

Weekly Visitor Insights

STR Destination Report

June 25, 2023 to July 01, 2023

2023 Weekly Report



SYMPHONY
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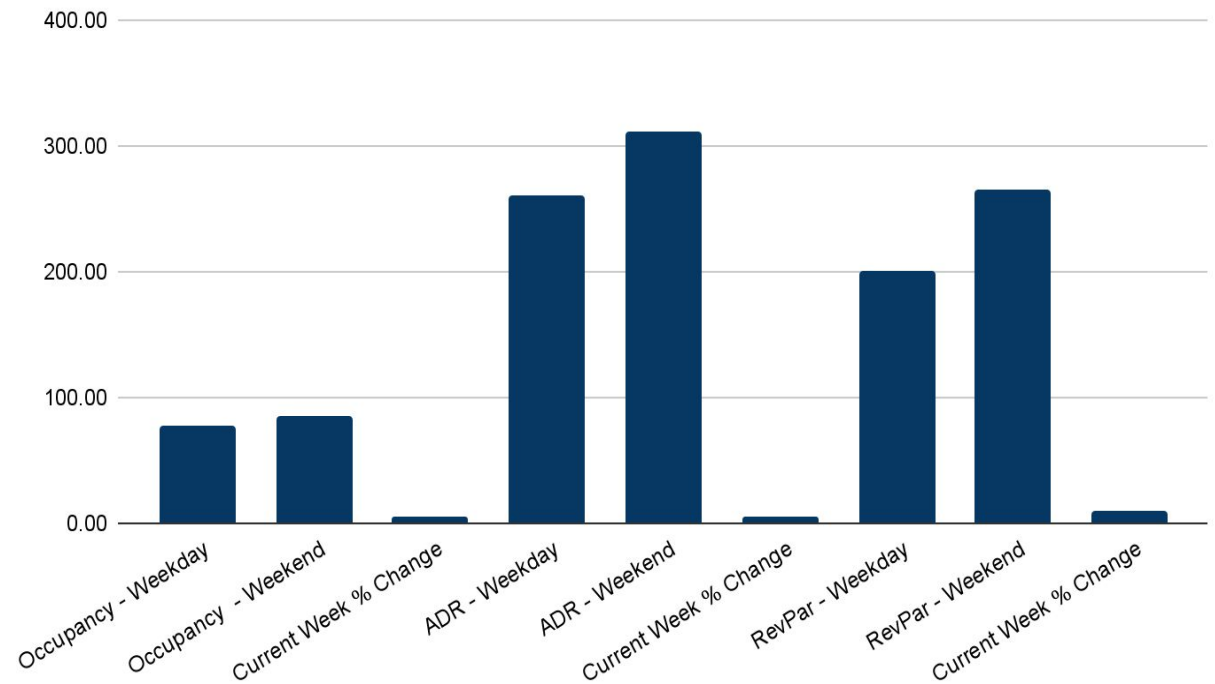


Source: STR/NCHA/BCRTS Destination Weekly Report - Week ending July 01, 2023

STR Summary BC & Regions

June 25 - July 01, 2023

- British Columbia had a **76.80%** occupancy from Sunday-Thursday and a **85.40%** occupancy during the weekend, up **4.60%** compared to the same week in 2022
- British Columbia had an ADR of **\$260.25** from Sunday-Thursday and an ADR of **\$311.02** during the weekend, up **5.70%** compared to the same week in 2022
- British Columbia had a RevPAR of **\$199.86** from Sunday-Thursday and a RevPAR of **\$265.69** during the weekend, up **10.60%** compared to the same week in 2022



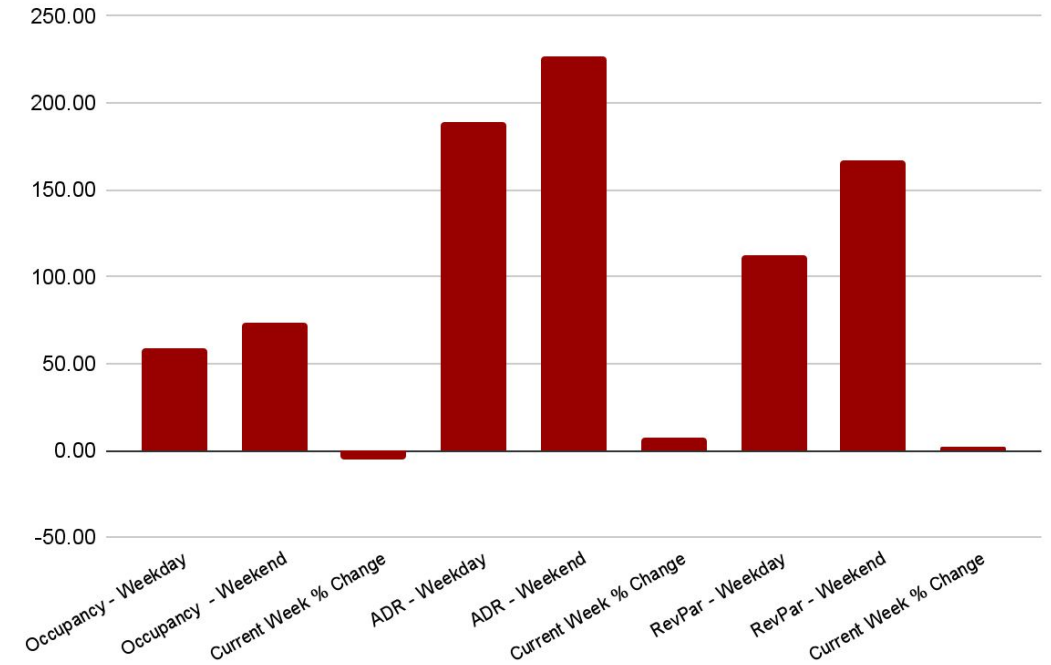
Regional Statistics the Weekend of June 30 - July 01, 2023:

	OCC	ADR	REVPAR
Vancouver	93.0	\$358.91	\$333.70
Vancouver Island	81.3	\$326.34	\$265.16
Whistler	82.9	\$407.57	\$337.82
Thompson Okanagan	84.3	\$257.37	\$216.88
Northern BC	68.6	\$139.79	\$95.94
Kootenay Rockies	73.6	\$227.12	\$167.26
Cariboo Coast/South Central BC	69.7	\$178.36	\$124.30

Kootenay Rockies Summary

June 25 - July 01, 2023

- The Kootenay Rockies had a **59.20%** occupancy from Sunday-Thursday and a **73.60%** occupancy during the weekend, giving the region the **lowest** percent occupancy in BC
 - Compared to the week of June 26, 2022, occupancy is down **5.10%**
- The Kootenay Rockies had an ADR of **\$189.06** from Sunday-Thursday and an ADR of **\$227.12** during the weekend, giving the region the **third-lowest** ADR in BC
 - Compared to the week of June 26, 2022, ADR is up **7.90%**
- The Kootenay Rockies had a RevPAR of **\$111.95** from Sunday-Thursday and a RevPAR of **\$167.26** during the weekend, giving the region the **third-lowest** RevPAR in BC
 - Compared to the week of June 26, 2022, RevPAR is up **2.40%**



British Columbia:

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

	OCC	ADR	REVPAR
Weekday (Sunday - Thursday)	76.80%	\$260.25	\$199.86
Weekend (Friday - Saturday)	85.40%	\$311.02	\$265.69
Compared to the same week in 2022	4.60%	5.70%	10.60%



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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