

Weekly Visitor Insights

STR Destination Report

Dec 11, 2022 to Dec 17, 2022

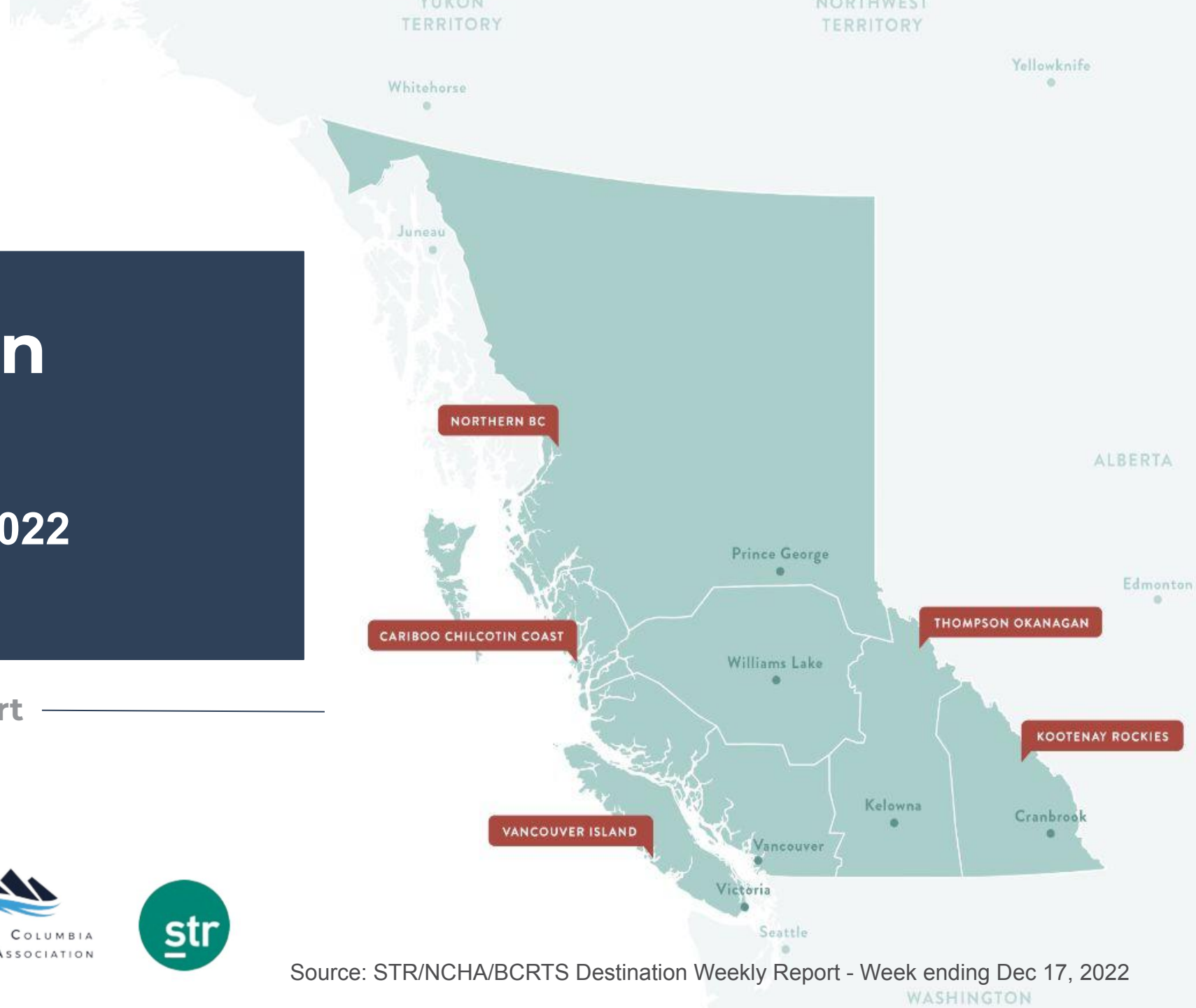
2022 Weekly Report



SYMPHONY
TOURISM
SERVICES



Source: STR/NCHA/BCRTS Destination Weekly Report - Week ending Dec 17, 2022



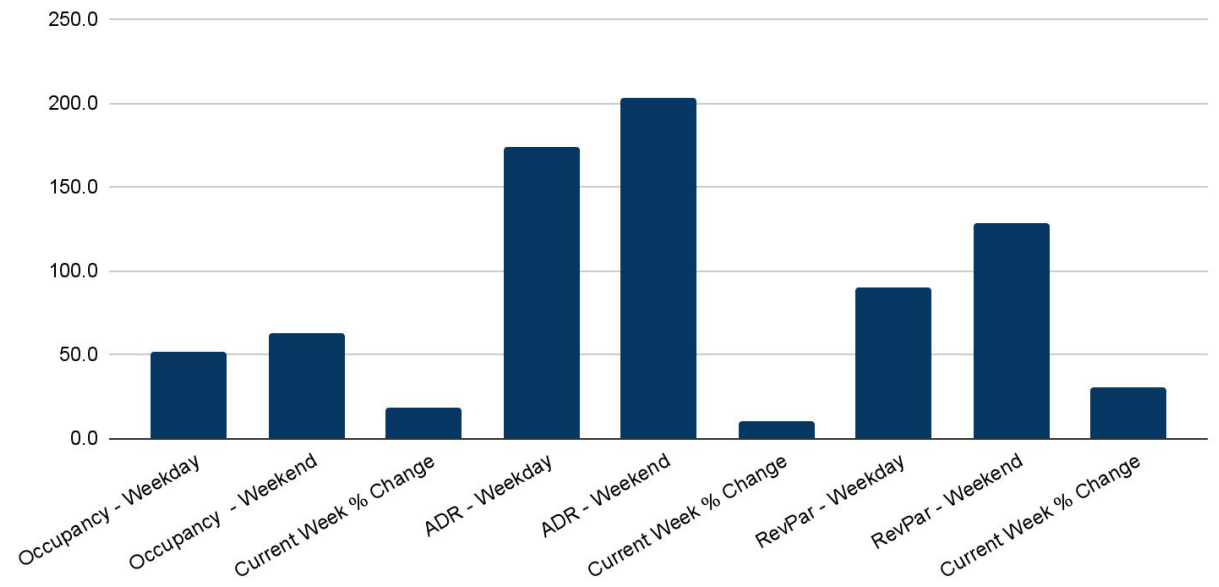
STR Summary BC & Regions

Dec 11 - Dec 17, 2022

- British Columbia had a **51.8%** occupancy from Sunday-Thursday and a **62.9%** occupancy during the weekend, up **18.0%** compared to the same week in 2019.
- British Columbia had an ADR of **\$173.34** from Sunday-Thursday and an ADR of **\$203.57** during the weekend, up **10.3%** compared to the same week in 2019.
- British Columbia had a RevPAR of **\$89.81** from Sunday-Thursday and a RevPAR of **\$128.04** during the weekend, up **30.1%** compared to the same week in 2019.

Regional STATS the Weekend of Dec 16 - Dec 17, 2022:

	OCC	ADR	REVPAR
Vancouver	72.0%	\$201.38	\$145.01
Vancouver Island	60.9%	\$183.25	\$111.56
Whistler	72.4%	\$590.99	\$427.70
Thompson Okanagan	49.1%	\$136.70	\$67.14
Northern BC	57.9%	\$129.07	\$74.67
Kootenay Rockies	39.7%	\$141.85	\$56.29
Cariboo Coast/South Central BC	55.5%	\$145.90	\$80.94



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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