

Weekly Visitor Insights

STR Destination Report

Jan 15, 2023 to Jan 21, 2023

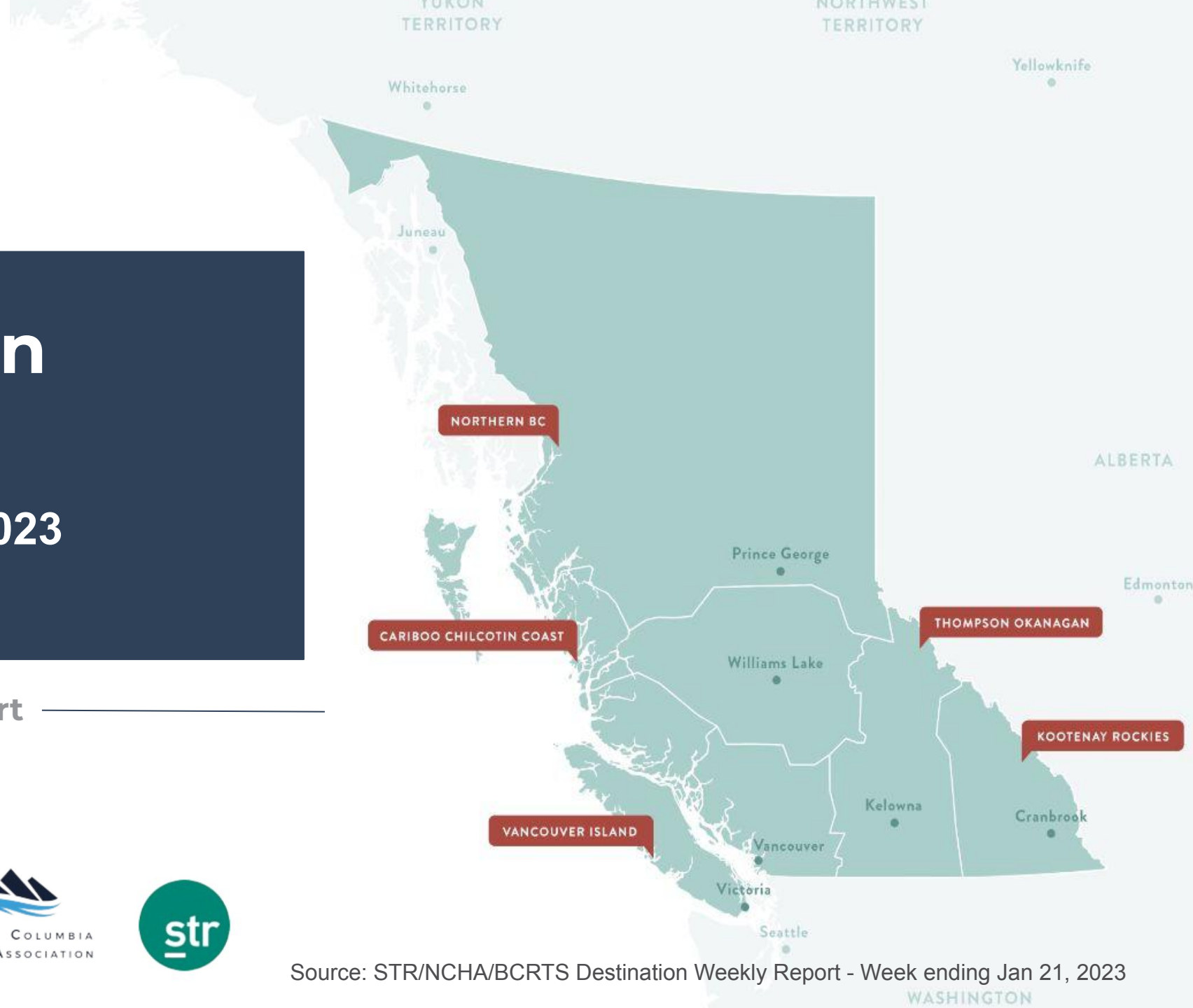
2022 Weekly Report



SYMPHONY
TOURISM
SERVICES



Source: STR/NCHA/BCRTS Destination Weekly Report - Week ending Jan 21, 2023



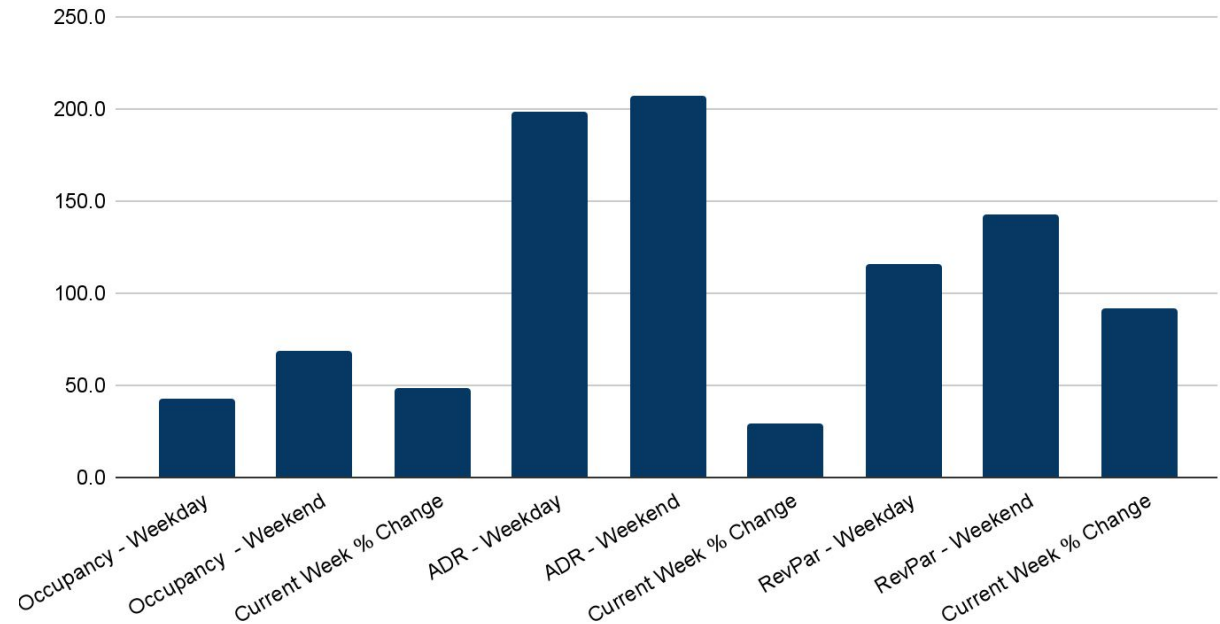
STR Summary BC & Regions

Jan 15 - Jan 21, 2023

- British Columbia had a **43%** occupancy from Sunday-Thursday and a **68.8%** occupancy during the weekend, up **48.4%** compared to the same week in 2022
- British Columbia had an ADR of **\$198.81** from Sunday-Thursday and an ADR of **\$207.36** during the weekend, up **29.1%** compared to the same week in 2022
- British Columbia had a RevPAR of **\$115.41** from Sunday-Thursday and a RevPAR of **\$142.68** during the weekend, up **91.6%** compared to the same week in 2022

Regional STATS the Weekend of Jan 20 - Jan 21, 2023:

	OCC	ADR	REVPAR
Vancouver	74.8	\$203.27	\$152.03
Vancouver Island	63.3	\$174.48	\$110.50
Whistler	85.2	\$666.10	\$567.19
Thompson Okanagan	64.0	\$148.85	\$95.25
Northern BC	59.7	\$132.26	\$78.94
Kootenay Rockies	56.1	\$160.48	\$90.00
Cariboo Coast/South Central BC	53.2	\$149.64	\$79.56



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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