

# Weekly Visitor Insights

## STR Destination Report

Oct 02, 2022 to Oct 08, 2022

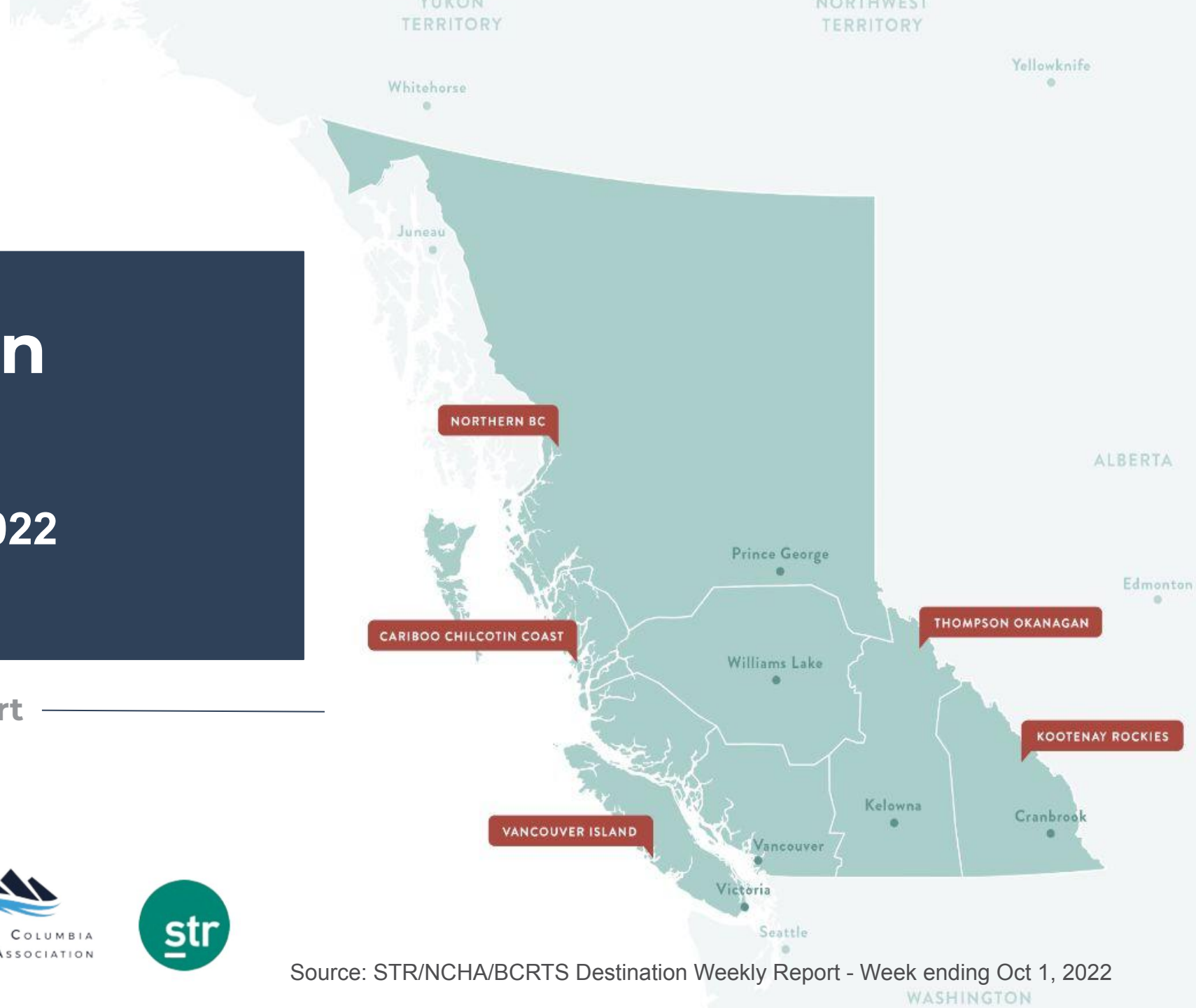
2022 Weekly Report



SYMPHONY  
TOURISM  
SERVICES



Source: STR/NCHA/BCRTS Destination Weekly Report - Week ending Oct 1, 2022



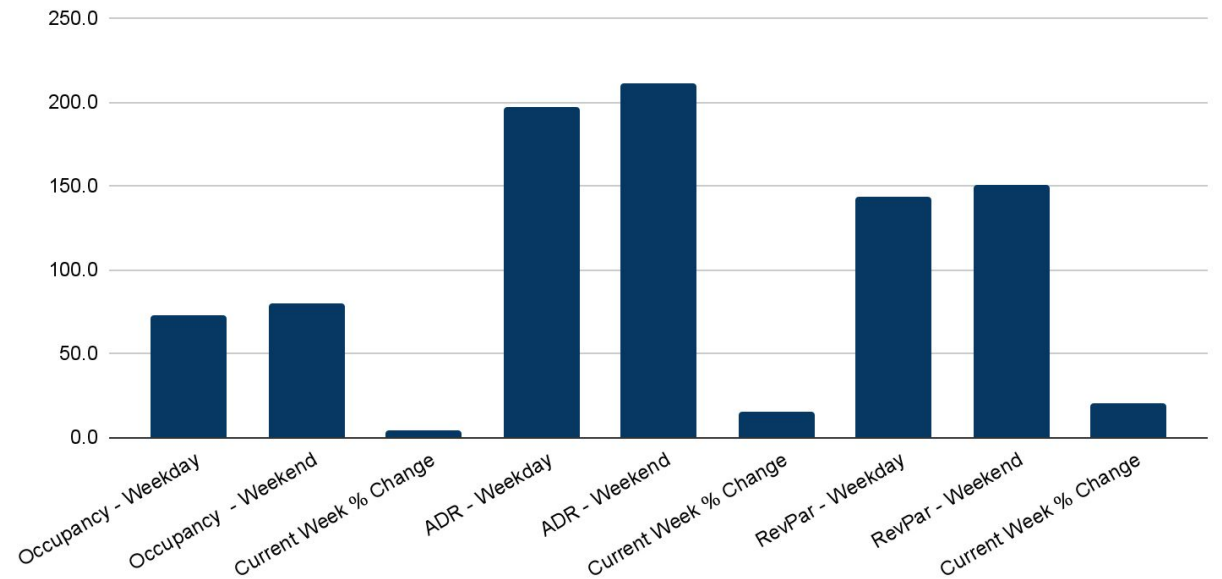
# STR Summary BC & Regions

## Oct 02 - Oct 08, 2022

- British Columbia had a **72.7%** occupancy from Sunday-Thursday and a **79.5%** occupancy during the weekend, up **4.2%** compared to the same week in 2019.
- British Columbia had an ADR of **\$197.15** from Sunday-Thursday and an ADR of **\$211.68** during the weekend, up **15.5%** compared to the same week in 2019.
- British Columbia had a RevPAR of **\$143.27** from Sunday-Thursday and a RevPAR of **\$168.32** during the weekend, up **20.3%** compared to the same week in 2019.

### Regional STATS the Weekend of Oct 07-Oct 08, 2022:

	OCC	ADR	REVPAR
Vancouver	86.82%	\$231.26	\$200.78
Vancouver Island	80.16%	\$258.14	\$206.93
Whistler	65.35%	\$312.07	\$203.95
Thompson Okanagan	75.97%	\$160.33	\$121.80
Northern BC	65.10%	\$131.72	\$85.75
Kootenay Rockies	67.67%	\$161.98	\$109.61
Cariboo Coast/South Central BC	71.17%	\$149.20	\$106.18



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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