

Alberta Accommodation Outlook

March 14 and 15, 2007

PKF Consulting




PKF Consulting Participants:

Beth Walters, Director, Western Canada
 Brian Stanford, Director, Eastern Canada
 David Ferguson, Senior Consultant, Western Canada

PKF Consulting provides:

- Advisory Services exclusively to the Hospitality and tourism Industry, including hotels, resorts, spas, conference centres, casinos, golf courses and other tourism businesses.
- Strategic Advisory services such as Asset Evaluation and Asset Strategy, Appraisals and Valuations, Market Feasibility Studies and Economic Impact Analysis and increasingly we review and provide input to the budget/business planning for hotels.
- Trends in the Hotel Industry Market Report and Financial Reports, the only Proprietary Database of such information in Canada, maintained 30 years.




Presentation Outline

1. Canadian Travel Outlooks
2. National Industry Outlook
3. Alberta Industry Outlook

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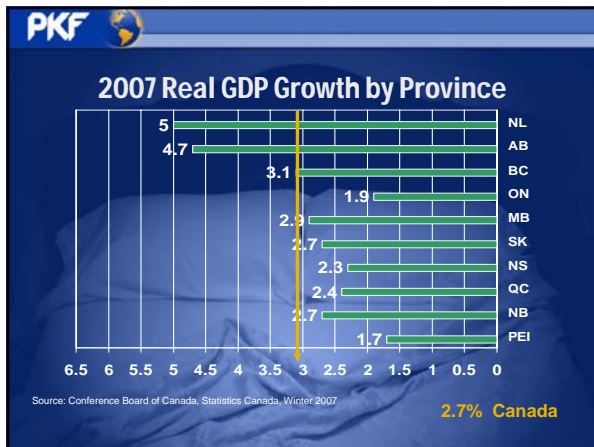
Canadian Travel Outlooks

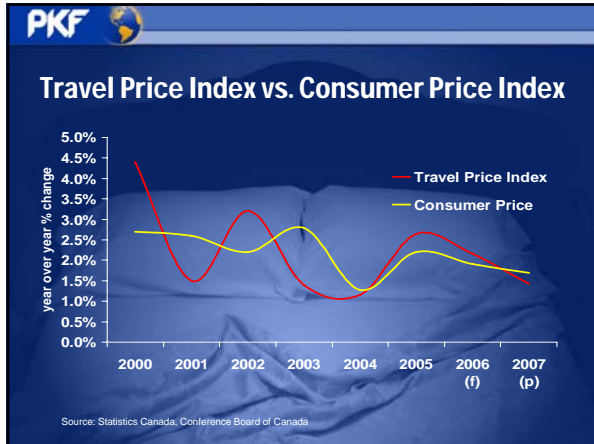
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National Economic/Travel Outlook

	2005 Actual	2006 Forecast	2007 Projection
GDP Growth National	3.0%	3.1%	2.7%
Business Travel Overnight Domestic	4.7%	6.5%	2.5%
Pleasure Travel Overnight Domestic	4.2%	4.8%	3.0%
U.S. Overnight Travel	-5.3%	-4.8%	-22.4
Overseas Overnight Travel	5.3%	2.9%	4.8%

Source: Conference Board of Canada, Spring and Fall 2006





Business Travel Outlook

5.4% Growth in 2006

4.0% Growth in 2007

- ✓ Economic Growth
- ✓ Strong business confidence
- ✓ Led by the Domestic market – Particularly in Western Canada
- ✓ Number of business trips are increasing
- ✓ Increased use of internet to get best price
- ✓ Increased Business Investments

- ✗ Loss in manufacturing jobs
- ✗ Weak Export Market

Source: Conference Board of Canada, Canadian Travel Research Institute, Fall 2006

Meeting/Conference Outlook

4% Growth in 2006

2% Growth in 2007

- ✓ Good M&C Demand in 2006, but Soft in 2007
- ✓ Upgrading and Expansion of Supply
- ✓ Increased MC&IT sales efforts through Rooms Taxes and Convention Development Funds
- ✓ Lack of meeting space in U.S.

- ✗ Booking trough following SARS
- ✗ Need for Passports
- ✗ Elimination of GST/HST rebate

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Domestic Leisure Travel Outlook

4.1% Growth in 2006

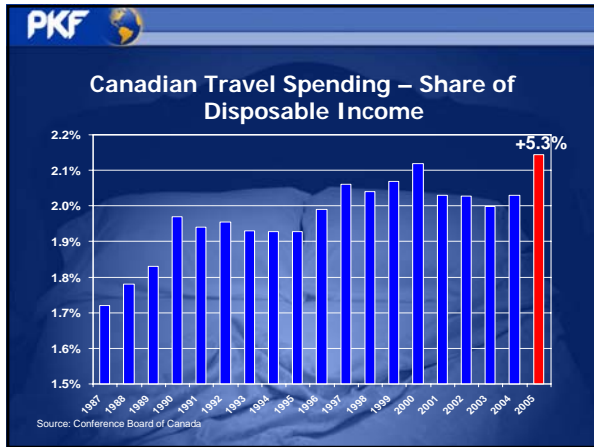
3.1% Growth in 2007

- ✓ Strong Consumer Confidence
- ✓ GST and PIT cuts create more after tax income
- ✓ Share of Personal Disposable Income for Travel Increasing
- ✓ Increase in air travel
- ✓ Cdn Dollar should moderate
- ✓ Booking window lengthening

- × Increase in outbound travel

Can we keep the Domestic Travel Momentum Going?

Source: Conference Board of Canada



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US Leisure Travel Outlook

-2.1% Decline in 2006

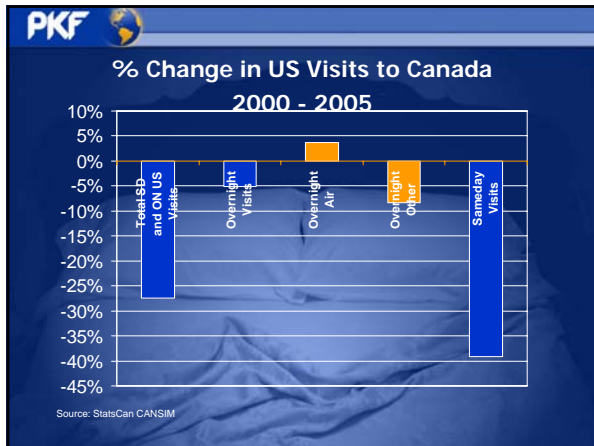
-4.2% Decline in 2007

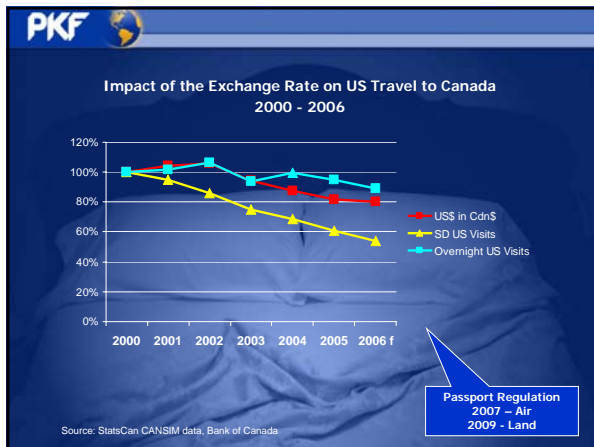
- × Continual decline in US visitors
- × Increased air travel at the expense of auto travel
- × Cdn Dollar should stabilize at \$0.85 US
- × Increasing Consumer Debt Load
- × Increased Competitive Destinations
- × Comparative Price and Location Advantage is slipping

- ✓ Extension of WHTI to June 2009

Is the bottom falling faster than expected?

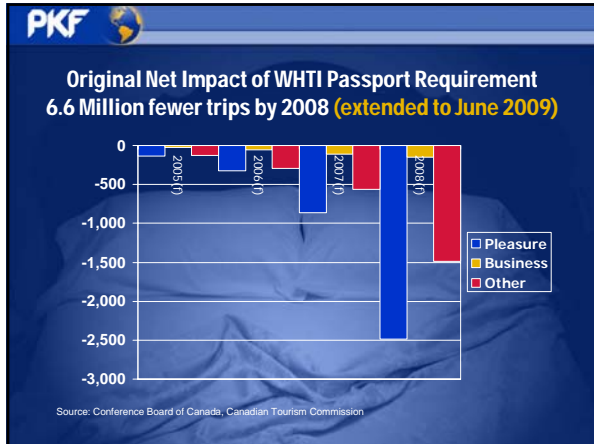
Source: Conference Board of Canada





WHTI EXTENSION – 2 stage Implementation

Require a Passport to enter or re-enter the U.S.	
Jan 23, 2007	All air travellers to or from Mexico and Canada
June 1, 2009 Extended 17 months	Land and sea border crossings



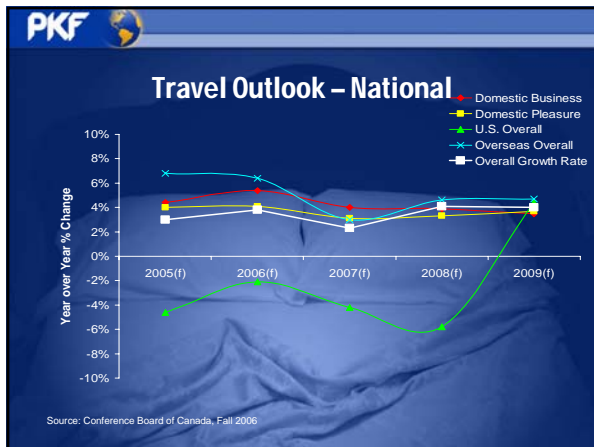
Overseas Leisure Travel Outlook

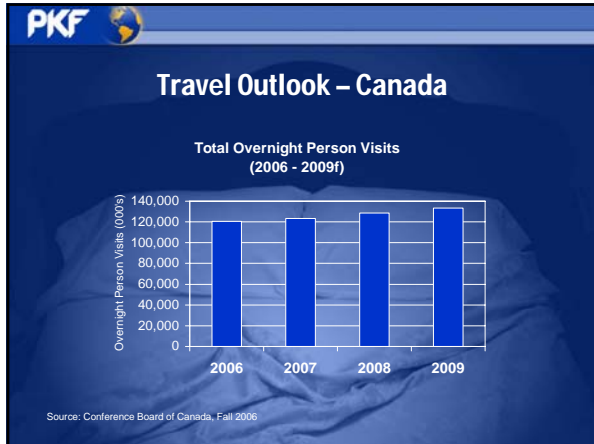
6.4% Growth in 2006
3.0% Growth in 2007

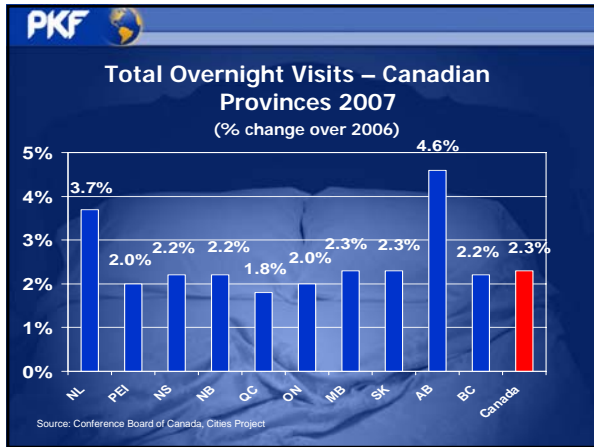
- × Emerging markets include: China, Mexico, South Korea, Australia
- × Competition for international travel increasing
- × Decreased price competitiveness of Canada

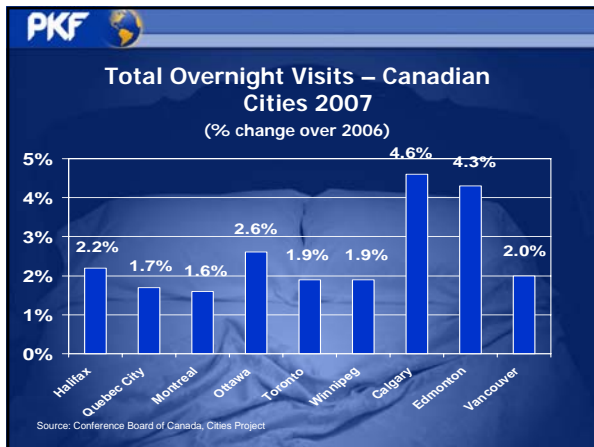
Can Emerging Markets replace the American loss?

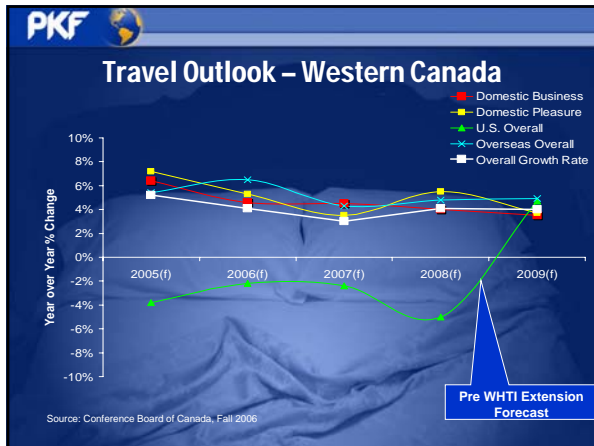
Source: Conference Board of Canada



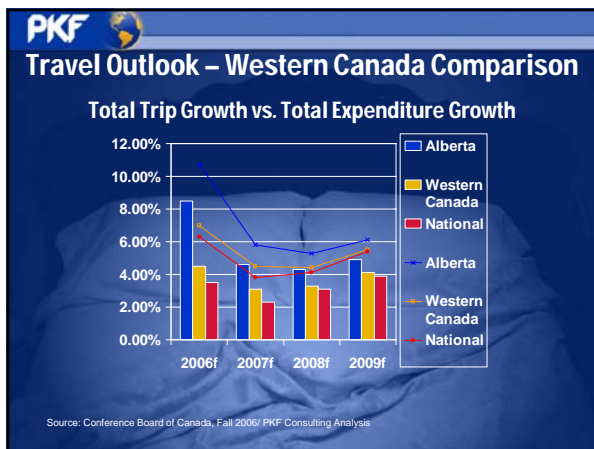










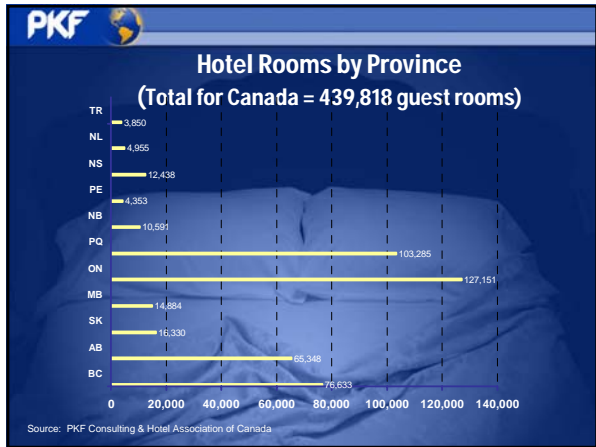


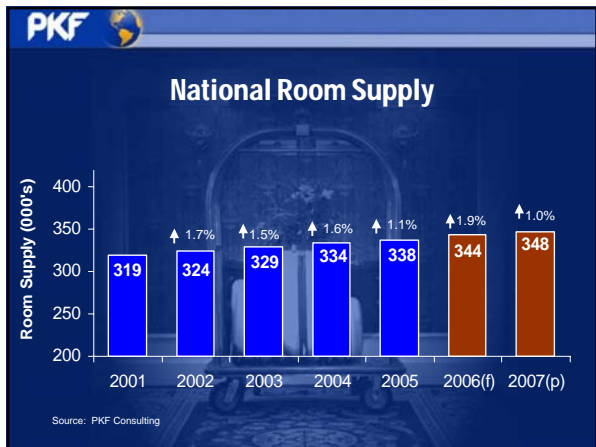


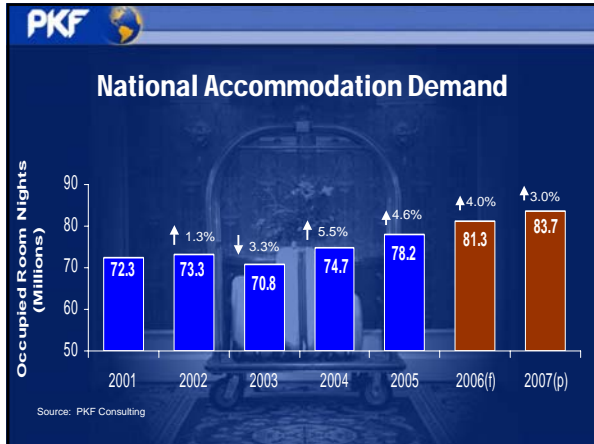
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National Industry Outlooks









Category	RevPAR
National	
Decline	1%
0 to 2 per cent growth	23%
2 to 5 per cent growth	49%
5 to 10 per cent growth	21%
Greater than 10 per cent growth	6%

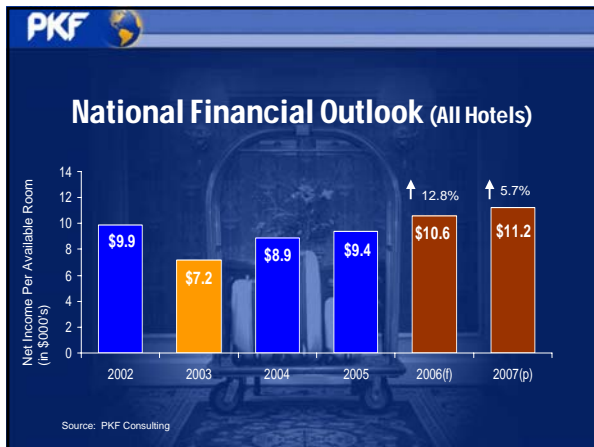
	2001 Actual	2002 Actual	2003 Actual	2004 Actual	2005 Actual	2006 Actual	2007 Projection
Occupancy	62%	62%	59%	61%	63%	65%	66%
ADR	\$114	\$116	\$114	\$116	\$119	\$124	\$127
RevPAR	\$71	\$72	\$67	\$71	\$75	\$80	\$83

Source: PKF Consulting

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From The Industry's Perspective: 2007 Bottom Line Outlook

National	Bottom Line
Decline	5%
0 to 2 per cent growth	22%
2 to 5 per cent growth	40%
5 to 10 per cent growth	24%
Greater than 10 per cent growth	8%



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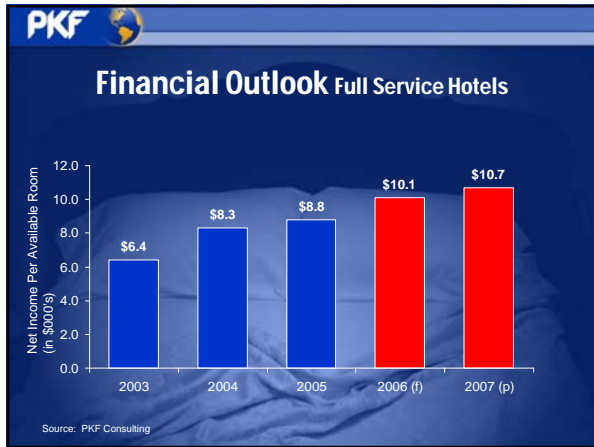
Industry Segment Outlooks

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Full Service Segment Outlook

	2003 Actual	2004 Actual	2005 Actual	2006 Forecast	2007 Projection
Occupancy- Full Service	60%	64%	65%	67%	68%
ADR- Full Service	\$117	\$122	\$125	\$130	\$133
RevPAR- Full Service	\$70	\$78	\$81	\$87	\$90

Source: PKF Consulting



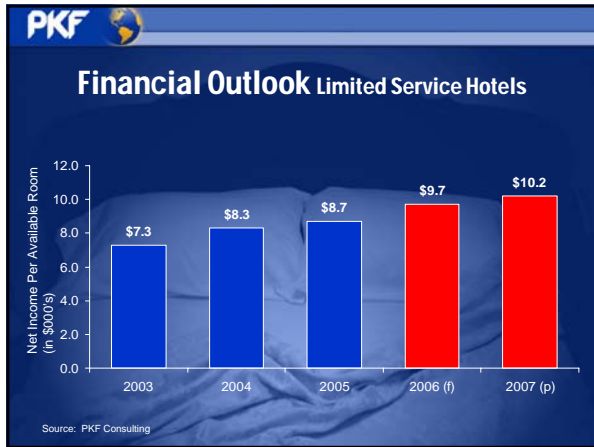


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Limited Service Segment Outlook

	2003 Actual	2004 Actual	2005 Actual	2006 Forecast	2007 Projection
Occupancy-					
Limited Service	56%	59%	60%	61%	63%
ADR-					
Limited Service	\$80	\$82	\$85	\$89	\$91
RevPAR-					
Limited Service	\$45	\$48	\$51	\$54	\$57

Source: PKF Consulting



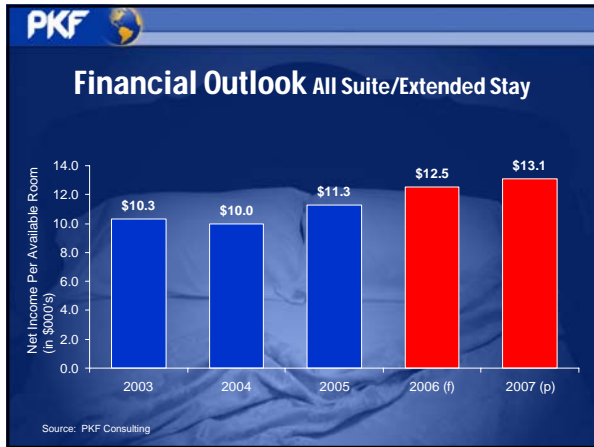


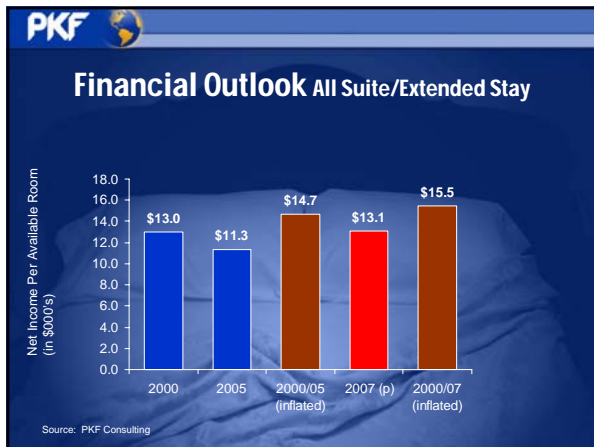
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All Suite & Extended Stay Outlook

	2003 Actual	2004 Actual	2005 Actual	2006 Forecast	2007 Projection
Occupancy-					
Suites/ES	62%	69%	71%	73%	74%
ADR-					
Suites/ES	\$115	\$115	\$118	\$128	\$133
RevPAR-					
Suites/ES	\$71	\$79	\$84	\$93	\$98

Source: PKF Consulting



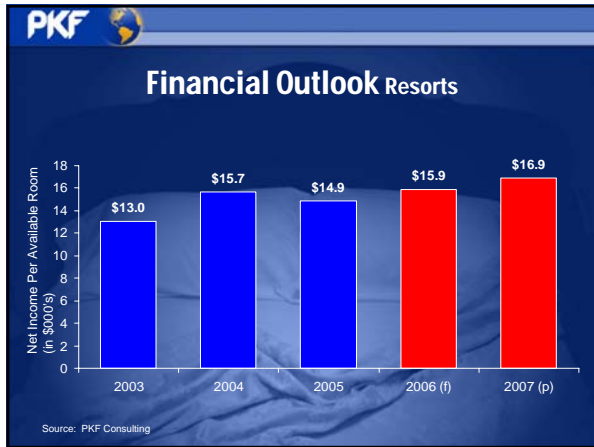


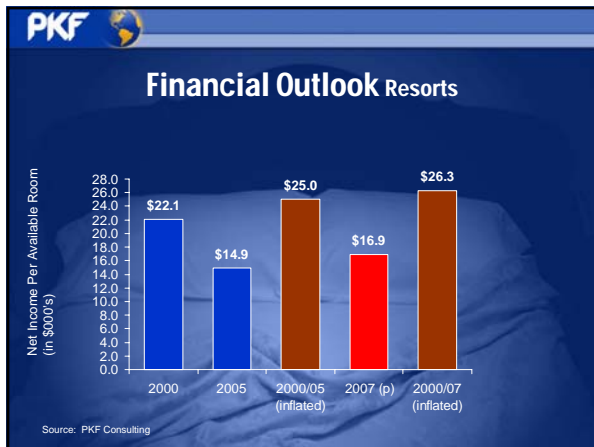
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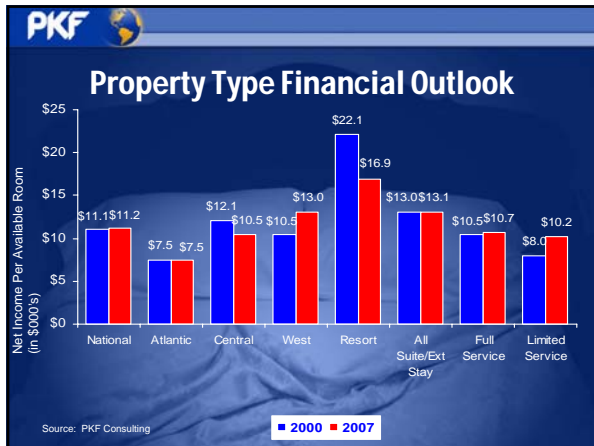
Resort Segment Outlook

	2003 Actual	2004 Actual	2005 Actual	2006 Forecast	2007 Projection
Occupancy-					
Resorts	54%	59%	60%	60%	61%
ADR-					
Resorts	\$183	\$193	\$191	\$194	\$198
RevPAR-					
Resorts	\$98	\$114	\$115	\$116	\$121

Source: PKF Consulting



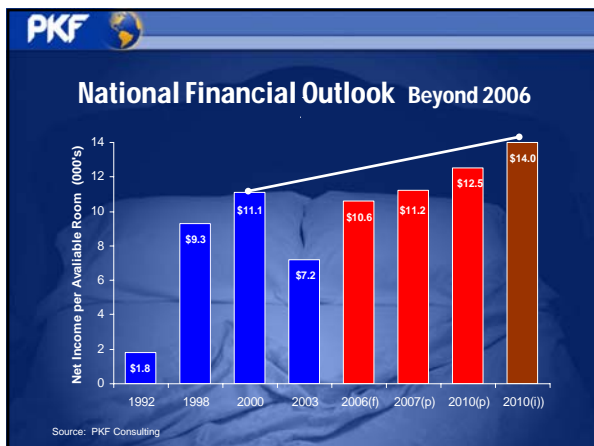




Beyond 2005 - National

	Occupancy	ADR	RevPAR
2000 Actual	65%	\$111	\$72
2007 Forecast	66%	\$127	\$83
2010 Outlook	67%	\$141	\$94

Source: PKF Consulting



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WESTERN CANADA OUTLOOK

	2003 Actual	2004 Actual	2005 Actual	2006 Actual	2007 Projection
Vancouver	62% \$115	67% \$118	69% \$121	72% \$128	71% \$133
Whistler	52% \$199	57% \$209	55% \$201	55% \$200	55% \$195
Winnipeg	60% \$92	63% \$92	63% \$94	65% \$100	62% \$103

Source: PKF Consulting

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WESTERN CANADA OUTLOOK (Cont.)

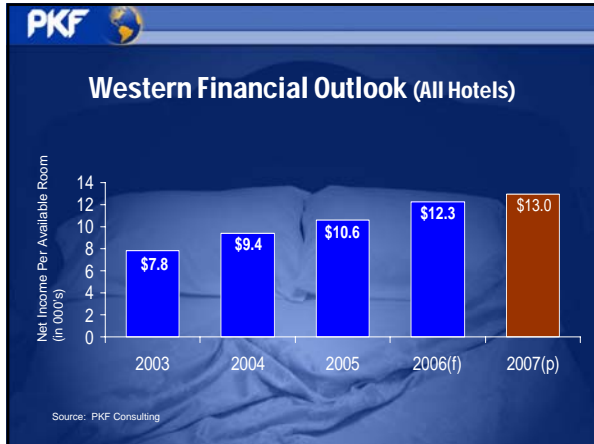
	2003 Actual	2004 Actual	2005 Actual	2006 Actual	2007 Projection
Calgary	61% \$106	66% \$112	70% \$116	74% \$127	74% \$132
Edmonton	62% \$96	62% \$97	66% \$99	72% \$104	72% \$108
Alberta Resorts	55% \$197	57% \$202	61% \$204	62% \$206	61% \$212
Western Canada	59% \$109	62% \$113	65% \$114	68% \$121	69% \$125
RevPAR	\$64	\$70	\$74	\$82	\$86

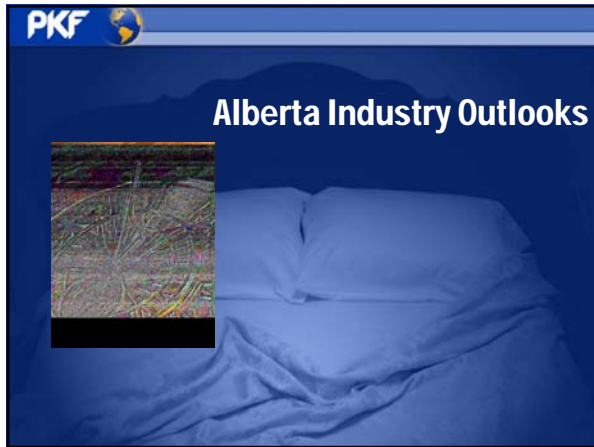
Source: PKF Consulting

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From The Industry's Perspective: 2007 Bottom Line Outlook

Western Canada	Bottom Line
Decline	5%
0 to 2 per cent growth	25%
2 to 5 per cent growth	36%
5 to 10 per cent growth	25%
Greater than 10 per cent growth	8%






- Supply**
- Hotels**
 - Franchise**
 - Full service vs. Limited Service
 - Development**
 - Growth in Supply
 - Development Costs
 - Product**
 - Condo
 - Full Service, Limited Service, Suite/Extended Stay
 - Work Camps

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Branded Hotel/ Guest Rooms

	Canada Guest Rooms	# of Properties	Alberta Guest Rooms	# of Properties
Total	439,818	8,287	65,348	1,113
% Branded	47%	20%	42%	21%

Source: PKF Consulting & Hotel Association of Canada

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Work Camps

- Open vs. Closed
- Competition for Fixed Roof Properties
- Pricing
- Lack of Availability
- Labour Challenges
- Executives/VIP Housing

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Hotel Development Cost Impact

- ✓ Rapid Escalation
- ✓ Material Cost Increase
- ✓ Non Residential Construction Costs in Calgary up > 18% (2006)
- ✓ General Rule of Thumb has been 1.5% per Month Increase
- ✓ Will the Growth Abate?
- ✓ Influences Acquisition vs. Development Decisions
- ✓ Varies by product type
 - ✓ Full Service
 - ✓ Limited Service
- ✓ Franchise, Contractors and Quantity Surveyors



Demand

- ✓ Alberta Major Urban Communities
- ✓ Alberta Regional Communities
- ✓ Alberta Resort Communities

- ✓ Impact of Supply



Alberta Major Urban Communities

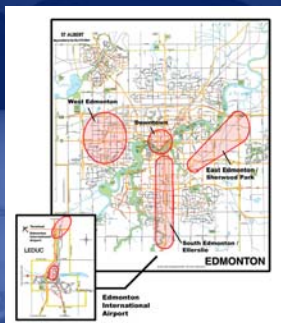
- ✓ Segmentation

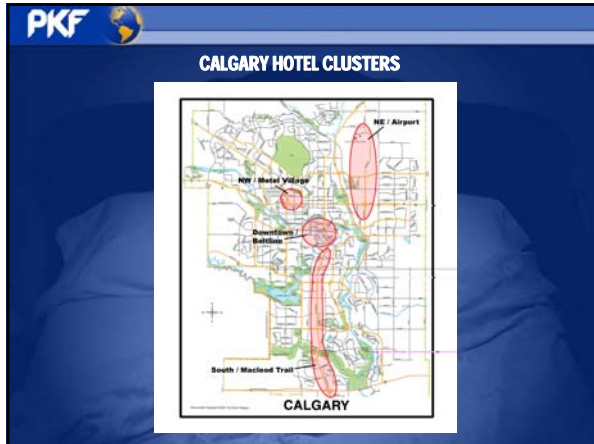
- ✓ Corporate
- ✓ Meeting & Conventions
- ✓ Major Special Projects
- ✓ Sports Tourism
- ✓ Tours
- ✓ Airline, Movie Crews
- ✓ Casino

- ✓ Impact of Supply



EDMONTON AND LEDUC /NISKU HOTEL CLUSTERS





-
- Alberta Regional Communities**
- ✓ Segmentation
 - ✓ Special Projects
 - ✓ Oil and Gas & Other Resources
 - ✓ Major Special Projects
 - ✓ Construction
 - ✓ Manufacturing/Production
 - ✓ Impact of Supply

-
- Alberta Major Projects**
- ✓ Upgraders in Sturgeon/Strathcona County/Wood Buffalo
 - ✓ Impact of Prince Rupert Port Expansion
 - ✓ Pipelines Construction
 - ✓ Oilsands Projects
 - ✓ Pine Beetle Harvest
 - ✓ Power Projects
 - ✓ Genesee to Langdon Transmission Lines
 - ✓ Bow City Power Project

Oil & Gas

- ✓ Oilsands Projects
- ✓ Gas Projects
- ✓ Pipelines
- ✓ Coalbed Methane
- ✓ Supporting Infrastructure
 - ✓ Bitumen Upgraders
 - ✓ Road Construction/Widening
 - ✓ Schools/Recreation/Medical Facilities
 - ✓ Other Emergency Response Upgrades
- ✓ Oil and Gas project construction workforce projected to peak in 2009 and 2010



Canadian Badlands Region



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Alberta Resort Communities

- ✓ Segmentation
- ✓ Meeting & Conventions
- ✓ Leisure
- ✓ Recreation

- ✓ Impact of Supply

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ALBERTA OUTLOOK

	2003 Actual	2004 Actual	2005 Actual	2006 Actual	2007 Projection
Calgary	61%	66%	70%	74%	74%
	\$106	\$112	\$116	\$127	\$132
Edmonton	62%	62%	66%	72%	72%
	\$96	\$97	\$99	\$104	\$108
Alberta Resorts	55%	57%	61%	62%	61%
	\$197	\$202	\$204	\$206	\$212
Western Canada	59%	62%	65%	68%	69%
	\$109	\$113	\$114	\$121	\$125
RevPAR	\$64	\$70	\$74	\$82	\$86

Source: PKF Consulting

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ALBERTA OCCUPANCY AND ADR

	2005 Actual	2006 Actual	2005 Actual	2006 Actual	Occupancy Point Change 2006/2005	ADR % Change 2006/2005
Alberta Excl. Resorts	69%	72%	\$104	\$114	3.4	9%
Lethbridge	55%	57%	\$78	\$82	2.4	6%
Red Deer	66%	62%	\$88	\$91	-3.9	3%
Other Alberta	70%	69%	\$94	\$107	-1.1	13%
Edmonton	66%	72%	\$99	\$104	5.8	4%
Calgary	70%	74%	\$115	\$127	4.3	10%

Source: PKF Consulting

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Alberta Hotels by Department

- ✓ Hotel Expense Comparison 2000-2005
- ✓ Expense Categories In Line with Inflation
- ✓ Expense Rapid Cost Escalation

Source: PKF Trends In The Hotel Industry

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Historic Expense Ratios – Alberta Full Service Hotels

	2005 (Per Available Room)	2005 (% of Gross Revenue)
Rooms	\$6,991	26.2%
F&B	\$12,646	74.4%
Telephone	\$304	79.9%
Other Depts	\$1,449	64.5%

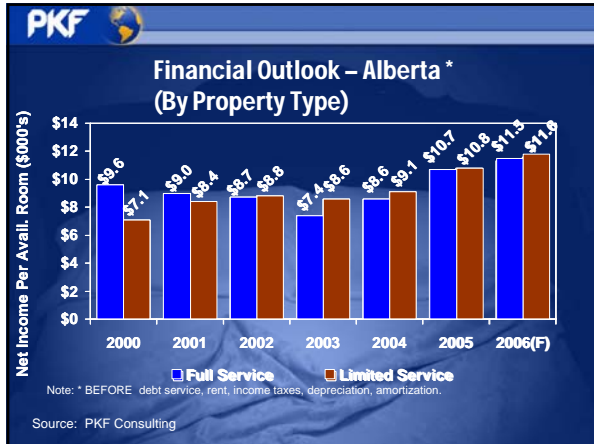
Source: PKF Consulting

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Historic Expense Ratios – Alberta Full Service Hotels

	2005 (Per Available Room)	2005 (% of Gross Revenue)
Admin/General	\$3,461	7.4%
Marketing	\$2,194	4.7%
Maintenance	\$1,704	3.6%
Energy	\$2,084	4.5%
Property Tax	\$1,514	3.2%
Insurance	\$246	0.5%

Source: PKF Consulting



From The Industry's Perspective:
2007 Bottom Line Outlook

Western Canada	Bottom Line
Decline	5%
0 to 2 per cent growth	25%
2 to 5 per cent growth	36%
5 to 10 per cent growth	25%
Greater than 10 per cent growth	8%

Investment Outlook

Source: Canadian Tourism Commission

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Overview of Investments in Hotels

- ✓ US Perspective vs. Canada
- ✓ Yield Rates
- ✓ Capitalization Rates
- ✓ Discount Rates
- ✓ Impact on Hotel Values
- ✓ Loan to Value Ratio

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The Fundamentals of Valuations

Valuation Approaches

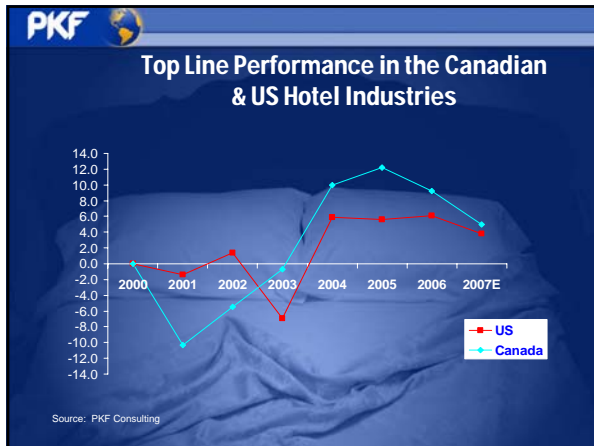
- The Cost Approach**
Land, Building, FF&E
- The Comparable Sales Approach**
Price per Room, Return Expectations
- The Income Approach**
Historic Earnings, Future Earnings, Yield Rates, Capitalization Rates, Discount Rates

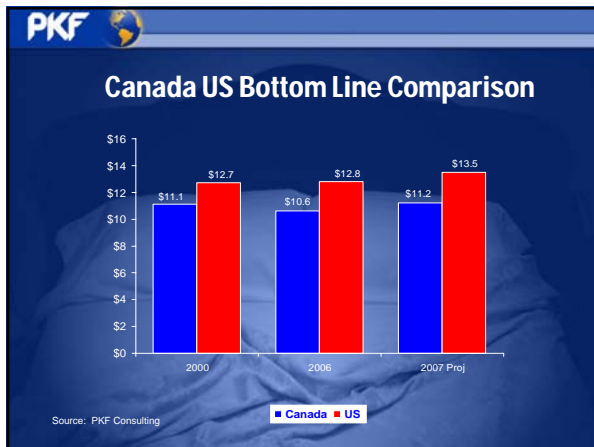
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The Industry's Perspective

In evaluating your rate of return, where do you put the greatest emphasis?

Trailing 12 months	29%
2007 Projection	12%
Normalized Year	24%
3 to 5 Year Projections	35%





Investment Trends in the US Lodging Industry

	1995	2000	2005	2006	2007
Overall Capitalization Rate	11.04%	11.26%	9.71%	8.89%	9.13%
Discount Rate	14.57%	14.54%	13.71%	13.30%	12.96%
Holding Period (Years)	6.27	8.60	6.93	6.31	8.24
Debt Coverage Ratio	1.38	1.41	1.40	1.41	1.39
Interest Rate	9.59%	9.21%	7.21%	7.06%	6.95%
Loan-to-Value Ratio	69.12%	66.41%	70.57%	68.51%	69.80%

Source: PKF Consulting



The Canadian Industry's Perspective

What rate of return against invested capital do you require with respect to an acquisition?

	2005/06	2006/07
Less than 10 per cent	0%	0%
10 to 15 per cent	50%	81%
15 to 20 per cent	20%	13%
Greater than 20 per cent	30%	6%
Average Yield	9.7%	10.9%



PKF's Investment Outlook

National	2000	2005	2006	2007
NOI Per Room	\$11,300	\$9,400	\$10,600	\$11,200
Avg. Yield	12.2%	9.9%	10.5%	10.5%
Notional Value/Room	\$92,600	\$94,900	\$101,000	\$106,200
West	2000	2005	2006	2007
NOI Per Room	\$10,500	\$10,600	\$12,300	\$13,000
Avg. Yield	12.2%	9.9%	11.0%	11.0%
Notional Value/Room	\$86,100	\$107,100	\$112,000	\$118,000
Central	2000	2005	2006	2007
NOI Per Room	\$12,100	\$9,000	\$9,900	\$10,500
Avg. Yield	12.2%	9.9%	10.0%	10.0%
Notional Value/Room	\$99,200	\$90,900	\$99,000	\$105,000

Source: PKF Consulting



National Transaction Overview Canada

	1997	1998	1999	2000	2001
Transactions	118	175	42	26	41
Volume (\$ Millions)	\$1,882	\$1,310	\$424	\$416	\$657
Price/Room (\$ 000)	\$77.4	\$55.8	\$87.4	\$99.1	\$102.2
Yield (%)	9.9%	10.0%	11.5%	11.9%	11.2%
	2002	2003	2004	2005	2006
Transactions	48	50	52	110	115
Volume (\$ Millions)	\$540	\$488	\$412	\$1,160	\$2,580
Price/Room (\$ 000)	\$95.6	\$68.7	\$67.3	\$104.1	\$151.2
Yield (%)	11.2%	11.2%	10.4%	9.7%	10.9%

Source: Colliers Investment Report; PKF Consulting

PKF  **Hotel Financing in Canada**

- Traditional Debt/Equity Financing
- Conduit Financing
- Securities/Public Vehicles
- Mixed Use Developments

PKF  **Hotel Financing – Alberta**

Traditional Debt/Equity Financing – Active Participants

Banks
 Alberta Treasury Branch
 Canadian Western Bank
 BDC
 Royal Bank
 Bank of Montreal, CIBC, TD Canada Trust, HSBC
 Roynat
 GE Capital – Real Estate
 GE Capital – Franchise Finance
 Textron Financial
 Largo Capital

Credit Unions – Relationships, Local Knowledge are key
 First Calgary – Calgary & Area
 Servus Credit Union – Edmonton & Area
 Community Credit Union – Calgary & Area
 Common Wealth Credit Union – Edmonton & Area

Trusts
 Concentra Financial
 Peace Hills Trust

PKF  **Hotel Financing – Alberta (cont.)**

Conduit Pool Financing
 GE Capital Real Estate (see also traditional)
 Merrill Lynch

Life Insurance Companies
 Mass Mutual

Securities/Public Vehicles
 REIT
 Condo/Hotels – Third Party Management, Operating Business not Real Estate

Syndication – Risk Reduction Objective for all Financial Institution Types


- Credit Unions with Banks
- Large Portfolio Sharing

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Unique Financing Challenges in Western Canada

General Financing Requirements

- **Loan to Value Calculation**
 - Adjustments for notional management fees, franchise fees, capital replacement allowance
- **Loan to Value Ratio**
 - 50% to 60% common
 - 65% more common than a few years ago
 - 70% some lenders, generally for franchised, experienced operators, relationship
 - 75% known on portfolio basis, for relationship banking

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Due Diligence Requirements

If new, the requisite studies likely include:

- Market Feasibility Study with Financial Projections and Valuation/Appraisal
- Development and Construction Cost Estimate
- Land Appraisal/Survey
- Environmental Analysis

If existing, the financial institution may want to consider:

- Market Study with Financial Projections and Valuation or Appraisal
- Engineering Study
- Estimate of the Property Improvement Plan proposed by developer or required by franchise company
- Projection of any pending changes in costs in an "As Completed" project or under different management
- Excess land appraisal

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Other Considerations

- Terms
- Amortization
- Interest
- Debt Service Coverage requirements



Unique Challenges

- Resource Communities versus Urban Centres
- Traditional hotels/motels versus resorts, inns and camps
- Existing versus new build assets
- Mixed Use Developments
- Franchise Rebates

Unique Financial Products



Questions and Answers

THANK YOU!

Contact Information:

Ms. Beth Walters

(604) 689-3833

bethwalters@pkfcanada.com

www.pkfcanada.com
