

CARIBOO  
CHILCOTIN  
COAST



# STR Historic & Forecast

Report: 2014-2022

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**bcrts**

British Columbia  
Regional Tourism  
Secretariat



# Historical & Forecast Occupancy 2017-2022 by month

STR Historic & Forecast  
2014 - 2022



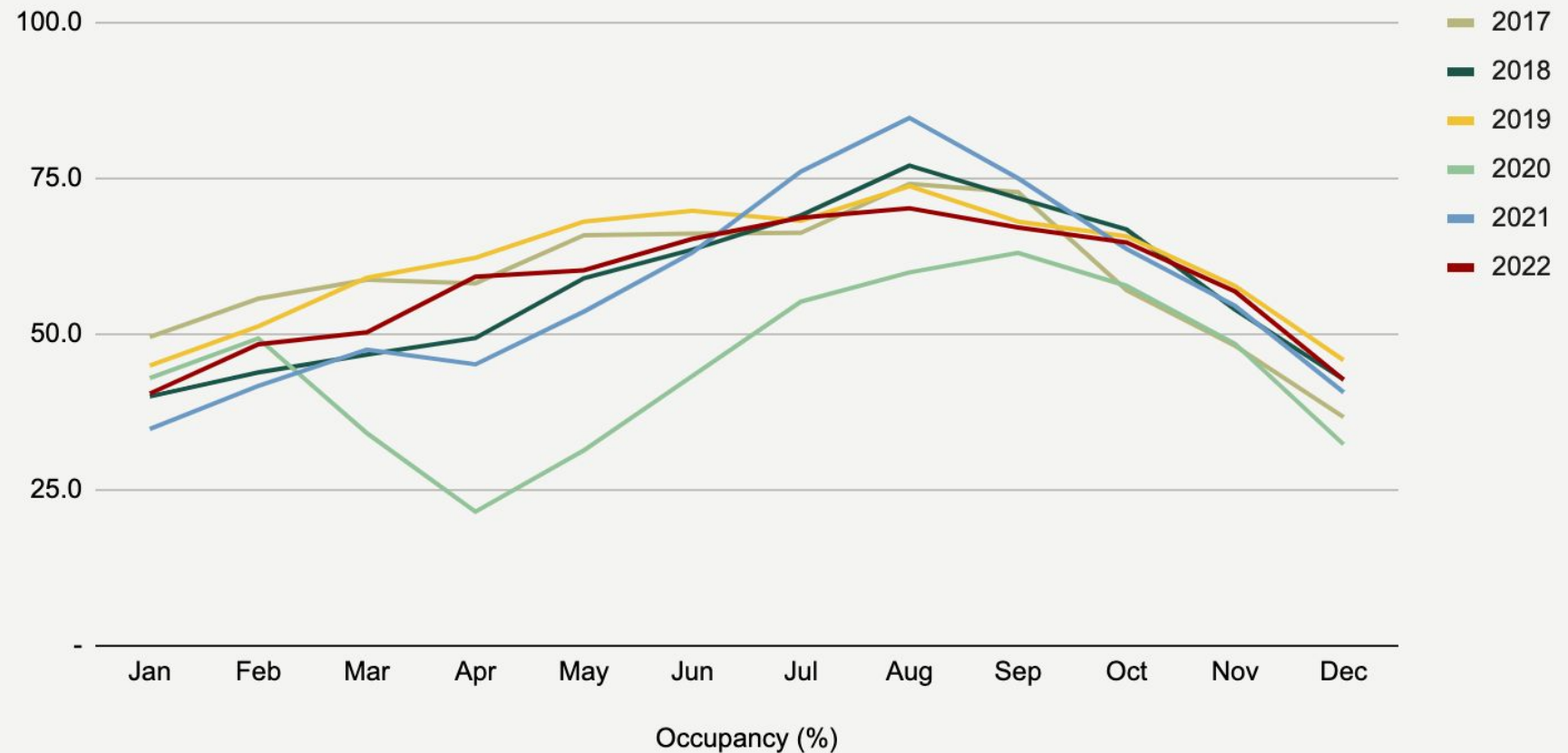
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Historically, occupancy has steadily grown from the start of the year to Aug-Sept where it declines to an average around 40% in December.

2020 is an anomaly year with the impact of the Pandemic and the lowest occupancy in April at 21.5%.

STR forecasts 2022 to perform only slightly below 2019, matching in July.

**NOTE:** This data is from predominantly chain hotels in urban centres and therefore is not representative of the entire region.



Source: STR

# Historical & Forecast Occupancy 2014-2022 Yearly Averages

STR Historic &  
Forecast  
2014 - 2022



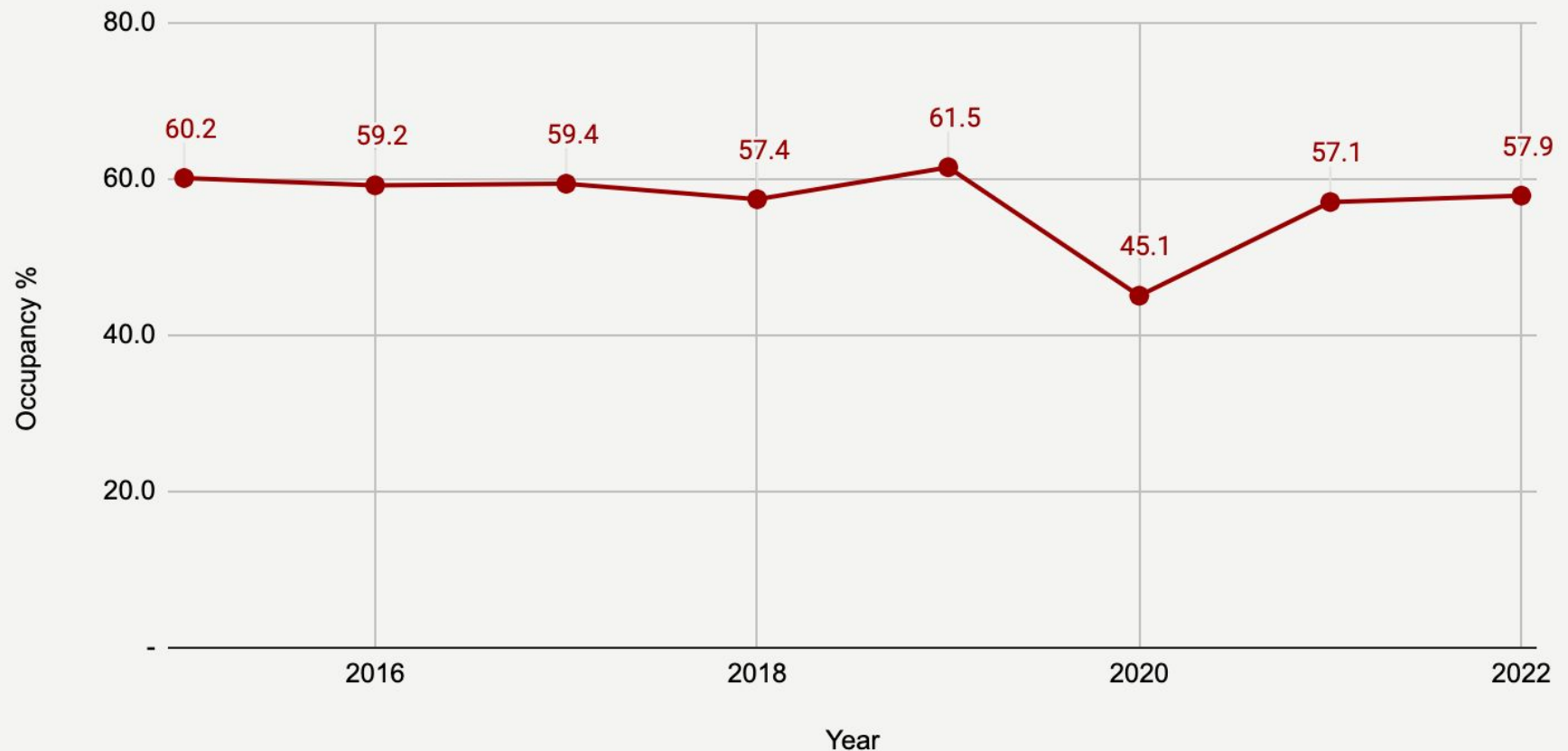
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In 2020 occupancy dipped to its lowest; however, it is expected to steadily recover.

Occupancy rates in 2020 decreased 16.4% compared to 2019.

STR forecasts 2022 to be close to 2018 with just a 0.5% difference.

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# Historical & Forecast ADR 2017-2022 by month

STR Historic &  
Forecast  
2014 - 2022



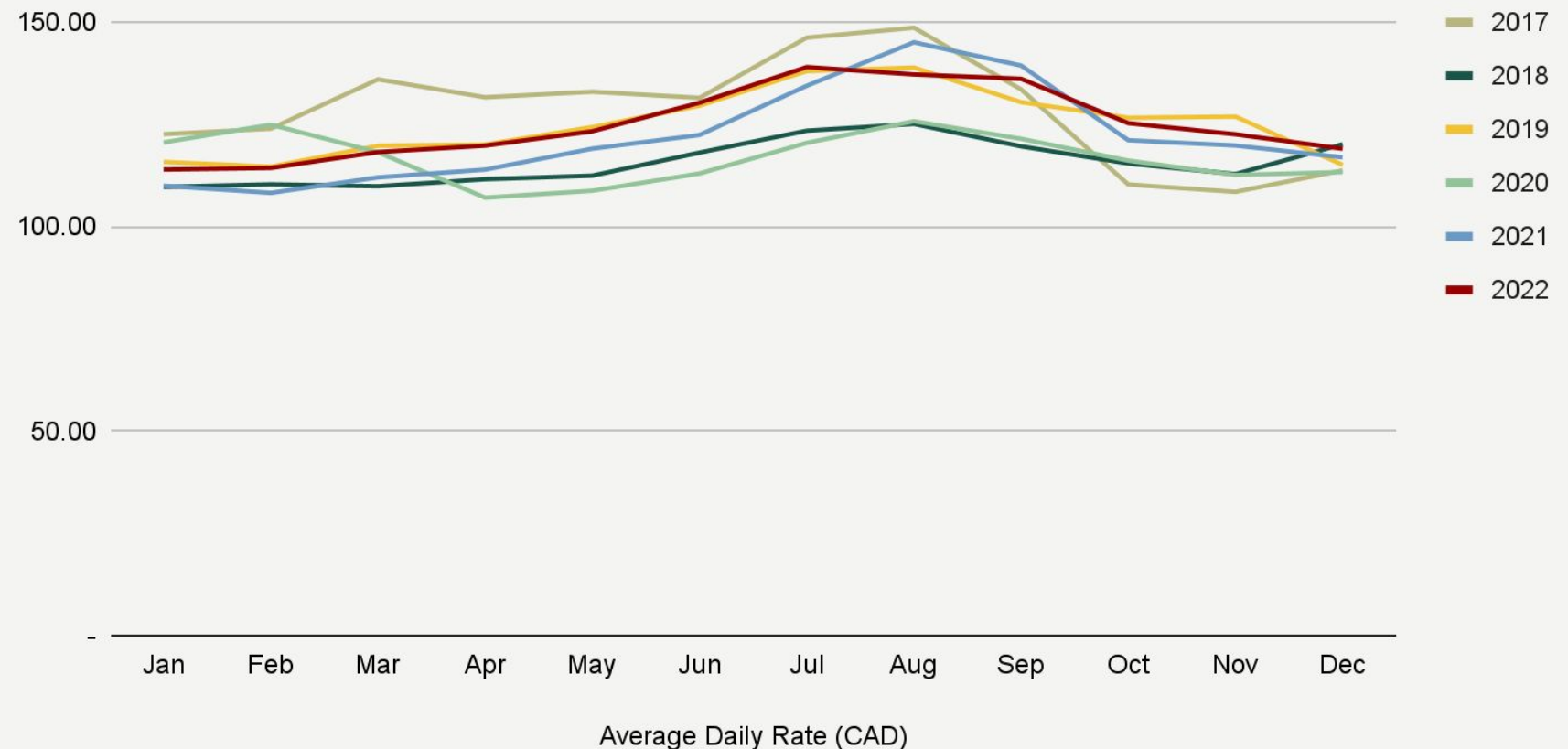
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The average daily rate appears to be moving in response to occupancy rates with the highest being in Aug - Sept. With the exception of March 2017.

For the first half of 2021, the ADR was consistent with past years but then surpassed 2019 rates in August.

STR expects to see 2022 follow closely with 2019, exceeding it only in September with an estimated \$136.16

**NOTE:** This data is from predominantly chain hotels in urban centres and therefore is not representative of the entire region.



# Historical & Forecast ADR 2014-2022 Yearly Averages

STR Historic &  
Forecast  
2014 - 2022

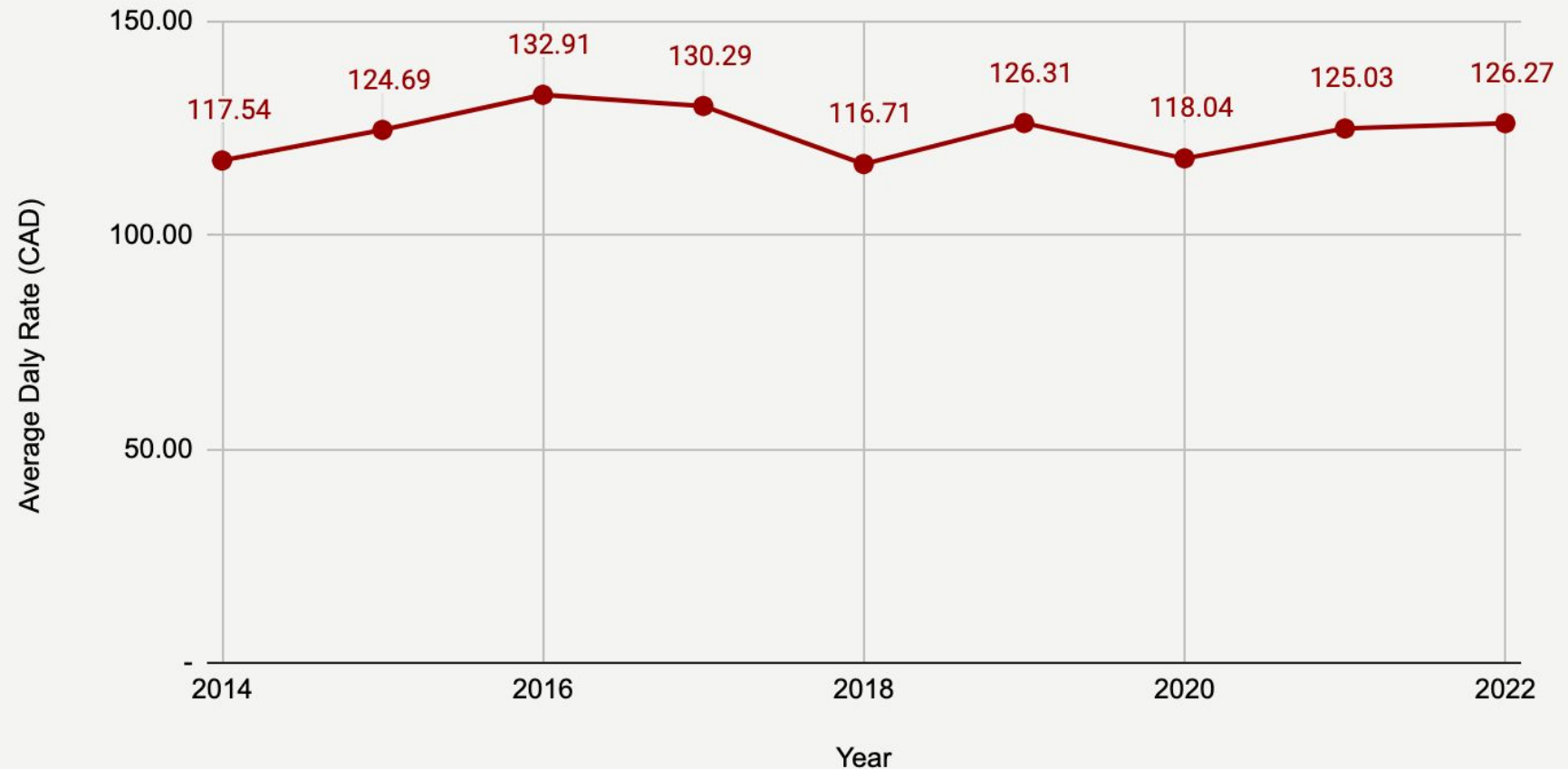


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# Historical & Forecast RevPAR 2017-2022 by month

STR Historic &  
Forecast  
2014 - 2022



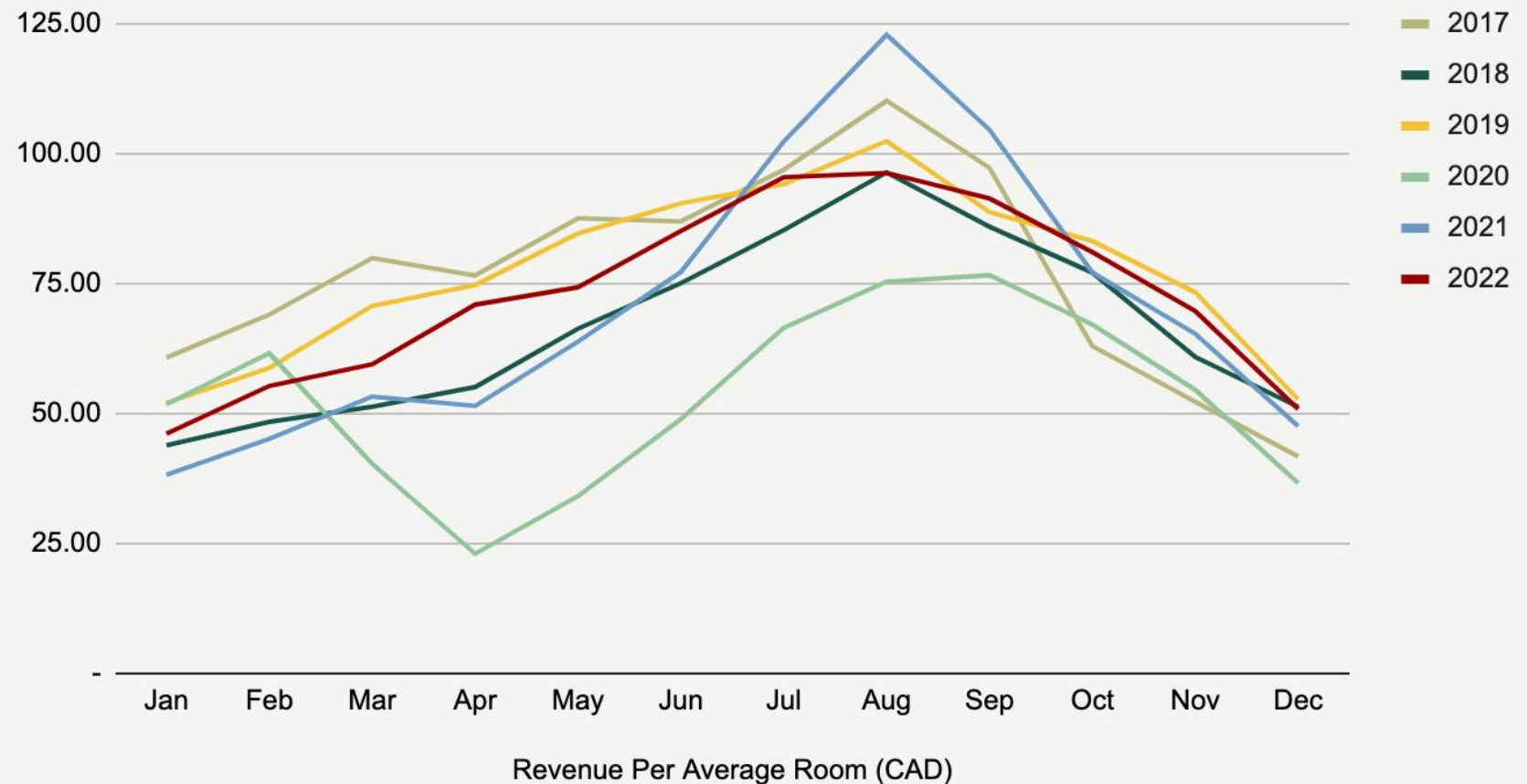
bcrts

Historically, RevPAR steadily grows from the start of the year to Aug-Sept where it declines to an average of around \$50 in December.

In 2020 the lowest RevPAR was April at \$23.05.

STR forecasts 2022 to perform only slightly below 2019, matching in July and possibly exceeding in September.

**NOTE:** This data is from predominantly chain hotels in urban centres and therefore is not representative of the entire region.



# Historical & Forecast RevPAR 2014-2022 Yearly Averages

STR Historic &  
Forecast  
2014 - 2022



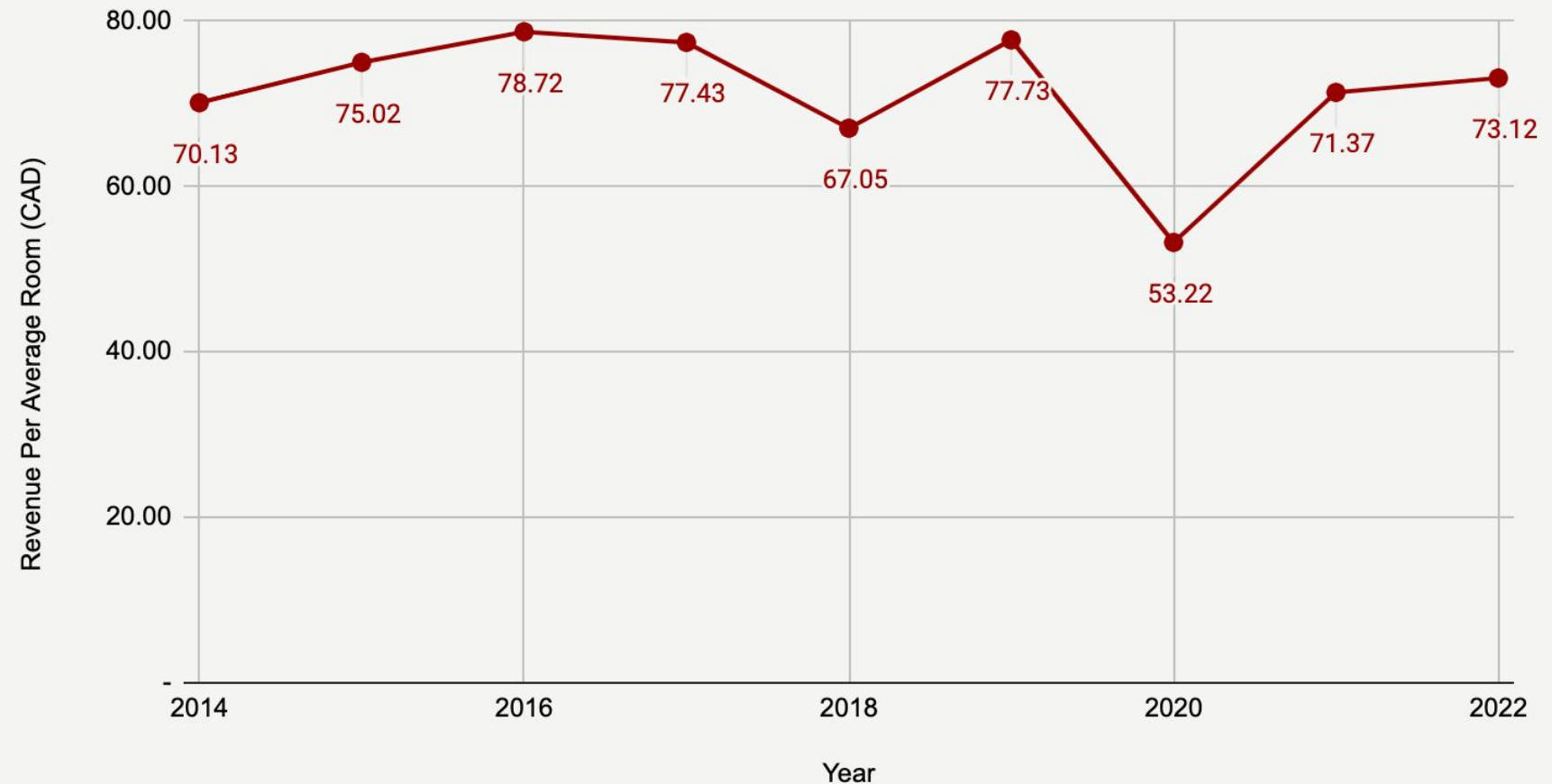
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From 2014 to 2017 RevPAR was steadily increasing. The following year 2018 decreased then recovered in 2019 and decreased again in 2020 due to the pandemic.

The RevPAR in 2020 decreased \$24.51 compared to 2019.

STR forecasts 2022 to be behind 2019 by just \$4.61.

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# Methodology

STR Historic &  
Forecast  
2014 - 2022

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While STR takes reasonable steps to provide accurate data, the information contained in the Custom Forecast is simply a forecast; it is not a guarantee of future results and is subject to change by STR.

NOTE: This data is from predominantly chain hotels in urban centres and therefore is not representative of the ***entire region***.

The forecasts, projections, or operating estimates contained herein are based on current market conditions, anticipated short-term supply and demand factors, and a continued stable economy. These forecasts are, therefore, subject to changes with future considerations and do not take into account any extraordinary events or market anomalies. For more information view the full STR [Custom Forecast here](#).