

# Weekly Visitor Insights

## STR Destination Report

Dec 25, 2022 to Dec 31, 2022

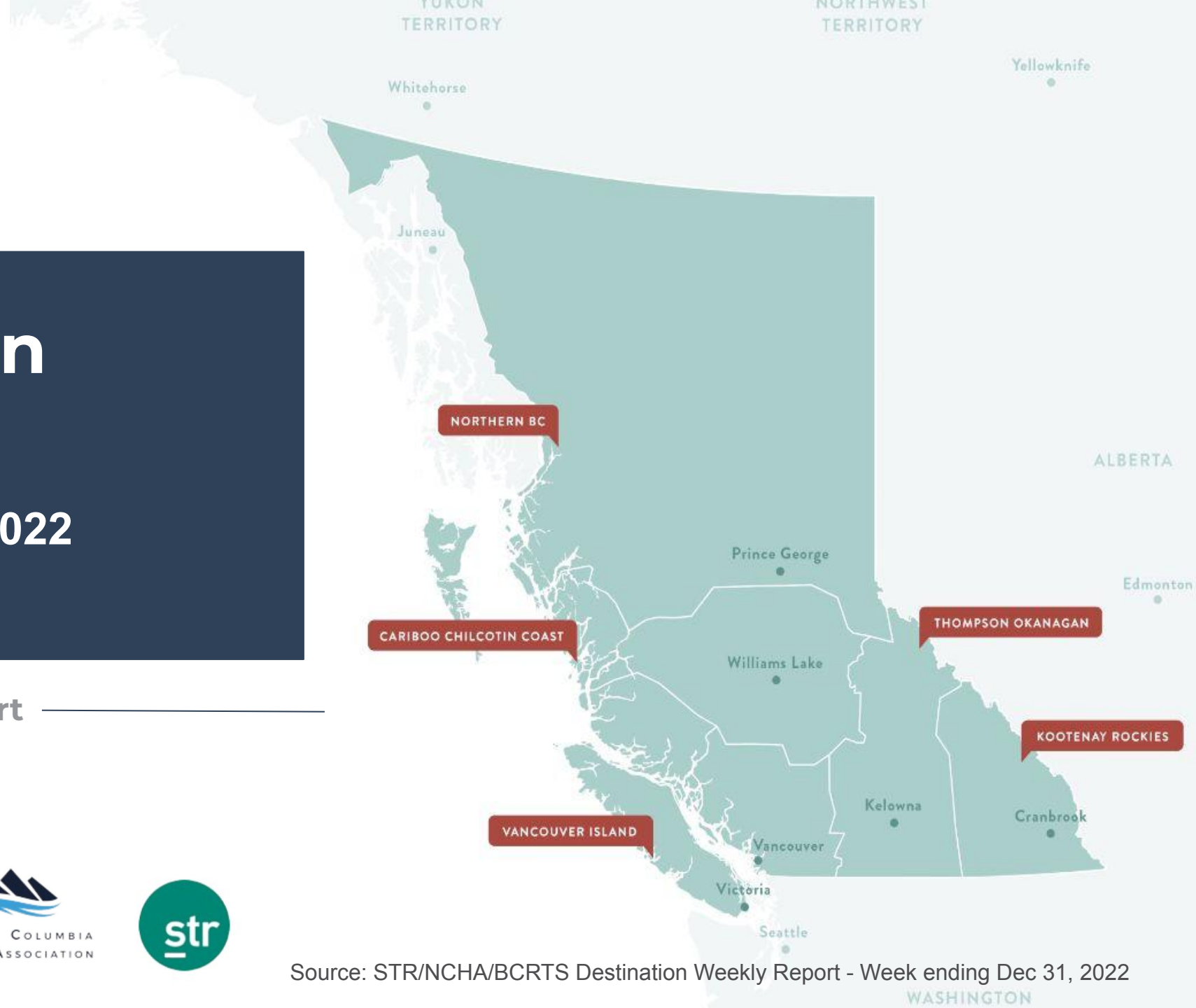
2022 Weekly Report



SYMPHONY  
TOURISM  
SERVICES



Source: STR/NCHA/BCRTS Destination Weekly Report - Week ending Dec 31, 2022



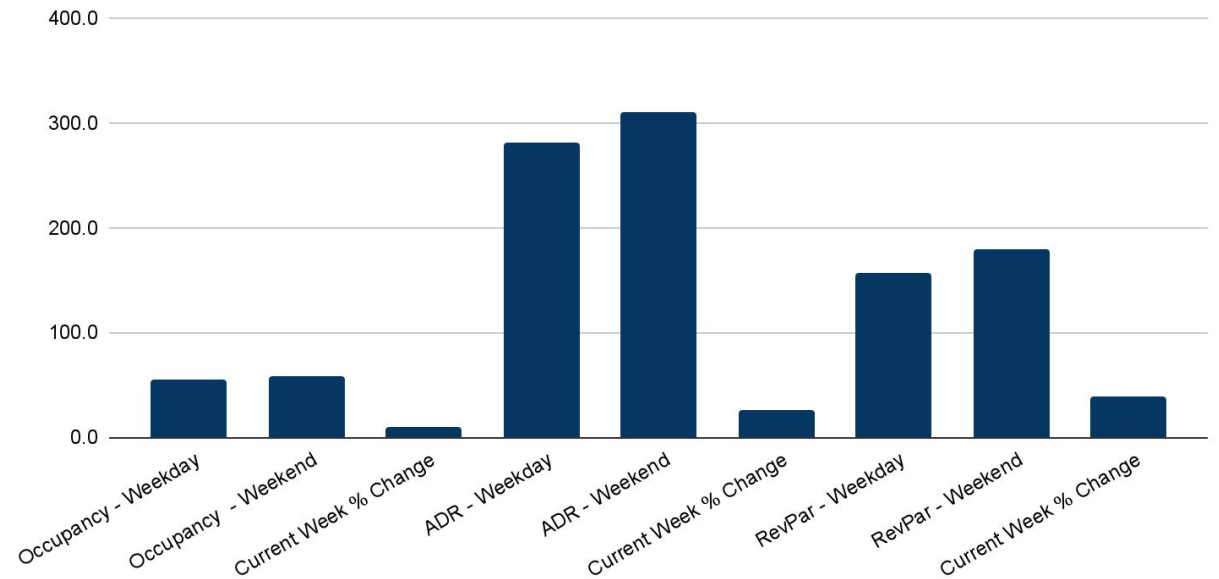
# STR Summary BC & Regions

## Dec 25 - Dec 31, 2022

- British Columbia had a **55.8%** occupancy from Sunday-Thursday and a **57.8%** occupancy during the weekend, up **10.2%** compared to the same week in 2019.
- British Columbia had an ADR of **\$280.96** from Sunday-Thursday and an ADR of **\$309.66** during the weekend, up **25.4%** compared to the same week in 2019.
- British Columbia had a RevPAR of **\$156.81** from Sunday-Thursday and a RevPAR of **\$178.99** during the weekend, up **38.2%** compared to the same week in 2019.

### Regional STATS the Weekend of Dec 30 - Dec 31, 2022:

	OCC	ADR	REVPAR
Vancouver	66.7%	\$253.31	\$168.91
Vancouver Island	60.9%	\$223.10	\$135.87
Whistler	89.7%	\$1,256.17	\$1,126.20
Thompson Okanagan	43.5%	\$172.15	\$74.83
Northern BC	31.8%	\$131.75	\$41.89
Kootenay Rockies	49.1%	\$199.28	\$97.87
Cariboo Coast/South Central BC	29.7%	\$173.47	\$51.52



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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