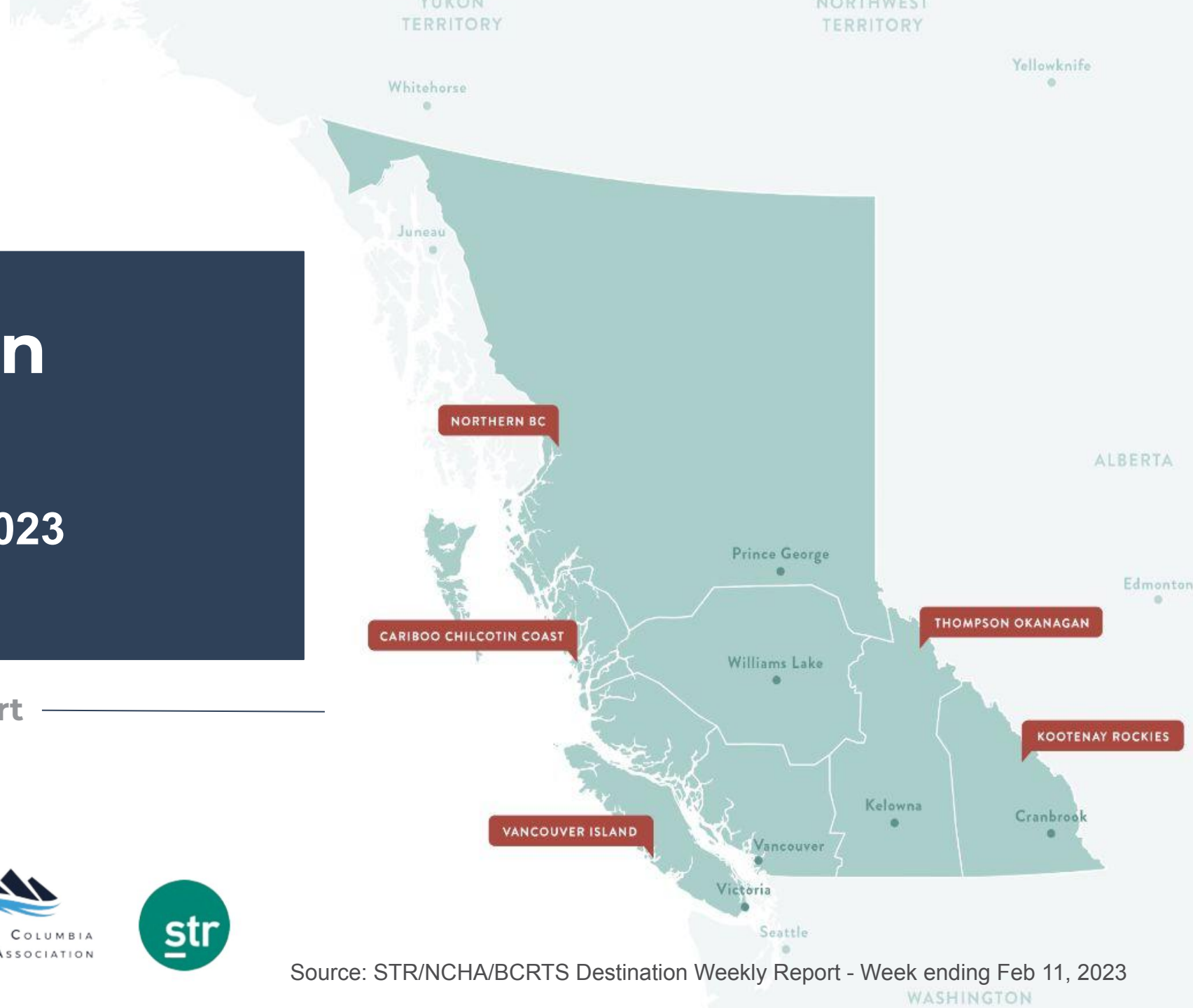


Weekly Visitor Insights

STR Destination Report

Feb 05, 2023 to Feb 11, 2023

2023 Weekly Report



SYMPHONY
TOURISM
SERVICES

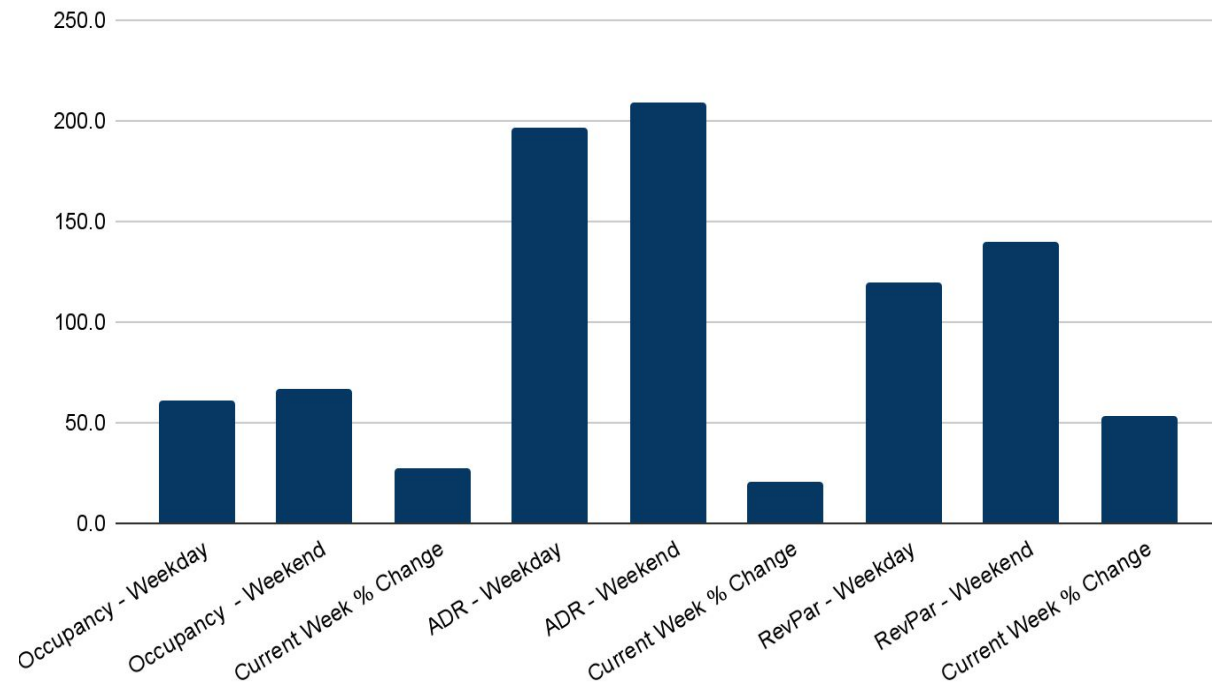


Source: STR/NCHA/BCRTS Destination Weekly Report - Week ending Feb 11, 2023

STR Summary BC & Regions

Feb 05 - Feb 11, 2023

- British Columbia had a **60.9%** occupancy from Sunday-Thursday and a **67.0%** occupancy during the weekend, up **27.2%** compared to the same week in 2022
- British Columbia had an ADR of **\$196.89** from Sunday-Thursday and an ADR of **\$208.70** during the weekend, up **20.5%** compared to the same week in 2022
- British Columbia had a RevPAR of **\$119.84** from Sunday-Thursday and a RevPAR of **\$139.73** during the weekend, up **53.3%** compared to the same week in 2022



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

	OCC	ADR	REVPAR
Vancouver	70.5	\$196.03	\$138.22
Vancouver Island	63.4	\$181.24	\$114.85
Whistler	90.9	\$629.05	\$571.72
Thompson Okanagan	61.7	\$159.33	\$98.33
Northern BC	58.7	\$132.79	\$78.01
Kootenay Rockies	64.2	\$166.36	\$106.77
Cariboo Coast/South Central BC	51.9	\$150.06	\$77.86

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>