

# Monthly Occupancy Insights

# AirDNA Destination Report

July 2023

2023 Monthly Report



SYMPHONY  
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AIRDNA

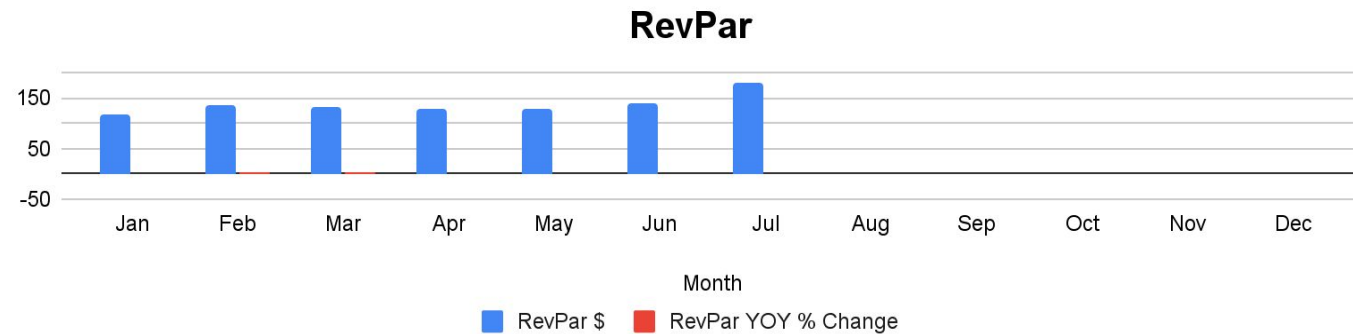
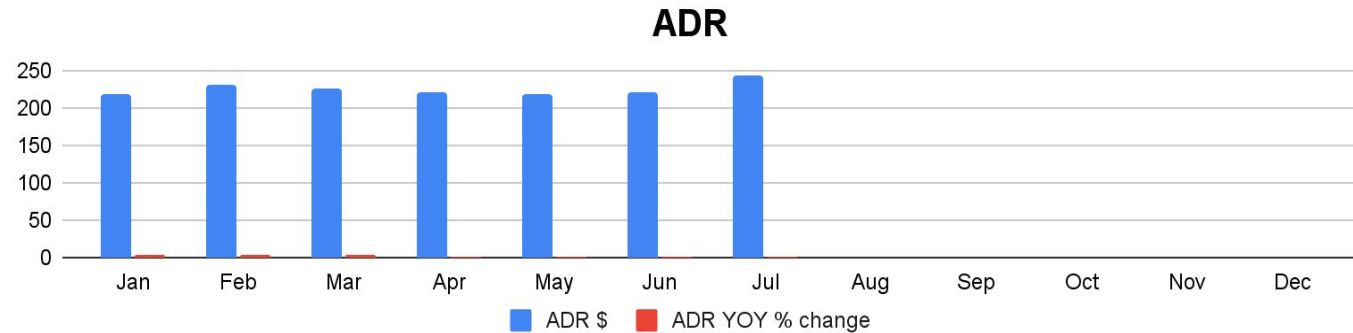
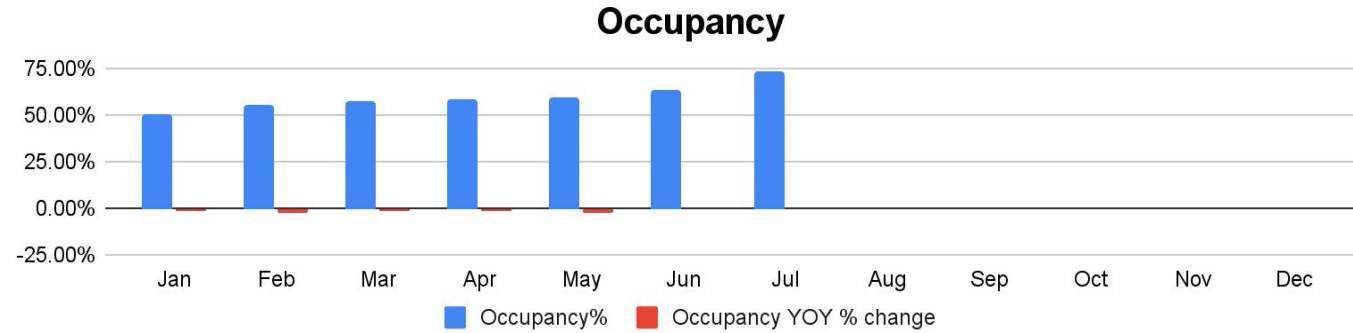


Source: Monthly AirDNA\_Trend\_Report

# British Columbia Summary

## July, 2023

- British Columbia had a **73.93%** occupancy for the month of July, down **0.84%** compared to the same month in 2022.
- British Columbia had an ADR of **\$243.75** for the month of July, up **0.47%** compared to the same month in 2022.
- British Columbia had a RevPAR of **\$180.20** for the month of July, down **0.38%** compared to the same month in 2022.



### Yearly Averages:

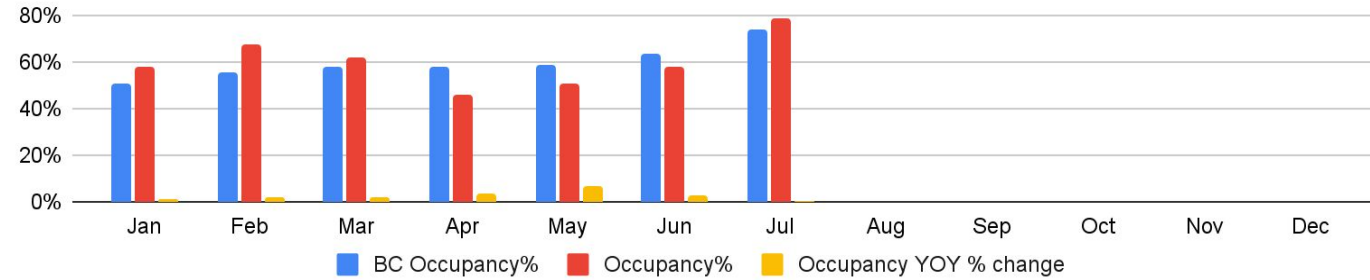
Year	occ	ADR	REVPAR
2021	55.20%	\$191.00	\$110.20
2022	56.80%	\$206.00	\$122.00
2023 (YTD)	59.97%	\$225.77	\$137.22

# Kootenay Rockies Summary

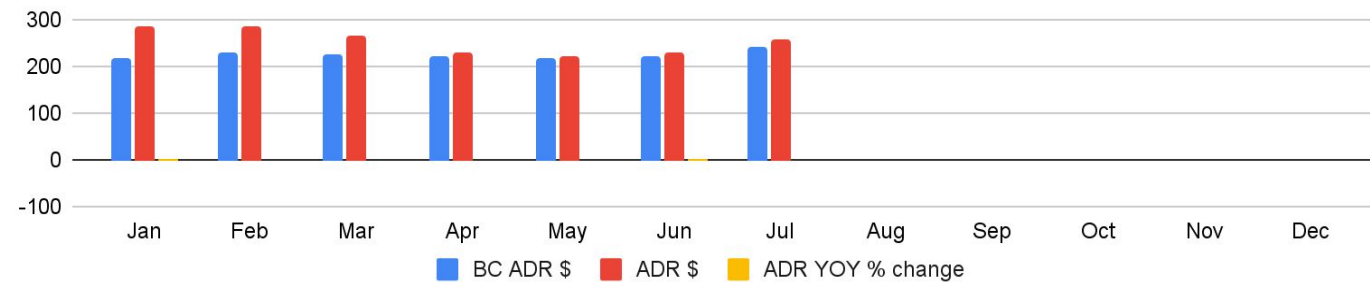
## July, 2023

- Kootenay Rockies had a **78.47%** occupancy for the month of July, up **0.51%** compared to the same month in 2022. BC had a **73.93%** occupancy for the month of July.
- Kootenay Rockies had an ADR of **\$256.02** for the month of July, down **3.05%** compared to the same month in 2022. BC had an ADR of **\$243.75** for the month of July.
- Kootenay Rockies had a RevPAR of **\$200.89** for the month of July, down **2.60%** compared to the same month in 2022. BC had a RevPAR of **\$180.20** for the month of July.

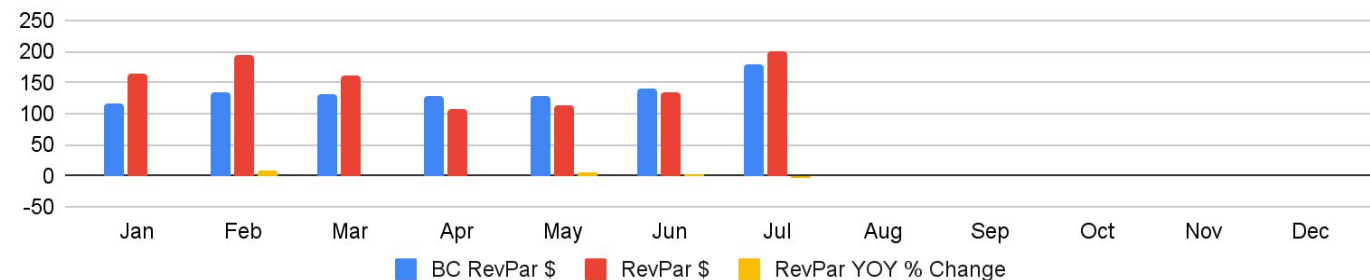
### Occupancy



### ADR



### RevPar

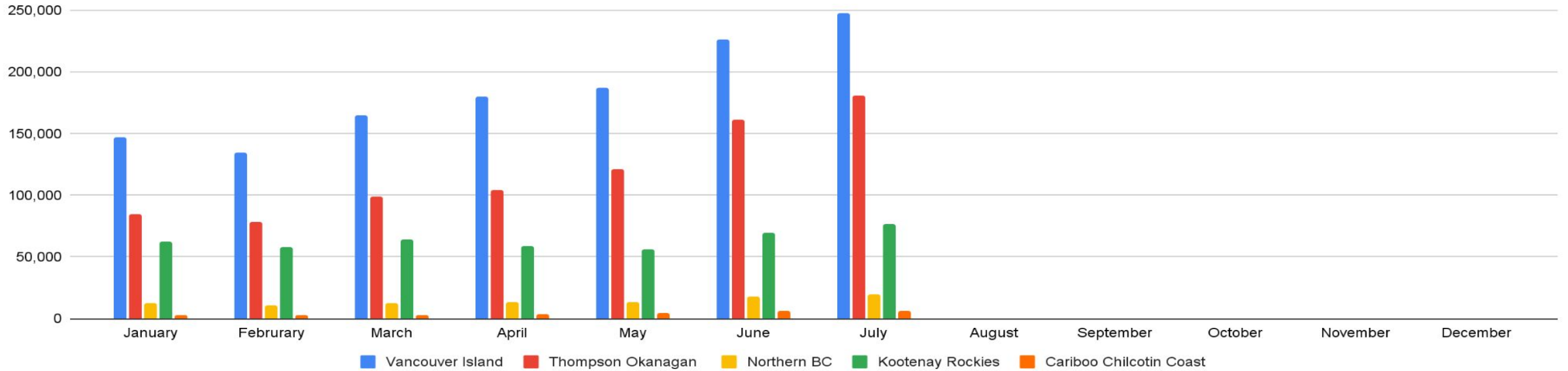


### Yearly Averages:

Year	occ	ADR	REVPAR
2021	55.00%	\$239.00	\$133.00
2022	57.00%	\$244.00	\$141.00
2023 (YTD)	60.28%	\$253.89	\$154.24

# Listings Supply

## (Total available nights in Database)

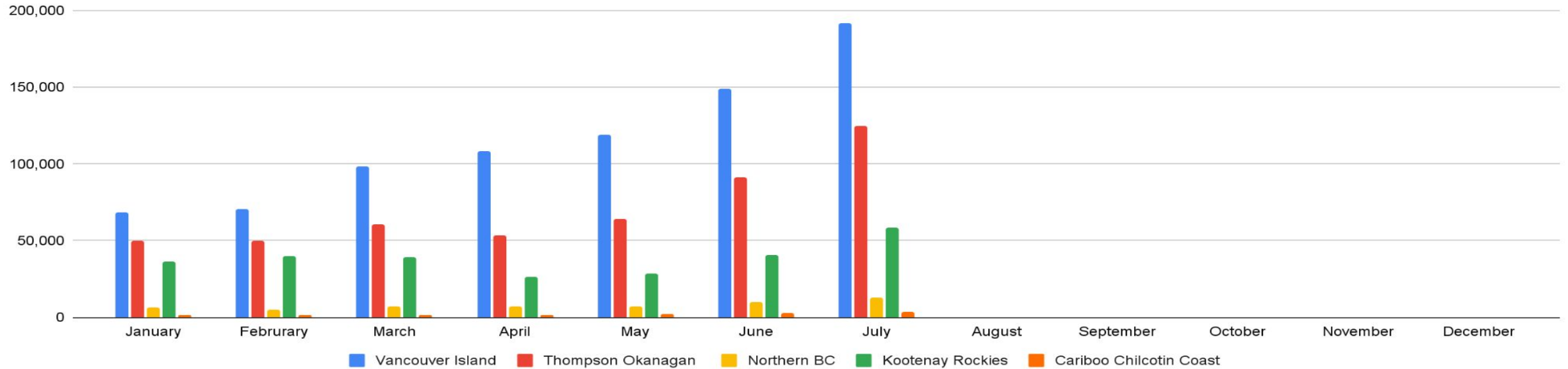


**British Columbia July Census total: 531,408 listings**

### Key Findings

- Out of the regions, Vancouver Island had the highest number of total available nights from active listings in July 2023 with **247,884**, followed by Thompson Okanagan with **180,739**, Kootenay Rockies with **76,541**, and Northern BC with **19,976**.
- Cariboo Chilcotin Coast had the lowest number of total available nights from active listings in July 2023 with **6,268**.

# Listings Demand (Total booked nights in Database)



**British Columbia July Sample total: 392,625 listings**

## Key Findings

- Out of the regions, Vancouver Island had the highest number of booked nights from active listings in July 2022 with **191,866**, followed by Thompson Okanagan with **125,108**, Kootenay Rockies with **58,611**, and Northern BC with **13,175**.
- Cariboo Chilcotin Coast had the lowest number of booked nights from active listings in July 2023 with **3,865**.

# 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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