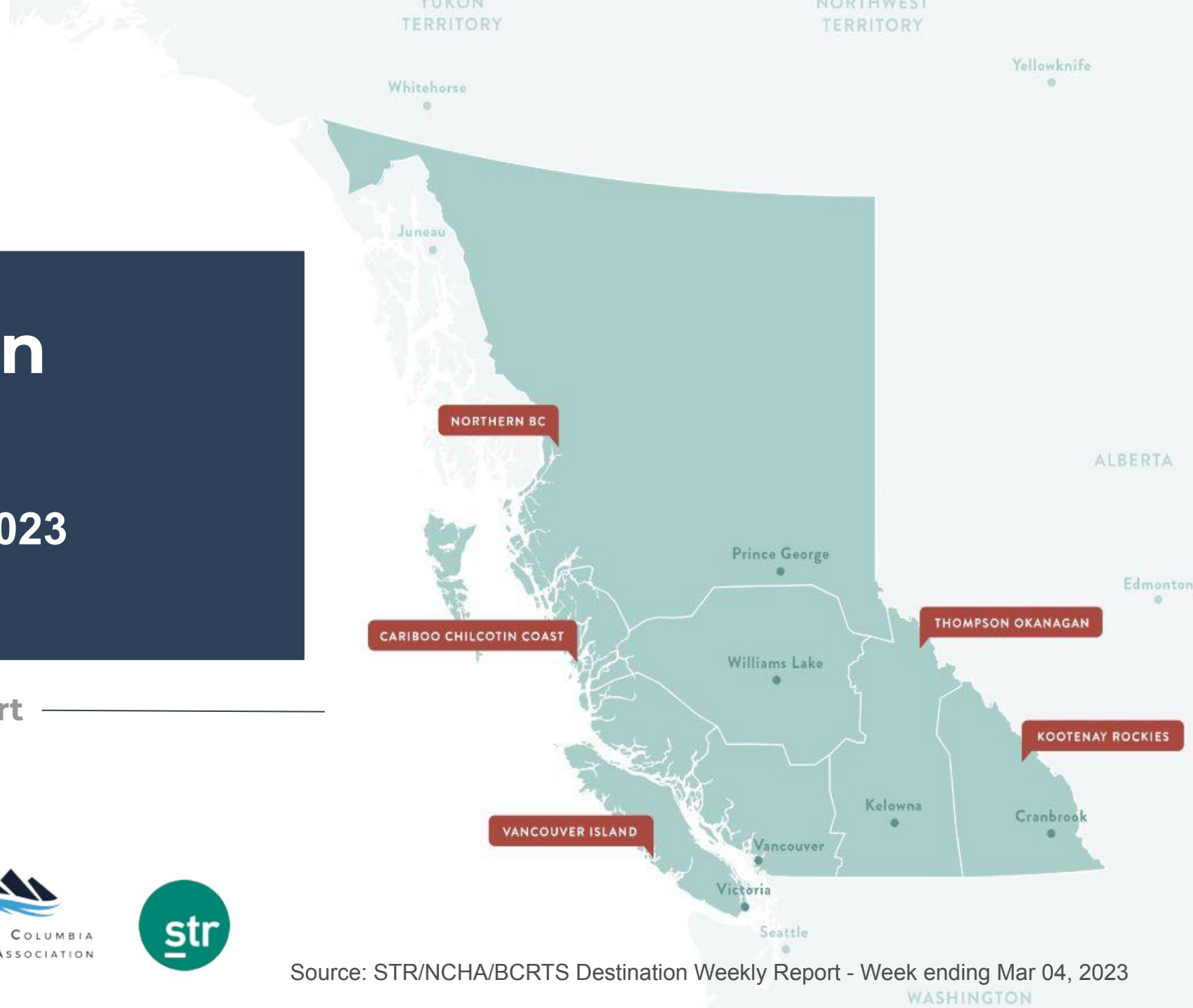


Weekly Visitor Insights

STR Destination Report

Feb 26, 2023 to Mar 04, 2023

2023 Weekly Report



SYMPHONY
TOURISM
SERVICES

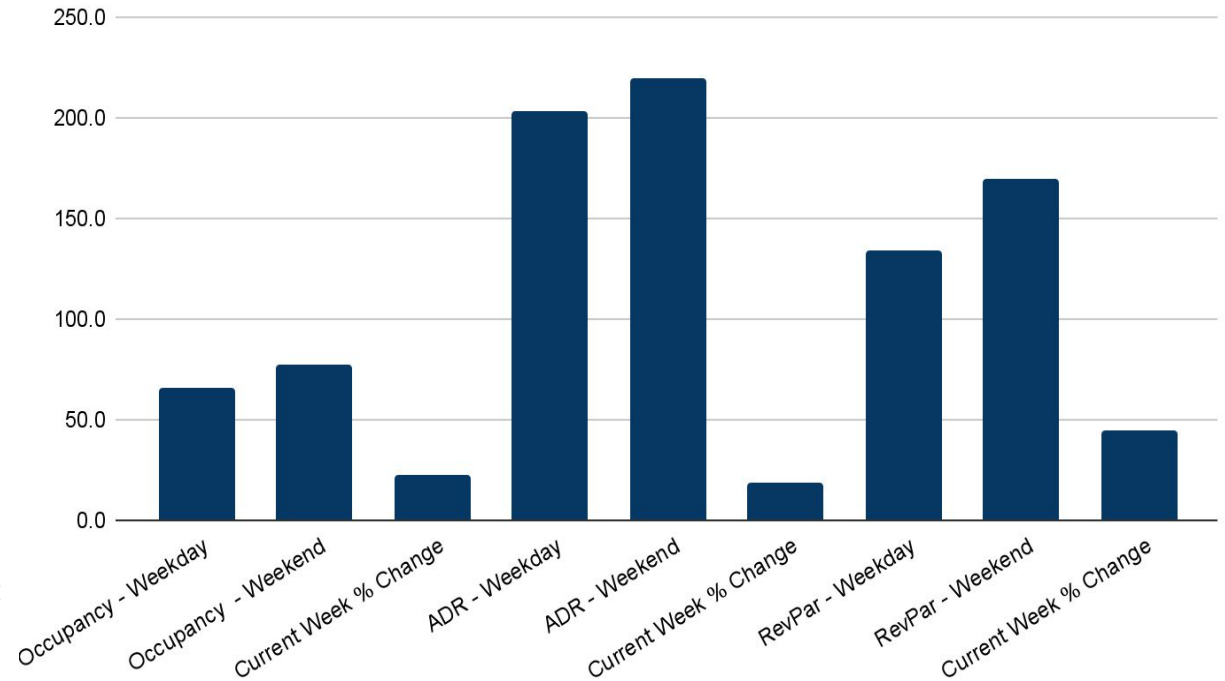


Source: STR/NCHA/BCRTS Destination Weekly Report - Week ending Mar 04, 2023

STR Summary BC & Regions

Feb 26 - Mar 04, 2023

- British Columbia had a **66.0%** occupancy from Sunday-Thursday and a **77.30%** occupancy during the weekend, up **22.20%** compared to the same week in 2022
- British Columbia had an ADR of **\$203.29** from Sunday-Thursday and an ADR of **\$219.61** during the weekend, up **18.20%** compared to the same week in 2022
- British Columbia had a RevPAR of **\$134.27** from Sunday-Thursday and a RevPAR of **\$169.77** during the weekend, up **44.50%** compared to the same week in 2022



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

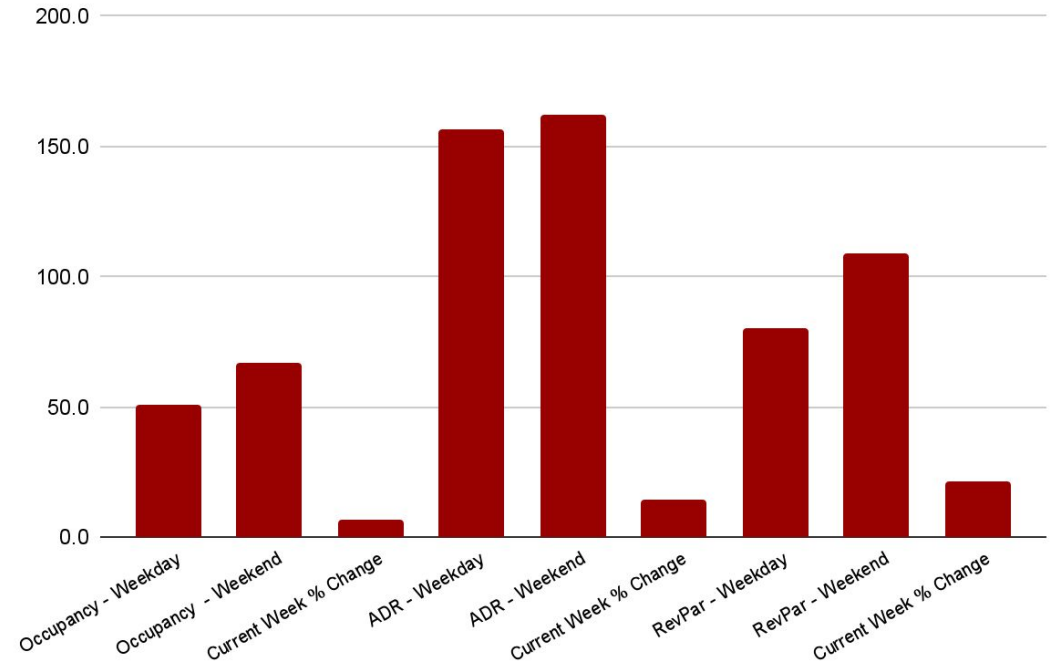
	OCC	ADR	REVPAR
Vancouver	87.90	\$231.81	\$203.83
Vancouver Island	76.70	\$200.83	\$153.98
Whistler	89.80	\$521.24	\$468.10
Thompson Okanagan	63.0	\$156.20	\$98.43
Northern BC	62.50	\$132.42	\$82.73
Kootenay Rockies	67.10	\$162.42	\$108.91
Cariboo Coast/South Central BC	55.10	\$146.34	\$80.57

Kootenay Rockies Summary

Feb 26 - Mar 04, 2023

Internal Use Only

- The Kootenay Rockies had a **51.20%** occupancy from Sunday-Thursday and a **67.10%** occupancy during the weekend, giving the region the **third-lowest** percent occupancy in BC
 - Compared to the week of Mar 05, 2022, occupancy is up **6.50%**
- The Kootenay Rockies had an ADR of **\$156.64** from Sunday-Thursday and an ADR of **\$162.42** during the weekend, giving the region the **fourth-highest** ADR in BC
 - Compared to the week of Mar 05, 2022, ADR is up **14.20%**
- The Kootenay Rockies had a RevPAR of **\$80.22** from Sunday-Thursday and a RevPAR of **\$108.91** during the weekend, giving the region the **fourth-highest** RevPAR in BC
 - Compared to the week of Mar 05, 2022, RevPAR is up **21.60%**



British Columbia:

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

	OCC	ADR	REVPAR
Weekday (Sunday - Thursday)	66.0%	\$203.29	\$134.27
Weekend (Friday - Saturday)	77.3%	\$219.61	\$169.77
Compared to the same week in 2022	22.20%	18.20%	44.50%



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>