

17

EXHIBITION PLACE

October 20, 1999

To: Board of Governors of Exhibition Place

From: Ernest Vincent, General Manager
The National Trade Centre

Dianne Young, Interim General Manager
Exhibition Place

Subject: **Occupancy Statistics for 1999/2000 in The National Trade Centre**

Purpose:

This report is provided for information purposes to provide the Board of Governors (the "Board") with the occupancy statistics for The National Trade Centre for the calendar years 1999 and 2000.

Background:

At the joint meeting of the Executive Committee and Business Development Committee held on September 8, 1999, the General Manager of The National Trade undertook a commitment to submit a report indicating the percentage of occupancy O&Y/SMG Canada is achieving in The National Trade Centre and furthermore, to report on renewal of trade and consumer shows in The National Trade Centre.

Discussion:

The occupancy percentage for 1999 was 51%, and the projected occupancy percentage (to date) for 2000 is 54.5%. A full/stabilized occupancy rate for Trade Centres is approximately 65%. This is due to the nature of trade and consumer show's occupancy patterns, and Statutory or other Holiday Days/Weekends (i.e. Christmas, Thanksgiving, Easter, High Jewish Holidays, Civic Holidays, etc.)

In 1999, 100 events (including trade and consumer shows, special events, seminars, film shoots, etc.) were held in The National Trade Centre. This figure does not include food and beverage functions booked by Servo Canada. Of these 100 events, 49 were renewed events (from 1998)

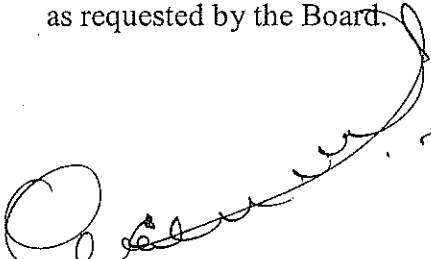
and 51 were new bookings (first year in The National Trade Centre). Of the 49 renewed events, 40 were trade and consumer shows. In 1998, there were 44 trade and consumer shows that were eligible for renewal. O&Y/SMG Canada, on behalf of the Board, renewed 40 of the 44 trade and consumer shows for 1999. Of the 4 that were not renewed, 3 shows folded or went into bankruptcy (Cottage Show, Asia Show and Quarterama) and 1 show was not renewed by O&Y/SMG Canada due to default of their lease agreement as it relates to non-payment of services (Chinese New Year).

In summary:

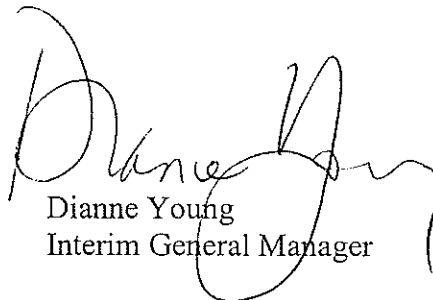
- (a) occupancy statistics for 1999 were 51% and to date are 54.5% for 2000;
- (b) 49 events were renewed from 1998 to 1999 and 51 new events were booked in 1999 for 1999; (additional events that have been booked in 1999 for future years are not included in these statistics);
- (c) 40 out of 44 possible trade and consumer show renewals were renewed from 1998 to 1999; of the four not renewed, 3 no longer exist and 1 was not rebooked due to non-payment of prior services.

Conclusion:

This report provides information on occupancy and renewal rates of The National Trade Centre as requested by the Board.



Ernest Vincent
General Manager, NTC



Dianne Young
Interim General Manager

The foregoing report was reviewed by the Executive Committee at its meeting held on October 22, 1999 and is referred to the Board of Governors for INFORMATION