

Monthly Occupancy Insights

STR Destination Report

January 2024

2024 Monthly Report



Cariboo Chilcotin Coast Summary

January 2024

Year
2024

Month
January



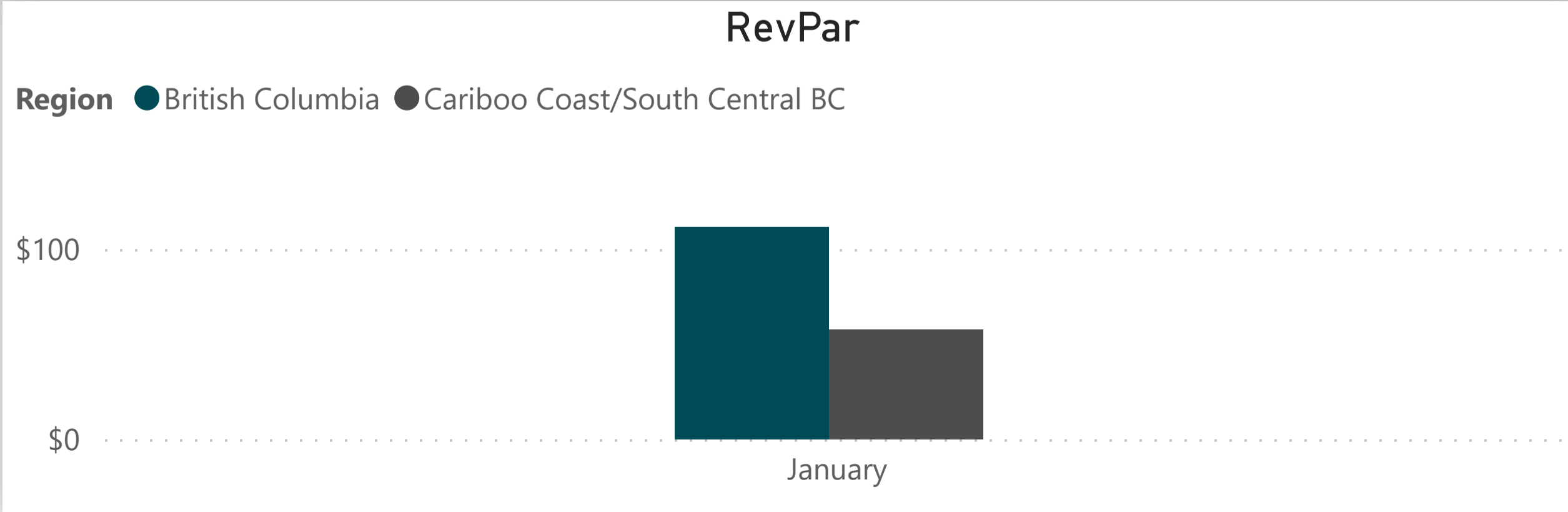
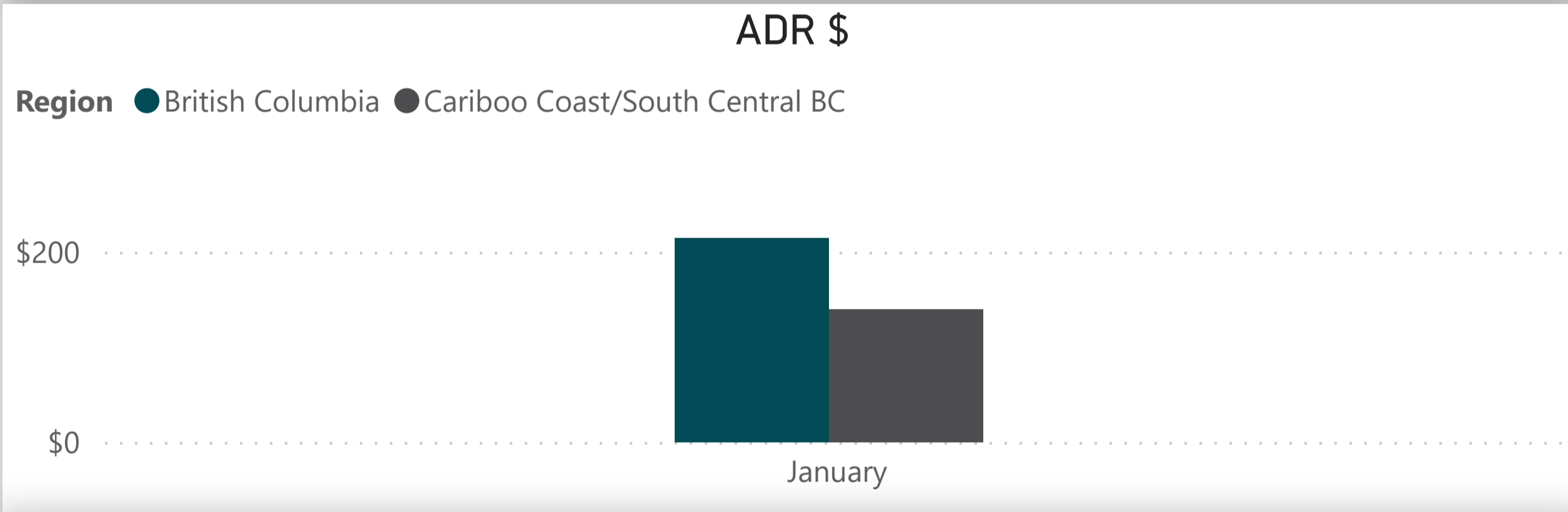
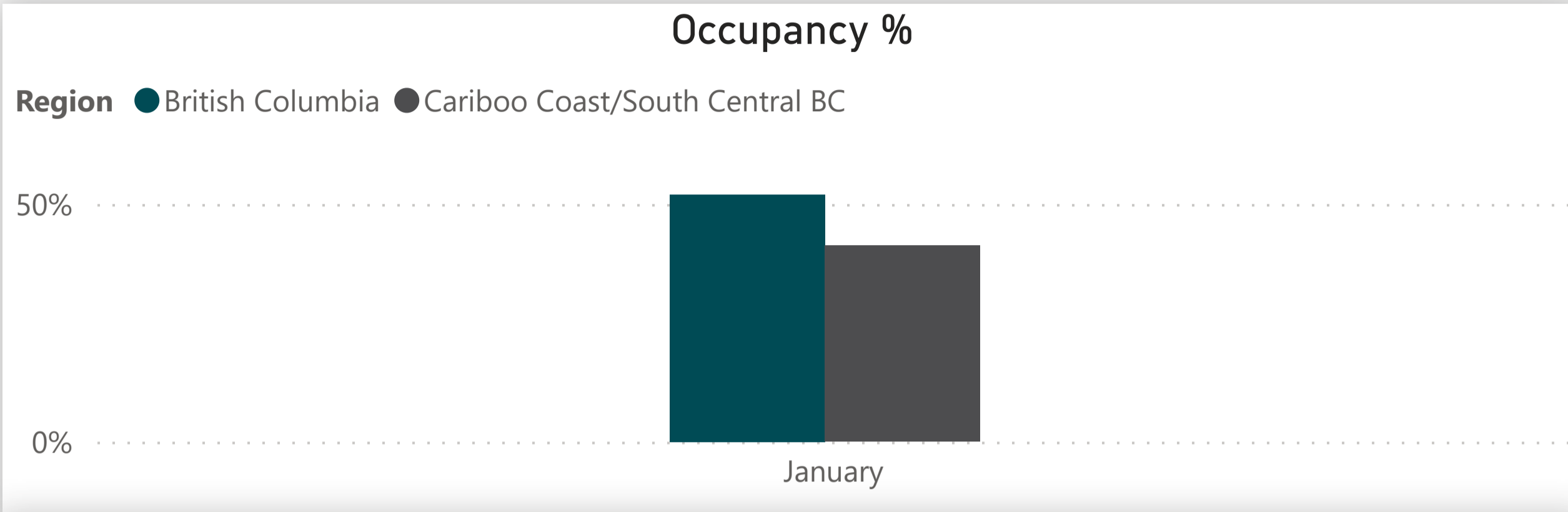
Cariboo Chilcotin Coast had a 41.30% occupancy for the month of January down -16.60% compared to the same month in 2023. BC had a 52.00% occupancy for the month of January.

Cariboo Chilcotin Coast had an ADR of \$139.78 for the month of January down -1.40% compared to the same month in 2023. BC had an ADR of \$214.43 for the month of January.

Cariboo Chilcotin Coast had a RevPAR of \$57.77 for the month of January down -17.70% compared to the same month in 2023. BC had an ADR of \$111.51 for the month of January.

Yearly Averages:

Year	Occupancy	ADR	Revpar
2023	62.38%	\$150.71	\$94.75
2024	41.30%	\$139.78	\$57.77



Kootenay Rockies Summary

January 2024

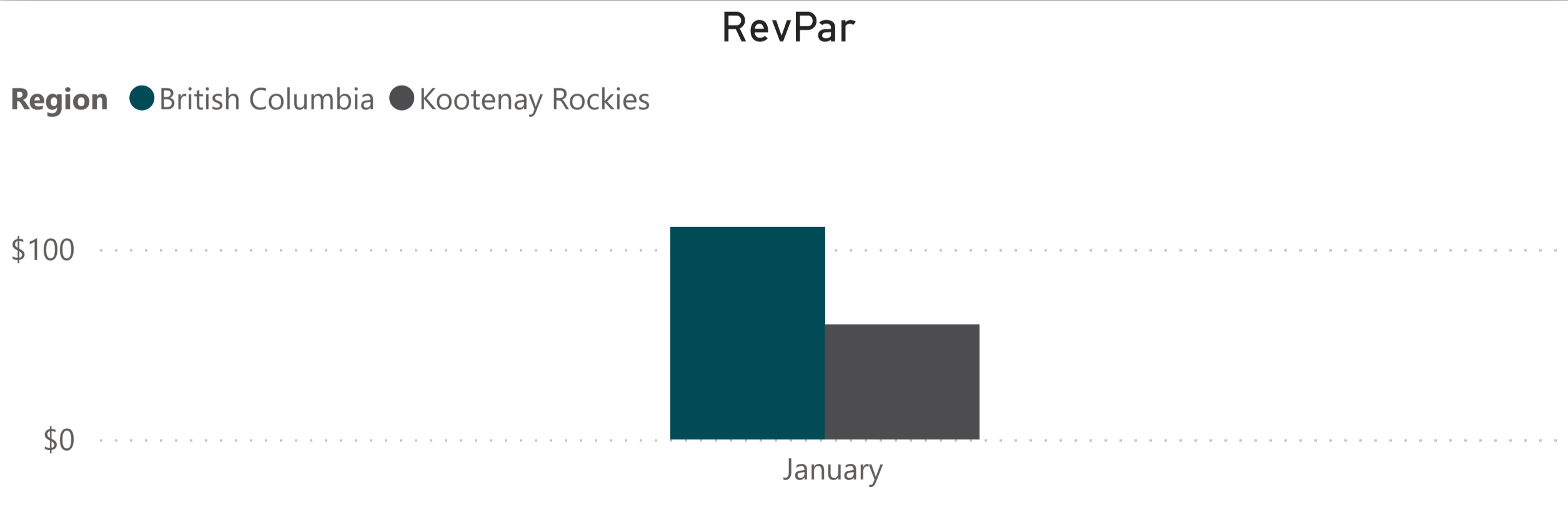
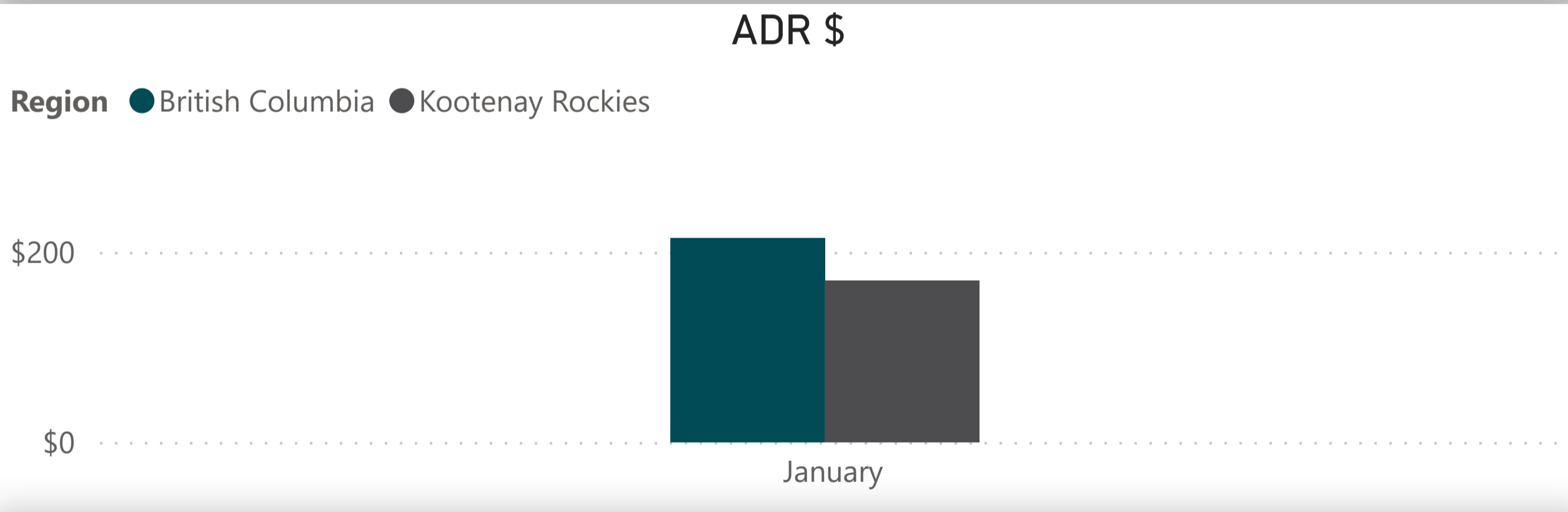
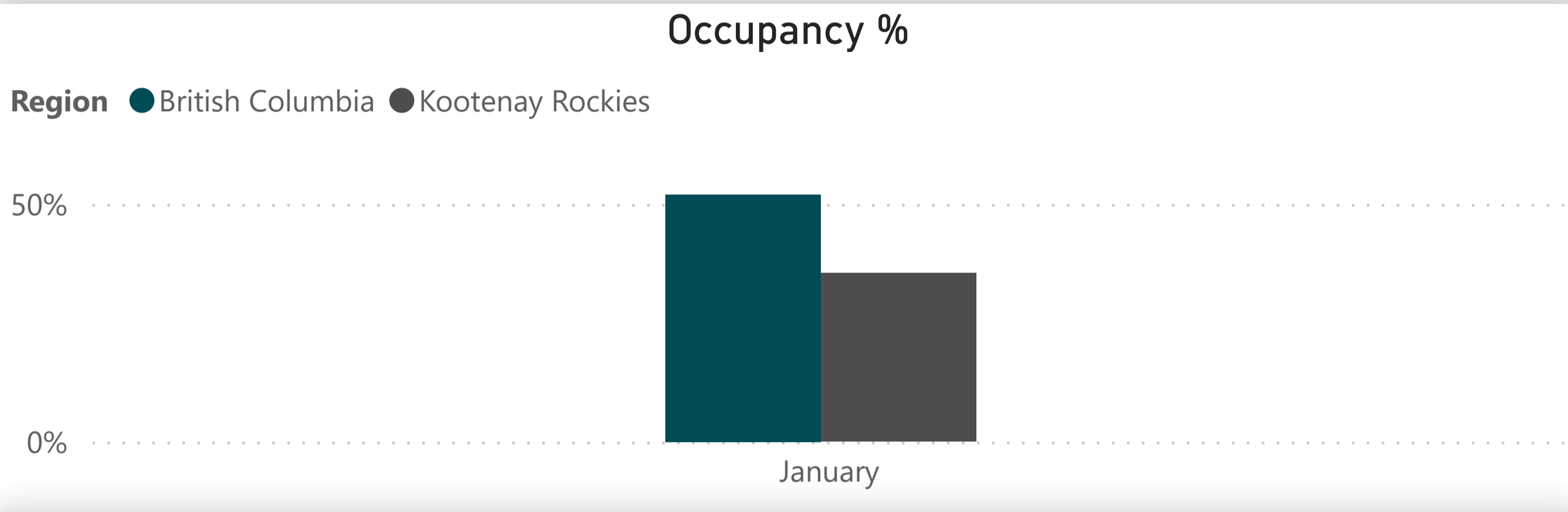
Year: 2024 | Month: January



Kootenay Rockies had a 35.50% occupancy for the month of January down -20.00% compared to the same month in 2023. BC had a 52.00% occupancy for the month of January.

Kootenay Rockies had an ADR of \$170.21 for the month of January up 11.40% compared to the same month in 2023. BC had an ADR of \$214.43 for the month of January.

Kootenay Rockies had a RevPAR of \$60.44 for the month of January down -10.80% compared to the same month in 2023. BC had an ADR of \$111.51 for the month of January.



Yearly Averages:

Year	Occupancy	ADR	Revpar
2023	52.39%	\$166.56	\$89.65
2024	35.50%	\$170.21	\$60.44

Northern BC Summary

January 2024

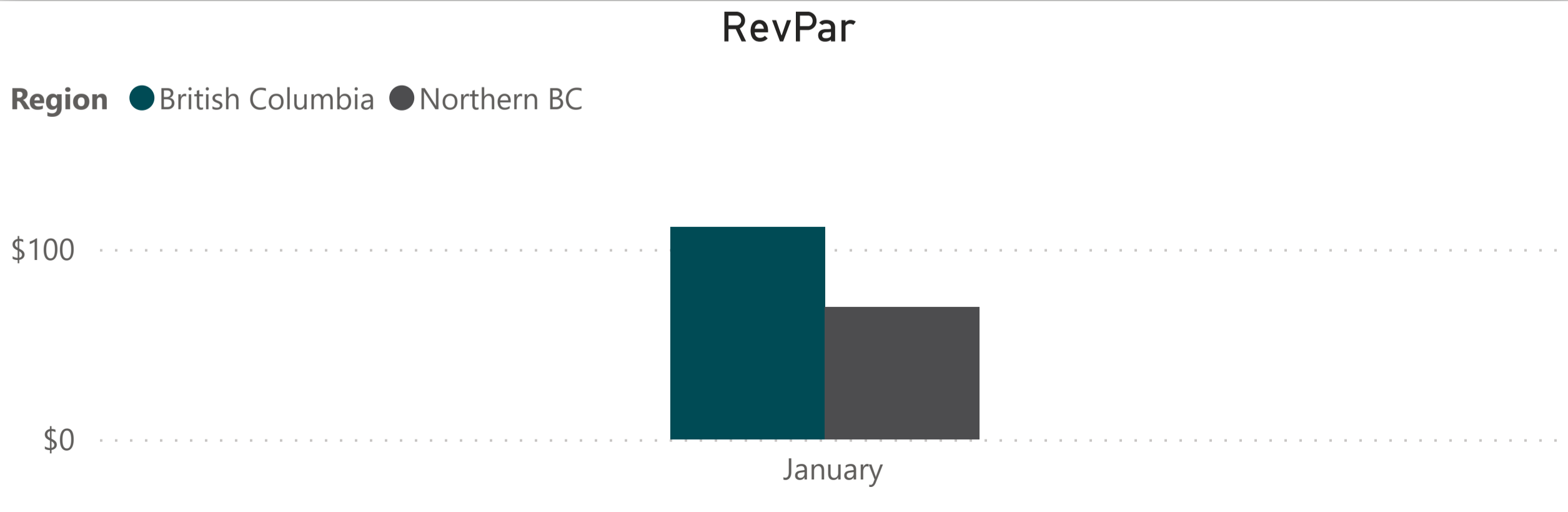
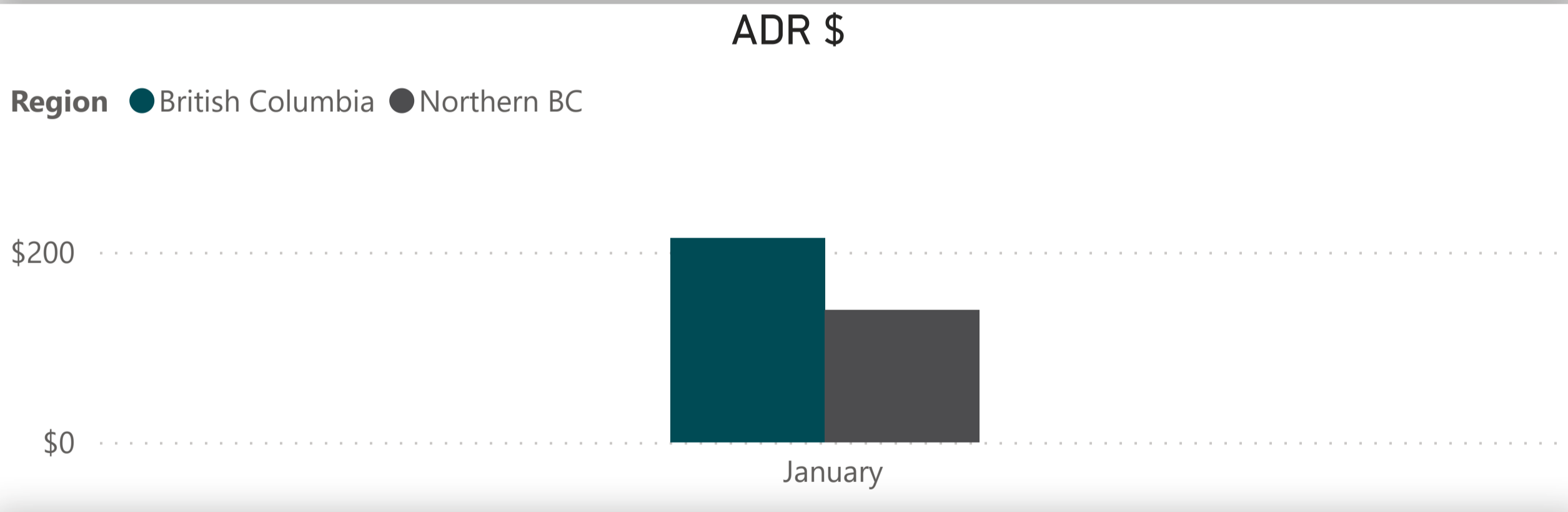
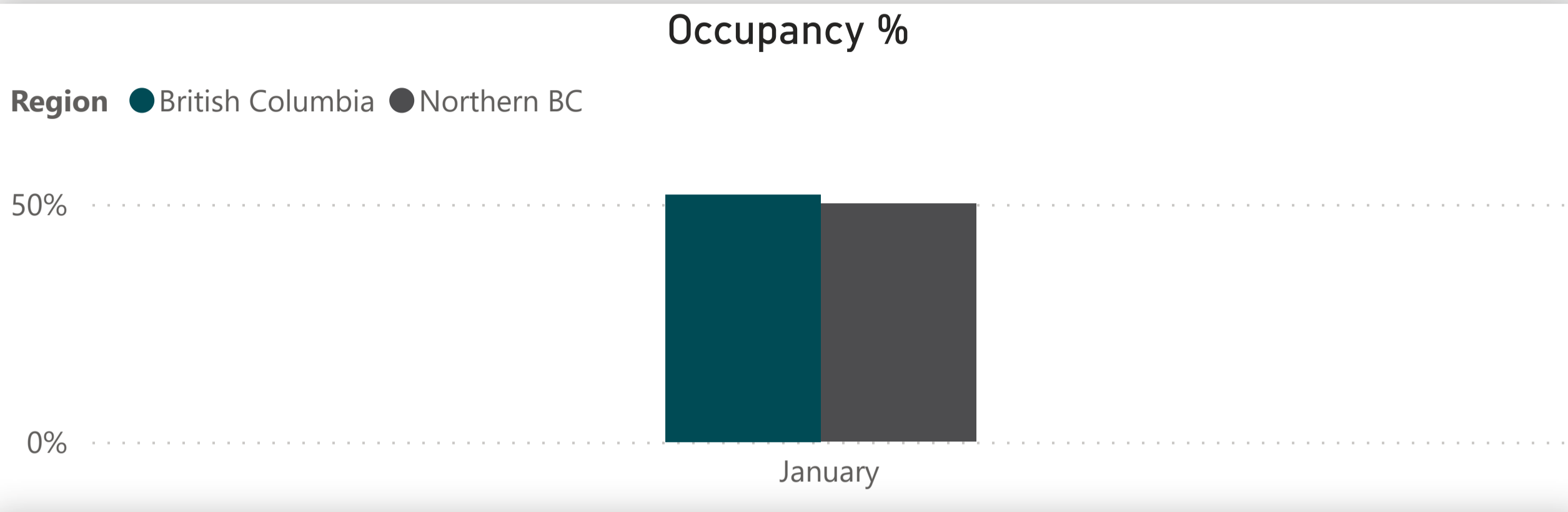
Year: 2024
 Month: January



Northern BC had a 50.10% occupancy for the month of January down -4.40% compared to the same month in 2023. BC had a 52.00% occupancy for the month of January.

Northern BC had an ADR of \$138.93 for the month of January up 11.40% compared to the same month in 2023. BC had an ADR of \$214.43 for the month of January.

Northern BC had a RevPAR of \$69.61 for the month of January up 0.70% compared to the same month in 2023. BC had an ADR of \$111.51 for the month of January.



Yearly Averages:

Year	Occupancy	ADR	Revpar
2023	63.04%	\$137.39	\$86.83
2024	50.10%	\$138.93	\$69.61

Thompson Okanagan Summary

January 2024

Year
2024

Month
January



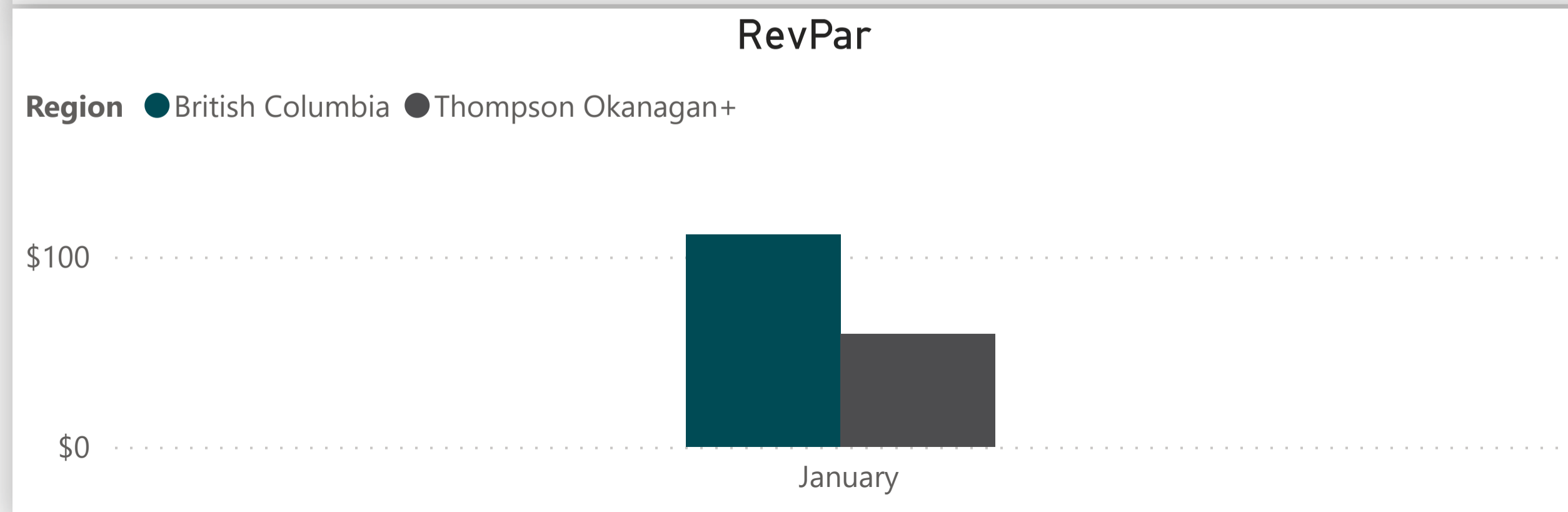
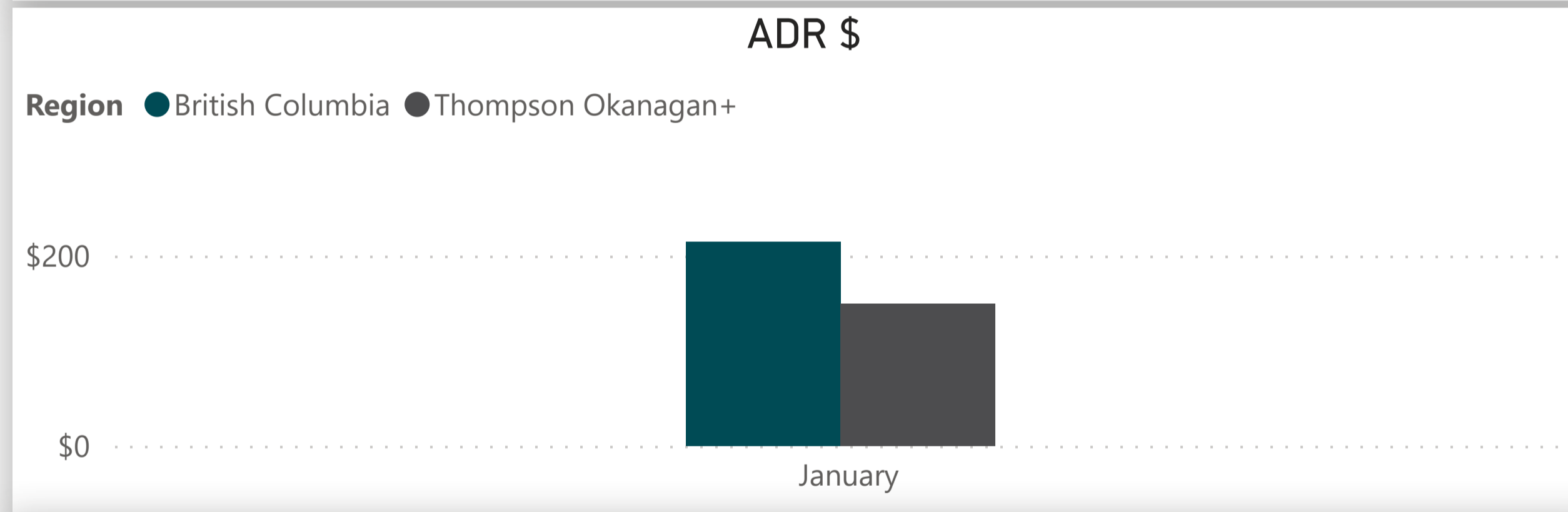
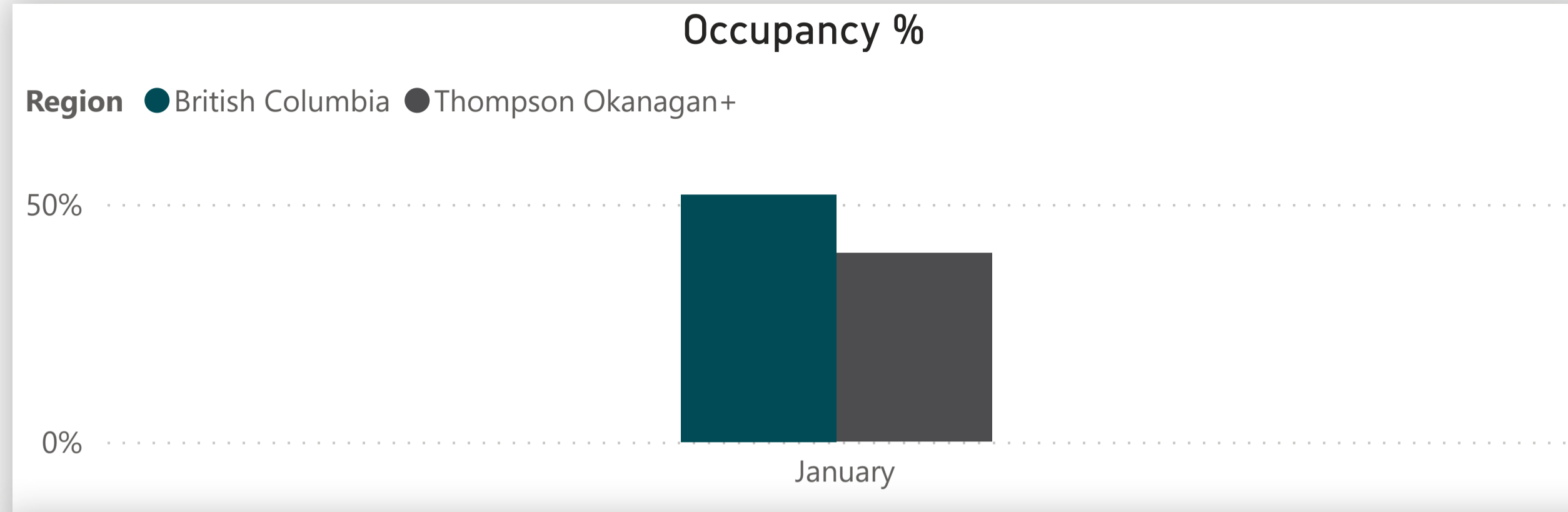
Thompson Okanagan had a 39.70% occupancy for the month of January down -10.50% compared to the same month in 2023. BC had a 52.00% occupancy for the month of January.

Thompson Okanagan had an ADR of \$149.40 for the month of January up 0.10% compared to the same month in 2023. BC had an ADR of \$214.43 for the month of January.

Thompson Okanagan had a RevPAR of \$59.34 for the month of January down -10.40% compared to the same month in 2023. BC had an ADR of \$111.51 for the month of January.

Yearly Averages:

Year	Occupancy	ADR	Revpar
2023	58.48%	\$168.63	\$101.82
2024	39.70%	\$149.40	\$59.34



Vancouver Island Summary

January 2024

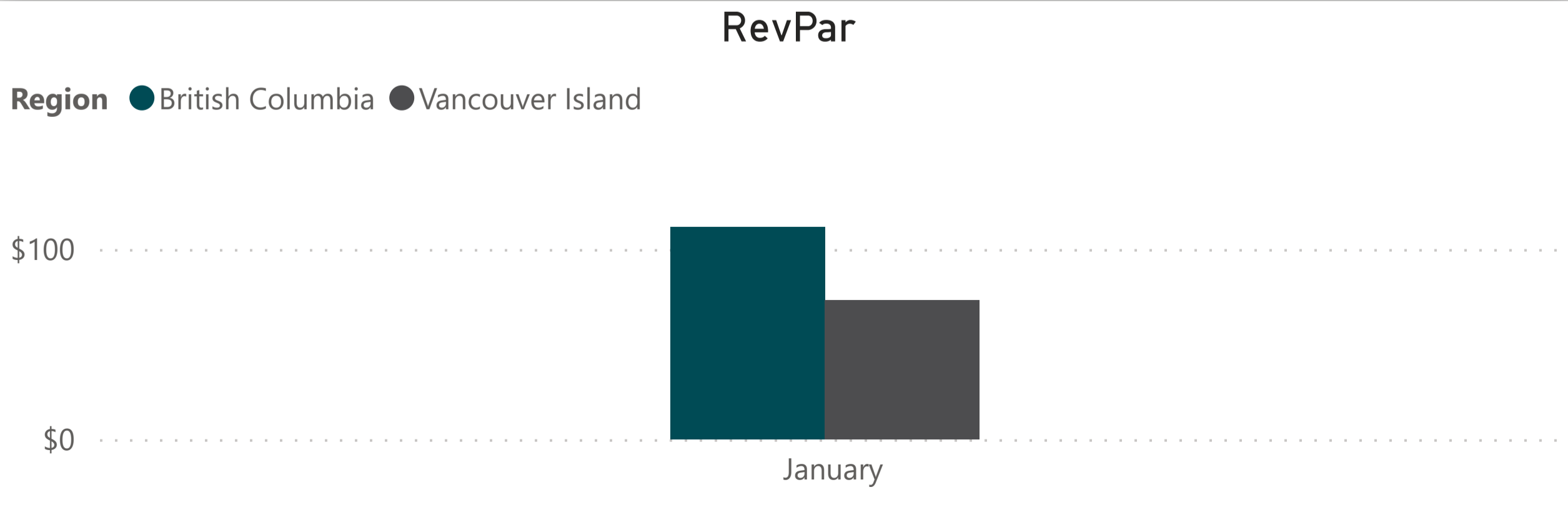
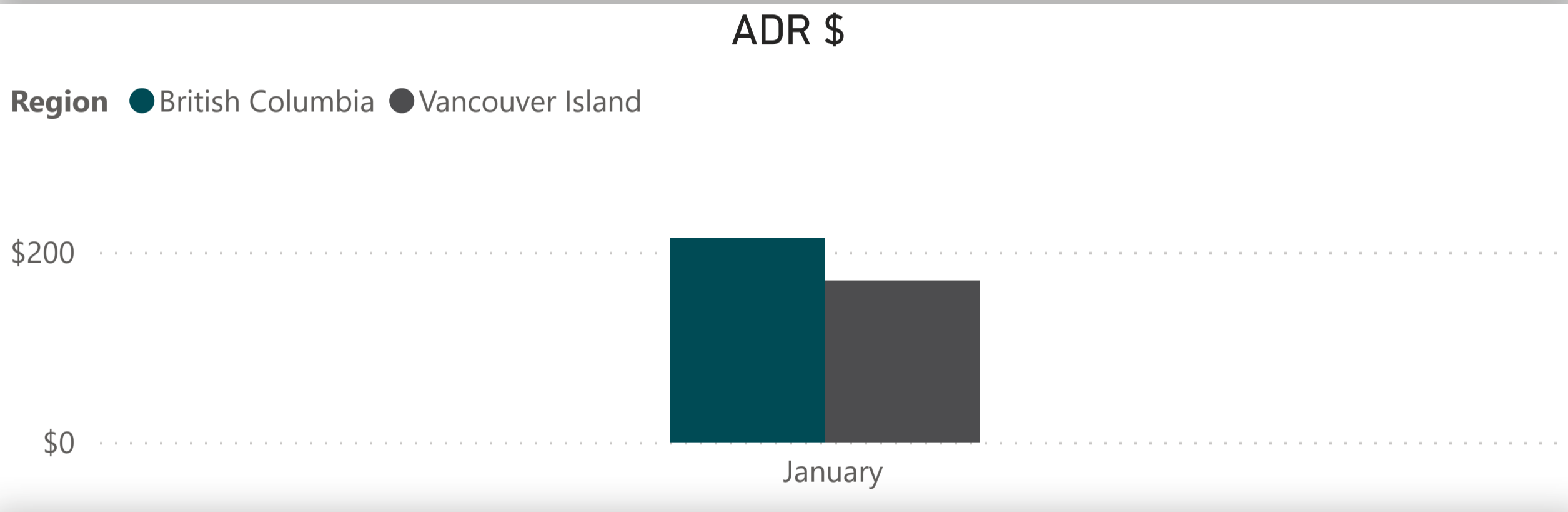
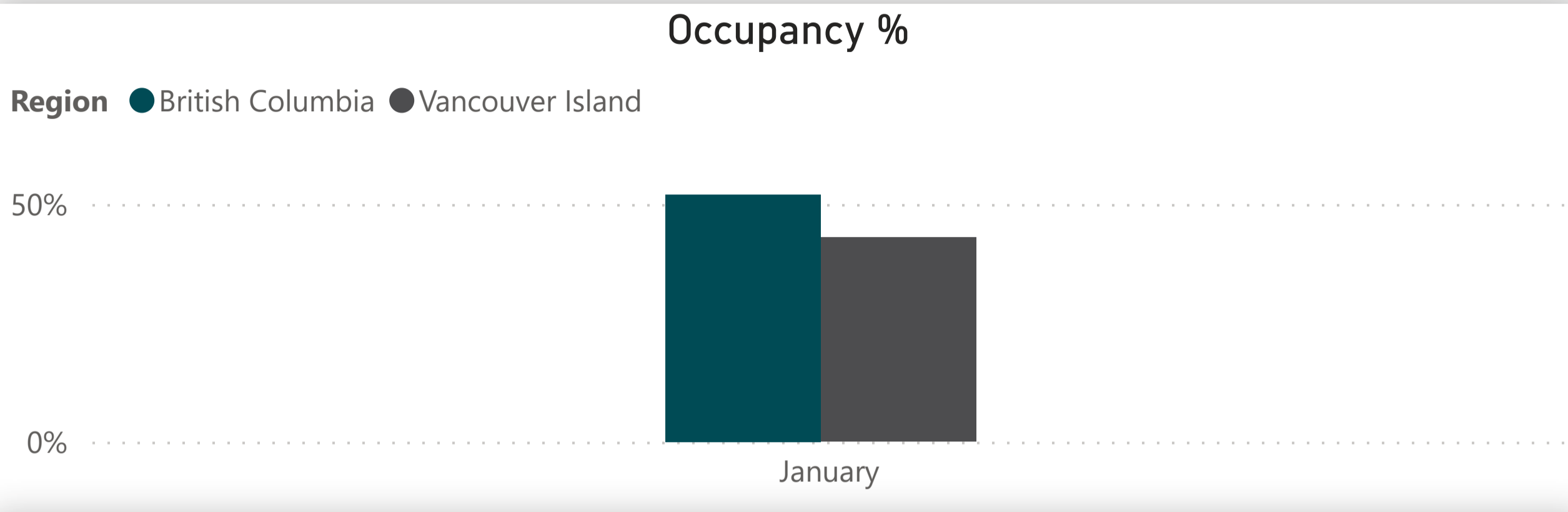
Year: 2024 | Month: January



Vancouver Island had a 43.00% occupancy for the month of January down -3.50% compared to the same month in 2023. BC had a 52.00% occupancy for the month of January.

Vancouver Island had an ADR of \$170.24 for the month of January up 2.90% compared to the same month in 2023. BC had an ADR of \$214.43 for the month of January.

Vancouver Island had a RevPAR of \$73.12 for the month of January down -0.70% compared to the same month in 2023. BC had an ADR of \$111.51 for the month of January.



Yearly Averages:

Year	Occupancy	ADR	Revpar
2023	66.02%	\$233.69	\$160.08
2024	43.00%	\$170.24	\$73.12

Vancouver Summary

January 2024

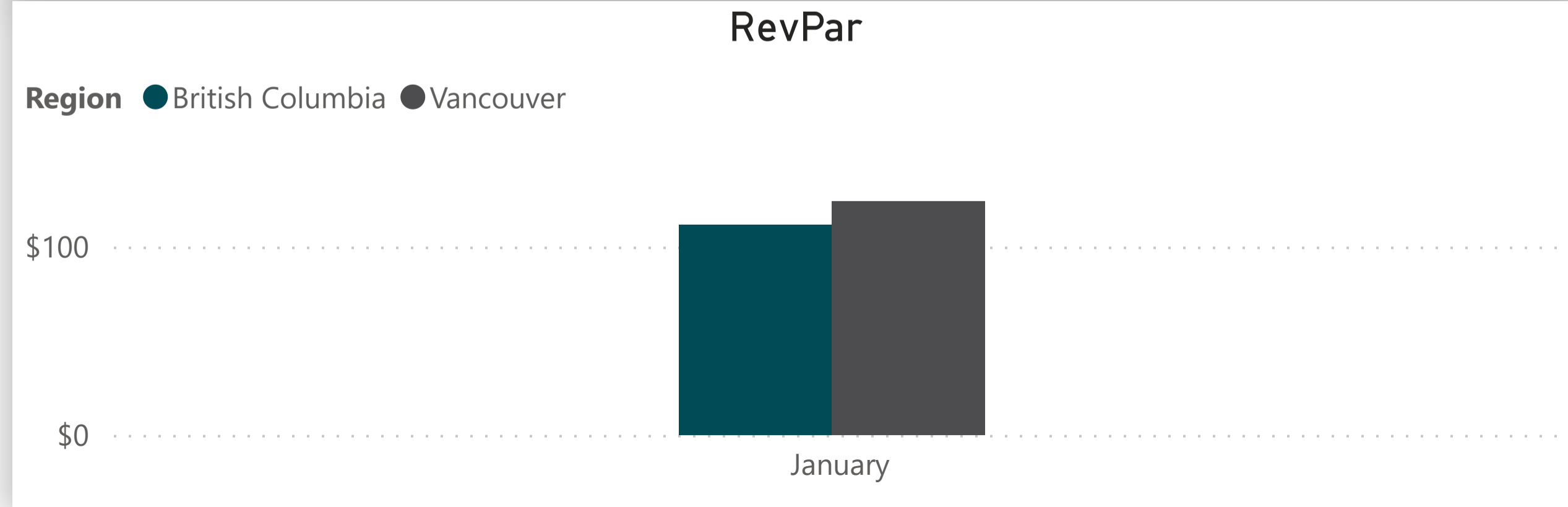
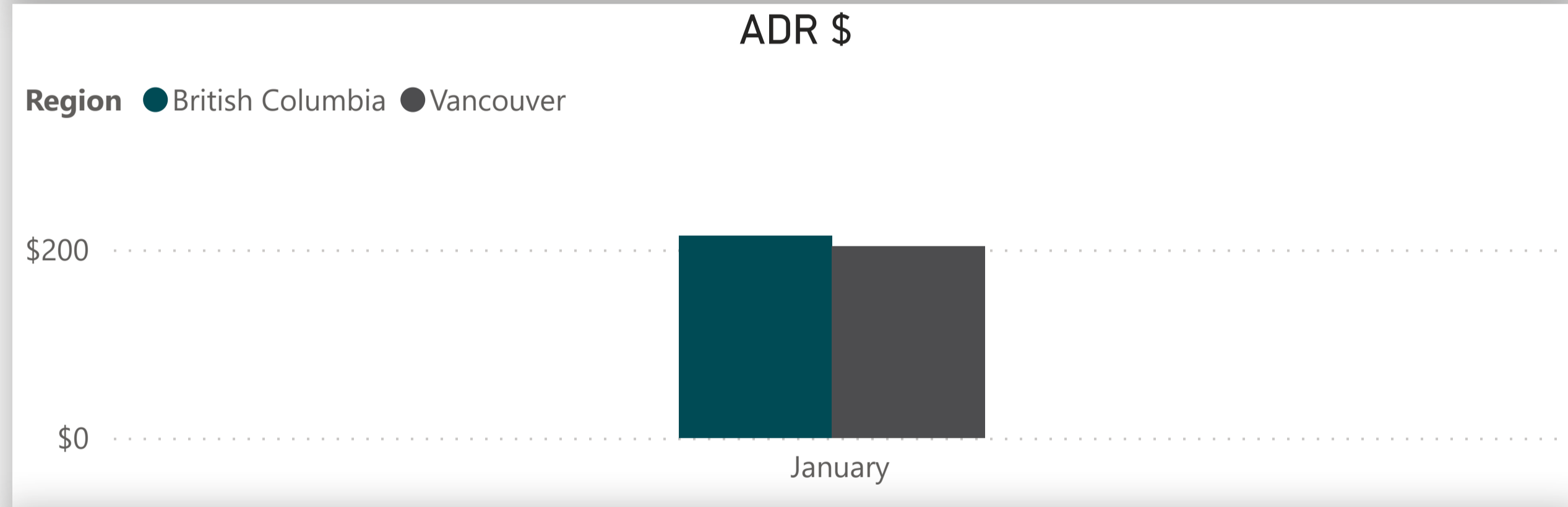
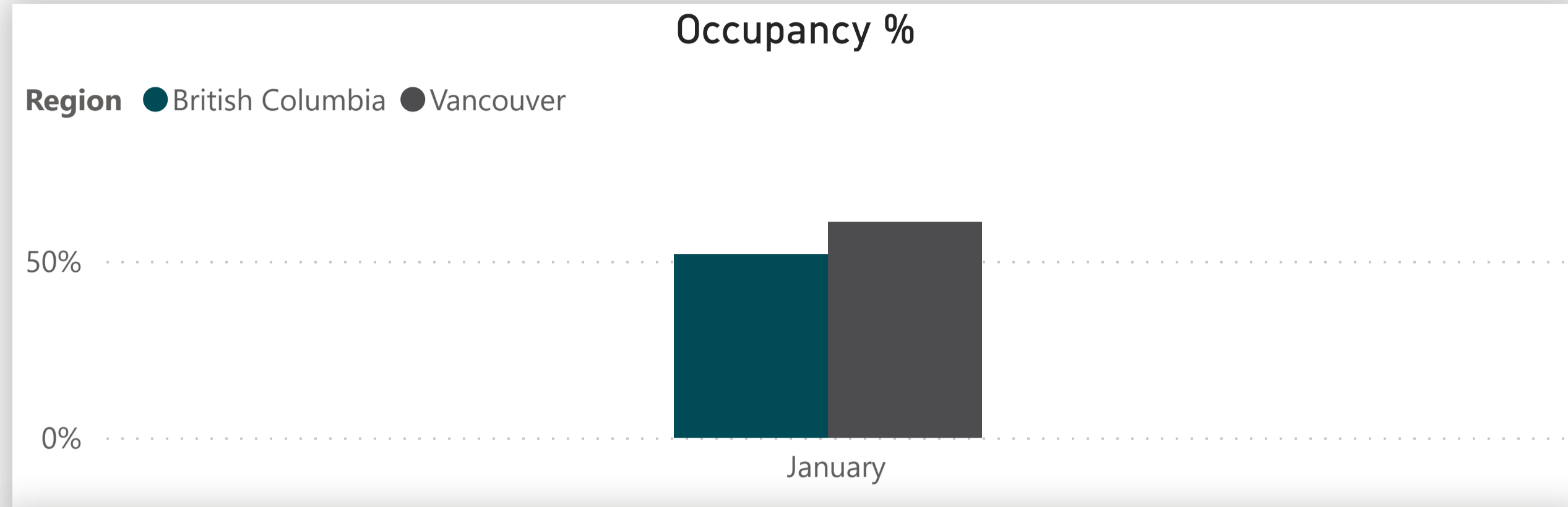
Year: 2024
 Month: January



Vancouver had a 61.10% occupancy for the month of January down -4.50% compared to the same month in 2023. BC had a 52.00% occupancy for the month of January.

Vancouver had an ADR of \$170.24 for the month of January up 5.50% compared to the same month in 2023. BC had an ADR of \$214.43 for the month of January.

Vancouver had a RevPAR of \$124.20 for the month of January up 0.80% compared to the same month in 2023. BC had an ADR of \$111.51 for the month of January.



Yearly Averages:

Year	Occupancy	ADR	Revpar
2023	78.51%	\$260.78	\$166.31
2024	61.10%	\$203.27	\$124.20

Whistler Summary

January 2024

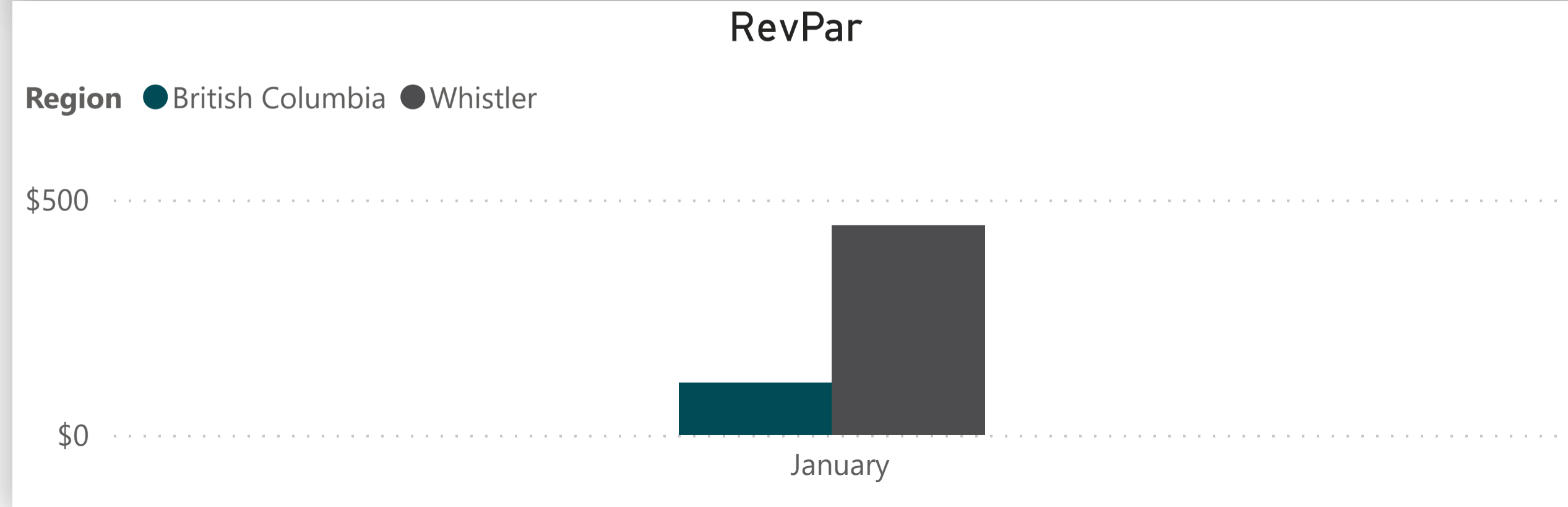
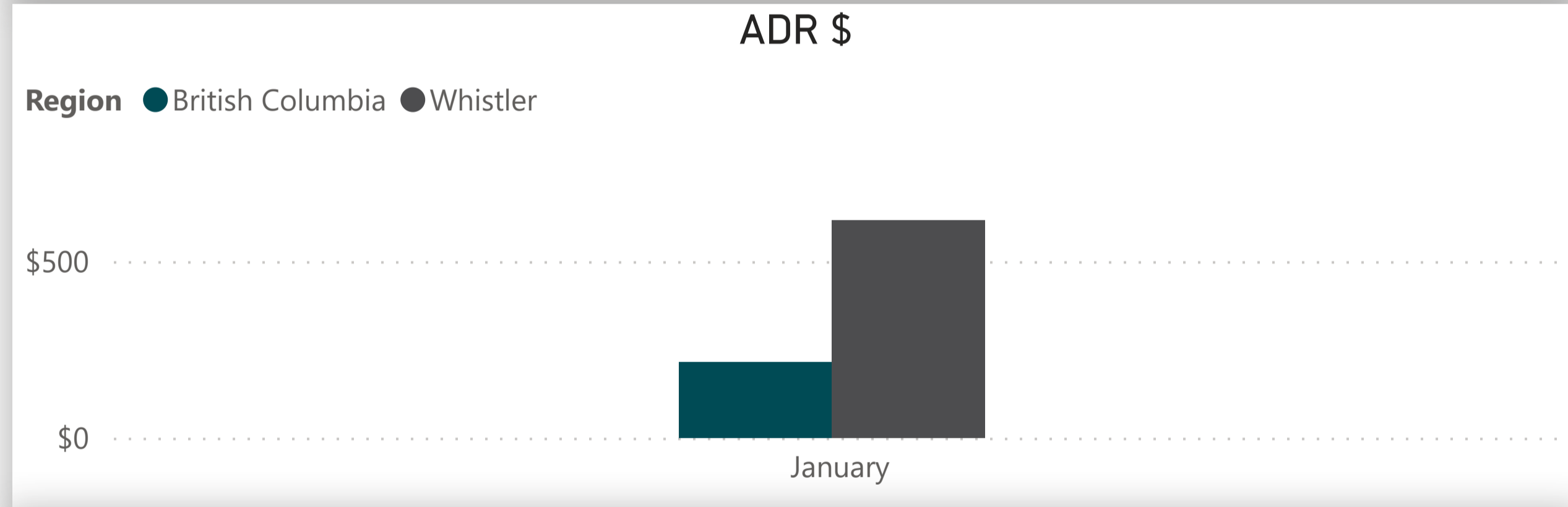
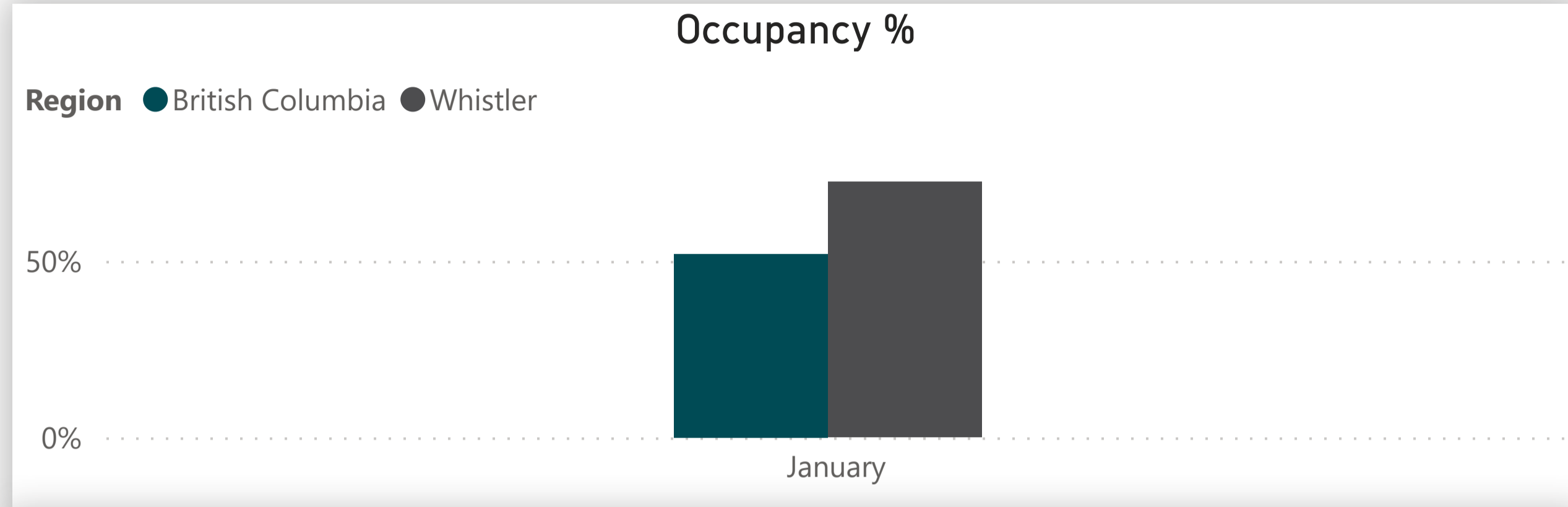
Year: 2024 | Month: January



Whistler had a 72.40% occupancy for the month of January down -9.10% compared to the same month in 2023. BC had a 52.00% occupancy for the month of January.

Whistler had an ADR of \$616.01 for the month of January up 3.00% compared to the same month in 2023. BC had an ADR of \$214.43 for the month of January.

Whistler had a RevPAR of \$445.89 for the month of January down -6.40% compared to the same month in 2023. BC had an ADR of \$111.51 for the month of January.



Yearly Averages:

Year	Occupancy	ADR	Revpar
2023	65.63%	\$406.52	\$283.55
2024	72.40%	\$616.01	\$445.89

Property Participation

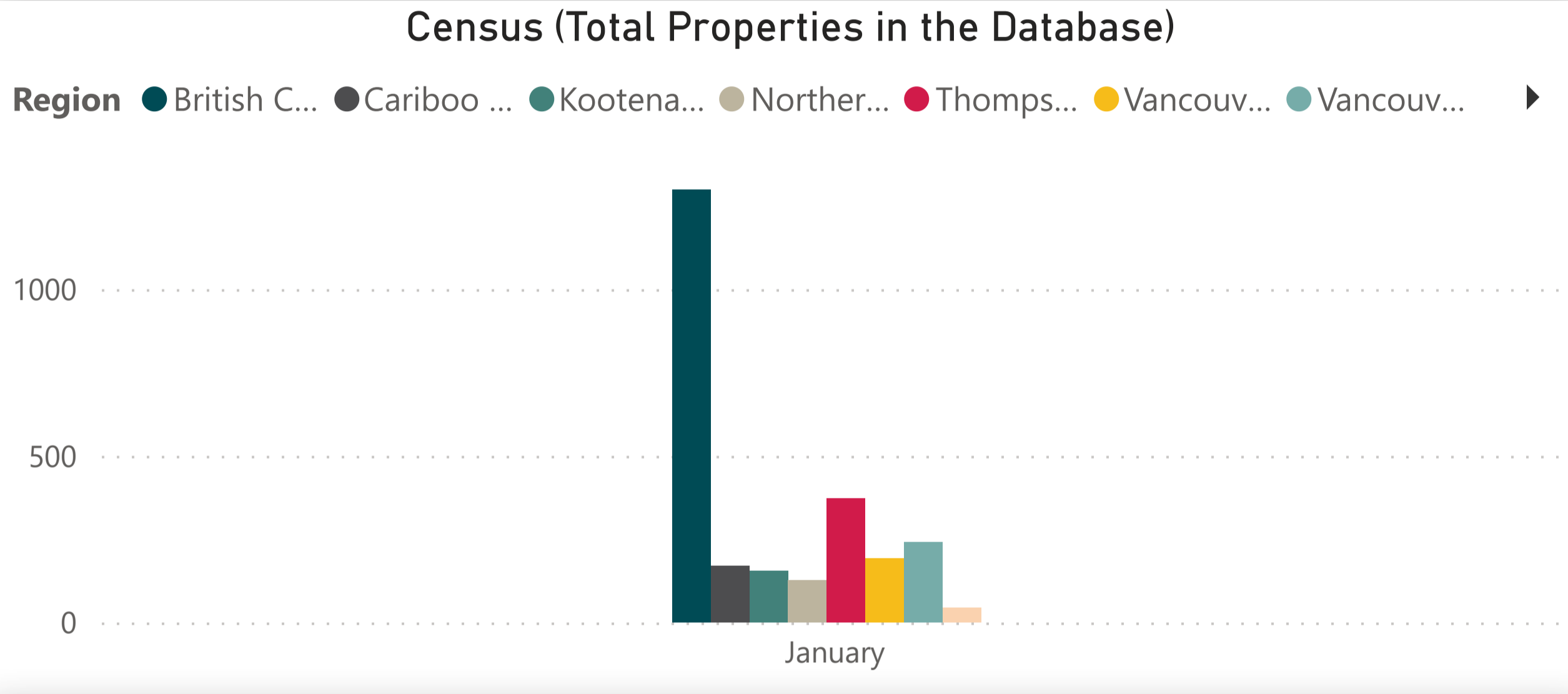
Census (Total Properties in the Database) & Sample (Total Properties Submitting Data)

Year: 2024
Month: January



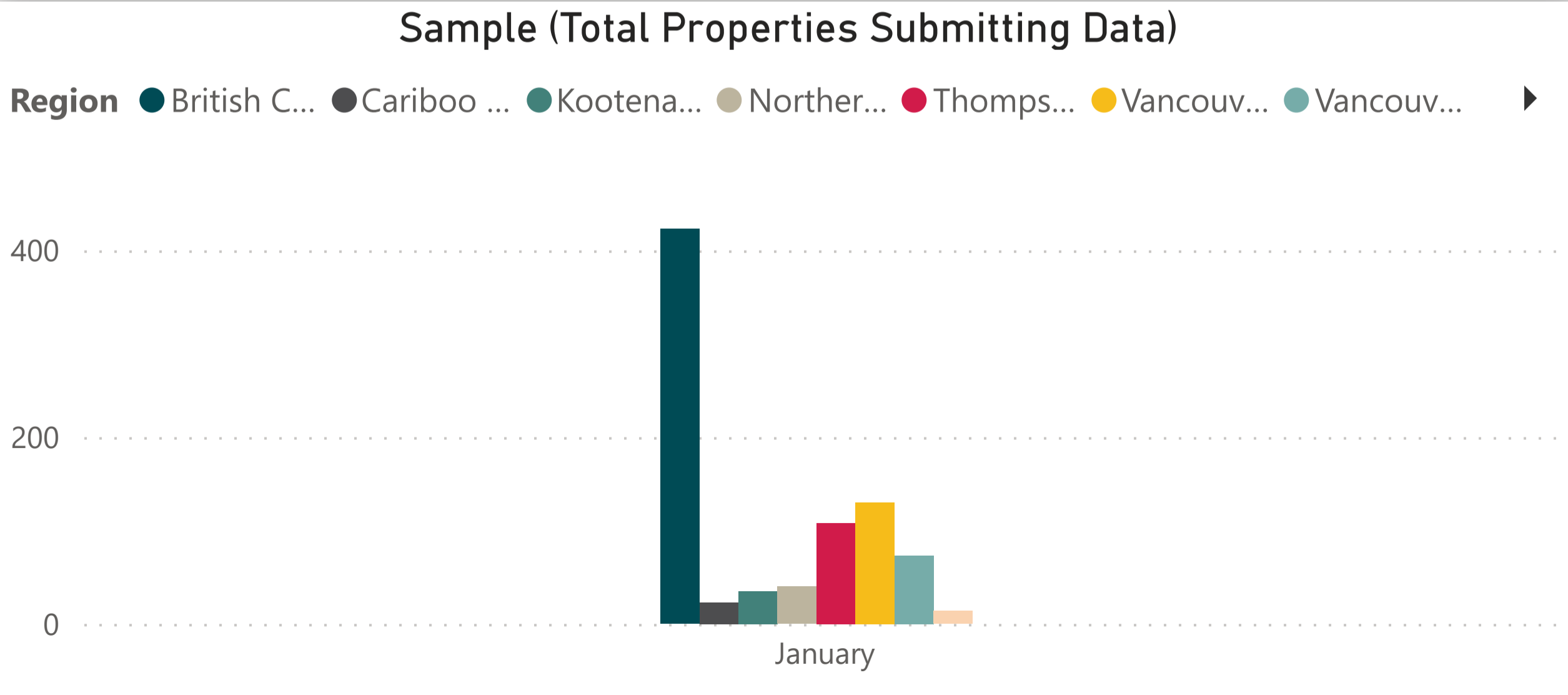
Key Findings: Census

- British Columbia accounted for 1299 properties in the STR database in January 2024.
- Out of the regions, Thompson Okanagan had the highest number of properties in the STR database (Census) in January 2024 with 372, followed by Vancouver Island with 241, Vancouver with 193, Cariboo Chilcotin Coast with 169, Kootenay Rockies with 154 and Northern BC with 126.
- Whistler had the lowest number of properties in the database in January 2024 with 44.



Key Findings: Sample

- British Columbia's property participation in January 2024 was 423 out of 1299.
- Vancouver had the highest property participation with 130 out of the 193 properties reporting data in January 2024, followed by Thompson Okanagan with 108 out of 372, Vancouver Island with 73 out of 241, Kootenay Rockies with 35 out of 154, Northern BC with 40 out of 126, and Cariboo Chilcotin Coast with 23 out of 169.
- Whistler had the lowest property participation with 14 out of the 44 properties reporting data in January 2024.



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>



Monthly Occupancy Insights

AirDNA Destination Report

February 2024

2024 Monthly Report



Cariboo Chilcotin Coast Summary

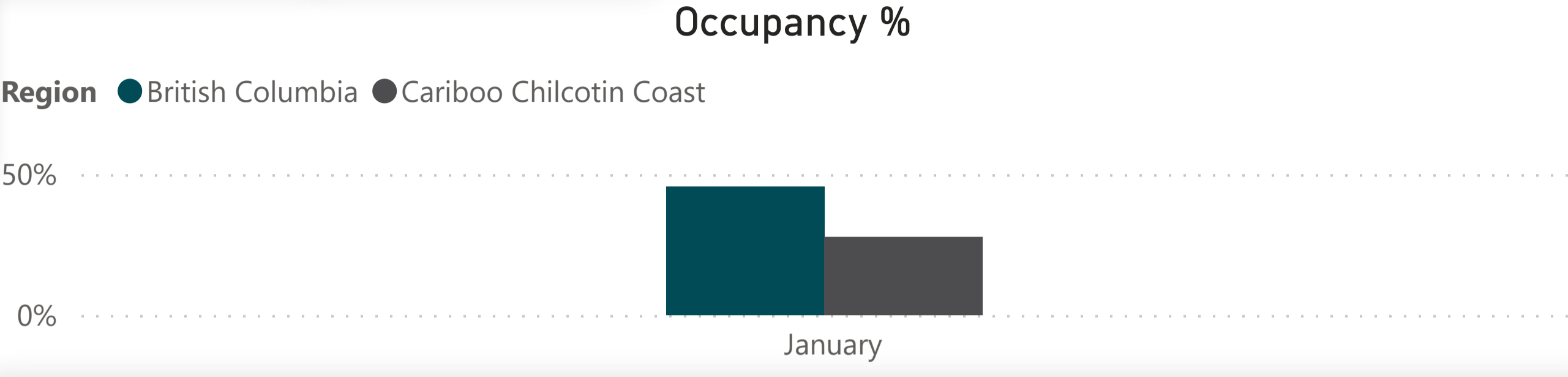
January 2024

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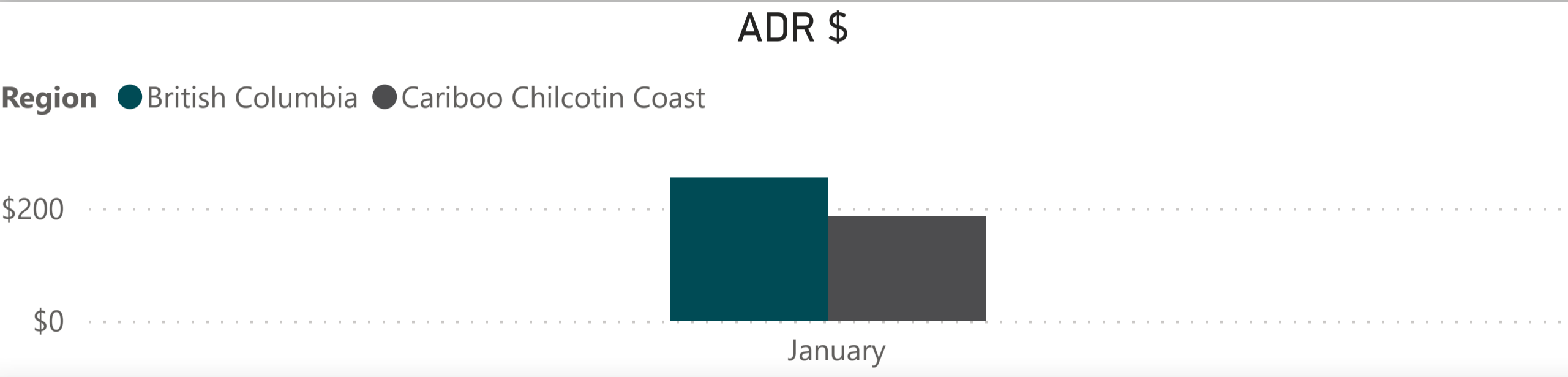
Month
January



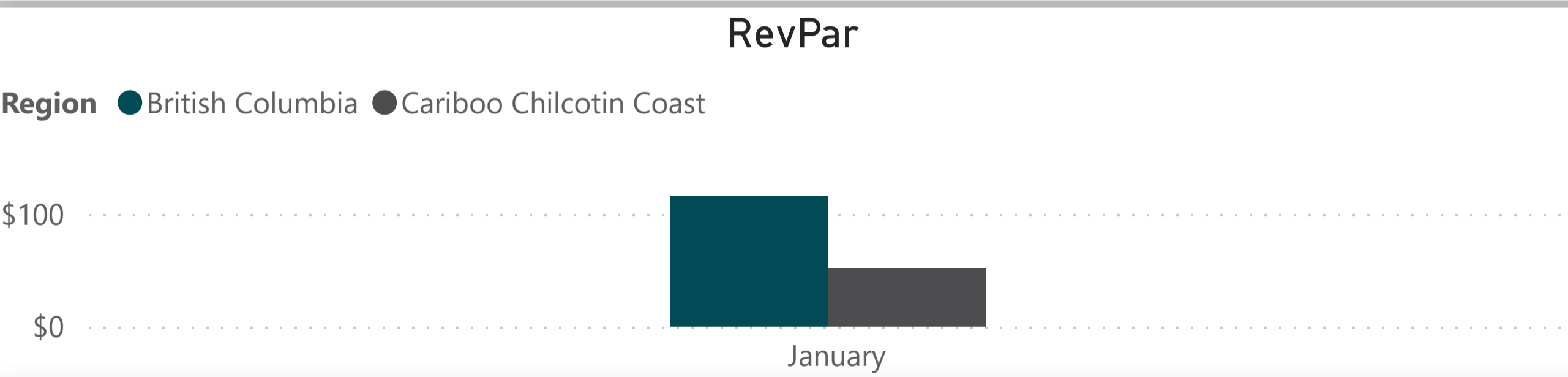
Cariboo Chilcotin Coast had a 27.84% occupancy for the month of January down -17.86% compared to the same month in 2023. BC had a 45.52% occupancy for the month of January.



Cariboo Chilcotin Coast had an ADR of \$185.24 for the month of January up 18.32% compared to the same month in 2023. BC had an ADR of \$254.04 for the month of January.



Cariboo Chilcotin Coast had a RevPAR of \$51.58 for the month of January down -2.81% compared to the same month in 2023. BC had an ADR of \$115.63 for the month of January.

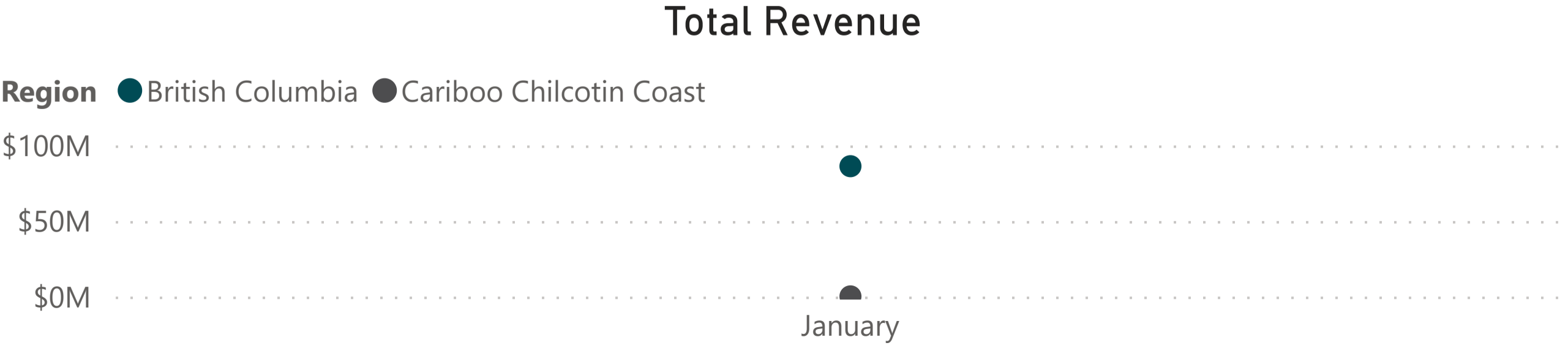


Yearly Averages:

Year	Occupancy Rate	ADR	RevPAR
2016	25.11%	\$161.19	\$46.43
2017	38.88%	\$112.43	\$44.08
2018	40.83%	\$116.36	\$48.47
2019	39.25%	\$116.08	\$46.36
2020	50.26%	\$130.58	\$65.48
2021	45.59%	\$146.94	\$68.27
2022	48.63%	\$155.63	\$76.97

Length of Stay (In days)

3.3



Kootenay Rockies Summary

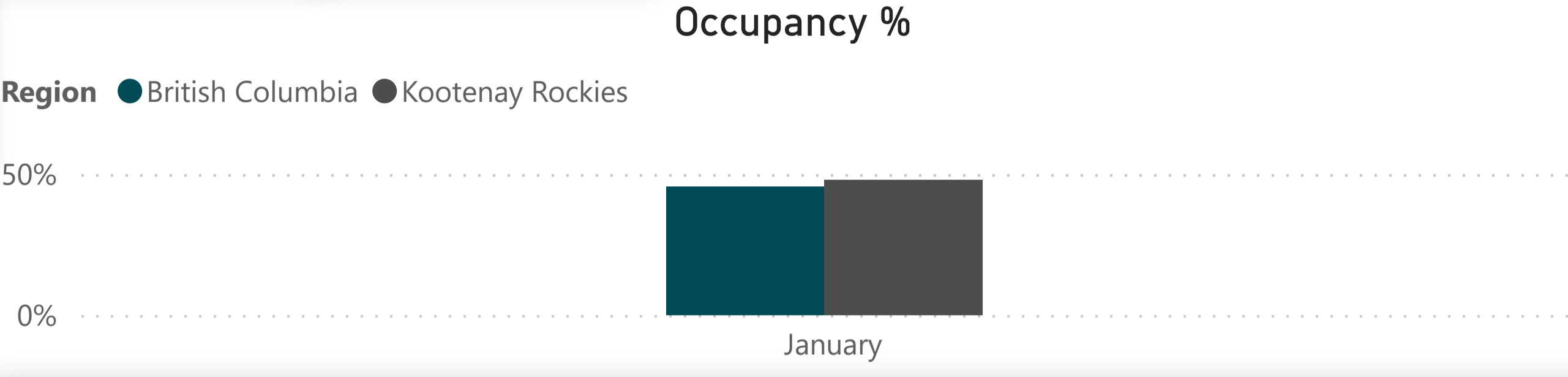
January 2024

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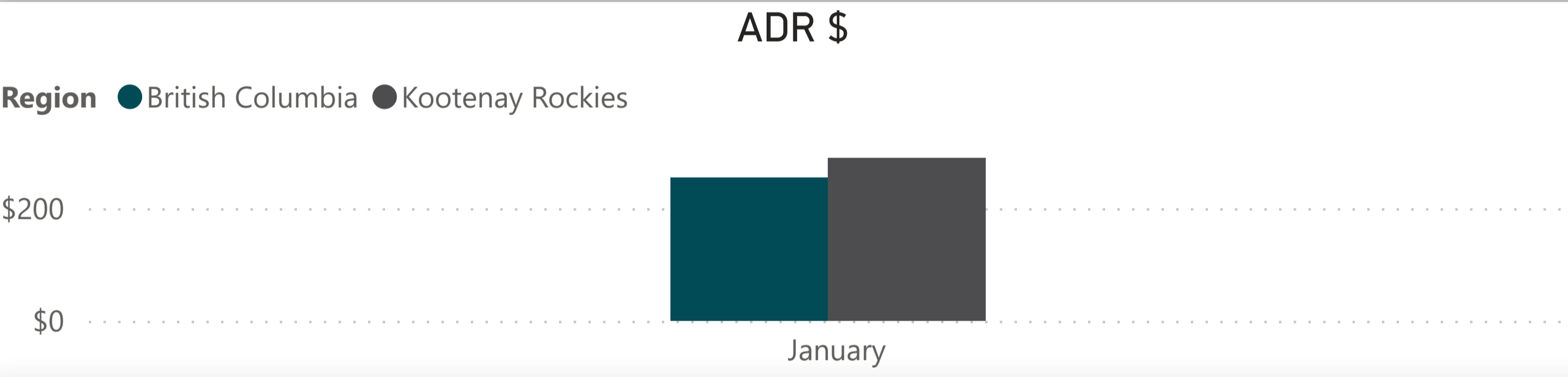
Month
January



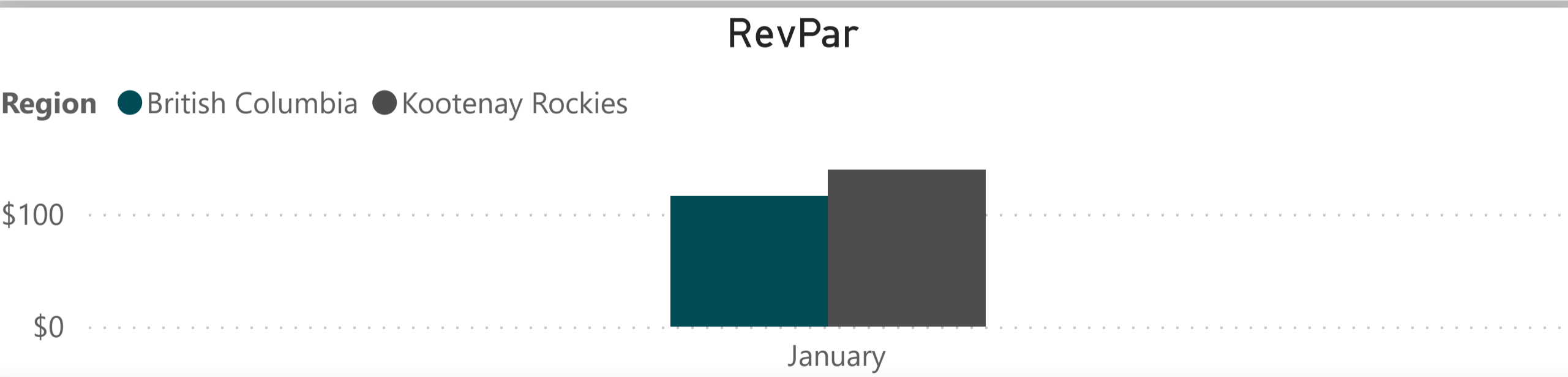
Kootenay Rockies had a 48.11% occupancy for the month of January down -8.73% compared to the same month in 2023. BC had a 45.52% occupancy for the month of January.



Kootenay Rockies had an ADR of \$288.65 for the month of January up 2.64% compared to the same month in 2023. BC had an ADR of \$254.04 for the month of January.



Kootenay Rockies had a RevPAR of \$138.86 for the month of January down -6.33% compared to the same month in 2023. BC had an ADR of \$115.63 for the month of January.

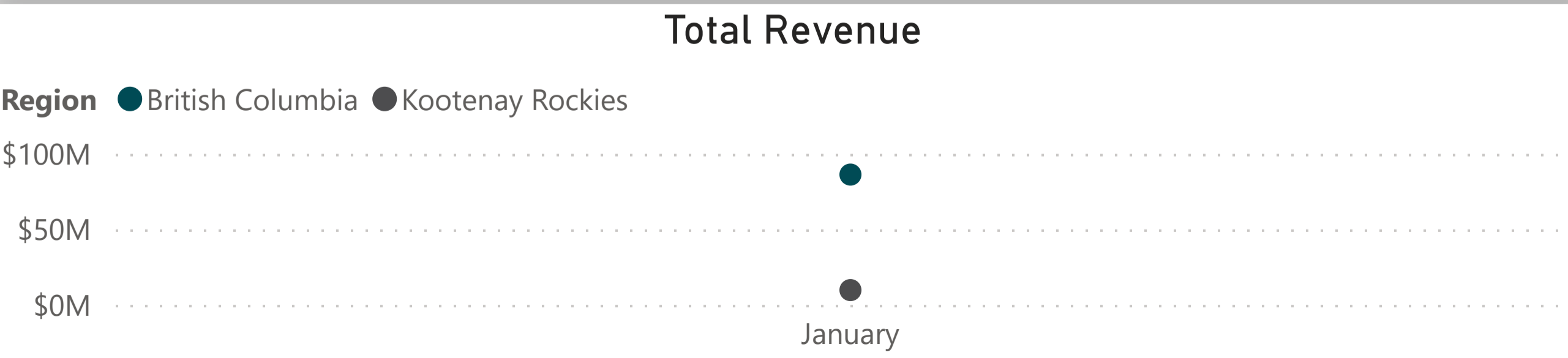


Yearly Averages:

Year	Occupancy Rate	ADR	RevPAR
2014	54.98%	\$58.29	\$36.22
2015	41.00%	\$78.51	\$35.10
2016	41.40%	\$143.85	\$61.65
2017	46.36%	\$166.59	\$79.21
2018	47.16%	\$183.25	\$88.00
2019	48.47%	\$192.47	\$94.85
2020	50.28%	\$202.53	\$102.97

Length of Stay (In days)

3.1



Northern BC Summary

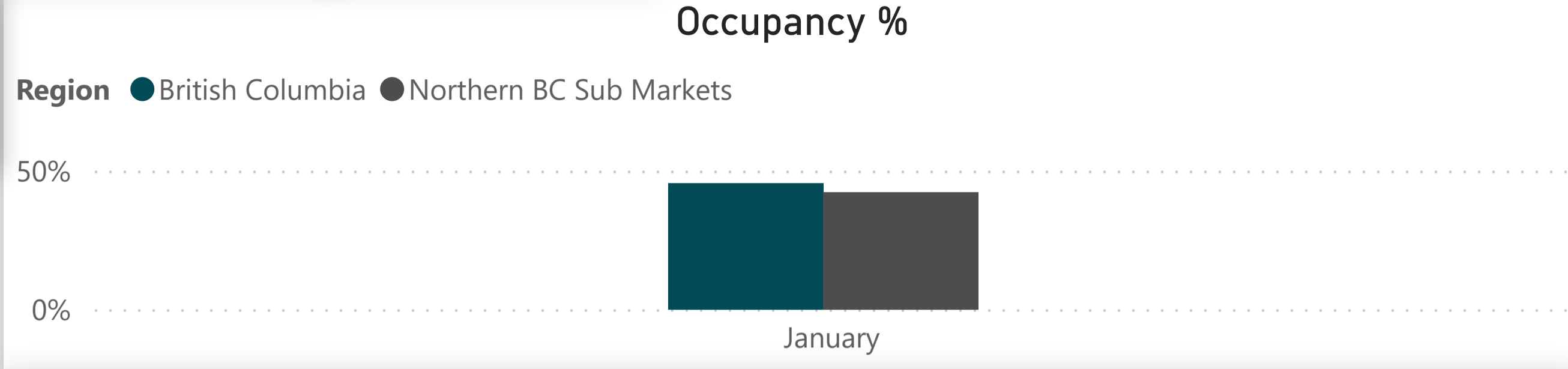
January 2024

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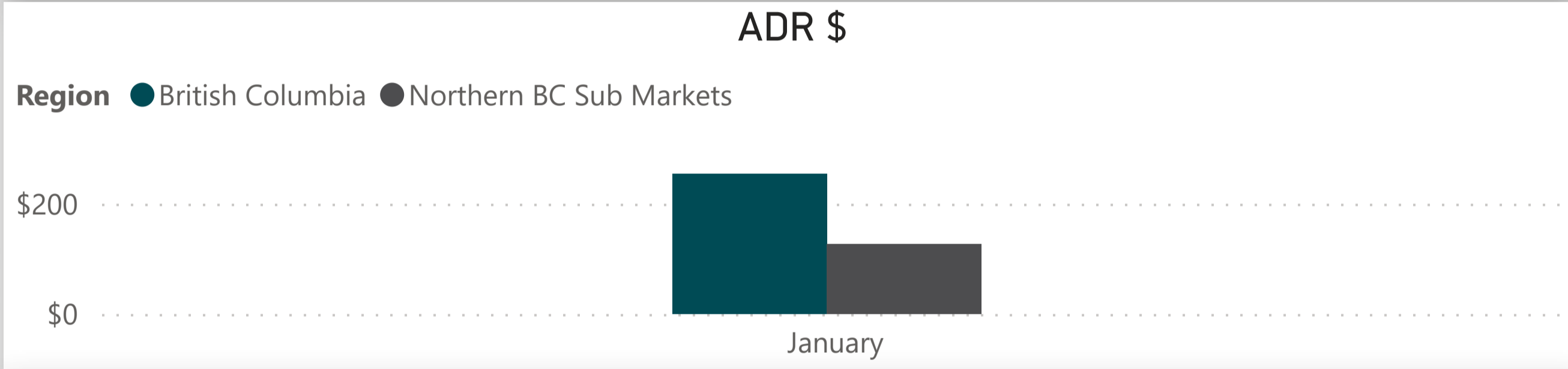
Month
January



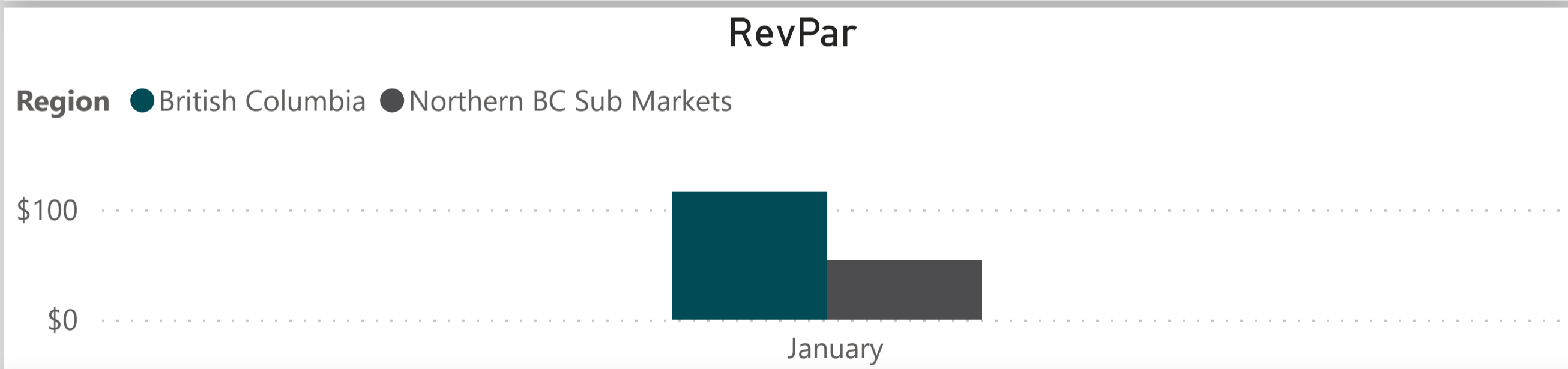
Kootenay Rockies had a 42.27% occupancy for the month of January down -14.25% compared to the same month in 2023. BC had a 45.52% occupancy for the month of January.



Kootenay Rockies had an ADR of \$126.59 for the month of January up 2.58% compared to the same month in 2023. BC had an ADR of \$254.04 for the month of January.



Kootenay Rockies had a RevPAR of \$53.51 for the month of January down -12.04% compared to the same month in 2023. BC had an ADR of \$115.63 for the month of January.

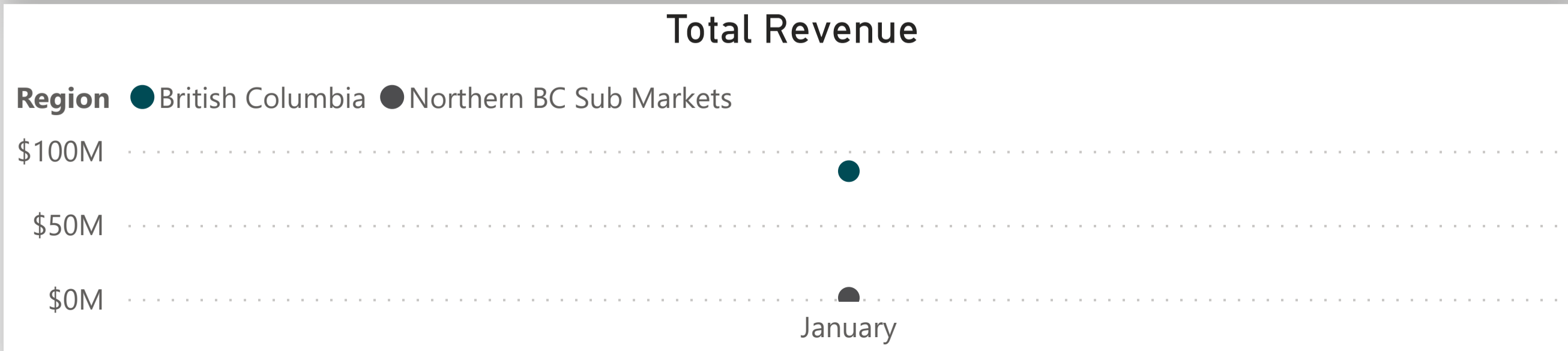


Yearly Averages:

Year	Occupancy Rate	ADR	RevPAR
2014		\$0.00	\$0.00
2015		\$0.00	\$0.00
2016	37.68%	\$86.27	\$32.96
2017	44.09%	\$101.02	\$45.19
2018	47.83%	\$106.73	\$51.40
2019	50.42%	\$102.76	\$52.29
2020	50.49%	\$106.68	\$54.09

Length of Stay (In days)

3.4



Thompson Okanagan Summary

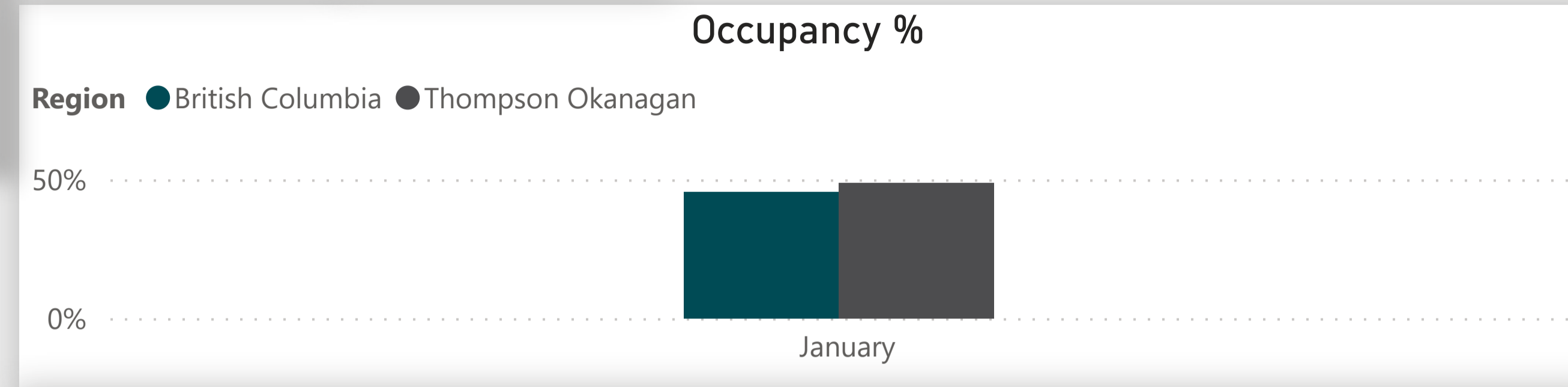
January 2024

Year: 2024

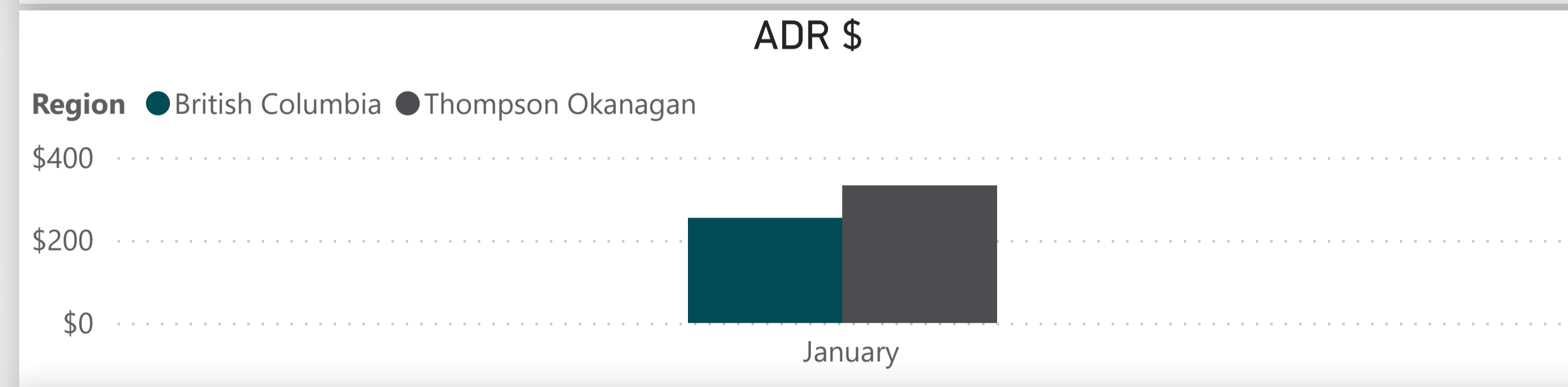
Month: January



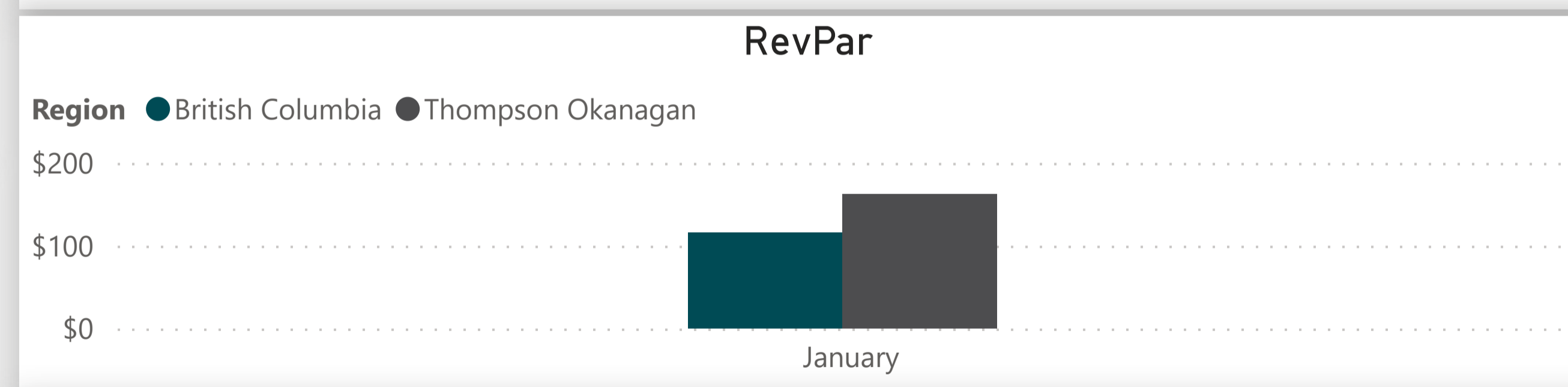
Thompson Okanagan had a 48.80% occupancy for the month of January down -11.66% compared to the same month in 2023. BC had a 45.52% occupancy for the month of January.



Thompson Okanagan had an ADR of \$332.30 for the month of January up 4.80% compared to the same month in 2023. BC had an ADR of \$254.04 for the month of January.



Thompson Okanagan had a RevPAR of \$162.16 for the month of January down -7.42% compared to the same month in 2023. BC had an ADR of \$115.63 for the month of January.

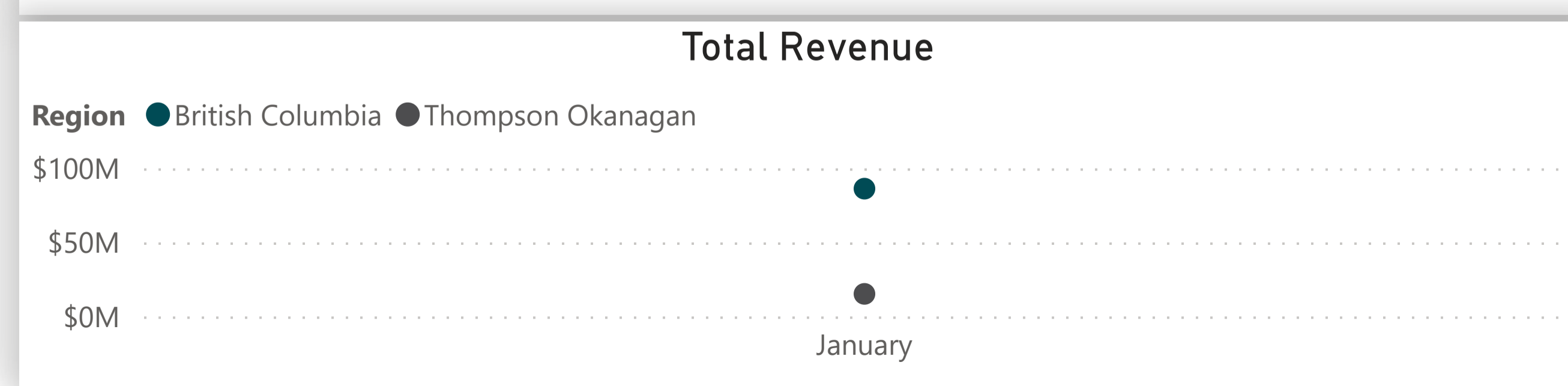


Yearly Averages:

Year	Occupancy Rate	ADR	RevPAR
2014	66.49%	\$85.60	\$57.54
2015	46.57%	\$115.35	\$53.57
2016	46.23%	\$149.32	\$70.74
2017	49.40%	\$187.62	\$94.71
2018	52.08%	\$219.83	\$116.05
2019	52.17%	\$216.54	\$114.58
2020	54.97%	\$232.33	\$129.40

Length of Stay (In days)

3.5



Vancouver Island Summary

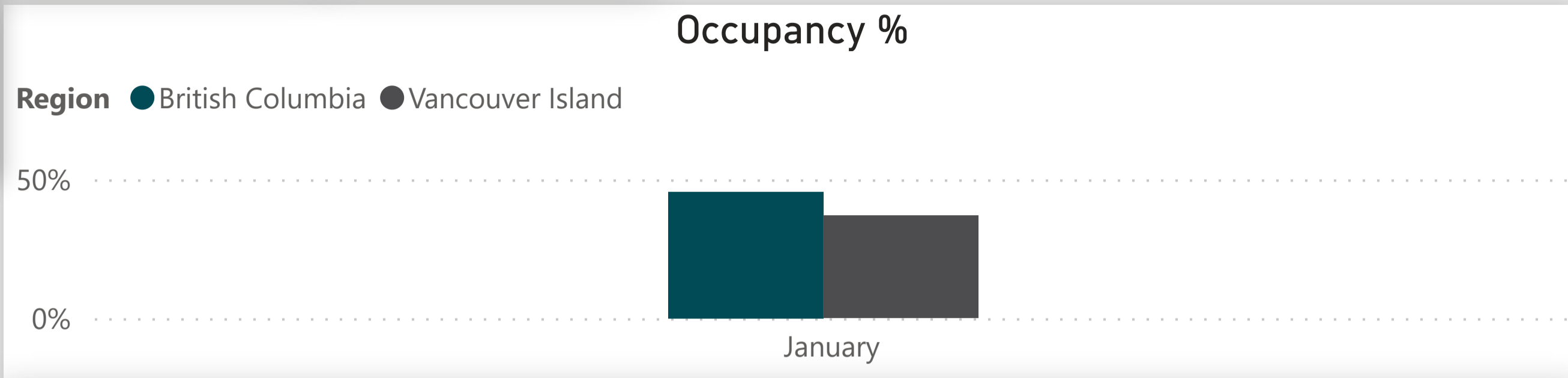
January 2024

Year: 2024

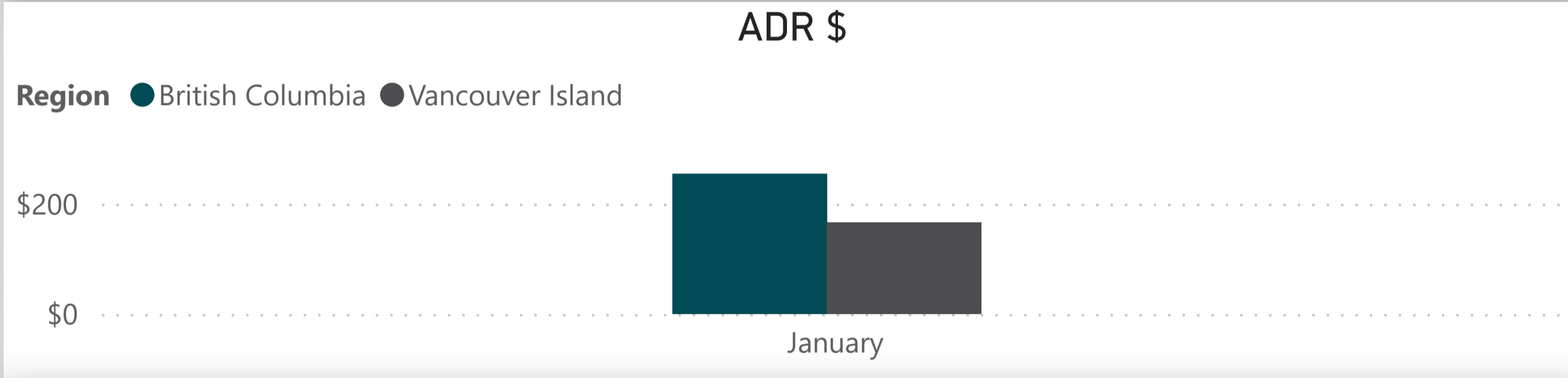
Month: January



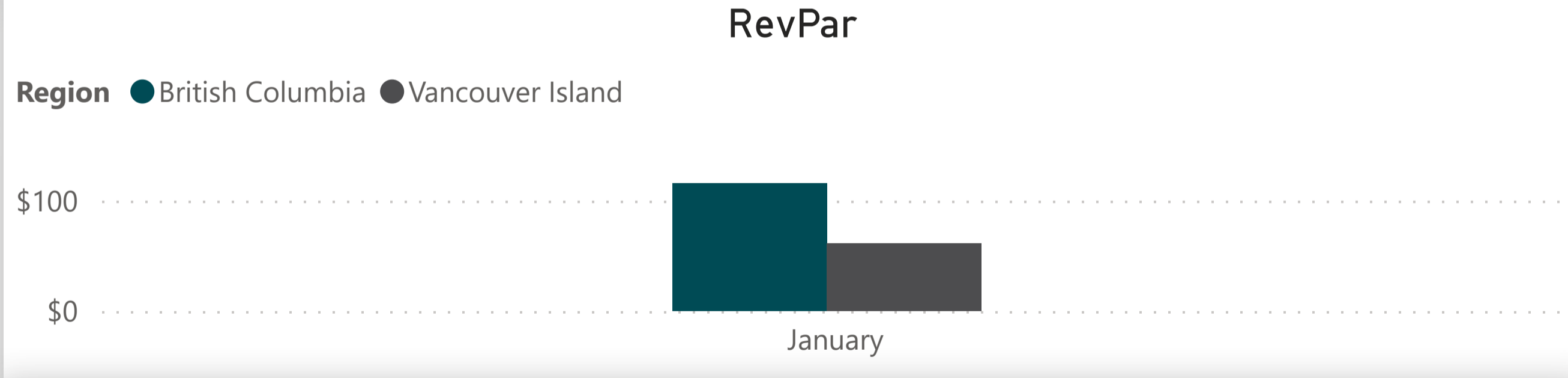
Vancouver Island had a 36.97% occupancy for the month of January down -7.50% compared to the same month in 2023. BC had a 45.52% occupancy for the month of January.



Vancouver Island had an ADR of \$165.93 for the month of January up 0.83% compared to the same month in 2023. BC had an ADR of \$254.04 for the month of January.



Vancouver Island had a RevPAR of \$61.35 for the month of January down -6.74% compared to the same month in 2023. BC had an ADR of \$115.63 for the month of January.

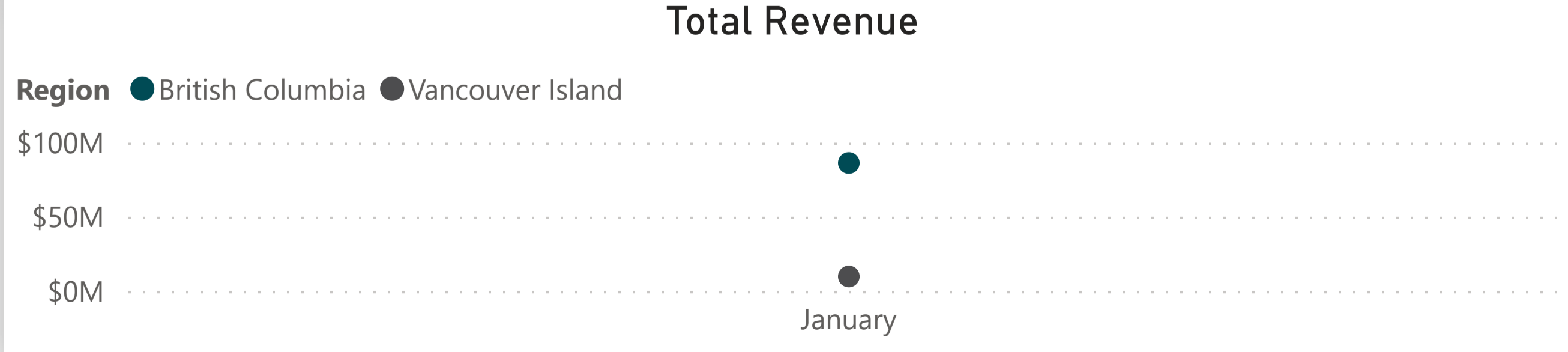


Yearly Averages:

Year	Occupancy Rate	ADR	RevPAR
2014	46.37%	\$115.49	\$52.97
2015	55.01%	\$91.05	\$50.41
2016	51.76%	\$114.30	\$59.48
2017	54.33%	\$124.65	\$69.17
2018	57.27%	\$137.62	\$80.74
2019	57.83%	\$137.63	\$81.32
2020	58.93%	\$151.84	\$91.66

Length of Stay (In days)

3.2



Property Participation

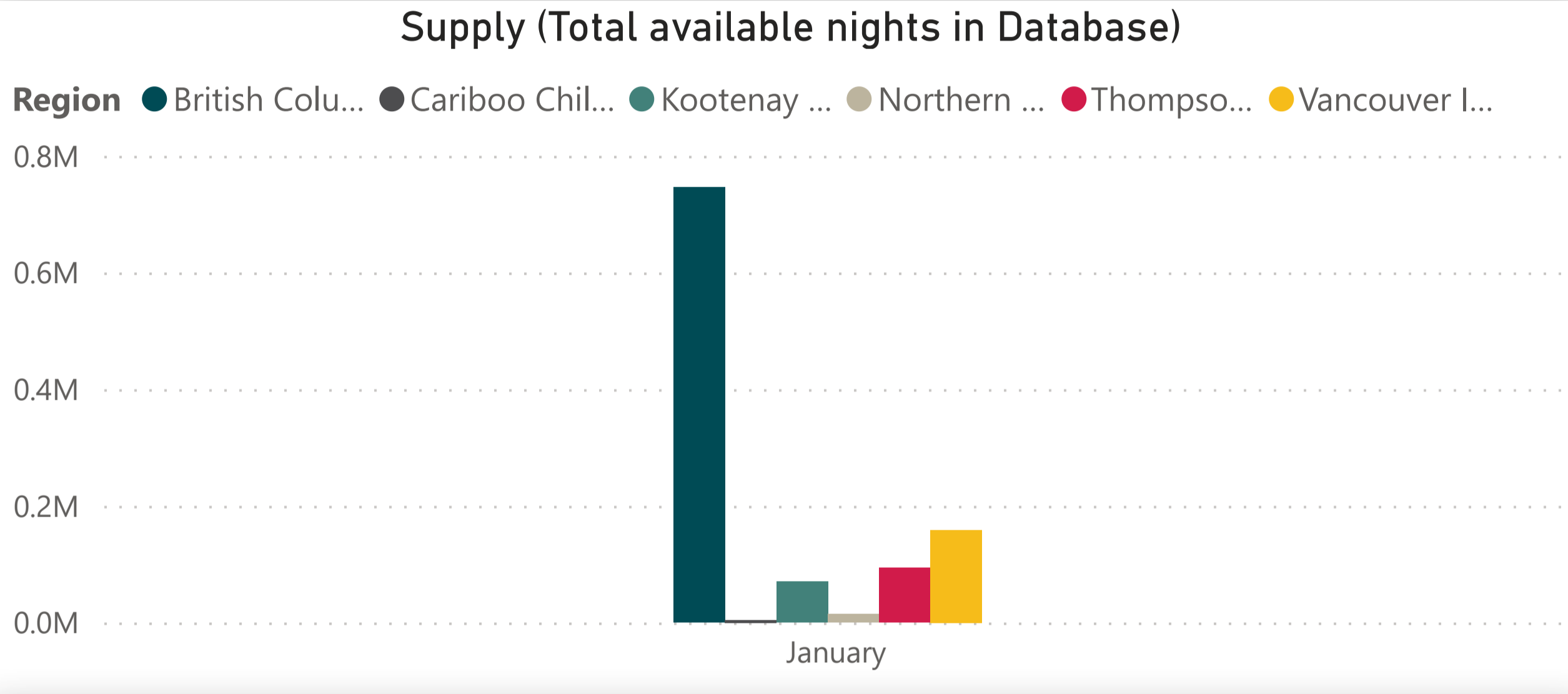
Supply (Total available nights in Database) & Demand (Total booked nights in Database)

Year: 2024 | Month: January



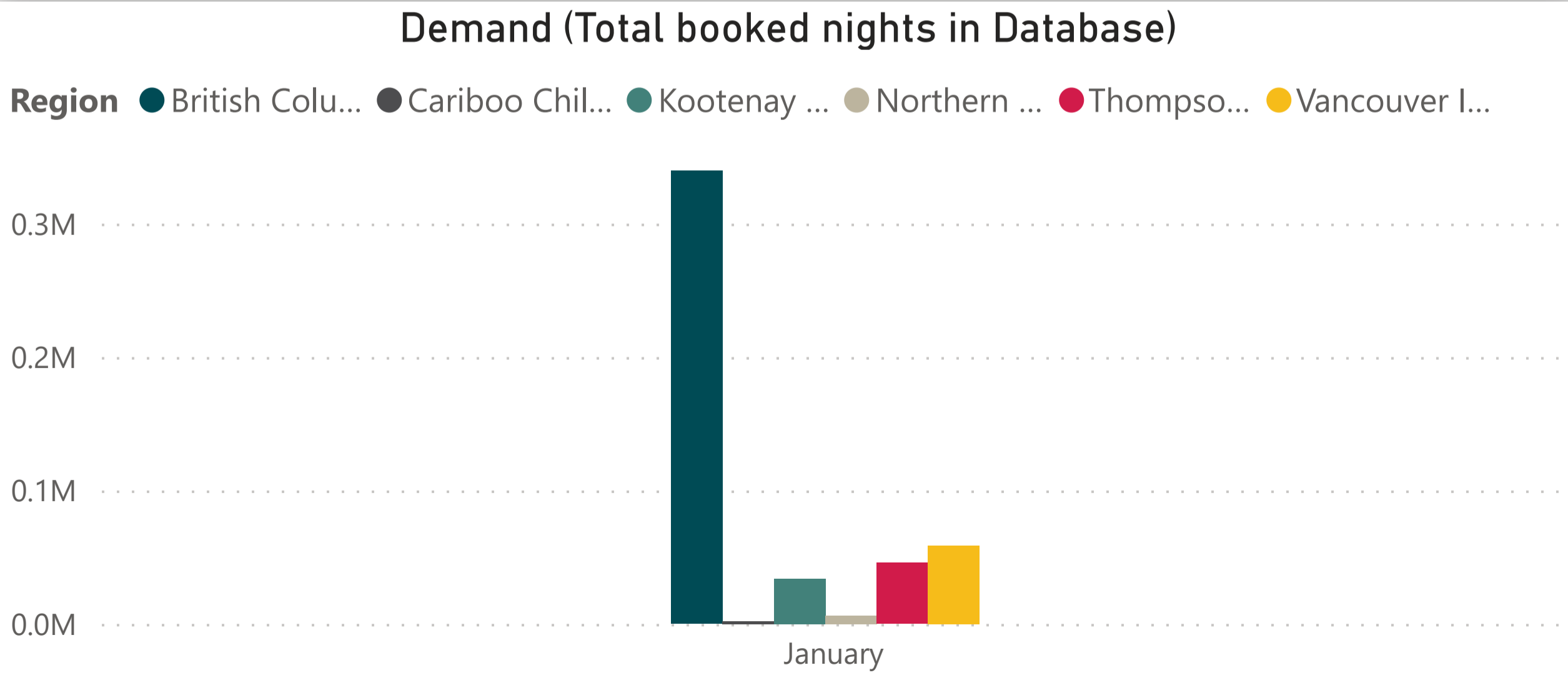
Key Findings: Supply

- British Columbia accounted for 746,296 available nights in January 2024.
- Out of the regions, Vancouver Island had the highest number of total available nights from active listings in January 2024 with 158,597, followed by Thompson Okanagan with 94,094, Kootenay Rockies with 70,516, and Northern BC with 14,486.
- Cariboo Chilcotin Coast had the lowest number of properties in the database in January 2024 with 3,146.



Key Findings: Demand

- British Columbia accounted for 339,684 booked nights in January 2024.
- Out of the regions, Vancouver Island had the highest number of booked nights from active listings in January 2024 with 58,641, followed by Thompson Okanagan with 45,918, Kootenay Rockies with 33,922, and Northern BC with 6,123.
- Cariboo Chilcotin Coast had the lowest number of booked nights from active listings in January 2024 with 876.



Glossary

- **Occupancy:** Calculated by the number of occupied rooms divided by the number of available rooms that physically exist in a short-term rental
- **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 short-term rental performance
- **Revenue per Available Room (RevPAR):** Calculated by multiplying a hotel'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 short-term rental performance
- **Listings Supply (Nights):** Total number of Available Nights + Booked Nights from Active Listings
- **Listings Demand (Nights):** Total number of Booked Nights during the reporting period
- **Revenue (USD):** Total revenue (in US dollars) earned during the reporting period. Includes the advertised price from the time of booking, as well as cleaning fees.
- **AirDNA FAQ** <https://www.airdna.co/faqs>



Contact Us

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SymphonyTourismServices.com



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