

# Weekly Visitor Insights

## STR Destination Report

Sept 11, 2022 to Sept 17, 2022

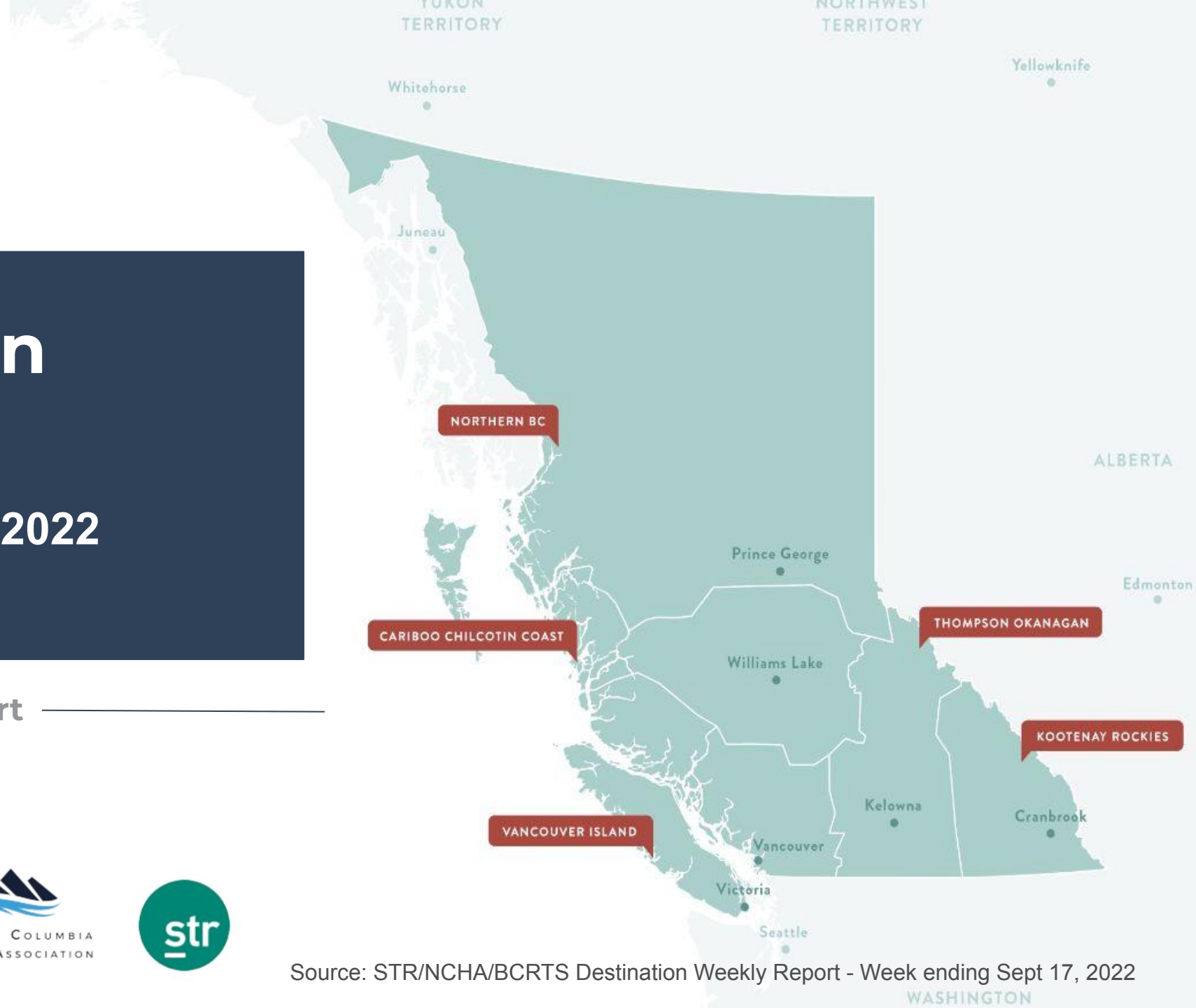
2022 Weekly Report



SYMPHONY  
TOURISM  
SERVICES



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



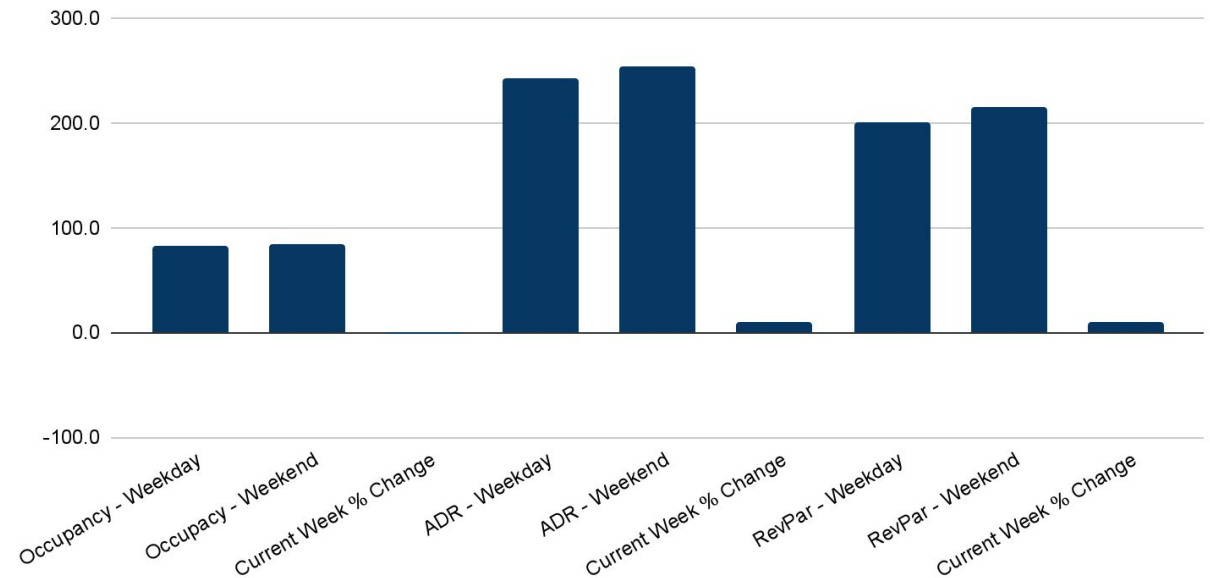
# STR Summary BC & Regions

## Sept 11 - Sept 17, 2022

- British Columbia had a **83.0%** occupancy from Sunday-Thursday and a **84.4%** occupancy during the weekend, down **-0.6%** compared to the same week in 2019.
- British Columbia had an ADR of **\$242.23** from Sunday-Thursday and an ADR of **\$254.10** during the weekend, up **10.8%** compared to the same week in 2019.
- British Columbia had a RevPAR of **\$201.15** from Sunday-Thursday and a RevPAR of **\$214.50** during the weekend, up **10.2%** compared to the same week in 2019.

### Regional STATS the Weekend of Sept 09-10, 2022:

	OCC	ADR	REVPAR
Vancouver	90.8%	\$286.16	\$258.84
Vancouver Island	86.4%	\$259.82	\$206.17
Whistler	62.5%	\$299.55	\$214.04
Thompson Okanagan	83.2%	\$174.85	\$132.08
Northern BC	68.5%	\$131.91	\$101.24
Kootenay Rockies	78.6%	\$168.51	\$125.87
Cariboo Coast/South Central BC	76.2%	\$149.34	\$127.84



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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