

Monthly Occupancy Insights

STR Destination Report

July 2023

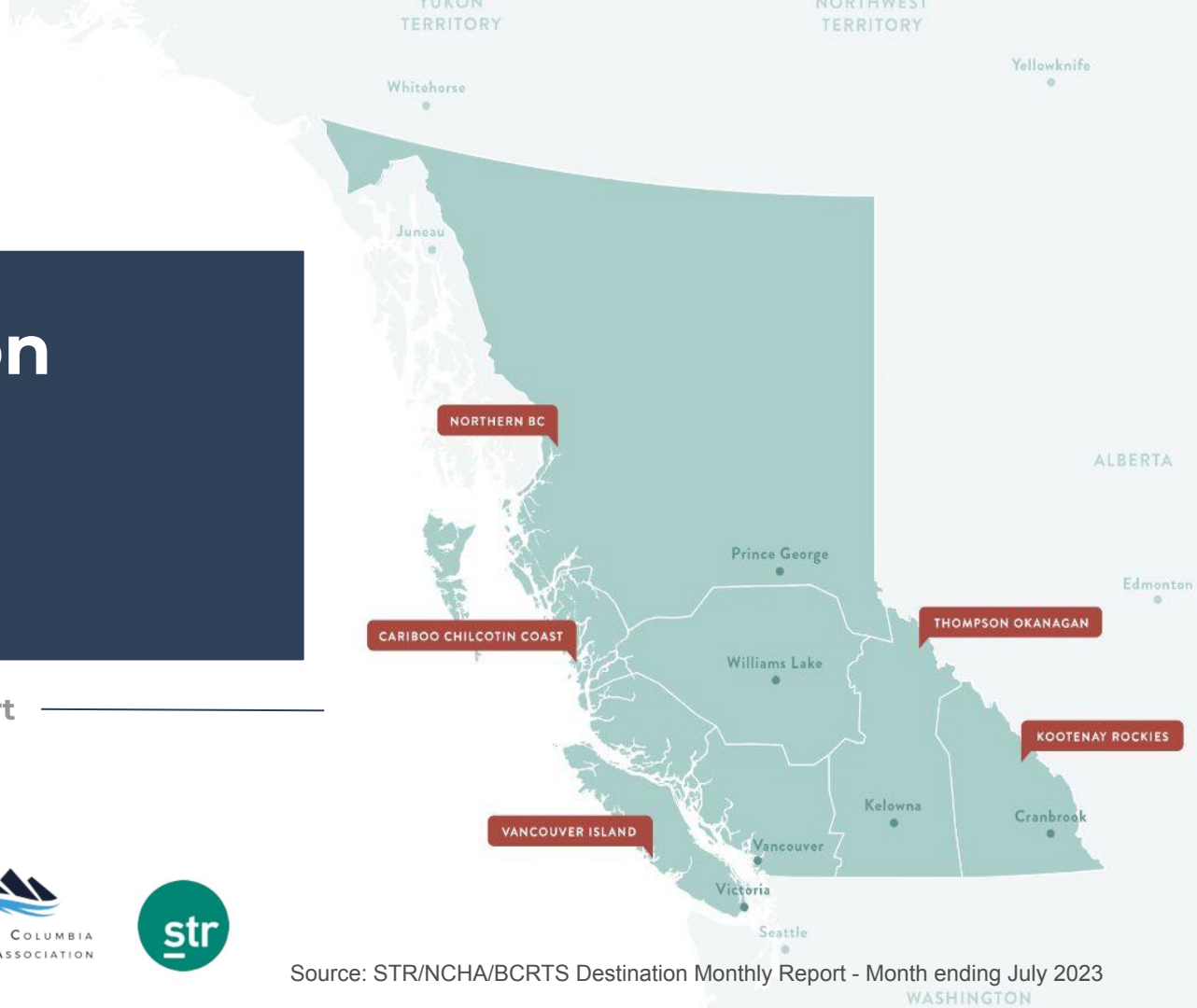
2023 Monthly Report



SYMPHONY
TOURISM
SERVICES



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



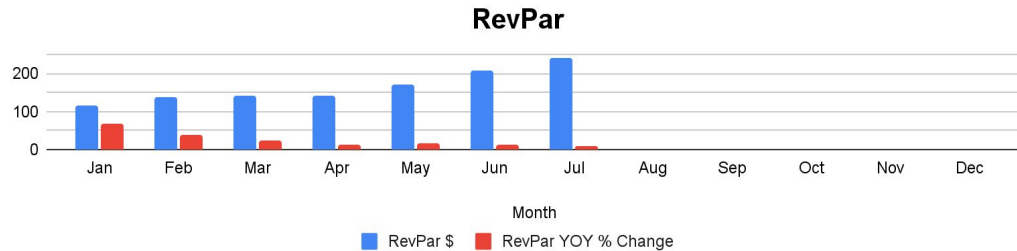
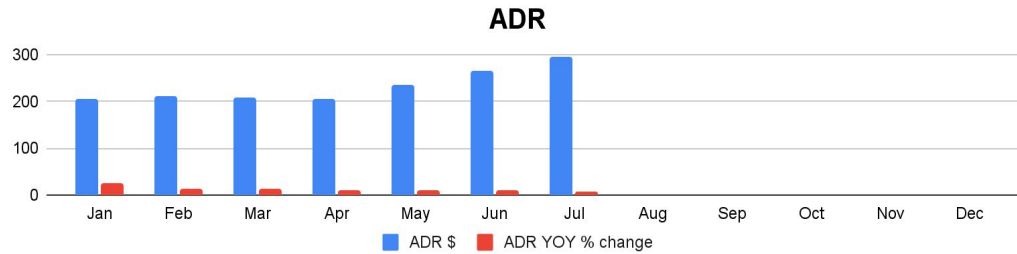
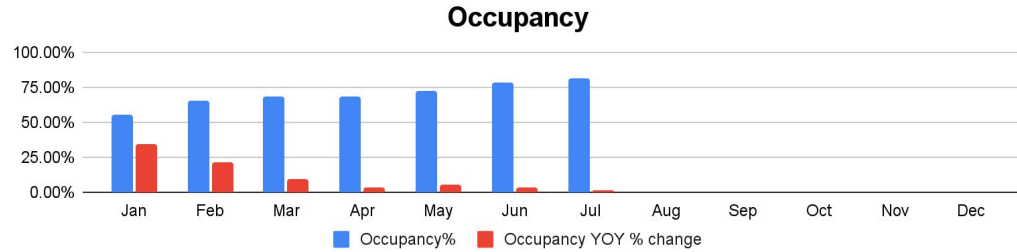
British Columbia Summary

July 2023

- British Columbia had a **81.20%** occupancy for the month of July up **1.50%** compared to the same month in 2022.
- British Columbia had an ADR of **\$296.01** for the month of July up **8.20%** compared to the same month in 2022.
- British Columbia had a RevPAR of **\$240.43** for the month of July up **9.90%** compared to the same month in 2022.

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)	70.10%	\$236.74	\$166.07

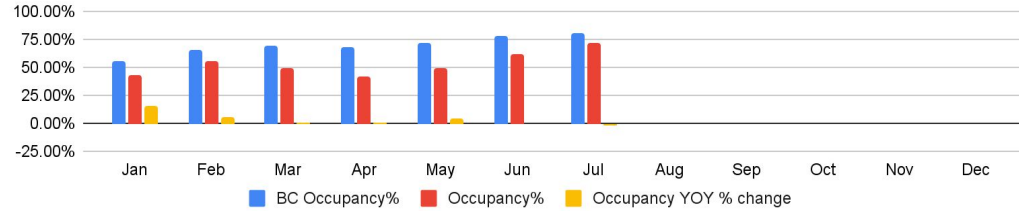


Kootenay Rockies Summary

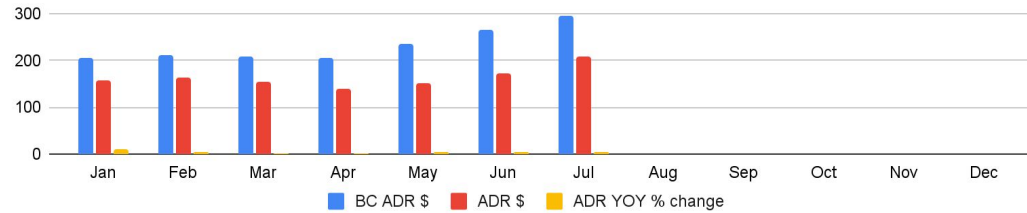
July 2023

- Kootenay Rockies had a **72.50%** occupancy for the month of July down **2.40%** compared to the same month in 2022. BC had a **81.2%** occupancy for the month of July.
- Kootenay Rockies had an ADR of **\$209.92** for the month of July up **4.60%** compared to the same month in 2022. BC had an ADR of **\$296.01** for the month of July.
- Kootenay Rockies had a RevPAR of **\$152.17** for the month of July up **2.10%** compared to the same month in 2022. BC had a RevPAR of **\$240.43** for the month of July.

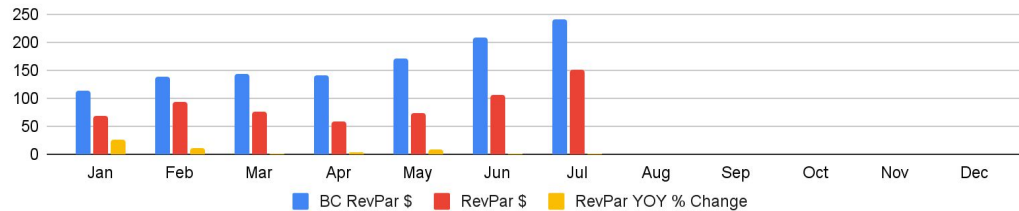
Occupancy



ADR



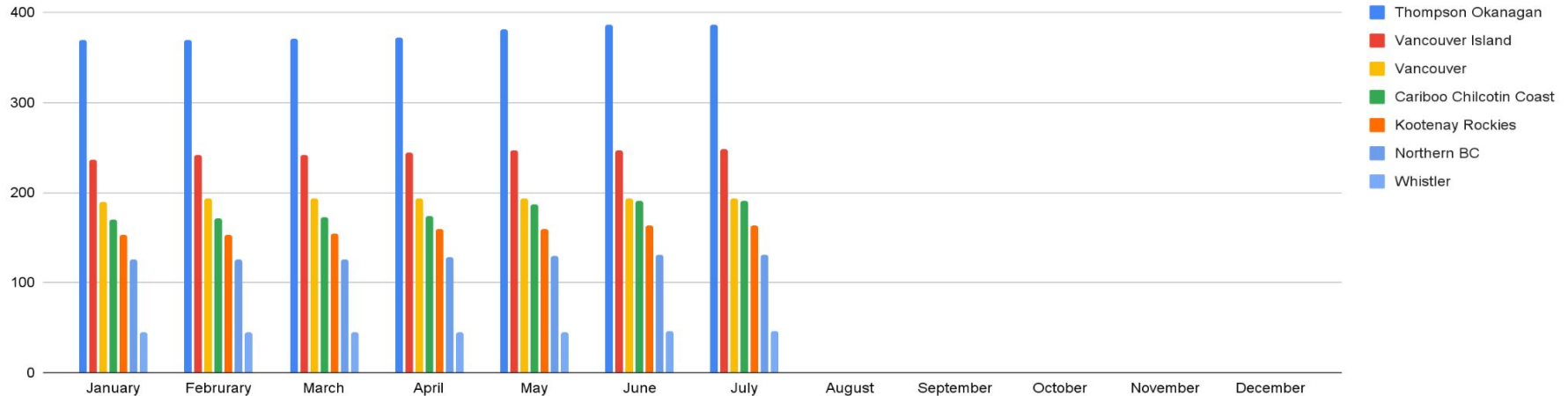
RevPar



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)	53.80%	\$166.84	\$89.81

Property Participation Census (Total Properties in Database)



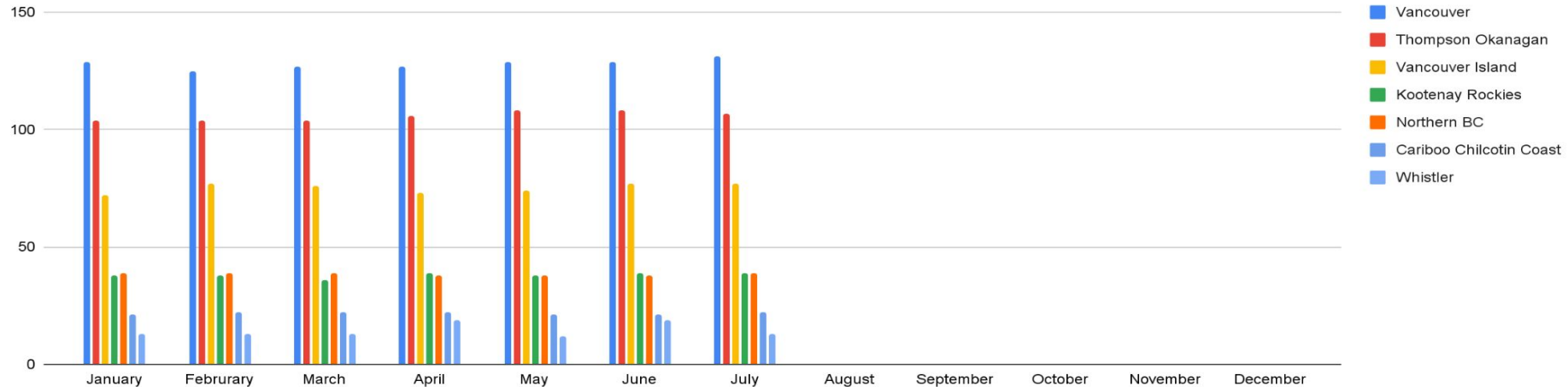
British Columbia June Census total: 1361

Summary

- Out of the regions, Thompson Okanagan had the highest number of properties in the STR database (Census) in July 2023 with **387**, followed by Vancouver Island with **248**, Vancouver with **194**, Cariboo Chilcotin Coast with **191**, Kootenay Rockies with **164**, and Northern BC with **131**.
- Whistler had the lowest number of properties in the database in July 2023 with **46**.

Property Participation

Sample (Total Properties Submitting Data)



British Columbia June Sample total: 431

Key Findings

- Vancouver had the highest property participation with **131** out of the **194** properties reporting data in July 2023, followed by Thompson Okanagan with **107** out of **387**, Vancouver Island with **77** out of **248**, Kootenay Rockies with **39** out of **164**, Northern BC with **39** out of **131**, and Cariboo Chilcotin Coast with **22** out of **191**.
- Whistler had the lowest property participation with **13** out of the **46** properties reporting data in July 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>



Contact Us

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