

Monthly Occupancy Insights

STR Destination Report

January 2023

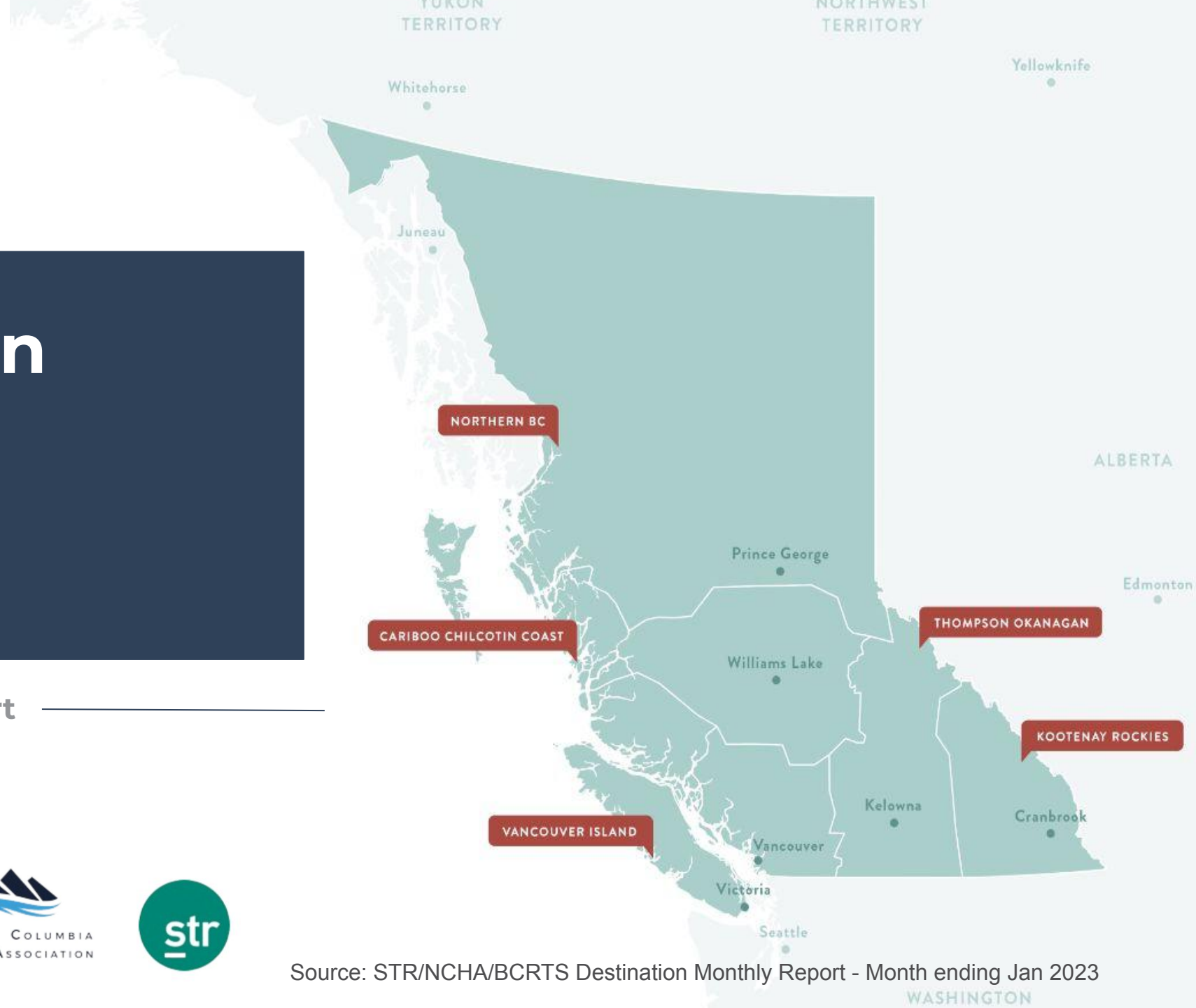
2023 Monthly Report



SYMPHONY
TOURISM
SERVICES



Source: STR/NCHA/BCRTS Destination Monthly Report - Month ending Jan 2023

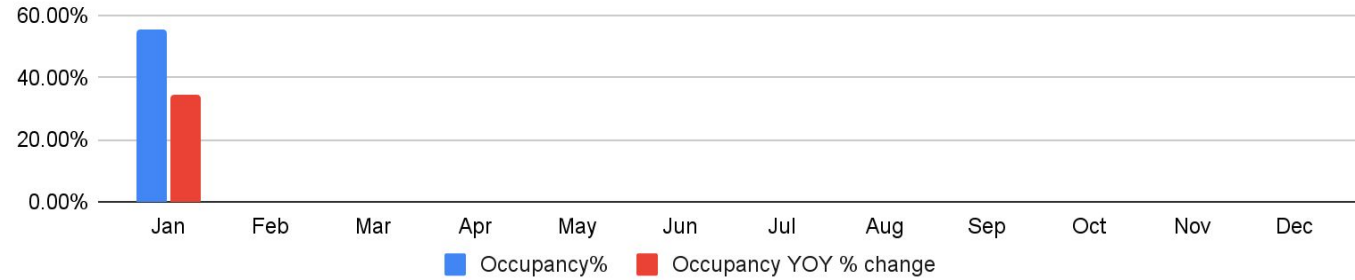


British Columbia Summary

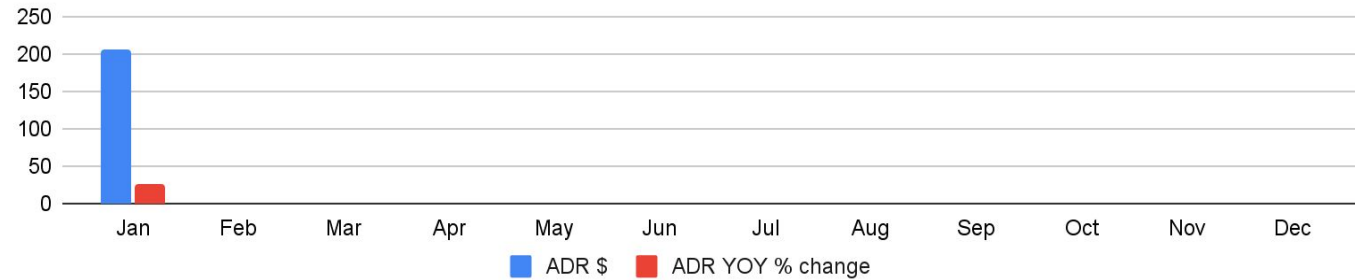
January, 2023

- British Columbia had a **55.80%** occupancy for the month of January, up **34.30%** compared to the same month in 2022.
- British Columbia had an ADR of **\$205.08** for the month of January, up **26%** compared to the same month in 2022.
- British Columbia had a RevPAR of **\$114.4** for the month of January, up **34.30%** compared to the same month in 2022.

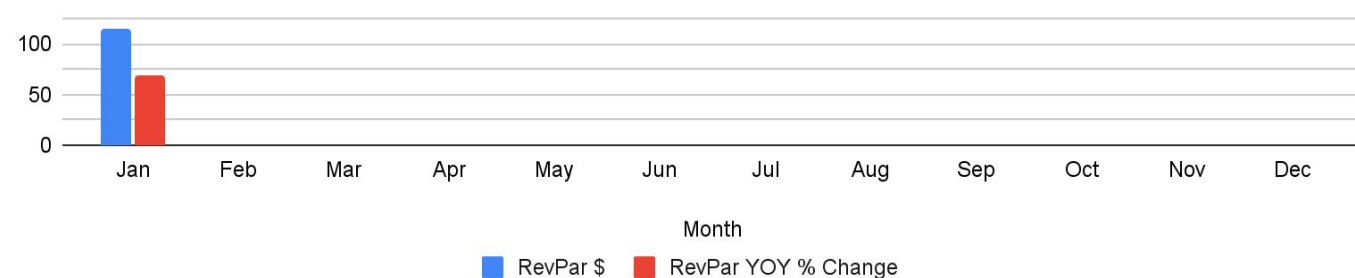
Occupancy



ADR



RevPar



Yearly Averages:

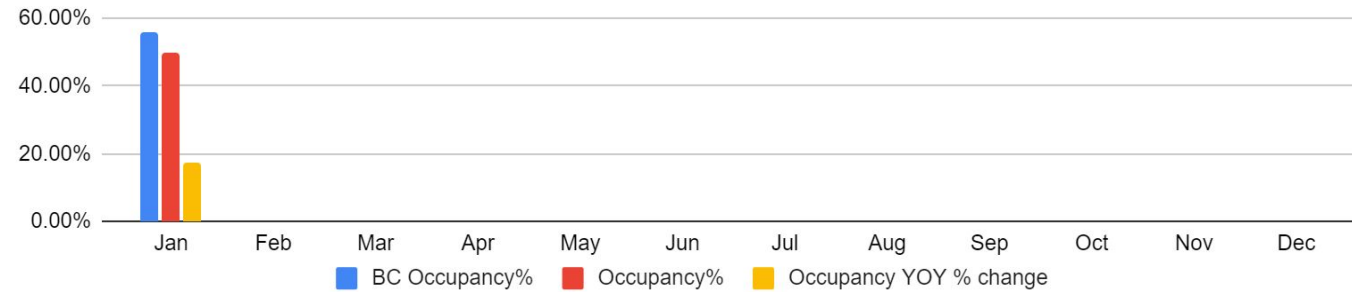
Year	occ	ADR	REVPAR
2019	69.60%	\$197.13	\$137.20
2020	39.40%	\$151.4	\$59.64
2021	48.50%	\$176.07	\$80.95
2022	66.50%	\$218.04	\$67.62
2023 (YTD)	55.80%	\$205.08	\$144.92

Cariboo Chilcotin Coast Summary

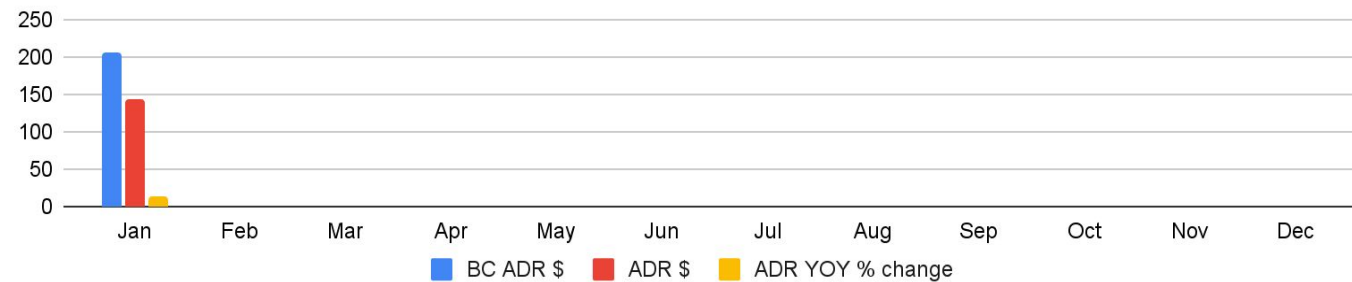
January, 2023

- Cariboo Chilcotin Coast had a **50.00%** occupancy for the month of January, up **17.50%** compared to the same month in 2022. BC had a **55.80%** occupancy for the month of January.
- Cariboo Chilcotin Coast had an ADR of **\$156.36** for the month of January, up **12.8%** compared to the same month in 2022. BC had an ADR of **\$205.08** for the month of January.
- Cariboo Chilcotin Coast had a RevPAR of **\$71.88** for the month of January, up **32.5%** compared to the same month in 2022. BC had a RevPAR of **\$114.4** for the month of January.

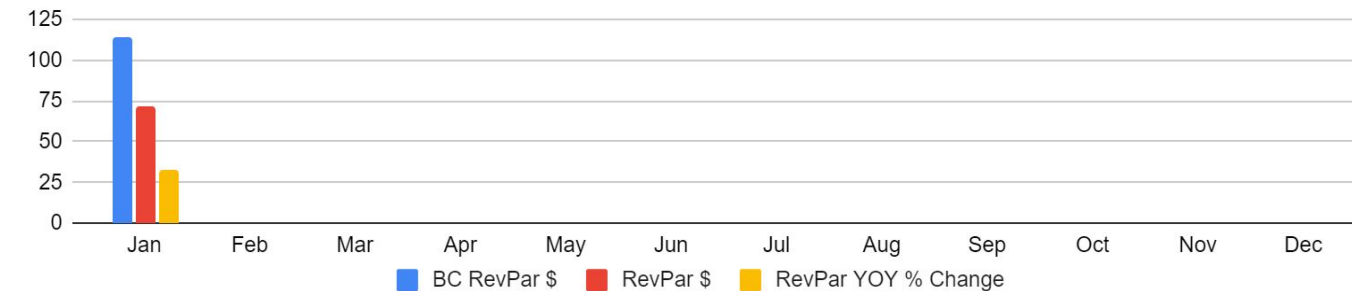
Occupancy



ADR



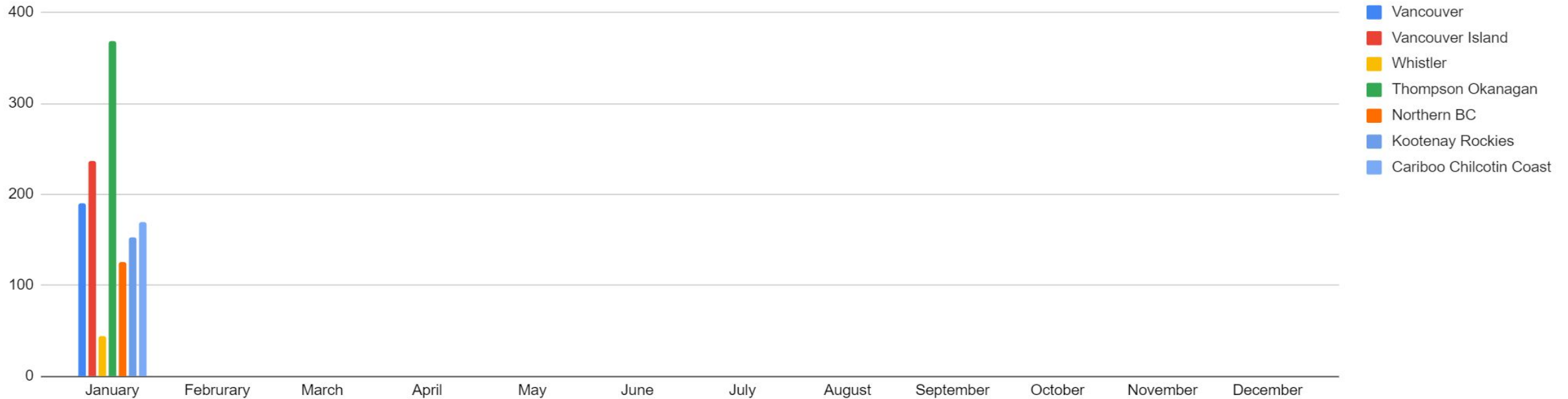
RevPar



Yearly Averages:

Year	occ	ADR	REVPAR
2019	61.50%	\$126.31	\$77.73
2020	45.80%	\$120.99	\$55.46
2021	58.50%	\$127.36	\$74.47
2022	65.60%	\$144.60	\$94.90
2023 (YTD)	50.00%	\$143.77	\$71.88

Property Participation Census (Total Properties in Database)



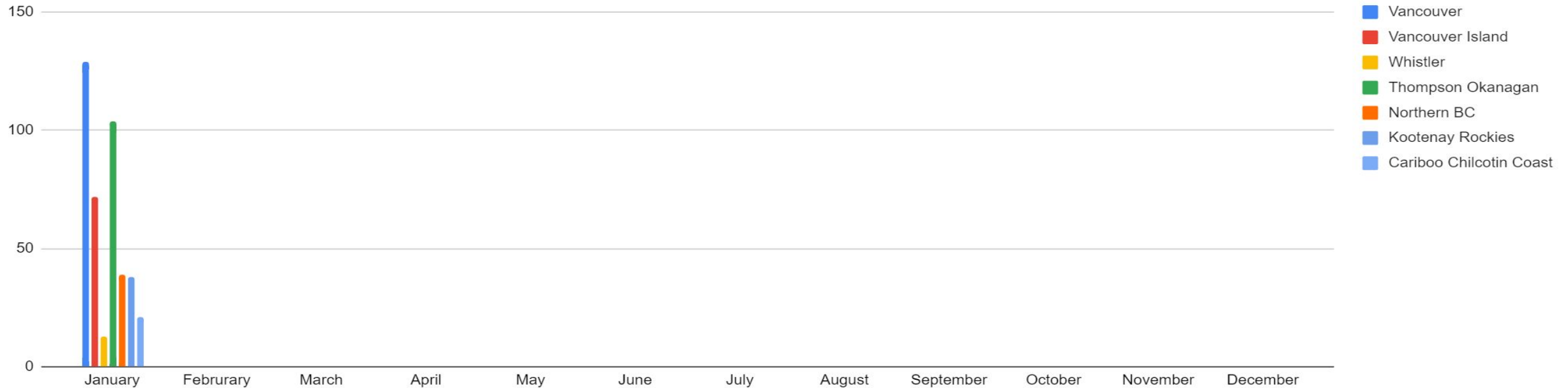
British Columbia January Census total: 1290

Summary

- Out of the regions, Thompson Okanagan had the highest number of properties in the STR database (Census) in January 2023 with **369**, followed by Vancouver Island with **237**, Vancouver with **190**, Cariboo Chilcotin Coast with **170**, Kootenay Rockies with **153**, and Northern BC with **126**.
- Whistler had the lowest number of properties in the database in January 2023 with **45**.

Property Participation

Sample (Total Properties Submitting Data)



British Columbia January Sample total: 416

Key Findings

- Vancouver had the highest property participation with **129** out of the **190** properties reporting data in January 2023, followed by Thompson Okanagan with **104** out of **369**, Vancouver Island with **72** out of **237**, Northern BC with **39** out of **126**, Kootenay Rockies with **38** out of **153**, and Cariboo Chilcotin Coast with **21** out of **170**.
- Whistler had the lowest property participation with **13** out of the **45** properties reporting data in January 2023.

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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