

# Monthly Occupancy Insights

# AirDNA Destination Report

April 2023

2023 Monthly Report



SYMPHONY  
TOURISM  
SERVICES

AIRDNA



Source: Monthly AirDNA\_Trend\_Report

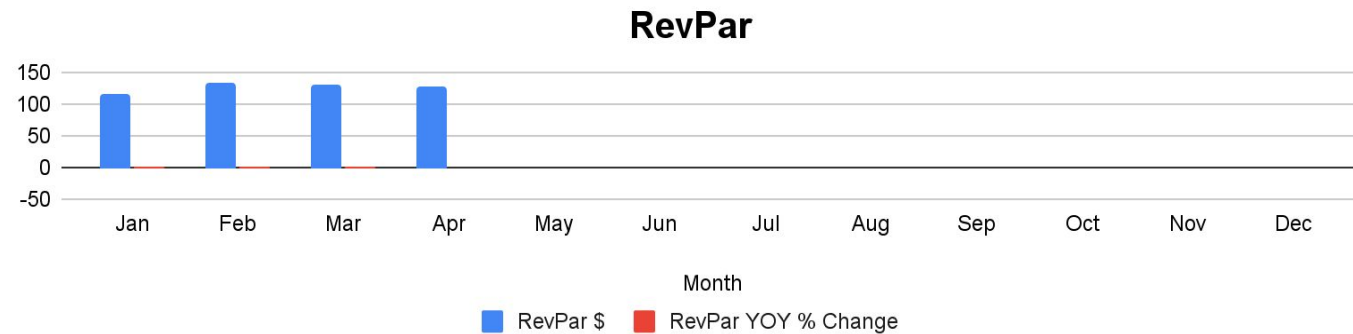
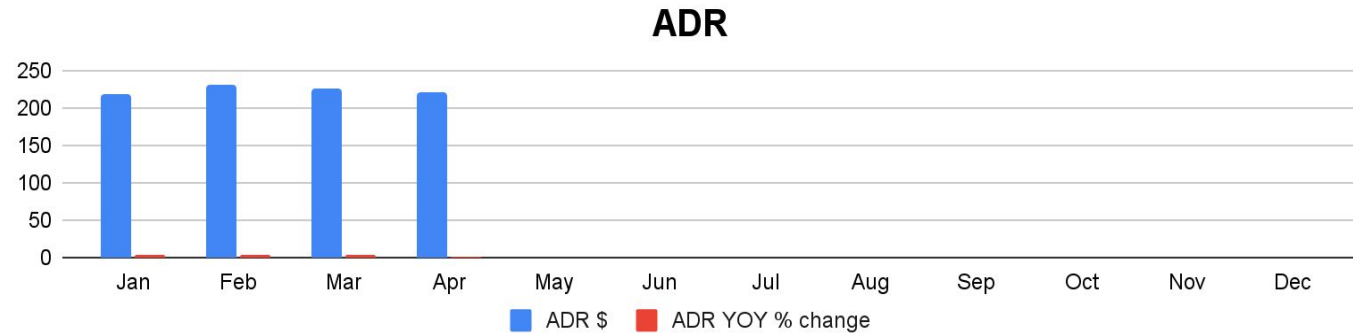
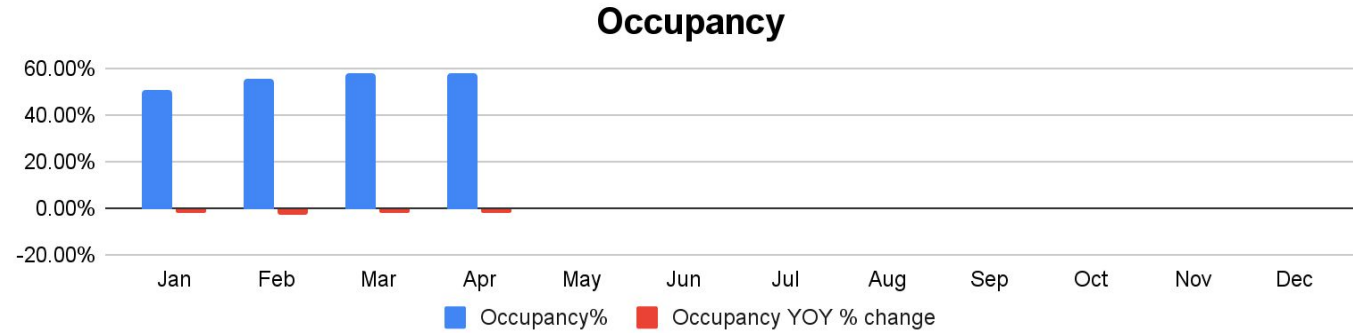
# British Columbia Summary

## April, 2023

- British Columbia had a **58.29%** occupancy for the month of April, down **1.90%** compared to the same month in 2022.
- British Columbia had an ADR of **\$221.30** for the month of April, up **1.73%** compared to the same month in 2022.
- British Columbia had a RevPAR of **\$128.99** for the month of April, down **0.20%** compared to the same month in 2022.

### Yearly Averages:

Year	occ	ADR	REVPAR
2021	55.20%	\$191.00	\$110.20
2022	56.80%	\$206.00	\$122.00
2023 (YTD)	55.77%	\$224.33	\$127.65

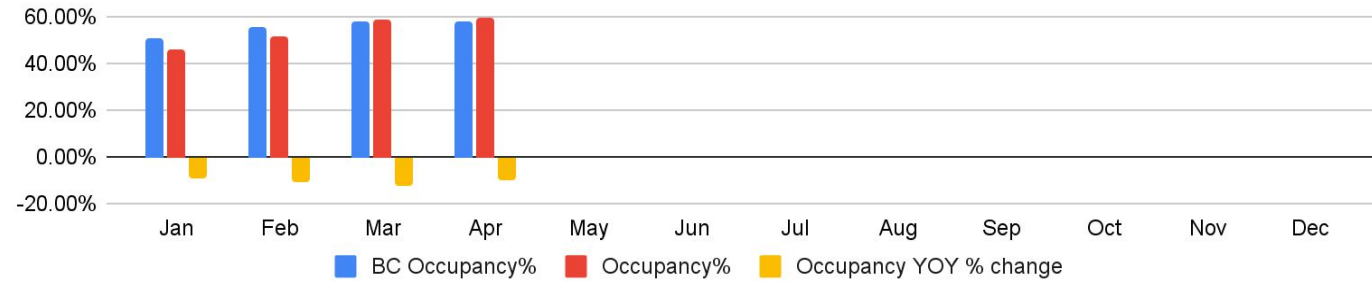


# Vancouver Island Summary

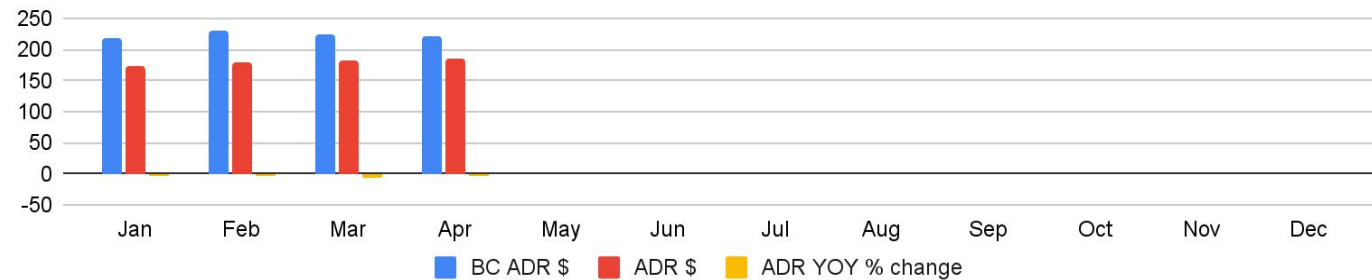
## April, 2023

- Vancouver Island had a **60.00%** occupancy for the month of April, down **10.00%** compared to the same month in 2022. BC had a **58.29%** occupancy for the month of April.
- Vancouver Island had an ADR of **\$186.00** for the month of April, down **3.70%** compared to the same month in 2022. BC had an ADR of **\$221.30** for the month of April.
- Vancouver Island had a RevPAR of **\$112.00** for the month of April, down **13.30%** compared to the same month in 2022. BC had a RevPAR of **\$128.99** for the month of April.

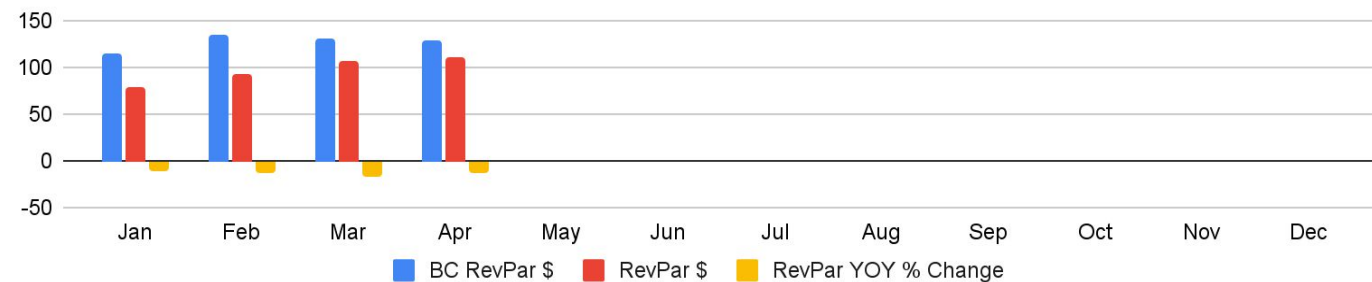
### Occupancy



### ADR



### RevPar



### Yearly Averages:

Year	OCC	ADR	REVPAR
2021	65.00%	\$186.00	\$123.00
2022	64.00%	\$198.00	\$129.00
2023 (YTD)	54.25%	\$180.50	\$98.50

# Thompson Okanagan Summary

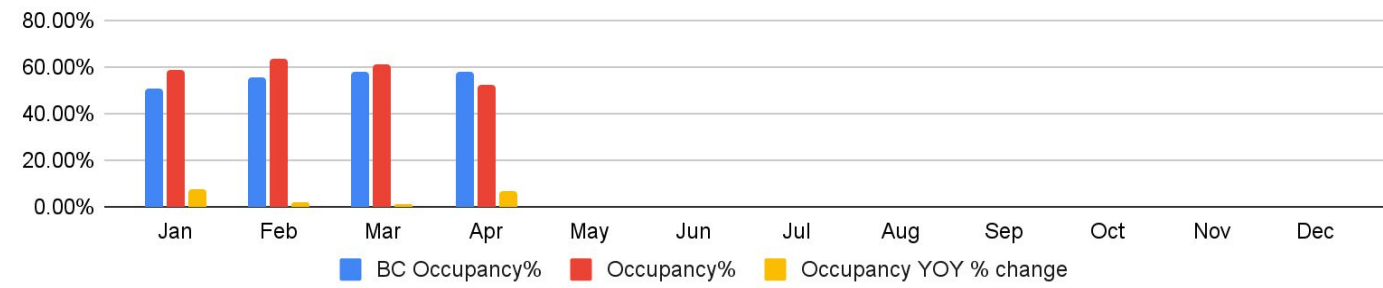
## April, 2023

- Thompson Okanagan had a **52.19%** occupancy for the month of April, up **7.18%** compared to the same month in 2022. BC had a **58.29%** occupancy for the month of April.
- Thompson Okanagan had an ADR of **\$255.54** for the month of April, up **4.55%** compared to the same month in 2022. BC had an ADR of **\$221.30** for the month of April.
- Thompson Okanagan had a RevPAR of **\$133.38** for the month of April, up **12.06%** compared to the same month in 2022. BC had a RevPAR of **\$128.99** for the month of April.

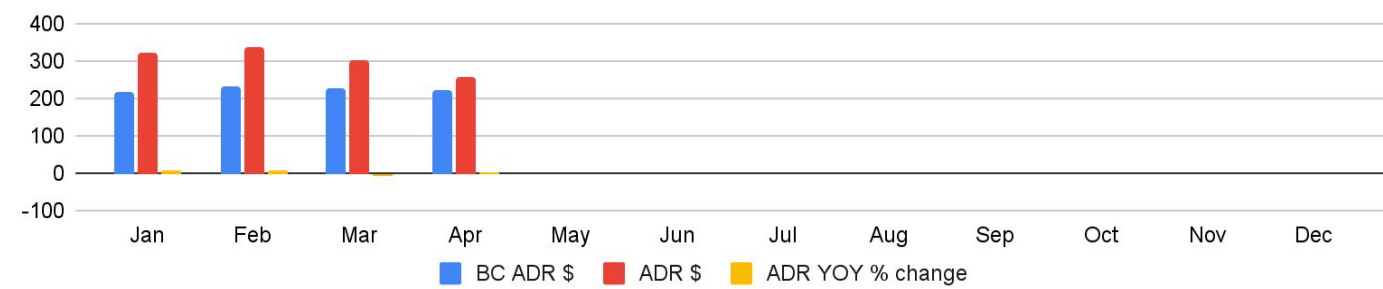
### Yearly Averages:

Year	occ	ADR	REVPAR
2021	55.00%	\$252.00	\$140.00
2022	56.00%	\$275.00	\$156.00
2023 (YTD)	59.05%	\$305.14	\$181.35

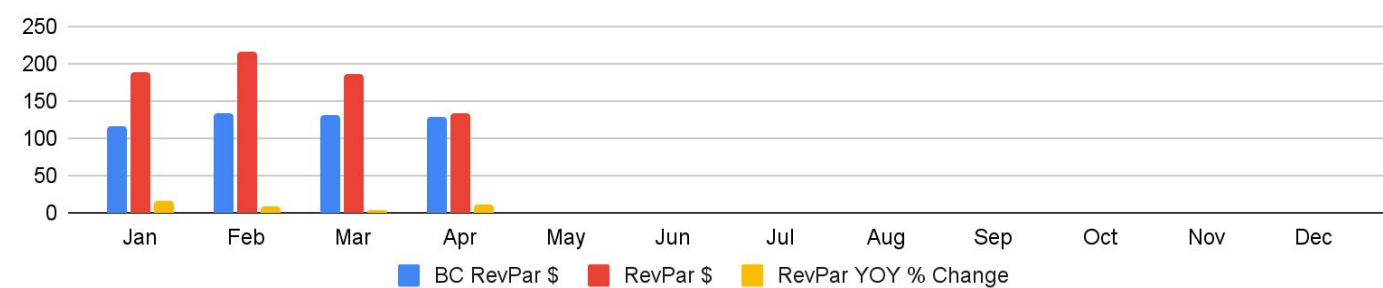
### Occupancy



### ADR



### RevPar



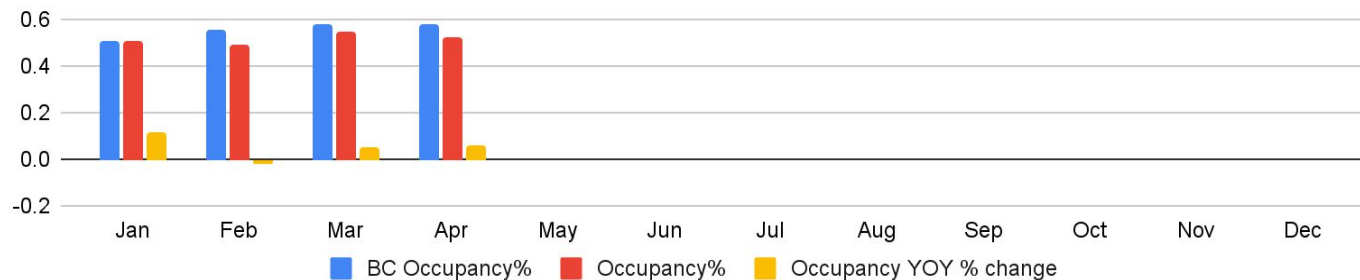


# Northern BC Summary

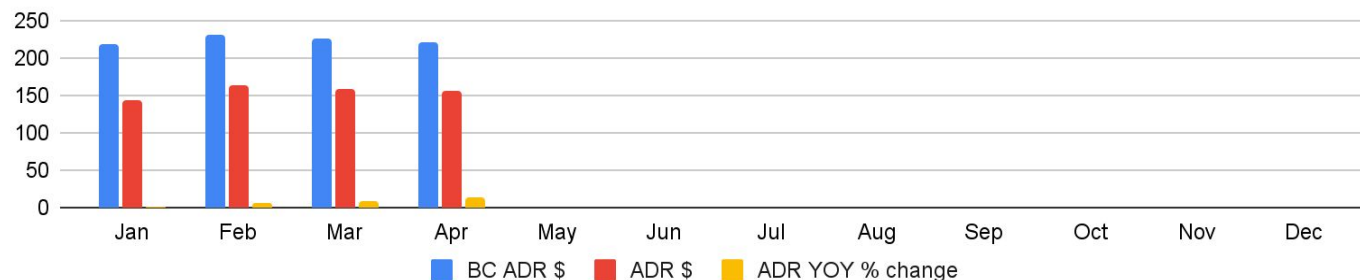
## April, 2023

- Northern BC had a **52.70%** occupancy for the month of April, up **6.07%** compared to the same month in 2022. BC had a **58.00%** occupancy for the month of April.
- Northern BC had an ADR of **\$155.61** for the month of April, up **13.03%** compared to the same month in 2022. BC had an ADR of **\$221.30** for the month of April.
- Northern BC had a RevPAR of **\$82.01** for the month of April, up **19.88%** compared to the same month in 2022. BC had a RevPAR of **\$128.99** for the month of April.

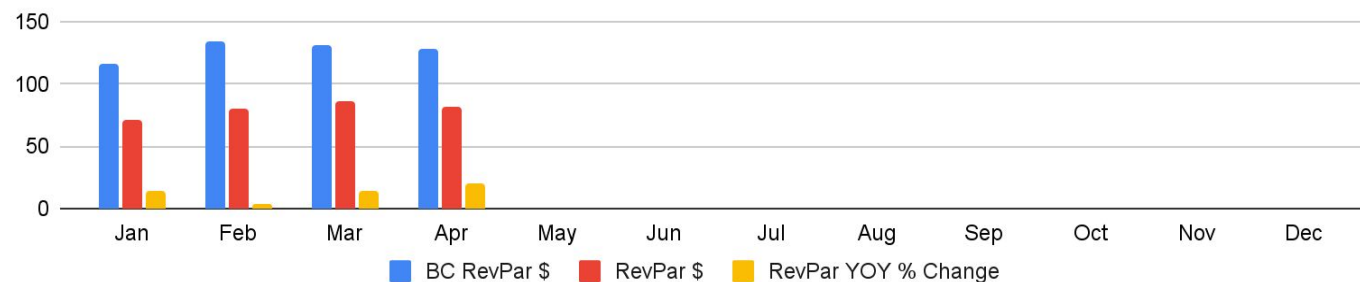
### Occupancy



### ADR



### RevPar



### Yearly Averages:

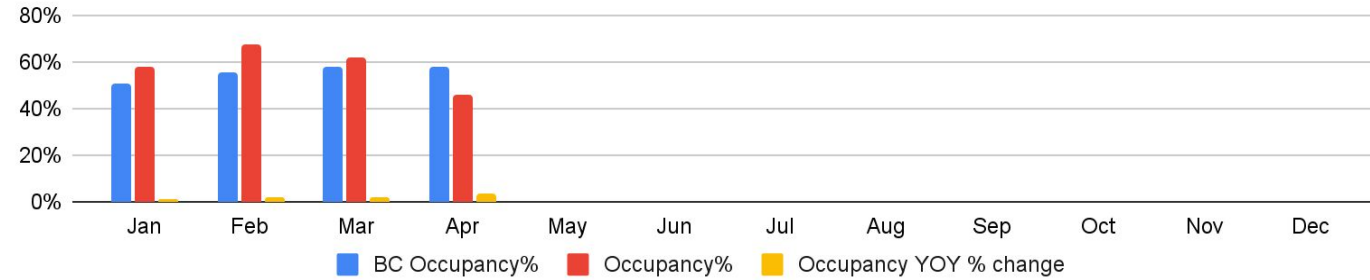
Year	occ	ADR	REVPAR
2021	53.00%	\$127.00	\$81.00
2022	54.00%	\$145.00	\$94.00
2023 (YTD)	51.93%	\$154.90	\$80.00

# Kootenay Rockies Summary

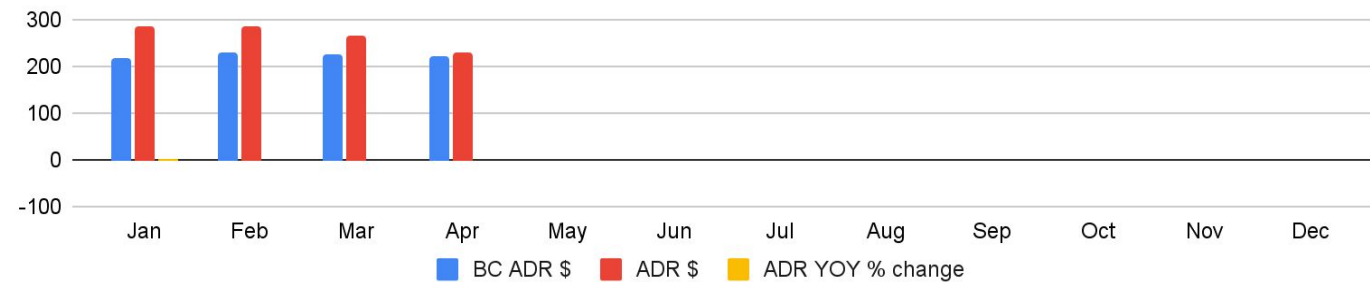
## April, 2023

- Kootenay Rockies had a **46.24%** occupancy for the month of April, up **3.90%** compared to the same month in 2022. BC had a **58.29%** occupancy for the month of April.
- Kootenay Rockies had an ADR of **\$230.63** for the month of April, down **3.90%** compared to the same month in 2022. BC had an ADR of **\$221.30** for the month of April.
- Kootenay Rockies had a RevPAR of **\$106.65** for the month of April, down **0.12%** compared to the same month in 2022. BC had a RevPAR of **\$128.99** for the month of April.

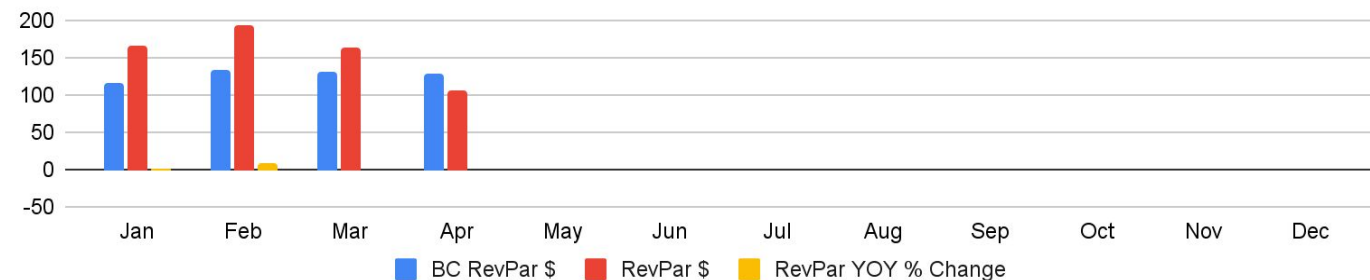
### Occupancy



### ADR



### RevPar



### Yearly Averages:

Year	occ	ADR	REVPAR
2021	55.00%	\$239.00	\$133.00
2022	57.00%	\$244.00	\$141.00
2023 (YTD)	58.56%	\$266.91	\$157.66

# Cariboo Chilcotin Coast Summary

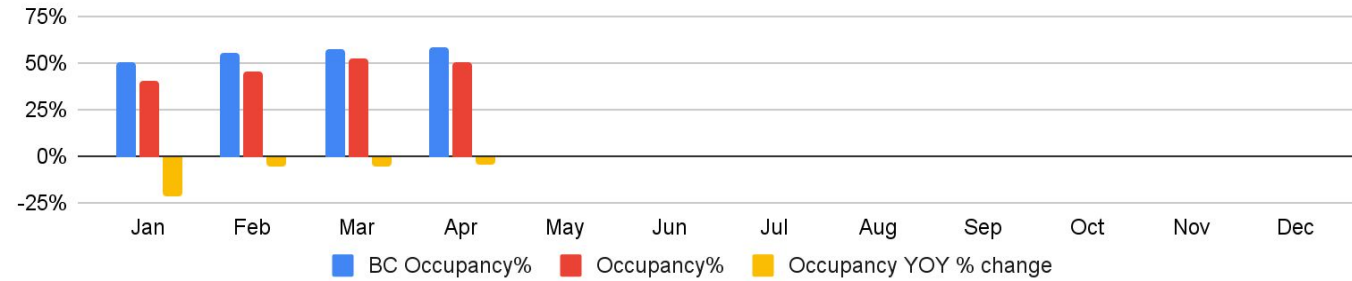
## April, 2023

- Cariboo Chilcotin Coast had a **50.06%** occupancy for the month of April, down **4.06%** compared to the same month in 2022. BC had a **58.29%** occupancy for the month of April.
- Cariboo Chilcotin Coast had an ADR of **\$186.88** for the month of April, up **20.79%** compared to the same month in 2022. BC had an ADR of **\$221.30** for the month of April.
- Cariboo Chilcotin Coast had a RevPAR of **\$93.55** for the month of April, up **15.89%** compared to the same month in 2022. BC had a RevPAR of **\$128.99** for the month of April.

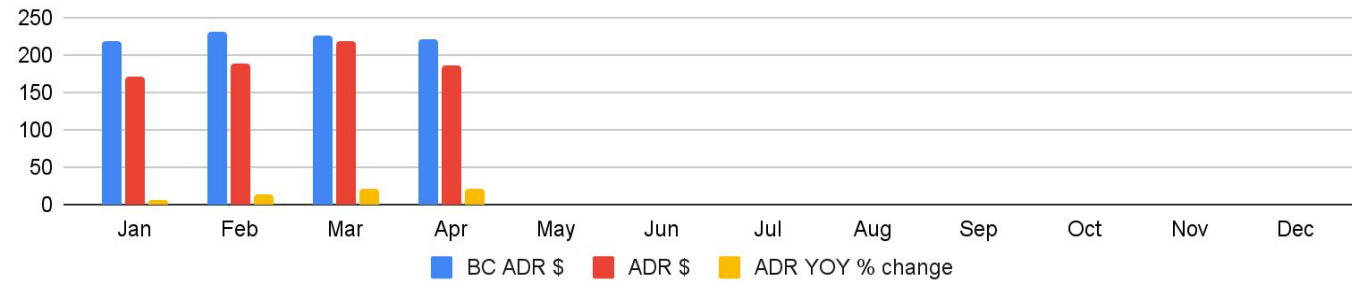
### Yearly Averages:

Year	occ	ADR	REVPAR
2021	48.00%	\$151.00	\$74.00
2022	53.00%	\$168.00	\$90.00
2023 (YTD)	47.52%	\$191.22	\$91.39

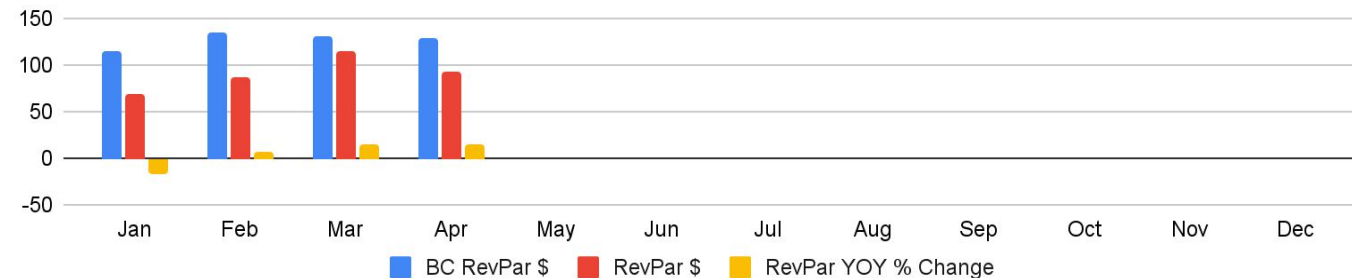
### Occupancy



### ADR



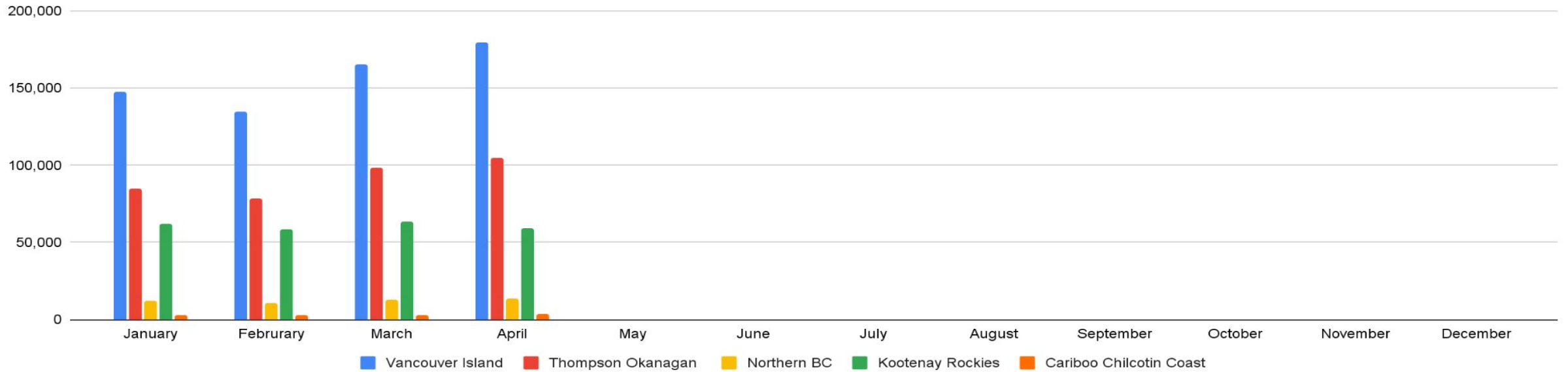
### RevPar





# Listings Supply

## (Total available nights in Database)



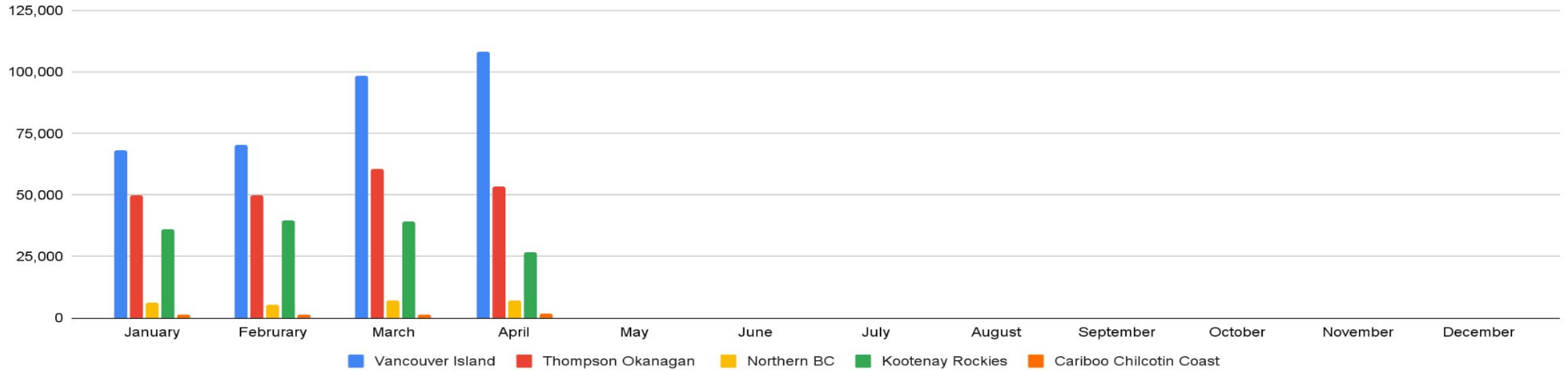
**British Columbia April Census total: 360,439 listings**

### Key Findings

- Out of the regions, Vancouver Island had the highest number of total available nights from active listings in April 2023 with **179,753**, followed by Thompson Okanagan with **104,701**, Kootenay Rockies with **59,223**, and Northern BC with **13,414**.
- Cariboo Chilcotin Coast had the lowest number of total available nights from active listings in April 2023 with **3,348**.



# Listings Demand (Total booked nights in Database)



**British Columbia April Sample total: 206,472 listings**

## Key Findings

- Out of the regions, Vancouver Island had the highest number of booked nights from active listings in April 2022 with **108,391**, followed by Thompson Okanagan with **53,466**, Kootenay Rockies with **26,732**, and Northern BC with **7,069**.
- Cariboo Chilcotin Coast had the lowest number of booked nights from active listings in April 2023 with **1,676**.

# 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 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 short-term rental performance
- **Listings Supply (Nights):** Total number of Available Nights + Booked Nights from Active Listings
- **Listings Demand (Nights):** Total number of Booked Nights during the reporting period
- **AirDNA FAQ** <https://www.airdna.co/faqs>



# Contact Us

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