

Weekly Visitor Insights

STR Destination Report

August 14, 2022 to August 20, 2022

2022 Weekly Report



SYMPHONY
TOURISM
SERVICES



Source: STR/NCHA/BCRTS Destination Weekly Report - Week ending August 20, 2022



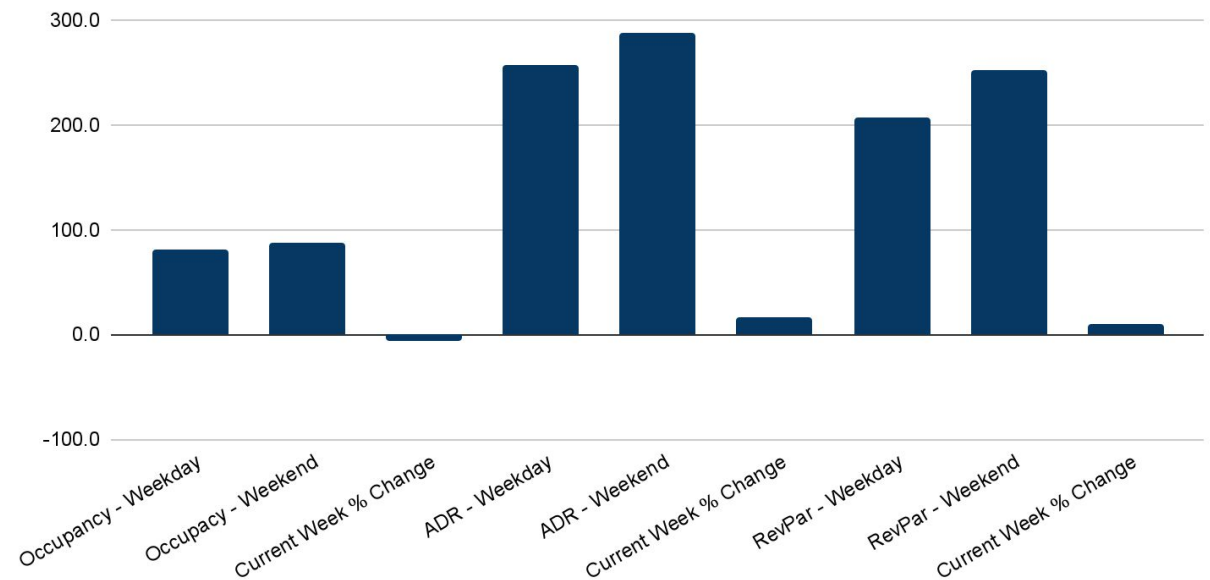
STR Summary BC & Regions

August 14 - August 20, 2022

- British Columbia had a **80.8%** occupancy from Sunday-Thursday and a **87.5%** occupancy during the weekend, down **-5.8%** compared to the same week in 2019.
- British Columbia had an ADR of **\$256.85** from Sunday-Thursday and an ADR of **\$288.65** during the weekend, up **17.2%** compared to the same week in 2019.
- British Columbia had a RevPAR of **\$207.56** from Sunday-Thursday and a RevPAR of **\$252.43** during the weekend, up **10.4%** compared to the same week in 2019.

Regional STATS the Weekend of Aug 19-20, 2022:

	OCC	ADR	REVPAR
Vancouver	92.7%	\$326.41	\$302.73
Vancouver Island	90.3%	\$317.31	\$286.59
Whistler	73.0%	\$388.97	\$283.91
Thompson Okanagan	88.5%	\$244.42	\$216.22
Northern BC	69.7%	\$132.28	\$92.25
Kootenay Rockies	77.9%	\$199.31	\$155.21
Cariboo Coast/South Central BC	78.8%	\$172.58	\$135.97



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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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