



Northern Ontario Fixed Roof Accommodation Performance

2023 – 2024

Destination Northern Ontario

July 11, 2024

Contents

1. Methodology
2. Operating Results – All Northern Ontario
3. Operating Results – Northeastern Ontario
4. Operating Results – Northcentral Ontario
5. Operating Results – Northwestern Ontario



Methodology

1



Study Process

- Project meetings held with DNO staff to confirm study objectives, reduce survey length, and strategize to improve participation levels.
- Created and launched an online survey with assistance from DNO, NOTO, and sub-regional marketing leads (Sunset Country, Superior Country, Algoma Country, NeONT), and NOTO, February 29, 2024.
- Survey in field from April 1 to May 6, 2024
- Survey received 97 responses, of which 53 were complete.
- Additional reservation data provided by Algoma Country to supplement survey sample.
- Analysis has been prepared by sub-region and property type (where applicable).
- Survey slides denote number of participant responses with an “n=” indicator.



Fixed-Roof Accommodation Types

Operators asked to classify their properties into one of four categories.



Hotel/Motel/Resort

Hotel/Motel: independent property location in a rural community or highway location.

Resort: hotel or lodge with or without cottages/cabins, NOT dedicated to fishing or hunting, often more oriented to families with summer activities.

Also includes B&B and Inns



Housekeeping Cottage/Cabin Resort

Housekeeping cottage resorts with cottages/cabins, excluding American Plan packages.



Hunting/Fishing Lodge

Hunting or fishing lodge, typically offering packaged rates, priced per person with/without American Plan or meals (may also include cabin rentals).

Includes:

- Drive-In Lodges
- Boat-In Lodges



Fly-In & Other Access Lodge/Remote Outpost

Hunting or fishing lodge/cabins that cannot be reached by car and requires air, rail, sled, or other access, typically offering packaged rates, priced per person with/without American Plan or meals (may also include cabin rentals).

Includes:

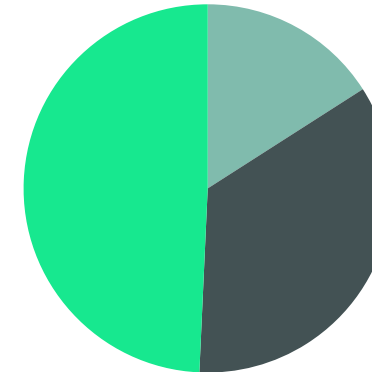
- Fly-In or other access lodges
- Remote Outposts

Respondent Profile (All Northern Ontario)

Survey Respondents, n=69

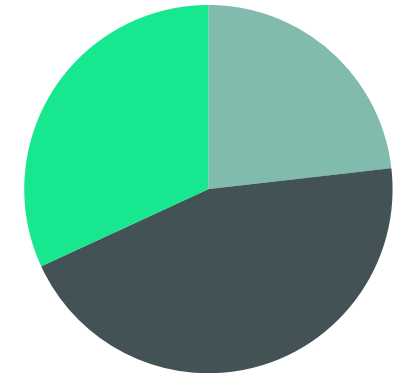
BY PROPERTY TYPE	
Hotel/Motel/Resort	11
Housekeeping Cottage/Cabin Resort	24
Lodge/Remote Outpost	34
BY SUB-REGION	
13a Northeastern Ontario	16
13b Northcentral Ontario	31
13c Northwestern Ontario	22
TOTAL	69

Property Type



- Hotel/Motel/Resort
- Housekeeping Cottage/Cabin Resort
- Lodge/Remote Outpost

Sub-Region



- 13a Northeastern Ontario
- 13b Northcentral Ontario
- 13c Northwestern Ontario

Operating Results - All Northern Ontario

2



Overall Operating Indicators for Northern Ontario

Operating seasons at respondent properties (n=69) remained flat in 2023 at an average of 202 days, despite a longer overall season range, and occupancy increased to 50% (3 points).

Total guests per property remained flat in 2023, but accommodation revenue per property grew by 17% to reach almost \$300,000.

	2022	2023	% change
Properties Open	68	69	1%
Average Operating Season	201 Days	202 Days	1%
Occupancy	47%	50%	3 points
Total Guests per Property	1,348	1,347	0%
Accommodation Revenue per Guest	\$189	\$222	17%
Accommodation Revenue per Property	\$255,200	\$298,800	17%

*NOTE: revenue is only based on packages or rooms sold and does not include activities, etc.

Hotel/Motel/Resort Demand & Average Daily Rate

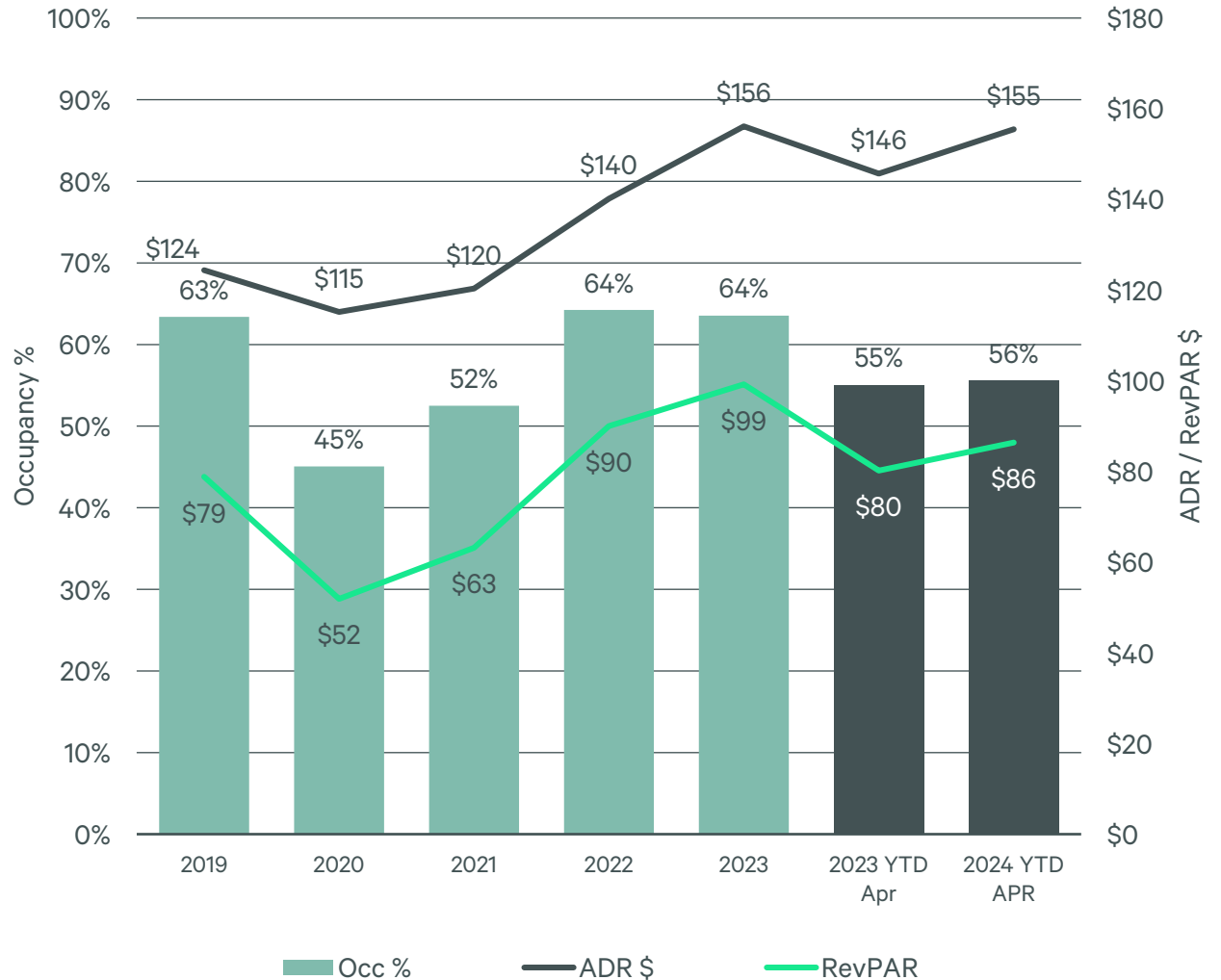
Based on CBRE's Hotel sample, RevPAR has recovered beyond 2019 levels.

***ADR** = Average Daily Rate (Rooms Revenue / Rooms Occupied)

***RevPAR** = Revenue per available room (Occupancy x ADR)

***CBRE Hotels** sample, n= ~90. The majority of CBRE's sample is urban hotel rooms.

CBRE Hotels Sample (2019-2024 YTD Apr)

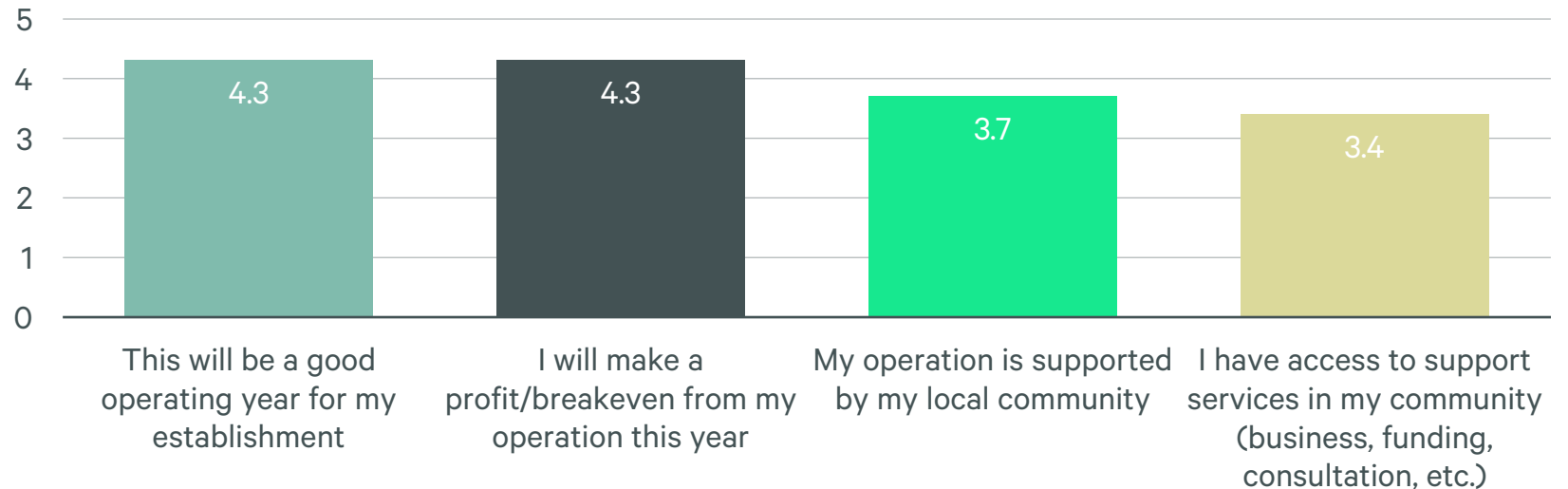


Northern Ontario Hotels/Motels/ Resorts

- The survey sample (n=11) showed a 1-point increase in occupancy levels over 2022 and a 5% increase in ADR.
- At \$159, the survey sample ADR exceeded the urban Trends sample (\$156) in 2023.
- Most participants (86%) showed strong confidence for 2024.

	2022	2023	% Change
Property Size (Rooms)	24	24	0%
Operating Days	348	348	0%
Occupancy	49%	50%	1 pt
Average Daily Rate (ADR)	\$151	\$159	5%
Revenue Per Available Room (RevPAR)	\$73	\$79	8%
Rooms Revenue/Property	\$633,900	\$687,900	9%

Confidence Levels Going Into 2024:

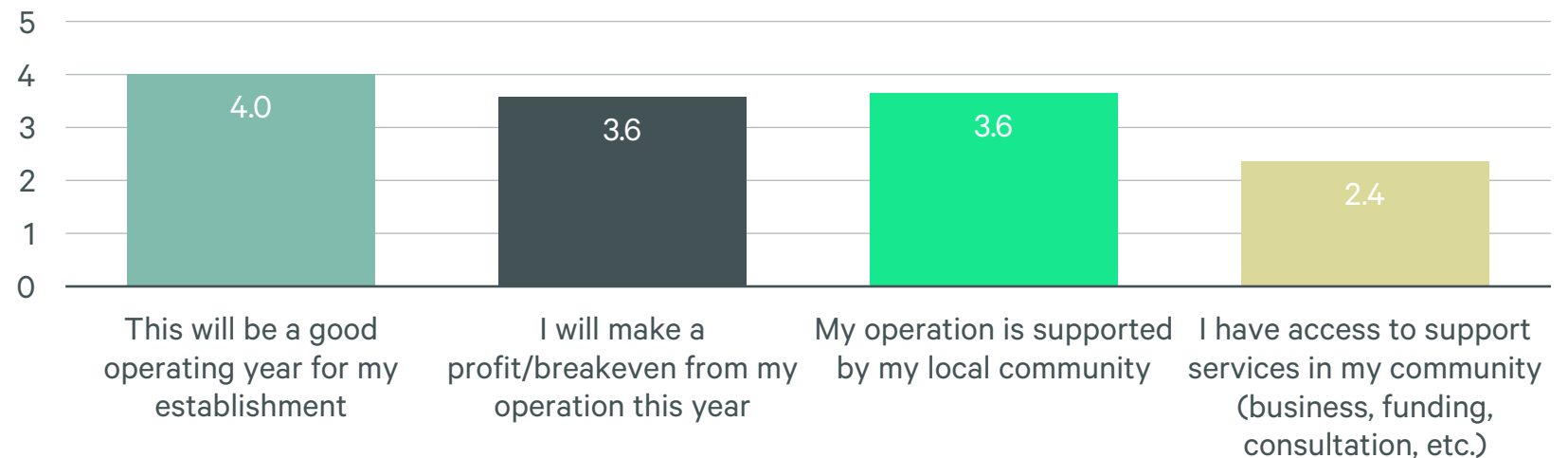


Northern Ontario Housekeeping Cabins/Cottages

- The survey sample (n=24) showed a 9-point increase in occupancy levels over 2022 and a 24% increase in revenue per property, with a shorter operating season.
- Confidence levels in 2024 were lower for this sample, as compared to hotels, with only 72% expecting to make a profit or breakeven.

	2022	2023	% Change
Property Size (Cabins)	8	8	0%
Operating Days	209	203	-3%
Occupancy	42%	51%	9 pts
Guests/Property	530	554	5%
Accom. Revenue/Occ Cabin Night	\$167	\$175	4%
Accom. Revenue/Guest	\$213	\$253	19%
Accom. Revenue/Property	\$113,000	\$140,100	24%

Confidence Levels Going Into 2024

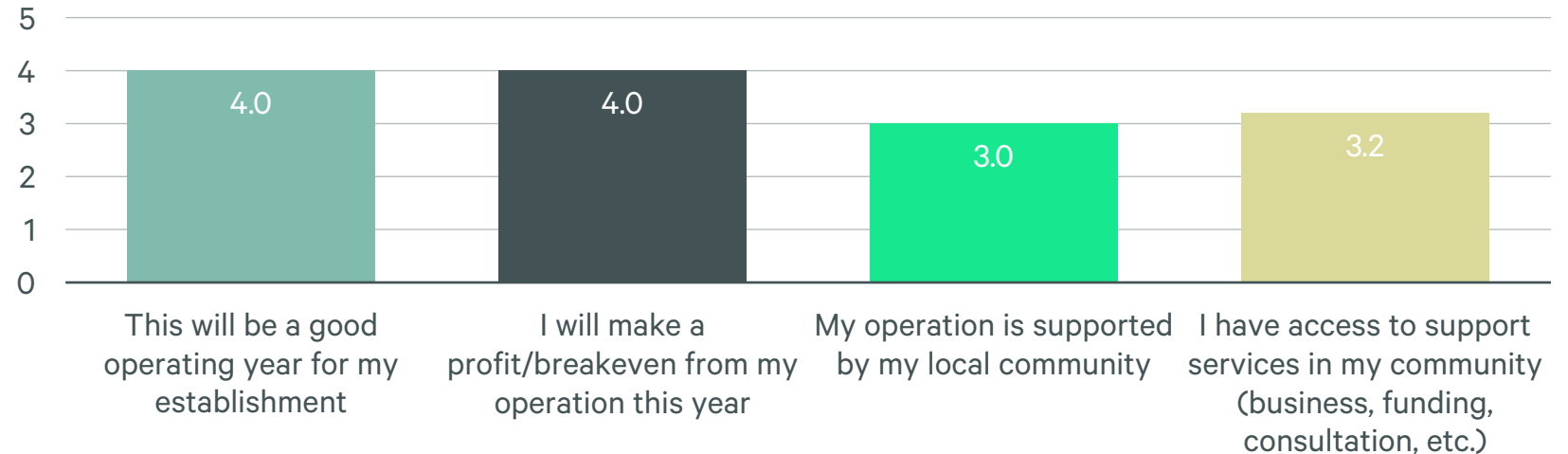


Northern Ontario Lodges/Remote Outposts

- The survey sample (n=34) indicated higher occupancy levels in 2023 and the highest revenues per guest of all property types at \$524 in 2023.
- With higher package rates, revenue per property increased by 23%.
- Confidence levels for 2024 were strong, with 80% expecting a good year.

	2022	2023	% Change
Property Size (Rooms/Cabins)	10	11	6%
Operating Days	147	154	5%
Occupancy	48%	50%	2 pts
Guests/Property	493	544	10%
Accom. Revenue/Occ Room Night	\$302	\$335	11%
Accom. Revenue/Guest	\$471	\$524	11%
Accom. Revenue/Property	\$232,400	\$285,000	23%

Confidence Levels Going Into 2024



Operating Results - Northeastern Ontario

3

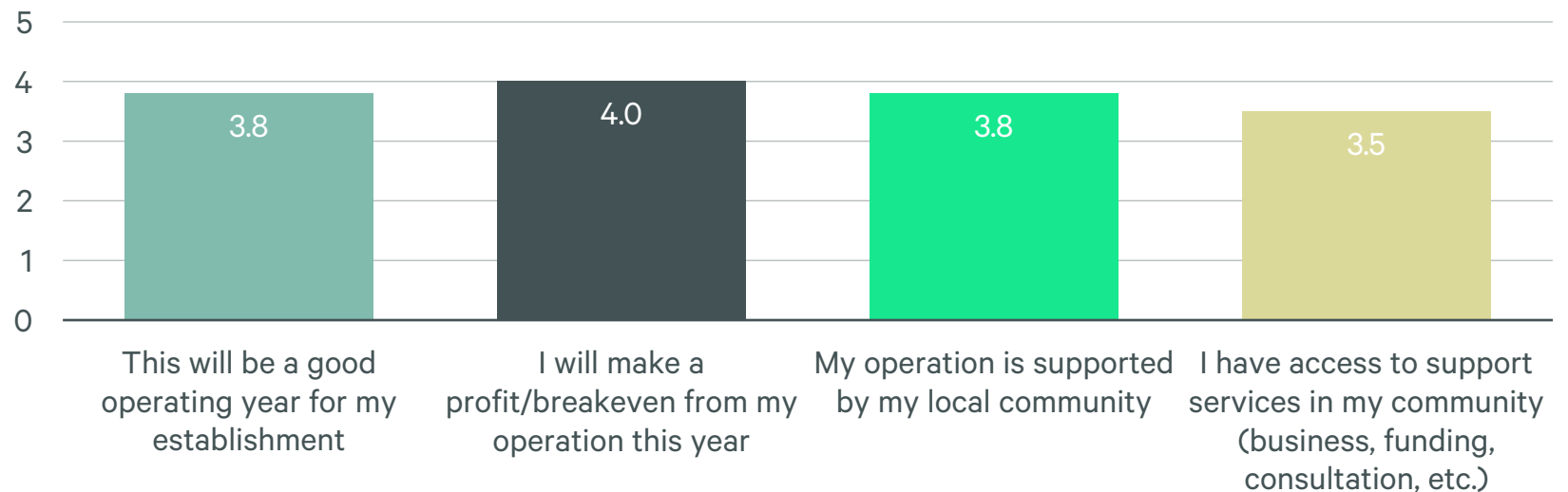


Northeastern Ontario Hotels/Motels/ Resorts

- The survey sample (n=4) showed a 2-point increase in occupancy levels over 2022 and a 4% increase in ADR, with the highest RevPAR levels at \$111 and highest RevPAR growth (7% over 2022).
- 80% of participants expect to make a profit or breakeven in 2024.

	2022	2023	% Change
Property Size (Rooms)	16	16	0%
Operating Days	318	320	1%
Occupancy	61%	63%	2 pts
ADR	\$170	\$176	4%
RevPAR	\$104	\$111	7%
Rooms Revenue/Property	\$1,157,600	\$1,243,300	7%

Confidence Levels Going Into 2024

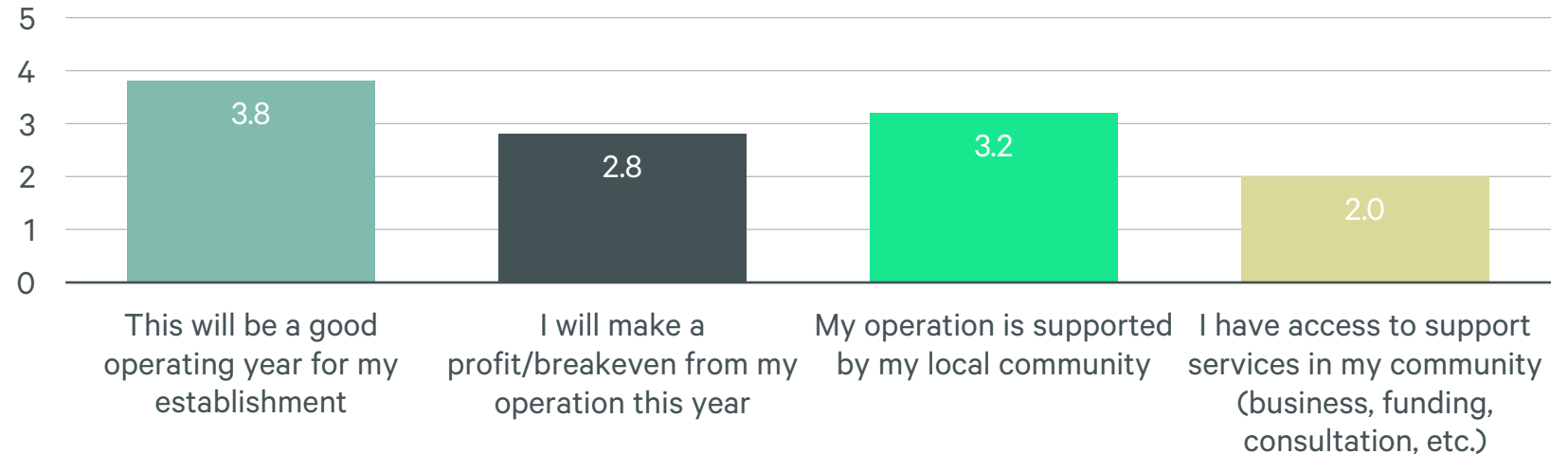


Northeastern Ontario Housekeeping Cabins/Cottages

- The survey sample (n=6) showed a 6-point increase in occupancy levels over 2022, with a 6% shorter operating season, and a 14% increase in revenue per property in 2023.
- Just over half (56%) participants expect to make a profit or breakeven in 2024.

	2022	2023	% Change
Property Size (Cabins)	8	8	0%
Operating Days	221	207	-6%
Occupancy	51%	56%	6 pts
Guests/Property	555	566	2%
Accom. Revenue/Occ Cabin Night	\$168	\$179	7%
Accom. Revenue/Guest	\$240	\$268	11%
Accom. Revenue/Property	\$133,300	\$151,500	14%

Confidence Levels Going Into 2024

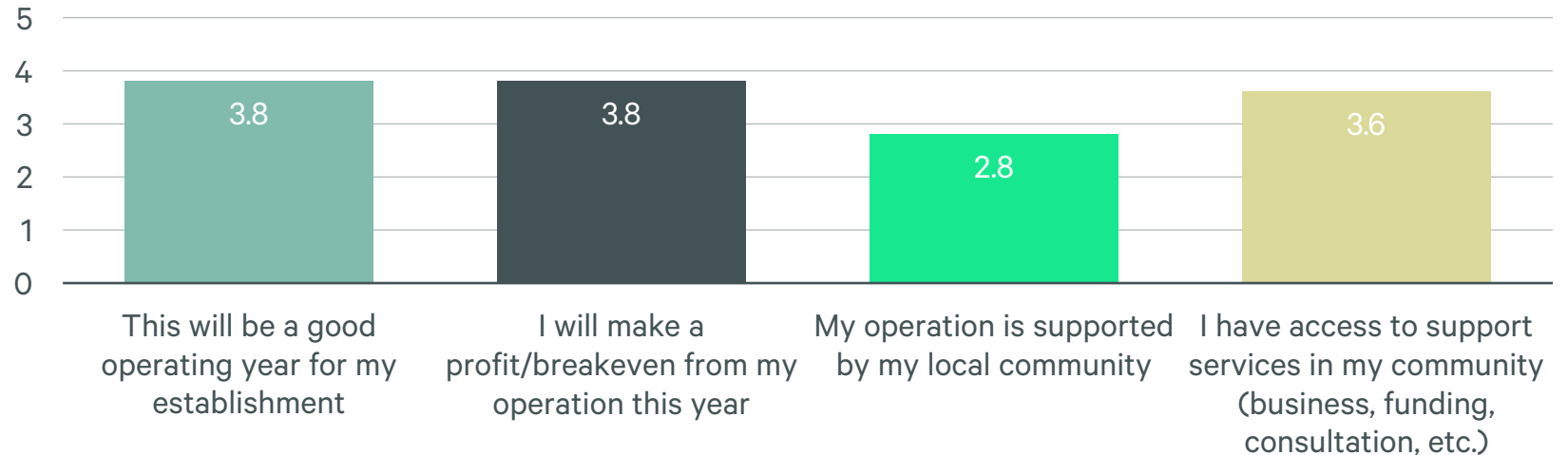


Northeastern Ontario Lodges/Remote Outposts

- The survey sample (n=6) showed a 3-point decrease in occupancy levels over 2022, yet achieved an 11% increase in revenue per property.
- About 75% of participants have a strong outlook and expect to make a profit or breakeven in 2024.

	2022	2023	% Change
Property Size (Rooms/Cabins)	12	12	0%
Operating Days	206	225	9%
Occupancy	35%	32%	-3 pts
Guests/Property	1,001	983	-2%
Accom. Revenue/Occ Room Night	\$136	\$139	3%
Accom. Revenue/Guest	\$115	\$130	13%
Accom. Revenue/Property	\$115,200	\$127,500	11%

Confidence Levels Going Into 2024

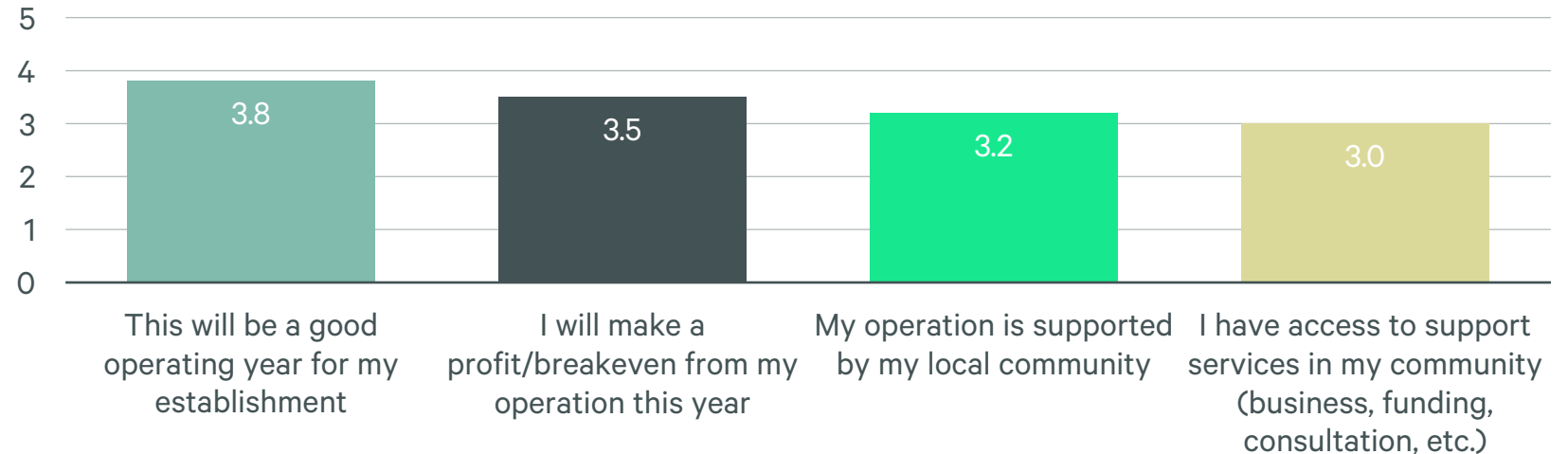


Northeastern Ontario Summary

- The Northeastern Ontario survey sample (n=16) showed a 1-point increase in occupancy levels over 2022, yielding the highest regional occupancies at 55% and the highest revenue per property at \$415,300 in 2023.
- This sample also had the lowest confidence levels going into 2024, with only 70% expecting to make a profit or breakeven.

	2022	2023	% Change
Property Size (Rooms/Cabins)	16	16	0%
Operating Days	240	242	1%
Occupancy	54%	55%	1 pt
Guests/Property	2,474	2,534	2%
Accom. Revenue/Occ Room Night	\$165	\$171	4%
Accom. Revenue/Guest	\$155	\$164	6%
Accom. Revenue/Property	\$382,400	\$415,300	9%

Confidence Levels Going Into 2024



Operating Results - Northcentral Ontario

4

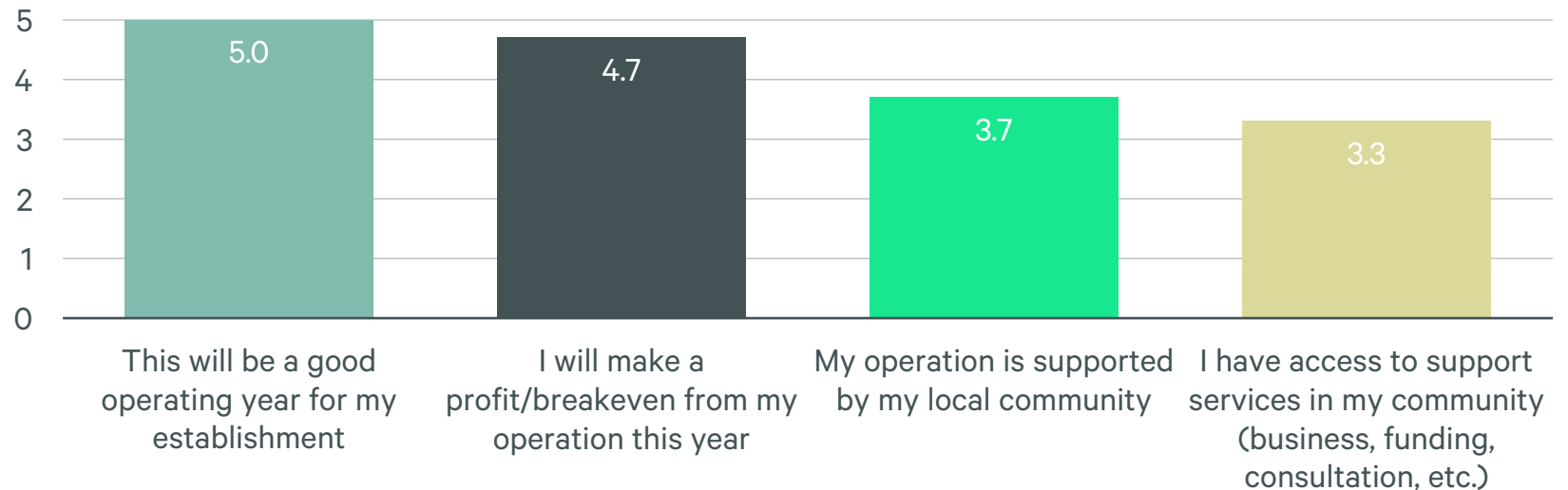


Northcentral Ontario Hotels/Motels/ Resorts

- The survey sample (n=6) showed a 1-point increase in occupancy levels over 2022 and an 8% increase in ADR, resulting in a 9% increase in RevPAR.
- This sample had the highest confidence levels for the 2024 operating year.

	2022	2023	% Change
Property Size (Rooms)	15	15	0%
Operating Days	365	365	0%
Occupancy	42%	43%	1 pt
ADR	\$123	\$132	8%
RevPAR	\$52	\$57	9%
Rooms Revenue/Property	\$368,500	\$410,300	11%

Confidence Levels Going Into 2024

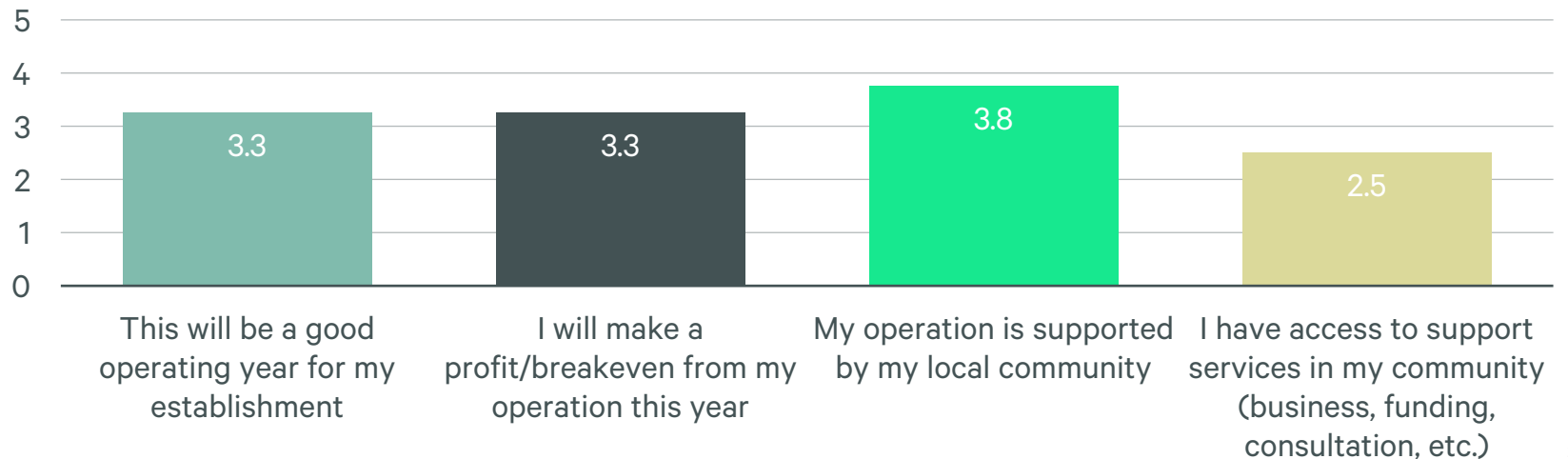


Northcentral Ontario Housekeeping Cabins/Cottages

- The survey sample (n=13) showed a 7-point increase in occupancy levels over 2022 and a 24% increase in revenue per property.
- About 2/3 of participants expect a good operating year and to make a profit or breakeven in 2024.

	2022	2023	% Change
Property Size (Cabins)	9	9	0%
Operating Days	221	221	0%
Occupancy	38%	45%	7 pts
Guests/Property	581	594	2%
Accom. Revenue/Occ Cabin Night	\$180	\$190	6%
Accom. Revenue/Guest	\$210	\$255	22%
Accom. Revenue/Property	\$122,000	\$151,500	24%

Confidence Levels Going Into 2024

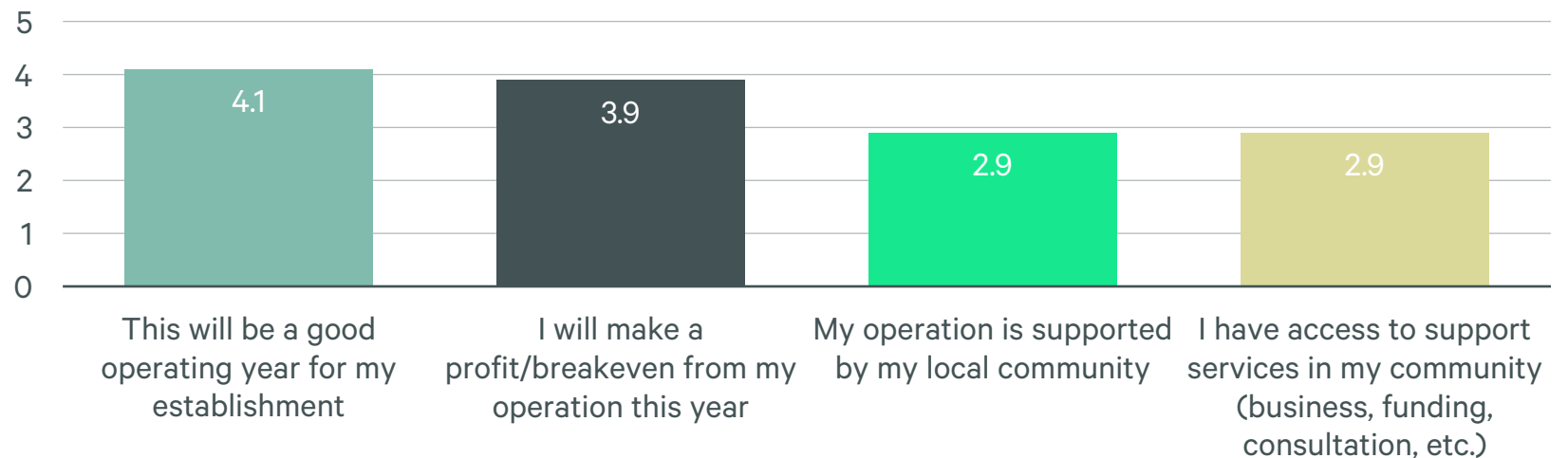


Northcentral Ontario Lodges/Remote Outposts

- The survey sample (n=12) showed a 7-point increase in occupancy levels over 2022 and a 24% increase in revenue per property.
- About 2/3 of participants expect a good operating year and to make a profit or breakeven in 2024.

	2022	2023	% Change
Property Size (Rooms/Cabins)	9	9	0%
Operating Days	139	141	2%
Occupancy	56%	61%	5 pts
Guests/Property	296	340	15%
Accom. Revenue/Occ Room Night	\$321	\$340	6%
Accom. Revenue/Guest	\$737	\$751	2%
Accom. Revenue/Property	\$218,300	\$255,200	17%

Confidence Levels Going Into 2024

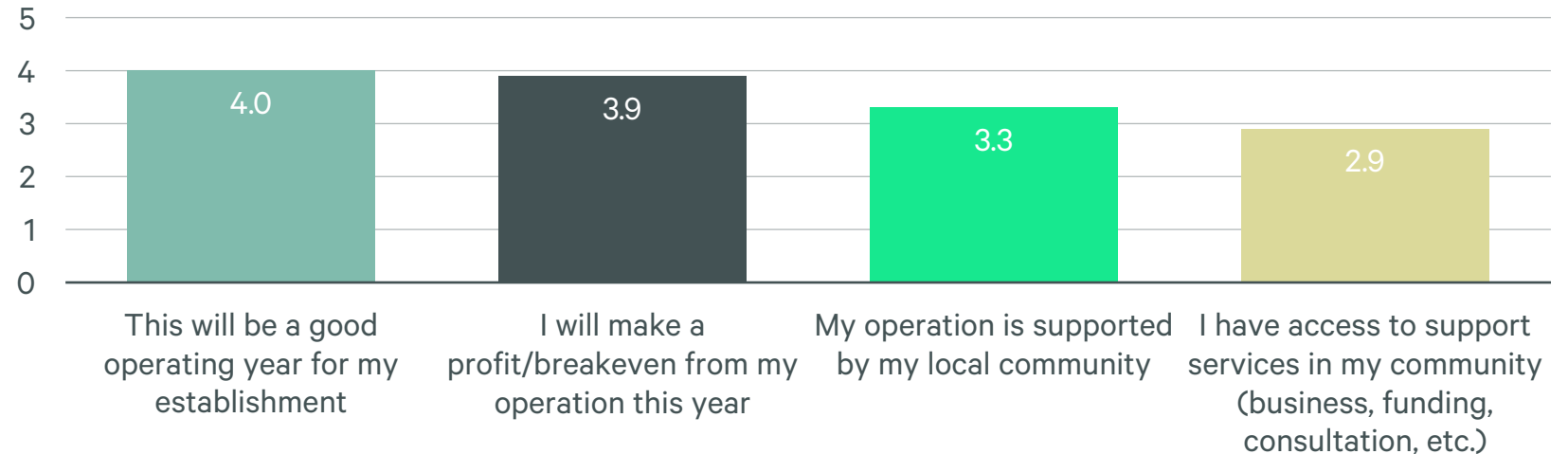


Northcentral Ontario Summary

- The Northcentral Ontario survey sample (n=31) showed a 3-point increase in occupancy levels over 2022 reaching 47% by year-end and the highest revenue per property at \$415,300 in 2023.
- This sample had stronger confidence levels going into 2024, as compared to NE Ontario, with 80% expecting a good year and 78% expecting to make a profit or breakeven.

	2022	2023	% Change
Property Size (Rooms/Cabins)	11	11	0%
Operating Days	217	218	0%
Occupancy	44%	47%	3 pts
Guests/Property	1,243	1,184	-5%
Accom. Revenue/Occ Room Night	\$183	\$197	7%
Accom. Revenue/Guest	\$166	\$204	23%
Accom. Revenue/Property	\$206,900	\$241,700	17%

Confidence Levels Going Into 2024



Operating Results – Northwestern Ontario

5

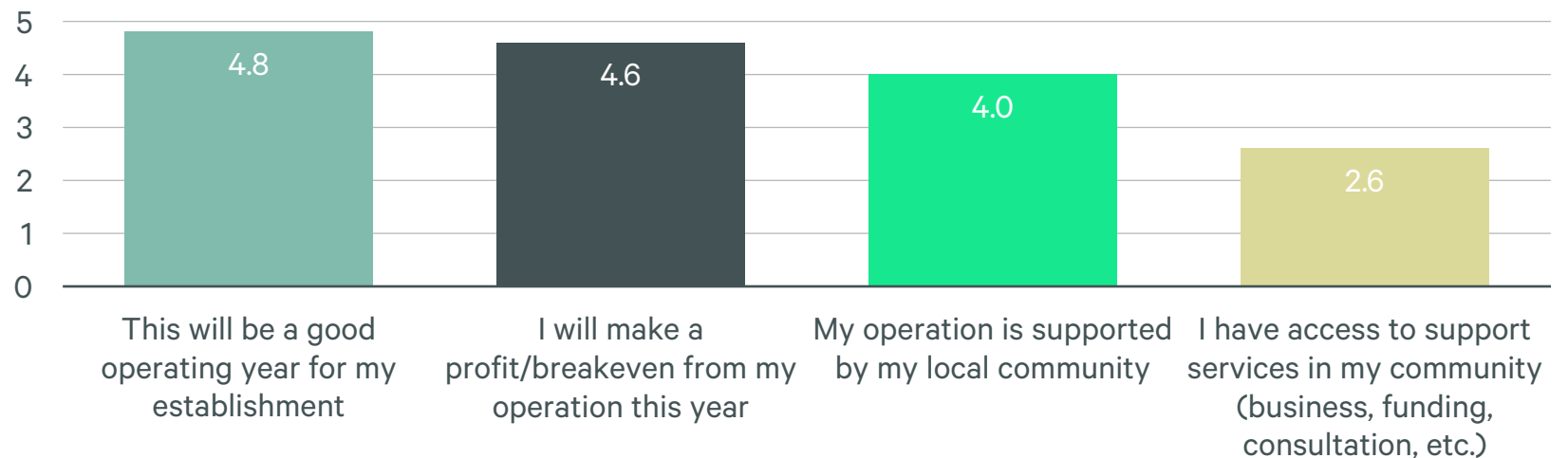


Northwestern Ontario Housekeeping Cabins/Cottages

- The survey sample (n=5) showed an 8-point increase in occupancy levels over 2022 and a 47% increase in revenue per property.
- About 96% of participants expect a good operating year in 2024, 92% expect to make a profit and 80% feel supported in their communities.

	2022	2023	% Change
Property Size (Cabins)	8	8	0%
Operating Days	166	153	-8%
Occupancy	41%	63%	8 pts
Guests/Property	366	437	19%
Accom. Revenue/Occ Cabin Night	\$126	\$129	3%
Accom. Revenue/Guest	\$181	\$223	23%
Accom. Revenue/Property	\$66,100	\$97,400	47%

Confidence Levels Going Into 2024

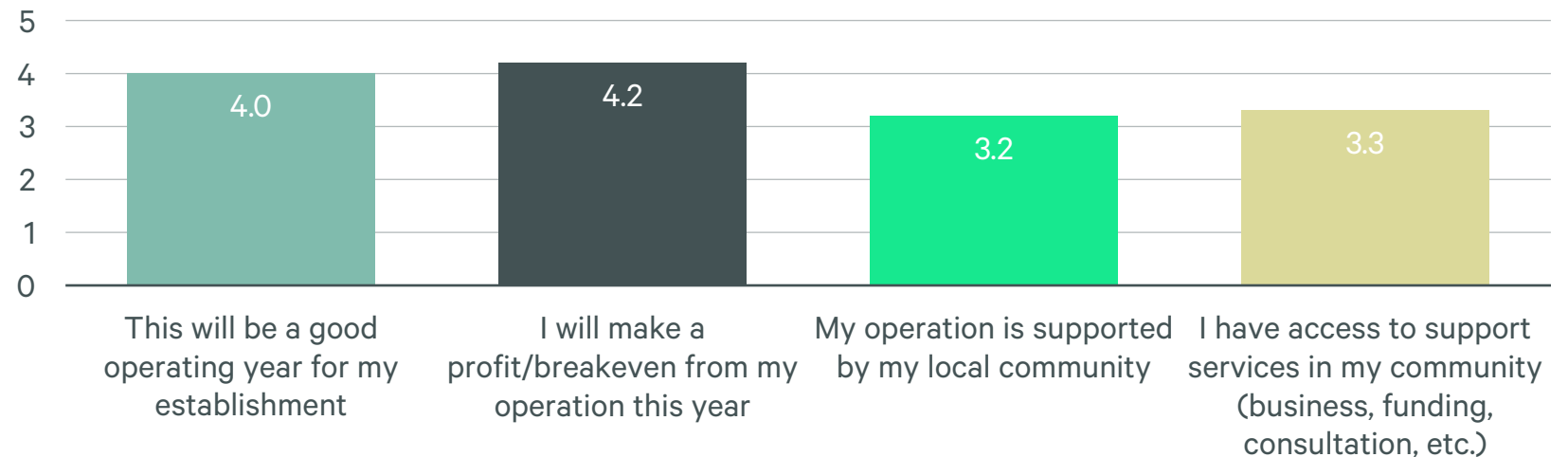


Northwestern Ontario Lodges/Remote Outposts

- The survey sample (n=16) showed a 3-point increase in occupancy levels over 2022 and a 26% increase in revenue per property.
- About 80% of participants expect a good operating year and 84% expect to make a profit or breakeven in 2024.

	2022	2023	% Change
Property Size (Rooms/Cabins)	10	12	13%
Operating Days	131	138	5%
Occupancy	52%	55%	3 pts
Guests/Property	448	533	19%
Accom. Revenue/Occ Room Night	\$358	\$407	14%
Accom. Revenue/Guest	\$649	\$688	6%
Accom. Revenue/Property	\$290,600	\$366,400	26%

Confidence Levels Going Into 2024

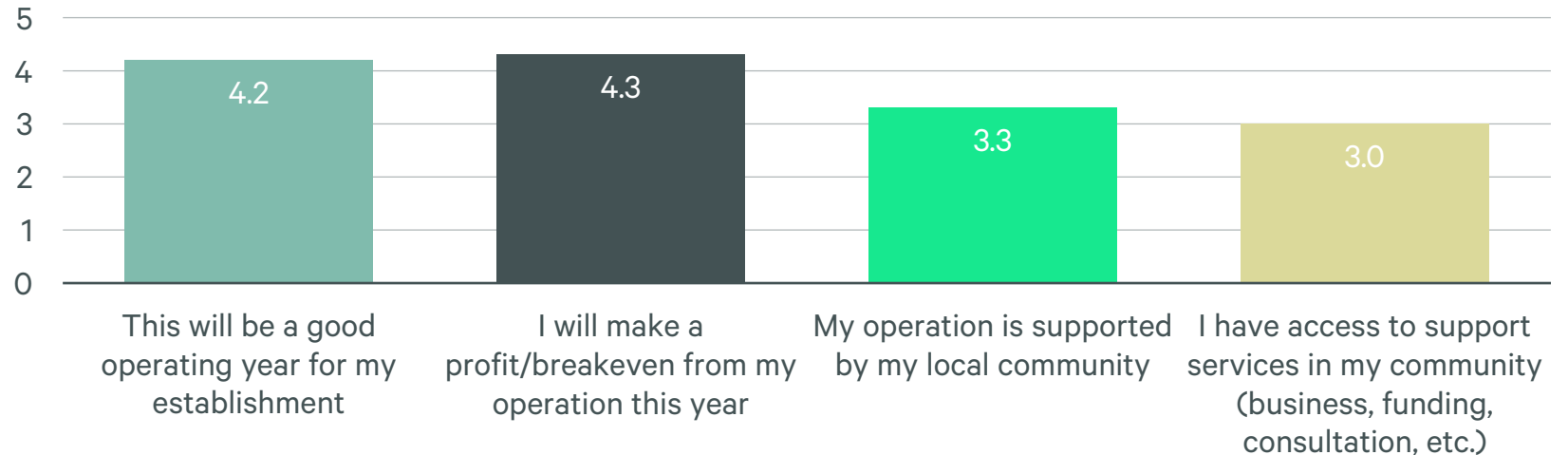


Northwestern Ontario Summary

- The Northwestern Ontario survey sample (n=22) showed a 6-point increase in occupancy levels over 2022, and the highest increase in revenue per property at 28%, reaching an average of \$294,500 per property in 2023.
- This sample had strong confidence levels going into 2024, with 84% expecting a good year and 86% expecting to make a profit or breakeven.

	2022	2023	% Change
Property Size (Rooms/Cabins)	10	11	10%
Operating Days	150	152	2%
Occupancy	42%	48%	6 pts
Guests/Property	645	714	11%
Accom. Revenue/Occ Room Night	\$307	\$340	11%
Accom. Revenue/Guest	\$356	\$412	16%
Accom. Revenue/Property	\$229,500	\$294,500	28%

Confidence Levels Going Into 2024





CBRE Tourism Consulting

Rebecca Godfrey, MBA, CMC

Senior Vice President

rebecca.godfrey@cbre.com

Disclaimer

All information contained in this document as well as in CBRE Limited (“CBRE”) publications, or otherwise provided by CBRE is designed as a reference and a management tool for the internal use of companies and agencies involved in the travel and tourism industry. Reproduction and quotation in documents and matters relating to provision of third party consulting advice, business planning, solicitation of public funds, debt and equity financing, litigation, property tax or other legal and financial matters is NOT PERMITTED without the written permission of CBRE. Quotation and reproduction of this material is permitted otherwise ONLY if credited to CBRE and referencing our disclaimer as follows: Source: CBRE Limited with reproduction and use of information subject to CBRE Limited Disclaimer / Terms of Use as detailed at <https://www.cbre.ca/services/invest-finance-and-value/valuation-and-advisory/hotels#disclaimer>

Users of this information are advised that CBRE Limited does not represent the information contained herein to be definitive or all-inclusive. CBRE Limited believes the information to be reliable, but is not responsible for errors or omissions.