

# Monthly Occupancy Insights

# STR Destination Report

October 2023

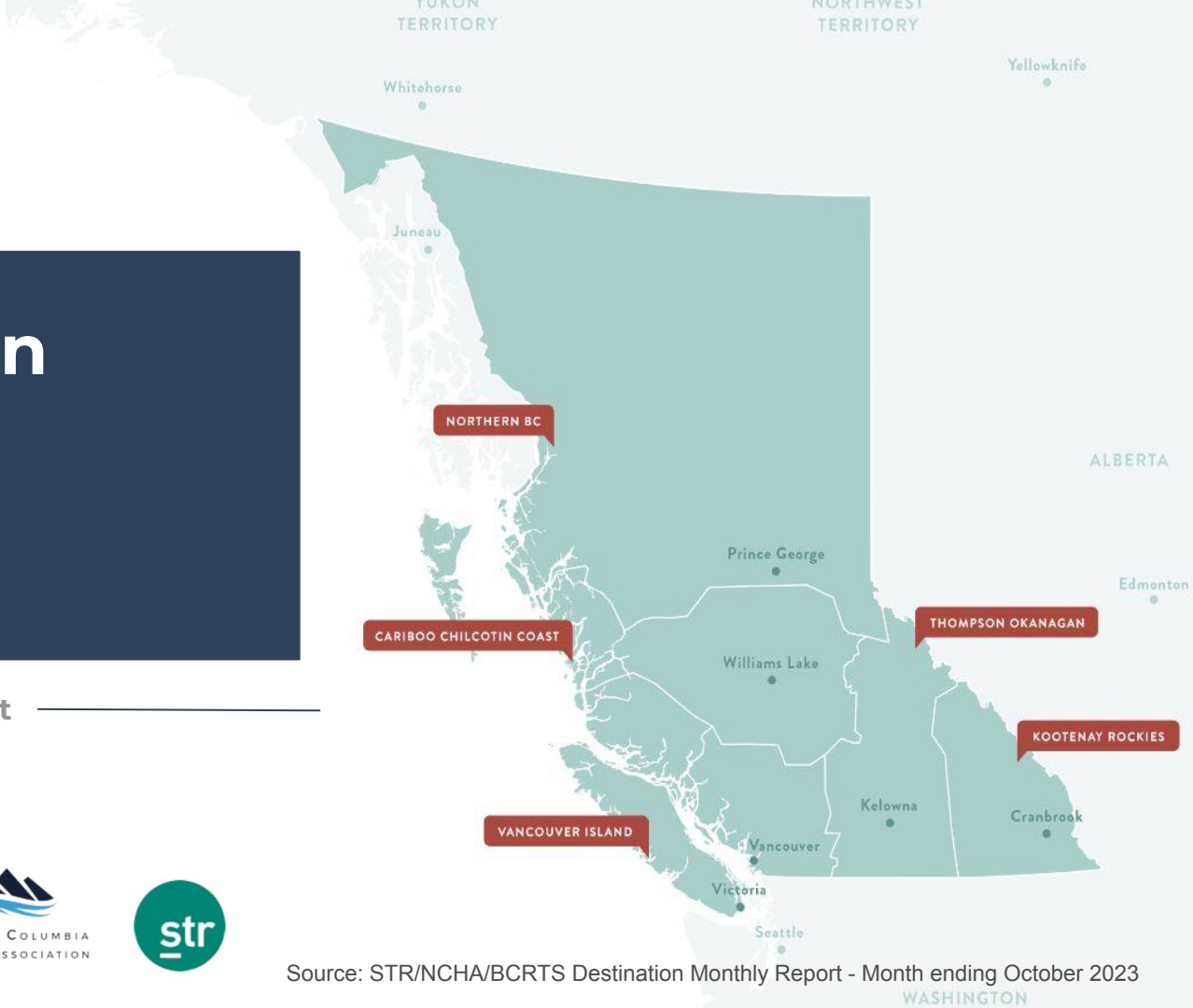
2023 Monthly Report



SYMPHONY  
TOURISM  
SERVICES



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



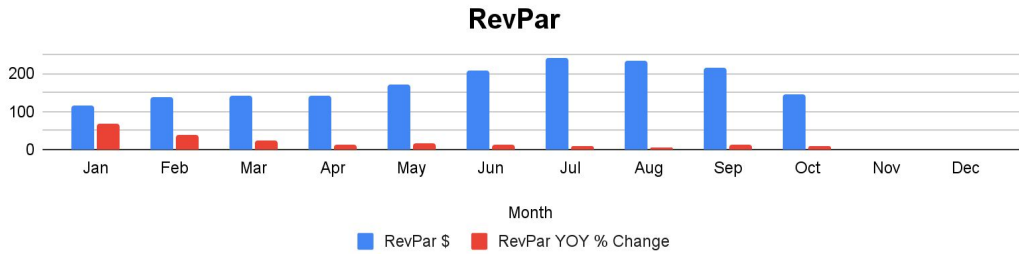
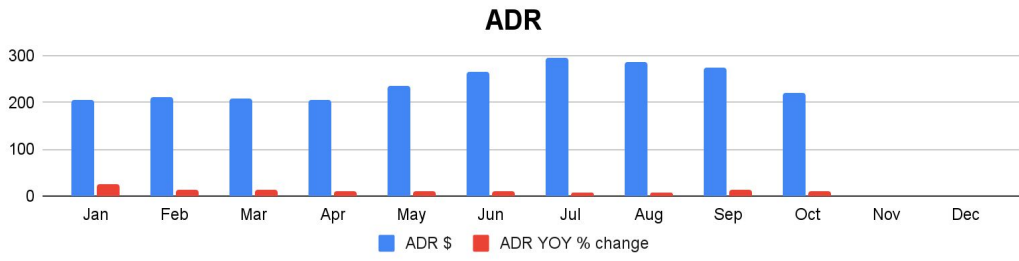
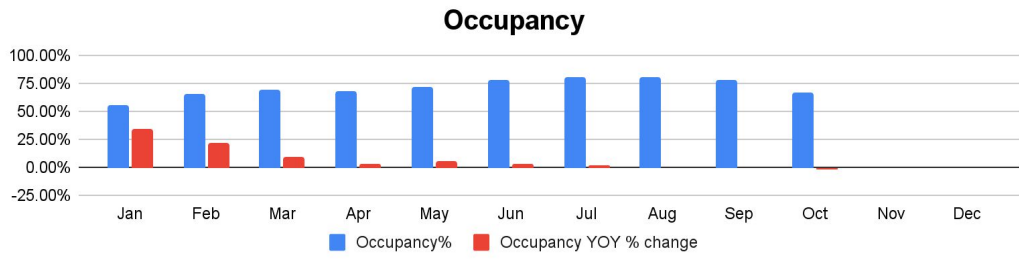
# British Columbia Summary

## October 2023

- British Columbia had a **\$66.5** occupancy for the month of October down **1.5%** compared to the same month in 2022.
- British Columbia had an ADR of **\$220.9** for the month of October up **11.9%** compared to the same month in 2022.
- British Columbia had a RevPAR of **\$146.9** for the month of October up **10.3%** 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)	71.70%	\$246.25	\$176.58

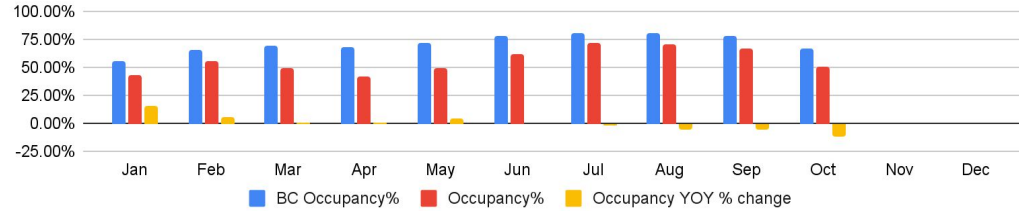


# Kootenay Rockies Summary

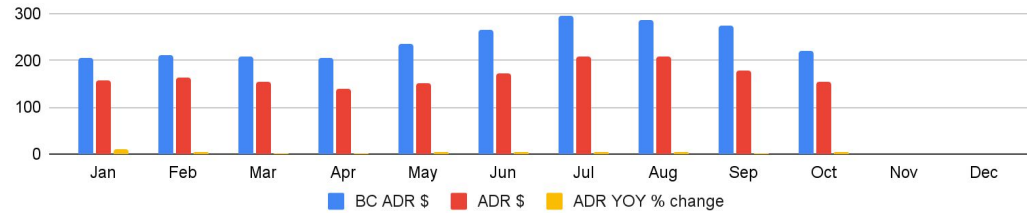
## October 2023

- Kootenay Rockies had a **50.8%** occupancy for the month of October down **11.5%** compared to the same month in 2022. BC had a **66.5%** occupancy for the month of October.
- Kootenay Rockies had an ADR of **\$153.1** for the month of October up **5.1%** compared to the same month in 2022. BC had an ADR of **\$220.9** for the month of October.
- Kootenay Rockies had a RevPAR of **\$77.8** for the month of October down **7.0%** compared to the same month in 2022. BC had a RevPAR of **\$146.9** for the month of October.

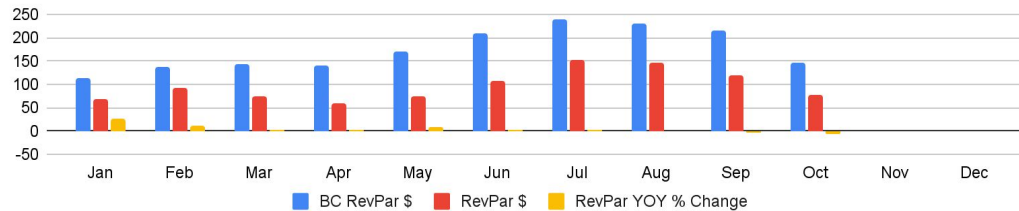
### Occupancy



### ADR



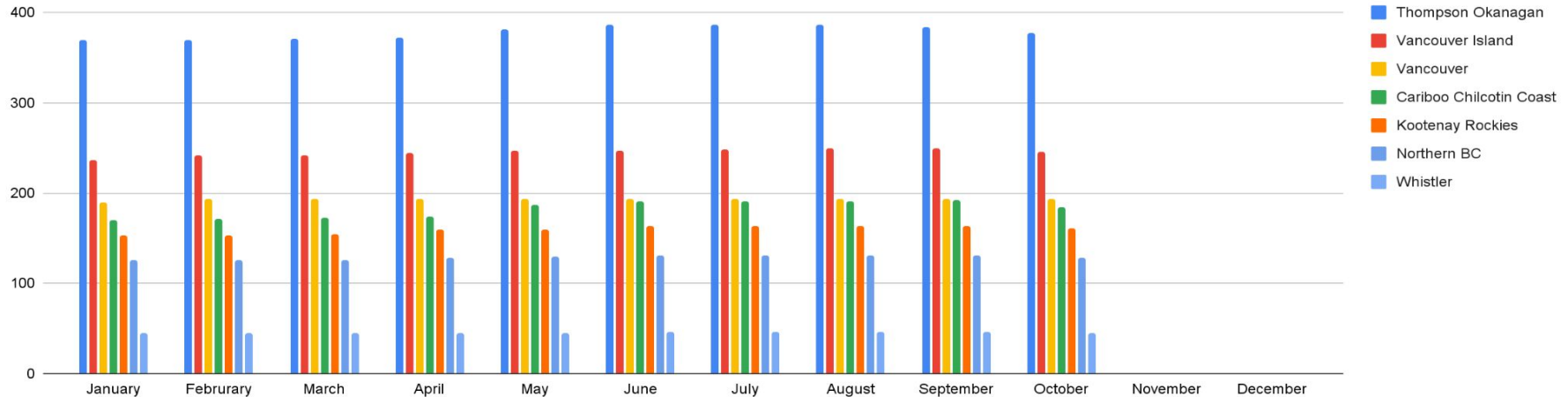
### RevPar



### 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)	56.80%	\$172.09	\$97.83

# Property Participation Census (Total Properties in Database)



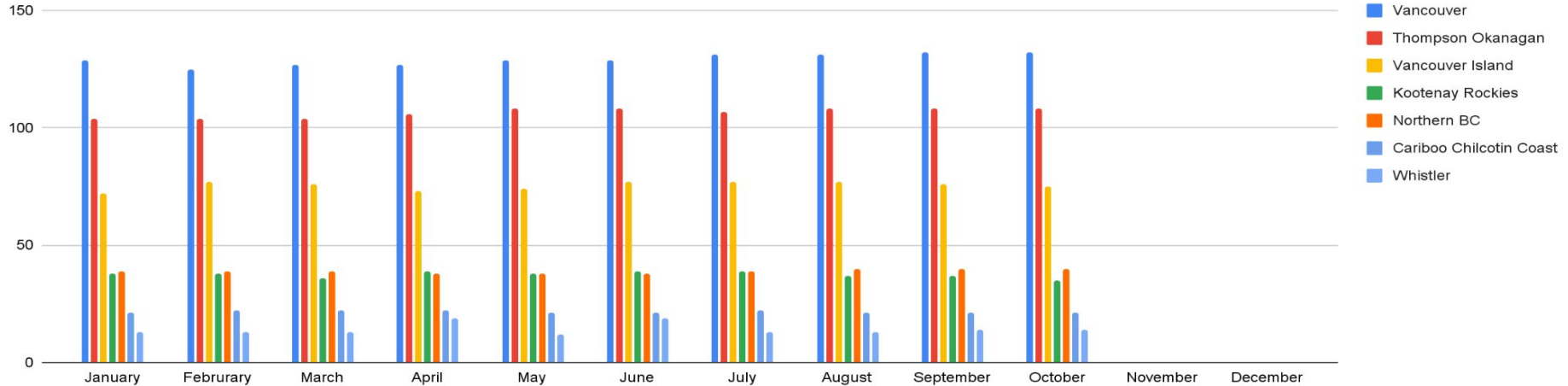
**British Columbia June Census total: 1336**

## Summary

- Out of the regions, Thompson Okanagan had the highest number of properties in the STR database (Census) in October 2023 with **377**, followed by Vancouver Island with **246**, Vancouver with **194**, Cariboo Chilcotin Coast with **185**, Kootenay Rockies with **161**, and Northern BC with **128**.
- Whistler had the lowest number of properties in the database in October 2023 with **45**.

# Property Participation

## Sample (Total Properties Submitting Data)



**British Columbia June Sample total: 425**

## Key Findings

- Vancouver had the highest property participation with **132** out of the **194** properties reporting data in October 2023, followed by Thompson Okanagan with **108** out of **377**, Vancouver Island with **75** out of **246**, Kootenay Rockies with **35** out of **161**, Northern BC with **40** out of **128**, and Cariboo Chilcotin Coast with **21** out of **185**.
- Whistler had the lowest property participation with **14** out of the **45** properties reporting data in October 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

Robb MacDonald

*Managing Director, Symphony Tourism Services*

Email: [RMacDonald@TOTABC.com](mailto:RMacDonald@TOTABC.com)

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



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