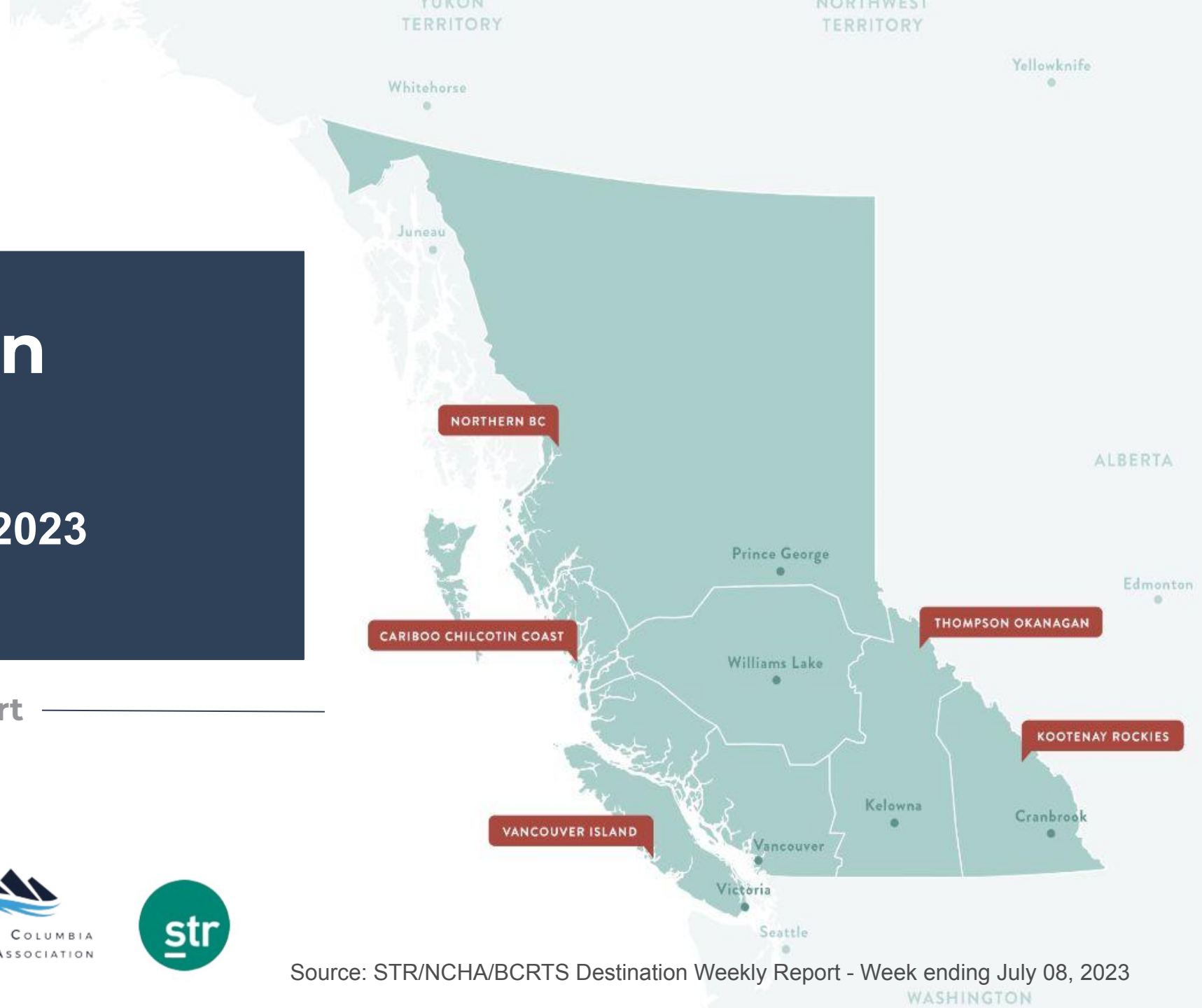


Weekly Visitor Insights

STR Destination Report

July 02, 2023 to July 08, 2023

2023 Weekly Report



SYMPHONY
TOURISM
SERVICES

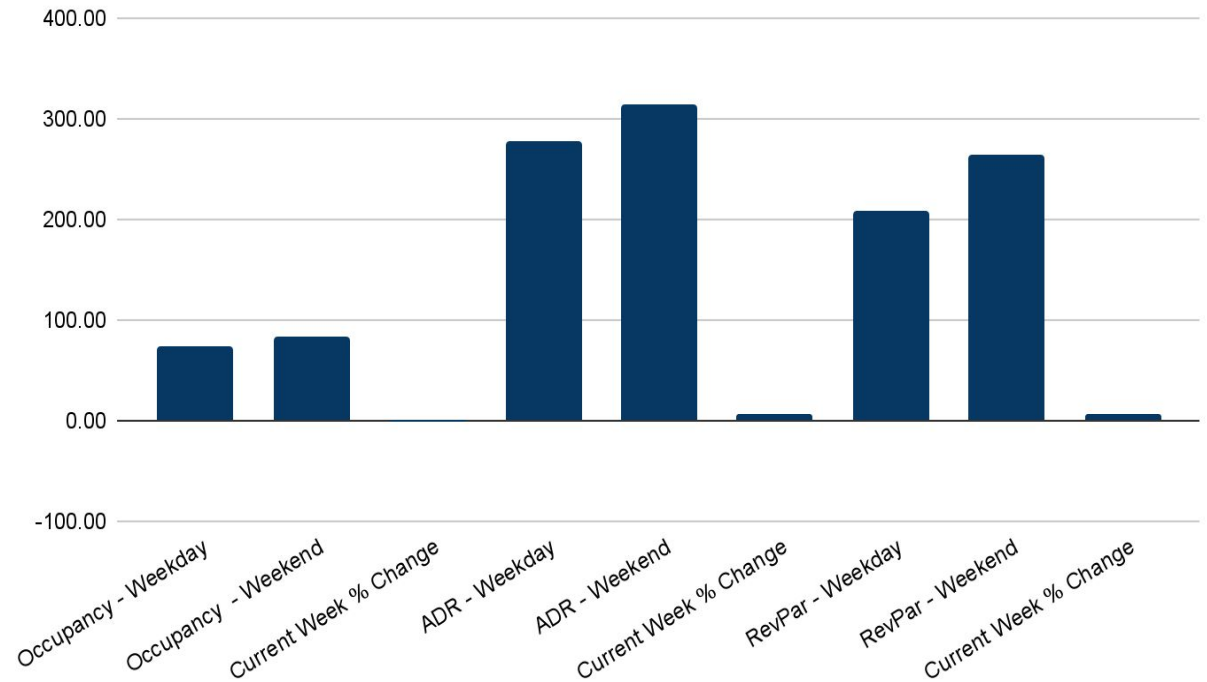


Source: STR/NCHA/BCRTS Destination Weekly Report - Week ending July 08, 2023

STR Summary BC & Regions

July 02 - July 08, 2023

- British Columbia had a **74.70%** occupancy from Sunday-Thursday and a **84.20%** occupancy during the weekend, down **0.40%** compared to the same week in 2022
- British Columbia had an ADR of **\$278.19** from Sunday-Thursday and an ADR of **\$313.86** during the weekend, up **7.40%** compared to the same week in 2022
- British Columbia had a RevPAR of **\$207.75** from Sunday-Thursday and a RevPAR of **\$264.33** during the weekend, up **7.00%** compared to the same week in 2022



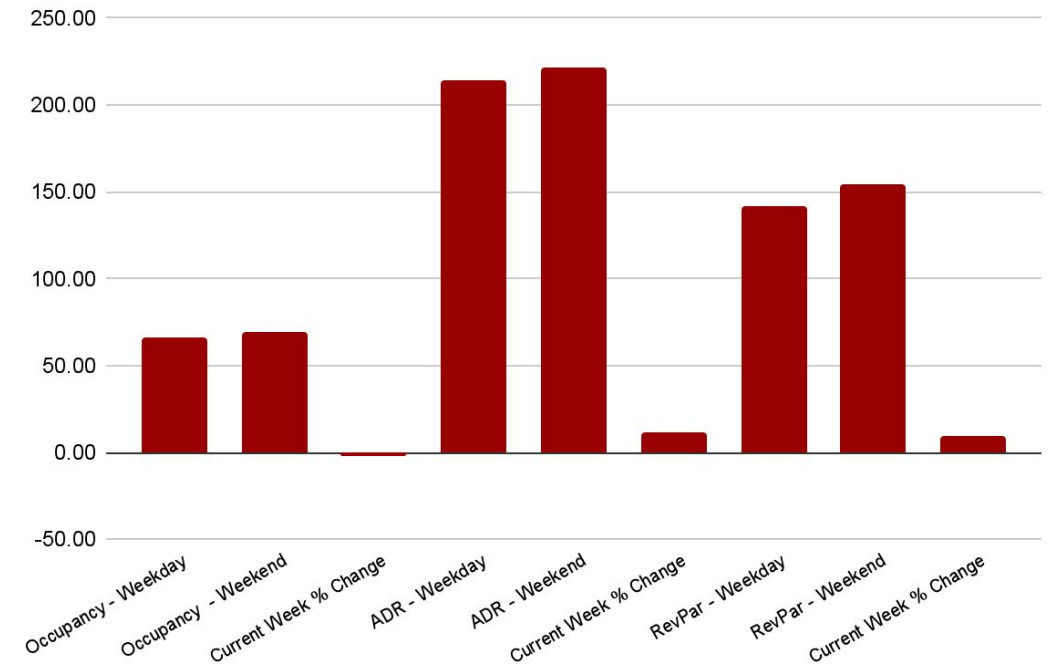
Regional Statistics the Weekend of July 07 - July 08, 2023:

	OCC	ADR	REVPAR
Vancouver	91.3	\$370.17	\$338.03
Vancouver Island	86.3	\$318.41	\$274.68
Whistler	77.6	\$393.23	\$305.01
Thompson Okanagan	82.6	\$247.67	\$204.56
Northern BC	65.5	\$139.06	\$91.15
Kootenay Rockies	69.8	\$221.30	\$154.41
Cariboo Coast/South Central BC	63.2	\$166.92	\$105.46

Kootenay Rockies Summary

July 02 - July 08, 2023

- The Kootenay Rockies had a **66.20%** occupancy from Sunday-Thursday and a **69.80%** occupancy during the weekend, giving the region the **third-lowest** percent occupancy in BC
 - Compared to the week of July 03, 2022, occupancy is down **2.00%**
- The Kootenay Rockies had an ADR of **\$214.31** from Sunday-Thursday and an ADR of **\$221.30** during the weekend, giving the region the **third-lowest** ADR in BC
 - Compared to the week of July 03, 2022, ADR is up **11.90%**
- The Kootenay Rockies had a RevPAR of **\$141.97** from Sunday-Thursday and a RevPAR of **\$154.41** during the weekend, giving the region the **third-lowest** RevPAR in BC
 - Compared to the week of July 03, 2022, RevPAR is up **9.70%**



British Columbia:

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

	OCC	ADR	REVPAR
Weekday (Sunday - Thursday)	74.70%	\$278.19	\$207.75
Weekend (Friday - Saturday)	84.20%	\$313.86	\$264.33
Compared to the same week in 2022	0.40%	7.40%	7.00%



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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