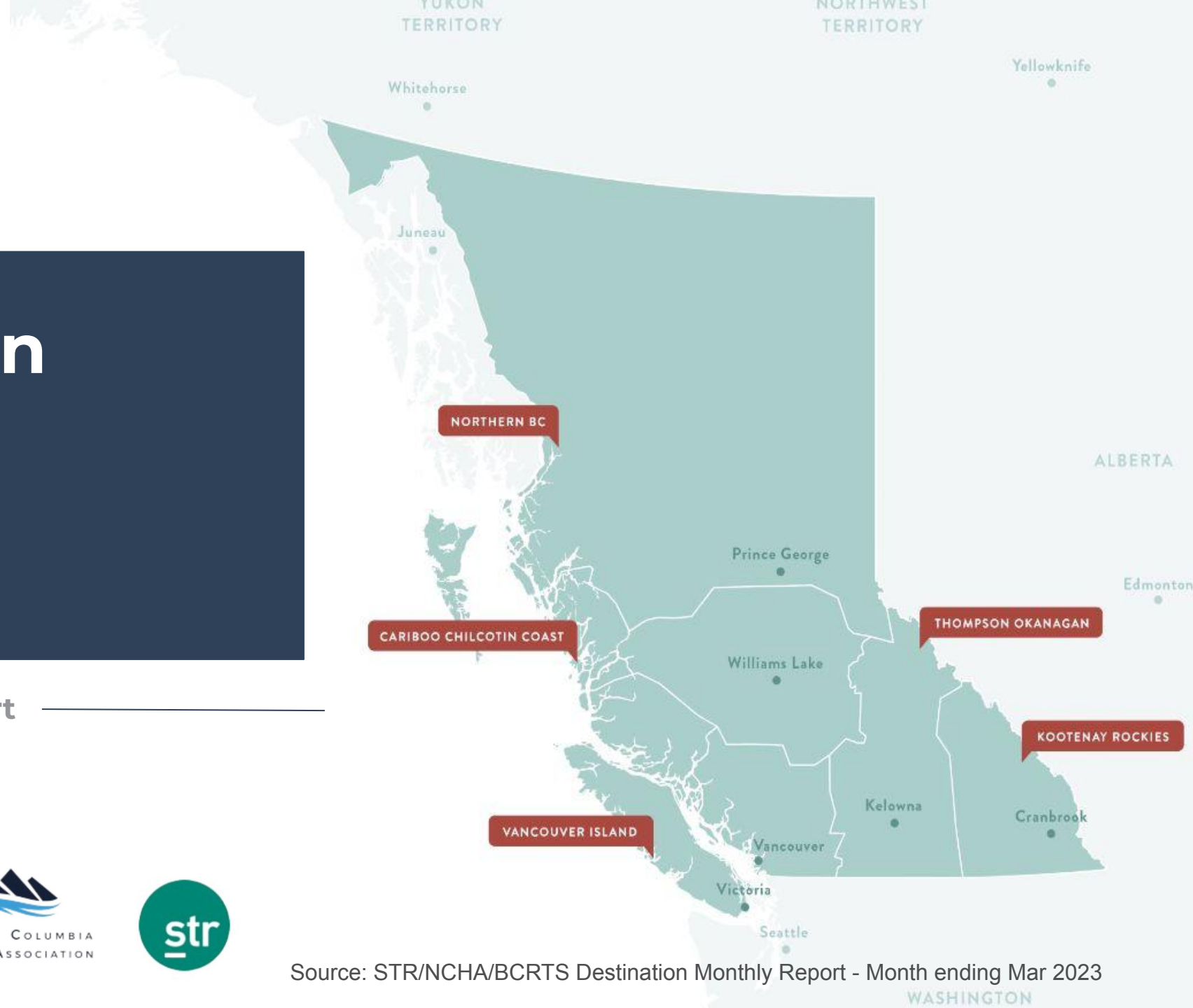


Monthly Occupancy Insights

STR Destination Report

March 2023

2023 Monthly Report



SYMPHONY
TOURISM
SERVICES



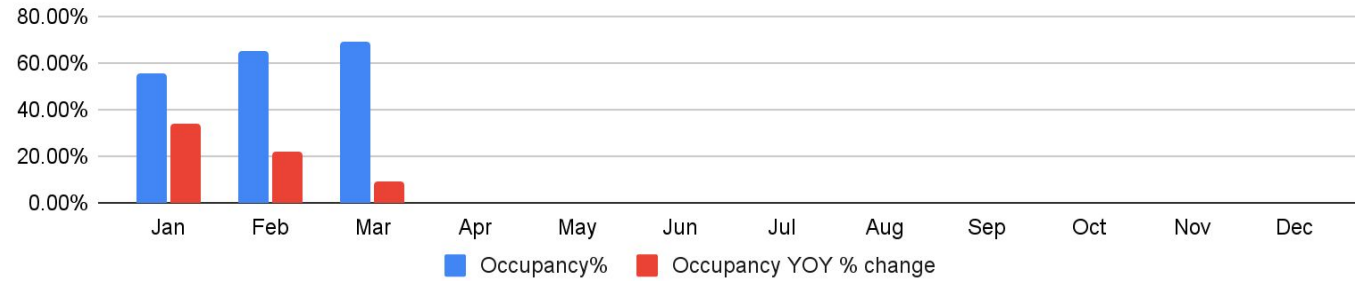
Source: STR/NCHA/BCRTS Destination Monthly Report - Month ending Mar 2023

British Columbia Summary

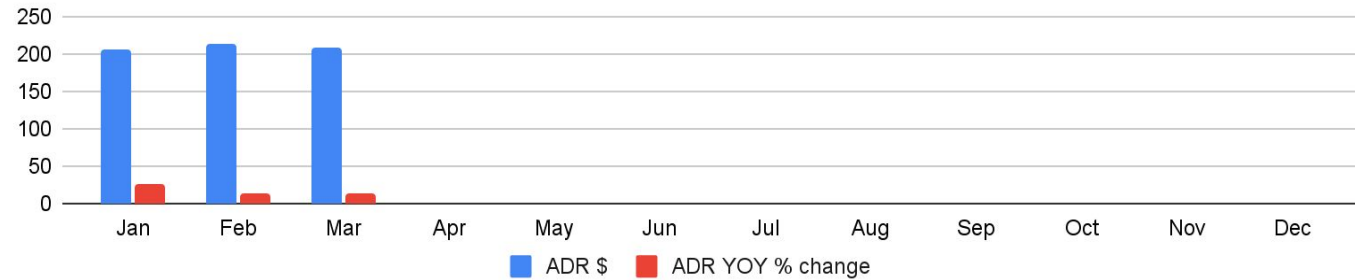
March, 2023

- British Columbia had a **69.00%** occupancy for the month of March, up **9.30%** compared to the same month in 2022.
- British Columbia had an ADR of **\$207.76** for the month of March, up **14.60%** compared to the same month in 2022.
- British Columbia had a RevPAR of **\$143.27** for the month of March, up **25.30%** compared to the same month in 2022.

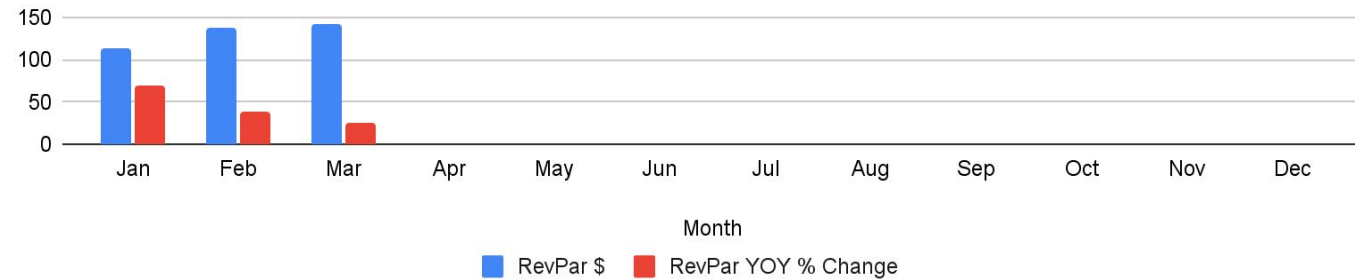
Occupancy



ADR



RevPar



Yearly Averages:

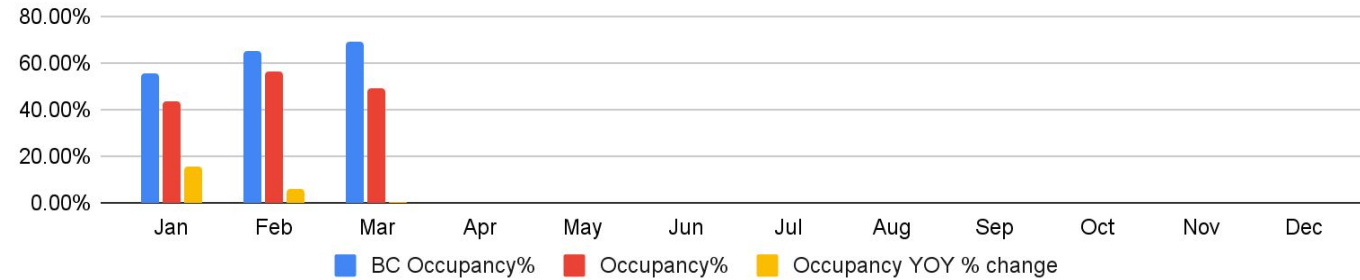
Year	occ	ADR	REVPAR
2019	69.60%	\$197.13	\$137.20
2020	39.40%	\$151.40	\$59.64
2021	48.50%	\$176.07	\$80.95
2022	66.50%	\$218.04	\$144.92
2023 (YTD)	63.32%	\$208.36	\$131.93

Kootenay Rockies Summary

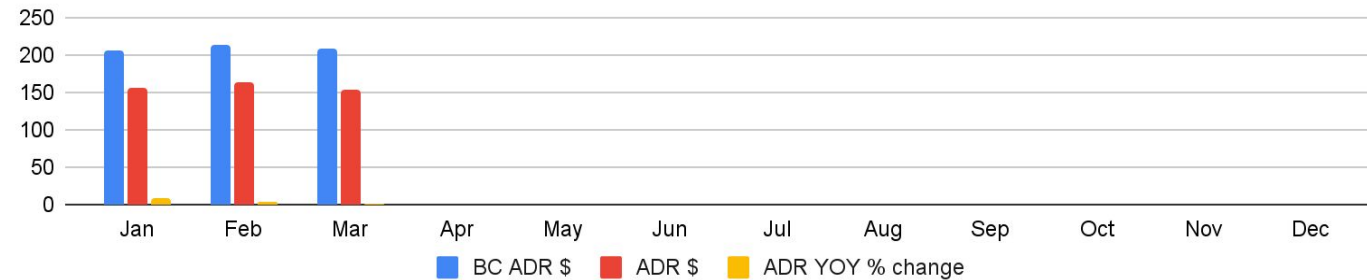
March, 2023

- Kootenay Rockies had a **49.00%** occupancy for the month of March, up **0.80%** compared to the same month in 2022. BC had a **69.00%** occupancy for the month of March.
- Kootenay Rockies had an ADR of **\$153.62** for the month of March, up **1.30%** compared to the same month in 2022. BC had an ADR of **\$207.76** for the month of March.
- Kootenay Rockies had a RevPAR of **\$75.26** for the month of March, up **2.10%** compared to the same month in 2022. BC had a RevPAR of **\$143.27** for the month of March.

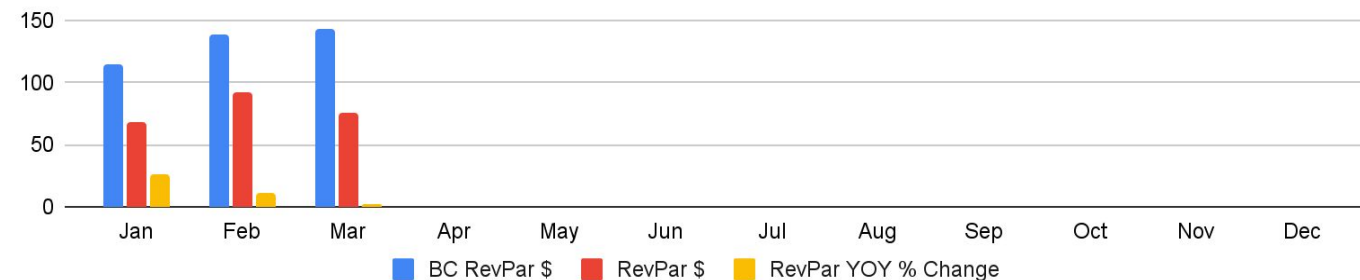
Occupancy



ADR



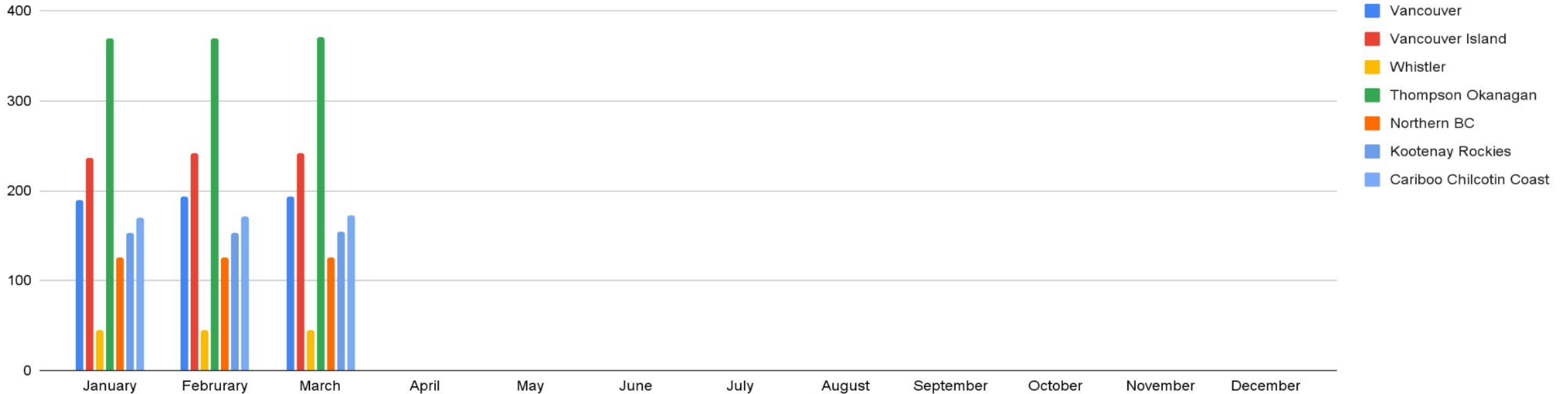
RevPar



Yearly Averages:

Year	occ	ADR	REVPAR
2019	49.50%	\$145.75	\$72.21
2020	37.10%	\$132.78	\$49.23
2021	42.60%	\$149.52	\$63.70
2022	54.00%	\$164.41	\$88.83
2023 (YTD)	49.96%	\$156.32	\$78.10

Property Participation Census (Total Properties in Database)



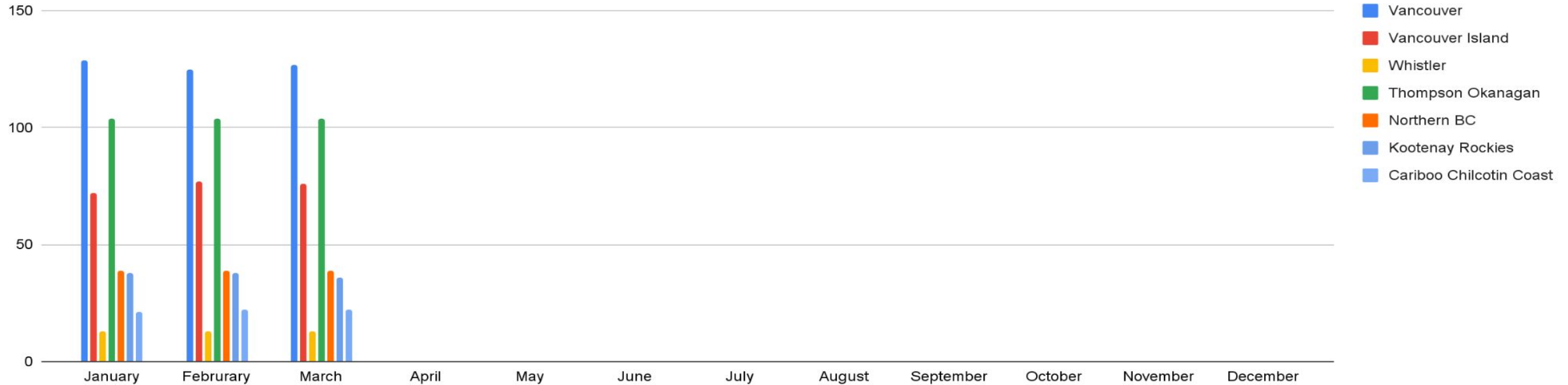
British Columbia March Census total: 1303

Summary

- Out of the regions, Thompson Okanagan had the highest number of properties in the STR database (Census) in March 2023 with **371**, followed by Vancouver Island with **242**, Vancouver with **193**, Cariboo Chilcotin Coast with **172**, Kootenay Rockies with **154**, and Northern BC with **126**.
- Whistler had the lowest number of properties in the database in March 2023 with **45**.

Property Participation

Sample (Total Properties Submitting Data)



British Columbia March Sample total: 417

Key Findings

- Vancouver had the highest property participation with **127** out of the **193** properties reporting data in March 2023, followed by Thompson Okanagan with **104** out of **371**, Vancouver Island with **76** out of **242**, Northern BC with **39** out of **126**, Kootenay Rockies with **36** out of **154**, and Cariboo Chilcotin Coast with **22** out of **172**.
- Whistler had the lowest property participation with **13** out of the **45** properties reporting data in March 2023.

Glossary

- **Occupancy:** Calculated by the number of occupied rooms divided by the number of available rooms that physically exist in a STR.
- **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 STR's performance.
- **Revenue per Available Room (RevPAR):** Calculated by multiplying a STR'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 STR's performance.
- **STR FAQ** <https://str.com/data-insights/resources/faq>



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