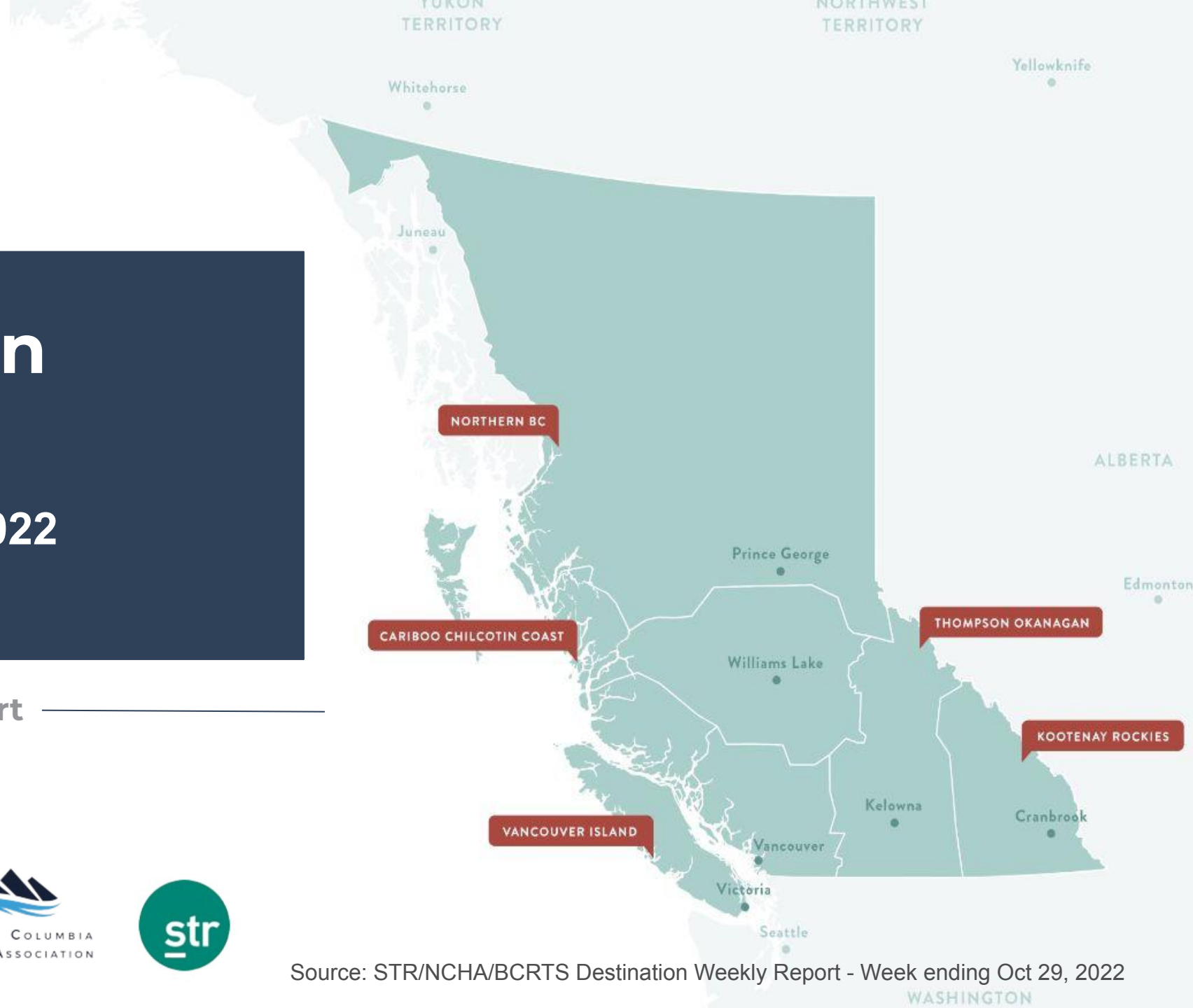


Weekly Visitor Insights

STR Destination Report

Oct 23, 2022 to Oct 29, 2022

2022 Weekly Report



SYMPHONY
TOURISM
SERVICES



Source: STR/NCHA/BCRTS Destination Weekly Report - Week ending Oct 29, 2022

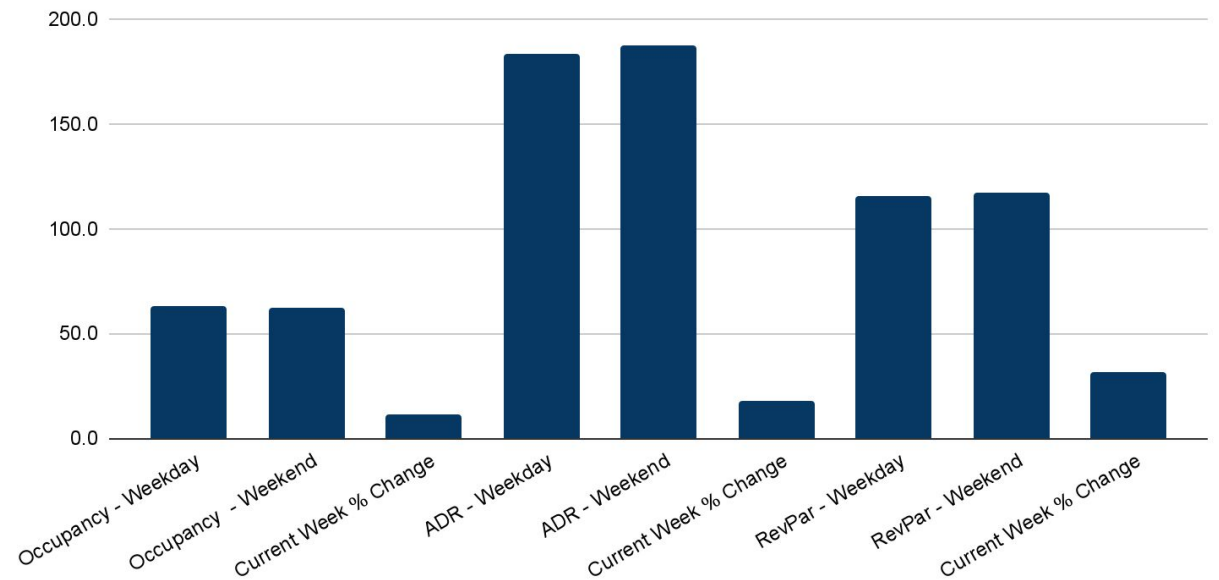
STR Summary BC & Regions

Oct 23 - Oct 29, 2022

- British Columbia had a **63.2%** occupancy from Sunday-Thursday and a **62.5%** occupancy during the weekend, up **11.7%** compared to the same week in 2019.
- British Columbia had an ADR of **\$183.56** from Sunday-Thursday and an ADR of **\$187.46** during the weekend, up **17.9%** compared to the same week in 2019.
- British Columbia had a RevPAR of **\$116.02** from Sunday-Thursday and a RevPAR of **\$117.17** during the weekend, up **31.7%** compared to the same week in 2019.

Regional STATS the Weekend of Oct 28-Oct 29, 2022:

	OCC	ADR	REVPAR
Vancouver	72.2%	\$210.85	\$152.28
Vancouver Island	60.7%	\$199.85	\$121.24
Whistler	38.9%	\$273.39	\$106.35
Thompson Okanagan	51.5%	\$136.59	\$70.35
Northern BC	60.9%	\$127.84	\$77.89
Kootenay Rockies	51.5%	\$142.83	\$73.59
Cariboo Coast/South Central BC	58.9%	\$133.83	\$78.82



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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