



bcrts British Columbia
Regional Tourism
Secretariat

STR Historic & Forecast

Report: 2014 - 2022



Historical & Forecast Occupancy 2017-2022 by month

STR Historic &
Forecast
2014 - 2022



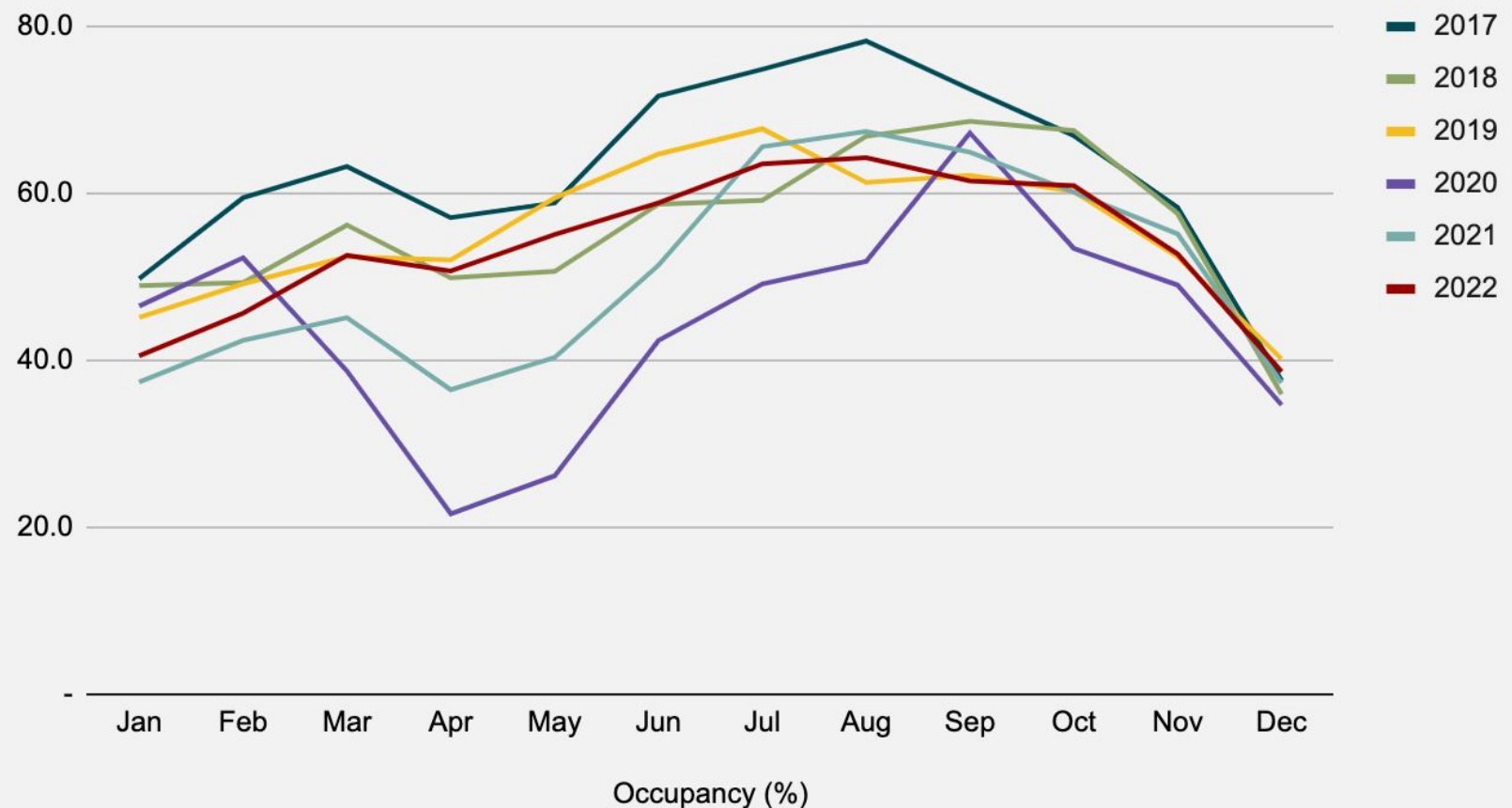
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Historically, occupancy peaks slightly in March, then arches gradually through June-Sept, where it declines to an average around 40% in December.

2020 is an anomaly year with the impact of the Pandemic and the lowest occupancy in April at 21.6%.

STR forecasts 2022 to perform only slightly below 2019, matching in March and October, and possibly exceeding in Aug with 64.3%.

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

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Forecast
2014 - 2022



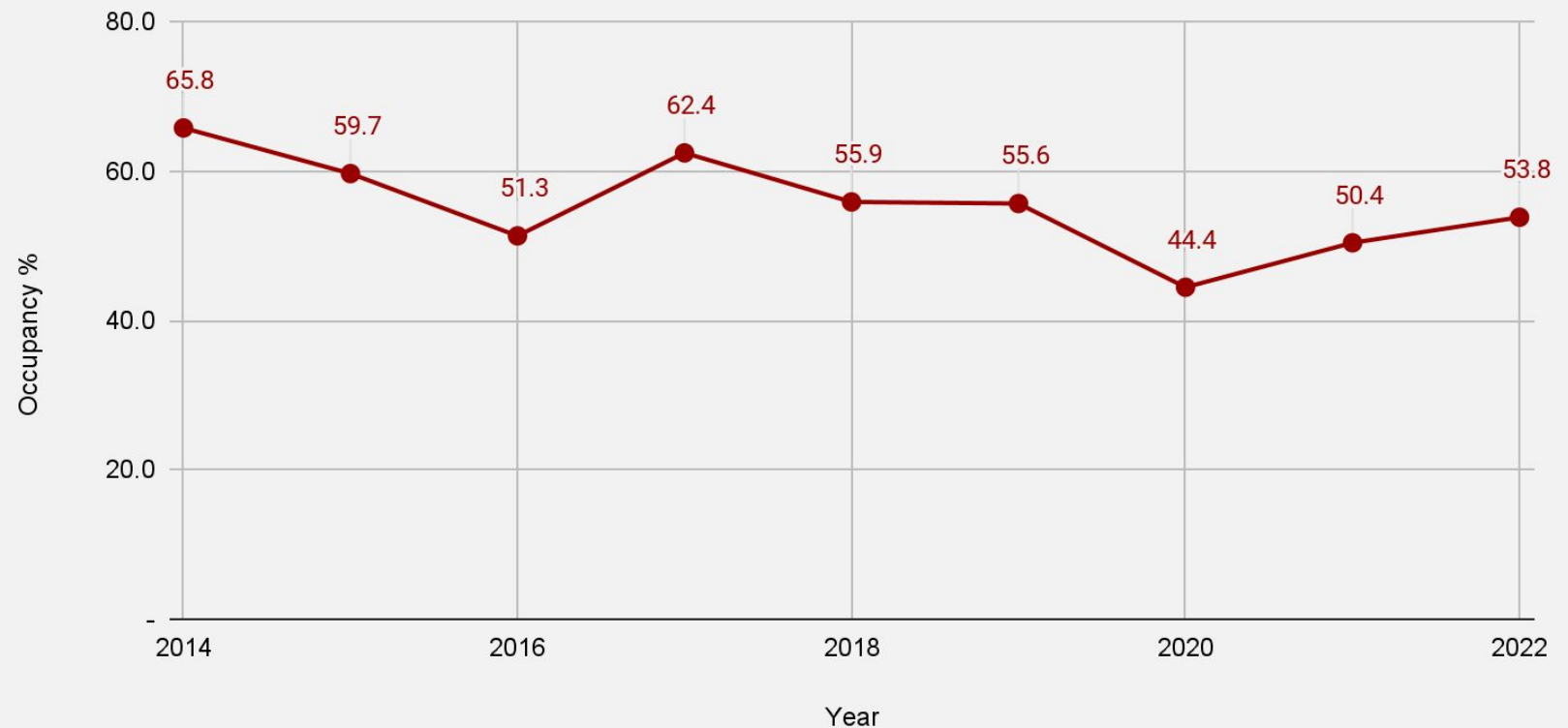
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From 2014 to 2016 occupancy rates were declining. In 2017-2019 was some recovery and stabilizing. Then in 2020 occupancy dipped to its lowest; however, it is expected to steadily recover.

Occupancy rates in 2020 decreased 11.2% compared to 2019.

STR forecasts 2022 to be close to 2019 with just a 1.8% difference.

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



Source: STR

Historical & Forecast ADR 2017-2022 by month

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Forecast
2014 - 2022



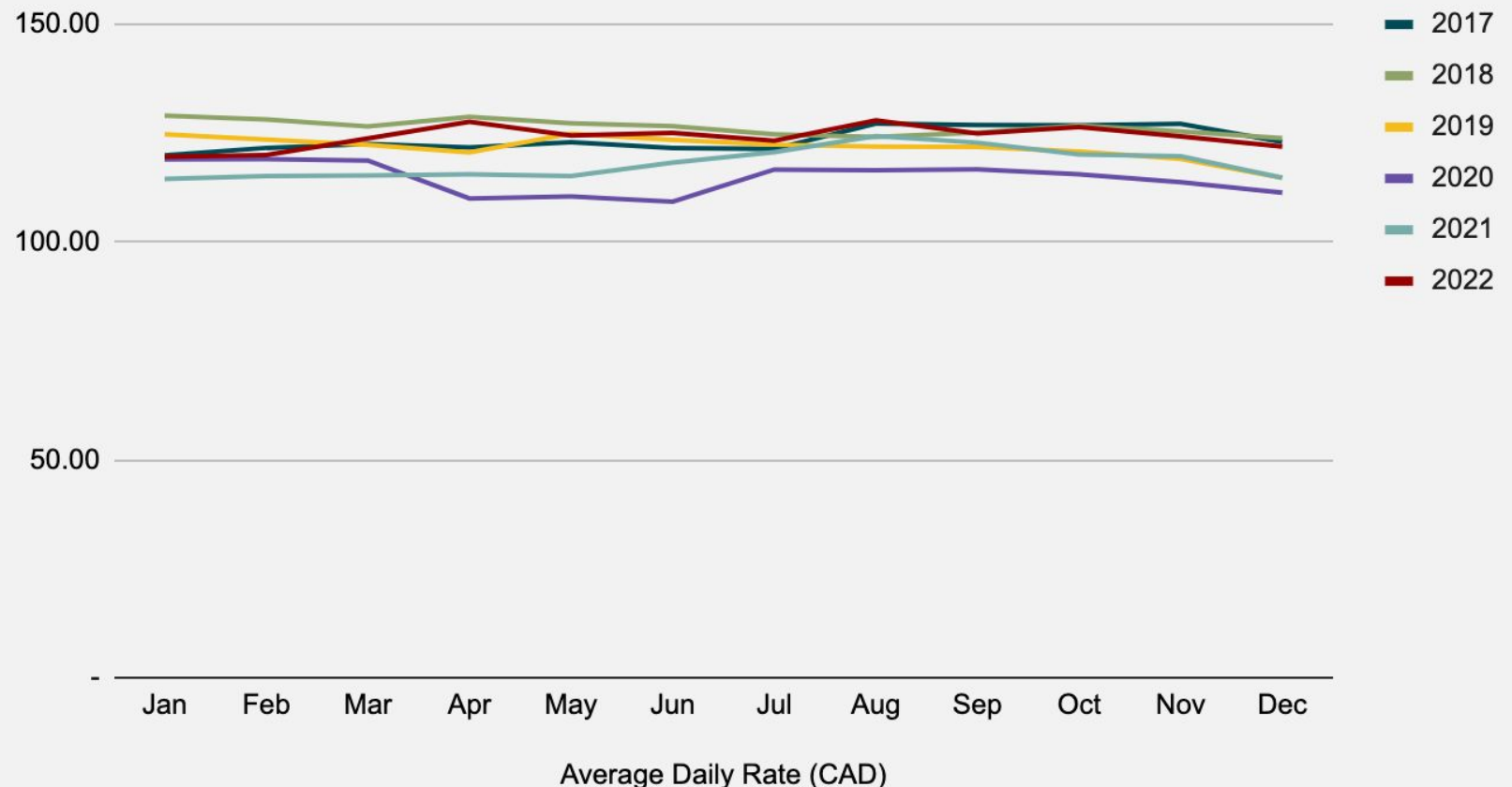
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The average daily rate is more consistent than occupancy rates, with no noticeable peaks.

2020 saw the lowest ADR in June at \$109.32.

STR expects to see 2022 follow slightly above 2019, exceeding it in May and Aug - Dec. With the highest ADR expected to be \$127.97 in August.

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Source: STR

Historical & Forecast ADR 2014-2022 Yearly Averages

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2014 - 2022



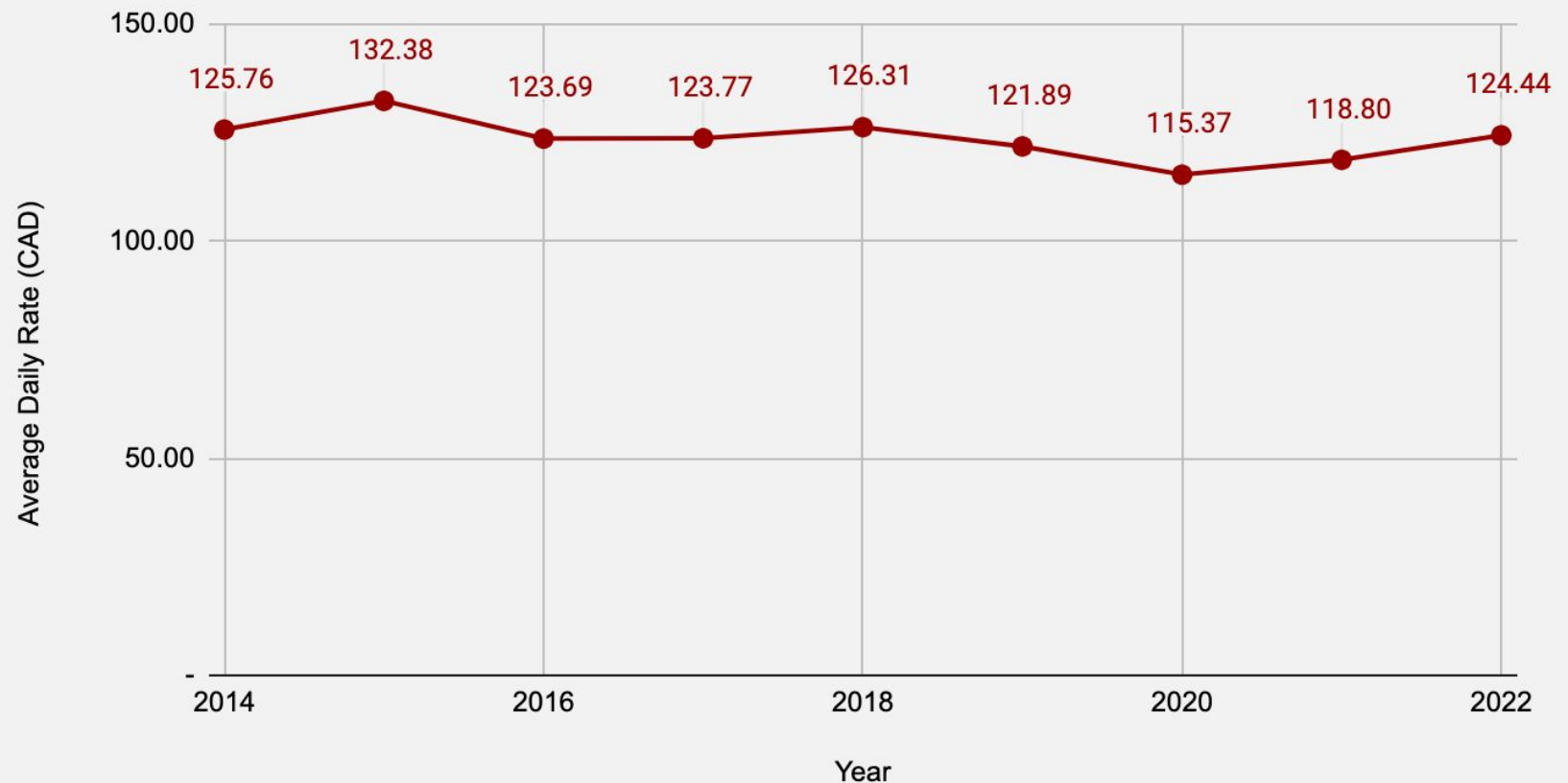
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The Average Daily Rate was at its highest in 2015. Following years remained steady with an average of \$120.

ADR in 2020 decreased by \$6.52 compared to 2019.

STR forecasts 2022 to be on par with pre-pandemic years.

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Source: STR

Historical & Forecast RevPAR 2017-2022 by month

STR Historic &
Forecast
2014 - 2022



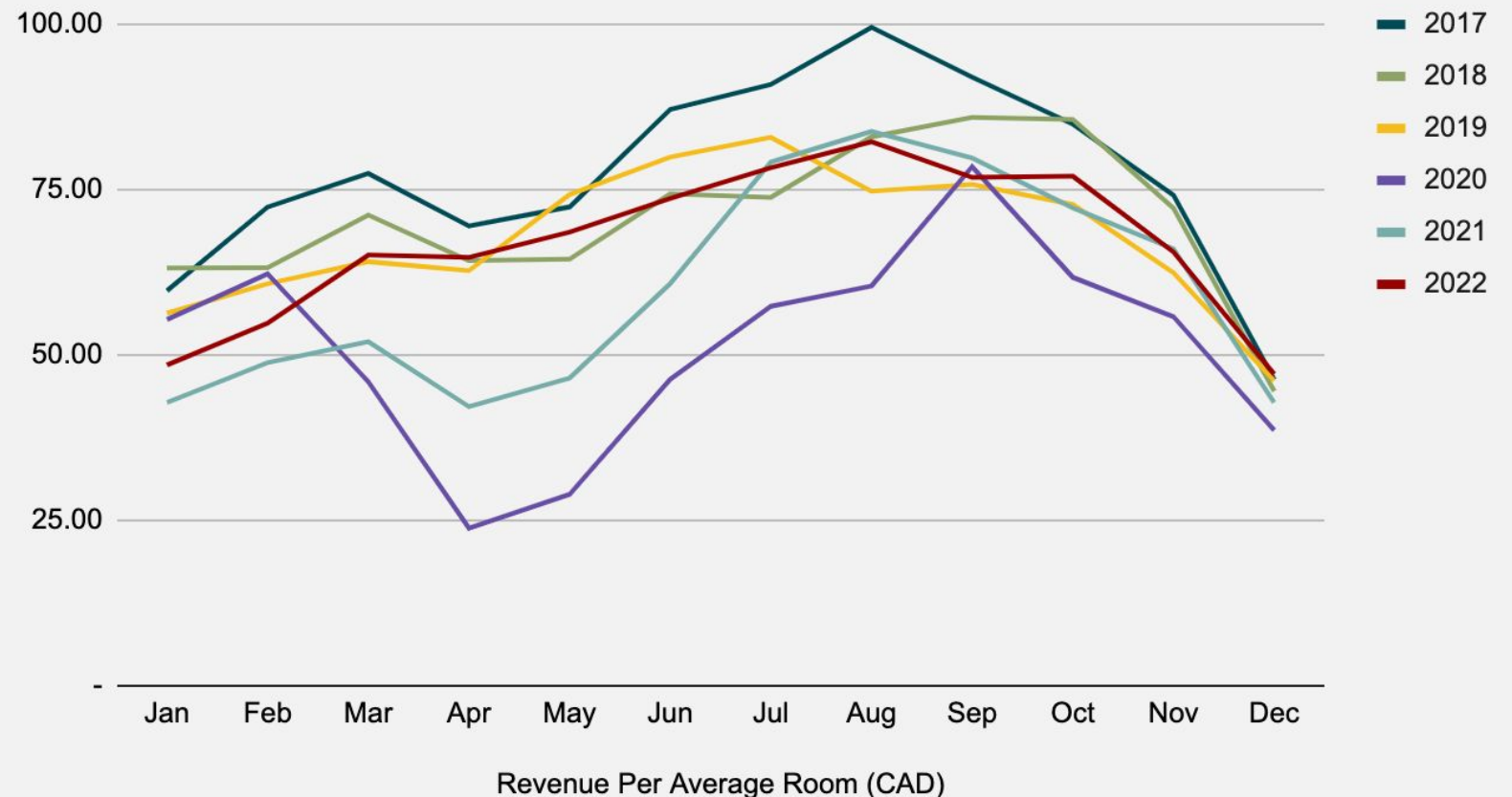
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The revenue per average room appears to be moving similarly to occupancy rates with a gradual arch from May - Sept. Then declines to an average around \$42 in December.

In 2020 the lowest RevPAR was April at \$23.80.

STR forecasts 2022 to perform closely with 2019, exceeding in April, August and October. The highest at \$82.26 in August.

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



Source: STR

Historical & Forecast RevPAR 2014-2022 Yearly Averages

STR Historic &
Forecast
2014 - 2022



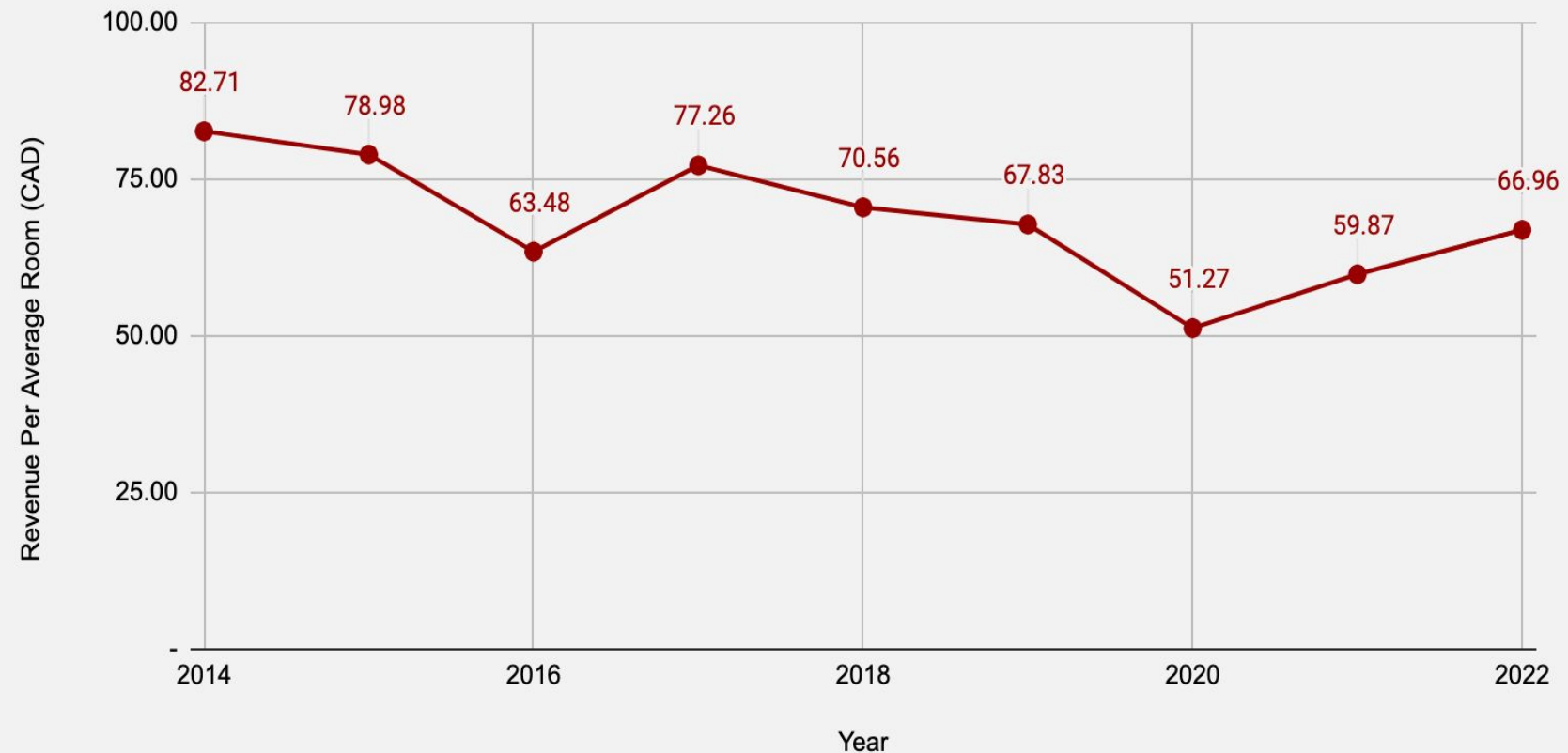
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From 2014 to 2016 revenue per average room was declining. 2017-2019 saw some recovery and stabilizing. Then in 2020 RevPAR dipped to its lowest; however, it is expected to steadily recover.

The RevPAR in 2020 decreased \$16.56 compared to 2019.

STR forecasts 2022 to be behind 2019 by just \$0.87.

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Source: STR

Methodology

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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.

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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](#).