

# Monthly Occupancy Insights

# STR Destination Report

September 2023

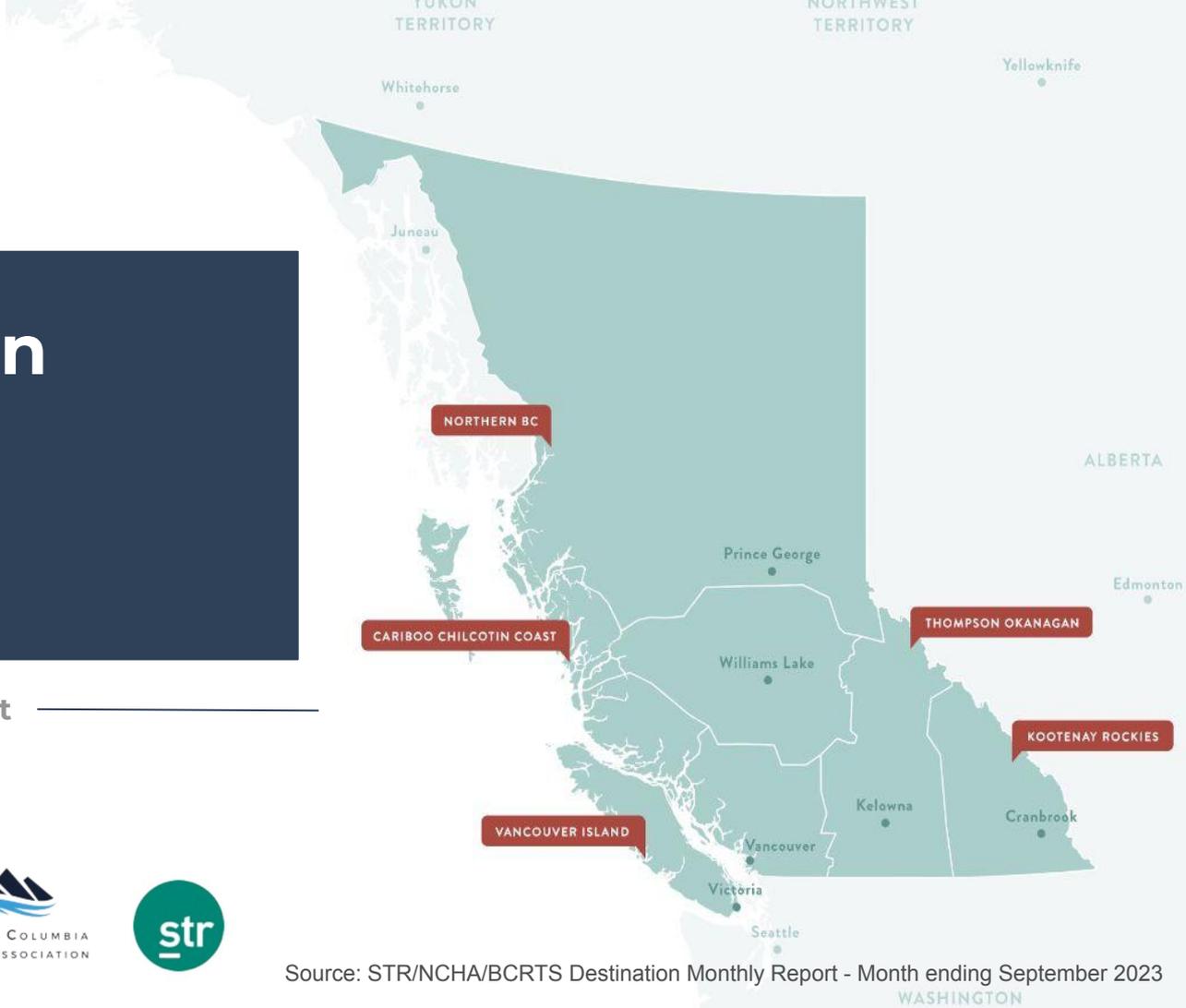
2023 Monthly Report



SYMPHONY  
TOURISM  
SERVICES



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



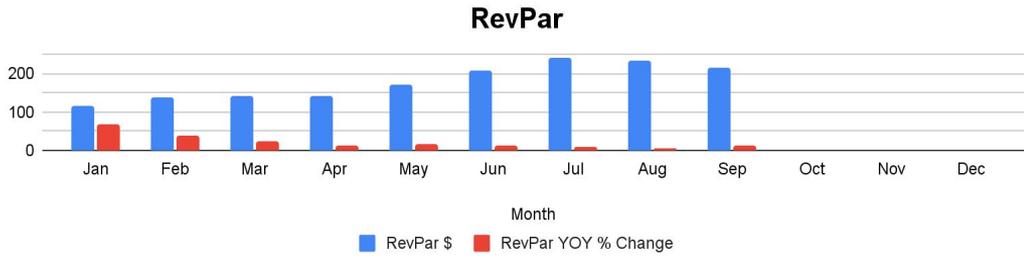
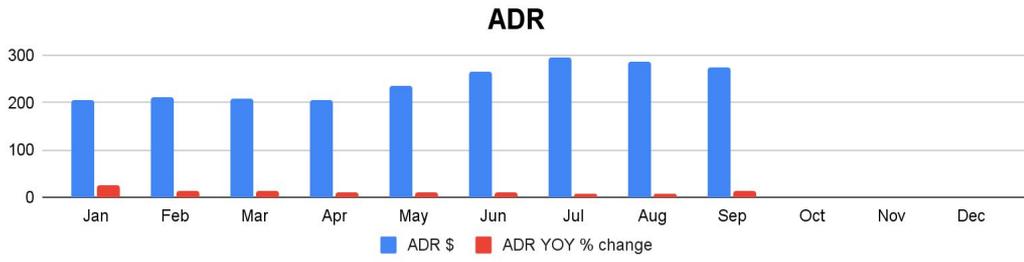
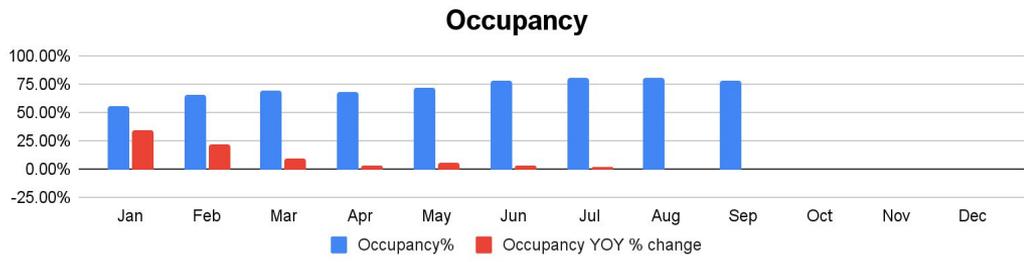
# British Columbia Summary

## September 2023

- British Columbia had a **78.6%** occupancy for the month of September down **0.5%** compared to the same month in 2022.
- British Columbia had an ADR of **\$273.7** for the month of September up **12.6%** compared to the same month in 2022.
- British Columbia had a RevPAR of **\$215.2** for the month of September up **12.0%** compared to the same month in 2022.

### Yearly Averages:

Year	OCC	ADR	REVPAR
2019	69.6%	\$197.1	\$137.2
2020	39.4%	\$151.4	\$59.6
2021	48.5%	\$176.1	\$80.9
2022	66.5%	\$218.4	\$144.9
2023 (YTD)	72.3%	\$247.8	\$179.2

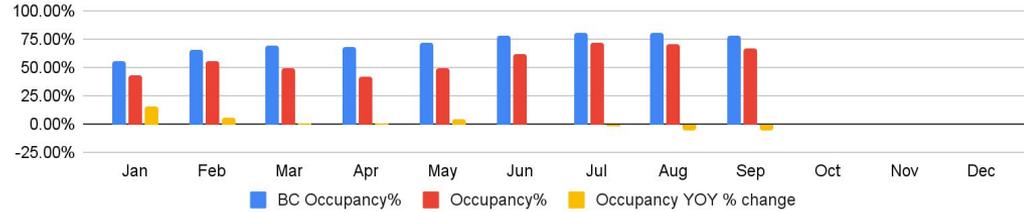


# Kootenay Rockies Summary

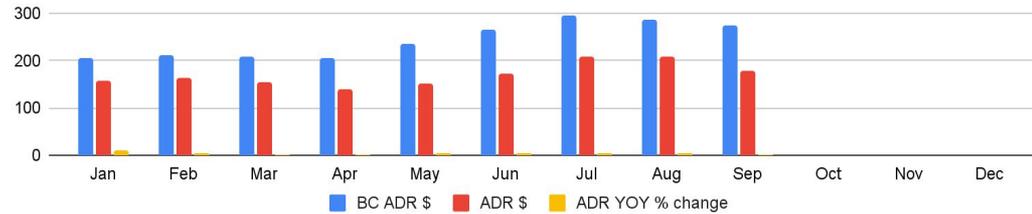
## September 2023

- Kootenay Rockies had a **67.3%** occupancy for the month of September down **5.0%** compared to the same month in 2022. BC had a **78.6%** occupancy for the month of September.
- Kootenay Rockies had an ADR of **\$179.4** for the month of September up **2.5%** compared to the same month in 2022. BC had an ADR of **\$273.7** for the month of September.
- Kootenay Rockies had a RevPAR of **\$120.8** for the month of September down **2.7%** compared to the same month in 2022. BC had a RevPAR of **\$215.2** for the month of September.

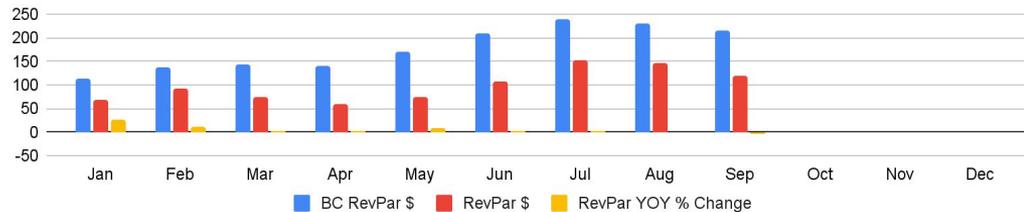
### Occupancy



### ADR



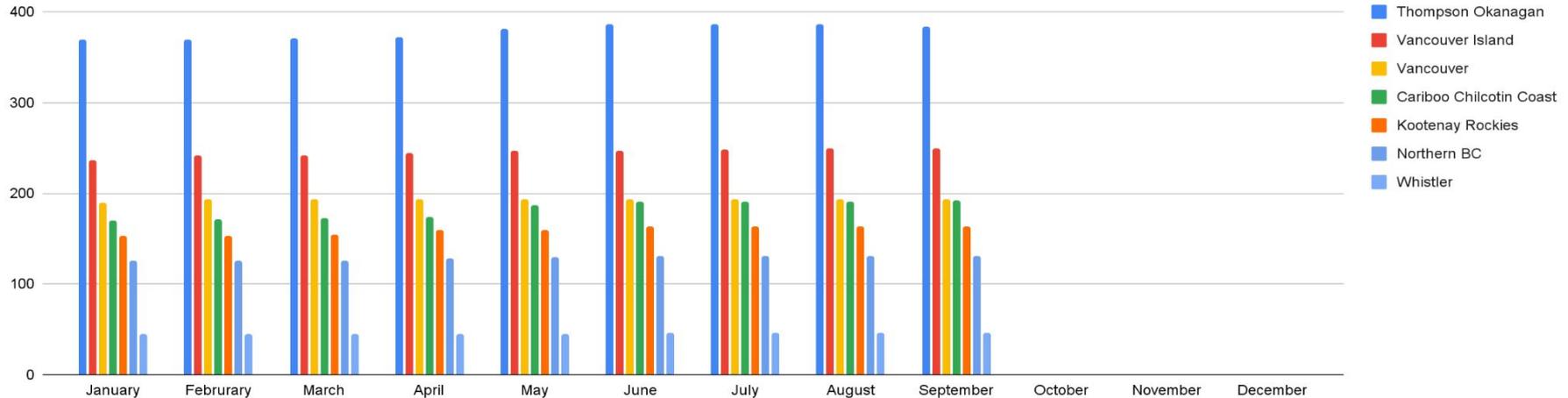
### RevPar



### Yearly Averages:

Year	OCC	ADR	REVPAR
2019	49.5%	\$145.7	\$72.2
2020	37.1%	\$132.7	\$49.2
2021	42.6%	\$149.5	\$63.7
2022	54.0%	\$164.4	\$88.8
2023 (YTD)	57.5%	\$174.1	\$100.1

# Property Participation Census (Total Properties in Database)



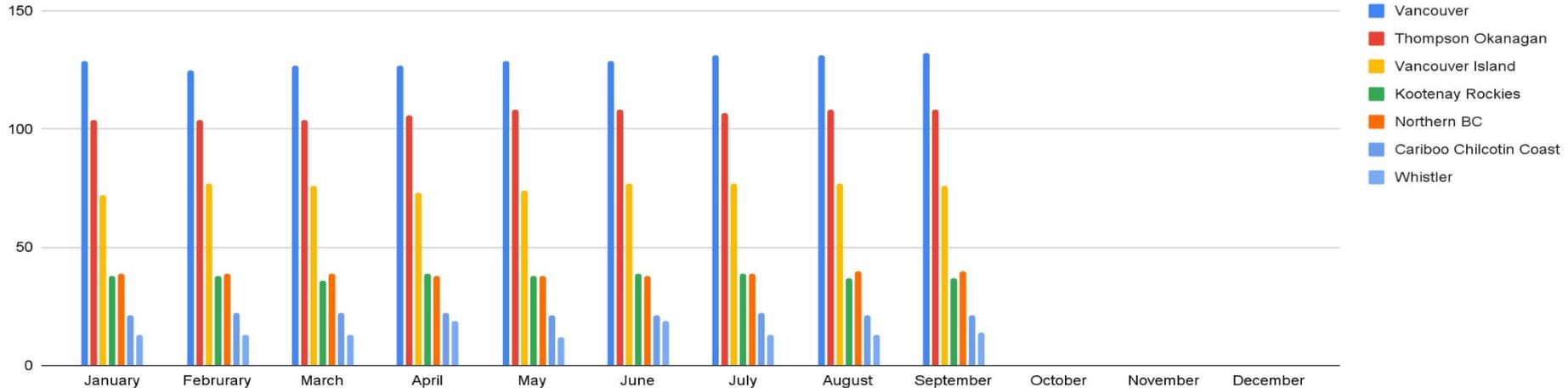
**British Columbia June Census total: 1361**

## Summary

- Out of the regions, Thompson Okanagan had the highest number of properties in the STR database (Census) in September 2023 with **384**, followed by Vancouver Island with **250**, Vancouver with **194**, Cariboo Chilcotin Coast with **192**, Kootenay Rockies with **164**, and Northern BC with **131**.
- Whistler had the lowest number of properties in the database in September 2023 with **46**.

# Property Participation

## Sample (Total Properties Submitting Data)



**British Columbia June Sample total: 428**

## Key Findings

- Vancouver had the highest property participation with **132** out of the **194** properties reporting data in September 2023, followed by Thompson Okanagan with **108** out of **384**, Vancouver Island with **76** out of **250**, Kootenay Rockies with **37** out of **164**, Northern BC with **40** out of **131**, and Cariboo Chilcotin Coast with **21** out of **192**.
- Whistler had the lowest property participation with **14** out of the **46** properties reporting data in September 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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