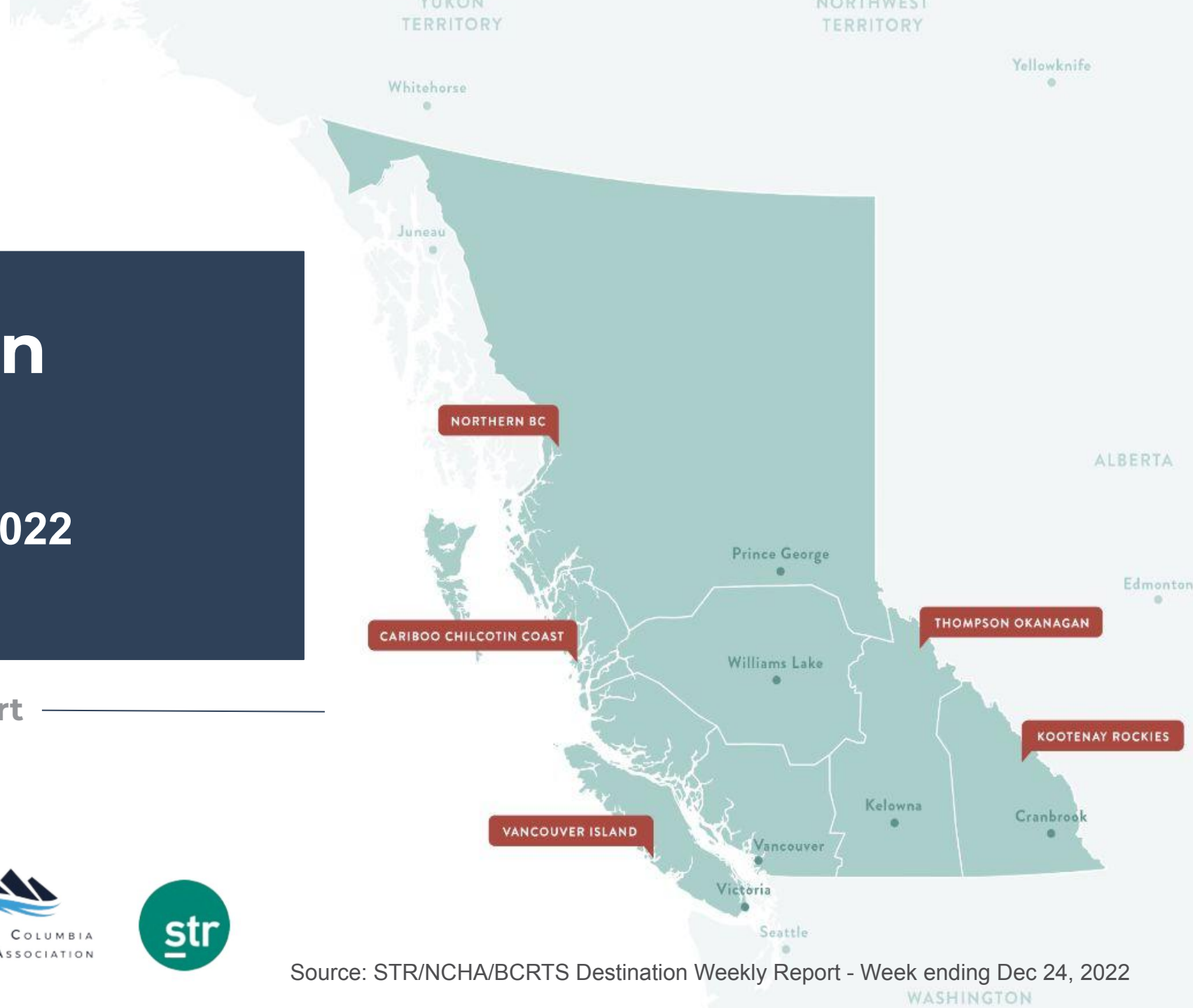


# Weekly Visitor Insights

# STR Destination Report

Dec 18, 2022 to Dec 24, 2022

2022 Weekly Report



SYMPHONY  
TOURISM  
SERVICES



Source: STR/NCHA/BCRTS Destination Weekly Report - Week ending Dec 24, 2022

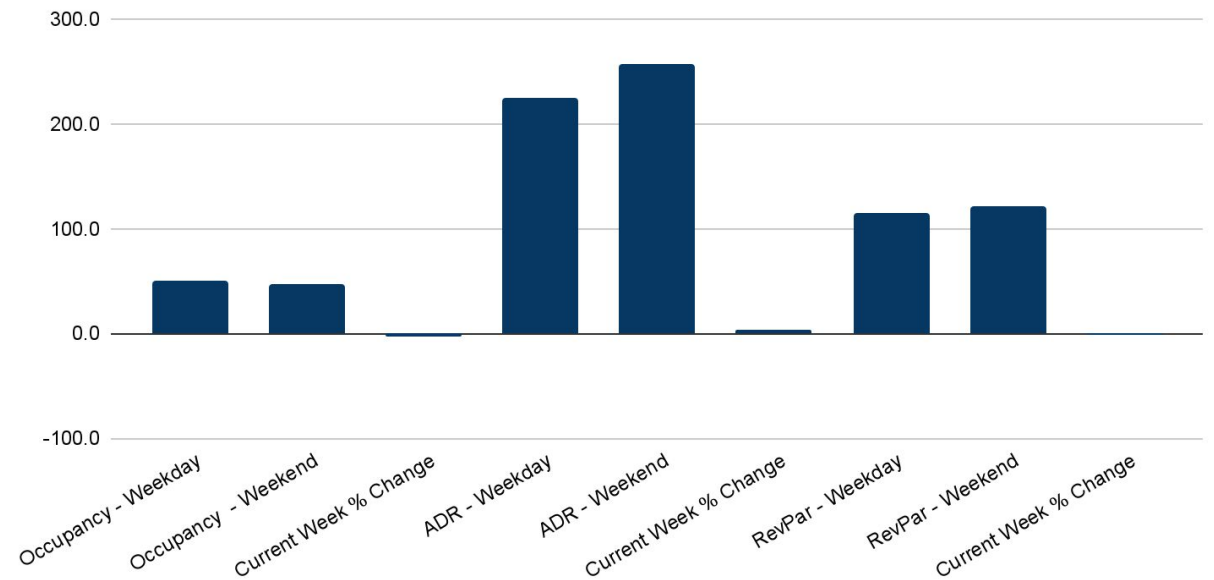
# STR Summary BC & Regions

## Dec 18 - Dec 24, 2022

- British Columbia had a **51.0%** occupancy from Sunday-Thursday and a **46.9%** occupancy during the weekend, down **-3.4%** compared to the same week in 2019.
- British Columbia had an ADR of **\$225.39** from Sunday-Thursday and an ADR of **\$257.47** during the weekend, up **3.0%** compared to the same week in 2019.
- British Columbia had a RevPAR of **\$114.92** from Sunday-Thursday and a RevPAR of **\$120.82** during the weekend, down **-0.5%** compared to the same week in 2019.

### Regional STATS the Weekend of Dec 23 - Dec 24, 2022:

	OCC	ADR	REVPAR
Vancouver	60.0%	\$206.78	\$124.08
Vancouver Island	40.3%	\$216.16	\$87.06
Whistler	82.0%	\$942.27	\$772.48
Thompson Okanagan	30.9%	\$147.89	\$45.69
Northern BC	19.8%	\$123.53	\$24.48
Kootenay Rockies	30.5%	\$162.88	\$49.68
Cariboo Coast/South Central BC	22.2%	\$148.00	\$32.89



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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