Monthly Occupancy Insights

STR Destination Report

November 2023
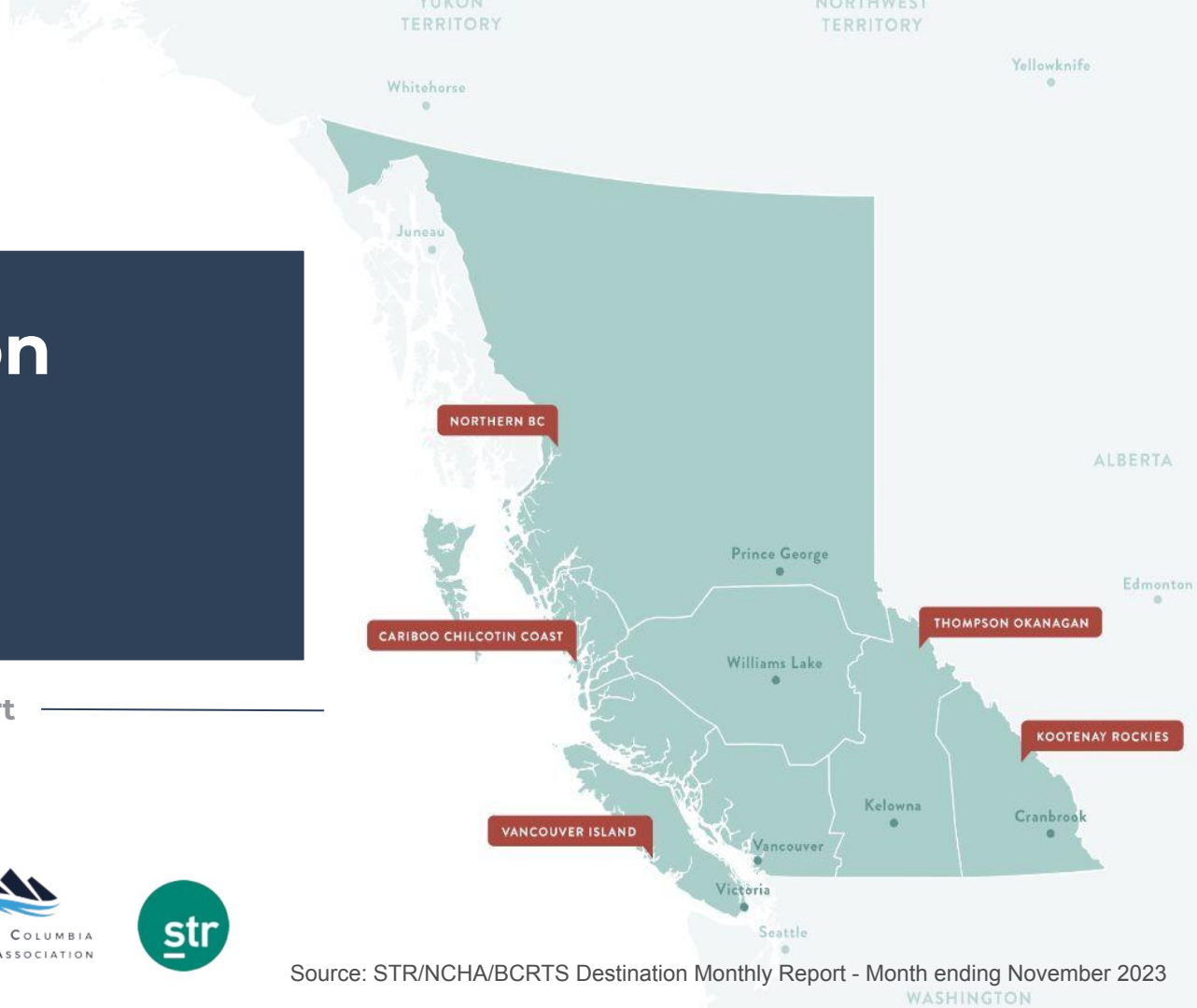
2023 Monthly Report

NORTHERN BC

CARIBOO CHILCOTIN COAST

THOMPSON OKANAGAN

KOOTENAY ROCKIES

VANCOUVER ISLAND

bcrts
British Columbia
Regional Tourism
Secretariat

SYMPHONY TOURISM SERVICES

BRITISH COLUMBIA HOTEL ASSOCIATION

str

British Columbia Summary
November 2023

- British Columbia had a **59.4%** occupancy for the month of November up **5.2%** compared to the same month in 2022.

- British Columbia had an ADR of **$190.6** for the month of November up **10.2%** compared to the same month in 2022.

- British Columbia had a RevPAR of **$113.2** for the month of November up **16.0%** 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%	$176.7	$80.9
2022	66.5%	$218.4	$144.9
2023 (YTD)	71.5%	$244.3	$174.7

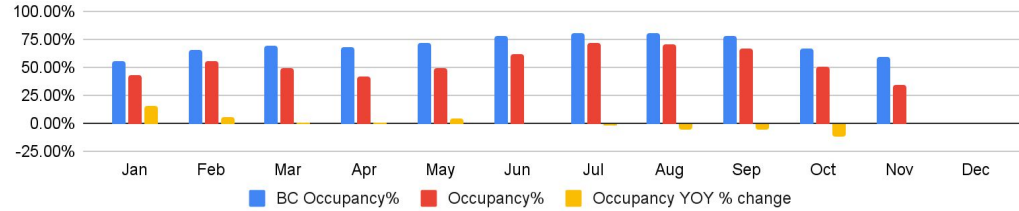### Occupancy

ADR

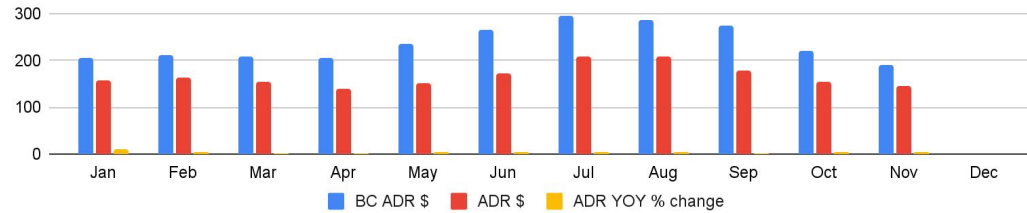### RevPar
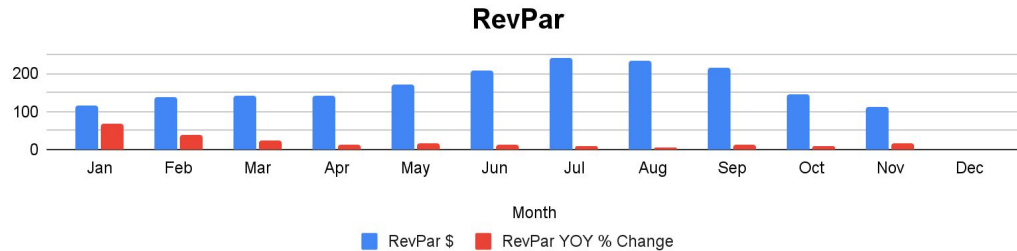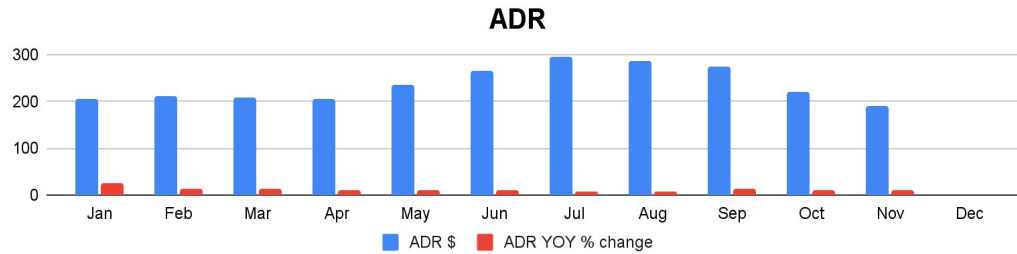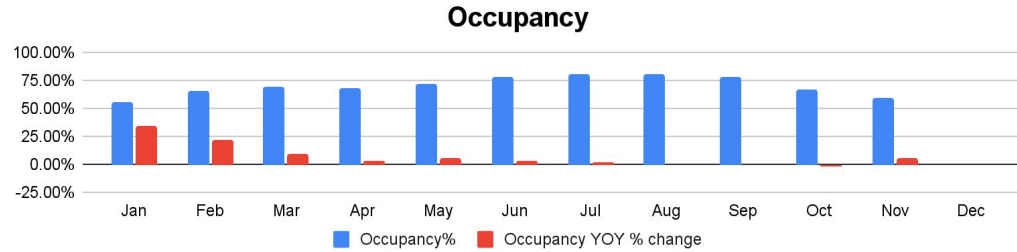
Kootenay Rockies Summary
November 2023

- Kootenay Rockies had a **33.8%** occupancy for the month of November down **0.9%** compared to the same month in 2022. BC had a **59.4%** occupancy for the month of November.

- Kootenay Rockies had an ADR of **$145.3** for the month of November up **3.7%** compared to the same month in 2022. BC had an ADR of **$190.6** for the month of November.

- Kootenay Rockies had a RevPAR of **$49.1** for the month of November up **2.7%** compared to the same month in 2022. BC had a RevPAR of **$113.2** for the month of November.
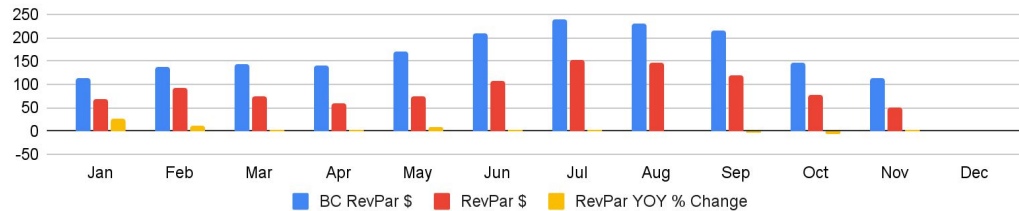
Yearly Averages:

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)	56.2%	$173.4	$97.4

Occupancy

BC Occupancy%   Occupancy%   Occupancy YOY % change

ADR

BC ADR $ ADR $ ADR YOY % change

RevPar

BC RevPar $ RevPar $ RevPar YOY % Change

Property Participation
## Census (Total Properties in Database)
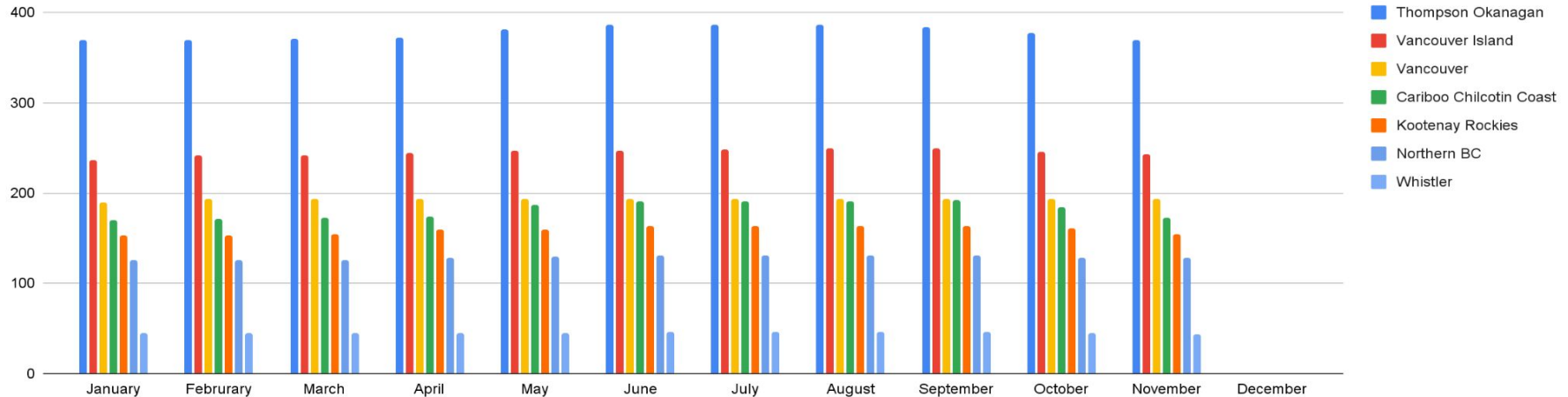
British Columbia June Census total: 1305

Summary

- Out of the regions, Thompson Okanagan had the highest number of properties in the STR database (Census) in November 2023 with **370,** followed by Vancouver Island with **243**, Vancouver with **194**, Cariboo Chilcotin Coast with **172**, Kootenay Rockies with **154**, and Northern BC with **128.**

- Whistler had the lowest number of properties in the database in November 2023 with **44.**

Property Participation
Sample (Total Properties Submitting Data)
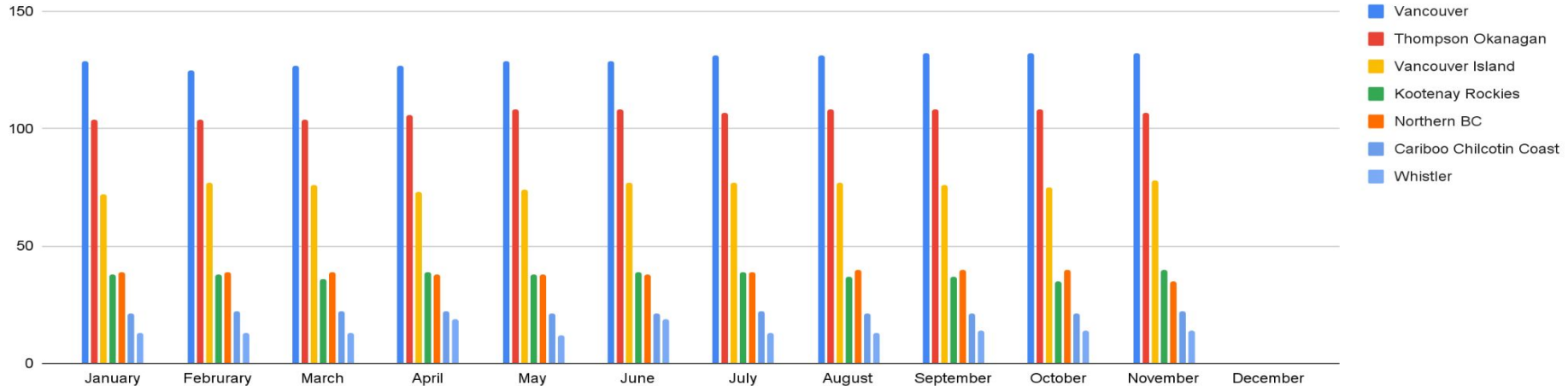
British Columbia June Sample total: 428

Key Findings

- Vancouver had the highest property participation with **132** out of the **194** properties reporting data in November 2023, followed by Thompson Okanagan with **107** out of **370**, Vancouver Island with **78** out of **243**, Kootenay Rockies with **40** out of **154**, Northern BC with **35** out of **128**, and Cariboo Chilcotin Coast with **22** out of **172**.

- Whistler had the lowest property participation with **14** out of the **44** properties reporting data in November 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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(or)

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