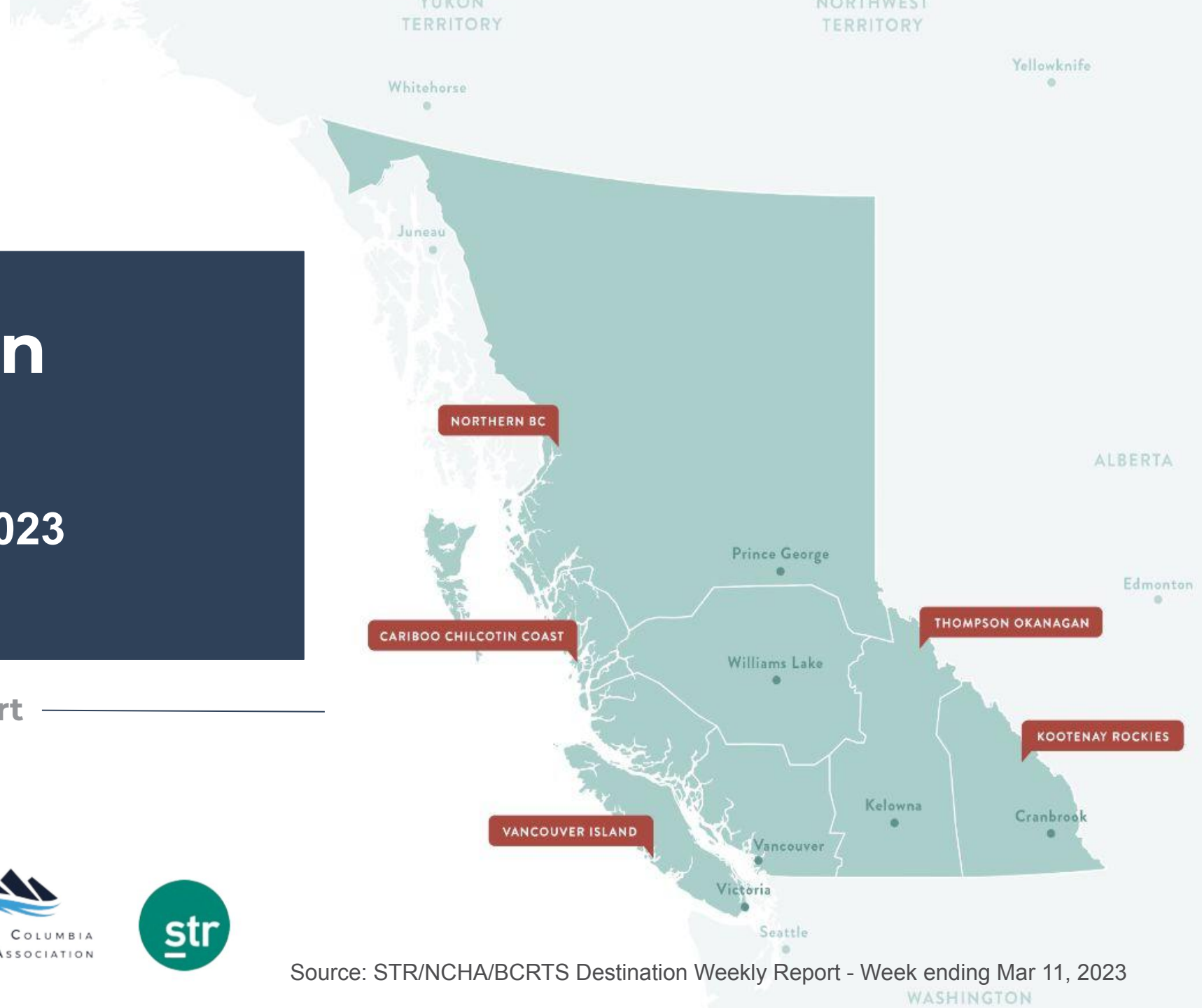


Weekly Visitor Insights

STR Destination Report

Mar 05, 2023 to Mar 11, 2023

2023 Weekly Report



SYMPHONY
TOURISM
SERVICES



BRITISH COLUMBIA
HOTEL ASSOCIATION

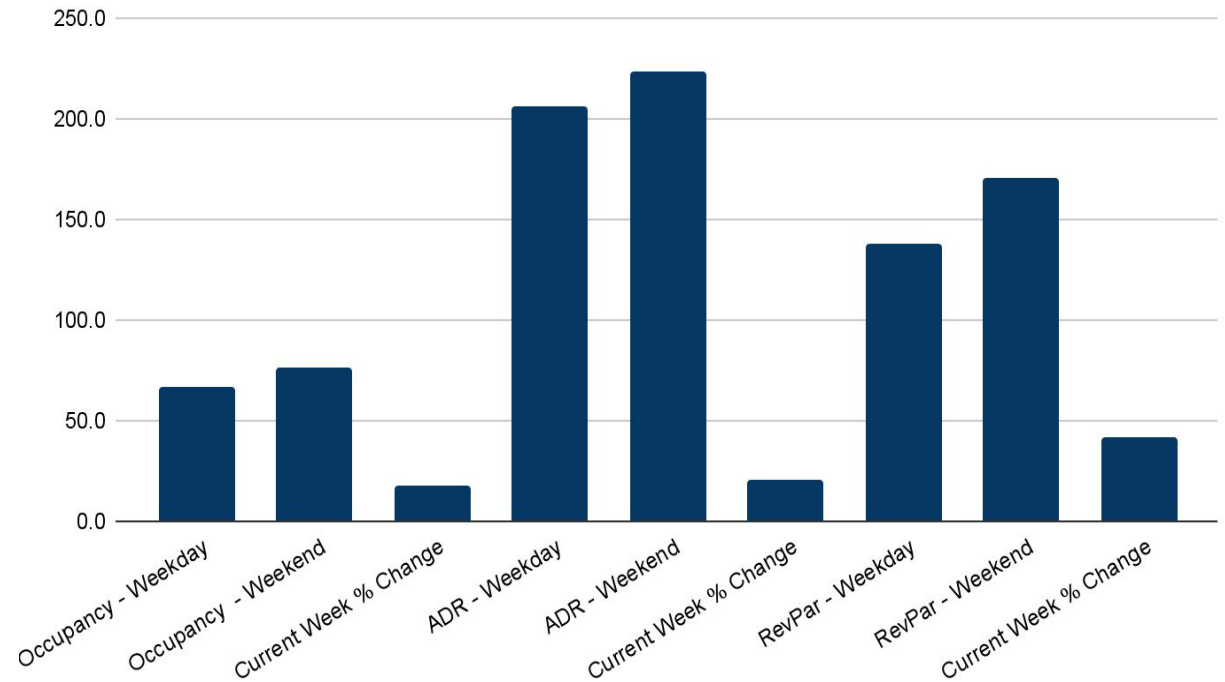


Source: STR/NCHA/BCRTS Destination Weekly Report - Week ending Mar 11, 2023

STR Summary BC & Regions

Mar 05 - Mar 11, 2023

- British Columbia had a **66.8%** occupancy from Sunday-Thursday and a **76.3%** occupancy during the weekend, up **17.9%** compared to the same week in 2022
- British Columbia had an ADR of **\$206.04** from Sunday-Thursday and an ADR of **\$223.41** during the weekend, up **20.4%** compared to the same week in 2022
- British Columbia had a RevPAR of **\$137.69** from Sunday-Thursday and a RevPAR of **\$170.54** during the weekend, up **41.9%** compared to the same week in 2022



Regional Statistics the Weekend of Mar 10 - Mar 11, 2023:

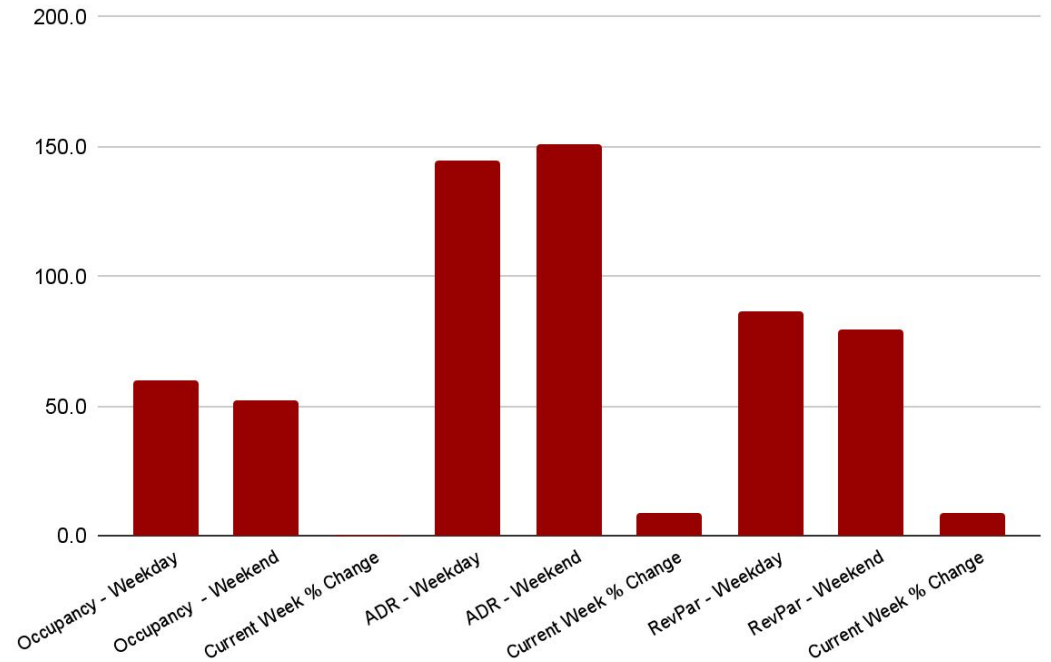
	OCC	ADR	REVPAR
Vancouver	86.8	\$231.81	\$201.18
Vancouver Island	65.3	\$196.82	\$128.54
Whistler	85.3	\$619.83	\$528.72
Thompson Okanagan	71.1	\$158.66	\$112.74
Northern BC	64.7	\$133.55	\$86.37
Kootenay Rockies	54.1	\$160.39	\$86.82
Cariboo Coast/South Central BC	52.6	\$150.85	\$79.32

Cariboo Chilcotin Coast Summary

Internal Use Only

Mar 05 - Mar 11, 2023

- The Cariboo Chilcotin Coast had a **60.00%** occupancy from Sunday - Thursday and a **52.60%** occupancy during the weekend, giving the region the **second-lowest** percent occupancy in BC
 - Compared to the week of Mar 12, 2022, occupancy is up **0.20%**
- The Cariboo Chilcotin Coast had an ADR of **\$144.69** from Sunday - Thursday and an ADR of **\$150.85** during the weekend, giving the region the **second-lowest** ADR in BC
 - Compared to the week of Mar 12, 2022, ADR is up **8.60%**
- The Cariboo Chilcotin Coast had a RevPAR of **\$86.81** from Sunday - Thursday and a RevPAR of **\$79.32** during the weekend, giving the region the **third-lowest** RevPAR in BC
 - Compared to the week of Mar 11, 2022, RevPAR is up **8.80%**



British Columbia:

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

	OCC	ADR	REVPAR
Weekday (Sunday - Thursday)	66.80%	\$206.04	\$137.69
Weekend (Friday - Saturday)	76.30%	\$223.41	\$170.54
Compared to the same week in 2022	17.90%	20.40%	41.90%



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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