

# Weekly Visitor Insights

# STR Destination Report

Apr 02, 2023 to Apr 08, 2023

2023 Weekly Report



SYMPHONY  
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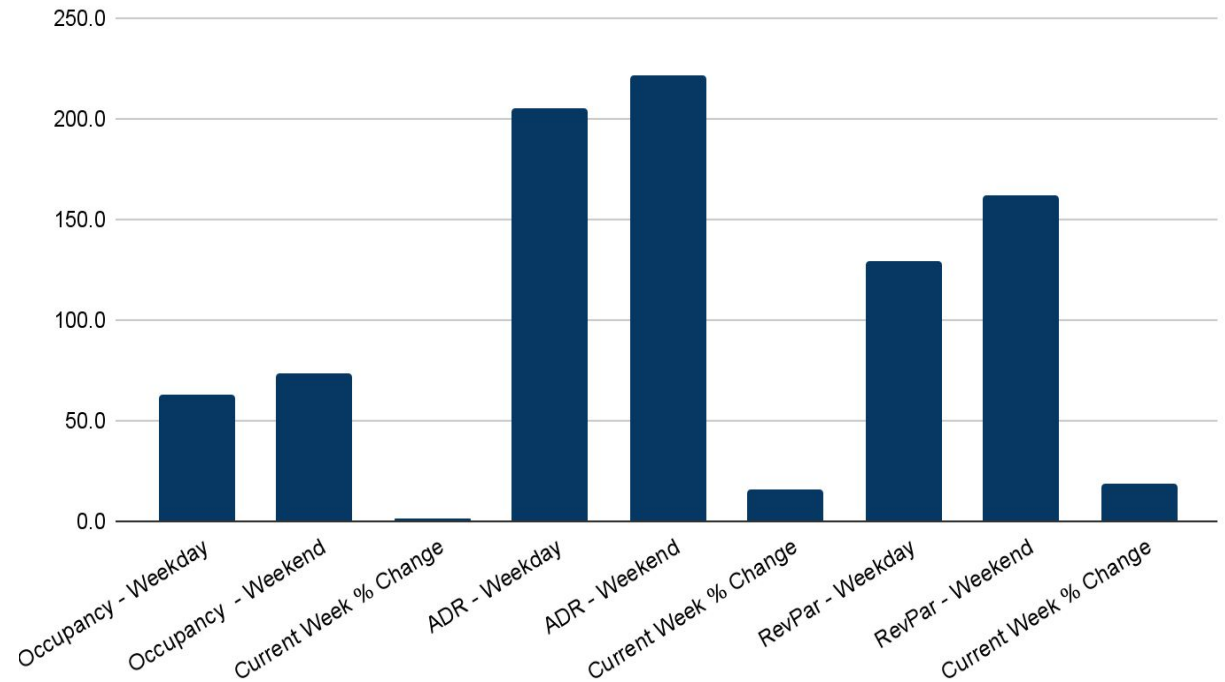


Source: STR/NCHA/BCRTS Destination Weekly Report - Week ending Apr 08, 2023

# STR Summary BC & Regions

## Apr 02 - Apr 08, 2023

- British Columbia had a **62.70%** occupancy from Sunday-Thursday and a **73.40%** occupancy during the weekend, up **1.80%** compared to the same week in 2022
- British Columbia had an ADR of **\$205.45** from Sunday-Thursday and an ADR of **\$221.03** during the weekend, up **15.70%** compared to the same week in 2022
- British Columbia had a RevPAR of **\$128.91** from Sunday-Thursday and a RevPAR of **\$162.13** during the weekend, up **18.40%** compared to the same week in 2022



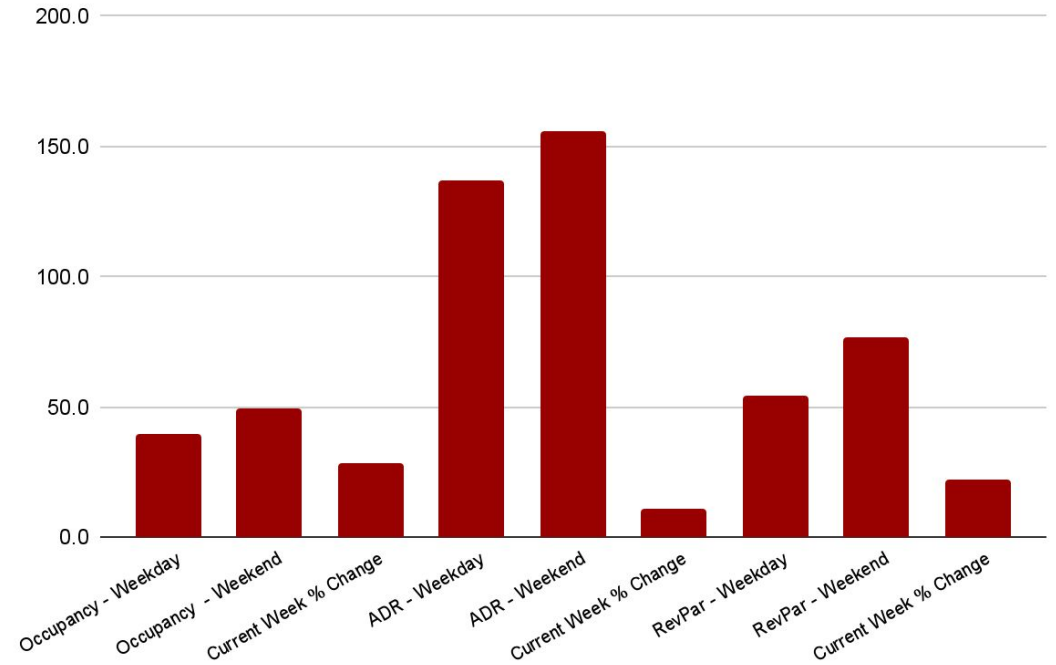
### Regional Statistics the Weekend of Apr 07 - Apr 08, 2023:

	OCC	ADR	REVPAR
Vancouver	80.10	\$221.62	\$177.59
Vancouver Island	76.10	\$240.78	\$183.17
Whistler	88.30	\$538.00	\$474.85
Thompson Okanagan	72.90	\$158.95	\$115.84
Northern BC	47.70	\$132.31	\$63.05
Kootenay Rockies	49.40	\$155.63	\$76.82
Cariboo Coast/South Central BC	48.20	\$161.19	\$77.68

# Kootenay Rockies Summary

## Apr 02 - Apr 08, 2023

- The Kootenay Rockies had a **39.90%** occupancy from Sunday-Thursday and a **49.40%** occupancy during the weekend, giving the region the **lowest** percent occupancy in BC
  - Compared to the week of Apr 09, 2022, occupancy is up **28.60%**
- The Kootenay Rockies had an ADR of **\$137.01** from Sunday-Thursday and an ADR of **\$155.63** during the weekend, giving the region the **second-lowest** ADR in BC
  - Compared to the week of Apr 09, 2022, ADR is up **10.90%**
- The Kootenay Rockies had a RevPAR of **\$54.67** from Sunday-Thursday and a RevPAR of **\$76.82** during the weekend, giving the region the **lowest** RevPAR in BC
  - Compared to the week of Apr 09, 2022, RevPAR is up **22.10%**



### British Columbia:

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

	OCC	ADR	REVPAR
Weekday (Sunday - Thursday)	62.70%	\$205.45	\$128.91
Weekend (Friday - Saturday)	73.40%	\$221.03	\$162.13
Compared to the same week in 2022	<b>1.80%</b>	<b>15.70%</b>	<b>18.40%</b>



# Glossary

- **Occupancy:** Calculated by the number of occupied rooms divided by the number of available rooms that physically exist in a short-term rental.
- **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 short-term rental performance.
- **Revenue per Available Room (RevPAR):** Calculated by multiplying a short-term rental ADR by its occupancy rate, an increase in RevPAR most likely indicates an improvement in occupancy rate and can be used to measure a short-term rental performance.

# Contact Us

Robb MacDonald

*Managing Director, Symphony Tourism Services*

Email: [rmacdonald@totabc.com](mailto:rmacdonald@totabc.com)

[symphonytourismservices.com](http://symphonytourismservices.com)



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