

# Weekly Visitor Insights

## STR Destination Report

Oct 30, 2022 to Nov 5, 2022

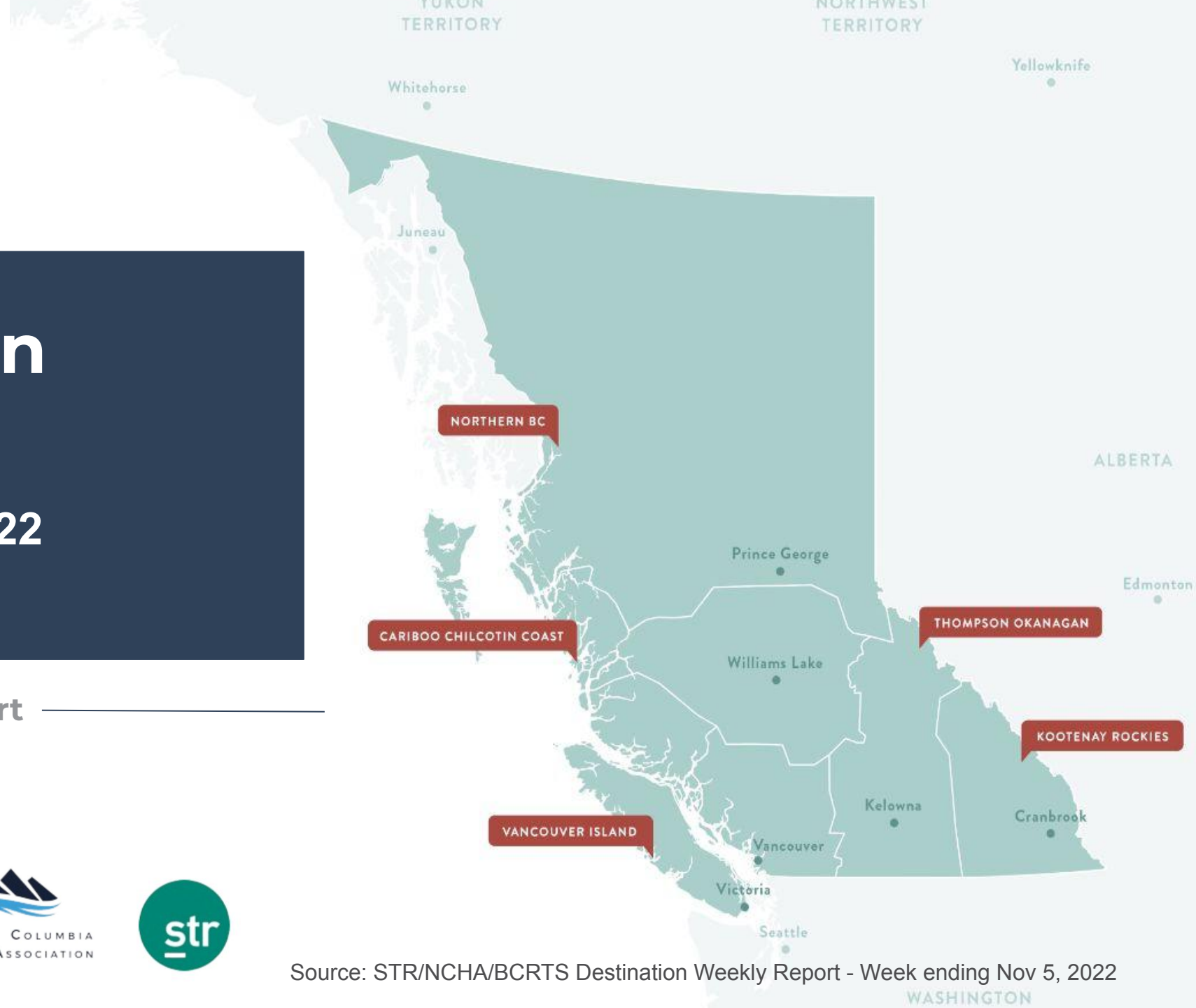
2022 Weekly Report



SYMPHONY  
TOURISM  
SERVICES



Source: STR/NCHA/BCRTS Destination Weekly Report - Week ending Nov 5, 2022



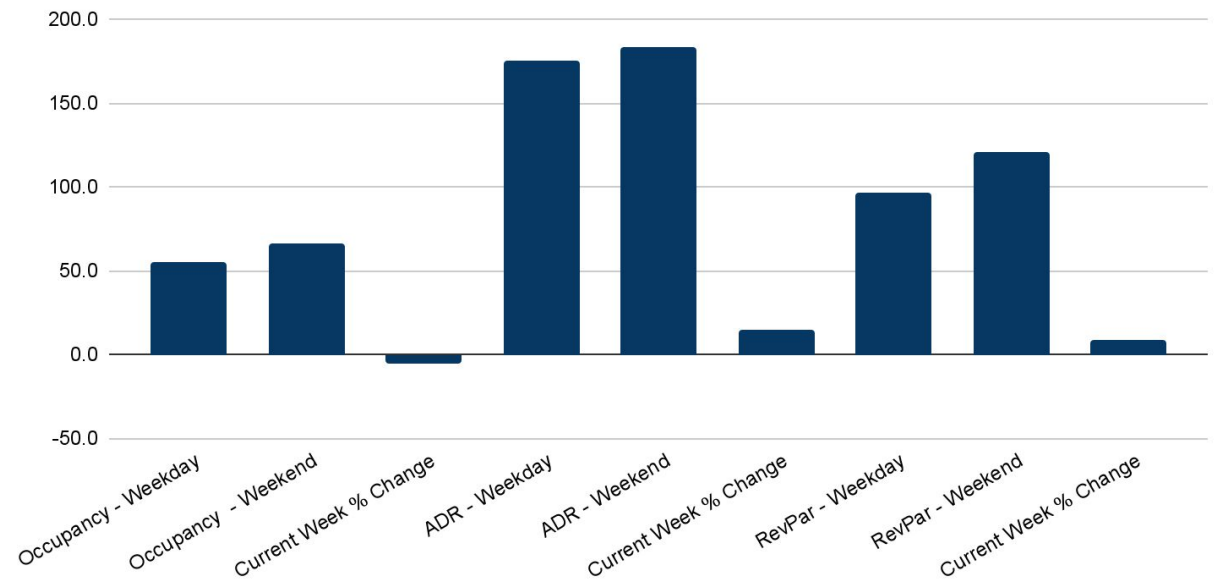
# STR Summary BC & Regions

## Oct 30 - Nov 5, 2022

- British Columbia had a **55.1%** occupancy from Sunday-Thursday and a **66.0%** occupancy during the weekend, down **-5.1%** compared to the same week in 2019.
- British Columbia had an ADR of **\$175.81** from Sunday-Thursday and an ADR of **\$183.48** during the weekend, up **14.6%** compared to the same week in 2019.
- British Columbia had a RevPAR of **\$96.79** from Sunday-Thursday and a RevPAR of **\$121.16** during the weekend, up **8.7%** compared to the same week in 2019.

### Regional STATS the Weekend of Nov 4 - Nov 5, 2022:

	OCC	ADR	REVPAR
Vancouver	79.5%	\$202.68	\$161.10
Vancouver Island	67.2%	\$190.07	\$127.67
Whistler	43.7%	\$267.94	\$116.97
Thompson Okanagan	49.7%	\$134.51	\$66.81
Northern BC	59.7%	\$129.70	\$77.39
Kootenay Rockies	39.5%	\$137.65	\$54.36
Cariboo Coast/South Central BC	63.2%	\$138.95	\$87.80



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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