

# Weekly Visitor Insights

## STR Destination Report

July 31, 2022 to August 6, 2022

2022 Weekly Report



SYMPHONY  
TOURISM  
SERVICES



Source: STR/NCHA/BCRTS Destination Weekly Report - Week ending August 6, 2022

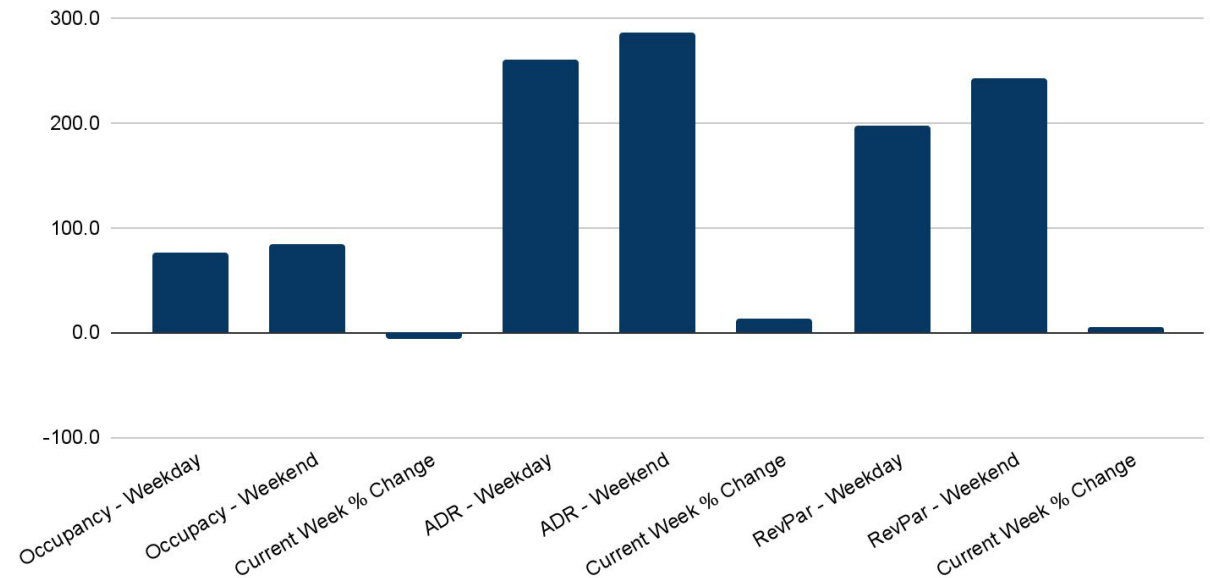
# STR Summary BC & Regions

## July 31 - August 6, 2022

- British Columbia had a **75.7%** occupancy from Sunday-Thursday and a **84.7%** occupancy during the weekend, down **-6.8%** compared to the same week in 2019.
- British Columbia had an ADR of **\$260.35** from Sunday-Thursday and an ADR of **\$287.03** during the weekend, up **13.7%** compared to the same week in 2019.
- British Columbia had a RevPAR of **\$197.13** from Sunday-Thursday and a RevPAR of **\$243.10** during the weekend, up **6.0%** compared to the same week in 2019.

### Regional STATS the Weekend of Aug 5-6, 2022:

	OCC	ADR	REVPAR
Vancouver	88.9%	\$326.90	\$290.47
Vancouver Island	88.7%	\$305.60	\$271.12
Whistler	73.3%	\$377.50	\$276.63
Thompson Okanagan	86.5%	\$246.30	\$213.06
Northern BC	65.5%	\$131.30	\$85.97
Kootenay Rockies	79.3%	\$204.60	\$162.20
Cariboo Coast/South Central BC	75.9%	\$171.70	\$130.24



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# Weekly Visitor Insights

## STR Destination Report

August 7, 2022 to August 13, 2022

2022 Weekly Report



SYMPHONY  
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Source: STR/NCHA/BCRTS Destination Weekly Report - Week ending August 13, 2022



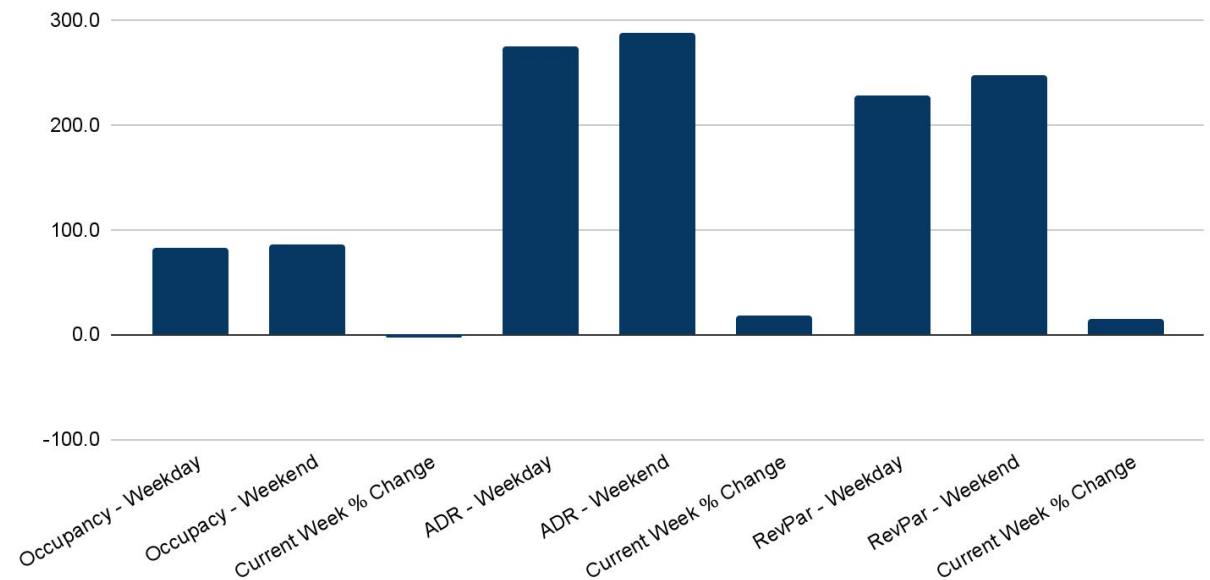
# STR Summary BC & Regions

## August 7 - August 13, 2022

- British Columbia had a **82.8%** occupancy from Sunday-Thursday and a **86.1%** occupancy during the weekend, down **-3.2%** compared to the same week in 2019.
- British Columbia had an ADR of **\$275.53** from Sunday-Thursday and an ADR of **\$287.49** during the weekend, up **18.6%** compared to the same week in 2019.
- British Columbia had a RevPAR of **\$228.02** from Sunday-Thursday and a RevPAR of **\$247.41** during the weekend, up **14.8%** compared to the same week in 2019.

### Regional STATS the Weekend of Aug 12-13, 2022:

	OCC	ADR	REVPAR
Vancouver	90.1%	\$324.35	\$292.34
Vancouver Island	89.1%	\$317.29	\$282.62
Whistler	82.5%	\$406.34	\$335.44
Thompson Okanagan	85.9%	\$239.76	\$205.87
Northern BC	70.2%	\$136.52	\$95.89
Kootenay Rockies	78.4%	\$201.45	\$157.85
Cariboo Coast/South Central BC	77.5%	\$172.44	\$133.60



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# Glossary

- **Occupancy:** Calculated by the number of occupied rooms divided by the number of available rooms that physically exist in a hotel
- **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 hotel's performance
- **Revenue per Available Room (RevPAR):** Calculated by multiplying a hotel's ADR by its occupancy rate, an increase in RevPAR most likely indicates an improvement in occupancy rate and can be used to measure a hotel's performance

# Contact Us



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