

Monthly Occupancy Insights

STR Destination Report

May 2023

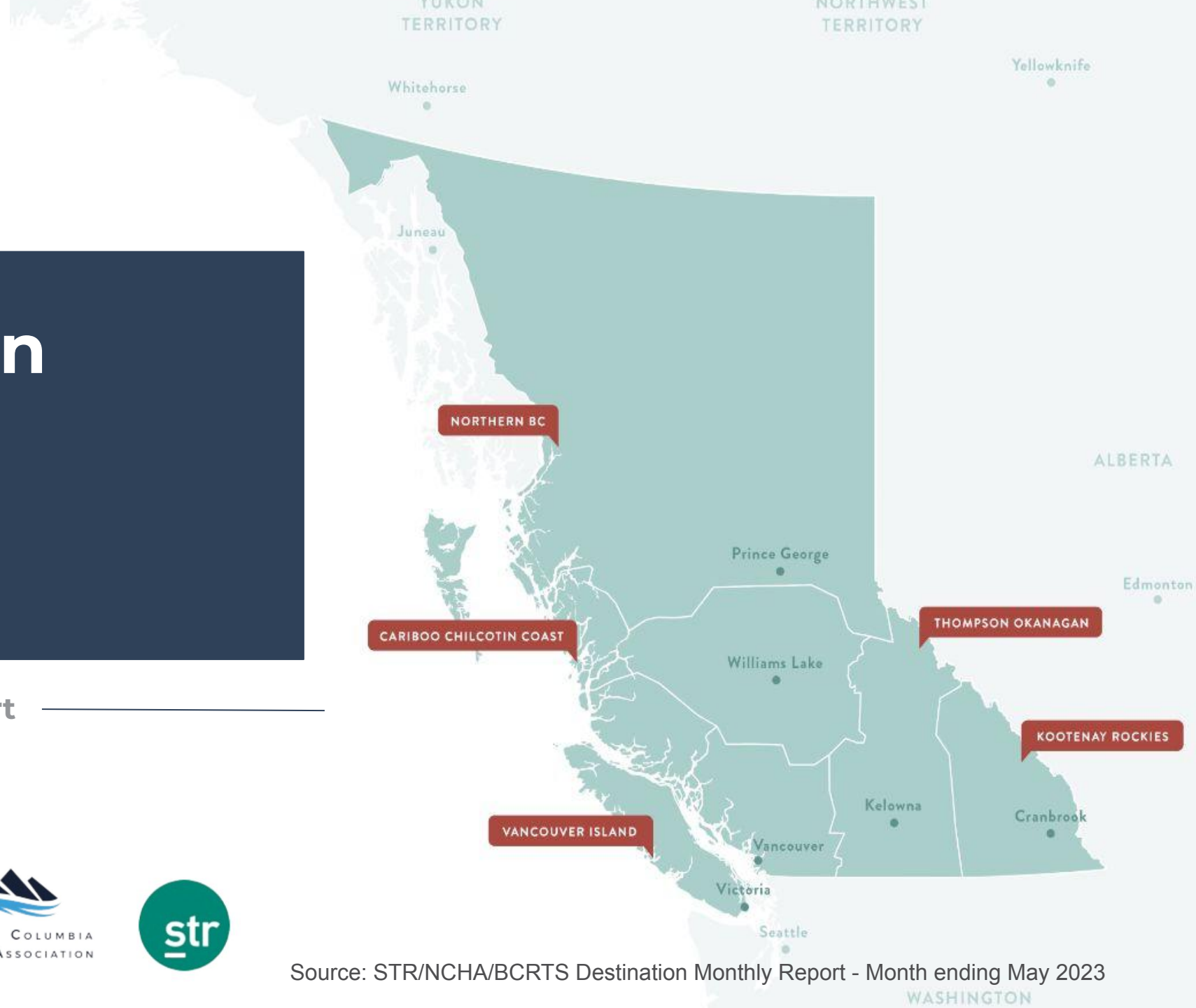
2023 Monthly Report



SYMPHONY
TOURISM
SERVICES



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

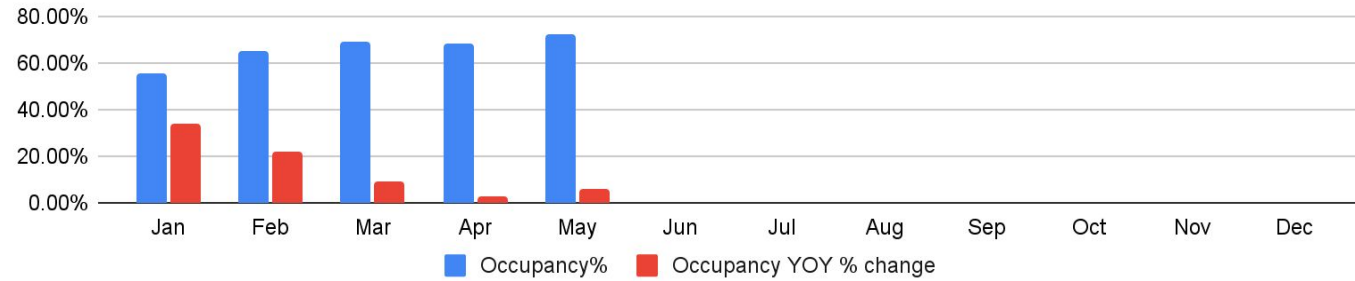


British Columbia Summary

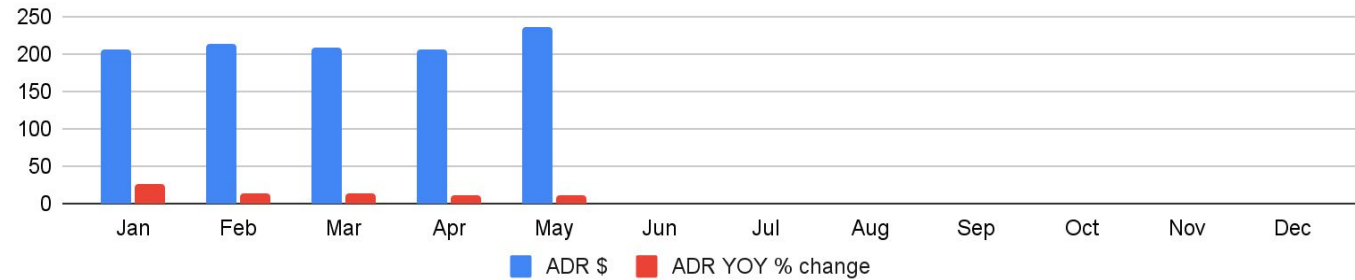
May 2023

- British Columbia had a **72.30%** occupancy for the month of May up **6.00%** compared to the same month in 2022.
- British Columbia had an ADR of **\$236.94** for the month of May up **10.70%** compared to the same month in 2022.
- British Columbia had a RevPAR of **\$171.41** for the month of May up **17.40%** compared to the same month in 2022.

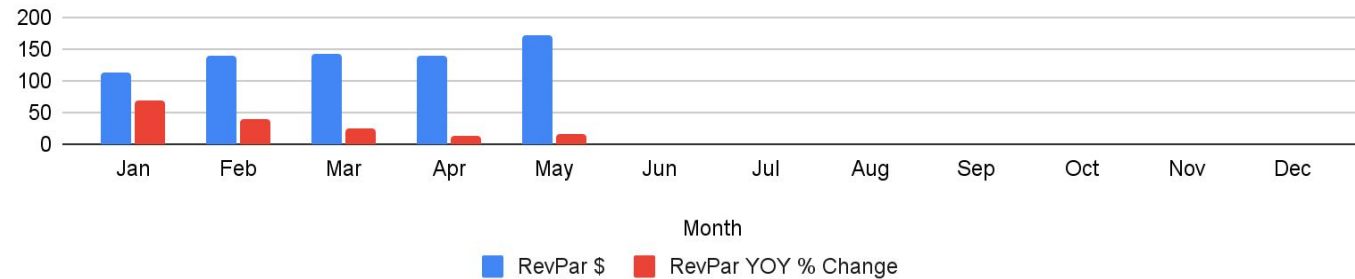
Occupancy



ADR



RevPar



Yearly Averages:

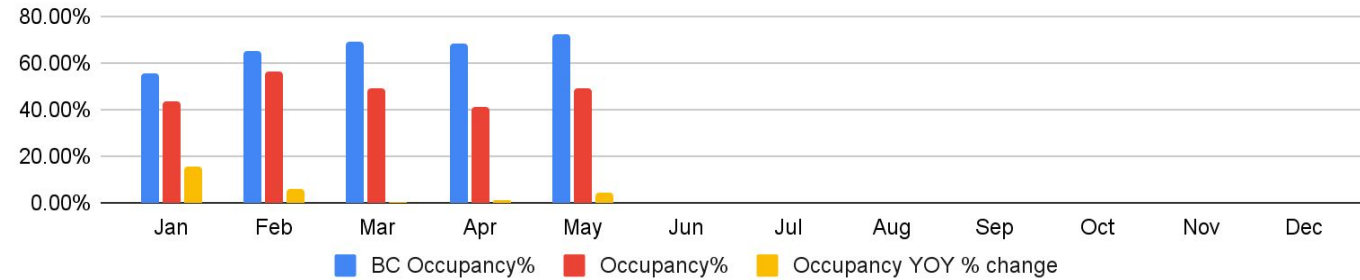
Year	occ	ADR	REVPAR
2019	69.60%	\$197.13	\$137.20
2020	39.40%	\$151.40	\$59.64
2021	48.50%	\$176.07	\$80.95
2022	66.50%	\$218.04	\$144.92
2023 (YTD)	66.10%	\$214.39	\$141.80

Kootenay Rockies Summary

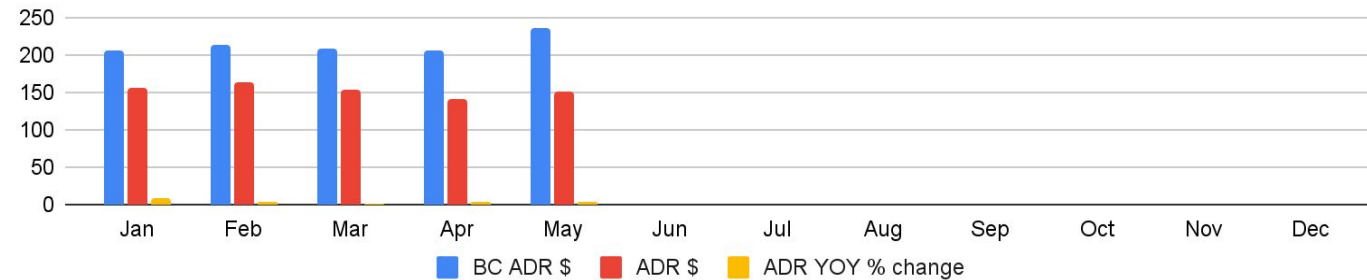
May 2023

- Kootenay Rockies had a **49.50%** occupancy for the month of May up **4.20%** compared to the same month in 2022. BC had a **72.30%** occupancy for the month of May.
- Kootenay Rockies had an ADR of **\$151.27** for the month of May up **3.80%** compared to the same month in 2022. BC had an ADR of **\$236.94** for the month of May.
- Kootenay Rockies had a RevPAR of **\$74.94** for the month of May up **8.10%** compared to the same month in 2022. BC had a RevPAR of **\$171.41** for the month of May.

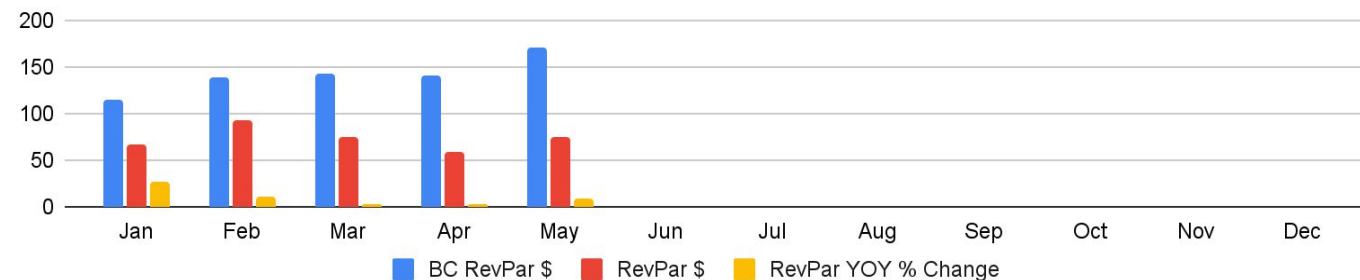
Occupancy



ADR



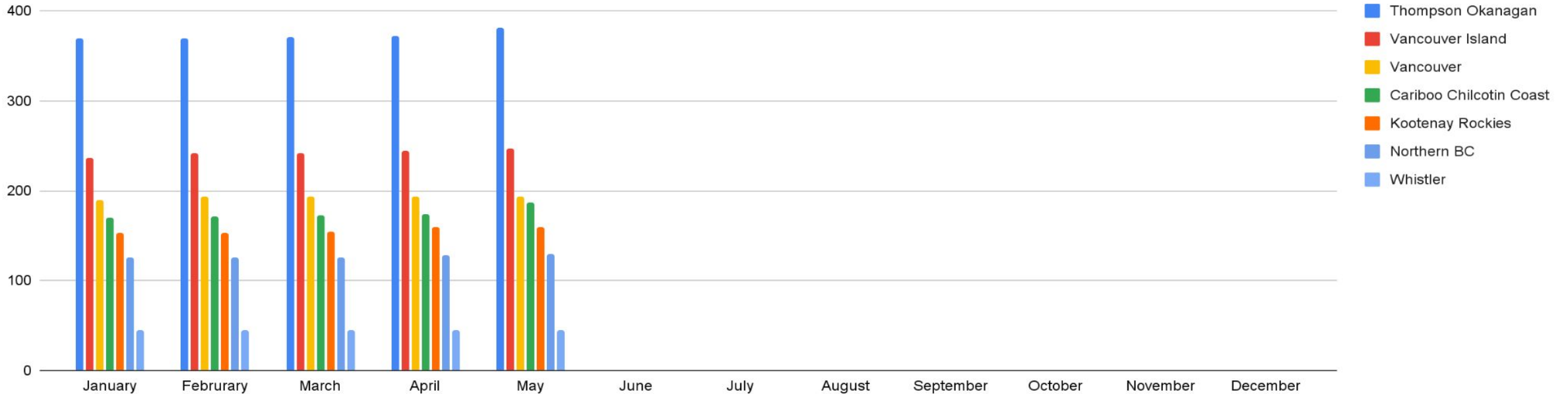
RevPar



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)	48.40%	\$151.63	\$73.35

Property Participation Census (Total Properties in Database)



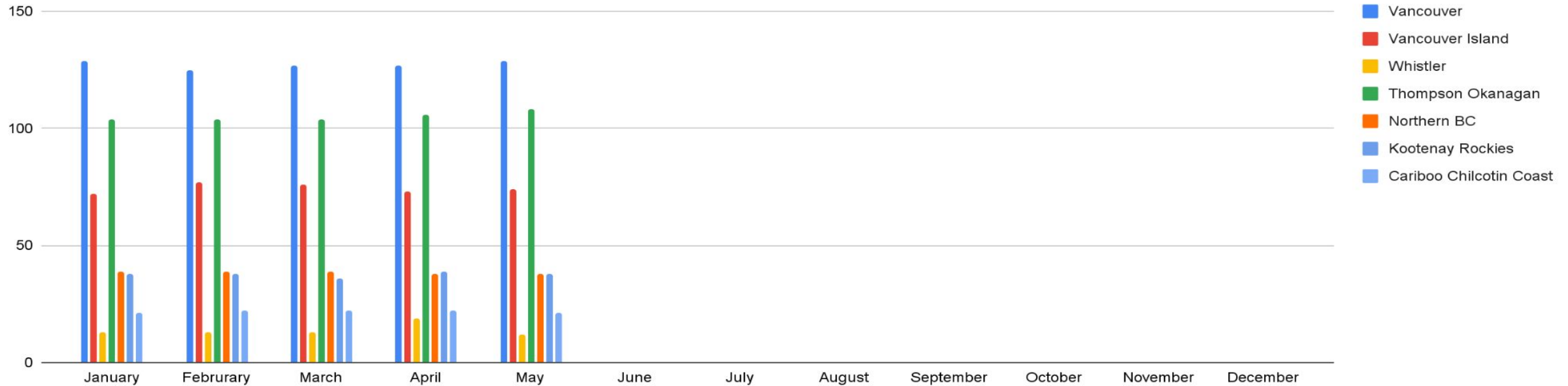
British Columbia May Census total: 1342

Summary

- Out of the regions, Thompson Okanagan had the highest number of properties in the STR database (Census) in May 2023 with **381**, followed by Vancouver Island with **247**, Vancouver with **193**, Cariboo Chilcotin Coast with **187**, Kootenay Rockies with **159**, and Northern BC with **130**.
- Whistler had the lowest number of properties in the database in May 2023 with **45**.

Property Participation

Sample (Total Properties Submitting Data)



British Columbia May Sample total: 424

Key Findings

- Vancouver had the highest property participation with **129** out of the **193** properties reporting data in May 2023, followed by Thompson Okanagan with **108** out of **381**, Vancouver Island with **74** out of **244**, Northern BC with **38** out of **130**, Kootenay Rockies with **38** out of **159**, and Cariboo Chilcotin Coast with **21** out of **187**.
- Whistler had the lowest property participation with **12** out of the **45** properties reporting data in May 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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