

# Weekly Visitor Insights

# STR Destination Report

August 21, 2022 to August 27, 2022

2022 Weekly Report



SYMPHONY  
TOURISM  
SERVICES



Source: STR/NCHA/BCRTS Destination Weekly Report - Week ending August 27, 2022

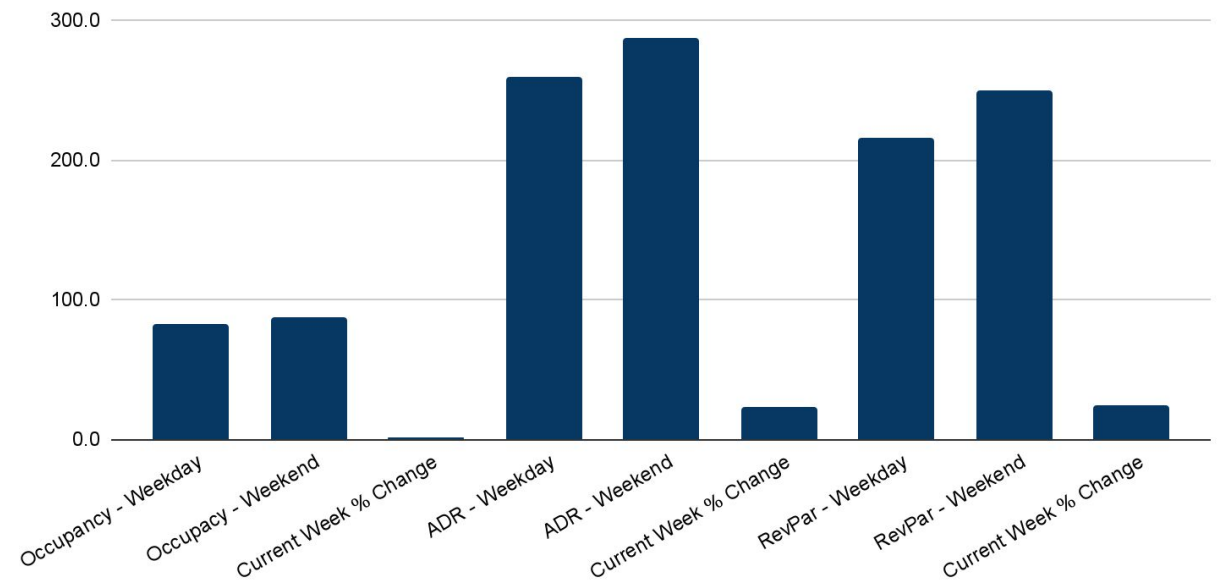
# STR Summary BC & Regions

## August 21 - August 27, 2022

- British Columbia had a **83.0%** occupancy from Sunday-Thursday and a **87.0%** occupancy during the weekend, up **0.9%** compared to the same week in 2019.
- British Columbia had an ADR of **\$259.83** from Sunday-Thursday and an ADR of **\$286.76** during the weekend, up **23.2%** compared to the same week in 2019.
- British Columbia had a RevPAR of **\$215.72** from Sunday-Thursday and a RevPAR of **\$249.61** during the weekend, up **24.3%** compared to the same week in 2019.

### Regional STATS the Weekend of Aug 19-20, 2022:

	OCC	ADR	REVPAR
Vancouver	93.1%	\$328.65	\$306.12
Vancouver Island	86.4%	\$311.97	\$269.48
Whistler	75.2%	\$341.80	\$256.88
Thompson Okanagan	88.5%	\$243.94	\$215.93
Northern BC	66.7%	\$132.30	\$88.23
Kootenay Rockies	76.6%	\$200.49	\$153.67
Cariboo Coast/South Central BC	82.0%	\$167.81	\$137.57



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# 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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