

# Measuring Occupancy Patterns

October 2, 2024 Update (Week 38)

2024 Weekly Report



# Purpose

- The Measuring Occupancy Patterns report was created to help tourism industry understand their weekly behaviour in occupancy.
- The weekly STR report provides up-to-date insights into the tourism industry, helping destinations strategically plan how to attract and engage visitors.
- This report focuses on the regions of **British Columbia**.



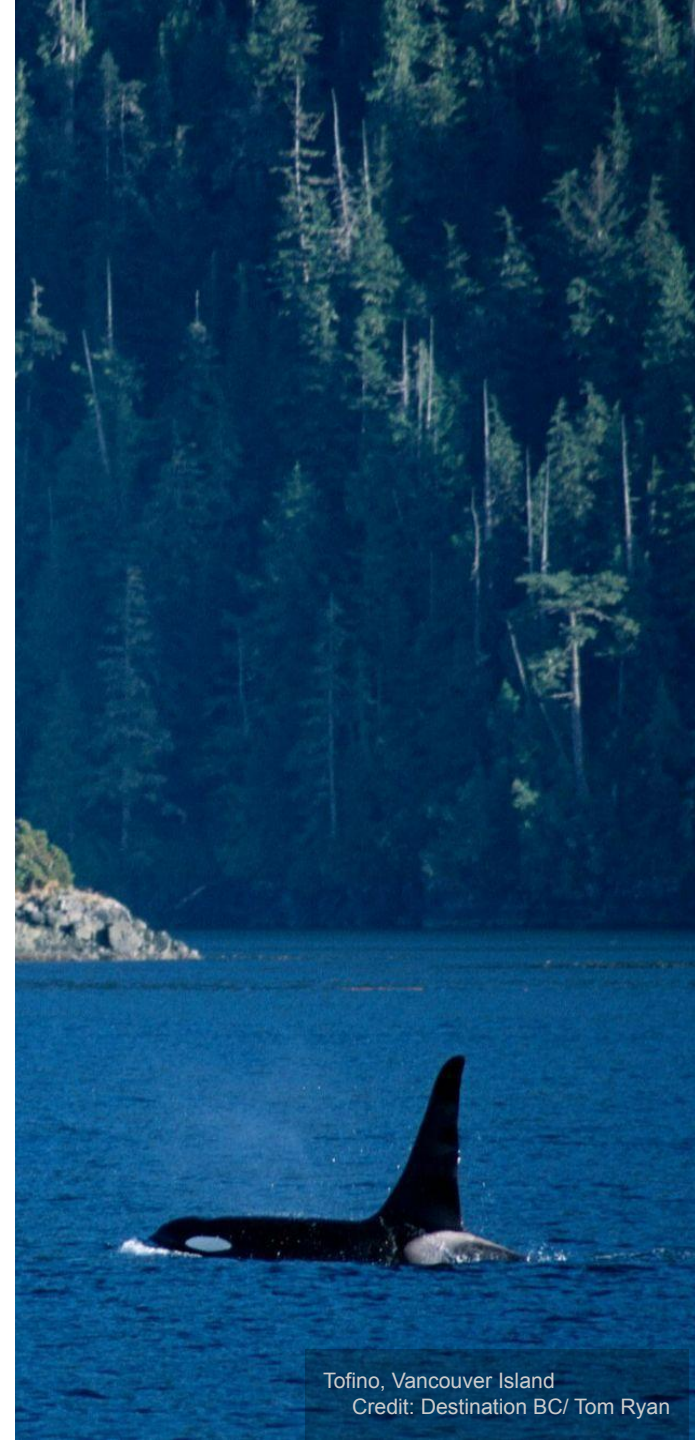
# STR Methodology

- On a daily, weekly and monthly basis, STR processes performance data from hotels all across BC and the world. This data is submitted straight from the source: chain headquarters, management companies, owners and directly from independent hotels. The data used to understand the BC tourism regions' performance compared to BC as a whole and to each other.
- STR delivers confidential data on hotel Occupancy, Average Daily Rate (ADR) and Revenue per Available Room (RevPar), for markets such as the tourism regions of BC and for individual companies who participate.

- **Participate in the STR “STAR” report: Submit your data and receive free reports benchmarking your performance against your market. Sign up today for free here: <https://surveys.str.com/s3/Hotel-Enrollment-Form>**

(or)

- **Email [info@str.com](mailto:info@str.com) to request more information**





# STR Hospitality Summary

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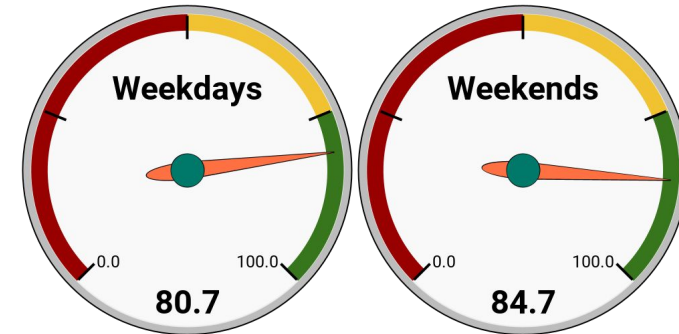
STR/BCHA

# STR Summary BC & Regions

## September 15 - September 21, 2024

- British Columbia had a **80.7%** Occupancy from Sunday-Thursday and a **84.7%** Occupancy during the weekend, down **0.6%** compared to the same week in 2023.
- British Columbia had an ADR of **\$279.5** from Sunday-Thursday and an ADR of **\$288.2** during the weekend, down **3.6%** compared to the same week in 2023.
- British Columbia had a RevPAR of **\$225.4** from Sunday-Thursday and a RevPAR of **\$244.2** during the weekend, down **4.2%** compared to the same week in 2023.

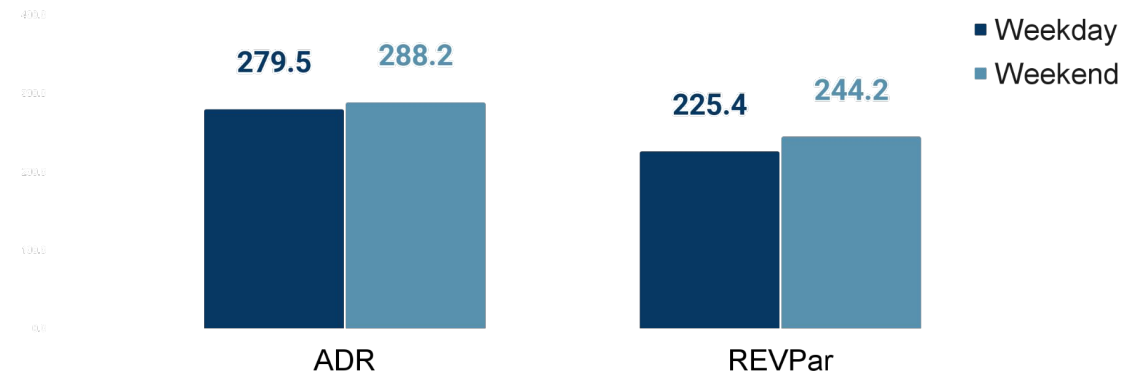
Average Occupancy



### Regional Statistics the Weekend of September 20 - September 21, 2024:

	OCC	ADR	REVPAR
Vancouver	88.6%	\$349.1	\$309.2
Vancouver Island	86.6%	\$313.6	\$271.5
Whistler	74.9%	\$301.1	\$225.5
Thompson Okanagan	85.9%	\$205.4	\$176.5
Northern BC	70.3%	\$141.6	\$99.6
Kootenay Rockies	77.2%	\$225.3	\$174
Cariboo Chilcotin Coast	77.9%	\$154.3	\$120.3

Average of ADR and RevPAR by Weekday and Weekend

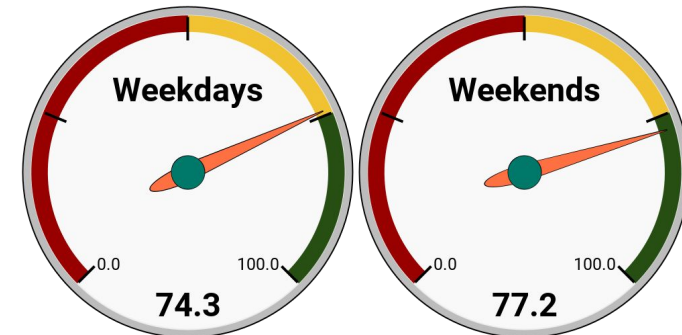


# Kootenay Rockies Summary

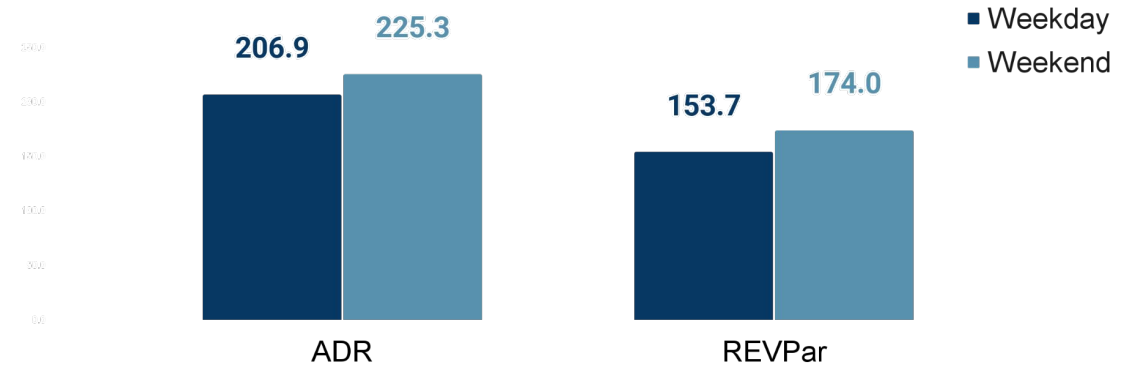
## September 15 - September 21, 2024

- Kootenay Rockies had a **74.3%** Occupancy from Sunday - Thursday and a **77.2%** Occupancy during the weekend, giving the region the **third-lowest** percent Occupancy in BC.
  - Compared to the week of September 16, 2023, Occupancy is up **7.3%**
- Kootenay Rockies had an ADR of **\$206.9** from Sunday - Thursday and an ADR of **\$225.3** during the weekend, giving the region the **fourth-highest** ADR in BC.
  - Compared to the week of September 16, 2023, ADR is up **19.8%**
- Kootenay Rockies had a RevPAR of **\$153.7** from Sunday - Thursday and a RevPAR of **\$174** during the weekend, giving the region the **fourth-highest** RevPAR in BC.
  - Compared to the week of September 16, 2023, RevPAR is up **28.5%**

### Average Occupancy



### Average of ADR and RevPAR by Weekday and Weekend



#### British Columbia:

Weekday (Sunday - Thursday)

Weekend (Friday - Saturday)

Compared to the same week in 2023

	OCC	ADR	REVPAR
Weekday (Sunday - Thursday)	80.7%	\$279.5	\$225.4
Weekend (Friday - Saturday)	84.7%	\$288.2	\$244.2
Compared to the same week in 2023	<b>-0.6%</b>	<b>-3.6%</b>	<b>-4.2%</b>

# 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 short-term rental 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.
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# Notes

## Long **Weekends and Holidays:**

- New Years Day
- Family Day
- Good Friday
- Victoria Day
- Canada Day
- B.C. Day
- Labour Day
- Truth & Reconciliation Day
- Thanksgiving Day
- Remembrance Day
- Christmas Day

## **Notes:**

- The baseline of comparison is 2023, with percentages above 0% indicating higher rates of visitation in 2024 than 2023, and percentages below 0% indicating lower rates of visitation in 2024 than 2023.
- Weekly comparisons may not reflect the exact same date between the two comparison years. Therefore holiday weekends may fall on different weeks and result in higher peaks in the current year. Please refer to the Appendix for date conversions. Ex. Good Friday was April 7 in 2023 (week of April 3) and March in 2024 (week of March 25), this created a leap/fall when comparing year over year.



# Appendix - Date conversions

	Week of - 2023	Week of - 2024
New Years Day	January 2, 2023 (Week 1)	January 1, 2024 (Week 1)
Family Day	February 20, 2023 (Week 8)	February 19, 2024 (Week 8)
Good Friday	April 7, 2023 (Week 14)	March 29, 2024 (Week 13)
Victoria Day	May 22, 2023 (Week 21)	May 20, 2024 (Week 21)
Canada Day	July 1, 2023 (Week 27)	July 1, 2024 (Week 27)
B.C. Day	August 7, 2023 (Week 32)	August 5, 2024 (Week 32)
Labour Day	September 4, 2023 (Week 36)	September 2, 2024 (Week 36)
Truth & Reconciliation Day		
Thanksgiving Day		
Remembrance Day		
Christmas Day		

# Contact Us



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