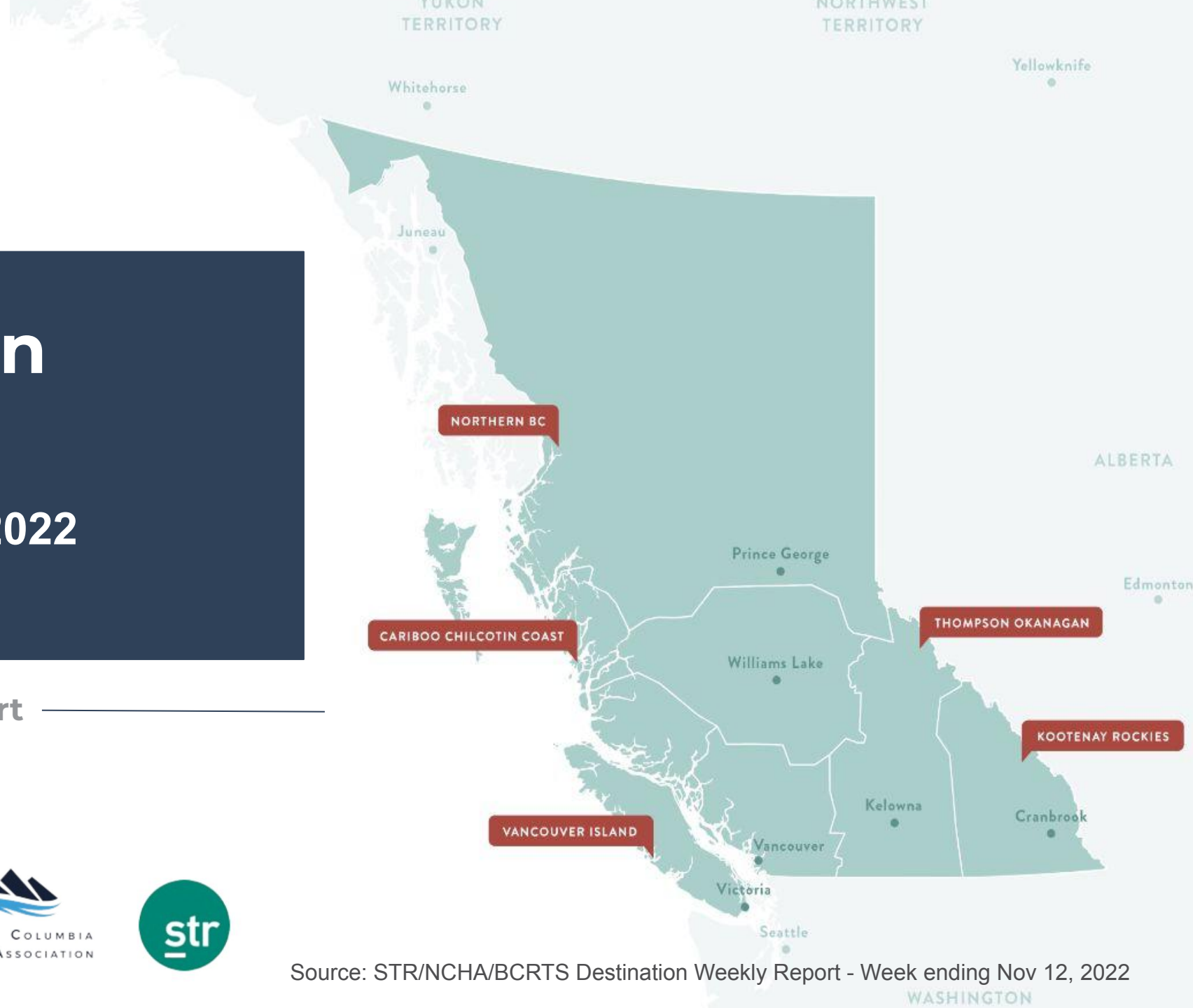


Weekly Visitor Insights

STR Destination Report

Nov 06, 2022 to Nov 12, 2022

2022 Weekly Report



SYMPHONY
TOURISM
SERVICES



Source: STR/NCHA/BCRTS Destination Weekly Report - Week ending Nov 12, 2022

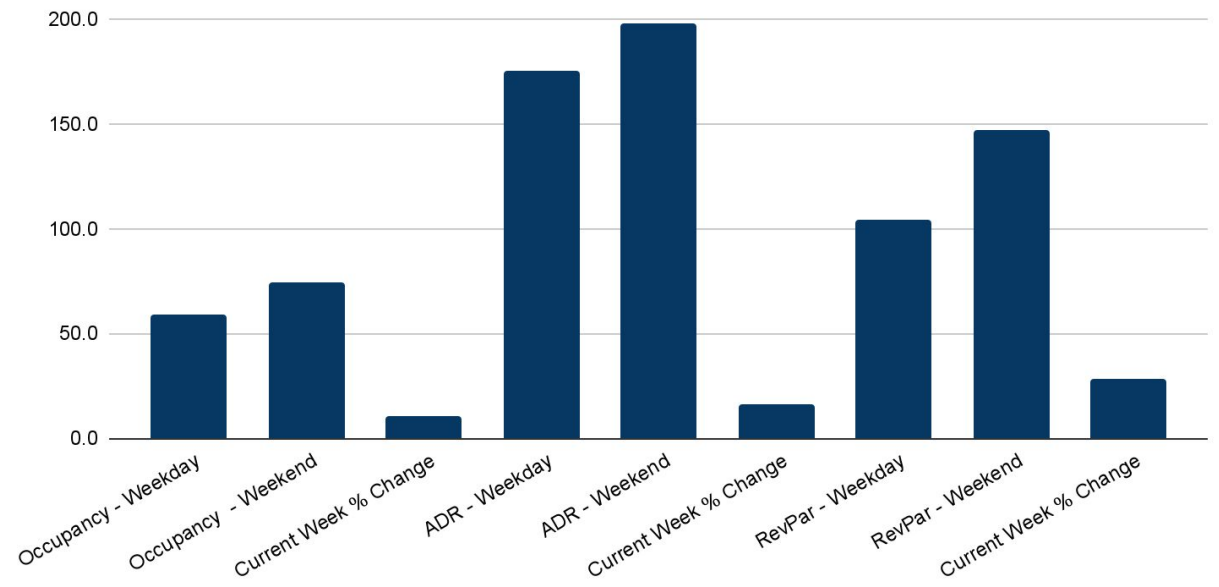
STR Summary BC & Regions

Nov 6 - Nov 12, 2022

- British Columbia had a **59.2%** occupancy from Sunday-Thursday and a **74.4%** occupancy during the weekend, up **10.3%** compared to the same week in 2019.
- British Columbia had an ADR of **\$175.70** from Sunday-Thursday and an ADR of **\$197.81** during the weekend, up **16.6%** compared to the same week in 2019.
- British Columbia had a RevPAR of **\$104.03** from Sunday-Thursday and a RevPAR of **\$147.12** during the weekend, up **28.6%** compared to the same week in 2019.

Regional STATS the Weekend of Nov 11 - Nov 12, 2022:

	OCC	ADR	REVPAR
Vancouver	86.3%	\$215.16	\$185.66
Vancouver Island	81.7%	\$216.28	\$176.78
Whistler	78.3%	\$290.06	\$227.15
Thompson Okanagan	55.6%	\$138.30	\$76.92
Northern BC	64.1%	\$131.42	\$84.30
Kootenay Rockies	47.9%	\$141.37	\$67.67
Cariboo Coast/South Central BC	51.1%	\$145.31	\$74.25



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