

# Monthly Occupancy Insights

# AirDNA Destination Report

## August 2023

2023 Monthly Report



SYMPHONY  
TOURISM  
SERVICES

AIRDNA



Source: Monthly AirDNA\_Trend\_Report

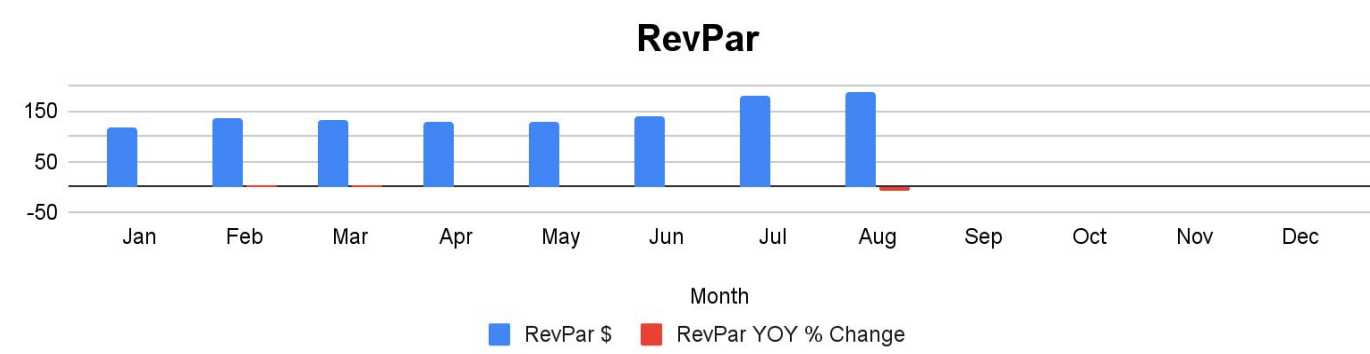
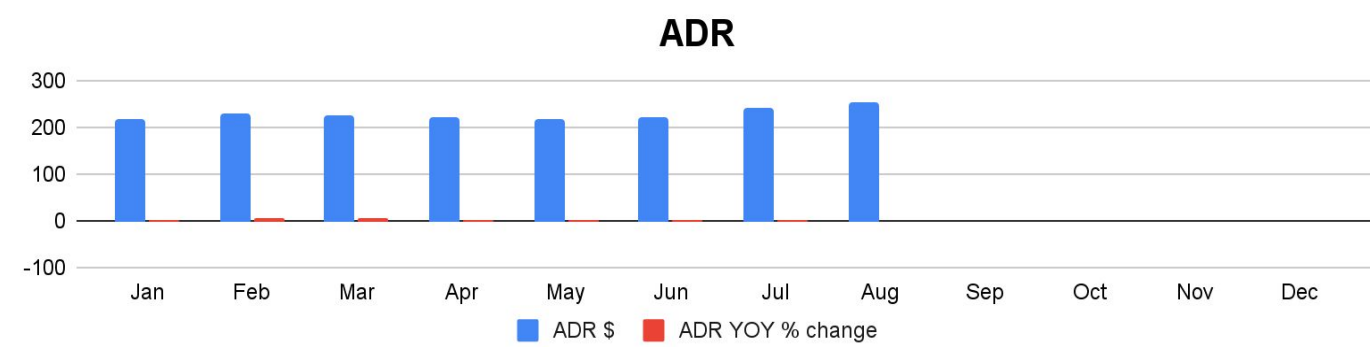
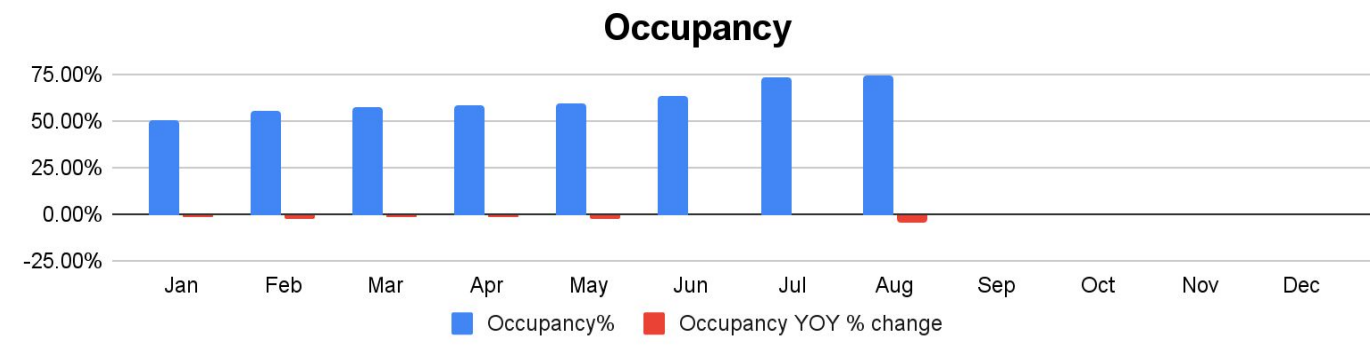
# British Columbia Summary

## August, 2023

- British Columbia had a **74.3%** occupancy for the month of August, down **4.5%** compared to the same month in 2022.
- British Columbia had an ADR of **\$252.5** for the month of August, down **2.4%** compared to the same month in 2022.
- British Columbia had a RevPAR of **\$187.7** for the month of August, down **6.7%** compared to the same month in 2022.

### Yearly Averages:

Year	occ	ADR	REVPAR
2021	55.2%	\$191.0	\$110.2
2022	56.8%	\$206.0	\$122.0
2023 (YTD)	61.7%	\$229.1	\$143.5

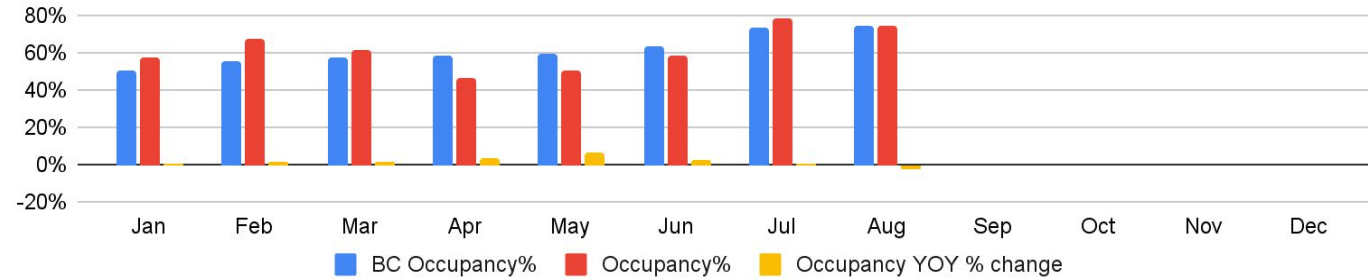


# Kootenay Rockies Summary

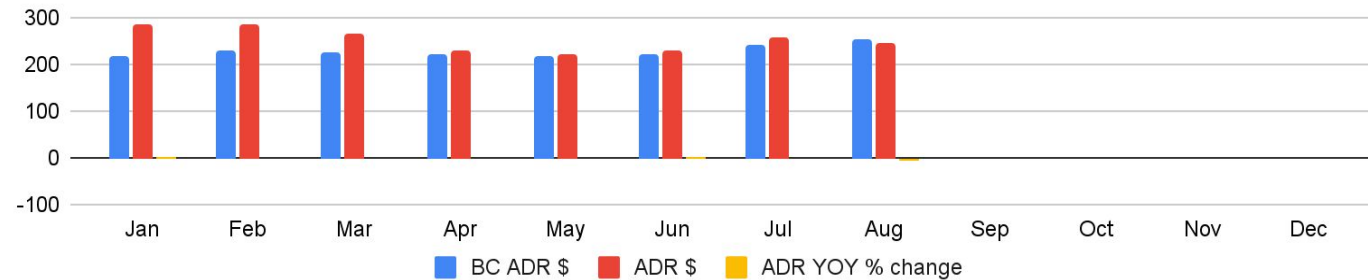
## August, 2023

- Kootenay Rockies had a **74.7%** occupancy for the month of August, down **2.4%** compared to the same month in 2022. BC had a **74.3%** occupancy for the month of August.
- Kootenay Rockies had an ADR of **\$247.1** for the month of August, down **4.5%** compared to the same month in 2022. BC had an ADR of **\$252.5** for the month of August.
- Kootenay Rockies had a RevPAR of **\$184.5** for the month of August, down **6.8%** compared to the same month in 2022. BC had a RevPAR of **\$187.7** for the month of August.

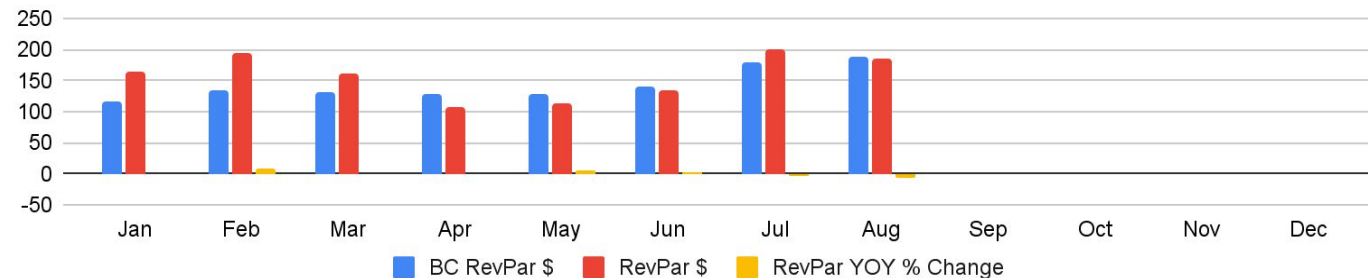
### Occupancy



### ADR



### RevPar

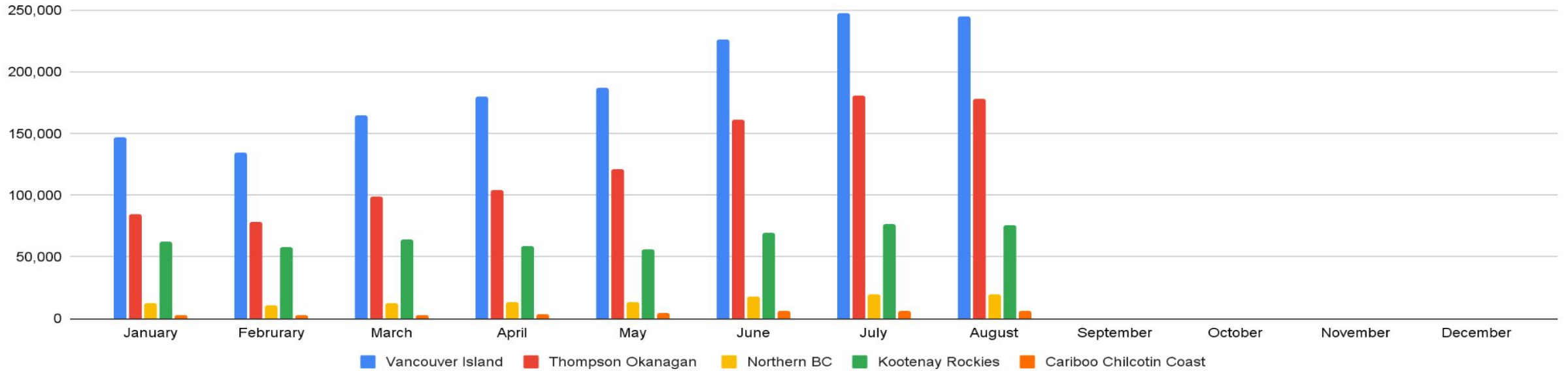


### Yearly Averages:

Year	occ	ADR	REVPAR
2021	55.0%	\$239.0	\$133.0
2022	57.0%	\$244.0	\$141.0
2023 (YTD)	62.0%	\$253.0	\$158.0

# Listings Supply

## (Total available nights in Database)

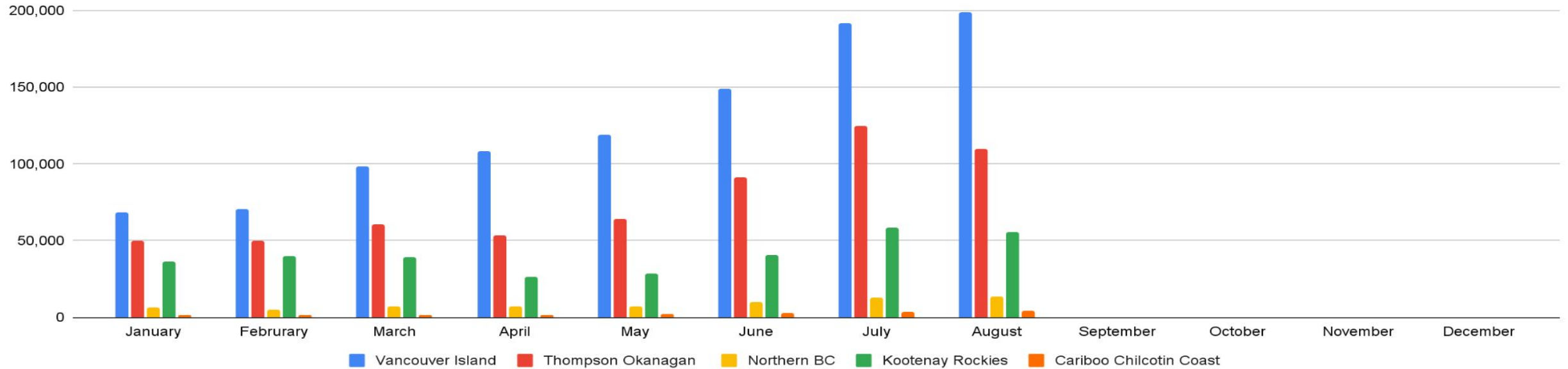


**British Columbia August Census total: 525,683 listings**

### Key Findings

- Out of the regions, Vancouver Island had the highest number of total available nights from active listings in August 2023 with **244,966**, followed by Thompson Okanagan with **178,220**, Kootenay Rockies with **76,191**, and Northern BC with **19,596**.
- Cariboo Chilcotin Coast had the lowest number of total available nights from active listings in August 2023 with **6,710**.

# Listings Demand (Total booked nights in Database)



**British Columbia August Sample total: 382,332 listings**

## Key Findings

- Out of the regions, Vancouver Island had the highest number of booked nights from active listings in August 2022 with **199,255**, followed by Thompson Okanagan with **110,007**, Kootenay Rockies with **55,422**, and Northern BC with **13,472**.
- Cariboo Chilcotin Coast had the lowest number of booked nights from active listings in August 2023 with **4,176**.

# 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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