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Canada’s hotel revenue rose for a 10th straight month in October

RevPAR climbed 9.0% to C$162.61, with average daily rates rising faster than occupancy

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Canada’s hotel market extended its run of revenue growth in October, with room income rising for a 10th straight month as both occupancy and average room rates moved higher.

CoStar said on Thursday, November 19, that revenue per available room, a key industry measure known as RevPAR, rose 9.0% from a year earlier to C$162.61 across Canada. The gain was driven by a combination of stronger pricing and higher occupancy, with room rates increasing faster than the share of rooms filled.

Occupancy reached 71.4% in October, up 2.4% on a relative basis from October 2025, according to the data. Average daily rate climbed 6.5% to C$227.75. That meant hotels were not only selling more rooms than a year earlier, but also charging more for them, lifting overall room revenue.

The figures cover Canada’s overall hotel market and are reported in nominal Canadian dollars. CoStar’s release did not separate how much of the increase reflected real growth in demand and pricing power and how much may have been influenced by inflation.

The latest results are notable less for a single month’s increase than for the length of the streak. CoStar said October marked the 10th consecutive month of year-over-year growth for both RevPAR and average daily rate, pointing to sustained momentum in hotel pricing and revenue through most of the year.

RevPAR is watched closely in the lodging business because it captures the combined effect of occupancy and room prices. A hotel market can lift RevPAR by filling more rooms, raising rates, or doing both at the same time. In Canada’s October results, the larger contribution came from pricing, with the average daily rate posting a stronger increase than occupancy.

The occupancy figure also showed a more modest rise than the room-rate measure. CoStar’s data indicated the 2.4% change in occupancy was a relative increase, not a gain of 2.4 percentage points. That distinction matters because it points to steady improvement in room demand, but not a sharp jump in the share of rooms sold.

The data suggest that Canada’s hotel industry entered the final quarter of the year with revenue trends still moving upward. With occupancy above 70% and average daily rates continuing to rise, hotel operators across the country were able to post another month of higher nominal room revenue compared with October 2025.