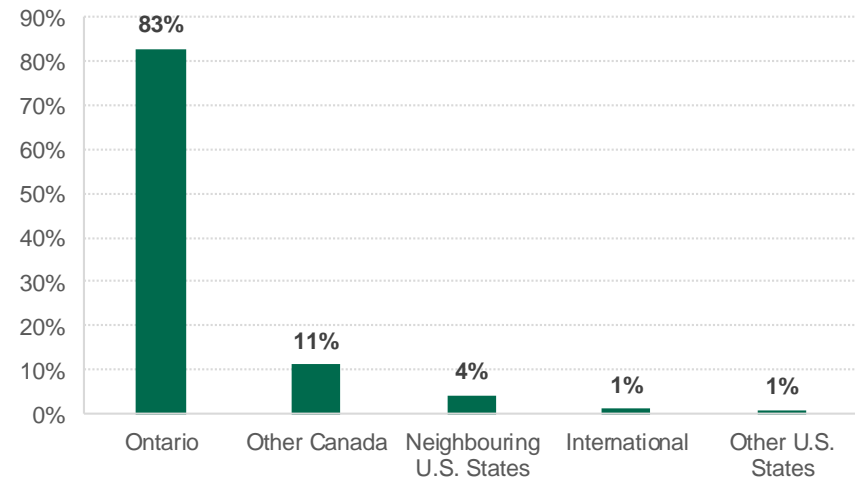


## HOTEL & MOTEL MARKET PERFORMANCE – 2015/16

	2015	2016	% Chg
Average Property Size (rms)	48	48	0%
Average Operating Days	360	359	0%
Occupancy	56%	50%	-6 pts
Average Guests / Property	14,919	13,357	-10%
Average Revenue / Occ Rm Night	\$109	\$113	4%
Average Revenue / Guest	\$71	\$72	2%
Average Revenue / Property	\$1,053,000	\$966,000	-8%

\*NOTE: Based on a same on same survey sample of 13 hotels/motels with a total of 623 rooms in 2016.

## HOTEL & MOTEL GEOGRAPHIC SEGMENTATION – 2016



# NORTHEASTERN ONTARIO HUNTING & FISHING LODGE PERFORMANCE - 2015/16

## HIGHLIGHTS

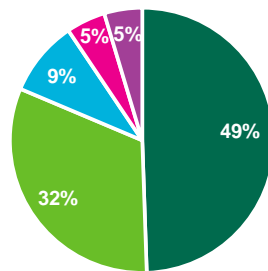
- The hunting & fishing lodge inventory is inclusive of properties that typically offer a package rate, priced per person, with or without meals (may also include cabin and campsite rentals).
- The Northeastern Ontario hunting and fishing lodge survey sample included 5 properties with a total of 48 units, averaging 10 units per property in 2016.
- The majority of properties within the sample operate on a seasonal basis, at an average operating period of 193 days in 2016.
- Despite significant growth of 39% in average guests per lodge in 2016, occupancy grew minimally by 1 point over 2015 levels to reach 26%.
- Coupled with significant growth in average guest count per property (39%), the lodge market saw a 6% increase in average revenue per guest, bringing the average per property revenue to \$390,000 in 2016, a 47% increase over 2015.
- Packages with meals generated approximately 49% of total revenues for the lodge market (\$965,000), while packages without meals made up an additional 32%.
- About half of all lodge visitors originated from neighbouring U.S. States, primarily Ohio, Michigan and New York, with a further 41% of visitation made up by Ontario residents.

## HUNTING & FISHING LODGE MARKET PERFORMANCE – 2015/16

	2015	2016	% Chg
Average Property Size (units)	9	10	7%
Average Operating Days	184	193	5%
Occupancy	25%	26%	1 pt
Average Guests / Property	488	676	39%
Average Revenue / Occ Bed Night	\$109	\$123	12%
Average Revenue / Guest	\$543	\$577	6%
Average Revenue / Property	\$265,185	\$390,204	47%

\*NOTE: Based on a same on same survey sample of 5 fishing/hunting lodges with a total of 48 units in 2016.

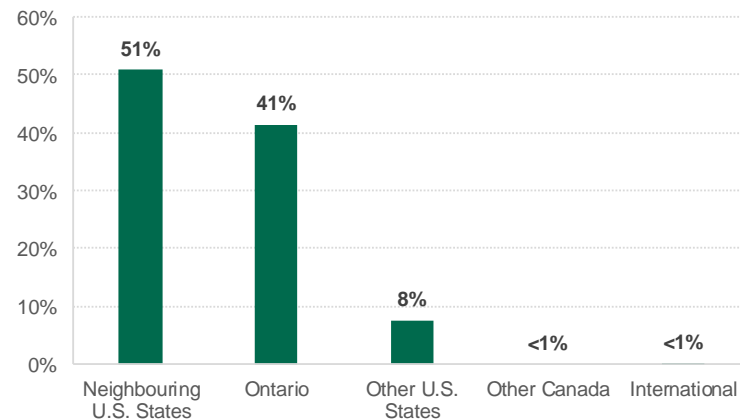
## HUNTING & FISHING LODGE REVENUE BREAKDOWN - 2016



- Packages with Meals (\$965,000)
- Packages w/o Meals (\$622,000)
- Other (\$180,000)
- Retail (\$93,000)
- Unit Rental Only (\$91,000)



## HUNTING & FISHING LODGE GEOGRAPHIC SEGMENTATION – 2016



# NORTHEASTERN ONTARIO HOUSEKEEPING COTTAGE RESORT PERFORMANCE - 2015/16

## HIGHLIGHTS

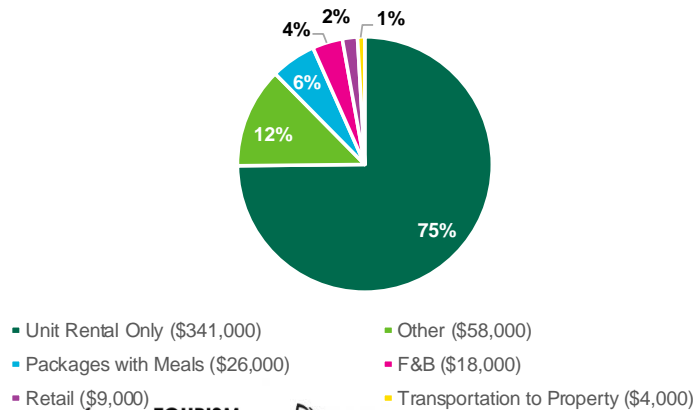
- The housekeeping cottage resort inventory includes properties with cottages and cabins that may also include campsites and outposts, excluding those dedicated to hunting/fishing.
- The Northeastern Ontario housekeeping cottage resort survey sample included 6 seasonal properties, with a total of 85 units (average 14 units each), which operated for 239 days on average in 2016.
- Occupancy grew by 2 points to reach 23% in 2016, while average guests per property increased by 27% over 2015 levels.
- As a result of significant guest growth and an increase in average revenue per guest (2%), average revenue per property grew by 30% over 2015, to reach \$76,000 in 2016.
- The largest proportion of revenue at these cottage resorts is generated from guest room/unit rentals at \$341,000 (75%), followed by "other" source of revenue, including: campsite and RV hook-ups, and boat rentals.
- Approximately 4 in every 5 visits to cottage resorts in Northeastern Ontario were made by Ontario residents, with 33% originating from the GTA.

## HOUSEKEEPING COTTAGE RESORT MARKET PERFORMANCE – 2015/16

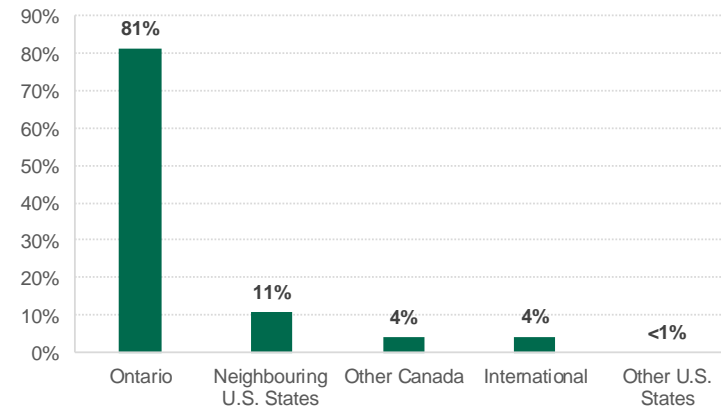
	2015	2016	% Chg
Average Property Size (units)	14	14	2%
Average Operating Days	216	239	11%
Occupancy	21%	23%	2 pts
Average Guests / Property	195	248	27%
Average Revenue / Occ Bed Night	\$48	\$48	2%
Average Revenue / Guest	\$300	\$307	2%
Average Revenue / Property	\$58,560	\$76,000	30%

\*NOTE: Based on a same on same survey sample of 6 cottage resorts with a total of 85 units in 2016.

## HOUSEKEEPING COTTAGE RESORT REVENUE BREAKDOWN - 2016



## HOUSEKEEPING COTTAGE RESORT GEOGRAPHIC SEGMENTATION – 2016



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