

# Year to Date Visitor Insights

## STR Destination Report - BC Regions

December 2021 - December 2022

With Yearly averages for 2017-2021

**bcrts**  
British Columbia  
Regional Tourism  
Secretariat



SYMPHONY  
TOURISM  
SERVICES



  
BRITISH COLUMBIA  
HOTEL ASSOCIATION



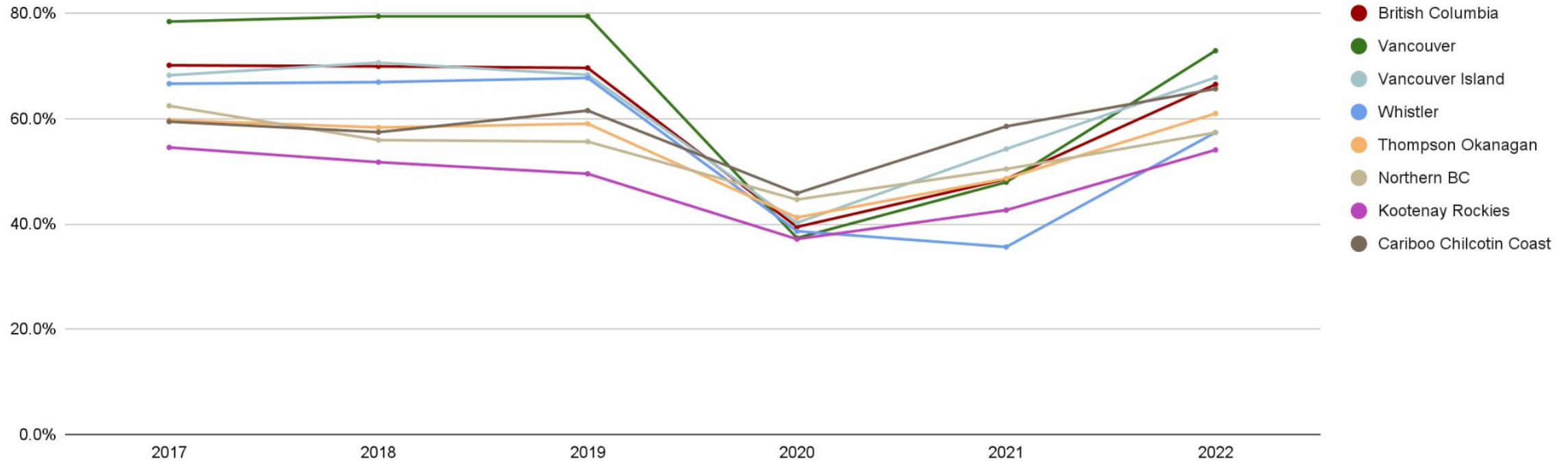
# Provincial State of Emergencies



- British Columbia declared a provincial state of emergency on Wednesday, March 18, 2020. Travel within British Columbia was restricted to essential needs only from May 23, 2021 and was ongoing until June 15, 2021 by order and direction of the Ministry of Public Safety in consultation with BC's Provincial Health Officer.
- British Columbia entered a Provincial State of Emergency due to Wildfires on July 20, 2021 and was ongoing until September 14, 2021.
- British Columbia declared a provincial state of emergency due to widespread flooding and landslides on November 17, 2021 to January 18, 2022.
- British Columbia entered a Provincial State of Emergency due to winter storm, extreme cold, and Arctic outflow on December 20, 2022.

# Occupancy - Year to Date Average

## 2017 - 2022

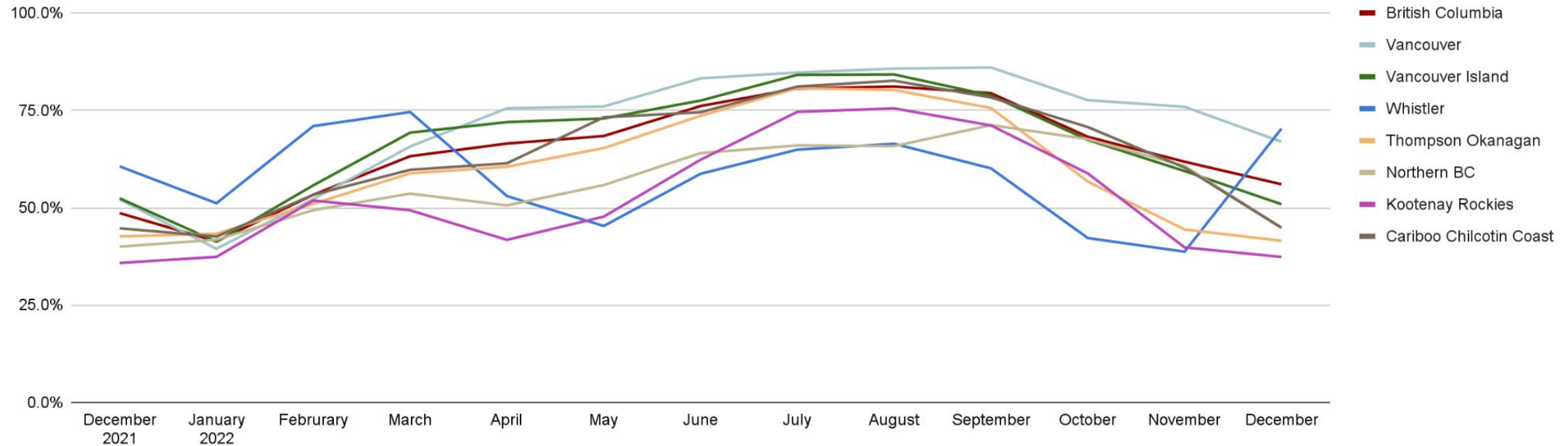


### Key Findings

- BC's average occupancy rate for the year 2022 was **67%**.
- BC's average occupancy rate for the three years 2017-2019 was **70%**, until 2020 when it dropped to **40%**. In 2021, BC's average occupancy rate increased to **48.5%**. From 2020 to 2021, all regions have **increased**, and all but Whistler continue to be under **60%**.
- Across the three years from 2017 to 2019, Vancouver had the highest occupancy rate, averaging in the **79%** range until 2020 when Vancouver fell below the BC average and stayed there for 2021 and 2022.
- Over the five years of 2017-2021, Vancouver Island averaged **61%**, Whistler averaged **52%**, Thompson Okanagan averaged **54%**, Cariboo Chilcotin Coast averaged **57%**, Northern BC averaged **54%**, and Kootenay Rockies averaged **47%**.

# Occupancy - Average by month

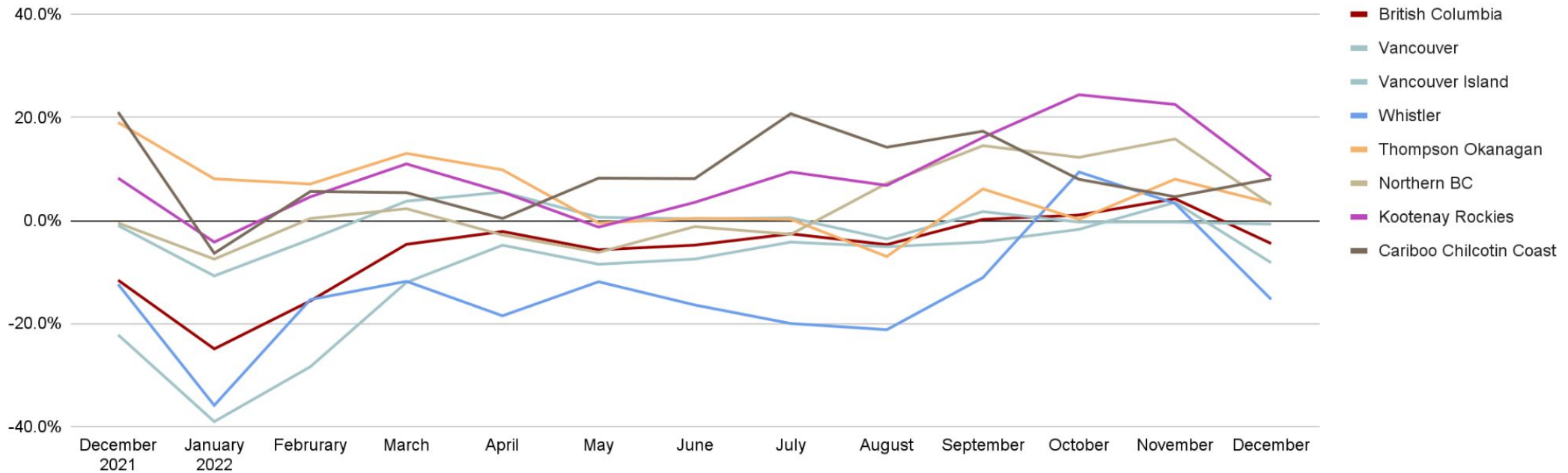
## December 2022



### Key Findings

- In December 2022, the BC Average occupancy rate was **56%**.
- Whistler had the highest occupancy in December 2022 with **71%**, followed by Vancouver at **67%**.
- Kootenay Rockies had the lowest occupancy in December 2022 with **37%**.

# Occupancy - Monthly percent change Year to Date 2022 compared to 2019

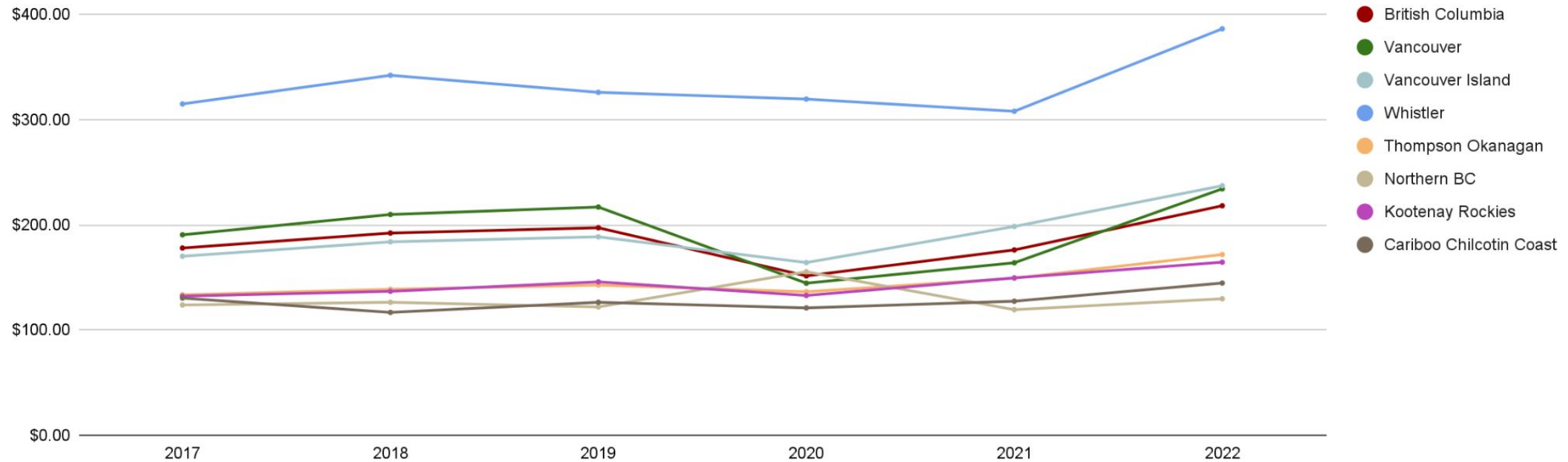


## Key Findings

- The BC variation in Occupancy rate was **-5%** when comparing December 2022 to December 2019.
- Vancouver Island had the smallest variation in occupancy in December 2022, with a **-0.7%** change from December 2019.
- Whistler had the largest variation in occupancy, with a **-15%** change in December 2022 compared to December 2019.

# Average Daily Rate (ADR) - Year to Date Average

## 2017 - 2022



Source: STR/BCHA/BCRTS Destination Year To Date - December 2022

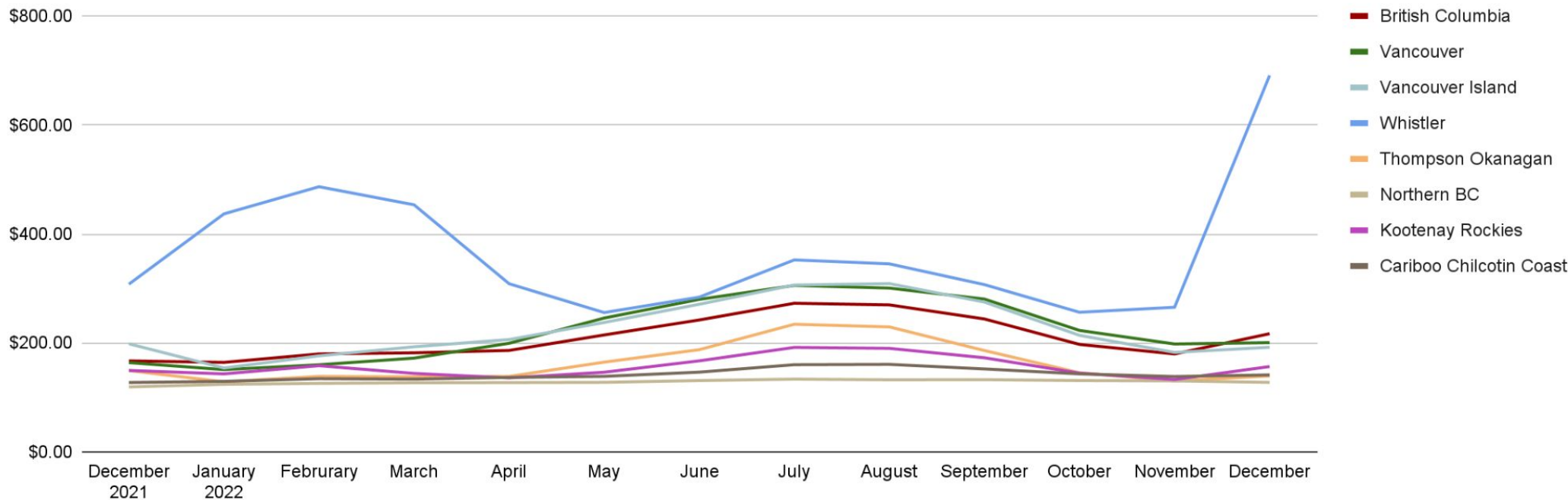
## Key Findings

- Bc's ADR across BC regions for the year 2022 was **\$218**.
- BC's average ADR for the three years of 2017-2019 leading up to the pandemic was **\$189**; it dipped to **\$151** in 2020, but increased to **\$176** by the end of 2021.
- Across the three years of 2017-2019, Whistler had the highest ADR on average at over **\$327**, dipping slightly to **\$319** in 2020 and **\$307** in 2021.
- Vancouver, Vancouver Island, Whistler, Thompson Okanagan, and Kootenay Rockies were trending upwards during the three year period of 2017-2019. Northern BC & Cariboo Chilcotin Coast fluctuated with their highest rates in 2018 and 2017, respectively, dipping in 2019 in Northern BC but recuperating in Cariboo Chilcotin Coast in 2019 close to 2017 rates. All regions dropped in 2020 but slowly recovered in 2021 and 2022.
- Across the three years from 2017 to 2019, average ADR for Vancouver was **\$206**, Vancouver Island was **\$181**, Whistler was **\$327**, Thompson Okanagan was **\$138**, Northern BC was **\$124**, Kootenay Rockies was **\$138**, and Cariboo Chilcotin Coast was **\$124**.



# Average Daily Rate - Average by month

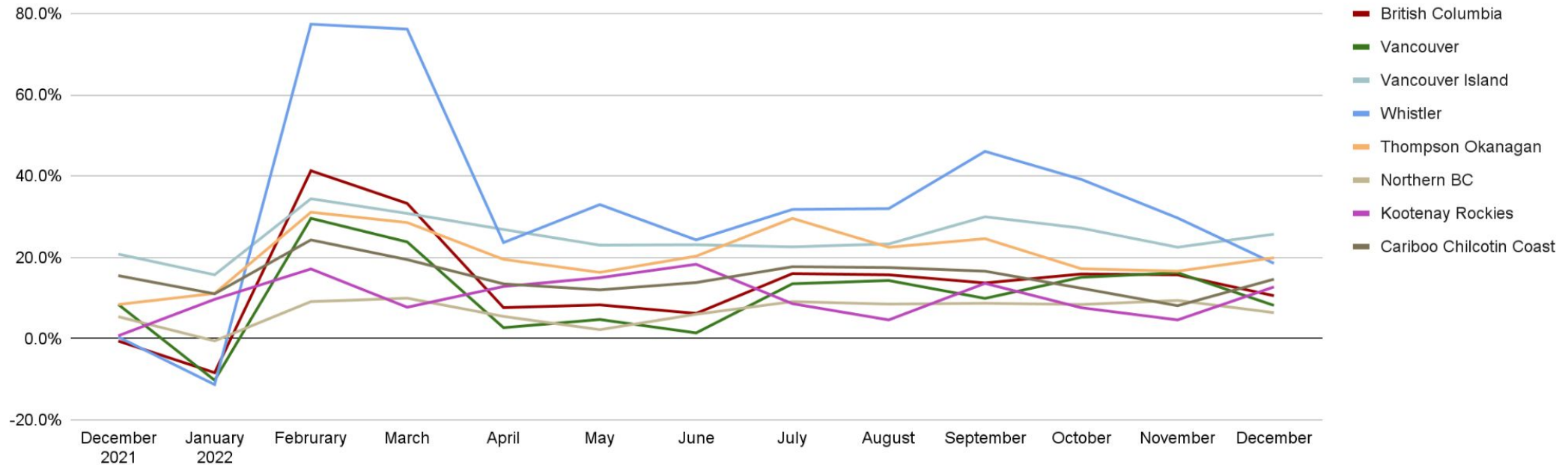
## December 2022



### Key Findings

- The BC ADR in December 2022 was **\$217**.
- Whistler had the highest ADR in December 2022 with **\$691**.
- Northern BC had the lowest ADR in December 2022 with **\$128**.

# Average Daily Rate - Monthly percent change Year to Date 2022 compared to 2019



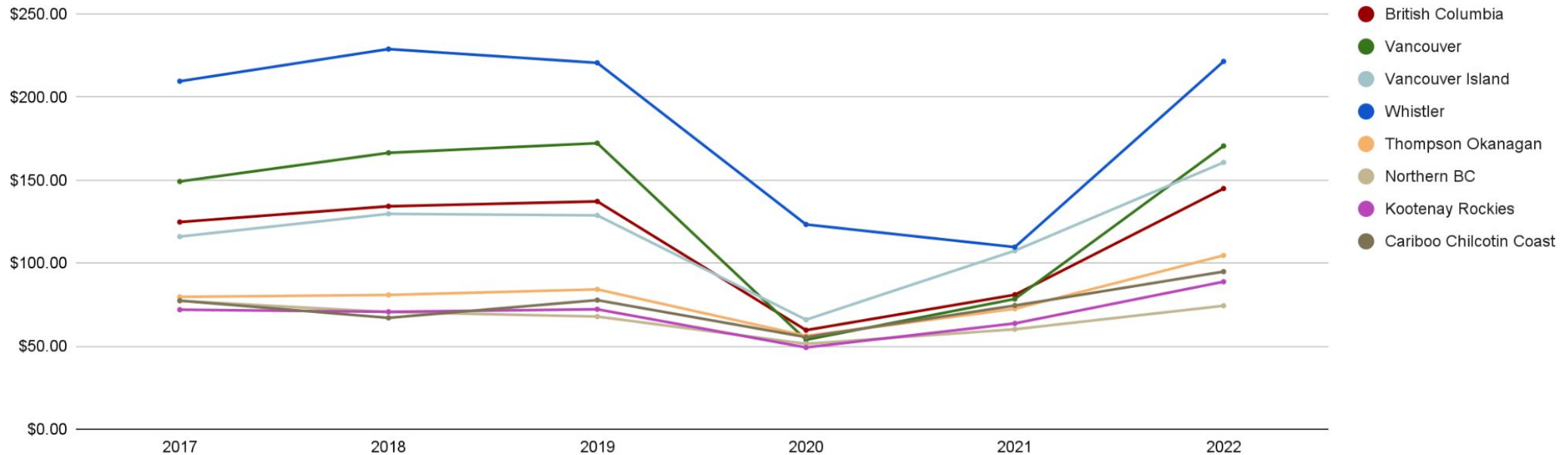
## Key Findings

- The BC variation in ADR was **11%** when comparing December 2022 to December 2019.
- Northern BC had the smallest variation in ADR in December 2022 with a **6%** change from December 2019.
- Vancouver Island had the largest variation in ADR in December 2022 with a **26%** change from December 2019.



# Revenue Per Available Room (RevPAR)- Year to Date

## Average 2017 - 2022



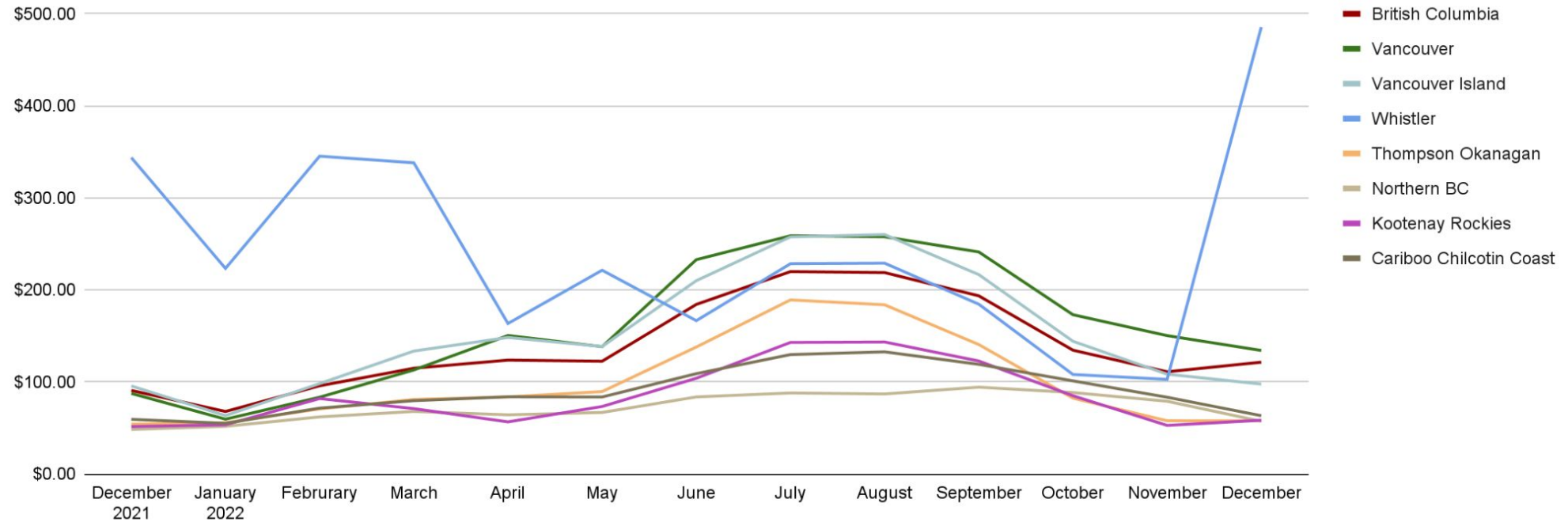
Source: STR/BCHA/BCRTS Destination Year To Date - December 2022

## Key Findings

- BC's RevPAR across BC regions for the year 2022 was **\$145**.
- BC's average RevPAR for the three years 2017-2019 leading up to the pandemic was **\$132**, it dipped to **\$60** in 2020, but increased to **\$81** by the end of 2021.
- Across the three years of 2017-2019, Whistler had the highest RevPAR, on average over **\$200**, until 2020 when it dipped below **\$125**, and evened at **\$109** in 2021. It has been trending upwards for 2022 with a YTD RevPAR of **\$206**.
- Across the three years from 2017 to 2019, average RevPAR for Vancouver was **\$163**, Vancouver Island was **\$125**, Whistler was **\$220**, Thompson Okanagan was **\$82**, Northern BC was **\$72**, Kootenay Rockies was **\$72**, and Cariboo Chilcotin Coast was **\$74**.

# Revenue Per Available Room - Average by month

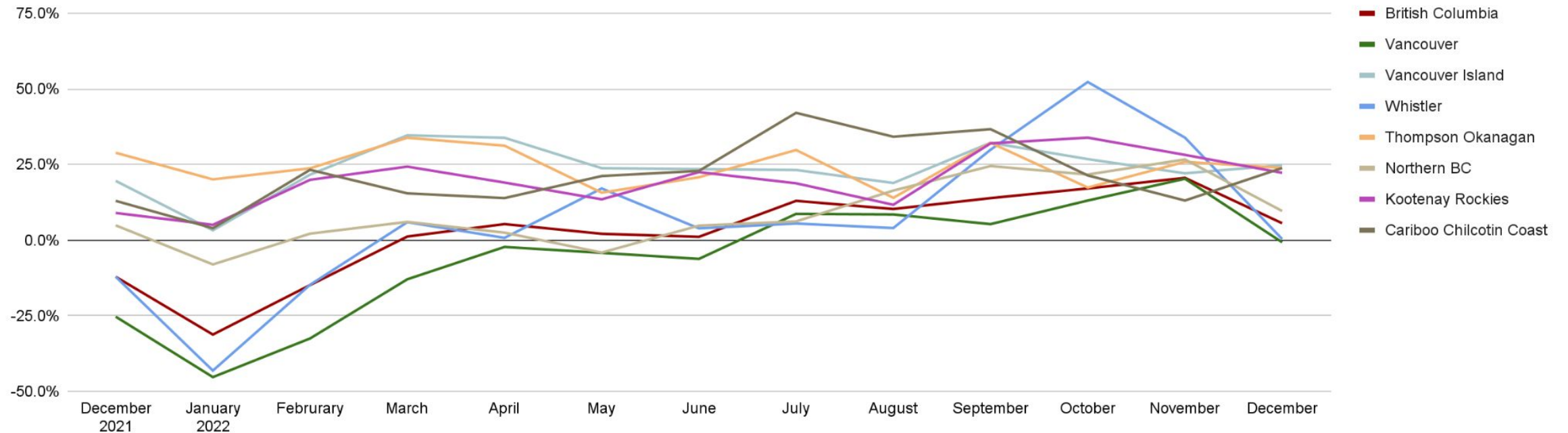
## 2022



## Key Findings

- The BC Average RevPAR for December 2022 was **\$122**.
- Whistler had the highest RevPAR in December 2022 with **\$486**.
- Thompson Okanagan and Northern BC had the lowest RevPAR in December 2022 with **\$58**.

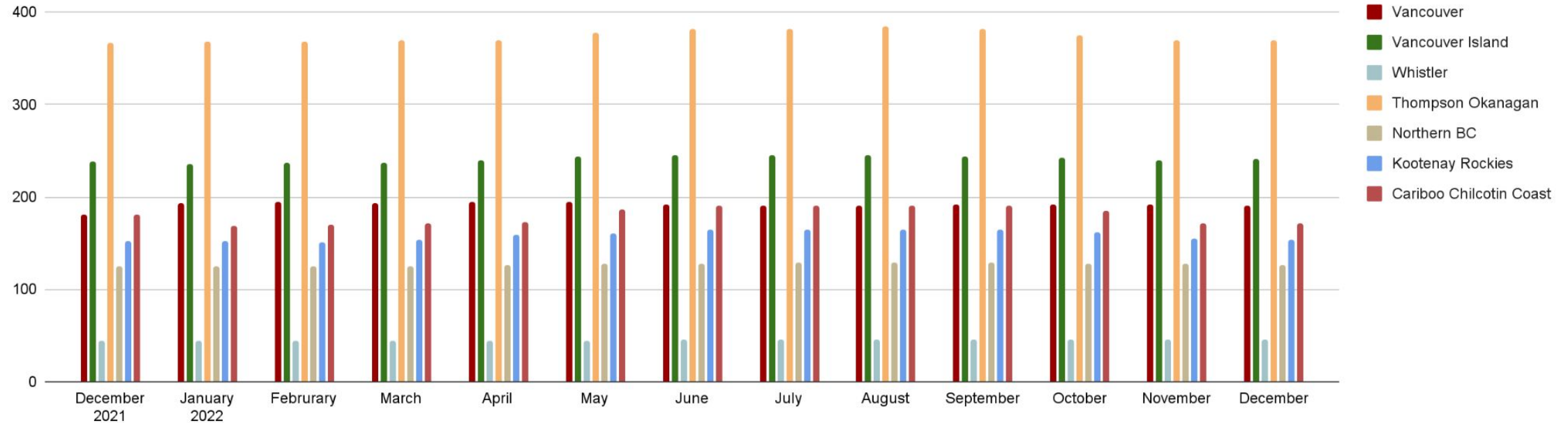
# Revenue Per Available Room - Monthly percent change Year to Date - 2022 compared to 2019



## Key Findings

- The BC variation in RevPAR was **6%** comparing December 2022 to December 2019.
- Whistler had the smallest variation in RevPAR in December 2022 with a **0.4%** change from December 2019.
- Vancouver Island had the largest variation in RevPAR in December 2022 with a **25%** change from December 2019.

# Property Participation Census (Total Properties in Database)



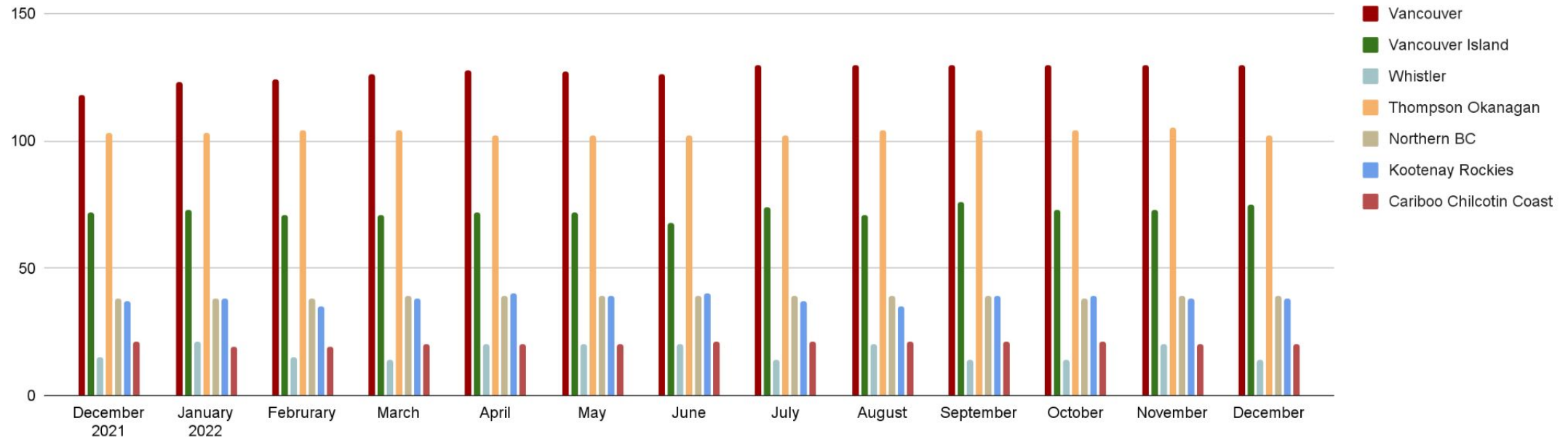
**British Columbia December Census total: 1299**

## Key Findings

- Out of the regions, Thompson Okanagan had the highest number of properties in the STR database (Census) in December 2022 with **370**.
- Whistler had the lowest number of properties in the STR database (Census) in December 2022 with **45**.

# Property Participation

## Sample (Total Properties Submitting Data)



British Columbia December Sample total: 418

### Key Findings

- Vancouver had the highest property participation with **130** out of the **192** properties reporting data in December 2022.
- Cariboo Chilcotin Coast had the lowest property participation with **20** out of the **185** properties reporting data in December 2022.



# 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.
- **STR FAQ** <https://str.com/data-insights/resources/faq>





# Contact Us



**Robb MacDonald**

*Managing Director, Symphony Tourism Services*

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

**Phone:** (778) 721-5448

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