

# STR Destination Report

JANUARY-DECEMBER 2021  
WITH YEARLY AVERAGES FOR 2017-2020



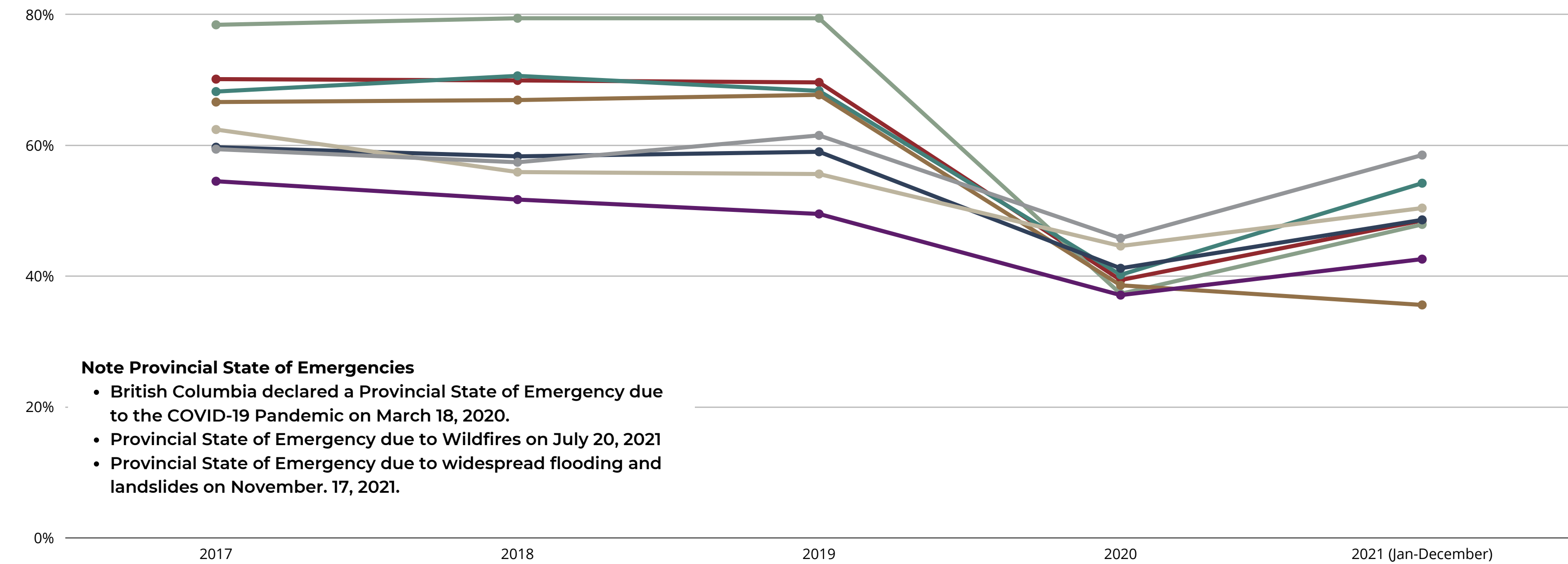
SYMPHONY  
TOURISM  
SERVICES



BRITISH COLUMBIA  
HOTEL ASSOCIATION



# OCCUPANCY - YEAR OVER YEAR AVERAGE 2017-2021



**Note Provincial State of Emergencies**

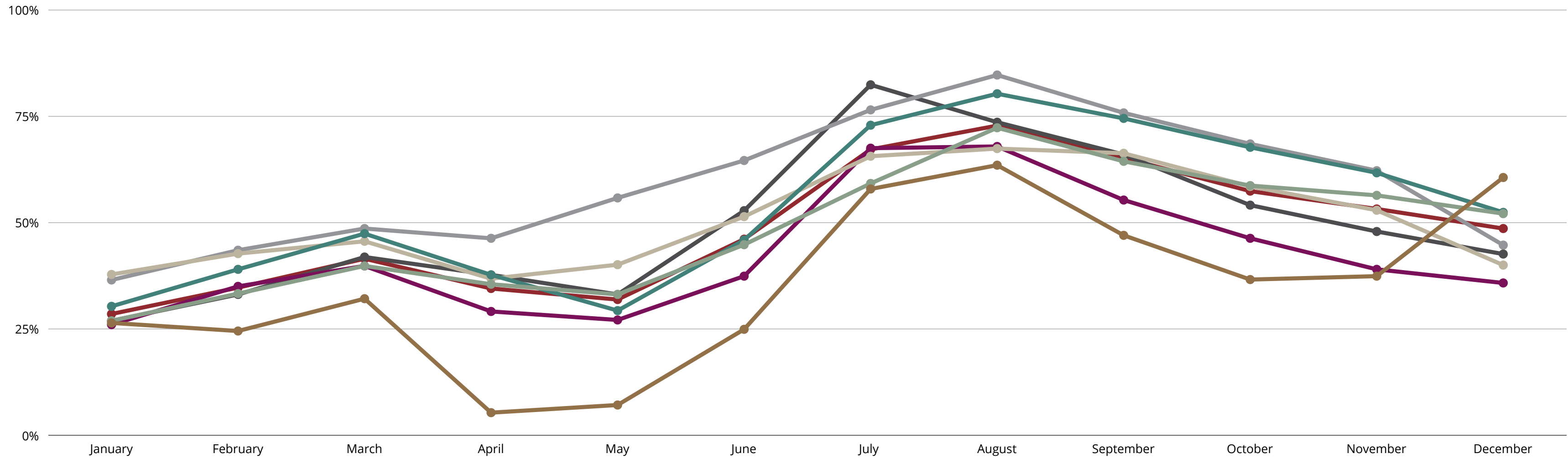
- British Columbia declared a Provincial State of Emergency due to the COVID-19 Pandemic on March 18, 2020.
- Provincial State of Emergency due to Wildfires on July 20, 2021
- Provincial State of Emergency due to widespread flooding and landslides on November. 17, 2021.

## Key Findings:

- BC's average occupancy rate for the three years 2017-2019 was 70%, until 2020 when it dropped to 40%. From 2020 to 2021 all regions have increased however continue to be under 60%.
- Across the three years leading up to 2020, Vancouver had the highest occupancy rate averaging in the 79% range until 2020 when Vancouver fell below the BC average and stayed there for 2021
- Over the three years 2017-2019 Vancouver Island averaged close to 70%; Whistler averaged 67%; Thompson Okanagan averaged 59%; Cariboo Chilcotin Coast averaged 59%; Northern BC averaged 58%, and Kootenay Rockies averaged 52%.

# OCCUPANCY - 2021 BY MONTH

## B.C. REGIONS



### Key Findings:

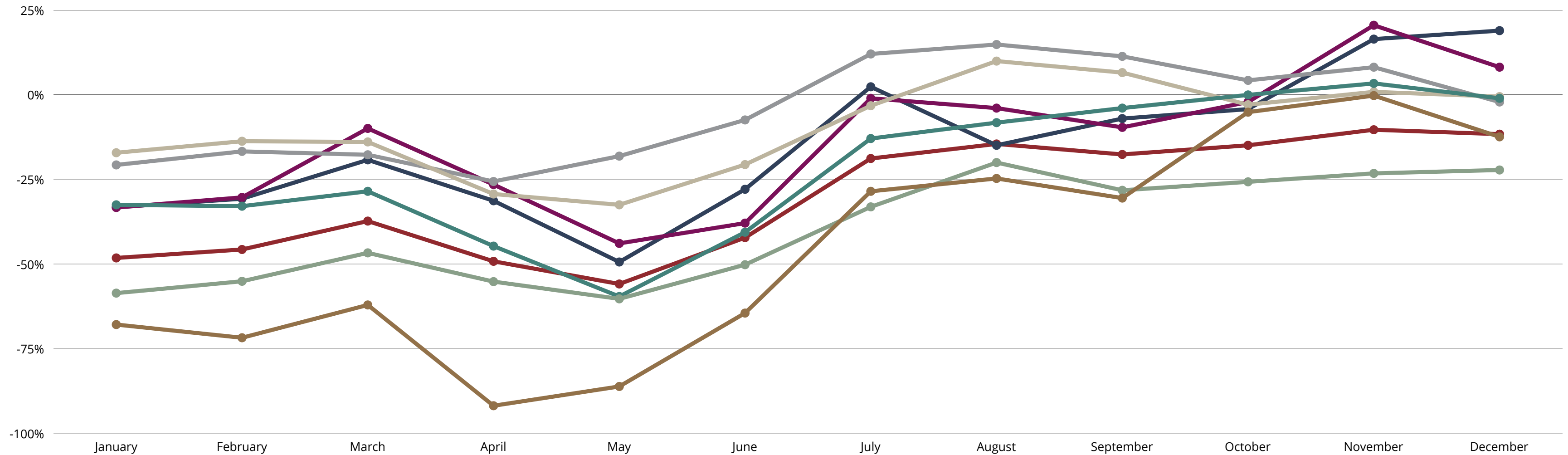
- The BC Average Occupancy rate was **48.6%** in December 2021.
- Whistler had the **highest** occupancy in December 2021 with **60.6%**, followed closely by Vancouver Island at **52.4%**
- Kootenay Rockies has the **lowest** occupancy in December 2021 with **35.8%**

### Notes:

- British Columbia declared a provincial state of emergency on Wednesday, March 18, 2020. Travel within British Columbia was restricted to essential needs only from April 23, 2021 and was ongoing until June 15, 2021 by order and direction of the Ministry of Public Safety in consultation with BC's Provincial Health Officer.
- British Columbia entered a Provincial State of Emergency due to Wildfires on July 20, 2021 and was ongoing until September 14, 2021.
- British Columbia declared a provincial state of emergency due to widespread flooding and landslides on November 17, 2021 to January 18, 2022.

# OCCUPANCY - MONTHLY YEAR OVER YEAR PERCENT CHANGE (2021/2019)

## B.C. REGIONS



### Key Findings:

- The BC Avg YOY variation was **-11.6%** comparing December 2021 to 2019.
- Northern BC had the smallest variation in occupancy in December 2021 with a **-0.5%** change from year to date 2019.
- Vancouver had the largest variation in occupancy with a **-22.2%** change in December 2021 from year to date 2019.

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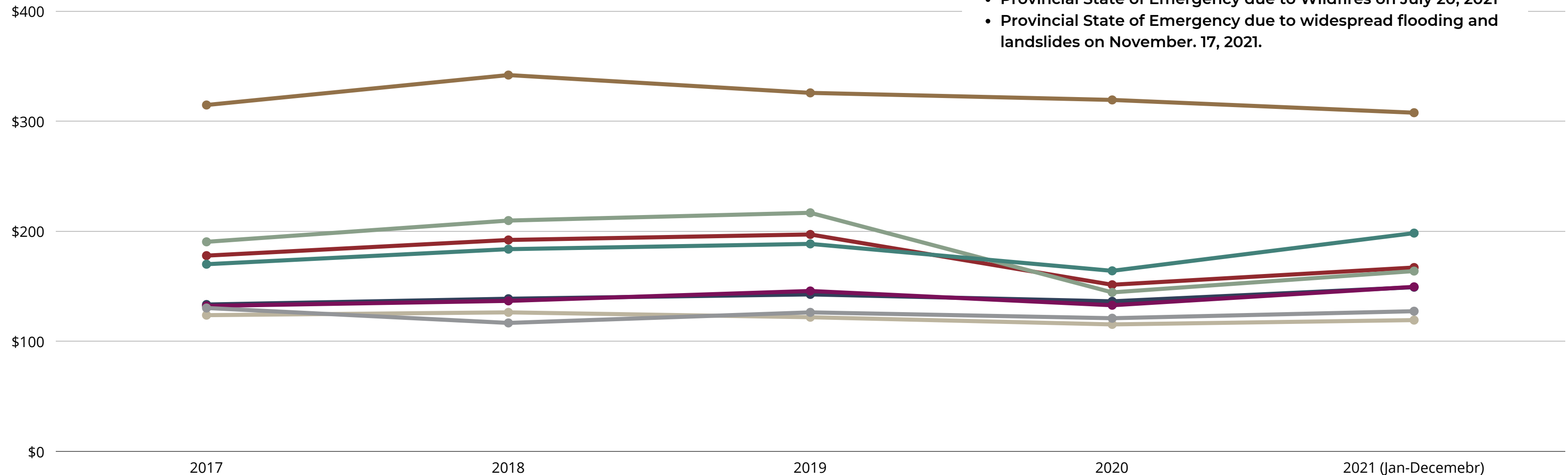
# ADR - YEAR OVER YEAR AVERAGE 2017-2021

## B.C REGIONS



### Note Provincial State of Emergencies

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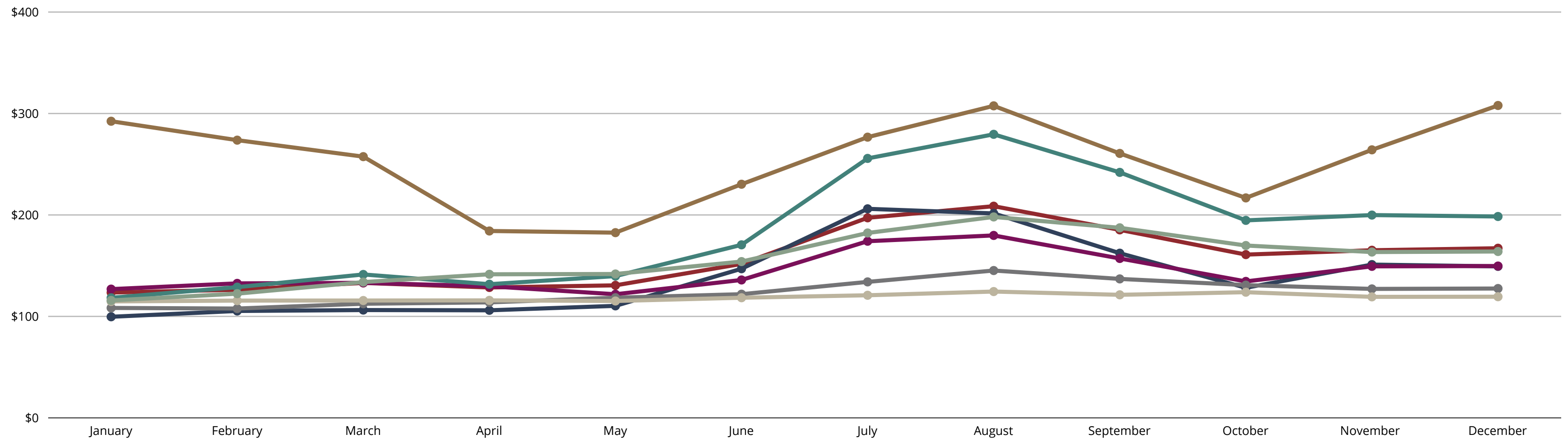
### Key Findings:

- Across the five years, 2017-2021 Whistler had the highest ADR on average over \$327, dipping slightly to \$319 in 2020 and \$307 in 2021.
- BC's average ADR for the three years 2017-2019 leading up to the pandemic was \$189, dipped to \$150 in 2020 and further to \$134 for the first half of 2021 (through June) and now at end of December YTD sits at \$167.
- Vancouver, Vancouver Island, Whistler, Thompson Okanagan, and Kootenay Rockies were trending upwards during the three year period 2017-2019. NBC & CCC fluctuated with their highest rates in 2018 and 2017 respectively, dipping in 2019 in Northern BC but recuperating in CCC in 2019 close to 2017 rates. All regions dropped in 2020 but are showing to be slowly recovering in 2021.
- Across the three years from 2017 to 2019, average ADR for Vancouver was \$206; Vancouver Island's was \$181; Whistler's was \$327; Thompson Okanagan's was \$138, Northern BC's was \$124 Kootenay Rockies' was \$138 and Cariboo Chilcotin Coast's was \$124.



# ADR - 2021 BY MONTH

## B.C. REGIONS



### Key Findings:

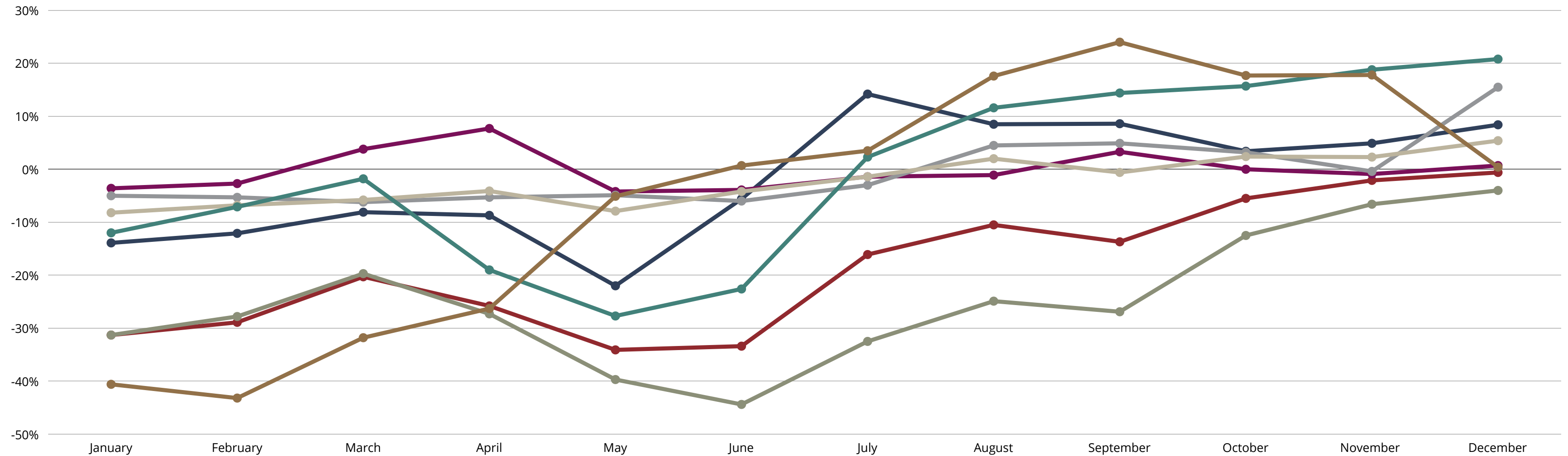
- The BC Avg ADR in December 2021 was **\$167.07**.
- Whistler had the **highest** ADR in December 2021 with **\$307.79**.
- Northern BC had the **lowest** ADR in December 2021 with **\$119.28**.

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# ADR - MONTHLY YEAR OVER YEAR PERCENT CHANGE (2021/2019)

## B.C. REGIONS



### Key Findings:

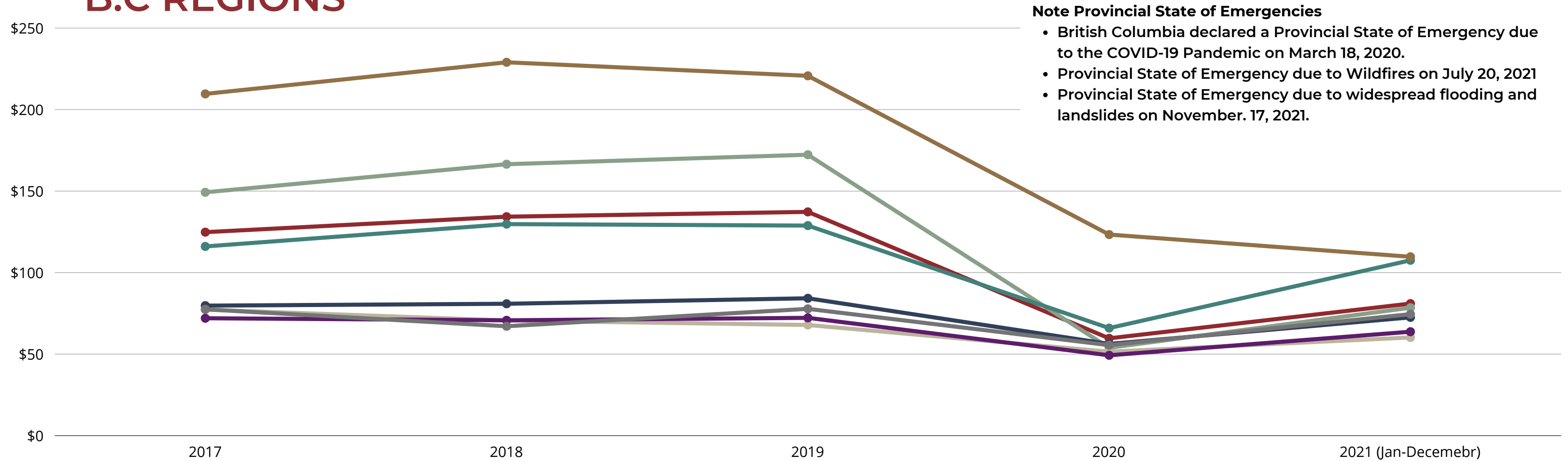
- The BC Avg variation in ADR comparing December 2021 to 2019 was **-0.6%**.
- Whistler had the smallest variation in ADR in December 2021 with a **0.4%** change from year to date 2019.
- Vancouver Island had the largest variation in ADR in December 2021 with a **20.8%** change from 2019.

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# REVPAR - YEAR OVER YEAR AVERAGE -2017-2021

## B.C REGIONS



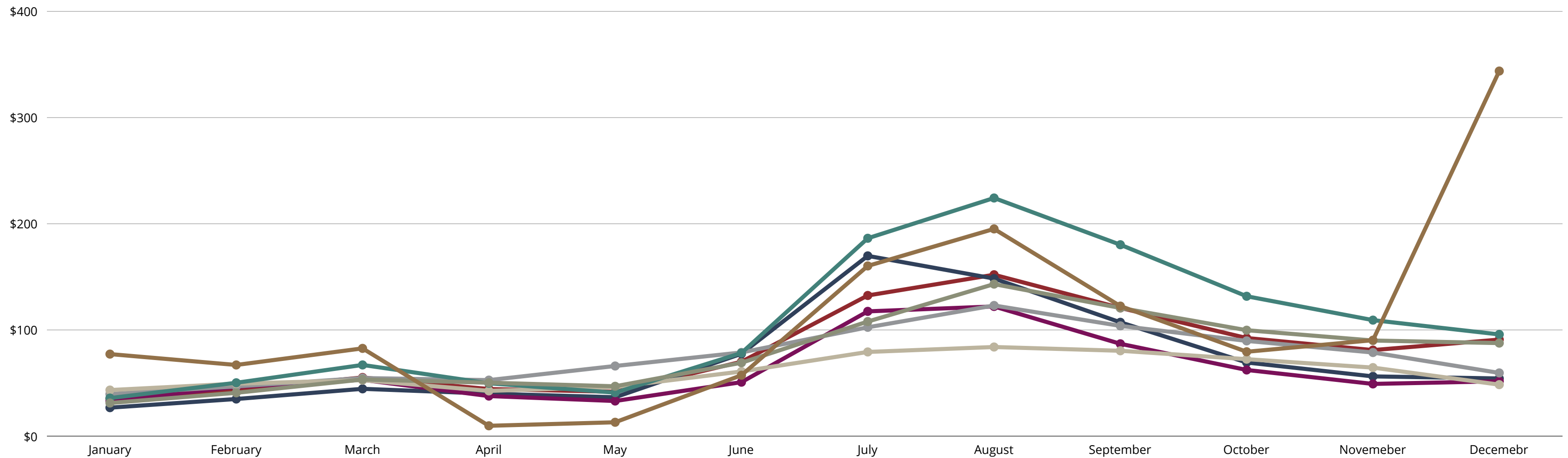
### Key Findings:

- Across the five years, 2017-2021 Whistler had the highest RevPAR on average over \$200, until 2020 when it dipped below \$125, and evened at \$109 in 2021.
- BC's average RevPAR 2017-2021: Leading up to the pandemic was \$132, increasing each year with 2019 at \$137 for the year. Year to date, BC's average RevPar for Jan - Dec 2021, is \$80.95, exceeding \$59.64 in 2020. Now at the same level as the full year of 2020, with all regions inching upward.
- Vancouver, Thompson Okanagan, Cariboo Chilcotin and Kootenay Rockies were trending upwards during the three year period 2017-2019; while NBC, Van Island and Whistler dropped in 2019 slightly on average. All regions dropped in 2020 but are showing to be slowly recovering in 2021.
- Across the three years from 2017 to 2019, average RevPAR for Vancouver was \$163; Vancouver Island's was \$125; Whistler's was \$220; Thompson Okanagan's was \$82, Northern BC's was \$72; Kootenay Rockies' was \$72 and Cariboo Chilcotin Coast's was \$74.



# REVPAR - 2021 BY MONTH

## B.C. REGIONS



### Key Findings:

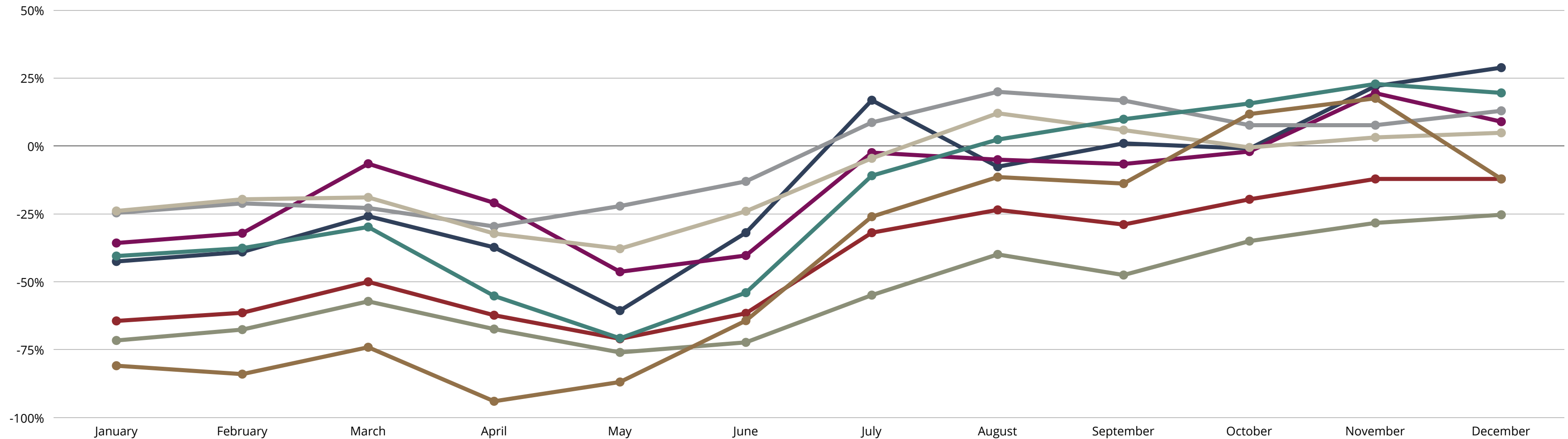
- The BC Avg RevPAR for December 2021 was **\$90.83**
- Whistler had the **highest** RevPAR in December 2021 with **\$343.74**.
- Northern BC had the **lowest** RevPAR in December 2021 with **\$48.41**.

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# REVPAR - MONTHLY YEAR OVER YEAR PERCENT CHANGE (2021/2019)

## B.C. REGIONS



### Key Findings:

- The BC Avg variation in RevPAR was **-12.1%** comparing December 2021 to 2019.
- Northern BC had the smallest variation in RevPAR in December 2021 with a **4.9%** change from year to date 2019.
- Thompson Okanagan had the largest variation in RevPAR in December 2021 with a **28.9%** change from year to date 2019.

### Notes:

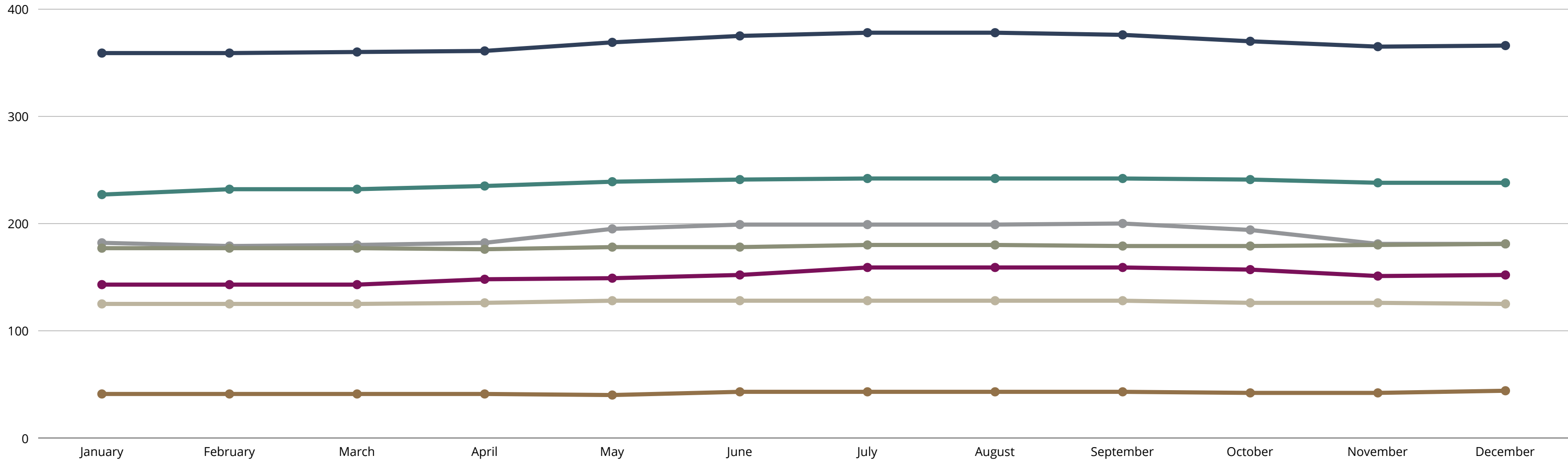
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# PROPERTY PARTICIPATION - CENSUS (TOTAL PROPERTIES IN DATABASE)

## B.C REGIONS



British Columbia December Census: 1288



### Key Findings:

- Out of the regions, Thompson Okanagan had the **highest** number of properties in the STR database (Census) in December 2021 with **366**.
- Whistler had the **lowest** number of properties in the STR database (Census) in December 2021 with **44**.

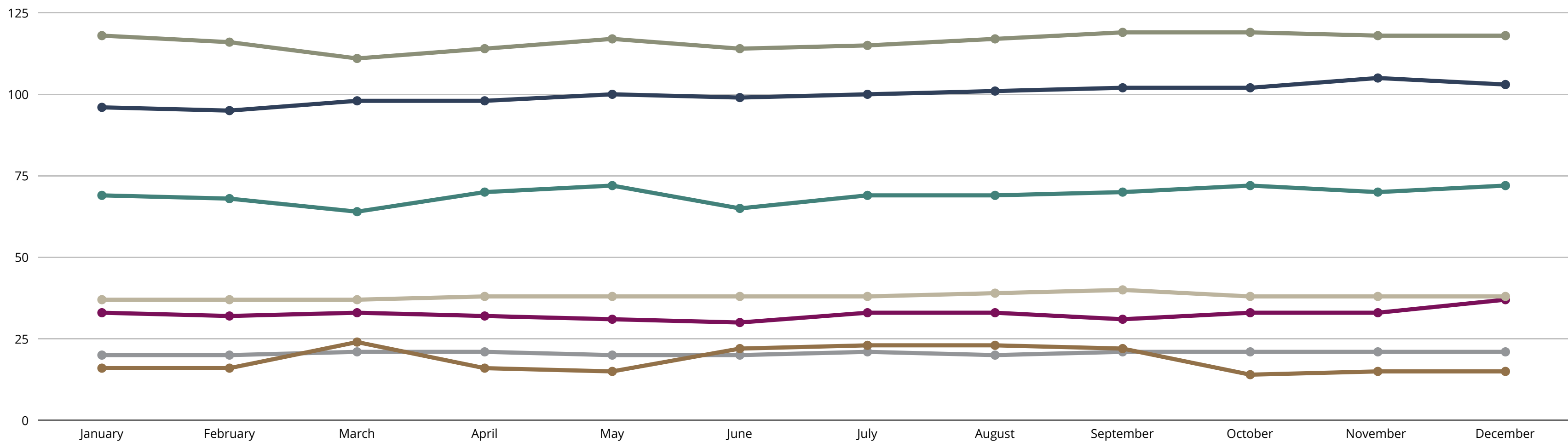
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# PROPERTY PARTICIPATION - SAMPLE (TOTAL PROPERTIES SUBMITTING DATA) B.C REGIONS



British Columbia December Sample: 404



## Key Findings:

- Vancouver had the **highest** property participation with **118** out of the 181 properties reporting data in December 2021.
- Cariboo Chilcotin Coast had the **lowest** property participation with **21** out of the 181 properties reporting data in December 2021.

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# GLOSSARY

- **Occupancy:** Calculated by the number of occupied rooms divided by the number of available rooms that physically exist in a hotel
- **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 hotel's 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 hotel's performance
- **STR FAQ** <https://str.com/data-insights/resources/faq>



# CONTACT US



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