

# 2024 Alberta Accommodation Outlook

Ascend 2024

October 4, 2024



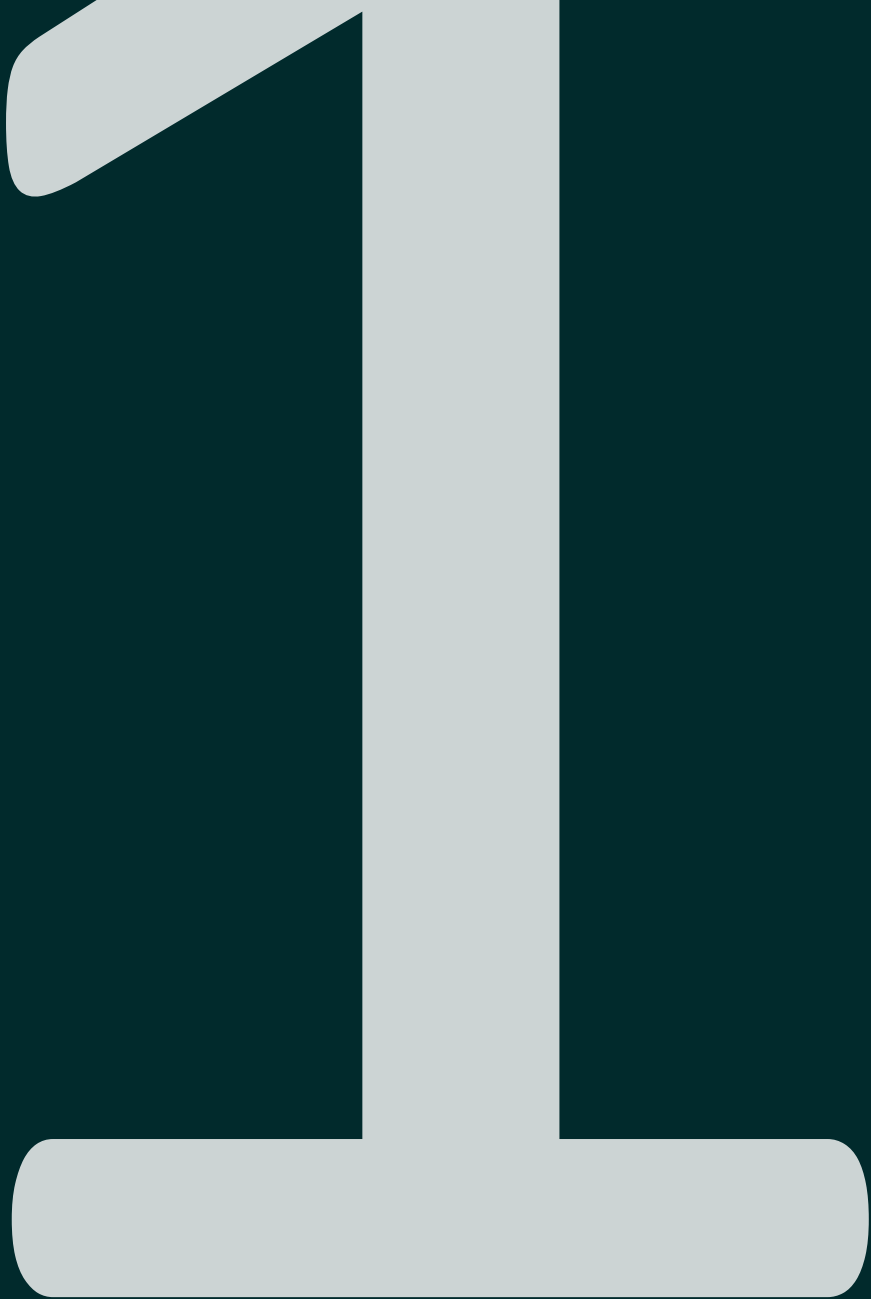
# Agenda

1. Alberta Economic & Travel Indicators
2. Calgary & Edmonton Outlook
3. Alberta Outlook
4. Financial Outlook
5. Investment Market Summary
6. National Outlook
7. Q&A



**Kirstin Hallett**

Vice President,  
CBRE Hotels  
+1 778 372 1942  
kirstin.hallett@cbre.com



Alberta  
Economic &  
Travel  
Indicators

# Alberta GDP Growth Projections 2024-2025

Sources:

ATB Financial – Alberta Economic  
Outlook (June 2024)

Scotiabank – Global Outlook &  
Forecast Tables (September 2024)

National Bank of Canada – Monthly  
Economic Monitor (September  
2024)

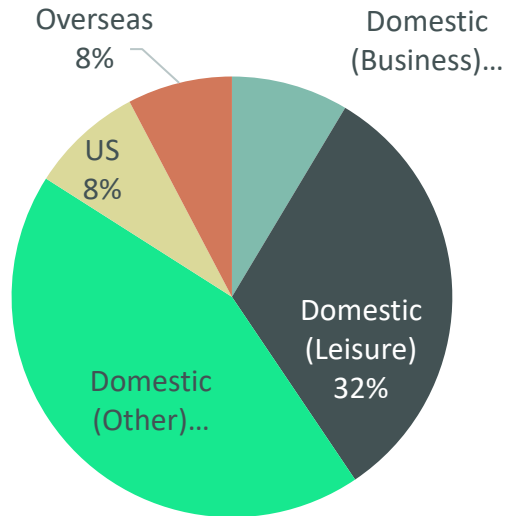
RBC Economics – Provincial Outlook  
(September 2024)

Conference Board of Canada –  
Provincial Outlook (June 2024)

	2023E	2024F	2025F
<b>ATB Financial</b>	1.5%	2.5%	2.7%
<b>Scotiabank</b>	2.2%	1.7%	2.3%
<b>National Bank of Canada</b>	1.5%	1.0%	1.7%
<b>RBC</b>	1.5%	1.7%	2.1%
<b>Conference Board of Canada</b>	1.5%	0.6%	1.8%

# Alberta Travel Indicators

AB Overnight Visits Breakdown, 2025



Alberta Overnight Visits, 2023-2028F (000s)

	2019	2023E	2024F	2025F	2026F	2027F	2028F
Domestic – Business	1,397	1,281	1,295	1,316	1,335	1,358	1,385
		67.6%	1.1%	1.6%	1.5%	1.8%	1.9%
Domestic – Leisure	4,139	4,736	4,798	4,912	5,045	5,141	5,241
		-2.6%	1.3%	2.4%	2.7%	1.9%	1.9%
Domestic – Other	5,918	6,481	6,516	6,682	6,816	6,924	7,016
		32.1%	0.5%	2.6%	2.0%	1.6%	1.3%
US	1,198	1,177	1,163	1,278	1,320	1,364	1,410
		126.8%	-1.2%	9.9%	3.3%	3.3%	3.4%
Overseas	1,150	954	1,110	1,182	1,236	1,282	1,312
		74.0%	16.4%	6.5%	4.5%	3.7%	2.4%
Total Overnight Visits	13,802	14,629	14,882	15,370	15,752	16,069	16,363
		26.1%	1.7%	3.3%	2.5%	2.0%	1.8%

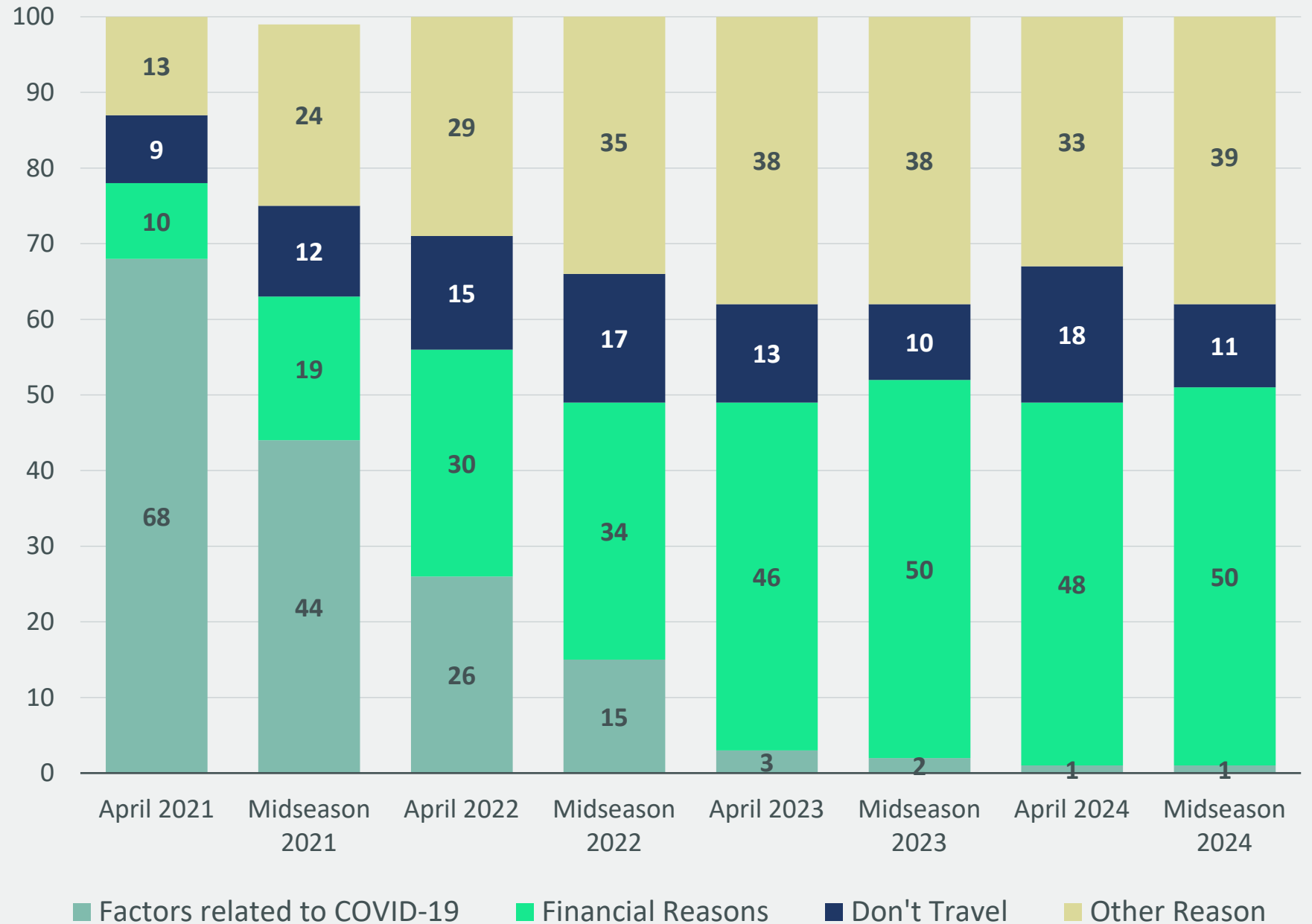
Source: Conference Board of Canada, Spring 2024

# Travel Intentions

## Primary Reason For Not Taking, or Unsure About Taking, An Overnight Vacation Trip

(percent of non-travelling or unsure respondents)

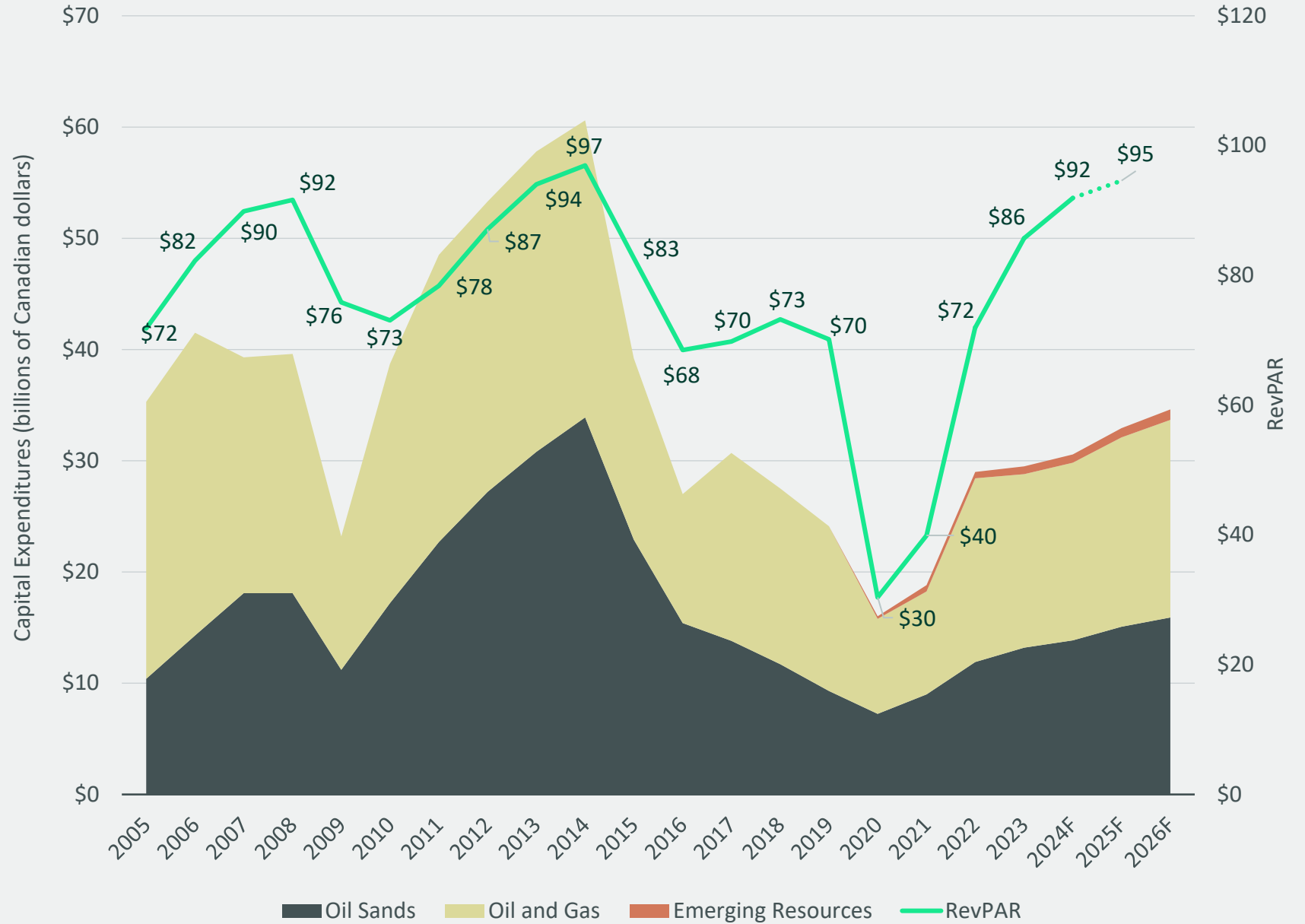
Source: Conference Board of Canada, 2024



ALBERTA ECONOMIC & TRAVEL INDICATORS

# Alberta Energy Sector Capital Expenditures and RevPAR

Source: Alberta Energy Regulator, CBRE Hotels





Calgary &  
Edmonton  
Outlook



# Calgary Economic Indicators - Q2 2024

## Key Economic Indicators - Calgary

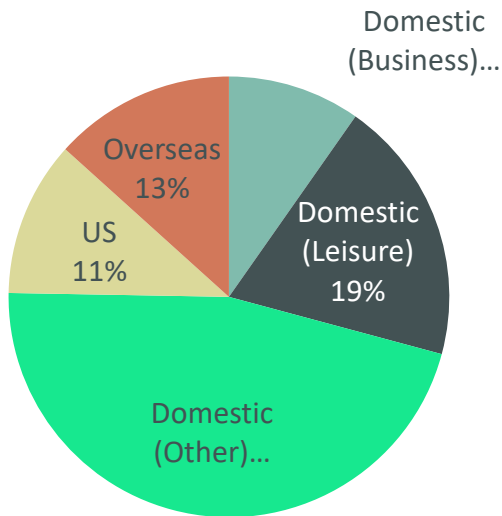
	2022	2023	2024F	2025F	2026F	2027F	2028F
<b>Real GDP (\$2012 millions)</b>	\$122,109	\$126,428	\$128,781	\$131,932	\$137,339	\$142,881	\$147,739
<i>Annual Growth (%)</i>	5.7 %	3.5 %	19 %	24 %	4.1%	4.0 %	3.4 %
<b>Total Employment (000s)</b>	878.0	903.5	944.6	973.6	1007.7	1035.0	1058.0
<i>Annual Growth (%)</i>	6.9 %	2.9 %	4.5 %	3.1%	3.5 %	2.7 %	2.2 %
<b>Unemployment Rate (%)</b>	6.2%	6.1%	7.8%	8.2%	7.6%	7.3%	7.4%
<b>Household Disposable Income (\$)</b>	\$128,502	\$130,432	\$132,944	\$133,823	\$136,671	\$140,457	\$144,003
<b>Population (000s)</b>	1,605.2	1,693.2	1,771.2	1,830.1	1,884.7	1,930.2	1,975.9
<i>Annual Growth (%)</i>	2.9 %	5.5 %	4.6 %	3.3 %	3.0 %	2.4 %	2.4 %
<b>Total Housing Starts (units)</b>	17,303	19,552	18,874	19,065	24,240	28,060	30,110
<b>Retail Sales (\$2012 millions)</b>	\$31,071	\$32,764	\$32,776	\$33,573	\$35,386	\$37,205	\$38,841
<i>Annual Growth (%)</i>	2.1%	5.4 %	0.0 %	2.4 %	5.4 %	5.1%	4.4 %

F = Forecast data. Forecast completed June 26, 2024.

Source: Oxford Economics, 2024.

# Calgary Travel Indicators

CGY Overnight Visits Breakdown, 2025



Calgary Overnight Visits, 2023-2028F (000s)

	2019	2023E	2024F	2025F	2026F	2027F	2028F
Domestic – Business	465	380	387	397	408	420	434
		35.4%	1.9%	2.7%	2.7%	2.9%	3.2%
Domestic – Leisure	655	762	774	794	815	830	845
		6.4%	1.6%	2.5%	2.7%	1.8%	1.8%
Domestic – Other	1,690	1,803	1,838	1,881	1,915	1,941	1,964
		15.9%	1.9%	2.4%	1.8%	1.4%	1.2%
US	438	406	423	465	481	497	515
		121.6%	4.3%	9.9%	3.4%	3.4%	3.4%
Overseas	541	427	509	544	569	591	606
		65.4%	19.4%	6.7%	4.7%	3.8%	2.5%
Total Overnight Visits	3,789	3,778	3,932	4,081	4,188	4,280	4,363
		26.2%	4.1%	3.8%	2.6%	2.2%	1.9%

Source: Conference Board of Canada, Spring 2024

# Air Passenger Traffic YYC 2019 – 2024 YTD July

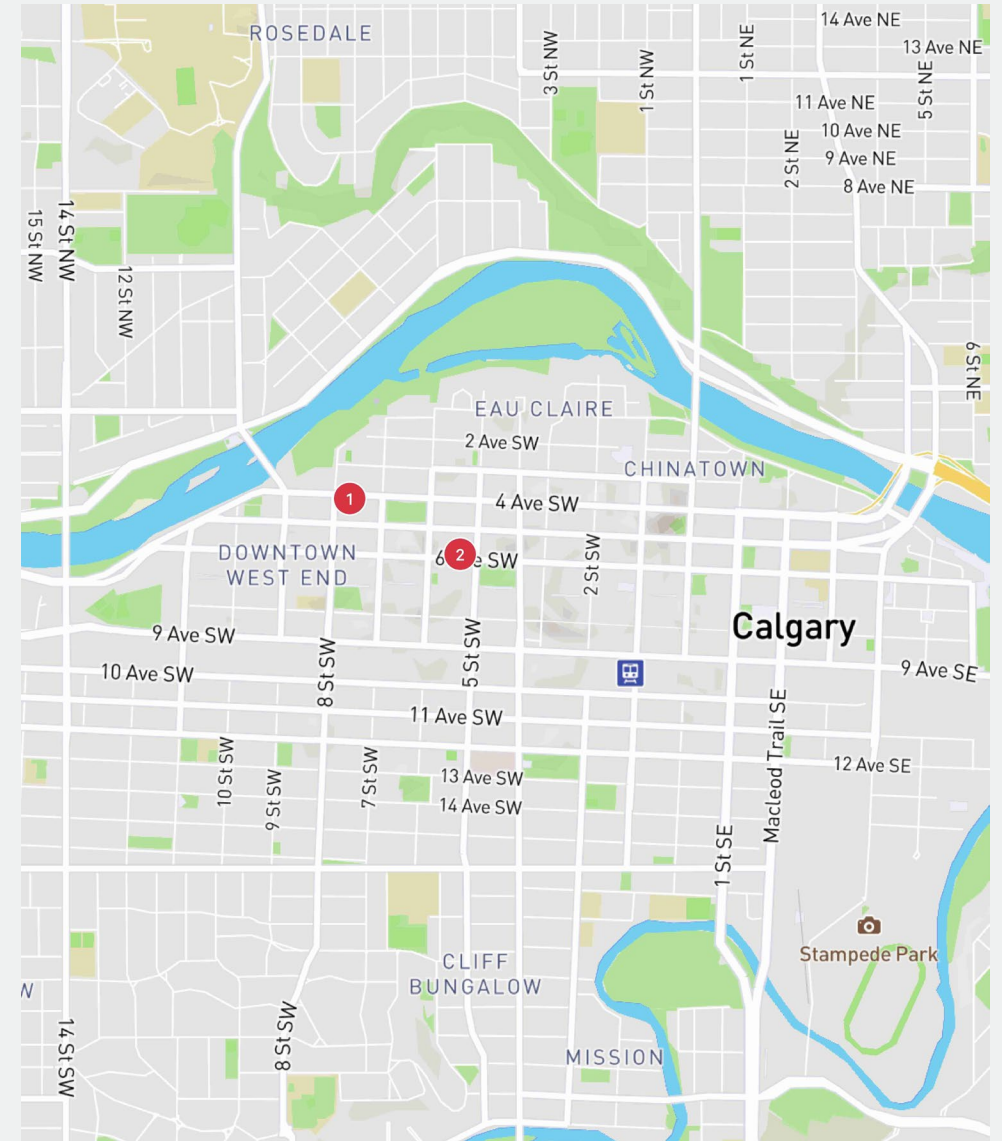
Source: Statistics Canada, Calgary International Airport



# Calgary 2024/2025 Supply

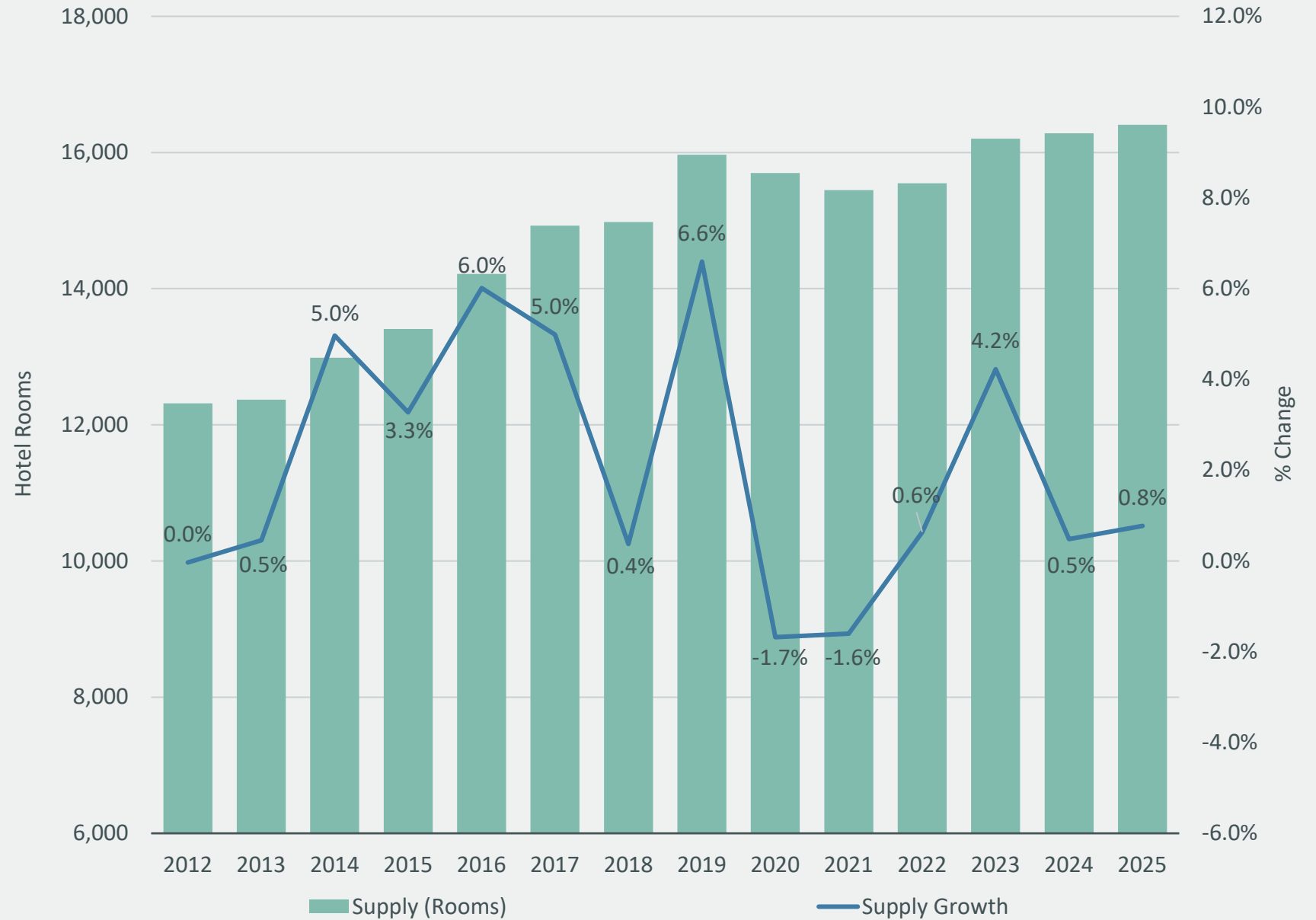
2025

1. Element Calgary Downtown
2. Hampton Inn - Calgary Downtown



CALGARY & EDMONTON

# Calgary Hotel Supply

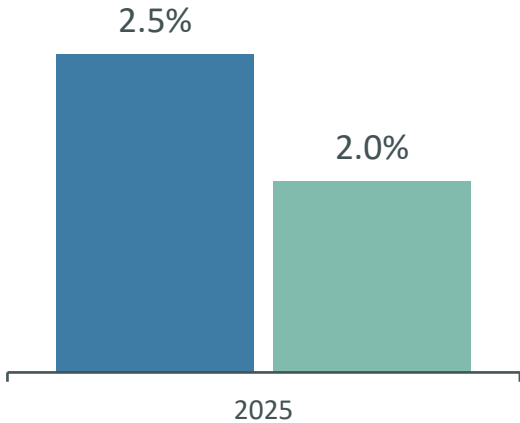


# Calgary Downtown

## 2%

RevPAR Growth 2025

■ Supply ■ Demand



		2019	2021	2022	2023	2024F	2025F
<b>Calgary Downtown</b>	Occupancy	62%	25%	52%	61%	64%	64%
	ADR	\$193	\$148	\$203	\$221	\$223	\$227
	RevPAR	\$120	\$37	\$105	\$134	\$143	\$145
<b>Calgary</b>	Occupancy	61%	33%	58%	64%	67%	67%
	ADR	\$145	\$119	\$157	\$175	\$178	\$182
	RevPAR	\$88	\$40	\$91	\$112	\$119	\$122

# Calgary Airport

## 2%

RevPAR Growth 2025

■ Supply ■ Demand

0%

0%

2025

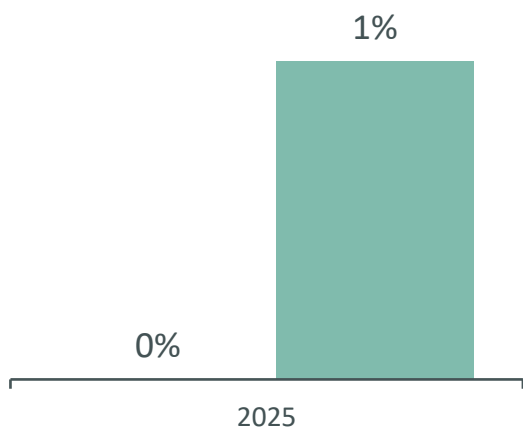
		2019	2021	2022	2023	2024F	2025F
<b>Calgary Airport</b>	Occupancy	61%	37%	63%	67%	70%	70%
	ADR	\$117	\$109	\$134	\$151	\$155	\$158
	RevPAR	\$71	\$40	\$84	\$101	\$109	\$111
<b>Calgary</b>	Occupancy	61%	33%	58%	64%	67%	67%
	ADR	\$145	\$119	\$157	\$175	\$178	\$182
	RevPAR	\$88	\$40	\$91	\$112	\$119	\$122

# Calgary Northwest

## 3%

RevPAR Growth 2025

■ Supply ■ Demand



		2019	2021	2022	2023	2024F	2025F	
<b>Calgary</b>	Occupancy	61%	46%	66%	68%	65%	66%	
	<b>Northwest</b>	ADR	\$119	\$102	\$128	\$143	\$152	\$155
		RevPAR	\$73	\$47	\$84	\$97	\$99	\$102
<b>Calgary</b>	Occupancy	61%	33%	58%	64%	67%	67%	
	ADR	\$145	\$119	\$157	\$175	\$178	\$182	
	RevPAR	\$88	\$40	\$91	\$112	\$119	\$122	

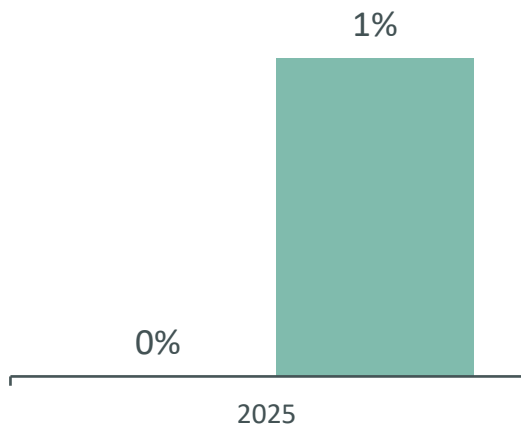


# Calgary South

## 3%

RevPAR Growth 2025

■ Supply ■ Demand

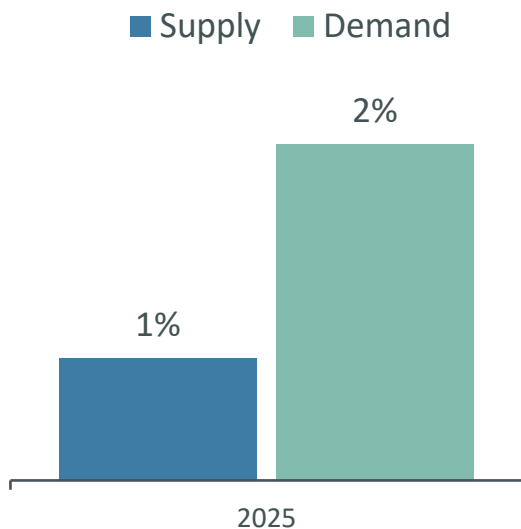


		2019	2021	2022	2023	2024F	2025F
<b>Calgary South</b>	Occupancy	57%	35%	58%	64%	67%	67%
	ADR	\$129	\$116	\$142	\$158	\$159	\$162
	RevPAR	\$74	\$41	\$83	\$101	\$106	\$109
<b>Calgary</b>	Occupancy	61%	33%	58%	64%	67%	67%
	ADR	\$145	\$119	\$157	\$175	\$178	\$182
	RevPAR	\$88	\$40	\$91	\$112	\$119	\$122

# Calgary

2%

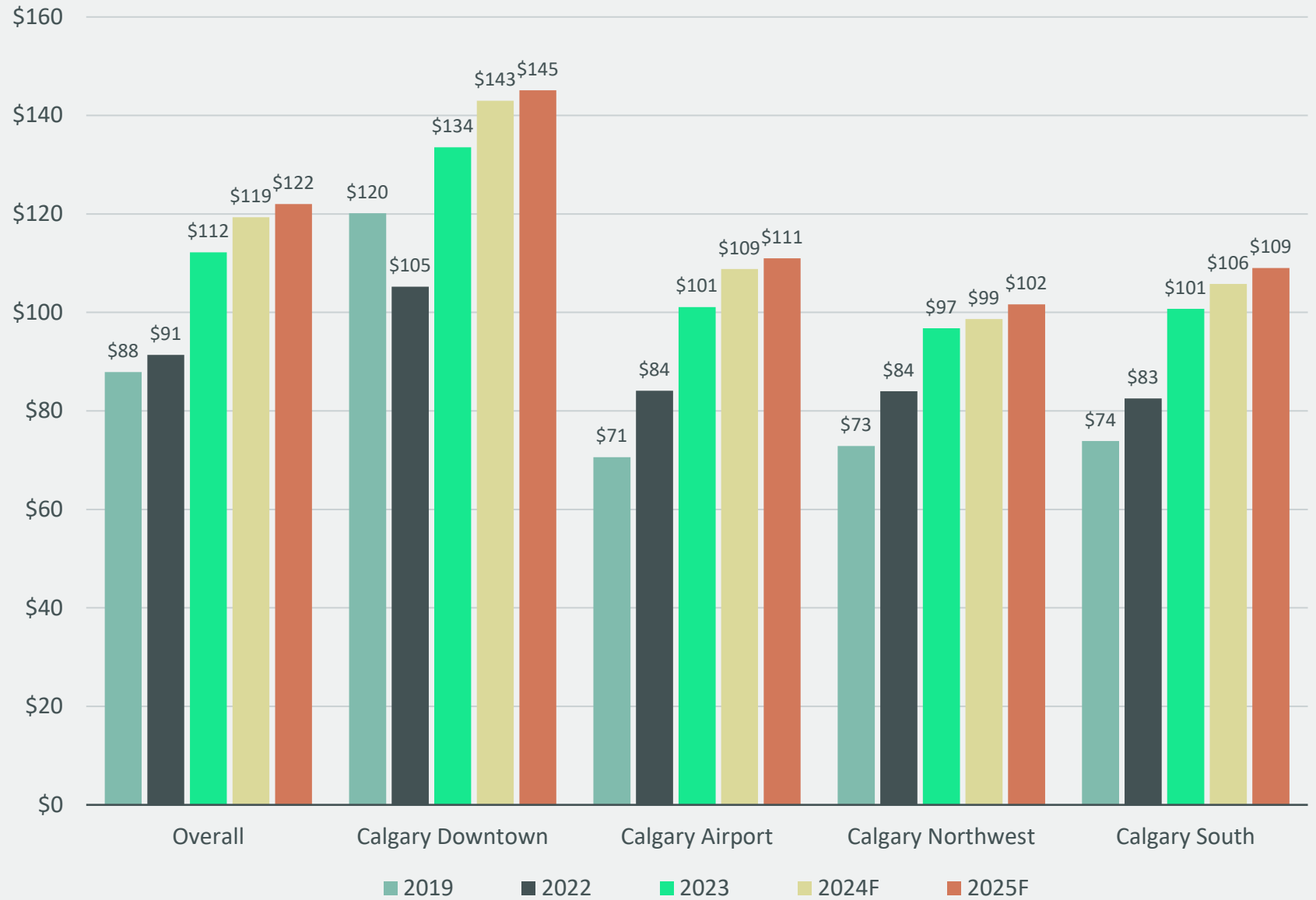
RevPAR Growth 2025



		Full Year	YTD July
<b>2023</b>	Occupancy	64%	63%
	ADR	\$175	\$178
	RevPAR	\$112	\$112
<b>2024</b>	Occupancy	-	65%
	ADR	-	\$184
	RevPAR	-	\$120

		2019	2021	2022	2023	2024F	2025F
<b>Calgary</b>	Occupancy	61%	33%	58%	64%	67%	67%
	ADR	\$145	\$119	\$157	\$175	\$178	\$182
	RevPAR	\$88	\$40	\$91	\$112	\$119	\$122

# Calgary Submarkets RevPAR Performance



# Edmonton Economic Indicators - Q2 2024

## Key Economic Indicators - Edmonton

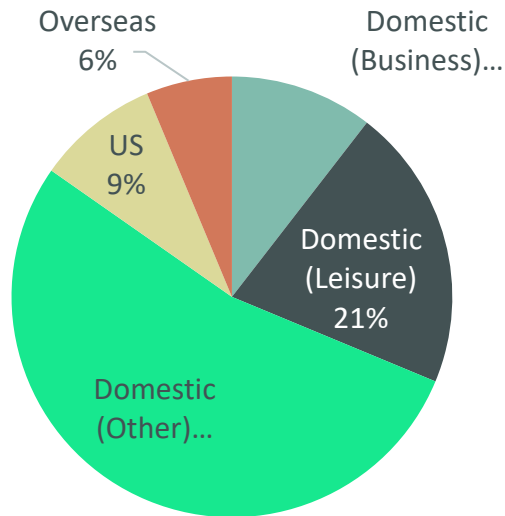
	2022	2023	2024F	2025F	2026F	2027F	2028F
<b>Real GDP (\$2012 millions)</b>	\$98,117	\$101,359	\$102,864	\$105,397	\$109,775	\$114,368	\$118,382
<i>Annual Growth (%)</i>	17 %	3.3 %	15 %	2.5 %	4.2 %	4.2 %	3.5 %
<b>Total Employment (000s)</b>	808.5	849.8	858.7	883.9	913.3	938.2	959.1
<i>Annual Growth (%)</i>	39 %	5.1%	10 %	2.9 %	3.3 %	2.7 %	2.2 %
<b>Unemployment Rate (%)</b>	5.9%	6.2%	73.4%	7.7%	7.2%	7.0%	7.1%
<b>Household Disposable Income (\$)</b>	\$114,095	\$115,750	\$118,553	\$119,797	\$122,508	\$125,893	\$129,062
<b>Population (000s)</b>	1,514.0	1,574.0	1,639.2	1,690.7	1,738.1	1,776.9	1,815.7
<i>Annual Growth (%)</i>	2.3 %	4.0 %	4.1%	3.1%	2.8 %	2.2 %	2.2 %
<b>Total Housing Starts (units)</b>	14,479	13,113	14,958	16,106	20,485	23,736	25,519
<b>Retail Sales (\$2012 millions)</b>	\$28,135	\$29,561	\$29,531	\$30,297	\$31,955	\$33,562	\$34,995
<i>Annual Growth (%)</i>	-3.8 %	5.1%	-0.1%	2.6 %	5.5 %	5.0 %	4.3 %

F = Forecast data. Forecast completed June 26, 2024.

Source: Oxford Economics, 2024.

# Edmonton Travel Indicators

EDM Overnight Visits Breakdown, 2025



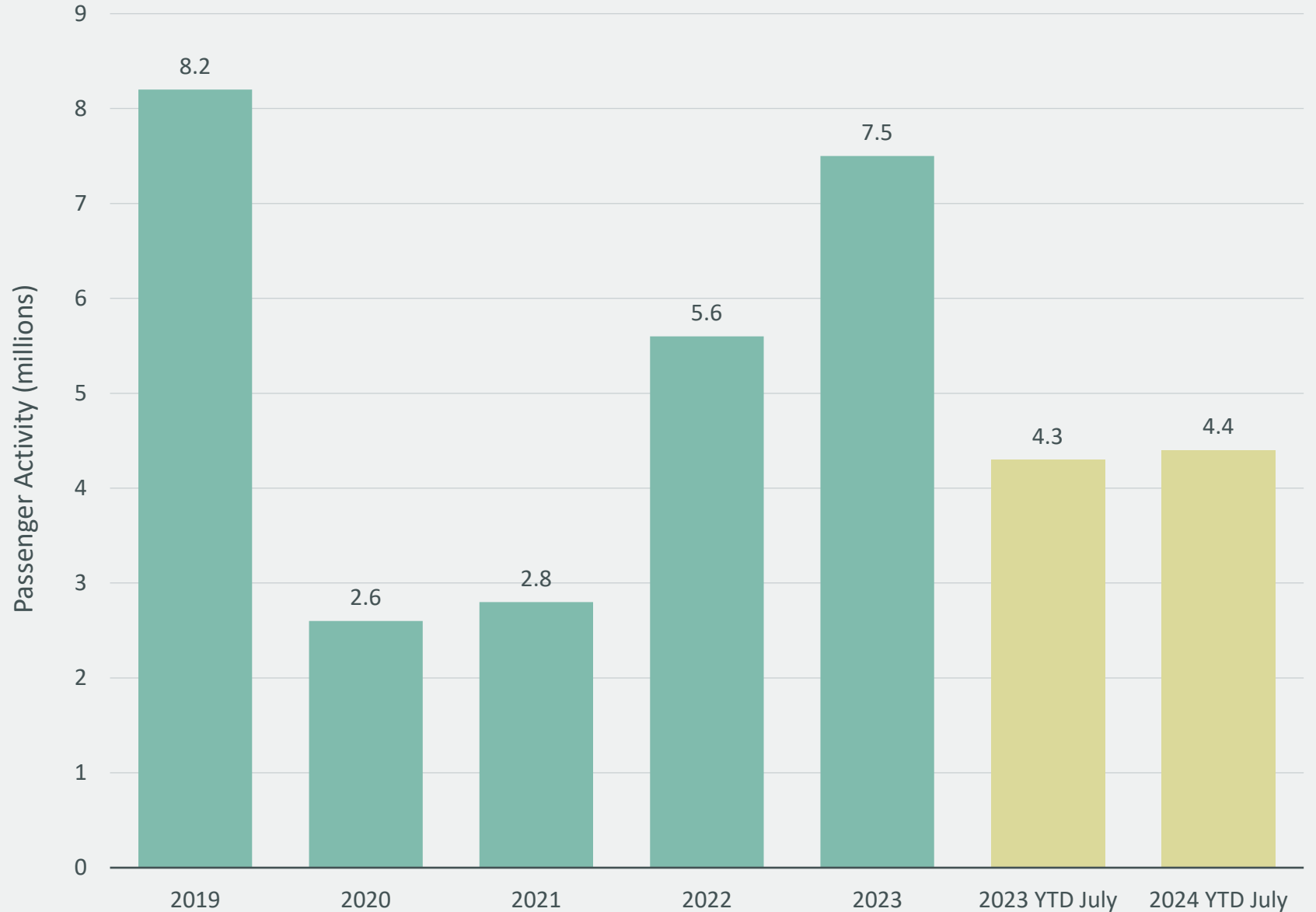
## Edmonton Overnight Visits, 2023-2028F (000s)

	2019	2023E	2024F	2025F	2026F	2027F	2028F
Domestic – Business	410	338	343	350	358	367	379
		167.2%	1.5%	2.1%	2.3%	2.5%	3.0%
Domestic – Leisure	576	668	679	696	716	729	743
		1.1%	1.8%	2.5%	2.8%	1.9%	1.9%
Domestic – Other	1,587	1,708	1,749	1,793	1,827	1,854	1,877
		39.6%	2.4%	2.5%	1.9%	1.5%	1.2%
US	289	257	271	300	313	326	340
		107.4%	5.4%	10.9%	4.2%	4.3%	4.3%
Overseas	209	167	197	211	221	230	236
		78.7%	17.8%	6.8%	5.0%	4.2%	2.6%
Total Overnight Visits	3,071	3,138	3,240	3,350	3,435	3,507	3,575
		40.9%	3.2%	3.4%	2.5%	2.1%	1.9%

Source: Conference Board of Canada, Spring 2024

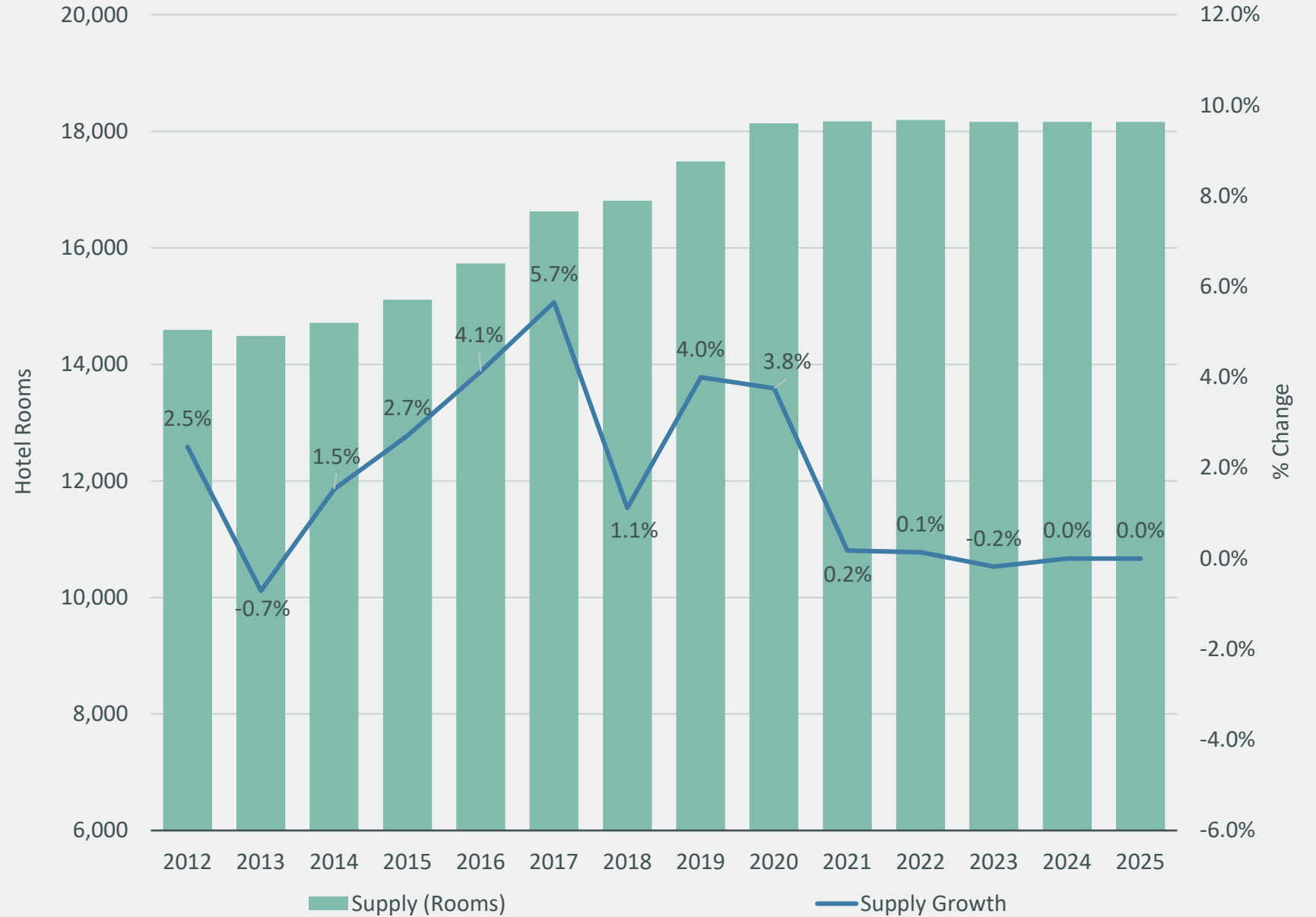
# Air Passenger Traffic YEG 2019 – 2024 YTD July

Source: Statistics Canada,  
Edmonton International Airport



CALGARY & EDMONTON

# Edmonton Hotel Supply

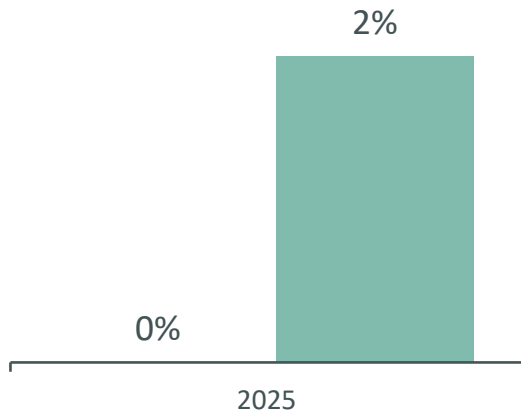


# Edmonton Downtown

## 4%

RevPAR Growth 2025

■ Supply ■ Demand



		2019	2021	2022	2023	2024F	2025F
<b>Edmonton</b>	Occupancy	60%	26%	48%	56%	58%	59%
<b>Downtown</b>	ADR	\$156	\$134	\$165	\$177	\$195	\$199
	RevPAR	\$94	\$34	\$80	\$98	\$113	\$117
<b>Edmonton</b>	Occupancy	56%	35%	53%	58%	61%	62%
	ADR	\$127	\$101	\$125	\$136	\$146	\$149
	RevPAR	\$71	\$35	\$65	\$79	\$89	\$92

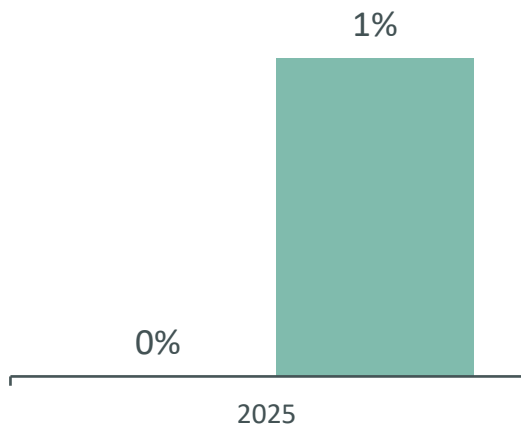


# Edmonton South

## 3%

RevPAR Growth 2025

■ Supply ■ Demand



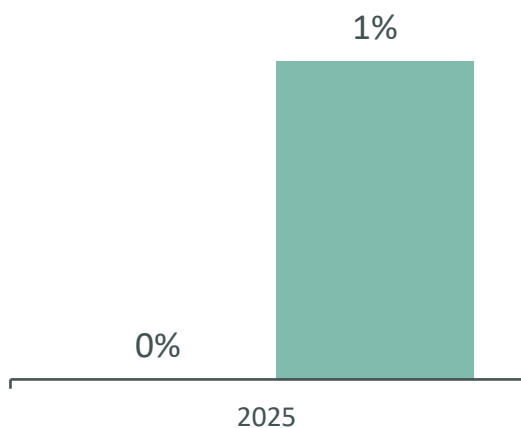
		2019	2021	2022	2023	2024F	2025F
<b>Edmonton Airport</b>	Occupancy	54%	37%	53%	57%	60%	61%
	ADR	\$111	\$90	\$108	\$119	\$128	\$131
	RevPAR	\$59	\$33	\$57	\$68	\$77	\$79
<b>Edmonton</b>	Occupancy	56%	35%	53%	58%	61%	62%
	ADR	\$127	\$101	\$125	\$136	\$146	\$149
	RevPAR	\$71	\$35	\$65	\$79	\$89	\$92

# Edmonton West

## 3%

RevPAR Growth 2025

■ Supply ■ Demand



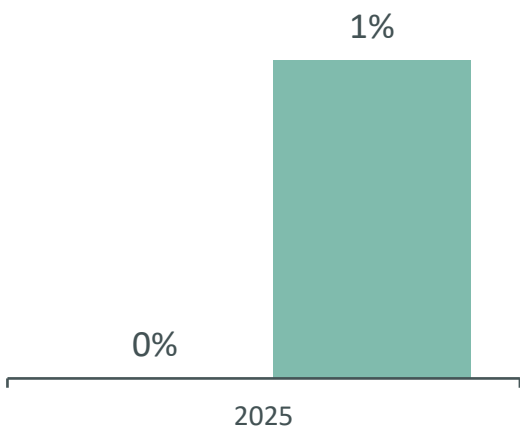
		2019	2021	2022	2023	2024F	2025F
<b>Edmonton West</b>	Occupancy	56%	37%	56%	62%	66%	67%
	ADR	\$117	\$103	\$125	\$136	\$143	\$145
	RevPAR	\$65	\$38	\$70	\$84	\$94	\$97
<b>Edmonton</b>	Occupancy	56%	35%	53%	58%	61%	62%
	ADR	\$127	\$101	\$125	\$136	\$146	\$149
	RevPAR	\$71	\$35	\$65	\$79	\$89	\$92

# Edmonton

## 3%

RevPAR Growth 2025

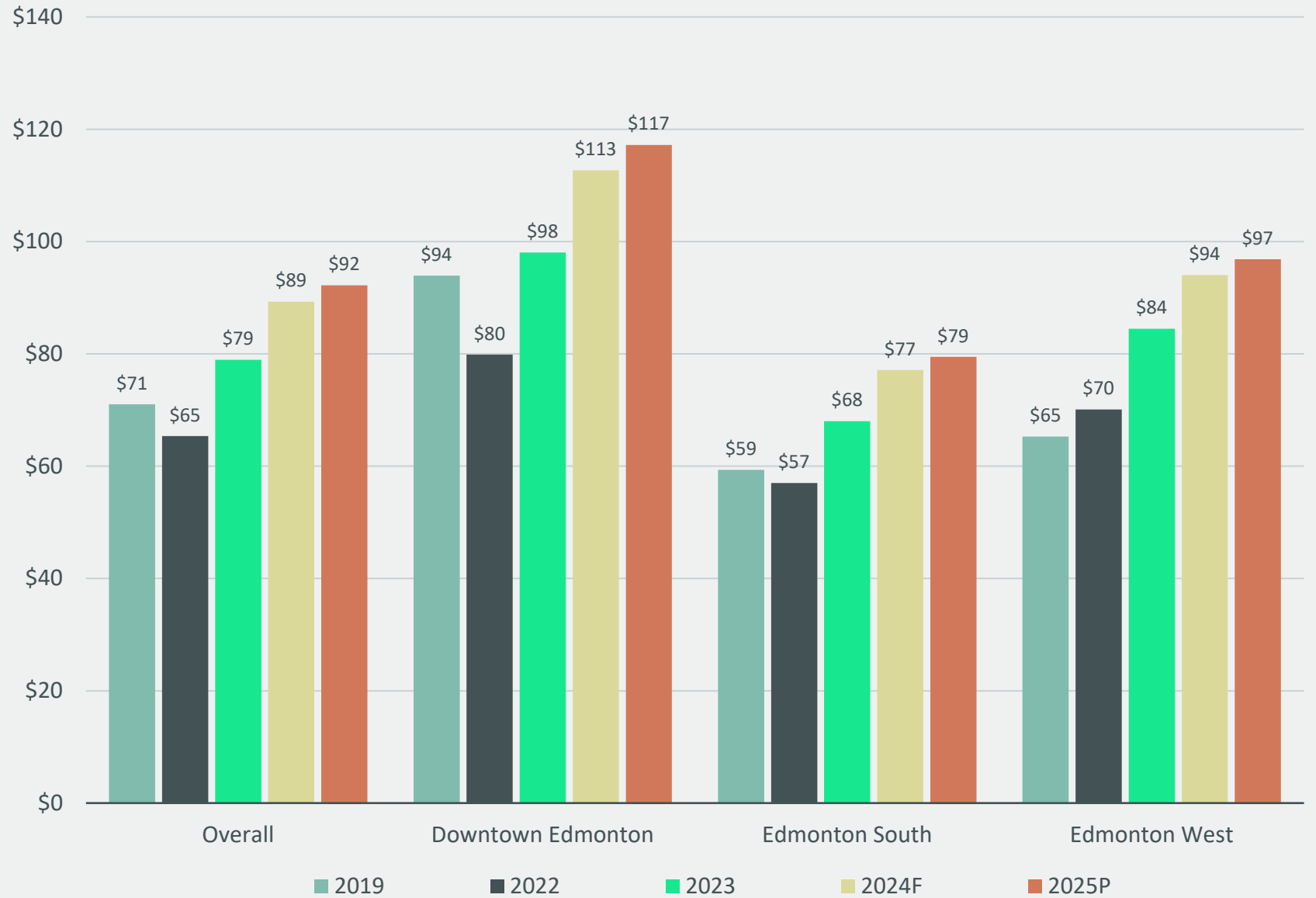
■ Supply ■ Demand




		Full Year	YTD July
<b>2023</b>	Occupancy	58%	57%
	ADR	\$136	\$134
	RevPAR	\$79	\$76
<b>2024</b>	Occupancy	-	60%
	ADR	-	\$145
	RevPAR	-	\$87

		2019	2021	2022	2023	2024F	2025F
<b>Edmonton</b>	Occupancy	56%	35%	53%	58%	61%	62%
	ADR	\$127	\$101	\$125	\$136	\$146	\$149
	RevPAR	\$71	\$35	\$65	\$79	\$89	\$92

# Edmonton Submarkets RevPAR Performance

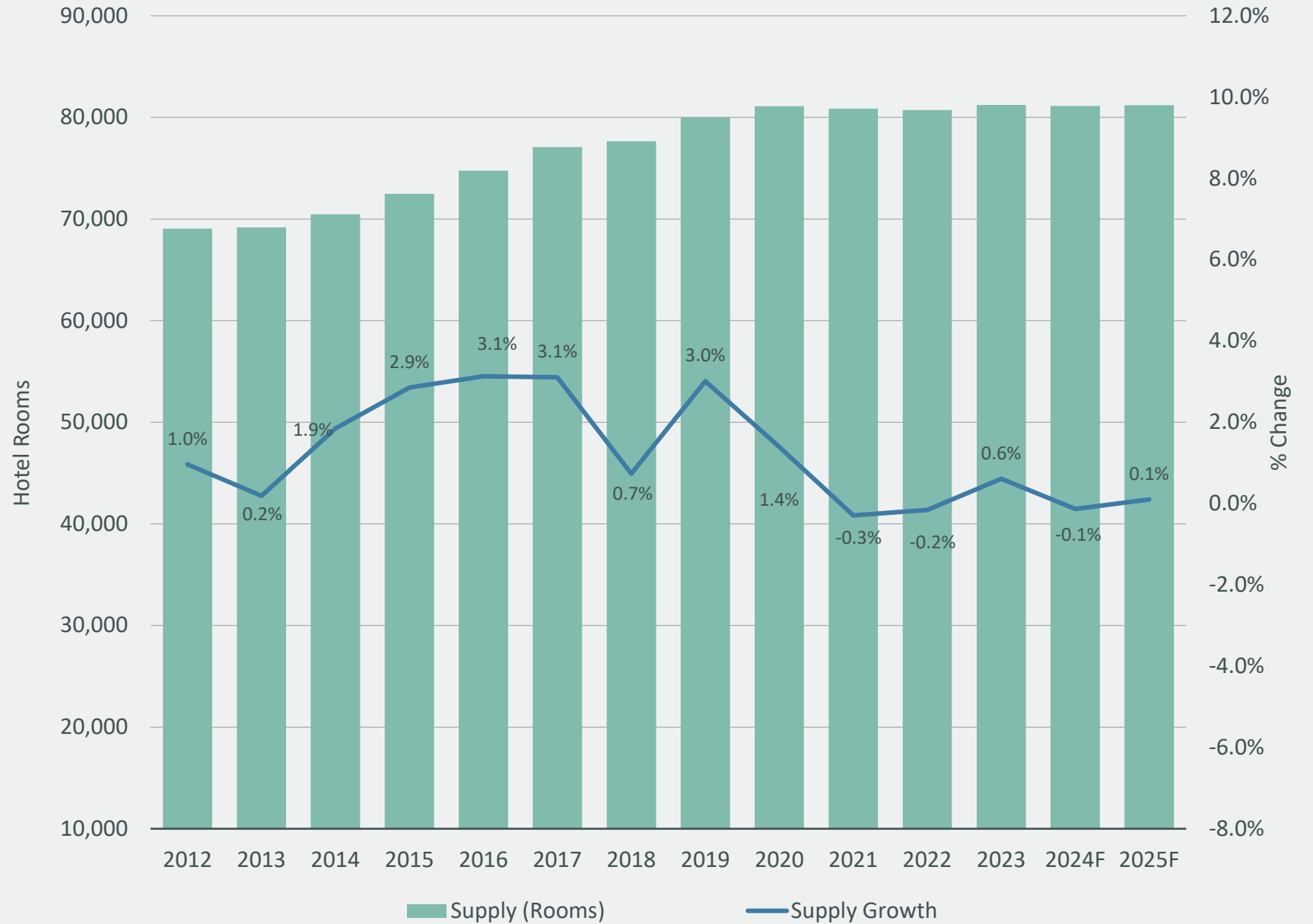




Alberta  
Outlook

# Alberta Hotel Supply

Source: CBRE Hotels



# Alberta Historic “Top Line” Results Comparison

Source: CBRE Hotels

		2023	2023 YTD July	2024 YTD July
<b>Grande Prairie</b>	Occupancy	65%	63%	62%
	ADR	\$136	\$134	\$141
	RevPAR	\$88	\$85	\$87
<b>Red Deer</b>	Occupancy	56%	56%	56%
	ADR	\$117	\$116	\$123
	RevPAR	\$65	\$64	\$68
<b>Lethbridge</b>	Occupancy	53%	51%	58%
	ADR	\$123	\$124	\$126
	RevPAR	\$65	\$63	\$74
<b>Medicine Hat</b>	Occupancy	58%	59%	57%
	ADR	\$115	\$112	\$121
	RevPAR	\$66	\$66	\$69

## Alberta Historic “Top Line” Results Comparison

Source: CBRE Hotels

		2023	2023 YTD July	2024 YTD July
<b>Fort McMurray</b>	Occupancy	49%	51%	46%
	ADR	\$141	\$139	\$151
	RevPAR	\$69	\$71	\$69
<b>Hinton</b>	Occupancy	53%	49%	50%
	ADR	\$164	\$160	\$164
	RevPAR	\$86	\$79	\$82
<b>Edson</b>	Occupancy	61%	63%	50%
	ADR	\$124	\$123	\$124
	RevPAR	\$75	\$78	\$61
<b>Stony Plain/ Spruce Grove</b>	Occupancy	53%	54%	49%
	ADR	\$112	\$111	\$120
	RevPAR	\$60	\$60	\$59



## Alberta Historic “Top Line” Results Comparison

Source: CBRE Hotels

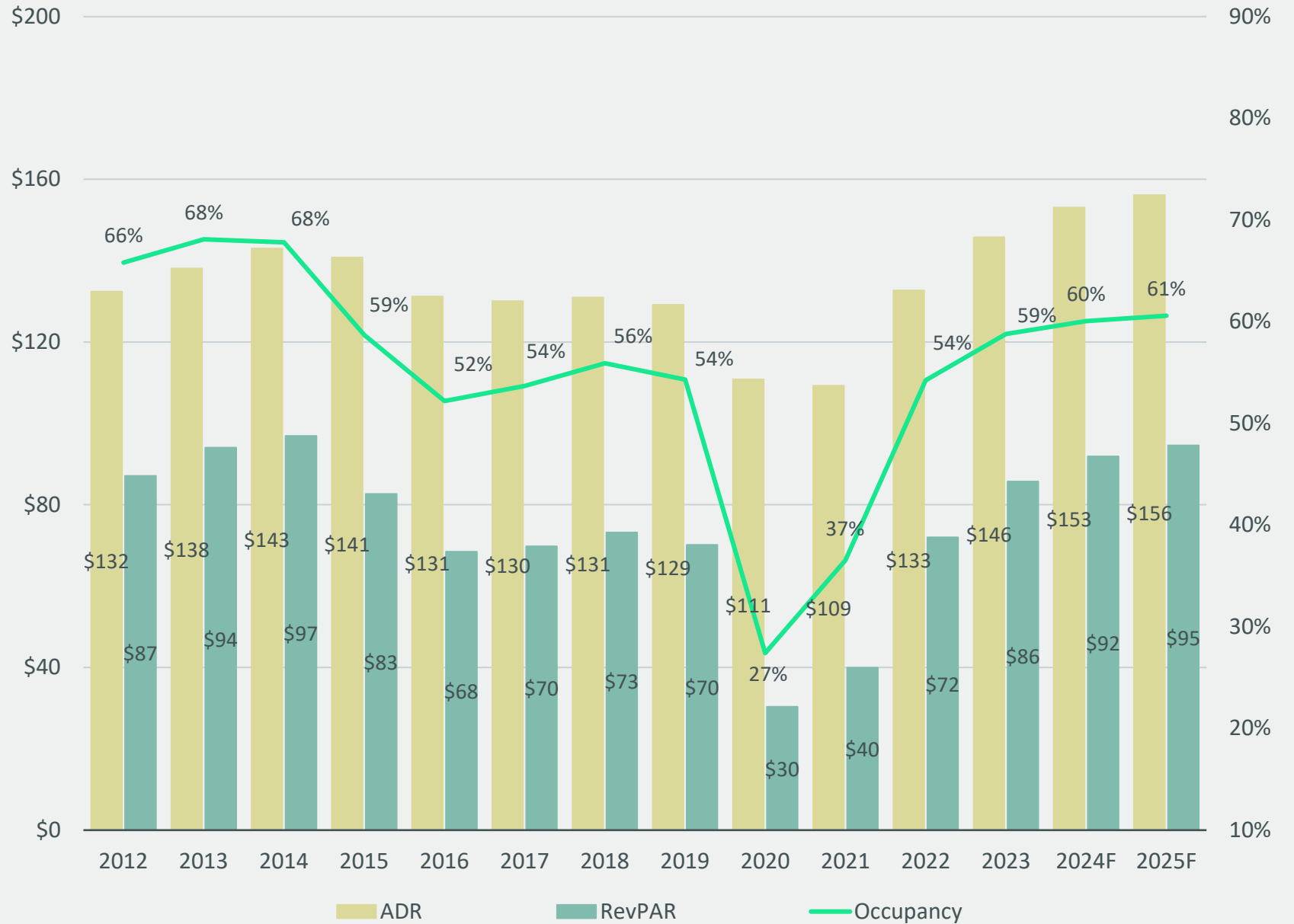
		2023	2023 YTD July	2024 YTD July
<b>Other Alberta</b> (excl. AB Resorts)	Occupancy	55%	54%	53%
	ADR	\$133	\$131	\$139
	RevPAR	\$73	\$71	\$74
<b>Resorts</b>	Occupancy	63%	63%	60%
	ADR	\$442	\$410	\$455
	RevPAR	\$279	\$260	\$272

## AB Major Market Outlook

		2019	2021	2022	2023	2024F	2025F
<b>Calgary</b>	Occupancy	61%	33%	58%	64%	67%	67%
	ADR	\$145	\$119	\$157	\$175	\$178	\$182
	RevPAR	\$88	\$40	\$91	\$112	\$119	\$122
<b>Edmonton</b>	Occupancy	56%	35%	53%	58%	61%	62%
	ADR	\$127	\$101	\$125	\$136	\$146	\$149
	RevPAR	\$71	\$35	\$65	\$79	\$89	\$92
<b>AB (excl resorts)</b>	Occupancy	54%	37%	54%	59%	60%	61%
	ADR	\$129	\$109	\$133	\$146	\$153	\$156
	RevPAR	\$70	\$40	\$72	\$86	\$92	\$95

# Alberta Top Line History & Forecast

Source: CBRE Hotels



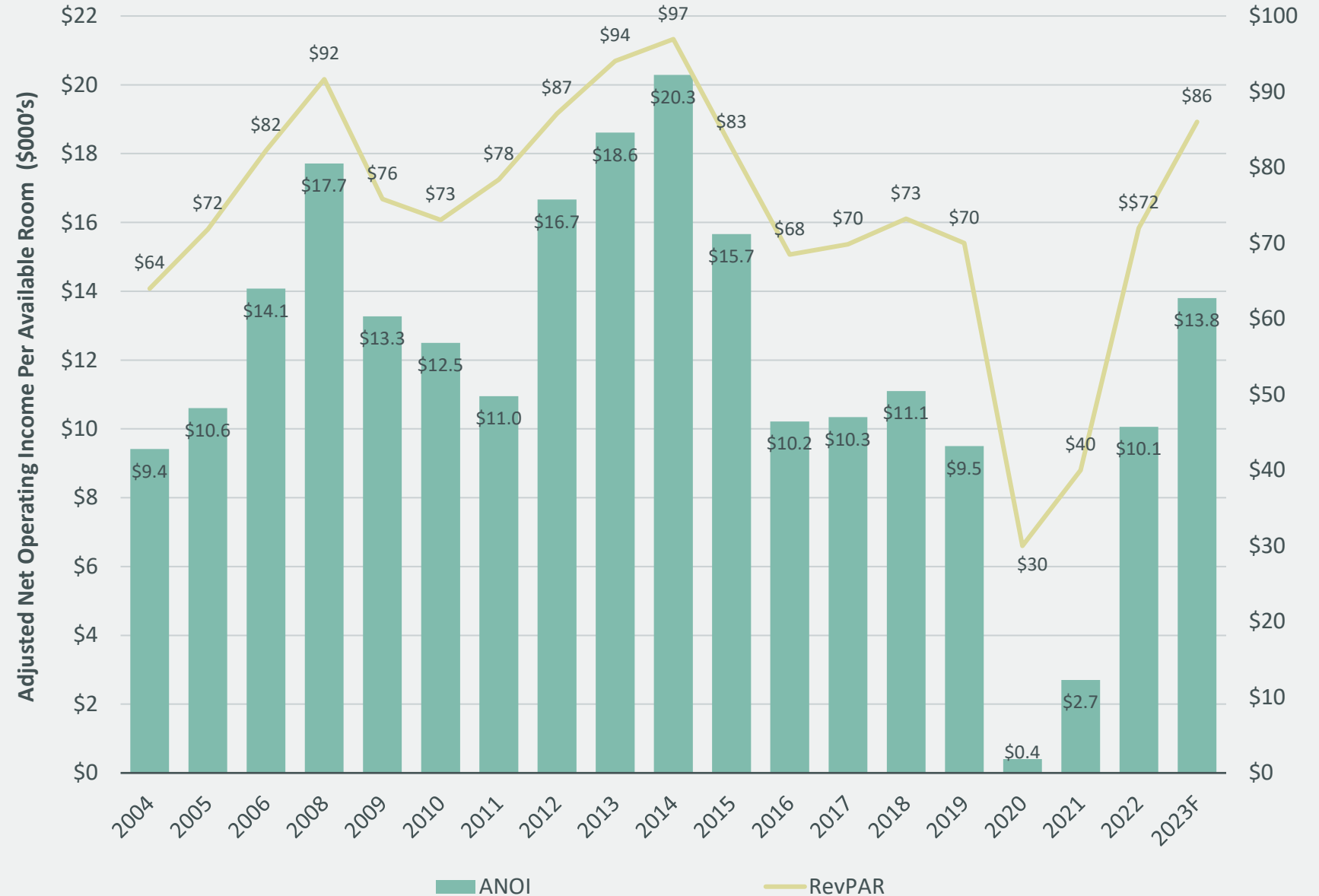
4

Financial  
Summary

# Alberta Historic Financial Performance

NOTE: Adjusted Net Operating Income is defined as income after property taxes, insurance, management fees, franchise fees, and capital reserves; but before rent, interest, income taxes, depreciation and amortization.

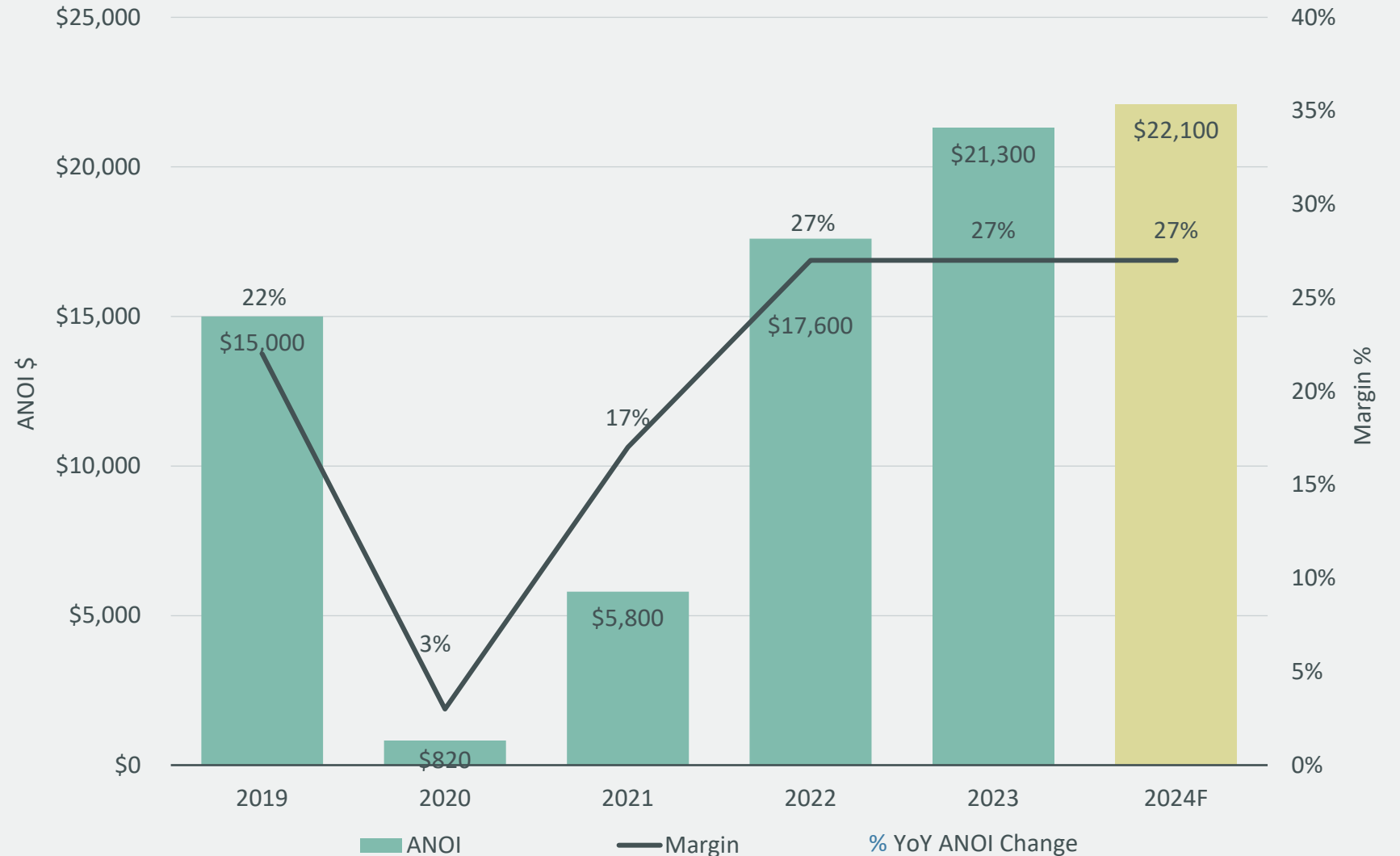
Source: CBRE Hotels



# National Bottom Lines

Adjusted Net Operating Income includes franchise fees, management fees, and capital reserve.

## Adjusted Net Operating Income/ Available Room (\$000's)



4

Investment  
Market  
Summary

# Investment Volume by Province 2023 & 2022

## 2023 Hotel Transactions

By Province	Properties	Volume	%
ON	16	\$449,201,979	30.5%
AB	21	\$356,920,206	24.2%
BC	15	\$307,862,200	20.9%
QC	12	\$232,637,869	15.8%
NB	2	\$46,200,000	3.1%
MB	2	\$41,450,000	2.8%
NS	1	\$34,000,000	2.3%
SK	1	\$5,200,000	0.4%
PEI	0	\$0	0.0%
NL	0	\$0	0.0%
<b>TOTAL</b>	<b>70</b>	<b>\$1,473,472,254</b>	<b>100.0%</b>

## 2022 Hotel Transactions

By Province	Properties	Volume	%
ON	38	\$658,734,500	62.4%
AB	16	\$174,281,300	16.0%
QC	6	\$102,254,600	9.8%
BC	7	\$88,600,000	8.5%
NB	2	\$22,755,000	2.2%
SK	1	\$6,885,000	0.7%
NS	1	\$3,100,000	0.3%
NL	1	\$3,000,000	0.3%
MB	0	\$0	0.0%
PEI	0	\$0	0.0%
<b>TOTAL</b>	<b>72</b>	<b>\$1,059,610,400</b>	<b>100.0%</b>



# Investment Volume by Province YTD July 2024 & 2023

## 2024 YTD July Hotel Transactions

By Province	Properties	Volume	%
ON	31	\$638,132,075	52.1%
AB	12	\$226,006,250	25.6%
BC	7	\$119,594,835	9.0%
QC	3	\$104,860,000	7.9%
NS	2	\$66,215,677	5.0%
NT	1	\$3,900,000	0.3%
MB	1	Confidential	0.0%
SK	0	\$0	0.0%
NB	0	\$0	0.0%
PEI	0	\$0	0.0%
NL	0	\$0	0.3%
<b>TOTAL</b>	<b>44</b>	<b>\$1,158,708,837</b>	

## 2023 YTD July Hotel Transactions

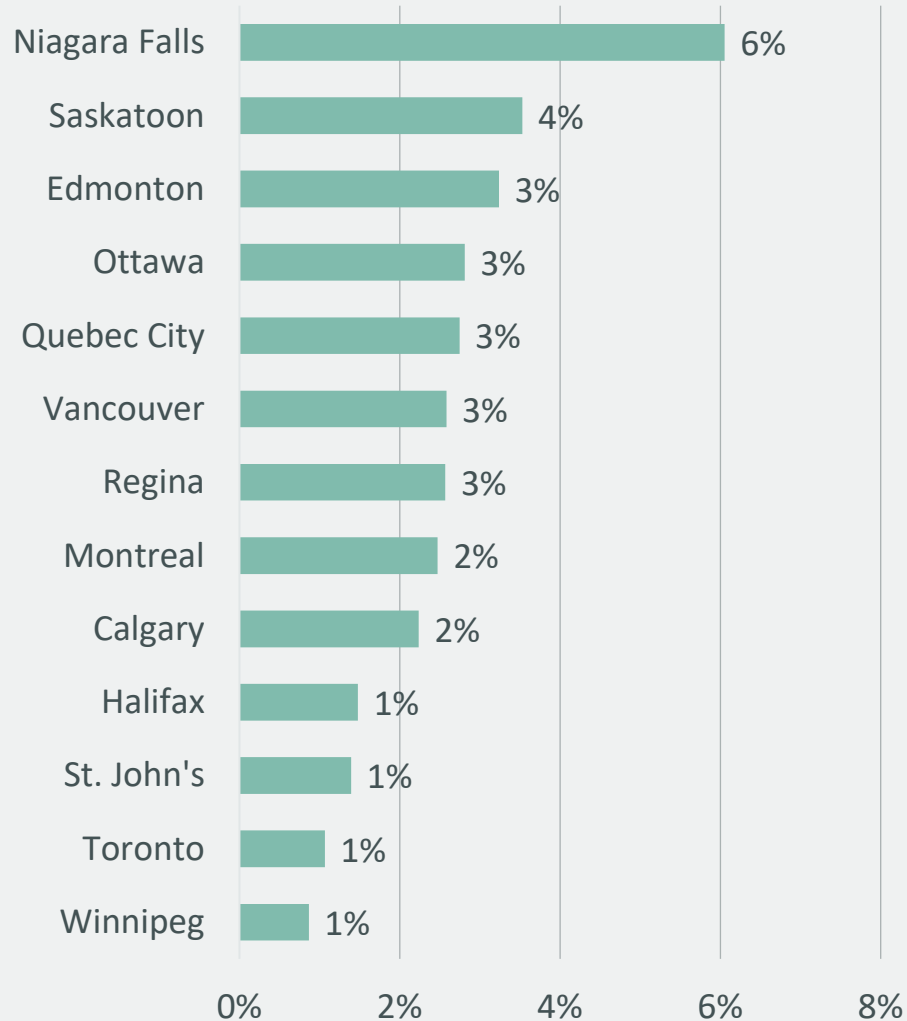
By Province	Properties	Volume	%
ON	38	\$658,734,500	62.4%
AB	16	\$174,281,300	16.0%
QC	6	\$102,254,600	9.8%
BC	7	\$88,600,000	8.5%
NB	2	\$22,755,000	2.20%
SK	1	\$6,885,000	0.7%
NS	1	\$3,100,000	0.3%
NL	1	\$3,000,000	0.3%
MB	0	\$0	0.0%
PEI	0	\$0	0.0%
NT	0	\$0	0.0%
<b>TOTAL</b>	<b>72</b>	<b>\$1,059,610,400</b>	<b>100.0%</b>



National  
Outlook

# 2025 Major Market Outlooks RevPAR Projection

## 2025 RevPAR Growth over 2024



## 2025 RevPAR Projection Ranking

	RevPAR \$
Vancouver	\$230
Toronto	\$175
Montreal	\$166
Quebec City	\$162
Niagara Falls	\$159
Halifax	\$149
Ottawa	\$142
Winnipeg	\$126
Calgary	\$122
St. John's	\$108
Saskatoon	\$97
Edmonton	\$92
Regina	\$79

# 2024 to 2027 Long Range Outlook

	Indicator			Year Over Year Change				
	Occ	ADR	RevPAR	Supply	Demand	Occ	ADR	RevPAR
<b>HISTORIC</b>								
2019	65%	\$163	\$106	1.4%	0.8%	-1 pt	5%	5%
2020	30%	\$128	\$39	0.7%	-53.5%	-35 pts	-22%	-64%
2021	41%	\$135	\$56	0.5%	38.7%	11 pts	5%	45%
2022	61%	\$179	\$109	0.5%	47.4%	20 pts	33%	95%
2023	66%	\$197	\$129	0.7%	8.7%	5 pts	11%	20%
<b>OUTLOOK</b>								
2024	66%	\$203	\$133	0.6%	0.4%	0 pts	3.4%	3.2%
2025	66%	\$208	\$137	1.4%	1.7%	0 pts	2.4%	2.7%
2026	66%	\$212	\$139	1.7%	1.5%	0 pts	2.0%	1.8%
2027	65%	\$217	\$141	1.8%	1.1%	-1 pt	2.0%	1.3%



Q&A

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