Weekly Visitor Insights

STR Destination Report

Nov 27, 2022 to Dec 3, 2022

2022 Weekly Report











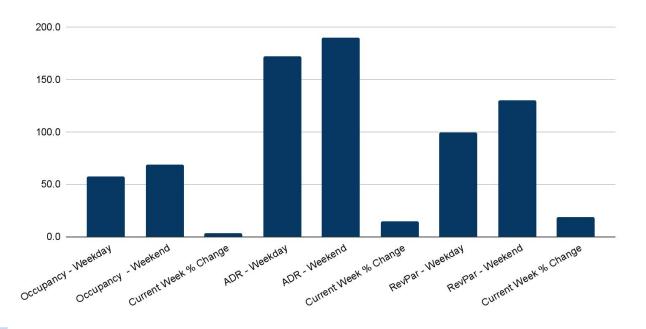
STR Summary BC & Regions

Nov 27 - Dec 3, 2022

- British Columbia had a 57.6% occupancy from Sunday-Thursday and a 68.6% occupancy during the weekend, up 3.6% compared to the same week in 2019.
- British Columbia had an ADR of \$172.31 from Sunday-Thursday and an ADR of \$190.19 during the weekend, up 14.7% compared to the same week in 2019.
- British Columbia had a RevPAR of \$99.33 from Sunday-Thursday and a RevPAR of \$130.41 during the weekend, up 18.9% compared to the same week in 2019.

Regional STATS the Weekend of Dec 2 - Dec 3, 2022:

	осс	ADR	REVPAR
Vancouver	77.4%	\$205.06	\$158.65
Vancouver Island	68.2%	\$181.77	\$123.95
Whistler	71.6%	\$366.20	\$262.25
Thompson Okanagan	57.4%	\$132.61	\$76.17
Northern BC	63.1%	\$126.67	\$79.88
Kootenay Rockies	45.8%	\$140.54	\$64.39
Cariboo Coast/South Central BC	60.8%	\$142.98	\$86.96



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

Robb MacDonald

Managing Director, Symphony Tourism Services

Email: rmacdonald@totabc.com

symphonytourismservices.com

