

CANADA'S LODGING INDUSTRY

'05 Summary

- Generated revenues of **\$17.9 billion**
- Generated "value-added" of **\$16.2 billion**
- Employed about **378,000 people** directly or indirectly on a full-time, part-time or seasonal basis with total salaries and wages estimated at **\$8.6 billion**
- Generated revenues estimated at **\$6.9 billion** for all three levels of government

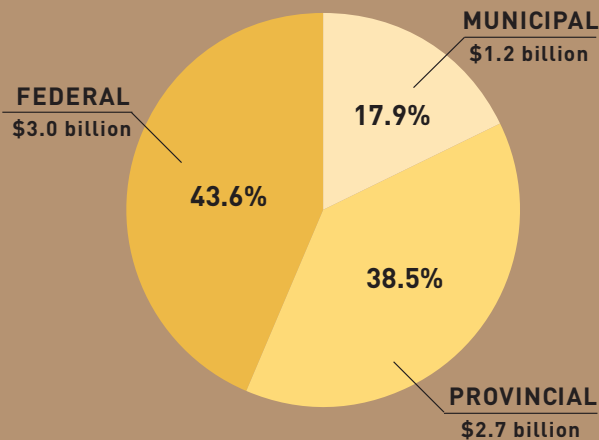
'07



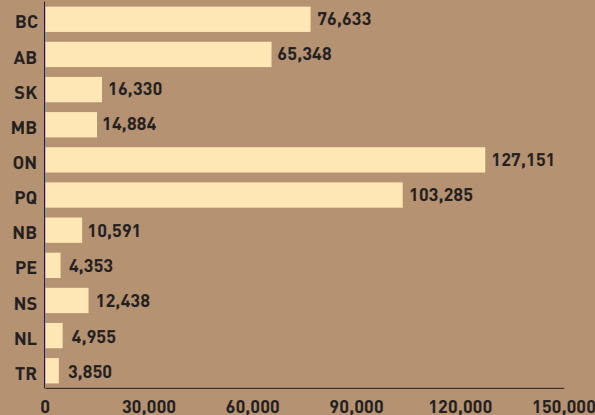
HOTEL ASSOCIATION OF CANADA
ASSOCIATION DES HÔTELS DU CANADA



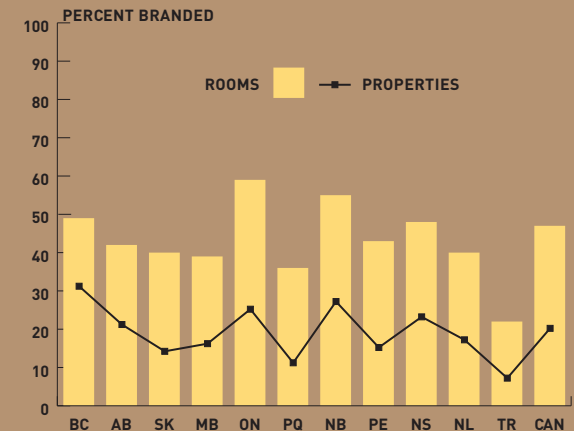
Government Revenues



Hotel Rooms by Province



Hotel Branding



NOTE: PKF's Hotel Inventory utilized for the subject report contains 8,287 establishments offering 439,818 rooms open on an annual basis.

CANADA'S LODGING INDUSTRY '07

NOTE: Based on 2005 Operating Results



	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL	TERR.	CANADA
TOTAL ESTABLISHMENTS	1,107	1,113	420	402	2,179	2,269	227	254	131	81	104	8,287
TOTAL ROOMS	76,633	65,348	16,330	14,884	127,151	103,285	10,591	12,438	4,353	4,955	3,850	439,818
REVENUES (000's)												
Rooms	\$2,160,093	\$1,907,254	\$315,224	\$271,002	\$3,237,233	\$3,013,752	\$203,575	\$311,218	\$72,969	\$113,021	\$84,307	\$11,689,649
Food & Beverage	\$991,200	\$754,236	\$93,857	\$84,327	\$1,095,340	\$1,304,135	\$45,571	\$62,180	\$15,066	\$21,455	\$26,802	\$4,494,169
Other ⁽¹⁾	\$272,635	\$424,488	\$121,799	\$228,070	\$256,708	\$353,726	\$7,633	\$13,604	\$2,886	\$25,673	\$8,398	\$1,715,620
Total	\$3,423,929	\$3,085,979	\$530,880	\$583,400	\$4,589,281	\$4,671,614	\$256,778	\$387,001	\$90,921	\$160,148	\$119,508	\$17,899,438
VALUE-ADDED⁽²⁾ (000's)												
Direct	\$2,326,758	\$2,060,523	\$346,359	\$355,574	\$3,089,721	\$3,230,162	\$180,744	\$272,809	\$60,519	\$105,919	\$79,938	\$12,109,027
Indirect	\$788,115	\$667,133	\$112,856	\$145,830	\$1,135,826	\$1,023,153	\$50,579	\$79,363	\$18,377	\$31,429	\$15,840	\$4,068,499
Total	\$3,114,872	\$2,727,656	\$459,215	\$501,404	\$4,225,547	\$4,253,315	\$231,323	\$352,172	\$78,895	\$137,348	\$95,778	\$16,177,526
DIRECT & INDIRECT GOVERNMENT REVENUES (000's)												
Income & Payroll Taxes	\$558,745	\$517,065	\$81,329	\$92,006	\$752,919	\$845,748	\$40,713	\$64,157	\$13,047	\$23,384	\$17,431	\$3,006,544
Property Taxes	\$189,925	\$145,797	\$26,575	\$25,616	\$454,311	\$315,018	\$21,164	\$31,619	\$7,621	\$11,772	\$6,438	\$1,235,856
Sales & Excise Taxes	\$596,554	\$333,862	\$71,674	\$85,278	\$667,374	\$746,525	\$39,854	\$62,287	\$15,950	\$26,447	\$8,859	\$2,654,663
Total	\$1,345,225	\$996,723	\$179,578	\$202,900	\$1,874,603	\$1,907,291	\$101,731	\$158,063	\$36,618	\$61,603	\$32,729	\$6,897,064
SALARIES & WAGES (000's)												
Direct	\$1,249,734	\$925,794	\$177,845	\$195,439	\$1,524,262	\$1,629,409	\$81,122	\$122,550	\$28,877	\$50,984	\$40,035	\$6,026,050
Indirect	\$508,856	\$385,574	\$60,354	\$87,705	\$724,531	\$643,897	\$32,032	\$53,295	\$13,510	\$19,917	\$9,376	\$2,539,047
Total	\$1,758,590	\$1,311,367	\$238,199	\$283,143	\$2,248,792	\$2,273,306	\$113,155	\$175,844	\$42,387	\$70,901	\$49,411	\$8,565,096
EMPLOYMENT												
Direct ⁽³⁾	58,151	47,797	11,802	10,395	75,951	83,288	5,085	7,576	1,727	2,578	1,566	305,916
Indirect	13,804	10,837	1,924	2,604	19,218	20,010	883	1,485	385	563	313	72,024
Total	71,954	58,633	13,726	12,999	95,169	103,298	5,968	9,061	2,112	3,141	1,879	377,940

METHODOLOGY: This study was completed by PKF Consulting on behalf of the Hotel Association of Canada. The 2005 results are based on Operating Revenue from PKF's Trends in the Hotel Industry and PKF's Hotel Industry Supply database. Value-Added, Direct & Indirect Government Revenues, Salaries & Wages and Employment have been based on the ratio's reflected in HAC's Economic Impact Model completed by the Conference Board of Canada in 2001.

NOTE: PKF's Hotel Inventory utilized for the subject report contains 8,287 establishments offering 439,818 rooms open on an annual basis.

- (1) Other income revenues from Telecommunications, Other Operated Departments including Off Premise Retail Beer, Wine Cooler and Spirit Sales, Rentals, and Other Income including Commissions from VLT operations.
- (2) Value-added is one of the most commonly used indicators of economic activity. Value-added measures economic value created through the production of goods and services. For example, an industry's value-added is the difference between the sales and the costs of its purchases from suppliers.
- (3) Direct Employment is based on the average wages contained in the Statistics Canada Survey of Employment used in the 2004 report multiplied by the 2005 gains in average weekly wages provided by the Conference Board of Canada.

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