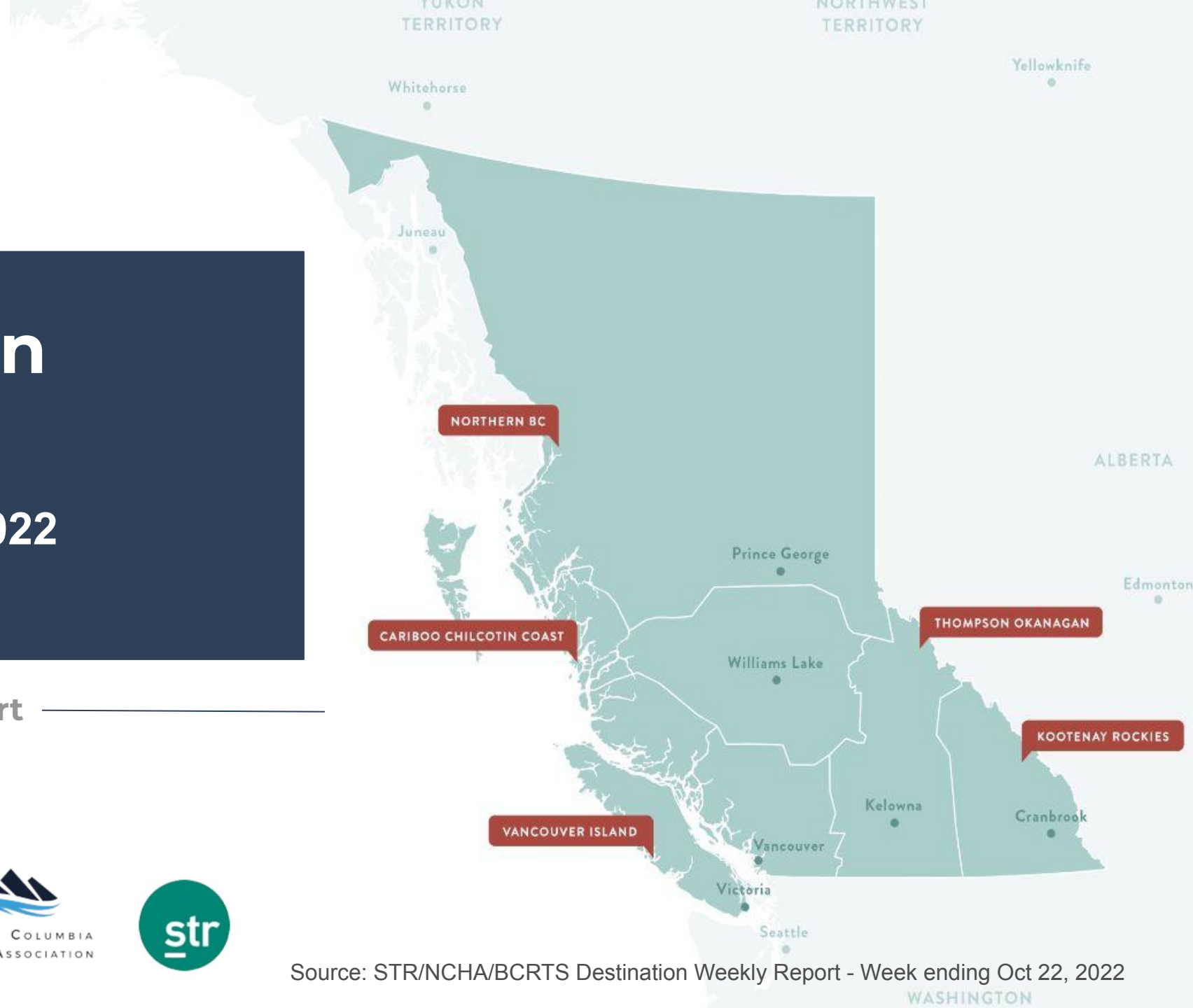


Weekly Visitor Insights

STR Destination Report

Oct 16, 2022 to Oct 22, 2022

2022 Weekly Report



SYMPHONY
TOURISM
SERVICES



Source: STR/NCHA/BCRTS Destination Weekly Report - Week ending Oct 22, 2022

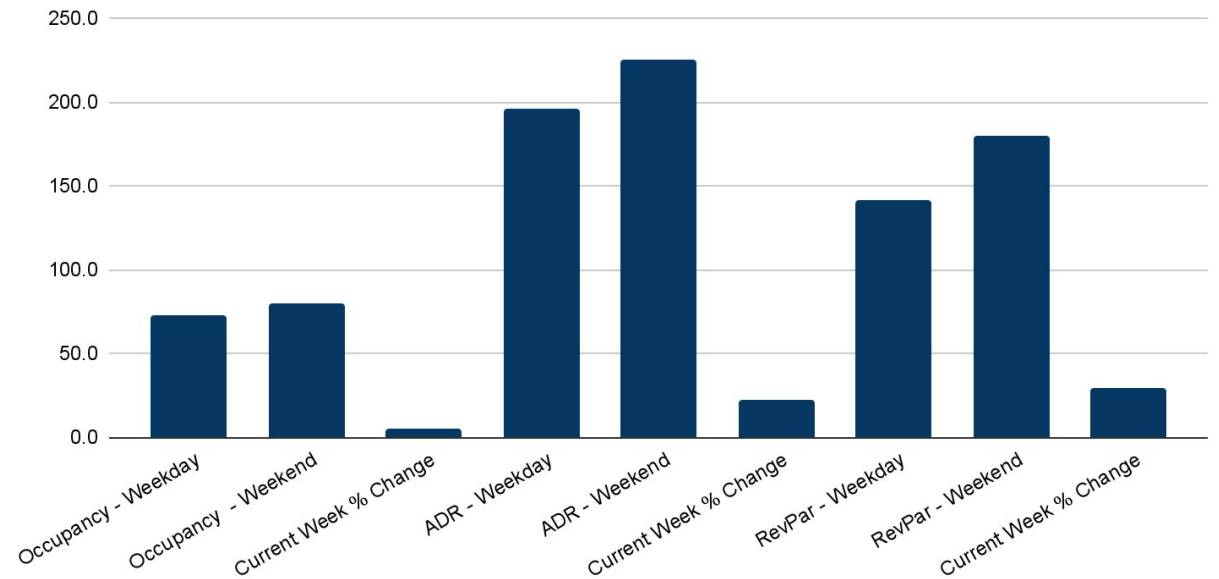
STR Summary BC & Regions

Oct 16 - Oct 22, 2022

- British Columbia had a **72.4%** occupancy from Sunday-Thursday and a **79.8%** occupancy during the weekend, up **5.6%** compared to the same week in 2019.
- British Columbia had an ADR of **\$196.14** from Sunday-Thursday and an ADR of **\$224.99** during the weekend, up **22.8%** compared to the same week in 2019.
- British Columbia had a RevPAR of **\$142.00** from Sunday-Thursday and a RevPAR of **\$179.61** during the weekend, up **29.7%** compared to the same week in 2019.

Regional STATS the Weekend of Oct 21-Oct 22, 2022:

	OCC	ADR	REVPAR
Vancouver	94.0%	\$270.79	\$254.62
Vancouver Island	74.0%	\$207.75	\$153.66
Whistler	61.1%	\$265.38	\$162.20
Thompson Okanagan	67.3%	\$145.37	\$97.77
Northern BC	67.4%	\$133.81	\$90.19
Kootenay Rockies	55.8%	\$144.69	\$80.77
Cariboo Coast/South Central BC	72.6%	\$140.82	\$102.28



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



SYMPHONY
TOURISM
SERVICES

Karen Chalmers

Managing Director, Symphony Tourism Services

Email: karen@totabc.com

Phone: 778.721.5448

symphonytourismservices.com