

# Year to Date Visitor Insights

## STR Destination Report - BC Regions

December 2021 - September 2022

With Yearly averages for 2017-2021

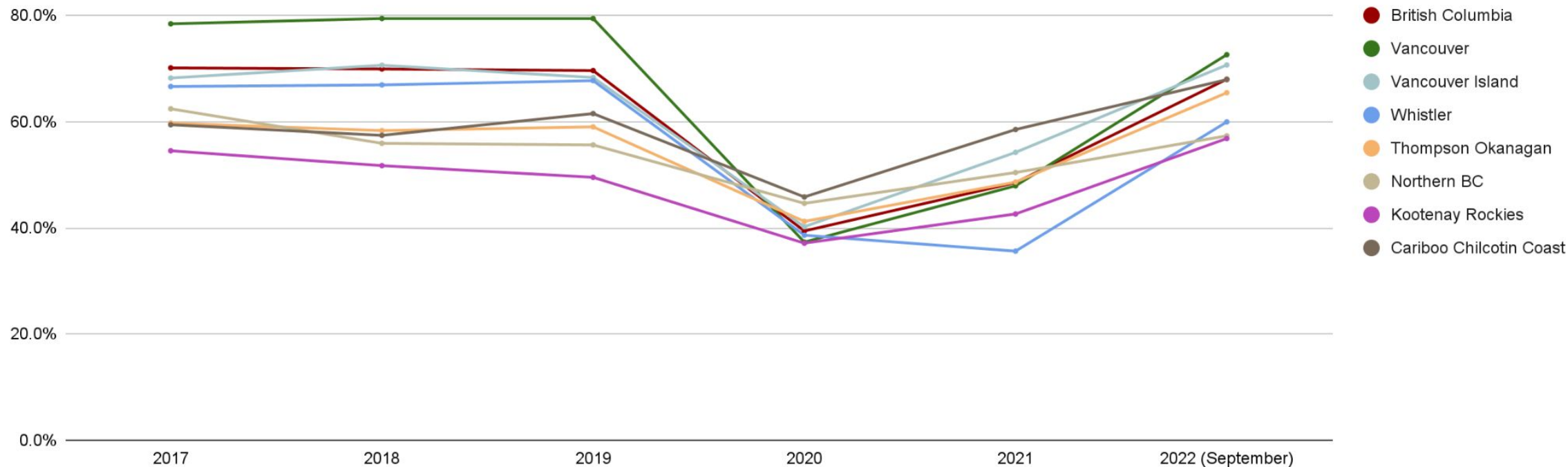


SYMPHONY  
TOURISM  
SERVICES



# Occupancy - Year to Date Average

## 2017 - September 2022



### Key Findings

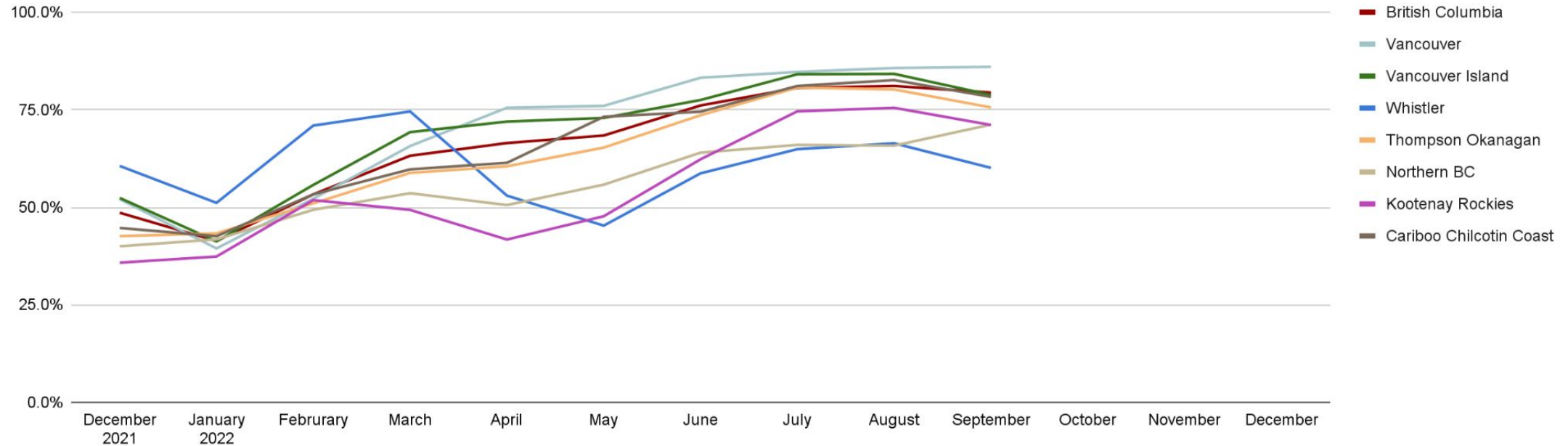
- In 2022, so far, the average across BC regions is **68%** however, this may change as the year progresses
- BC's average occupancy rate for the three years 2017-2019 was **70%**, until 2020 when it dropped to **40%**. From 2020 to 2021 all regions have **increased** and all but Whistler continue to 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 and 2022 so far
- Over the five years 2019-2021 Vancouver Island averaged **61%** Whistler averaged **52%** Thompson Okanagan averaged **55%** Cariboo Chilcotin Coast averaged **57%** Northern BC averaged **54%** and Kootenay Rockies averaged **47%**

### 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.

# Occupancy - Average by month

## 2022



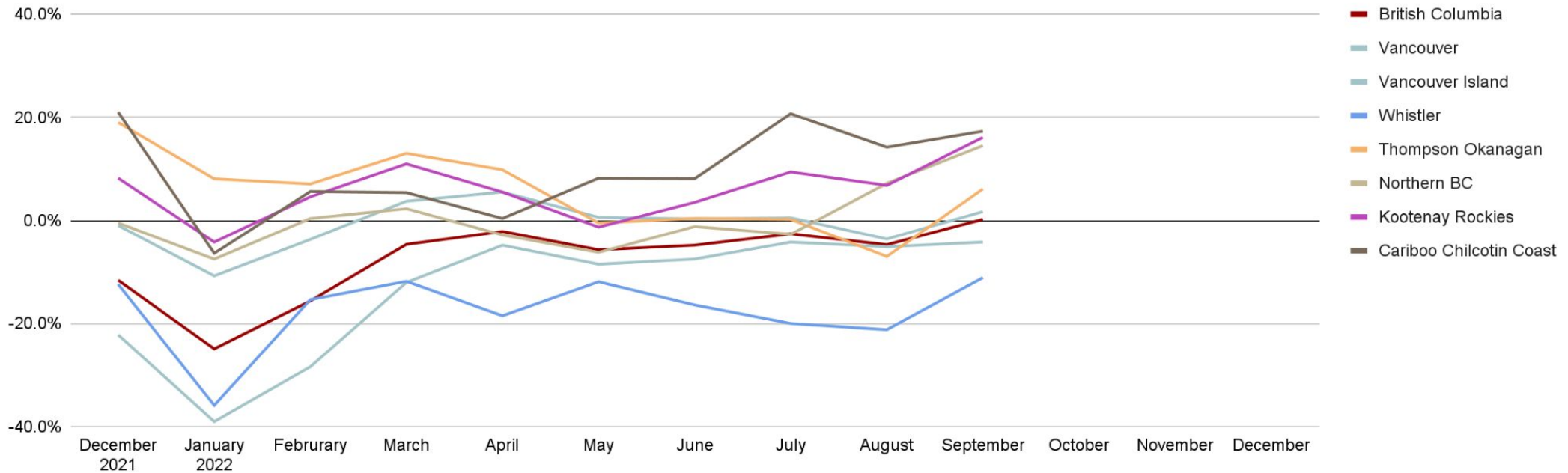
## Key Findings

- In September 2022, the BC Average Occupancy rate is **79.4%**
- Vancouver had the highest occupancy in September 2022 with **86%**, followed closely by Vancouver Island at **78.8%**
- Whistler has the lowest occupancy in September 2022 with **60.1%**

### Note Provincial State of Emergencies

- British Columbia declared a provincial state of emergency on Wednesday, March 18, 2020. Travel within British Columbia was restricted to essential needs only from May 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 percent change Year to Date 2022 compared to 2019



## Key Findings

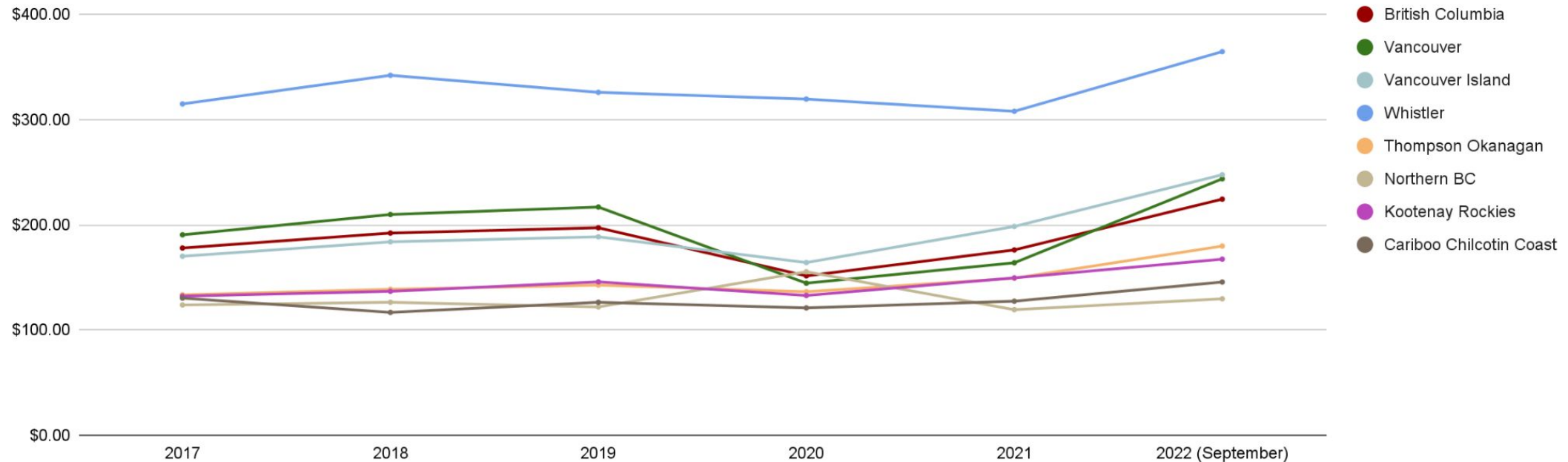
- The BC Average YTD variation was **-6.4%** when comparing September 2022 to 2019
- Northern BC had the smallest variation in occupancy in September 2022 with a **0.2%** change from year to date 2019
- Whistler had the largest variation in occupancy with a **-19.2%** change, followed by Vancouver with a **-10.9%** change in September 2022 from year to date 2019

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# Average Daily Rate - Year to Date Average

## 2017 - September 2022



Source: STR/BCHA/BCRTS Destination Year To Date - September 2022

### Key Findings

- In 2022, so far, the average across BC regions is **\$224.33** however this may change as the year goes on
- Across the five years, 2017-2021 Whistler had the highest ADR on average over **\$322**, 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 **\$151** in 2020, but increased to **\$176** by the end of 2021.
- 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 slowly recovered in 2021 and 2022
- Across the three years from 2017 to 2019, average ADR for Vancouver was **\$206**, Vancouver Island was **\$181**, Whistler was **\$327**, Thompson Okanagan was **\$138**, Northern BC was **\$124** Kootenay Rockies was **\$138** and Cariboo Chilcotin Coast was **\$124**

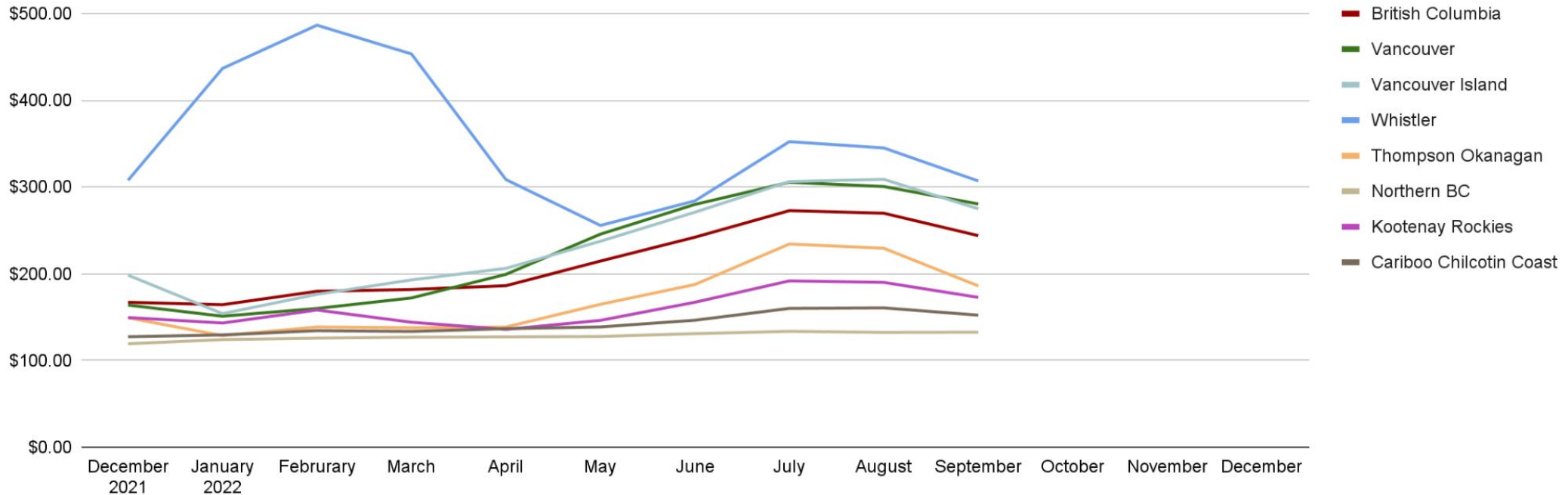
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# Average Daily Rate - Average by month

## 2022



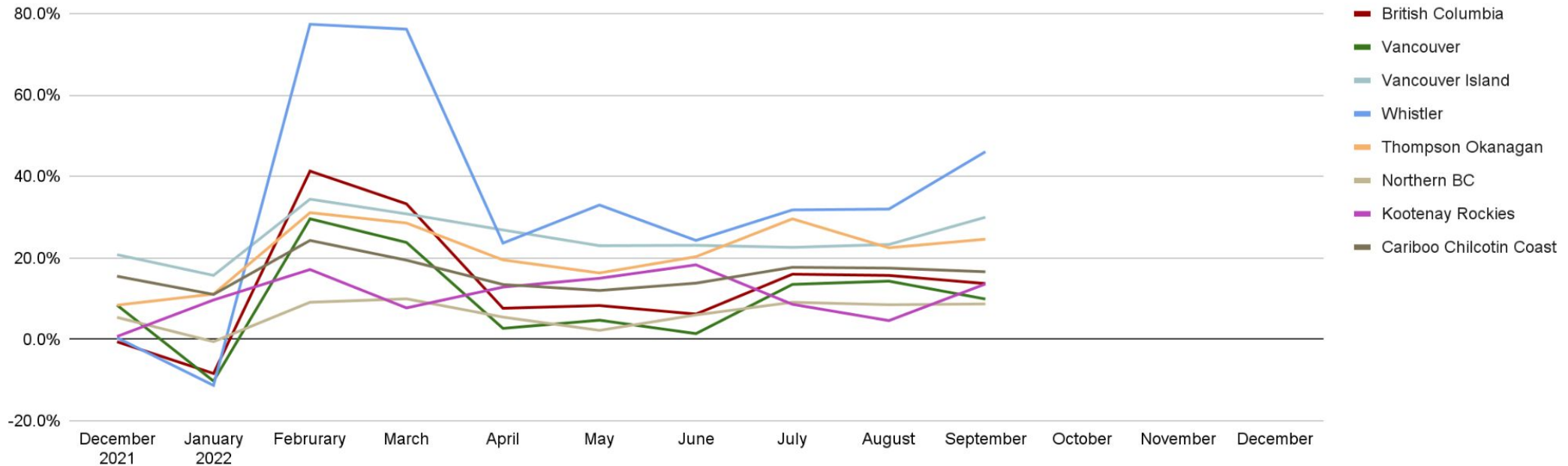
## Key Findings

- The BC Avg ADR in September 2022 was **\$243.94**
- Whistler had the highest ADR in September 2022 with **\$306.99**
- Northern BC had the lowest ADR in September 2022 with **\$132.56**

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# Average Daily Rate - Monthly percent change Year to Date 2022 compared to 2019



## Key Findings

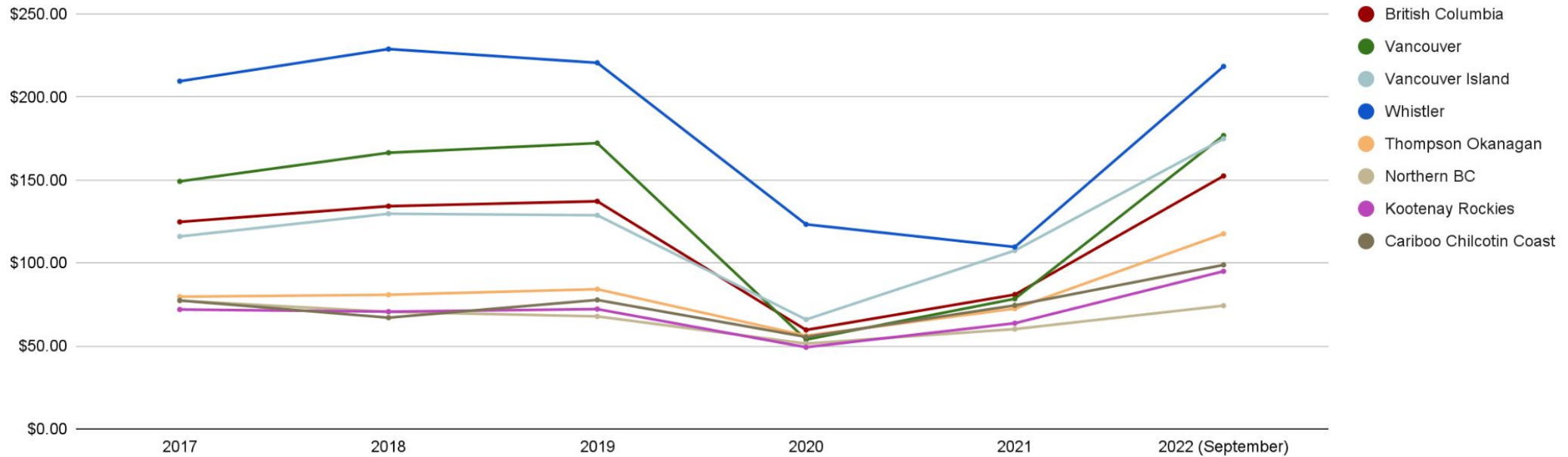
- The BC Avg variation in ADR comparing September 2022 to 2019 was **13.7%**
- Northern BC had the smallest variation in ADR in September 2022 with a **8.7%** change from year to date 2019
- Whistler had the largest variation in ADR in September 2022 with a **46.1%** change from 2019

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# Revenue Per Average Room - Year to Date Average

## 2017 - September 2022



Source: STR/BCHA/BCRTS Destination Year To Date - September 2022

### Key Findings

- In 2022, so far, the average across BC regions is **\$152.46** however this may change as the year goes on
- Across the three years, 2017-2019 Whistler had the highest RevPAR on average over **\$200**, until 2020 when it dipped below **\$125**, and evened at **\$109** in 2021, trending upwards for 2022
- BC's average RevPAR 2017-2021: Leading up to the pandemic was **\$132**, decreased to **\$60** for the year 2020. Year to date, BC's average RevPAR for Jan to Dec 2021, is **\$80.95**, exceeding 2020
- Across the years from 2017 to 2019, average RevPAR for Vancouver was **\$163**, Vancouver Island was **\$125**, Whistler was **\$220**, Thompson Okanagan was **\$82**, Northern BC was **\$72**, Kootenay Rockies was **\$72**, and Cariboo Chilcotin Coast was **\$74**

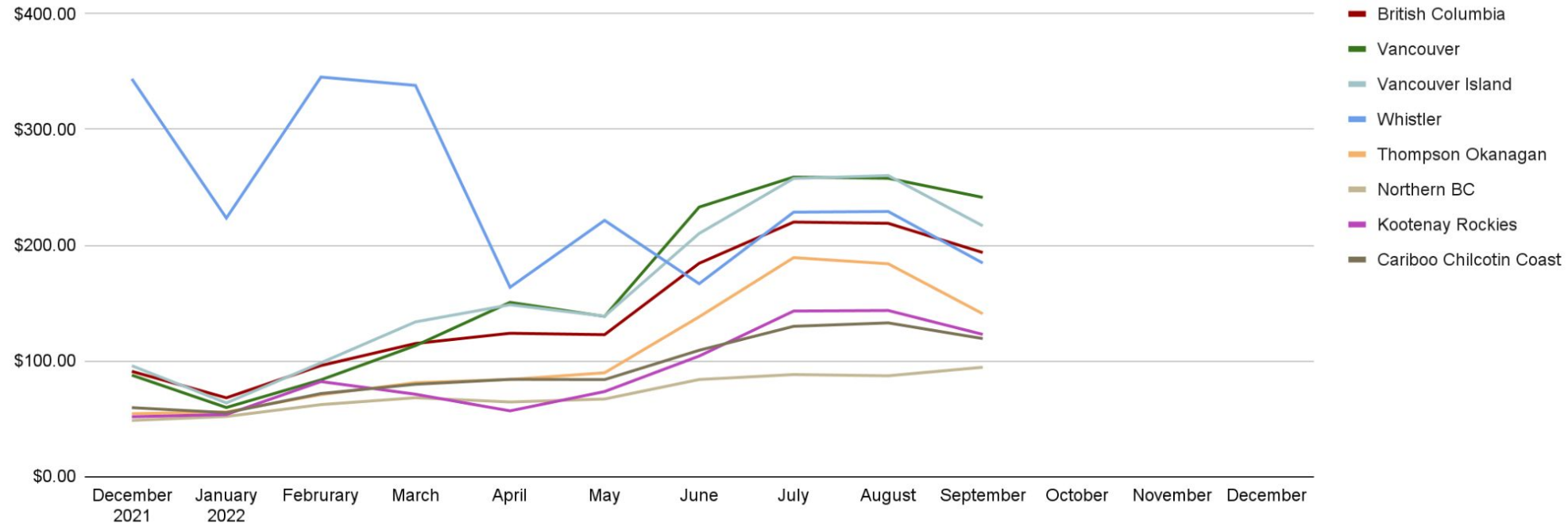
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# Revenue Per Average Room - Average by month

## 2022



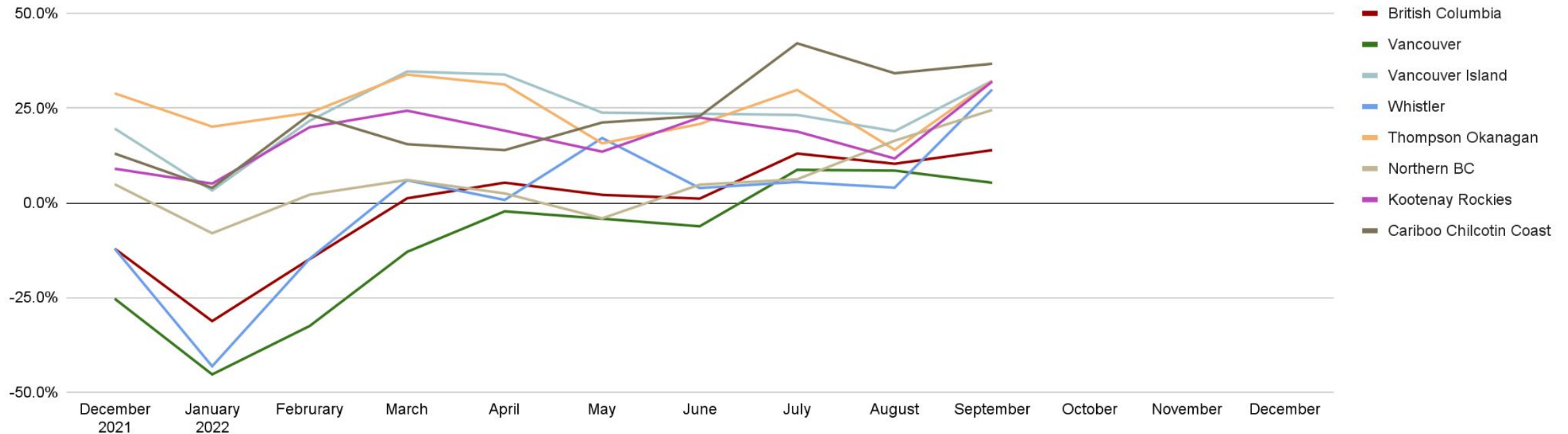
## Key Findings

- The BC Average RevPAR for September 2022 was **\$193.58**
- Vancouver had the highest RevPAR in September 2022 with **\$241.26**
- Northern BC had the lowest RevPAR in September 2022 with **\$94.37**

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# Revenue Per Average Room - Monthly percent change Year to Date - 2022 compared to 2019



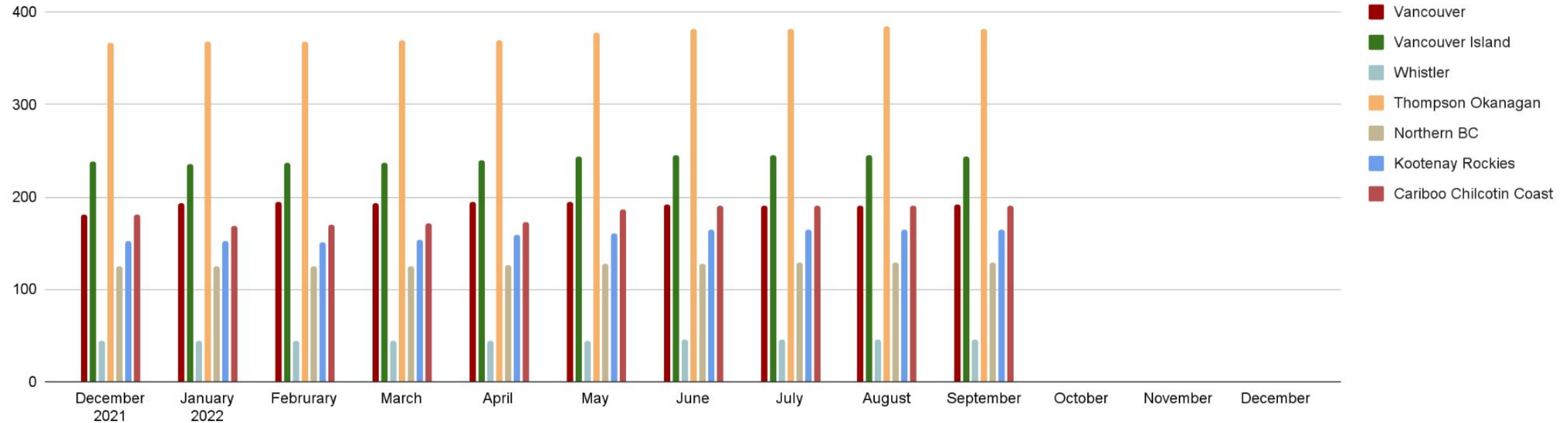
## Key Findings

- The BC Avg variation in RevPAR was **13.9%** comparing September 2022 to 2019
- Vancouver had the smallest variation in RevPAR in September 2022 with a **5.3%** change from year to date 2019
- Cariboo Coast/South Central BC had the largest variation in RevPAR in September 2022 with a **36.7%** change from year to date 2019

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# Property Participation Census (Total Properties in Database)



**British Columbia September Census total: 1348**

## Key Findings

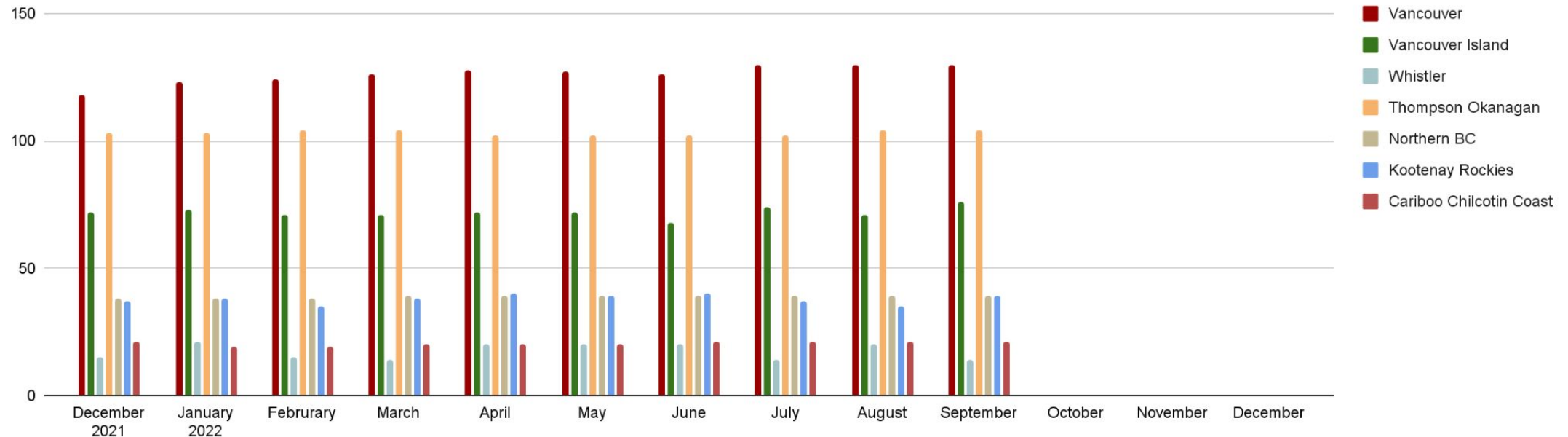
- Out of the regions, Thompson Okanagan had the highest number of properties in the STR database (Census) in September 2022 with **382**
- Whistler had the lowest number of properties in the STR database (Census) in September 2022 with **46**

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# Property Participation

## Sample (Total Properties Submitting Data)



**British Columbia September Sample total: 423**

### Key Findings

- Vancouver had the highest property participation with **130** out of the **191** properties reporting data in September 2022
- Cariboo Chilcotin Coast had the lowest property participation with **21** out of the **191** properties reporting data in September 2022

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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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