

February, 2017
Destination Room Night Actuals

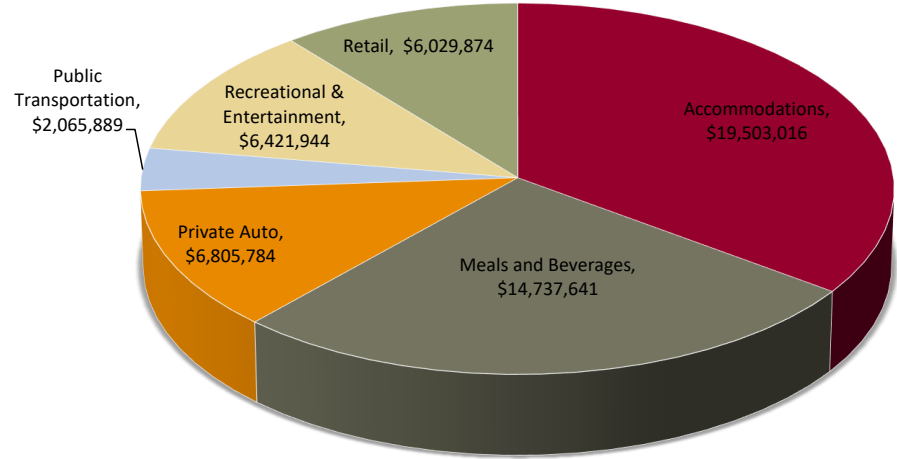
Event	Date		Room Nights		Combined
			Sold	Occupancy	Entrances VPD
	01-Feb-17	Wed	2,551	53.9%	11,233
	02-Feb-17	Thu	2,766	58.4%	12,537
	03-Feb-17	Fri	3,972	83.9%	14,883
BMH/CMH CAHL Games	04-Feb-17	Sat	4,275	90.3%	15,340
BMH/CMH CAHL Games	05-Feb-17	Sun	2,578	54.4%	11,334
	06-Feb-17	Mon	2,202	46.5%	8,626
	07-Feb-17	Tue	2,364	49.9%	9,826
	08-Feb-17	Wed	2,618	55.3%	10,134
	09-Feb-17	Thu	2,879	60.8%	10,095
Lake Louise Yoga & Ski Spring Retreat	10-Feb-17	Fri	3,815	80.6%	14,430
Lake Louise Yoga & Ski Spring Retreat & BHM Atom, BMH/CMH/CAHL	11-Feb-17	Sat	4,213	89.0%	18,317
Lake Louise Yoga & Ski Spring Retreat & BHM Atom, BMH/CMH/CAHL	12-Feb-17	Sun	2,553	53.9%	17,517
	13-Feb-17	Mon	2,338	49.4%	12,977
Valentine's Day	14-Feb-17	Tue	2,543	53.7%	13,659
	15-Feb-17	Wed	2,605	55.0%	12,871
	16-Feb-17	Thu	2,978	62.9%	14,431
Family Day Weekend	17-Feb-17	Fri	3,712	78.4%	17,734
Family Day Weekend & BMH/CMH/CAHL Games	18-Feb-17	Sat	4,270	90.2%	21,461
Family Day Weekend & BMH/CMH/CAHL Games	19-Feb-17	Sun	3,902	82.4%	23,362
Family Day Weekend	20-Feb-17	Mon	2,997	63.3%	22,471
	21-Feb-17	Tue	3,283	69.3%	16,858
	22-Feb-17	Wed	3,715	78.4%	14,871
	23-Feb-17	Thu	3,866	81.6%	15,650
	24-Feb-17	Fri	4,163	87.9%	17,396
BHA Showcase (Girls), BMH/CMH/CAHL Games	25-Feb-17	Sat	4,078	86.1%	18,396
BHA Showcase (Girls), BMH/CMH/CAHL Games	26-Feb-17	Sun	2,395	50.6%	13,774
	27-Feb-17	Mon	2,254	47.6%	12,308
	28-Feb-17	Tue	2,574	54.3%	12,594
		Room Nights Sold	88,459	66.7%	415,085

Total Rooms Available	5,462
Average Daily Rate	\$ 191.17
Monthly Room Revenue	\$ 19,503,015.58
Monthly Tourism Levy	\$ 780,120.62

In-Destination Expenditure by Sector
February, 2017

Accommodations	\$	19,503,016
Meals and Beverages	\$	14,737,641
Private Auto	\$	6,805,784
Public Transportation	\$	2,065,889
Recreational & Entertainment	\$	6,421,944
Retail	\$	6,029,874
Total	\$	55,564,148

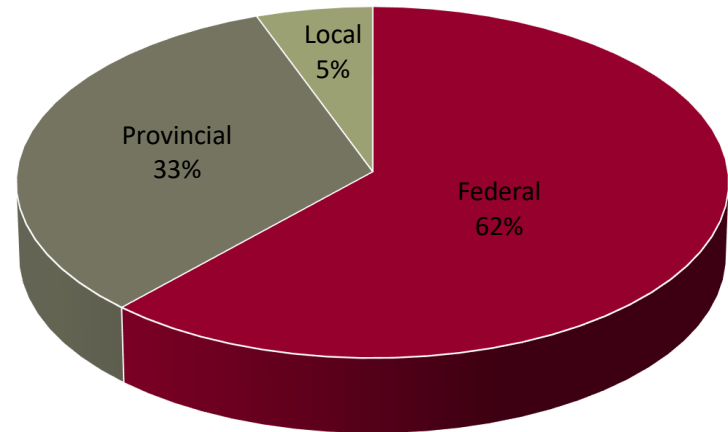
In-Destination Expenditure by Sector



Province Wide Economic Impact
February, 2017

Direct Expenditure	\$	55,564,148
Indirect Impact	\$	85,447,025
Total	\$	141,011,173

Province Wide Taxes Generated



Province Wide Taxes Generated
February, 2017

Federal	\$	17,687,579
Provincial	\$	9,345,564
Local	\$	1,606,921

