

Weekly Visitor Insights

STR Destination Report

April 30, 2023 to May 06, 2023

2023 Weekly Report



SYMPHONY
TOURISM
SERVICES

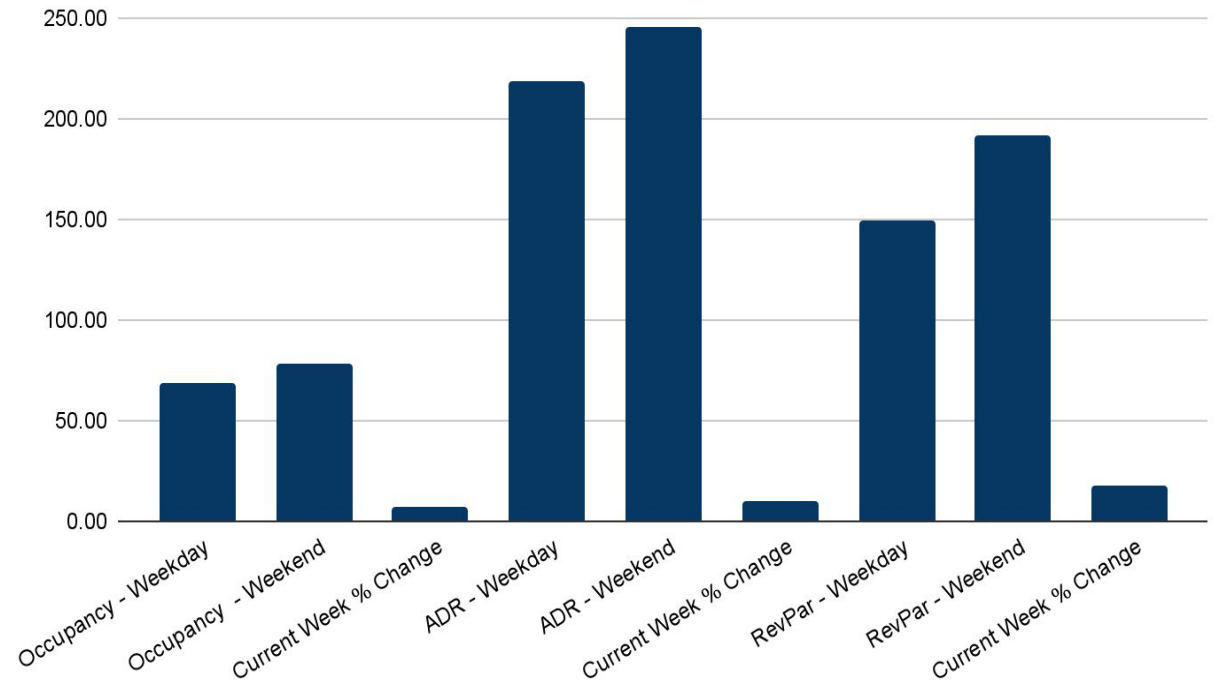


Source: STR/NCHA/BCRTS Destination Weekly Report - Week ending May 06, 2023

STR Summary BC & Regions

Apr 30 - May 06, 2023

- British Columbia had a **68.60%** occupancy from Sunday-Thursday and a **78.00%** occupancy during the weekend, up **7.00%** compared to the same week in 2022
- British Columbia had an ADR of **\$218.27** from Sunday-Thursday and an ADR of **\$245.12** during the weekend, up **9.80%** compared to the same week in 2022
- British Columbia had a RevPAR of **\$149.65** from Sunday-Thursday and a RevPAR of **\$191.28** during the weekend, up **17.40%** compared to the same week in 2022



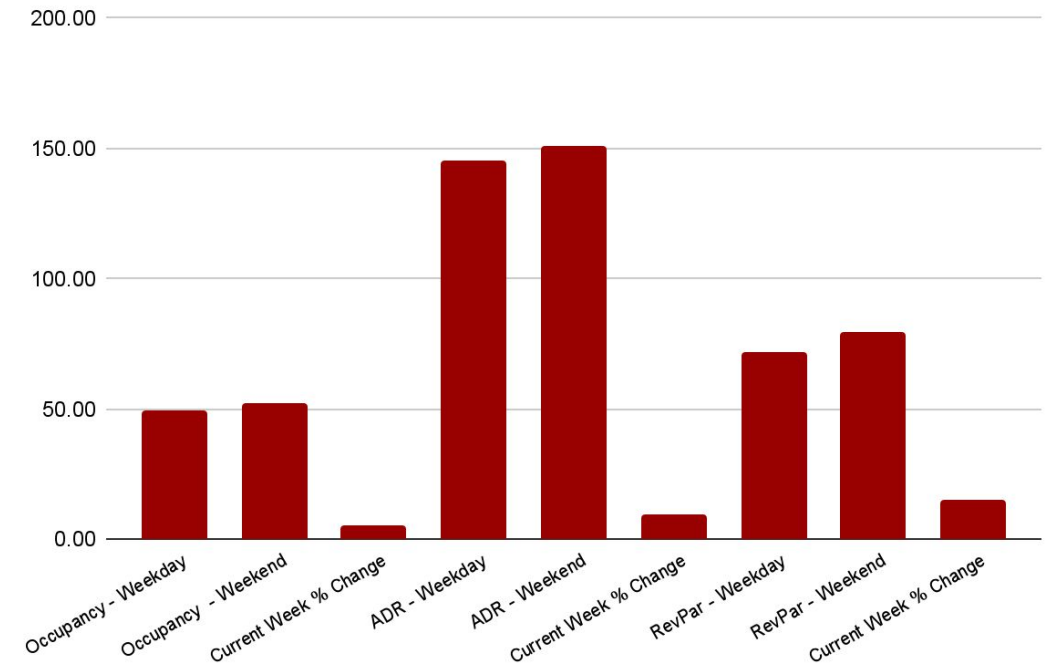
Regional Statistics the Weekend of May 05 - May 06, 2023:

	OCC	ADR	REVPAR
Vancouver	91.5	\$293.80	\$268.75
Vancouver Island	68.7	\$233.68	\$160.61
Whistler	59.1	\$275.84	\$163.15
Thompson Okanagan	73.3	\$176.91	\$129.63
Northern BC	62.0	\$136.34	\$84.59
Kootenay Rockies	52.5	\$151.07	\$79.24
Cariboo Coast/South Central BC	60.3	\$151.16	\$91.20

Kootenay Rockies Summary

Apr 30 - May 06, 2023

- The Kootenay Rockies had a **49.70%** occupancy from Sunday-Thursday and a **52.50%** occupancy during the weekend, giving the region the **second-lowest** percent occupancy in BC
 - Compared to the week of May 01, 2022, occupancy is up **5.10%**
- The Kootenay Rockies had an ADR of **\$145.06** from Sunday-Thursday and an ADR of **\$151.07** during the weekend, giving the region the **second-lowest** ADR in BC
 - Compared to the week of May 01, 2022, ADR is up **9.80%**
- The Kootenay Rockies had a RevPAR of **\$72.09** from Sunday-Thursday and a RevPAR of **\$79.24** during the weekend, giving the region the **lowest** RevPAR in BC
 - Compared to the week of May 01, 2022, RevPAR is up **15.50%**



British Columbia:

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

	OCC	ADR	REVPAR
Weekday (Sunday - Thursday)	68.60%	\$218.27	\$149.65
Weekend (Friday - Saturday)	78.00%	\$245.12	\$191.28
Compared to the same week in 2022	7.00%	9.80%	17.40%



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

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