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**bcrts** British Columbia  
Regional Tourism  
Secretariat

# STR Historic & Forecast Report: 2014 - 2022

# Historical & Forecast Occupancy 2017-2022 by month

STR Historic & Forecast  
2014 - 2022



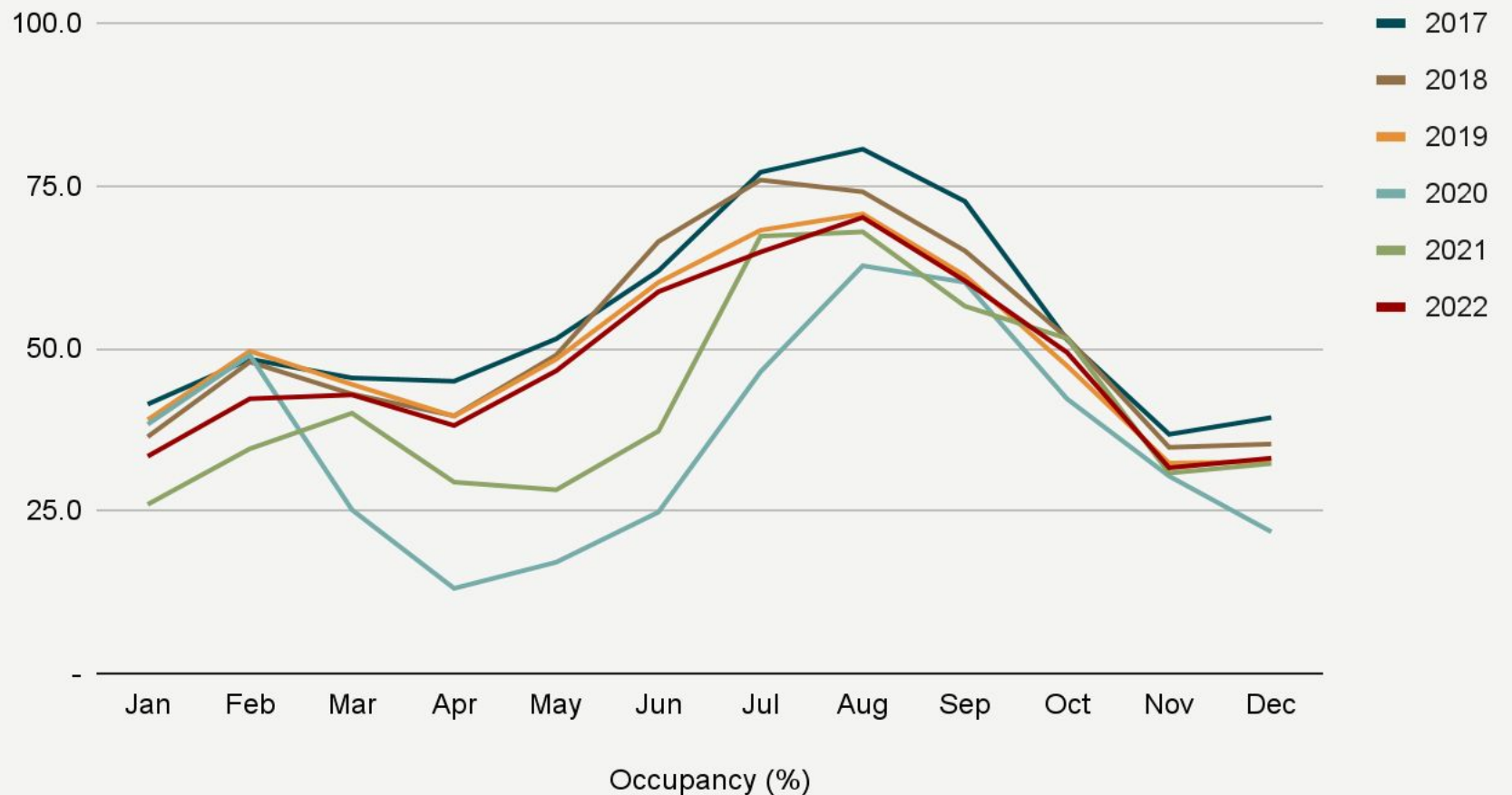
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Historically, occupancy peaks slightly in February, then grows steadily to its highest in July-Sept, then declines to an average around 30% in December.

2020 is an anomaly year with the impact of the Pandemic and the lowest occupancy in April at 13.1%.

STR forecasts 2022 to perform only slightly below 2019, matching in August.

**NOTE:** This data is from predominantly chain hotels in urban centres and therefore is not representative of the entire region.



Source: STR



# Historical & Forecast Occupancy 2014-2022 Yearly Averages

STR Historic &  
Forecast  
2014 - 2022



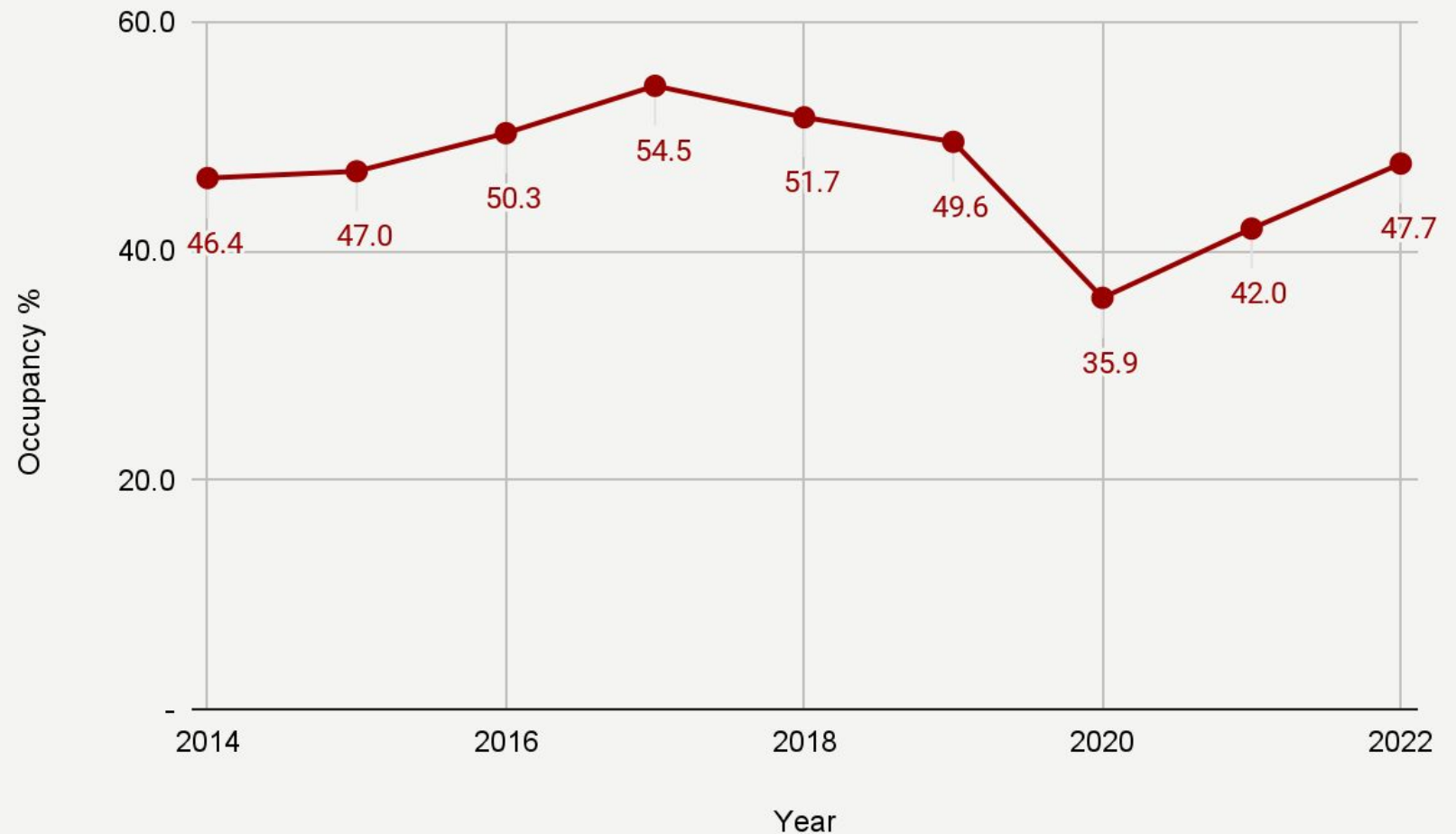
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In 2020 occupancy dipped to its lowest; however, it is expected to steadily recover.

Occupancy rates in 2020 decreased 13.7% compared to 2019.

STR forecasts 2022 to be closer to 2019 with just a 2% difference.

**NOTE:** This data is from predominantly chain hotels in urban centres and therefore is not representative of the entire region.



Source: STR

# Historical & Forecast ADR 2017-2022 by month

STR Historic &  
Forecast  
2014 - 2022



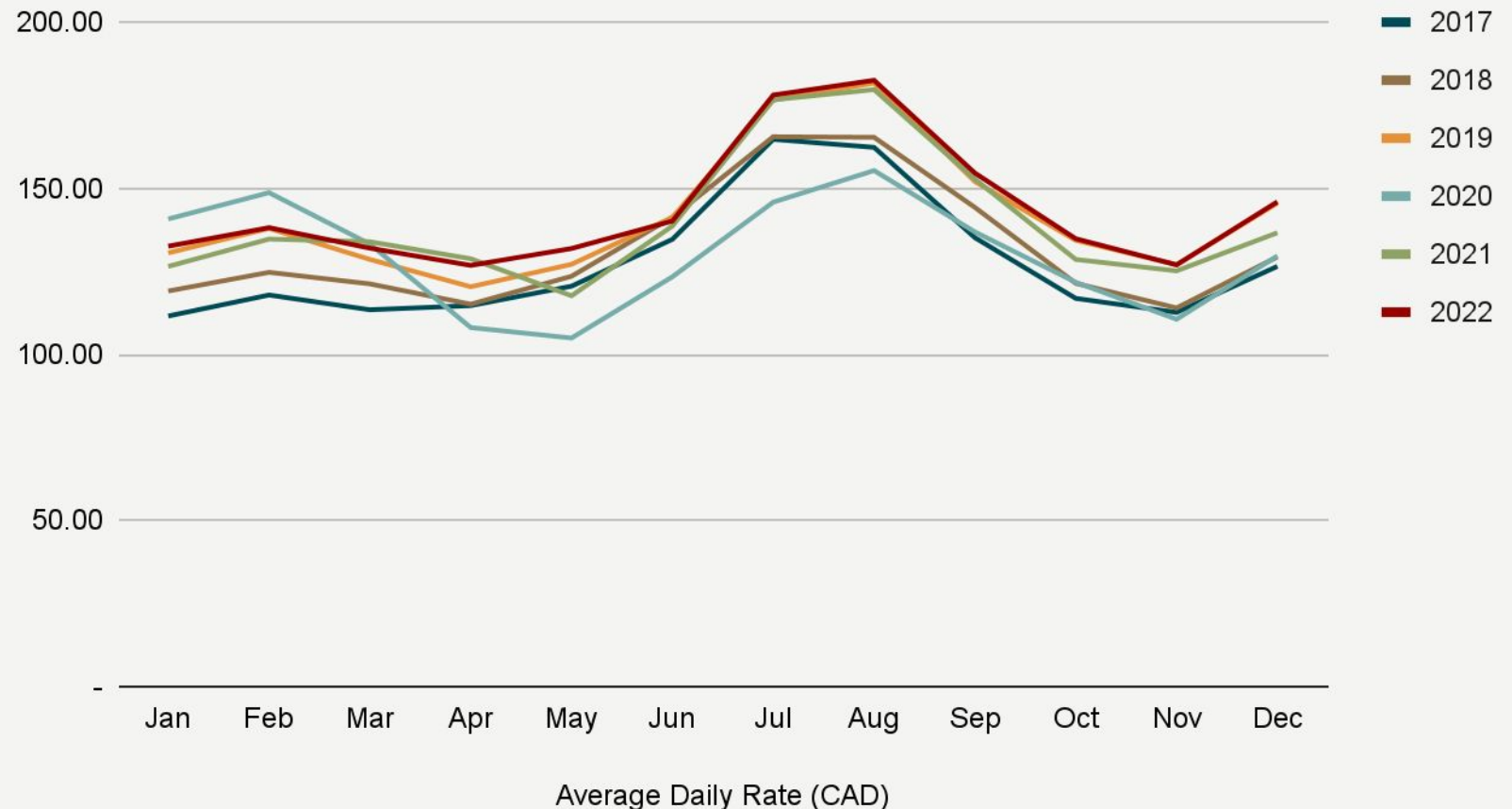
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The average daily rate appears to be moving similarly to occupancy rates with the highest being in July - Sept.

2020 was an anomaly year with the lowest ADR in May at \$104.92.

STR expects to see 2022 follow closely with 2019, exceeding it between Feb - June with an estimated \$131.86 in May.

**NOTE:** This data is from predominantly chain hotels in urban centres and therefore is not representative of the entire region.



Source: STR

# Historical & Forecast ADR 2014-2022 Yearly Averages

STR Historic &  
Forecast  
2014 - 2022



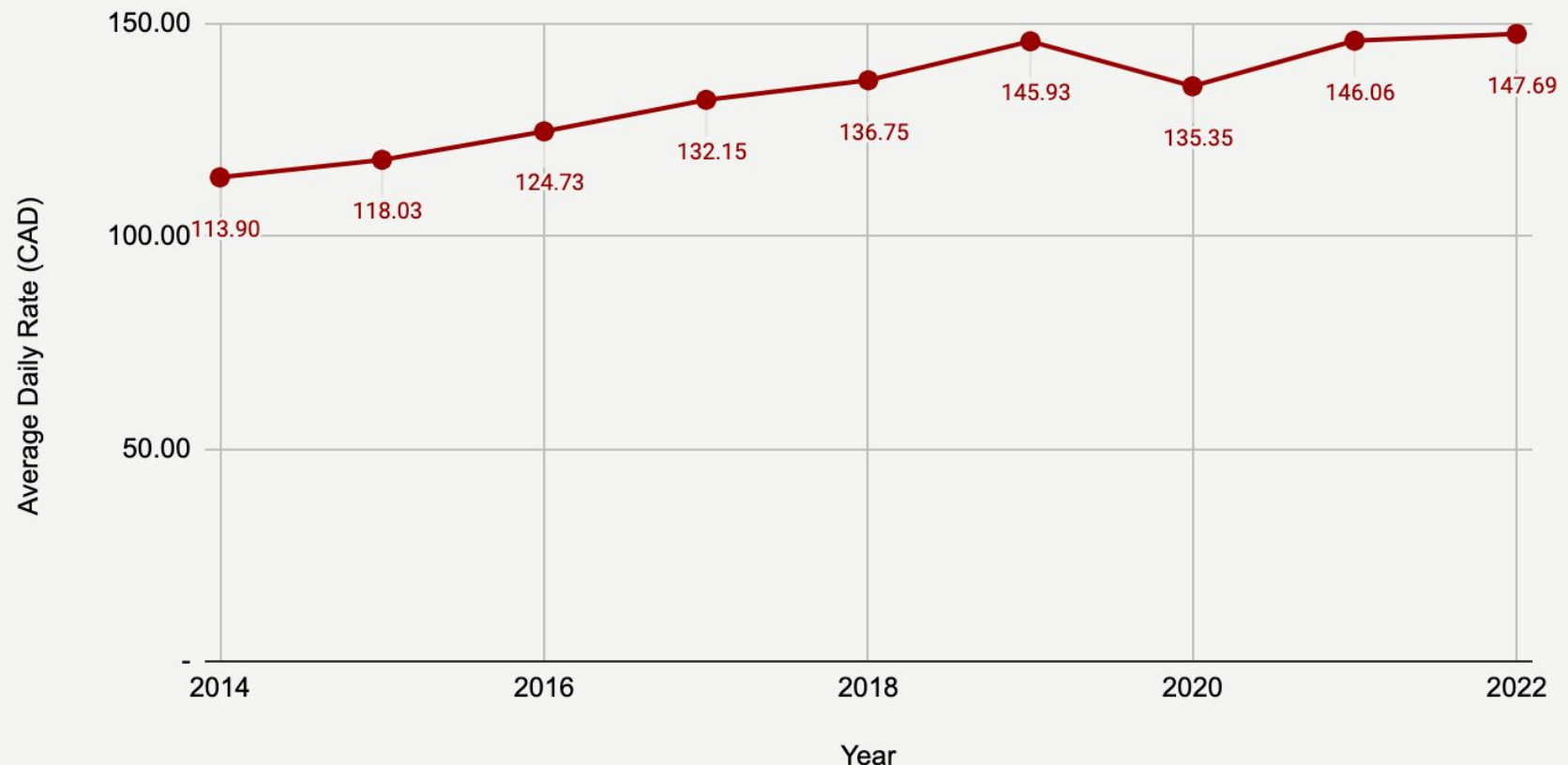
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From 2014 to 2019 ADR was steadily increasing. A noticeable dip being in 2020; however, it is expected to steadily recover.

ADR in 2020 decreased by -\$10.58 compared to 2019.

STR forecasts 2022 to exceed 2019, with a \$1.76 increase.

**NOTE:** This data is from predominantly chain hotels in urban centres and therefore is not representative of the entire region.



Source: STR



# Historical & Forecast RevPAR 2017-2022 by month

STR Historic & Forecast  
2014 - 2022



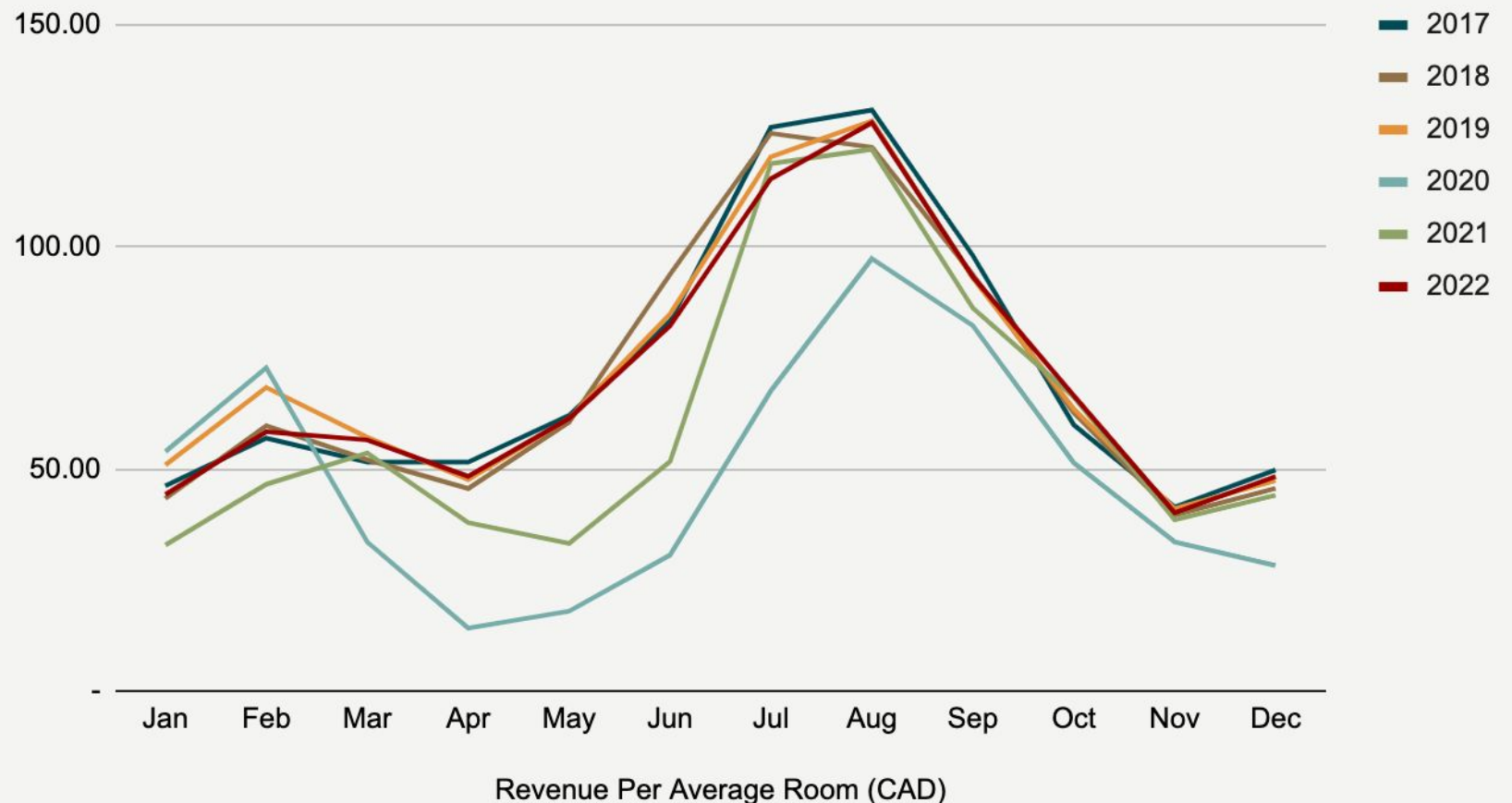
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Historically, RevPar peaks in February and July-Aug, then declines to an average around \$47 in December.

In 2020 the lowest RevPAR was April at \$14.14.

STR forecasts 2022 to perform closely with 2019, matching in April-May and August.

**NOTE:** This data is from predominantly chain hotels in urban centres and therefore is not representative of the entire region.



Source: STR

# Historical & Forecast RevPAR 2014-2022 Yearly Averages

STR Historic &  
Forecast  
2014 - 2022



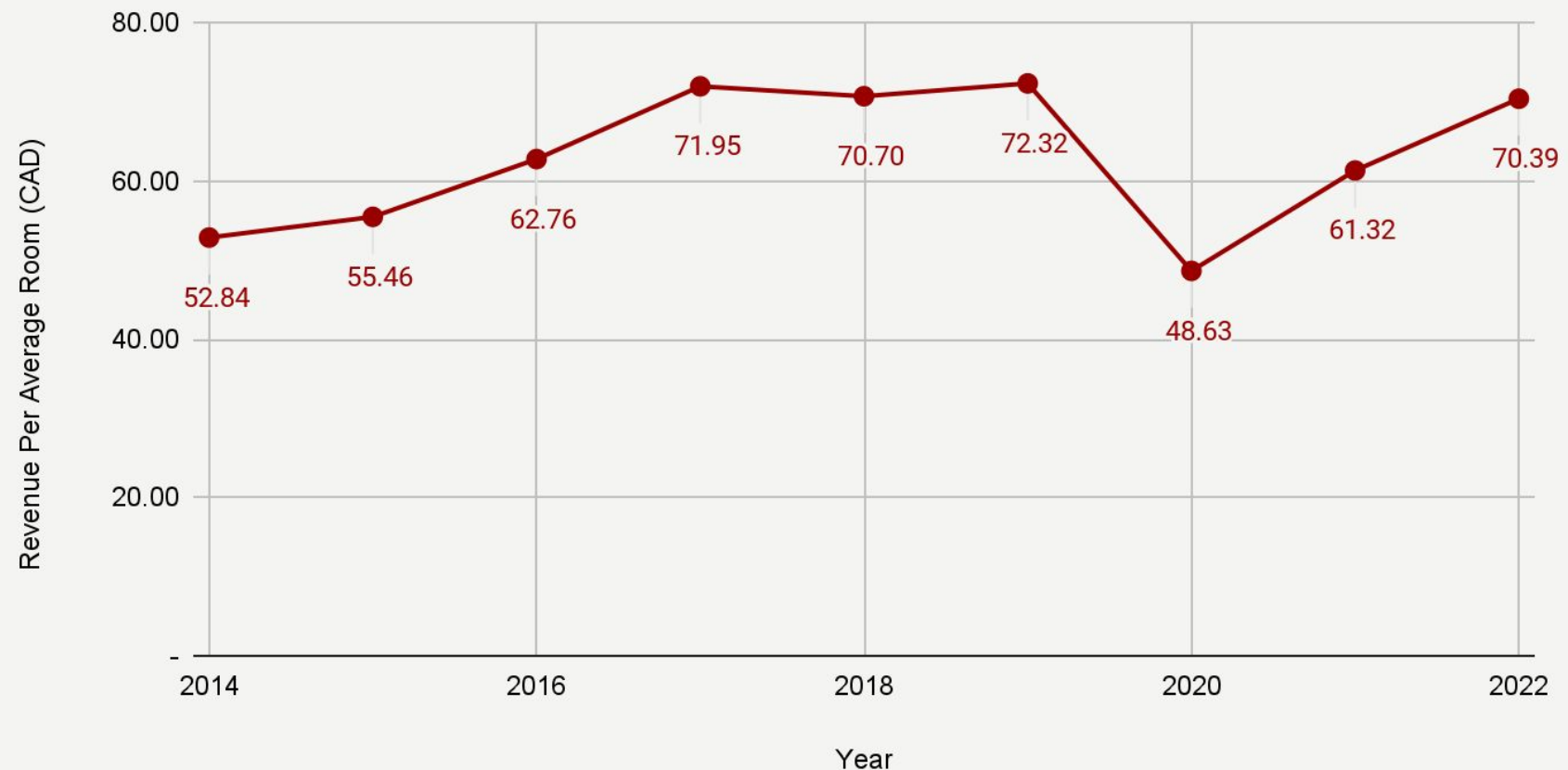
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From 2014 to 2017 RevPAR was steadily increasing. The following year 2018 decreased slightly recovering in 2019, and decreased again in 2020 due to the pandemic.

The RevPAR in 2020 decreased \$23.69 compared to 2019.

STR forecasts 2022 to be behind 2018 by just \$0.31.

**NOTE:** This data is from predominantly chain hotels in urban centres and therefore is not representative of the entire region.



Source: STR



# Methodology

STR Historic &  
Forecast  
2014 - 2022



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While STR takes reasonable steps to provide accurate data, the information contained in the Custom Forecast is simply a forecast; it is not a guarantee of future results and is subject to change by STR.

NOTE: This data is from predominantly chain hotels in urban centres and therefore is not representative of the ***entire region***.

The forecasts, projections, or operating estimates contained herein are based on current market conditions, anticipated short-term supply and demand factors, and a continued stable economy. These forecasts are, therefore, subject to changes with future considerations and do not take into account any extraordinary events or market anomalies. For more information view the full STR [Custom Forecast here](#).