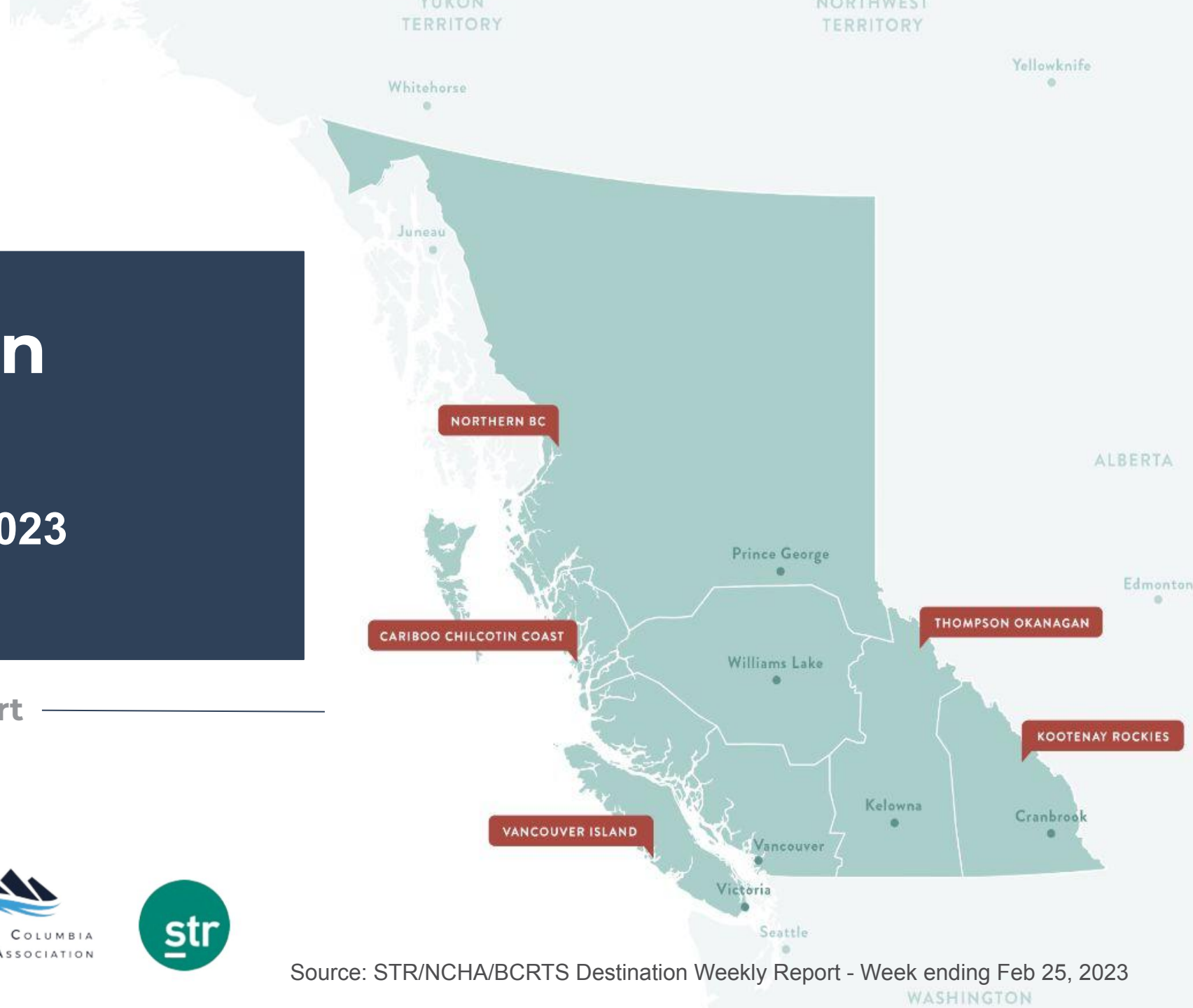


Weekly Visitor Insights

STR Destination Report

Feb 19, 2023 to Feb 25, 2023

2023 Weekly Report



SYMPHONY
TOURISM
SERVICES

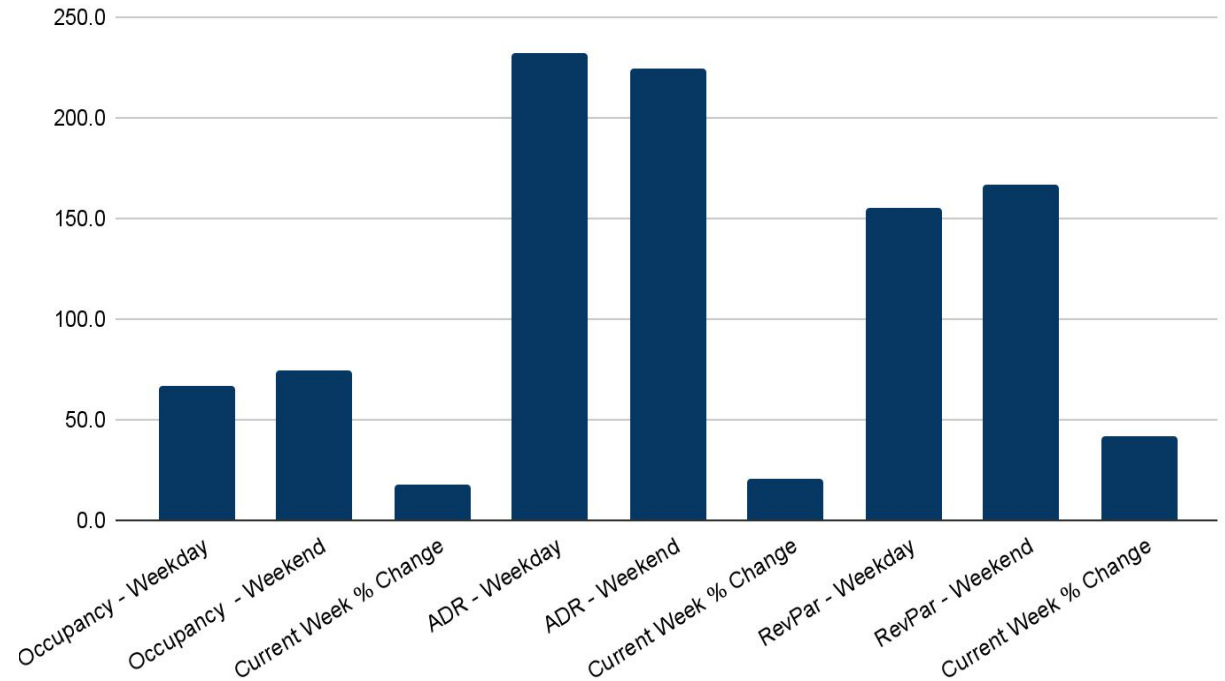


Source: STR/NCHA/BCRTS Destination Weekly Report - Week ending Feb 25, 2023

STR Summary BC & Regions

Feb 19 - Feb 25, 2023

- British Columbia had a **66.9%** occupancy from Sunday-Thursday and a **74.5%** occupancy during the weekend, up **17.7%** compared to the same week in 2022
- British Columbia had an ADR of **\$231.62** from Sunday-Thursday and an ADR of **\$224.08** during the weekend, up **20.2%** compared to the same week in 2022
- British Columbia had a RevPAR of **\$155.07** from Sunday-Thursday and a RevPAR of **\$166.96** during the weekend, up **41.4%** compared to the same week in 2022



Regional Statistics the Weekend of Feb 19 - Feb 25, 2023:

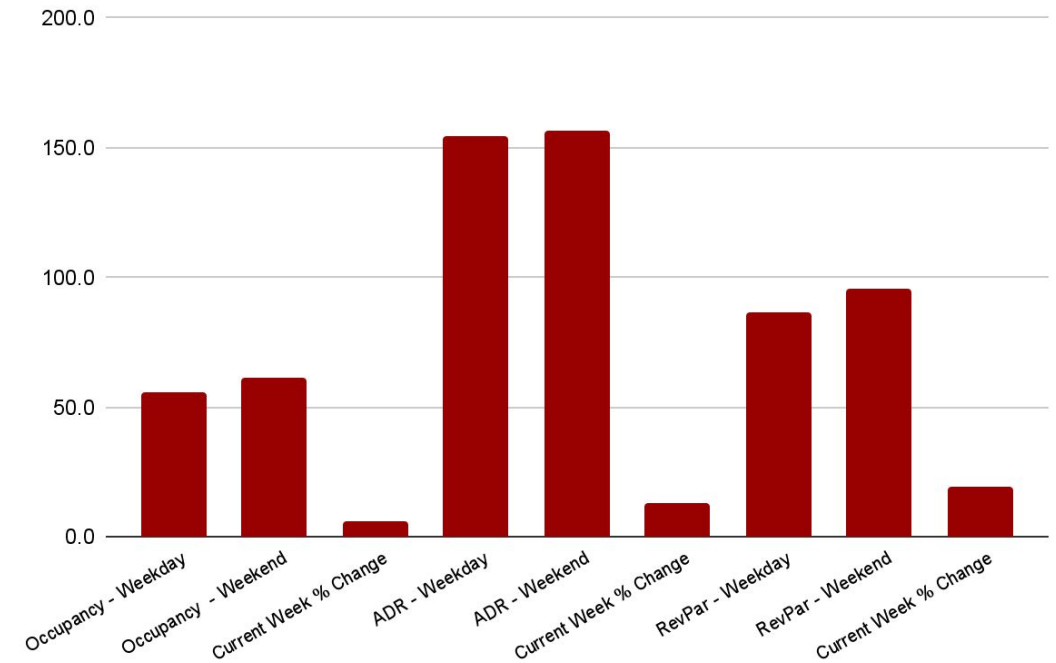
	OCC	ADR	REVPAR
Vancouver	84.3	\$211.92	\$178.68
Vancouver Island	66.5	\$182.82	\$121.49
Whistler	89.4	\$782.71	\$699.37
Thompson Okanagan	62.4	\$162.81	\$101.54
Northern BC	60.4	\$131.83	\$79.62
Kootenay Rockies	71.6	\$170.01	\$121.68
Cariboo Coast/South Central BC	61.2	\$156.65	\$95.84

Cariboo Chilcotin Coast Summary

Internal Use Only

Feb 19 - Feb 25, 2023

- The Cariboo Chilcotin Coast had a **56.0%** occupancy from Sunday - Thursday and a **61.2%** occupancy during the weekend, giving the region the **third-lowest** percent occupancy in BC
 - Compared to the week of Feb 26, 2022, occupancy is up **6.0%**
- The Cariboo Chilcotin Coast had an ADR of **\$154.51** from Sunday - Thursday and an ADR of **\$156.65** during the weekend, giving the region the **second-lowest** ADR in BC
 - Compared to the week of Feb 26, 2022, ADR is up **13.0%**
- The Cariboo Chilcotin Coast had a RevPAR of **\$86.55** from Sunday - Thursday and a RevPAR of **\$95.84** during the weekend, giving the region the **second-lowest** RevPAR in BC
 - Compared to the week of Feb 26, 2022, RevPAR is up **19.7%**



British Columbia:

Weekday (Sunday - Thursday)
 Weekend (Friday - Saturday)
 Compared to the same week in 2022

	OCC	ADR	REVPAR
Weekday (Sunday - Thursday)	66.9%	\$231.62	\$155.07
Weekend (Friday - Saturday)	74.5%	\$224.08	\$166.96
Compared to the same week in 2022	17.7%	20.2%	41.4%



Glossary

- **Occupancy:** Calculated by the number of occupied rooms divided by the number of available rooms that physically exist in a hotel
- **Average Daily Rate (ADR):** Represents the average rental income per paid occupied room in a given time period; however, ADR itself cannot be used to measure a hotel's performance
- **Revenue per Available Room (RevPAR):** Calculated by multiplying a hotel's ADR by its occupancy rate, an increase in RevPAR most likely indicates an improvement in occupancy rate and can be used to measure a hotel's performance

Contact Us

Robb MacDonald

Managing Director, Symphony Tourism Services

Email: rmacdonald@totabc.com

symphonytourismservices.com



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