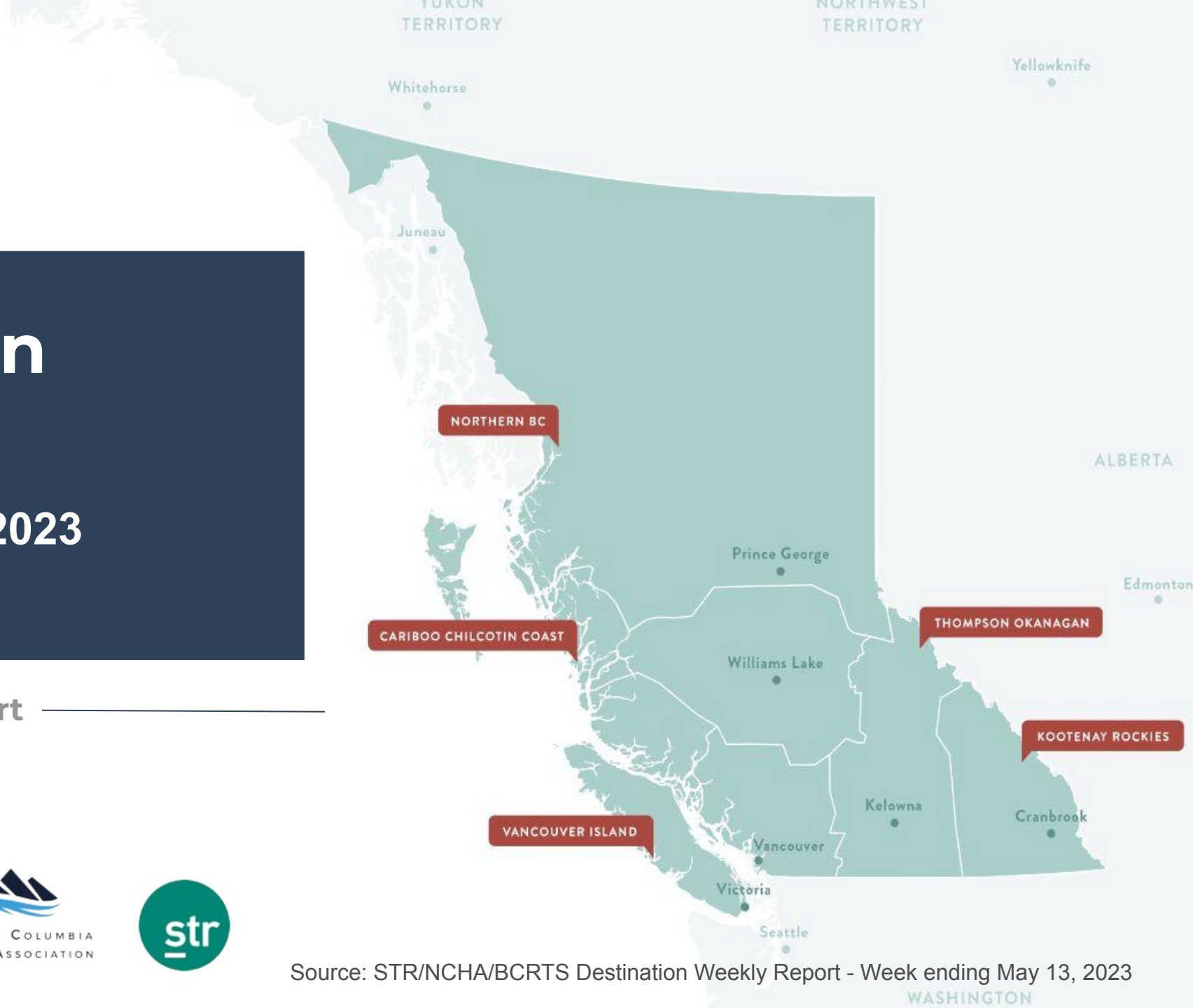


Weekly Visitor Insights

STR Destination Report

May 07, 2023 to May 13, 2023

2023 Weekly Report



SYMPHONY
TOURISM
SERVICES

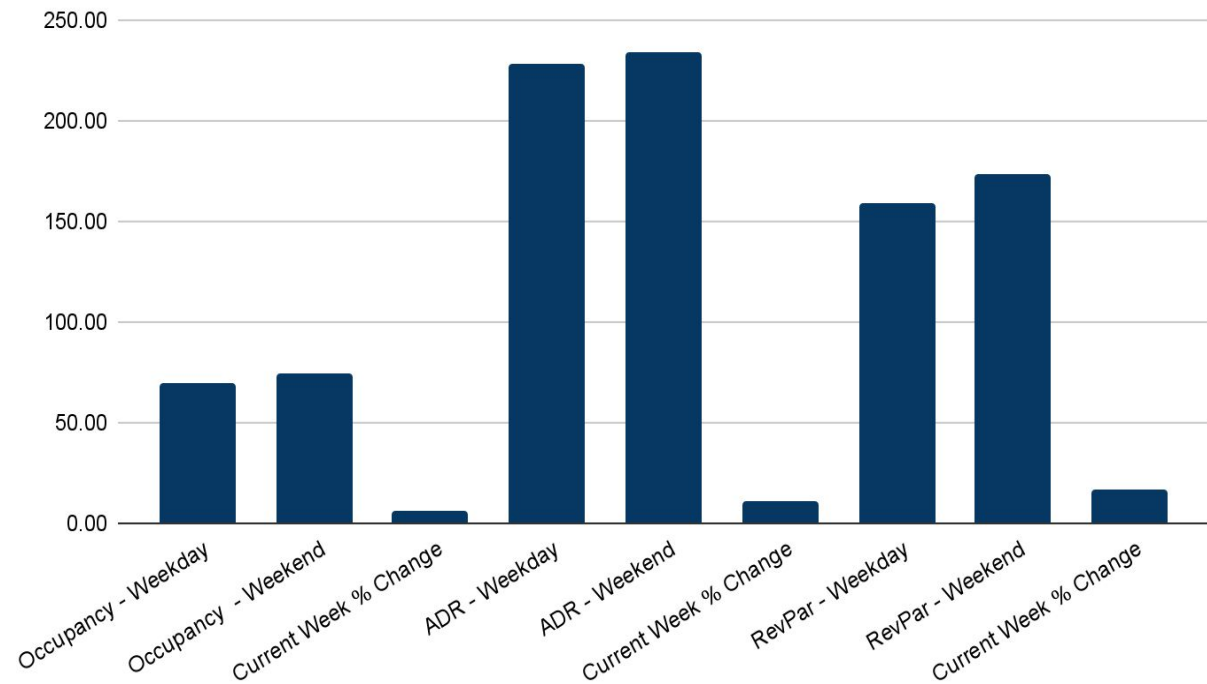


Source: STR/NCHA/BCRTS Destination Weekly Report - Week ending May 13, 2023

STR Summary BC & Regions

May 07 - May 13, 2023

- British Columbia had a **69.70%** occupancy from Sunday-Thursday and a **74.20%** occupancy during the weekend, up **5.80%** compared to the same week in 2022
- British Columbia had an ADR of **\$228.08** from Sunday-Thursday and an ADR of **\$233.81** during the weekend, up **10.70%** compared to the same week in 2022
- British Columbia had a RevPAR of **\$158.92** from Sunday-Thursday and a RevPAR of **\$173.54** during the weekend, up **17.20%** compared to the same week in 2022



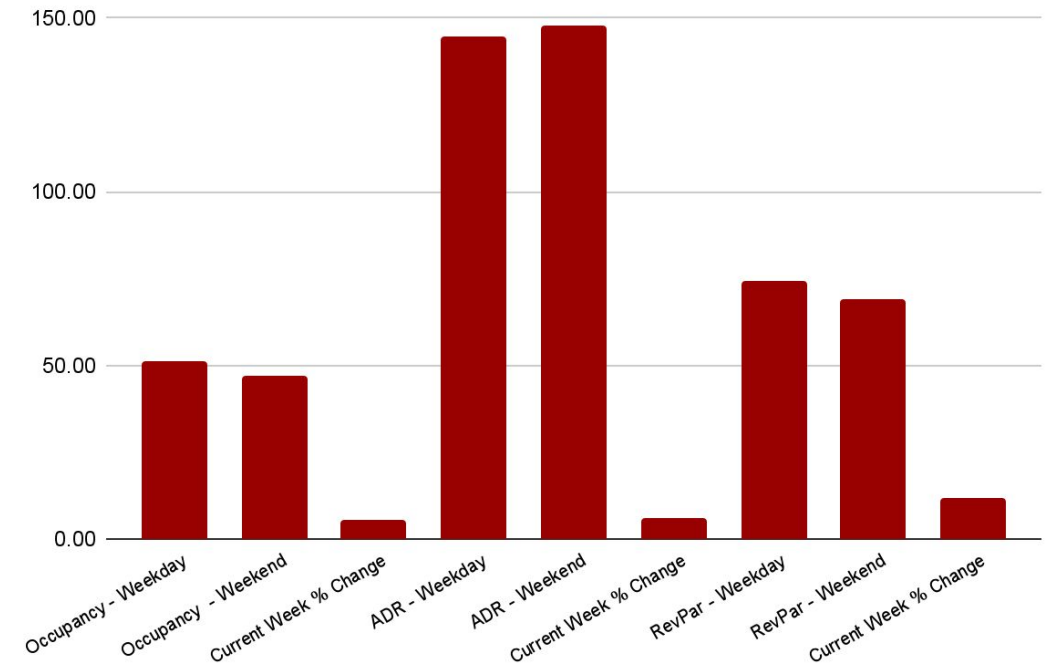
Regional Statistics the Weekend of May 12 - May 13, 2023:

	OCC	ADR	REVPAR
Vancouver	83.4	\$272.65	\$227.37
Vancouver Island	76.4	\$241.24	\$184.38
Whistler	52.7	\$288.46	\$152.03
Thompson Okanagan	70.6	\$177.00	\$124.96
Northern BC	61.5	\$134.33	\$82.56
Kootenay Rockies	46.9	\$147.67	\$69.26
Cariboo Coast/South Central BC	63.9	\$151.86	\$97.01

Kootenay Rockies Summary

May 07 - May 13, 2023

- The Kootenay Rockies had a **51.30%** occupancy from Sunday-Thursday and a **46.90%** occupancy during the weekend, giving the region the **second-lowest** percent occupancy in BC
 - Compared to the week of May 08, 2022, occupancy is up **5.60%**
- The Kootenay Rockies had an ADR of **\$144.92** from Sunday-Thursday and an ADR of **\$147.67** during the weekend, giving the region the **second-lowest** ADR in BC
 - Compared to the week of May 08, 2022, ADR is up **5.90%**
- The Kootenay Rockies had a RevPAR of **\$74.36** from Sunday-Thursday and a RevPAR of **\$69.26** during the weekend, giving the region the **lowest** RevPAR in BC
 - Compared to the week of May 08, 2022, RevPAR is up **11.90%**



British Columbia:

Weekday (Sunday - Thursday)

Weekend (Friday - Saturday)

Compared to the same week in 2022

	OCC	ADR	REVPAR
Weekday (Sunday - Thursday)	69.70%	\$228.08	\$158.92
Weekend (Friday - Saturday)	74.20%	\$233.81	\$173.54
Compared to the same week in 2022	5.80%	10.70%	17.20%



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

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>

(or)

Email info@str.com to request more information