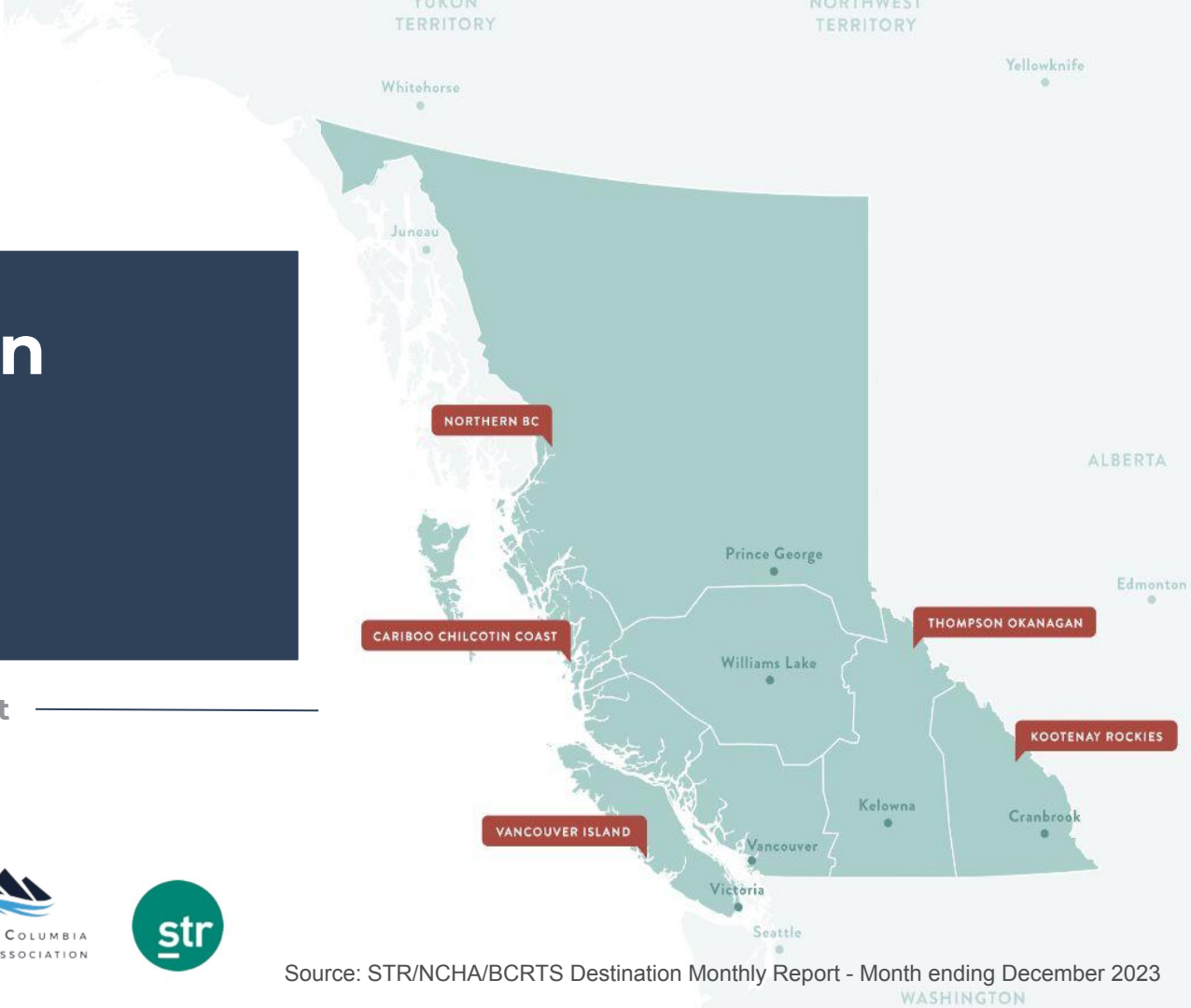


# Monthly Occupancy Insights

# STR Destination Report

## December 2023

2023 Monthly Report



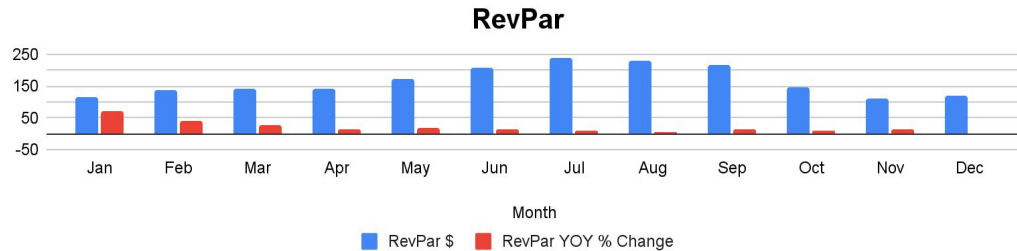
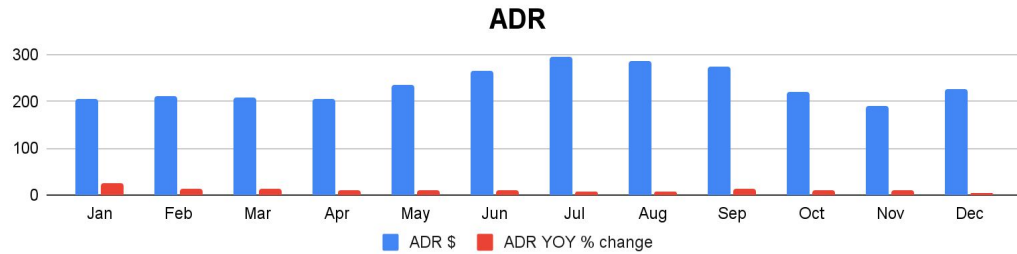
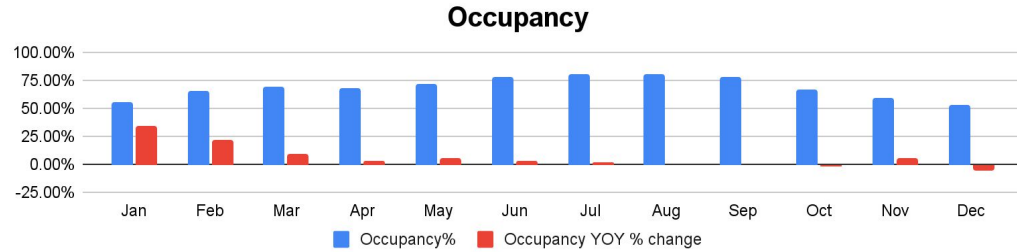
# British Columbia Summary

## December 2023

- British Columbia had a **\$52.7** occupancy for the month of December down **5.2%** compared to the same month in 2022.
- British Columbia had an ADR of **\$226.6** for the month of December up **4.6%** compared to the same month in 2022.
- British Columbia had a RevPAR of **\$119.3** for the month of December down **0.8%** 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%	\$218.1	\$144.9
2023 (YTD)	71.5%	\$244.3	\$174.7

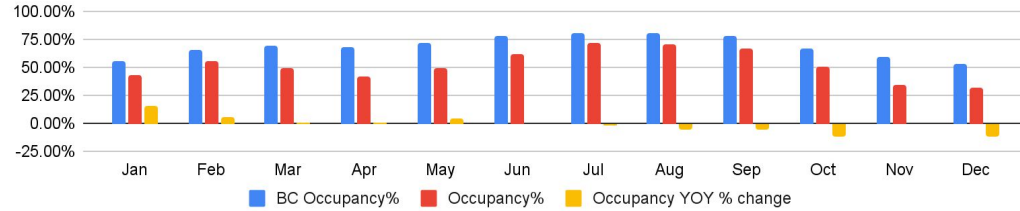


# Kootenay Rockies Summary

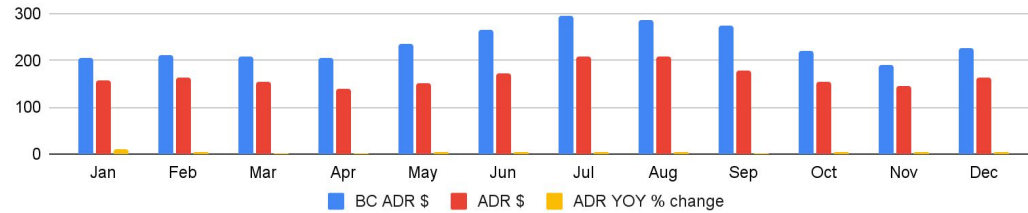
## December 2023

- Kootenay Rockies had a **32.5%** occupancy for the month of December down **11.8%** compared to the same month in 2022. BC had a **52.7%** occupancy for the month of December.
- Kootenay Rockies had an ADR of **\$163.1** for the month of December up **5.0%** compared to the same month in 2022. BC had an ADR of **\$226.6** for the month of December.
- Kootenay Rockies had a RevPAR of **\$53.1** for the month of December down **7.4%** compared to the same month in 2022. BC had a RevPAR of **\$119.3** for the month of December.

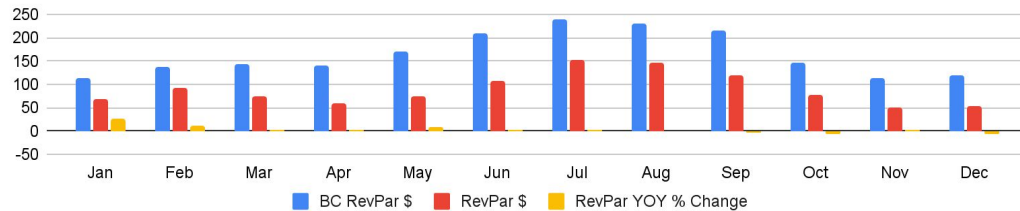
### Occupancy



### ADR



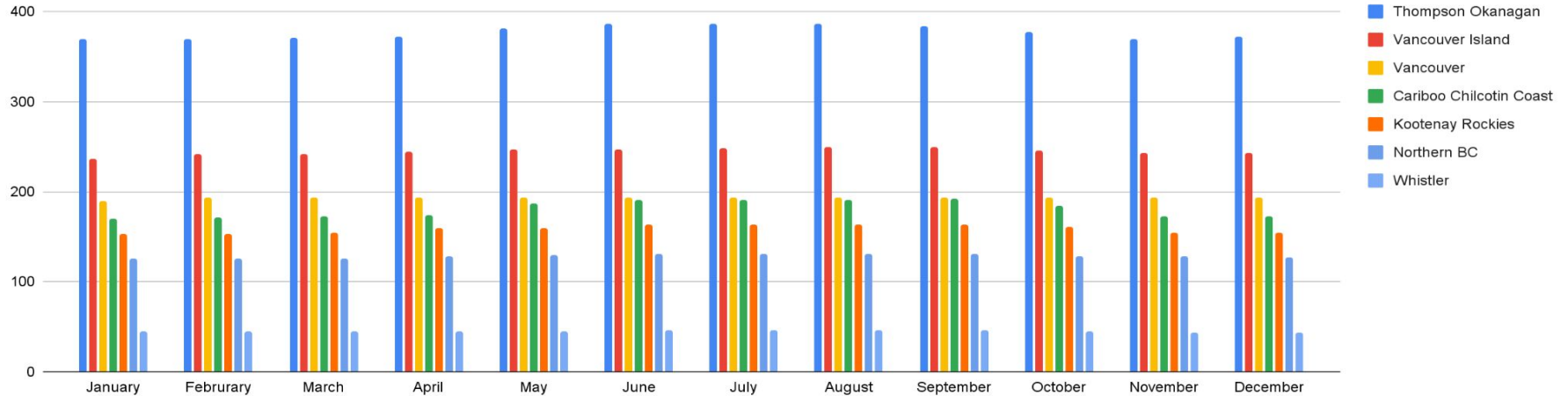
### RevPar



### 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	54.1%	\$164.4	\$88.8
2023 (YTD)	56.2%	\$173.4	\$97.4

# Property Participation Census (Total Properties in Database)



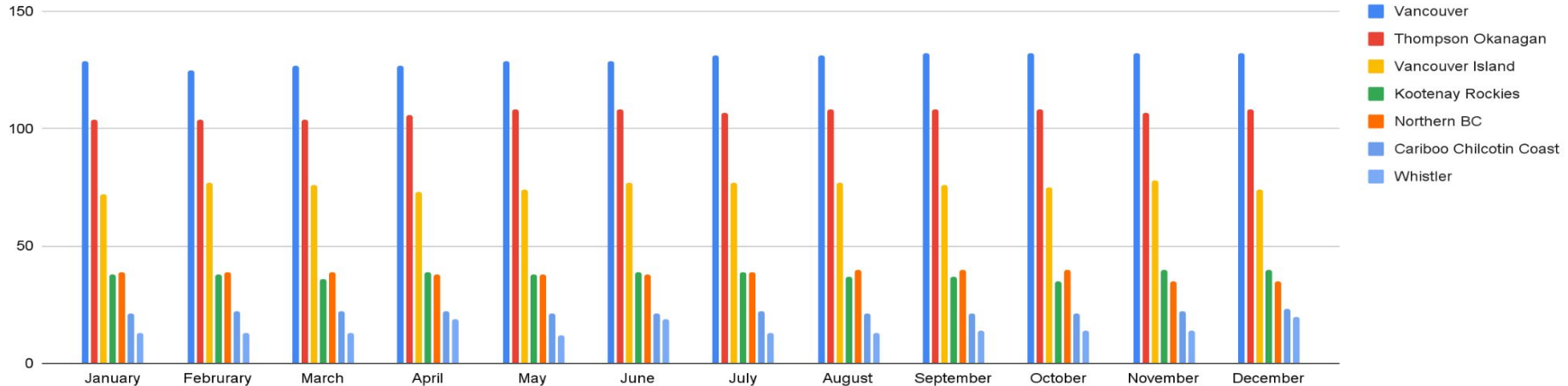
**British Columbia June Census total: 1358**

## Summary

- Out of the regions, Thompson Okanagan had the highest number of properties in the STR database (Census) in December 2023 with **386**, followed by Vancouver Island with **247**, Vancouver with **193**, 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 December 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 **129** out of the **193** properties reporting data in December 2023, followed by Thompson Okanagan with **108** out of **381**, Vancouver Island with **77** out of **244**, Kootenay Rockies with **39** out of **159**, Northern BC with **38** out of **130**, and Cariboo Chilcotin Coast with **21** out of **187**.
- Whistler had the lowest property participation with **19** out of the **45** properties reporting data in December 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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