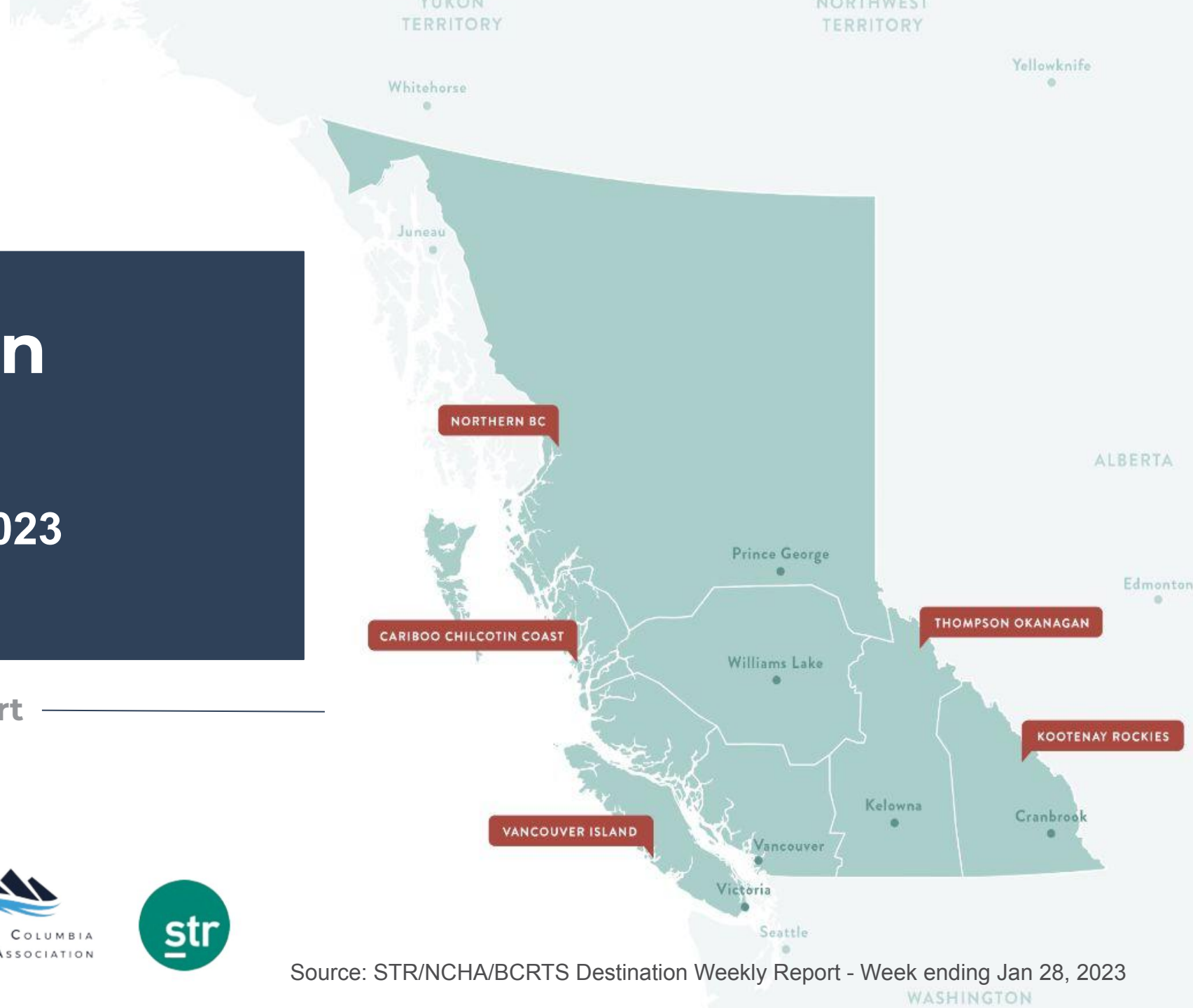


# Weekly Visitor Insights

# STR Destination Report

Jan 22, 2023 to Jan 28, 2023

2023 Weekly Report



SYMPHONY  
TOURISM  
SERVICES



Source: STR/NCHA/BCRTS Destination Weekly Report - Week ending Jan 28, 2023

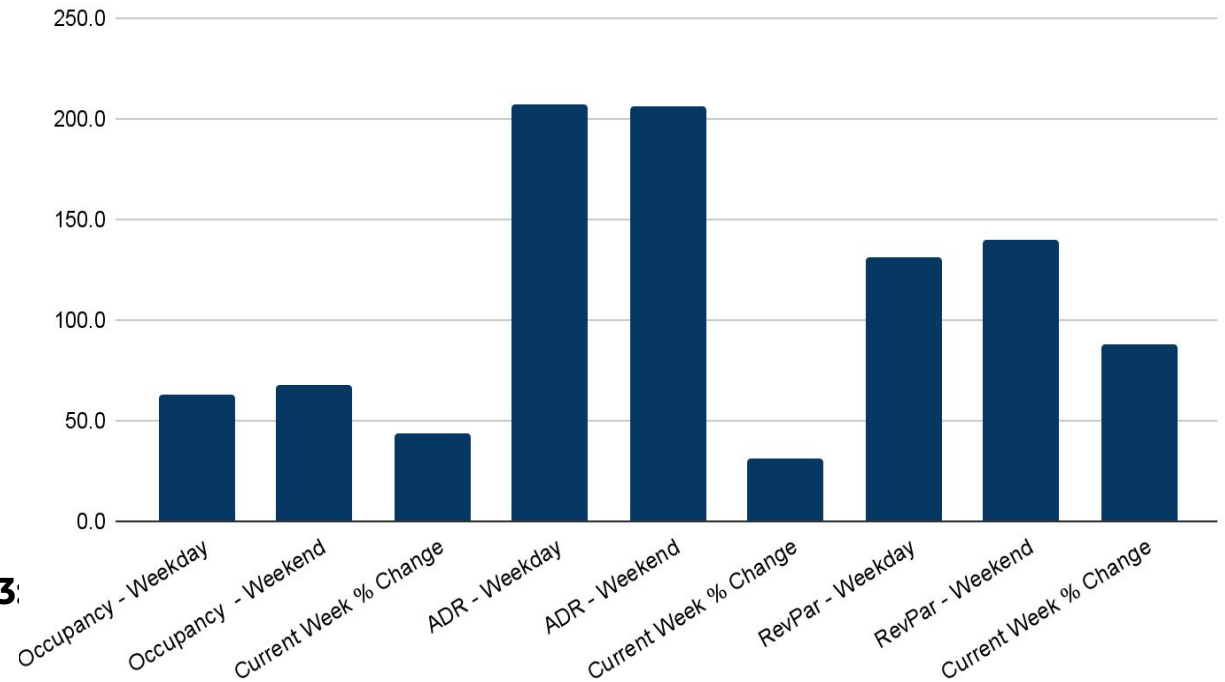
# STR Summary BC & Regions

## Jan 22 - Jan 28, 2023

- British Columbia had a **63.2%** occupancy from Sunday-Thursday and a **68.1%** occupancy during the weekend, up **43.7%** compared to the same week in 2022
- British Columbia had an ADR of **\$206.75** from Sunday-Thursday and an ADR of **\$206.03** during the weekend, up **30.7%** compared to the same week in 2022
- British Columbia had a RevPAR of **\$130.66** from Sunday-Thursday and a RevPAR of **\$140.22** during the weekend, up **87.8%** compared to the same week in 2022

### Regional Statistics the Weekend of Jan 27 - Jan 28, 2023:

	OCC	ADR	REVPAR
Vancouver	75.0	\$194.09	\$145.60
Vancouver Island	58.1	\$173.41	\$100.70
Whistler	90.7	\$638.14	\$579.10
Thompson Okanagan	60.1	\$151.43	\$91.00
Northern BC	55.1	\$130.38	\$71.87
Kootenay Rockies	64.9	\$163.33	\$106.01
Cariboo Coast/South Central BC	56.6	\$149.98	\$84.86

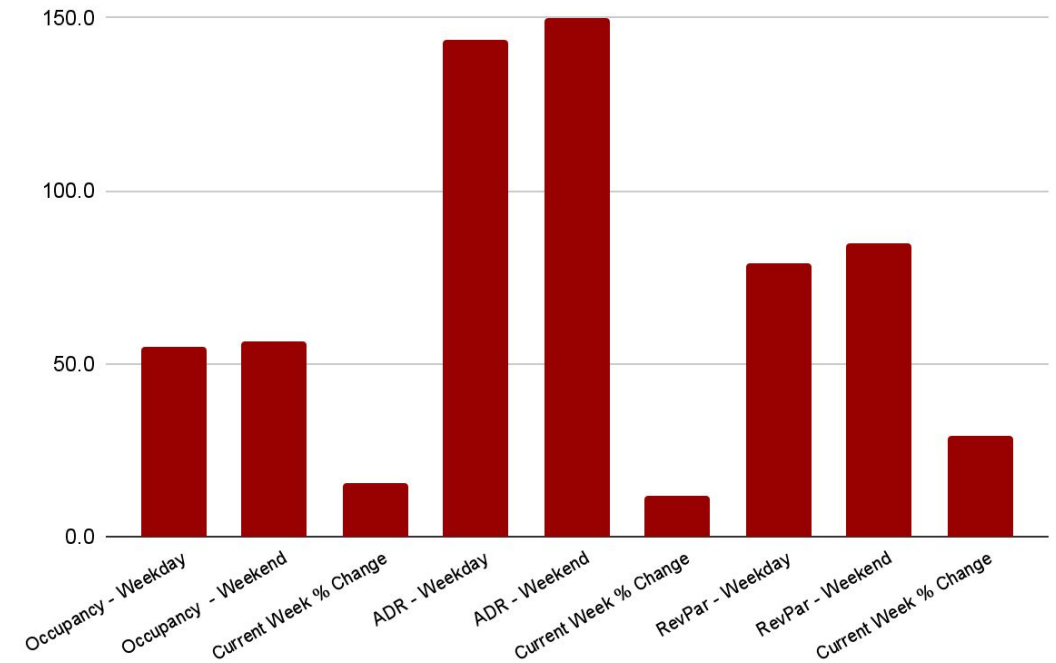


# Cariboo Chilcotin Coast Summary

Internal Use Only

## Jan 22 - Jan 28, 2023

- The Cariboo Chilcotin Coast had a **55.0%** occupancy from Sunday - Thursday and a **56.6%** occupancy during the weekend, giving the region the **third-highest** percent occupancy in BC
  - Compared to the week of Jan 23, 2022, occupancy is up **15.4%**
- The Cariboo Chilcotin Coast had an ADR of **\$143.85** from Sunday - Thursday and an ADR of **\$149.98** during the weekend, giving the region the **second-lowest** ADR in BC
  - Compared to the week of Jan 23, 2022, ADR is up **12.1%**
- The Cariboo Chilcotin Coast had a RevPAR of **\$79.12** from Sunday - Thursday and a RevPAR of **\$84.86** during the weekend, giving the region the **fourth-highest** RevPAR in BC
  - Compared to the week of Jan 23, 2022, RevPAR is up **29.4%**



### British Columbia:

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

	OCC	ADR	REVPAR
Weekday (Sunday - Thursday)	63.2%	\$206.75	\$130.66
Weekend (Friday - Saturday)	68.1%	\$206.03	\$140.22
Compared to the same week in 2022	<b>43.7%</b>	<b>30.7%</b>	<b>87.8%</b>



# 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

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