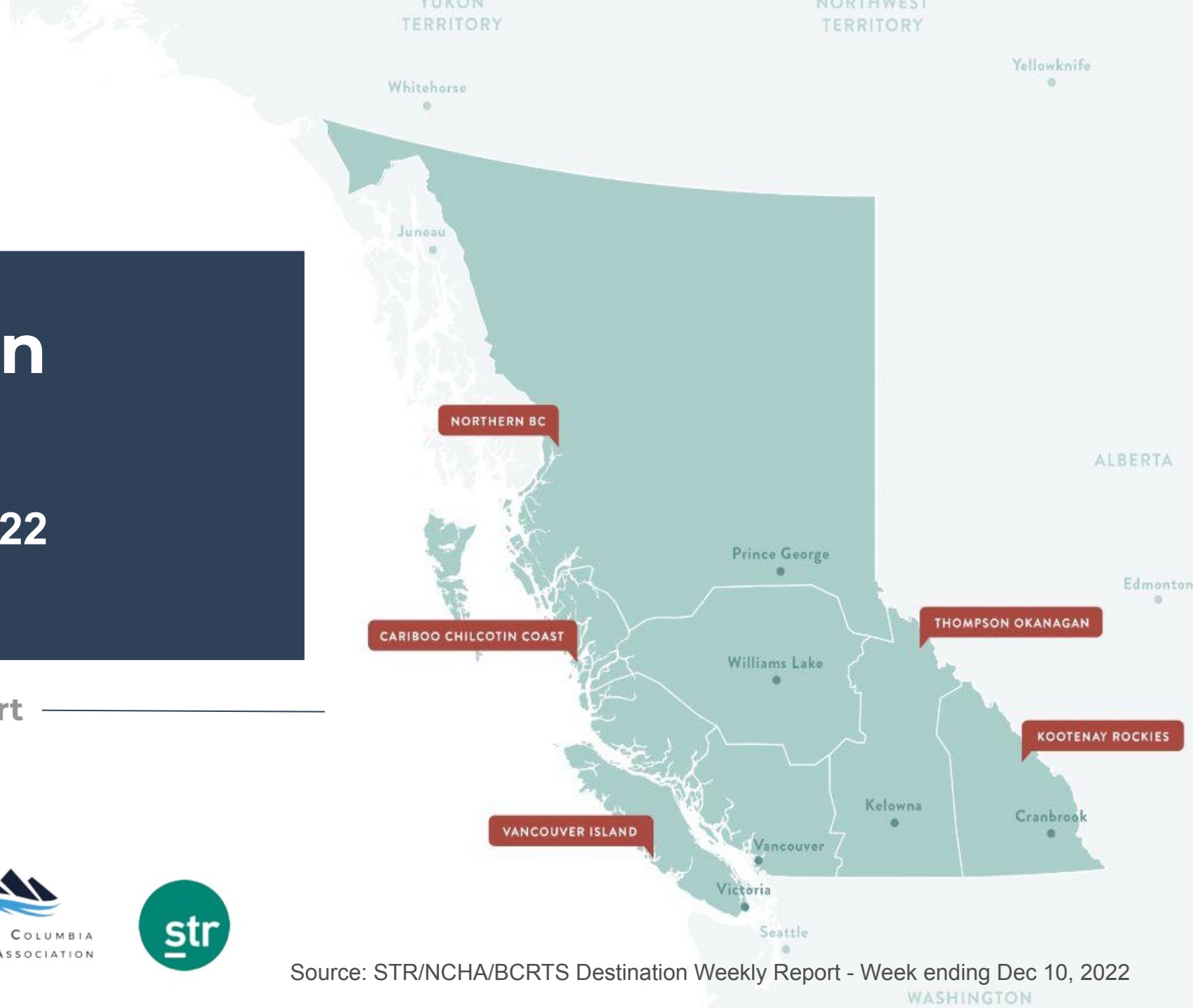


# Weekly Visitor Insights

## STR Destination Report

Dec 4, 2022 to Dec 10, 2022

2022 Weekly Report



SYMPHONY  
TOURISM  
SERVICES



Source: STR/NCHA/BCRTS Destination Weekly Report - Week ending Dec 10, 2022

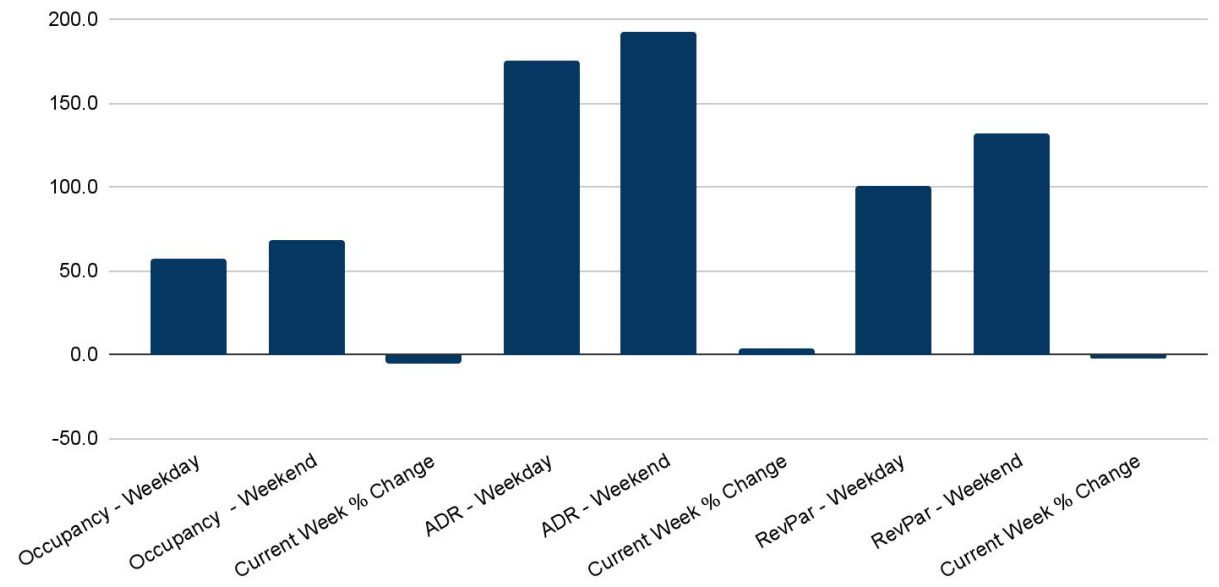
# STR Summary BC & Regions

Dec 4 - Dec 10, 2022

- British Columbia had a **57.4%** occupancy from Sunday-Thursday and a **68.4%** occupancy during the weekend, down **-5.7%** compared to the same week in 2019.
- British Columbia had an ADR of **\$175.34** from Sunday-Thursday and an ADR of **\$192.23** during the weekend, up **3.7%** compared to the same week in 2019.
- British Columbia had a RevPAR of **\$100.72** from Sunday-Thursday and a RevPAR of **\$131.39** during the weekend, down **-2.2%** compared to the same week in 2019.

## Regional STATS the Weekend of Dec 9 - Dec 10, 2022:

	OCC	ADR	REVPAR
Vancouver	79.1%	\$203.11	\$160.69
Vancouver Island	64.3%	\$186.03	\$119.65
Whistler	78.7%	\$389.36	\$306.36
Thompson Okanagan	53.8%	\$135.26	\$72.74
Northern BC	61.8%	\$128.55	\$79.44
Kootenay Rockies	41.9%	\$139.16	\$58.27
Cariboo Coast/South Central BC	60.2%	\$143.53	\$86.37



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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