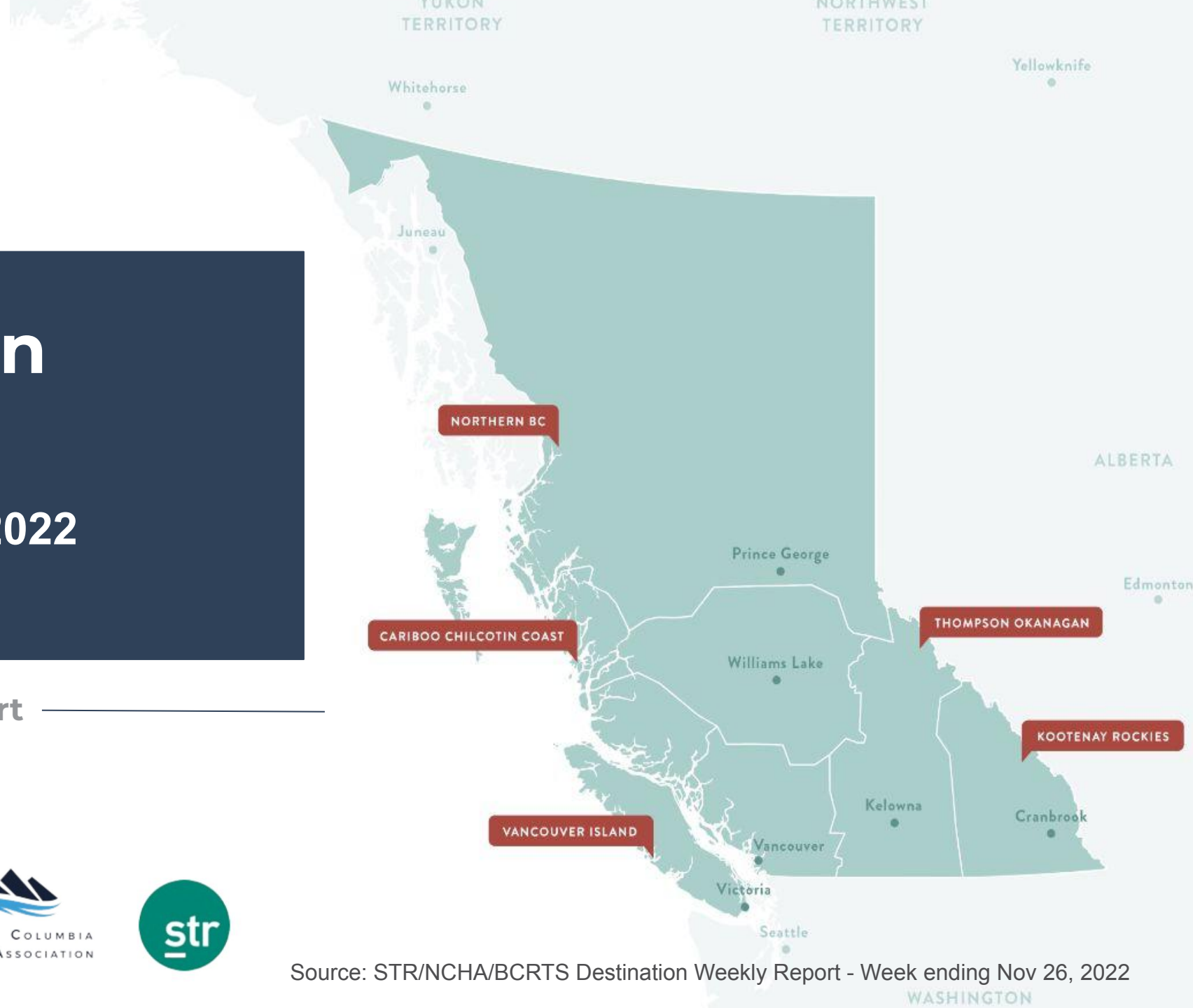


# Weekly Visitor Insights

# STR Destination Report

Nov 20, 2022 to Nov 26, 2022

2022 Weekly Report



SYMPHONY  
TOURISM  
SERVICES



Source: STR/NCHA/BCRTS Destination Weekly Report - Week ending Nov 26, 2022

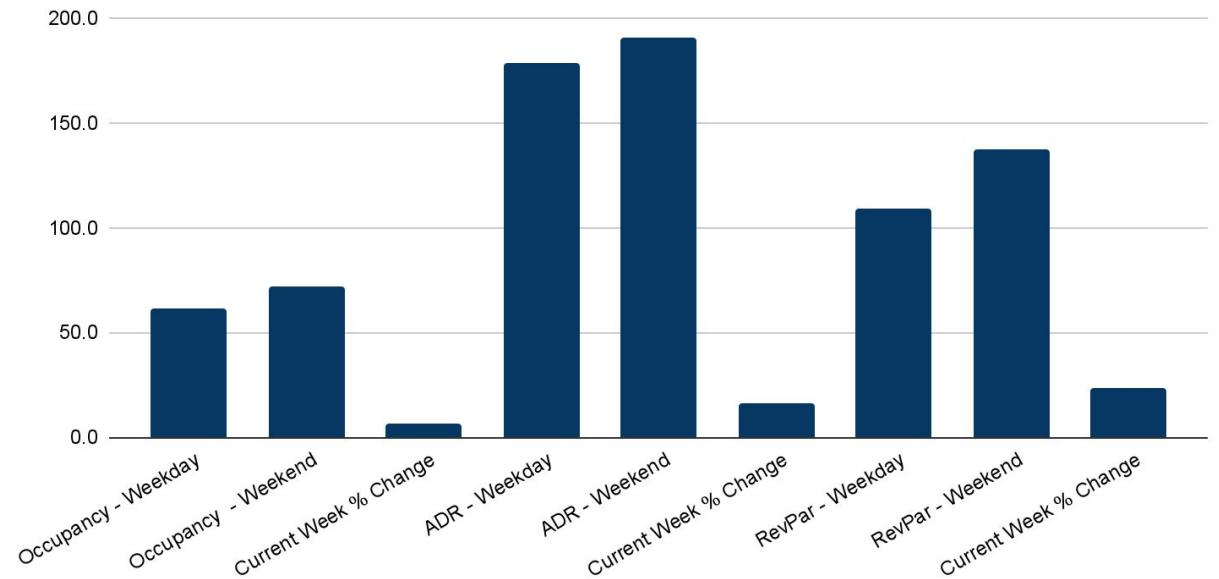
# STR Summary BC & Regions

## Nov 20 - Nov 26, 2022

- British Columbia had a **61.1%** occupancy from Sunday-Thursday and a **72.1%** occupancy during the weekend, up **6.2%** compared to the same week in 2019.
- British Columbia had an ADR of **\$178.47** from Sunday-Thursday and an ADR of **\$190.67** during the weekend, up **16.6%** compared to the same week in 2019.
- British Columbia had a RevPAR of **\$109.02** from Sunday-Thursday and a RevPAR of **\$137.56** during the weekend, up **23.9%** compared to the same week in 2019.

### Regional STATS the Weekend of Nov 25 - Nov 26, 2022:

	OCC	ADR	REVPAR
Vancouver	83.0%	\$203.46	\$168.78
Vancouver Island	69.9%	\$190.88	\$133.38
Whistler	81.4%	\$357.29	\$290.94
Thompson Okanagan	57.9%	\$131.89	\$76.33
Northern BC	65.7%	\$126.90	\$83.37
Kootenay Rockies	45.0%	\$141.10	\$63.56
Cariboo Coast/South Central BC	52.6%	\$142.73	\$75.01



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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Robb MacDonald

*Managing Director, Symphony Tourism Services*

Email: [rmacdonald@totabc.com](mailto:rmacdonald@totabc.com)

[symphonytourismservices.com](http://symphonytourismservices.com)