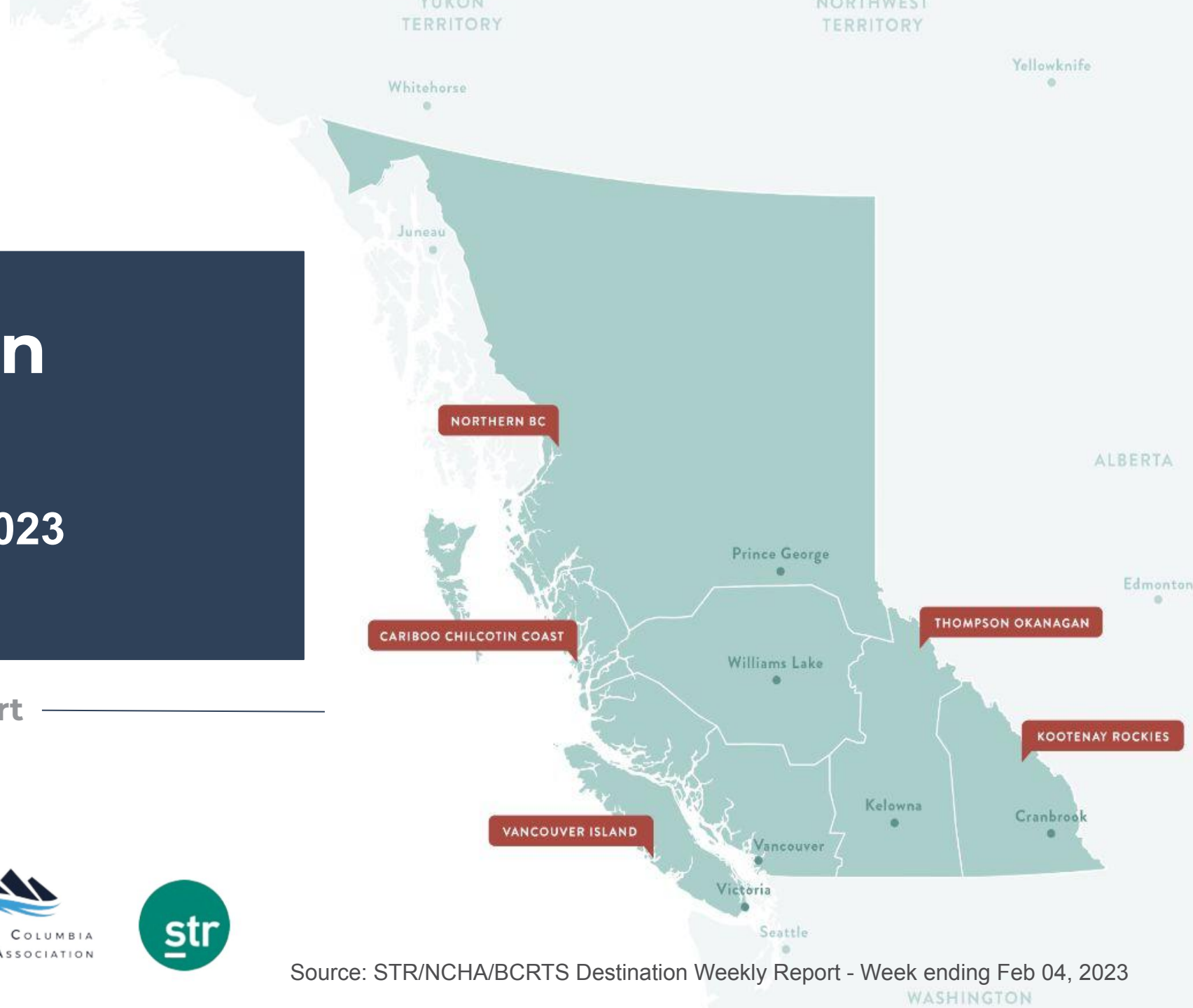


Weekly Visitor Insights

STR Destination Report

Jan 29, 2023 to Feb 04, 2023

2023 Weekly Report



SYMPHONY
TOURISM
SERVICES

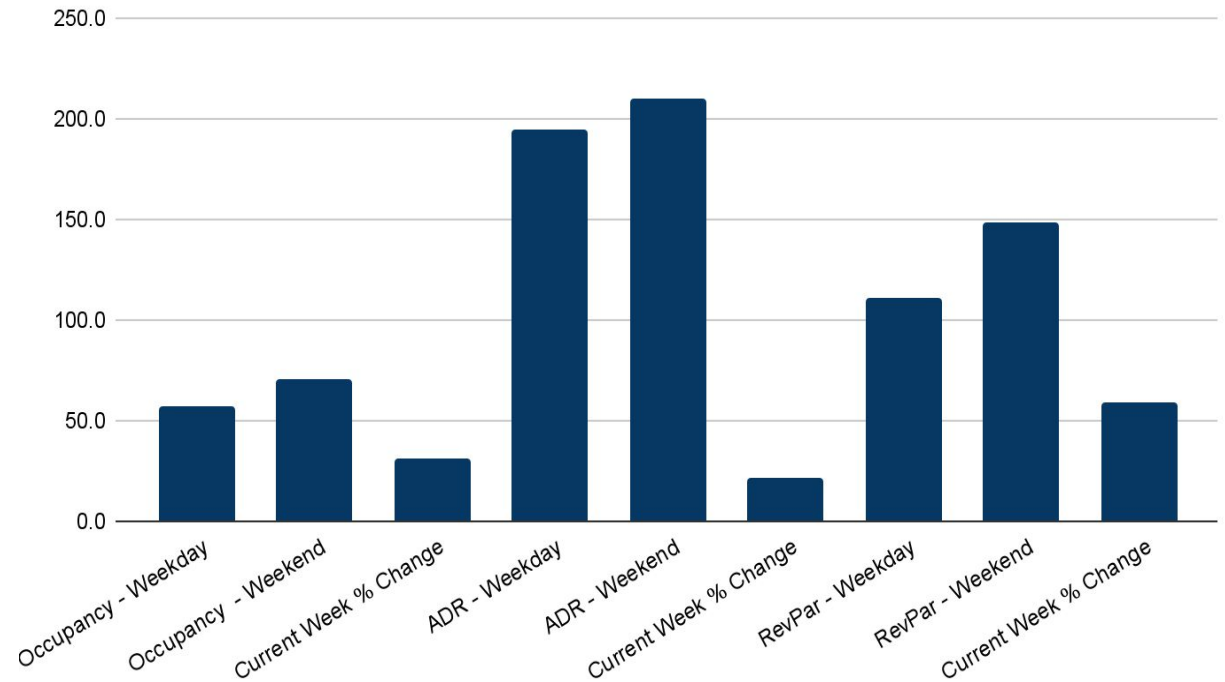


Source: STR/NCHA/BCRTS Destination Weekly Report - Week ending Feb 04, 2023

STR Summary BC & Regions

Jan 29 - Feb 04, 2023

- British Columbia had a **57.0%** occupancy from Sunday-Thursday and a **70.6%** occupancy during the weekend, up **31.1%** compared to the same week in 2022
- British Columbia had an ADR of **\$194.93** from Sunday-Thursday and an ADR of **\$210.08** during the weekend, up **21.4%** compared to the same week in 2022
- British Columbia had a RevPAR of **\$111.21** from Sunday-Thursday and a RevPAR of **\$148.41** during the weekend, up **59.1%** compared to the same week in 2022



Regional Statistics the Weekend of Feb 03 - Feb 04, 2023:

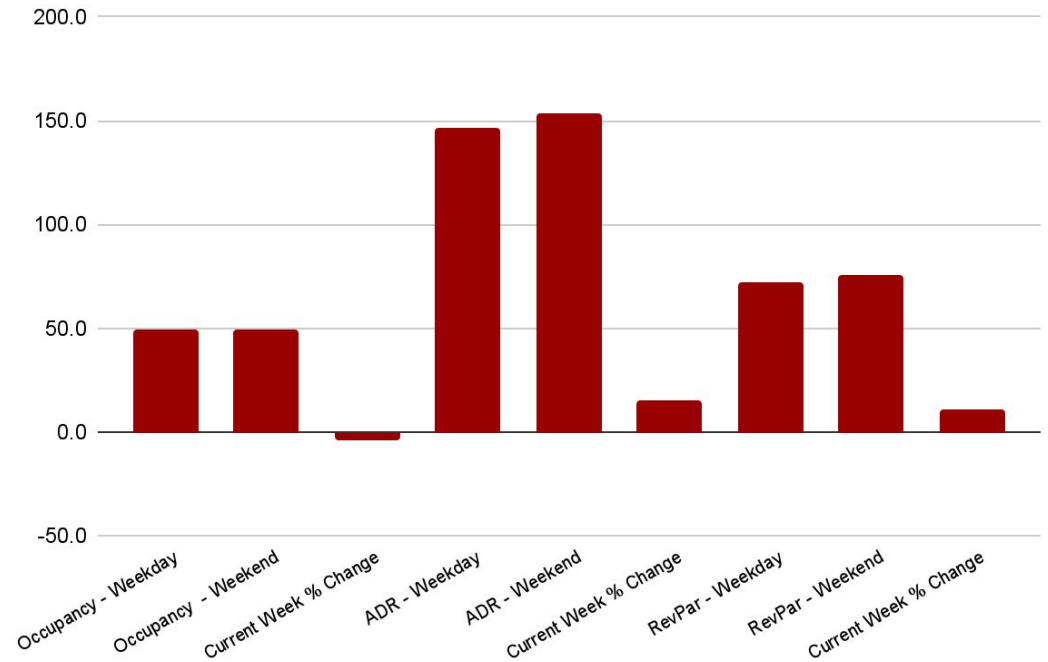
	OCC	ADR	REVPAR
Vancouver	79.5	\$207.40	\$164.81
Vancouver Island	54.3	\$163.84	\$89.02
Whistler	88.2	\$598.94	\$528.22
Thompson Okanagan	66.0	\$157.55	\$104.00
Northern BC	55.5	\$131.68	\$73.14
Kootenay Rockies	64.2	\$169.83	\$109.11
Cariboo Coast/South Central BC	49.2	\$153.12	\$75.30

Cariboo Chilcotin Coast Summary

Internal Use Only

Jan 29 - Feb 04, 2023

- The Cariboo Chilcotin Coast had a **49.4%** occupancy from Sunday - Thursday and a **49.2%** occupancy during the weekend, giving the region the **second-lowest** percent occupancy in BC
 - Compared to the week of Jan 30, 2022, occupancy is down **3.7%**
- The Cariboo Chilcotin Coast had an ADR of **\$146.27** from Sunday - Thursday and an ADR of **\$153.12** during the weekend, giving the region the **second-lowest** ADR in BC
 - Compared to the week of Jan 30, 2022, ADR is up **15.2%**
- The Cariboo Chilcotin Coast had a RevPAR of **\$72.27** from Sunday - Thursday and a RevPAR of **\$75.30** during the weekend, giving the region the **second-lowest** RevPAR in BC
 - Compared to the week of Jan 30, 2022, RevPAR is up **10.9%**



British Columbia:

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

	OCC	ADR	REVPAR
Weekday (Sunday - Thursday)	57.0%	\$194.93	\$111.21
Weekend (Friday - Saturday)	70.6%	\$210.08	\$148.41
Compared to the same week in 2022	31.1%	21.4%	59.1%



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



SYMPHONY
TOURISM
SERVICES

Participate in the STR “STAR” report: Submit your data and receive free reports benchmarking your performance against your market. Sign up today for free here:

<https://surveys.str.com/s3/Hotel-Enrollment-Form>