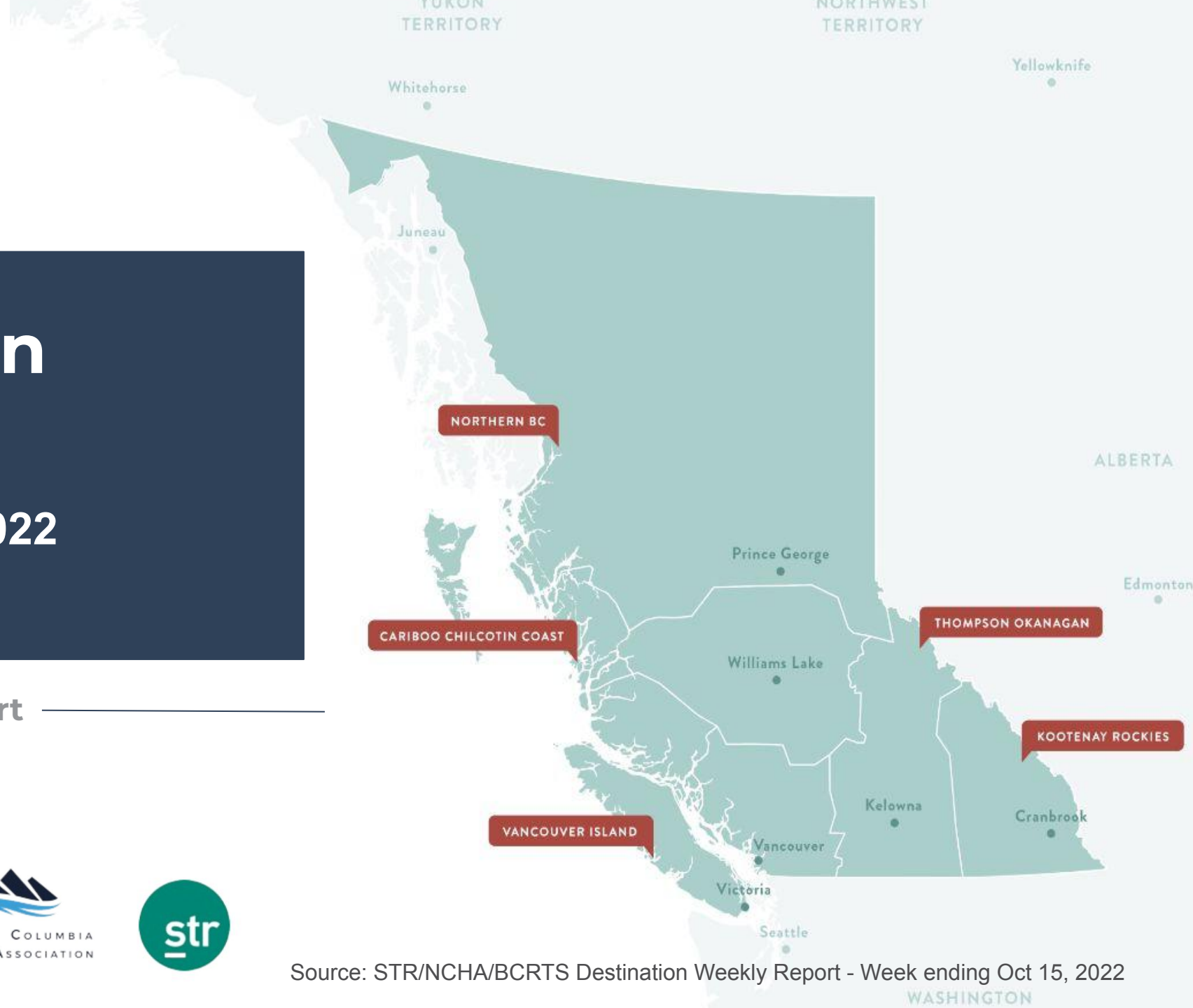


# Weekly Visitor Insights

## STR Destination Report

Oct 09, 2022 to Oct 15, 2022

2022 Weekly Report



SYMPHONY  
TOURISM  
SERVICES



Source: STR/NCHA/BCRTS Destination Weekly Report - Week ending Oct 15, 2022

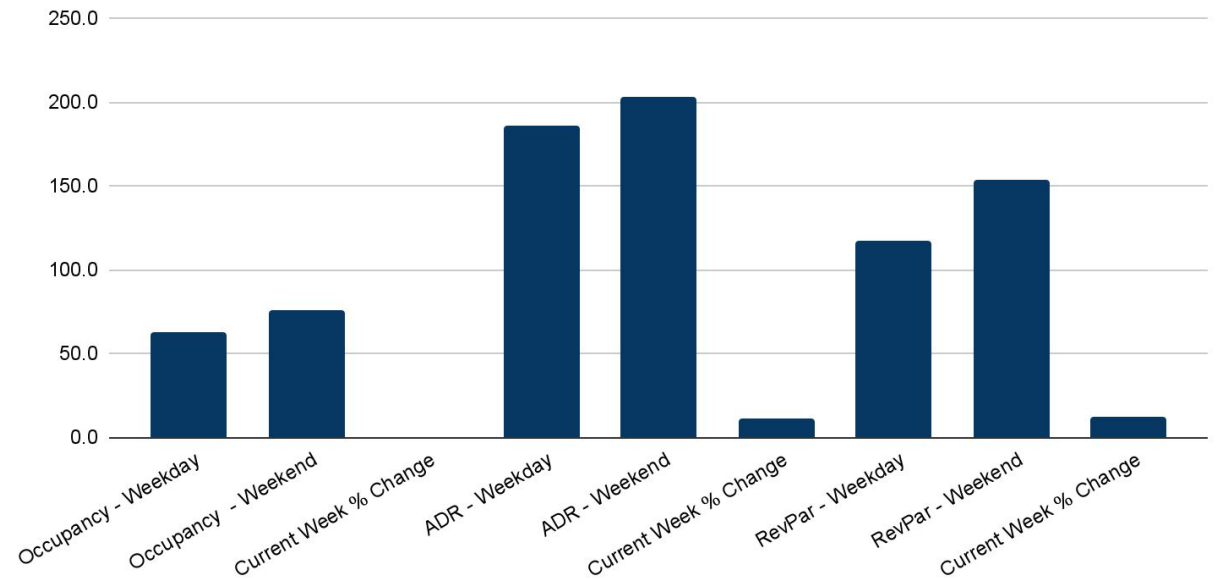
# STR Summary BC & Regions

## Oct 09 - Oct 15, 2022

- British Columbia had a **62.8%** occupancy from Sunday-Thursday and a **75.5%** occupancy during the weekend, up **0.3%** compared to the same week in 2019.
- British Columbia had an ADR of **\$186.24** from Sunday-Thursday and an ADR of **\$202.97** during the weekend, up **11.7%** compared to the same week in 2019.
- British Columbia had a RevPAR of **\$116.90** from Sunday-Thursday and a RevPAR of **\$153.27** during the weekend, up **12.1%** compared to the same week in 2019.

### Regional STATS the Weekend of Oct 14-Oct 15, 2022:

	OCC	ADR	REVPAR
Vancouver	84.20%	\$232.37	\$195.69
Vancouver Island	76.60%	\$213.25	\$163.29
Whistler	55.60%	\$264.60	\$147.04
Thompson Okanagan	66.90%	\$146.41	\$97.97
Northern BC	66.90%	\$131.38	\$87.93
Kootenay Rockies	62.40%	\$146.46	\$91.43
Cariboo Coast/South Central BC	69.00%	\$146.64	\$101.22



Participate in the STR “STAR” report: Submit your data and receive free reports benchmarking your performance against your market. Sign up today for free here: <https://surveys.str.com/s3/Hotel-Enrollment-Form>



# 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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