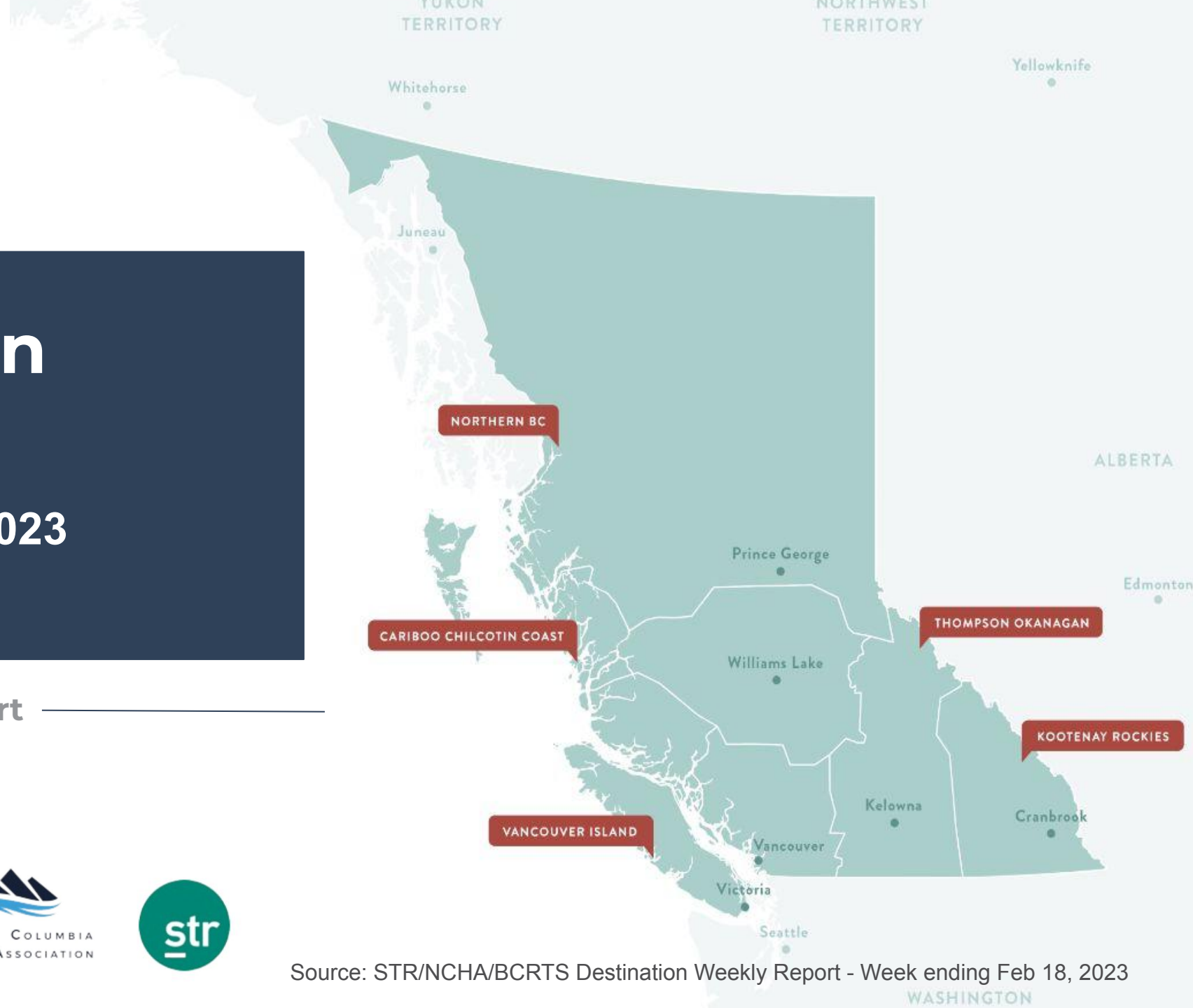


Weekly Visitor Insights

STR Destination Report

Feb 12, 2023 to Feb 18, 2023

2023 Weekly Report



SYMPHONY
TOURISM
SERVICES

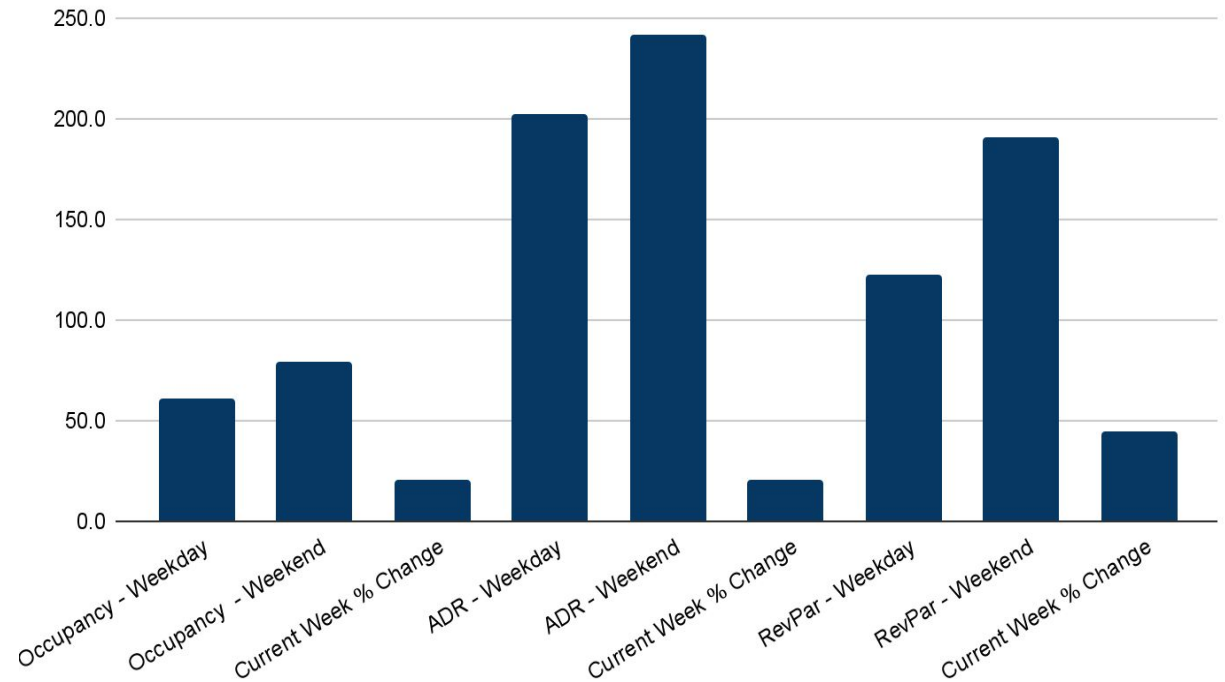


Source: STR/NCHA/BCRTS Destination Weekly Report - Week ending Feb 18, 2023

STR Summary BC & Regions

Feb 12 - Feb 18, 2023

- British Columbia had a **60.5%** occupancy from Sunday-Thursday and a **78.9%** occupancy during the weekend, up **20.4%** compared to the same week in 2022
- British Columbia had an ADR of **\$202.12** from Sunday-Thursday and an ADR of **\$241.65** during the weekend, up **20.2%** compared to the same week in 2022
- British Columbia had a RevPAR of **\$122.21** from Sunday-Thursday and a RevPAR of **\$190.60** during the weekend, up **44.8%** compared to the same week in 2022



Regional Statistics the Weekend of Feb 17 - Feb 18, 2023:

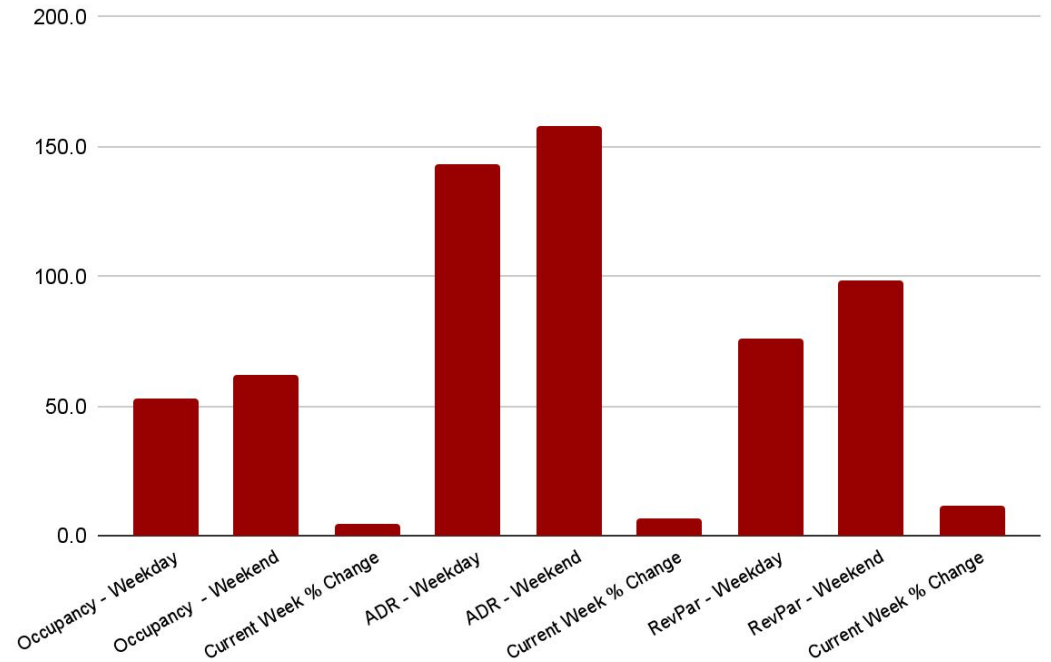
| | OCC | ADR | REVPAR |
|--------------------------------|------|----------|----------|
| Vancouver | 88.2 | \$222.68 | \$196.49 |
| Vancouver Island | 78.4 | \$207.37 | \$162.60 |
| Whistler | 88.0 | \$984.84 | \$866.41 |
| Thompson Okanagan | 66.3 | \$162.64 | \$107.85 |
| Northern BC | 60.8 | \$133.33 | \$81.11 |
| Kootenay Rockies | 78.4 | \$184.22 | \$144.35 |
| Cariboo Coast/South Central BC | 62.4 | \$157.67 | \$98.35 |

Cariboo Chilcotin Coast Summary

Internal Use Only

Feb 12 - Feb 18, 2023

- The Cariboo Chilcotin Coast had a **53.1%** occupancy from Sunday - Thursday and a **62.4%** occupancy during the weekend, giving the region the **second-lowest** percent occupancy in BC
 - Compared to the week of Feb 13, 2022, occupancy is up **4.5%**
- The Cariboo Chilcotin Coast had an ADR of **\$142.97** from Sunday - Thursday and an ADR of **\$157.67** during the weekend, giving the region the **second-lowest** ADR in BC
 - Compared to the week of Feb 13, 2022, ADR is up **6.9%**
- The Cariboo Chilcotin Coast had a RevPAR of **\$75.95** from Sunday - Thursday and a RevPAR of **\$98.35** during the weekend, giving the region the **third-lowest** RevPAR in BC
 - Compared to the week of Feb 13, 2022, RevPAR is up **11.7%**



British Columbia:

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

| | OCC | ADR | REVPAR |
|-----------------------------------|--------------|--------------|--------------|
| Weekday (Sunday - Thursday) | 60.5% | \$202.12 | \$122.21 |
| Weekend (Friday - Saturday) | 78.9% | \$241.65 | \$190.60 |
| Compared to the same week in 2022 | 20.4% | 20.2% | 44.8% |

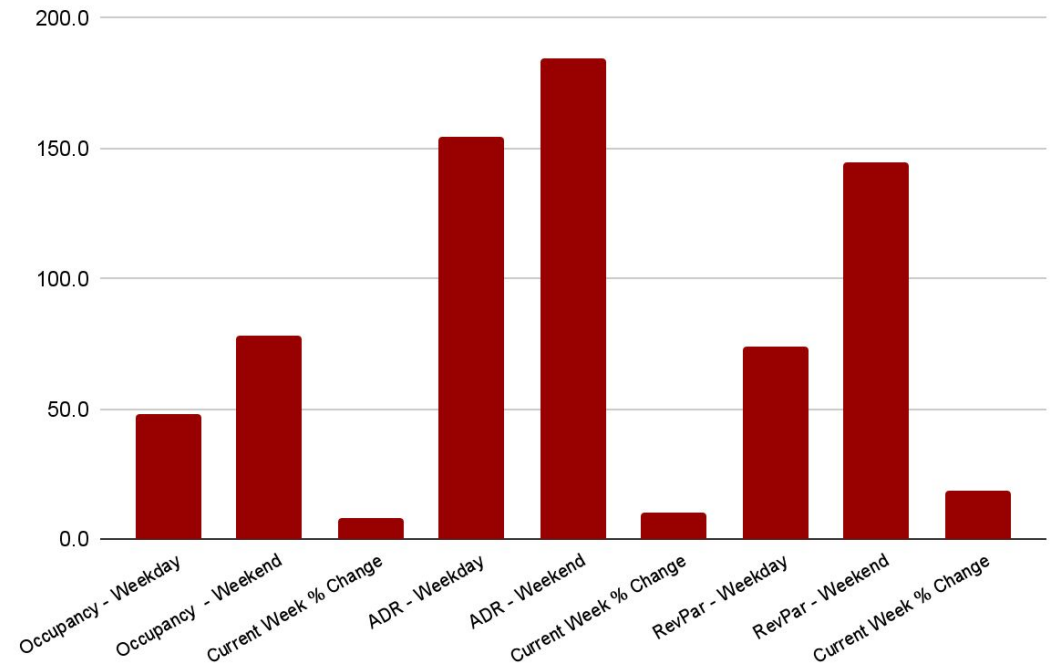


Kootenay Rockies Summary

Feb 12 - Feb 18, 2023

Internal Use Only

- The Kootenay Rockies had a **47.8%** occupancy from Sunday-Thursday and a **78.4%** occupancy during the weekend, giving the region the **third-lowest** percent occupancy in BC
 - Compared to the week of Feb 13, 2022, occupancy is up **8.0%**
- The Kootenay Rockies had an ADR of **\$154.59** from Sunday-Thursday and an ADR of **\$184.22** during the weekend, giving the region the **fourth-highest** ADR in BC
 - Compared to the week of Feb 13, 2022, ADR is up **10.1%**
- The Kootenay Rockies had a RevPAR of **\$73.96** from Sunday-Thursday and a RevPAR of **\$144.35** during the weekend, giving the region the **fourth-highest** RevPAR in BC
 - Compared to the week of Feb 13, 2022, RevPAR is up **18.9%**



British Columbia:

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

| | OCC | ADR | REVPAR |
|-----------------------------------|--------------|--------------|--------------|
| Weekday (Sunday - Thursday) | 60.5% | \$202.12 | \$122.21 |
| Weekend (Friday - Saturday) | 78.9% | \$241.65 | \$190.60 |
| Compared to the same week in 2022 | 20.4% | 20.2% | 44.8% |

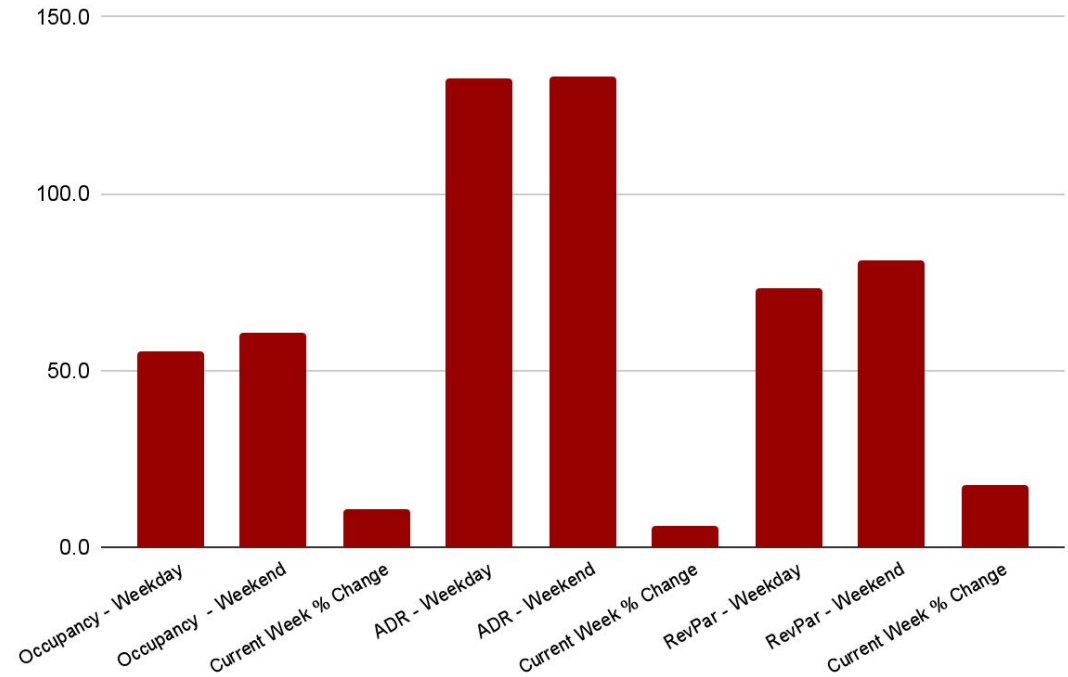


Northern BC Summary

Internal Use Only

Feb 12 - Feb 18, 2023

- Northern BC had a **55.5%** occupancy from Sunday-Thursday and a **60.8%** occupancy during the weekend, giving the region the **fourth-highest** percent occupancy in BC
 - Compared to the week of Feb 13, 2022, occupancy is up **11.0%**
- Northern BC had an ADR of **\$132.46** from Sunday-Thursday and an ADR of **\$133.33** during the weekend, giving the region the **lowest** ADR in BC
 - Compared to the week of Feb 13, 2022, ADR is up **6.2%**
- Northern BC had a RevPAR of **\$73.54** from Sunday-Thursday and a RevPAR of **\$81.11** during the weekend, giving the region the **lowest** RevPAR in BC
 - Compared to the week of Feb 13, 2022, RevPAR is up **17.9%**



British Columbia:

Weekday (Sunday - Thursday)

Weekend (Friday - Saturday)

Compared to the same week in 2022

| | OCC | ADR | REVPAR |
|-----------------------------------|--------------|--------------|--------------|
| Weekday (Sunday - Thursday) | 60.5% | \$202.12 | \$122.21 |
| Weekend (Friday - Saturday) | 78.9% | \$241.65 | \$190.60 |
| Compared to the same week in 2022 | 20.4% | 20.2% | 44.8% |

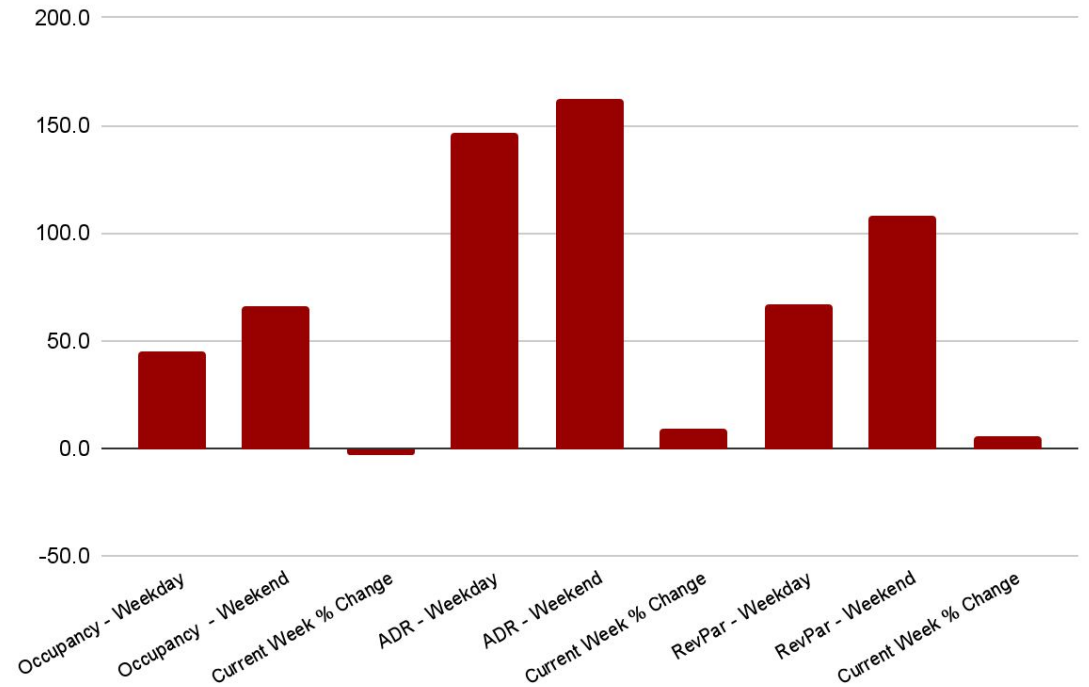


Thompson Okanagan Summary

Feb 12 - Feb 18, 2023

Internal Use Only

- Thompson Okanagan had a **45.5%** occupancy from Sunday-Thursday and a **66.3%** occupancy during the weekend, giving the region the **lowest** percent occupancy in BC
 - Compared to the week of Feb 13, 2022, occupancy is down **3.2%**
- Thompson Okanagan had an ADR of **\$146.55** from Sunday-Thursday and an ADR of **\$162.64** during the weekend, giving the region the **third-lowest** ADR in BC
 - Compared to the week of Feb 13, 2022, ADR is up **9.4%**
- Thompson Okanagan had a RevPAR of **\$66.70** from Sunday-Thursday and a RevPAR of **\$107.85** during the weekend, giving the region the **second-lowest** RevPAR in BC.
 - Compared to the week of Feb 13, 2022, RevPAR is up **5.9%**



British Columbia:

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

| | OCC | ADR | REVPAR |
|-----------------------------------|--------------|--------------|--------------|
| Weekday (Sunday - Thursday) | 60.5% | \$202.12 | \$122.21 |
| Weekend (Friday - Saturday) | 78.9% | \$241.65 | \$190.60 |
| Compared to the same week in 2022 | 20.4% | 20.2% | 44.8% |

Whistler Summary

Feb 12 - Feb 18, 2023

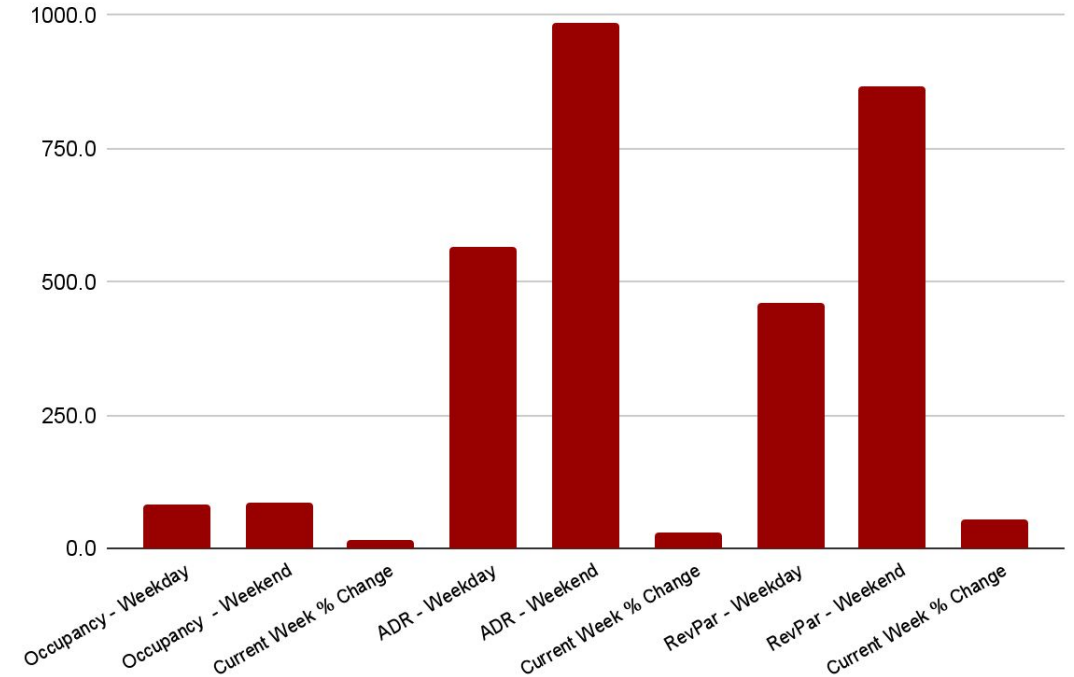
Internal Use Only

- Whistler had a **81.4%** occupancy from Sunday-Thursday and a **88.0%** occupancy during the weekend, giving the area the **highest** occupancy in BC
 - Compared to the week of Feb 13, 2022, occupancy is up **17.8%**
- Whistler had an ADR of **\$564.46** from Sunday-Thursday and an ADR of **\$984.84** during the weekend, giving the area the **highest** ADR in BC
 - Compared to the week of Feb 13, 2022, ADR is up **32.2%**
- Whistler had a RevPAR of **\$459.55** from Sunday-Thursday and a RevPAR of **\$866.41** during the weekend, giving the area the **highest** RevPAR in BC
 - Compared to the week of Feb 13, 2022, RevPAR is up **55.7%**

British Columbia:

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

| | OCC | ADR | REVPAR |
|-----------------------------------|--------------|--------------|--------------|
| Weekday (Sunday - Thursday) | 60.5% | \$202.12 | \$122.21 |
| Weekend (Friday - Saturday) | 78.9% | \$241.65 | \$190.60 |
| Compared to the same week in 2022 | 20.4% | 20.2% | 44.8% |

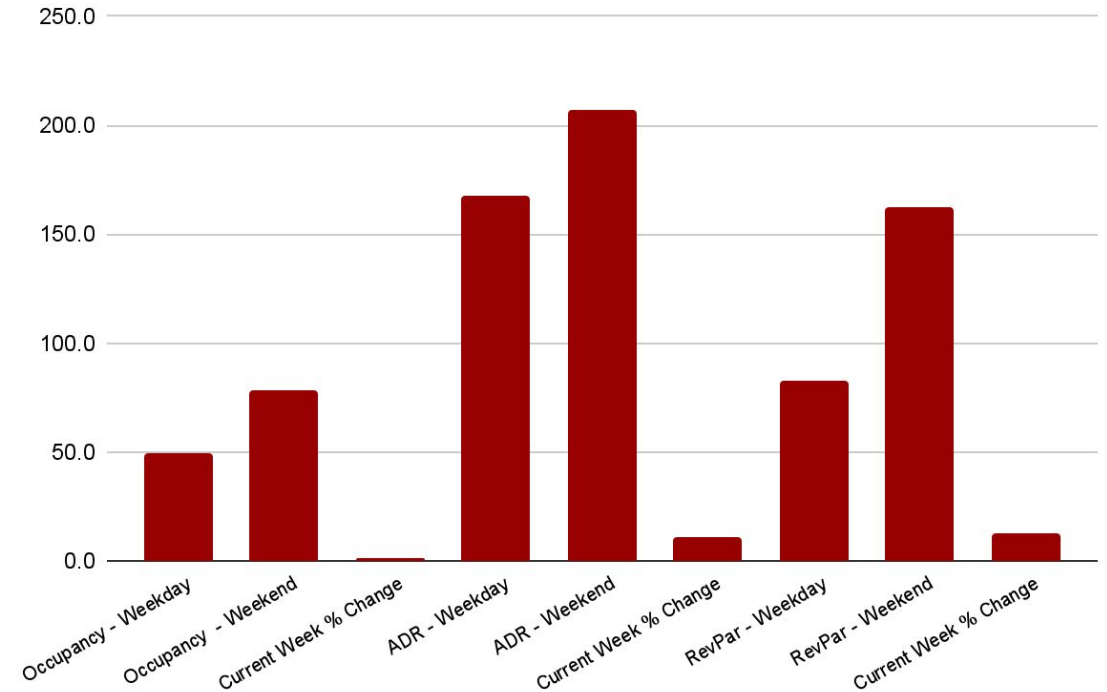


Vancouver Island Summary

Feb 12 - Feb 18, 2023

Internal Use Only

- Vancouver Island had a **49.4%** occupancy from Sunday-Thursday and a **78.4%** occupancy during the weekend, giving the region the **third-highest** percent occupancy in BC
 - Compared to the week of Feb 13, 2022, occupancy is up **1.5%**
- Vancouver Island had an ADR of **\$167.35** from Sunday-Thursday and an ADR of **\$207.37** during the weekend, giving the region the **third-highest** ADR in BC
 - Compared to the week of Feb 13, 2022, ADR is up **11.0%**
- Vancouver Island had a RevPAR of **\$82.74** from Sunday-Thursday and a RevPAR of **\$162.60** during the weekend, giving the area the **third-highest** RevPAR in BC
 - Compared to the week of Feb 13, 2022, RevPAR is up **12.7%**



British Columbia:

Weekday (Sunday - Thursday)

Weekend (Friday - Saturday)

Compared to the same week in 2022

| | OCC | ADR | REVPAR |
|-----------------------------------|--------------|--------------|--------------|
| Weekday (Sunday - Thursday) | 60.5% | \$202.12 | \$122.21 |
| Weekend (Friday - Saturday) | 78.9% | \$241.65 | \$190.60 |
| Compared to the same week in 2022 | 20.4% | 20.2% | 44.8% |

Vancouver Summary

Feb 12 - Feb 18, 2023

Internal Use Only

- Vancouver had a **70.7%** occupancy from Sunday-Thursday and a **88.2%** occupancy during the weekend, giving the area the **second-highest** occupancy in BC
 - Compared to the week of Feb 13, 2022, occupancy is up **41.3%**
- Vancouver had an ADR of **\$197.32** from Sunday-Thursday and an ADR of **\$222.68** during the weekend, giving the area the **second-highest** ADR in BC
 - Compared to the week of Feb 13, 2022, ADR is up **25.6%**
- Vancouver had a RevPAR of **\$139.57** from Sunday-Thursday and a RevPAR of **\$196.49** during the weekend, giving the area the **second-highest** RevPAR in BC
 - Compared to the week of Feb 13, 2022, RevPAR is up **77.5%**

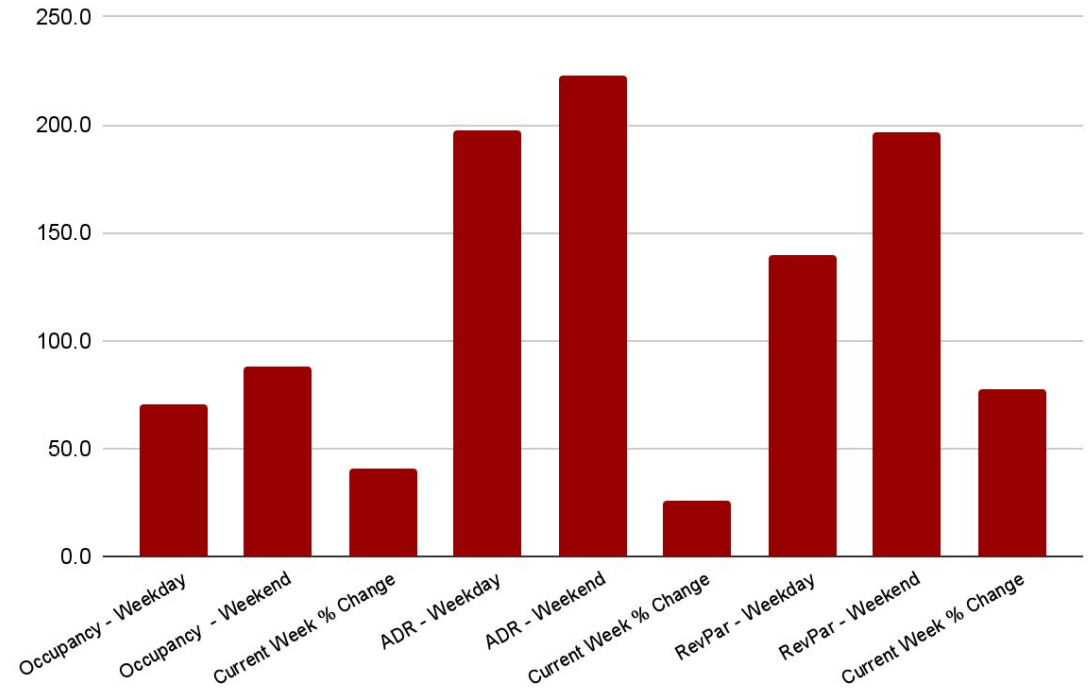
British Columbia:

Weekday (Sunday - Thursday)

Weekend (Friday - Saturday)

Compared to the same week in 2022

| | OCC | ADR | REVPAR |
|-----------------------------------|--------------|--------------|--------------|
| Weekday (Sunday - Thursday) | 60.5% | \$202.12 | \$122.21 |
| Weekend (Friday - Saturday) | 78.9% | \$241.65 | \$190.60 |
| Compared to the same week in 2022 | 20.4% | 20.2% | 44.8% |



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

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