

# Weekly Visitor Insights

# STR Destination Report

June 04, 2023 to June 10, 2023

2023 Weekly Report



SYMPHONY  
TOURISM  
SERVICES

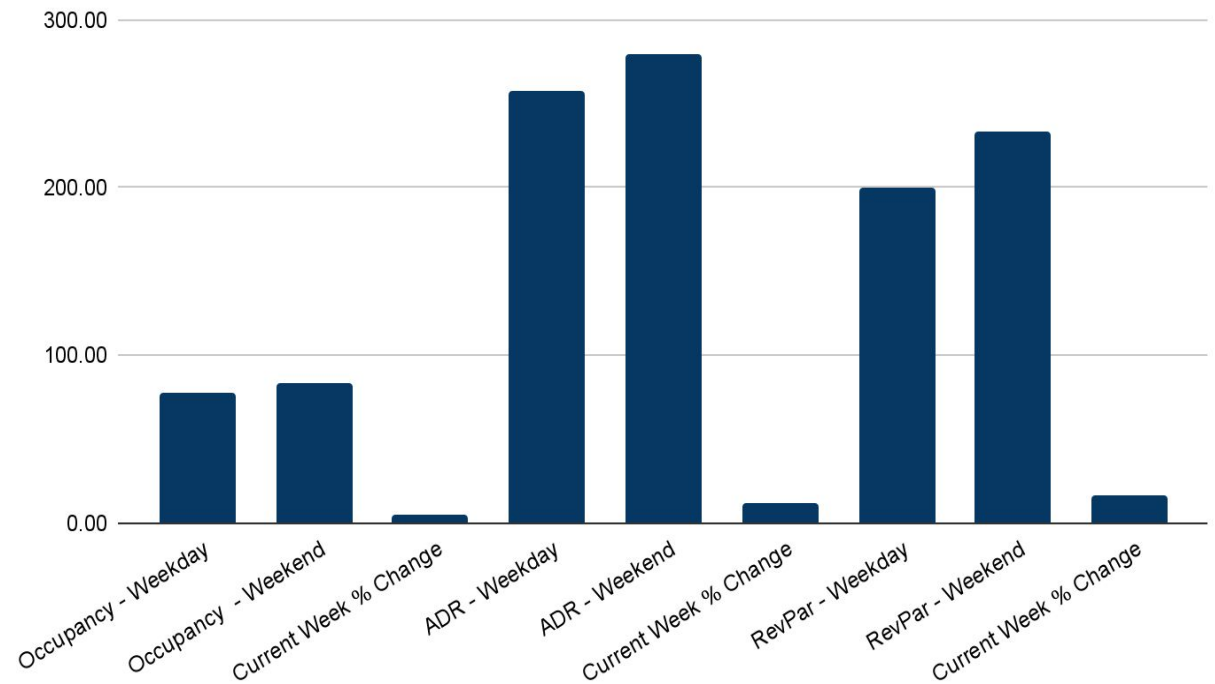


Source: STR/NCHA/BCRTS Destination Weekly Report - Week ending June 10, 2023

# STR Summary BC & Regions

## June 04 - June 10, 2023

- British Columbia had a **77.40%** occupancy from Sunday-Thursday and a **83.50%** occupancy during the weekend, up **5.00%** compared to the same week in 2022
- British Columbia had an ADR of **\$257.73** from Sunday-Thursday and an ADR of **\$279.57** during the weekend, up **11.50%** compared to the same week in 2022
- British Columbia had a RevPAR of **\$199.56** from Sunday-Thursday and a RevPAR of **\$233.53** during the weekend, up **17.10%** compared to the same week in 2022



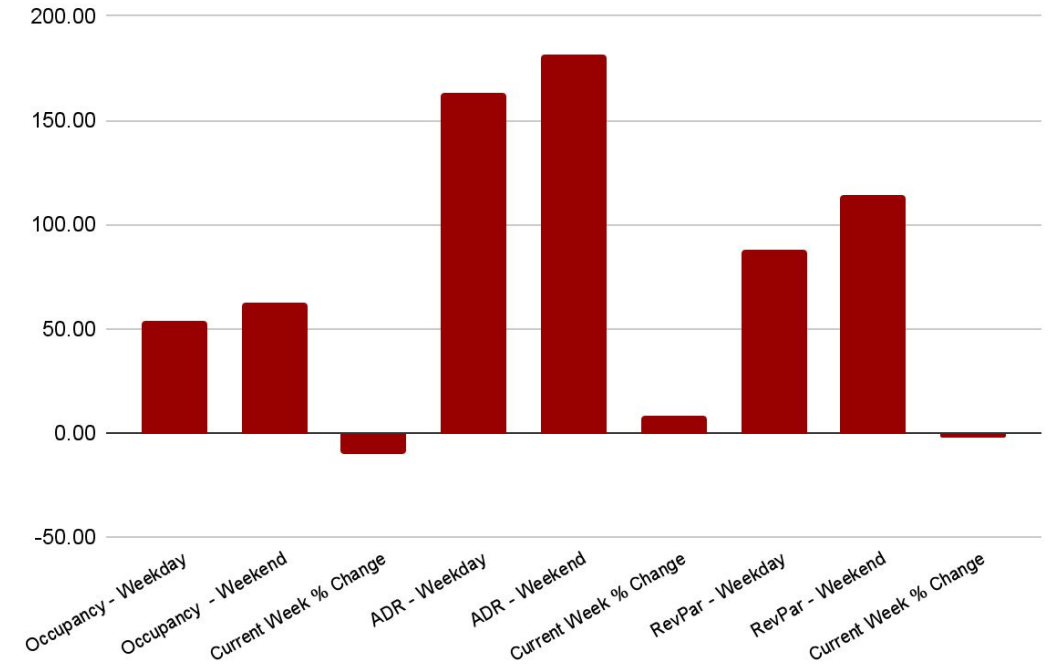
### Regional Statistics the Weekend of June 09 - June 10, 2023:

	OCC	ADR	REVPAR
Vancouver	93.0	\$342.07	\$318.26
Vancouver Island	74.8	\$272.91	\$204.23
Whistler	70.8	\$303.81	\$215.02
Thompson Okanagan	83.1	\$205.00	\$170.34
Northern BC	71.4	\$137.86	\$98.48
Kootenay Rockies	62.7	\$181.68	\$113.96
Cariboo Coast/South Central BC	65.1	\$159.90	\$104.12

# Kootenay Rockies Summary

## June 04 - June 10, 2023

- The Kootenay Rockies had a **53.80%** occupancy from Sunday-Thursday and a **62.70%** occupancy during the weekend, giving the region the **lowest** percent occupancy in BC
  - Compared to the week of June 05, 2022, occupancy is down **10.30%**
- The Kootenay Rockies had an ADR of **\$162.81** from Sunday-Thursday and an ADR of **\$181.68** during the weekend, giving the region the **third-lowest** ADR in BC
  - Compared to the week of June 05, 2022, ADR is up **8.70%**
- The Kootenay Rockies had a RevPAR of **\$87.56** from Sunday-Thursday and a RevPAR of **\$113.96** during the weekend, giving the region the **lowest** RevPAR in BC
  - Compared to the week of June 05, 2022, RevPAR is down **2.50%**



### British Columbia:

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

	OCC	ADR	REVPAR
Weekday (Sunday - Thursday)	77.40%	\$257.73	\$199.56
Weekend (Friday - Saturday)	83.50%	\$279.57	\$233.53
Compared to the same week in 2022	<b>5.00%</b>	<b>11.50%</b>	<b>17.10%</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

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