

# Monthly Occupancy Insights

## AirDNA Destination Report

January 2023

2023 Monthly Report



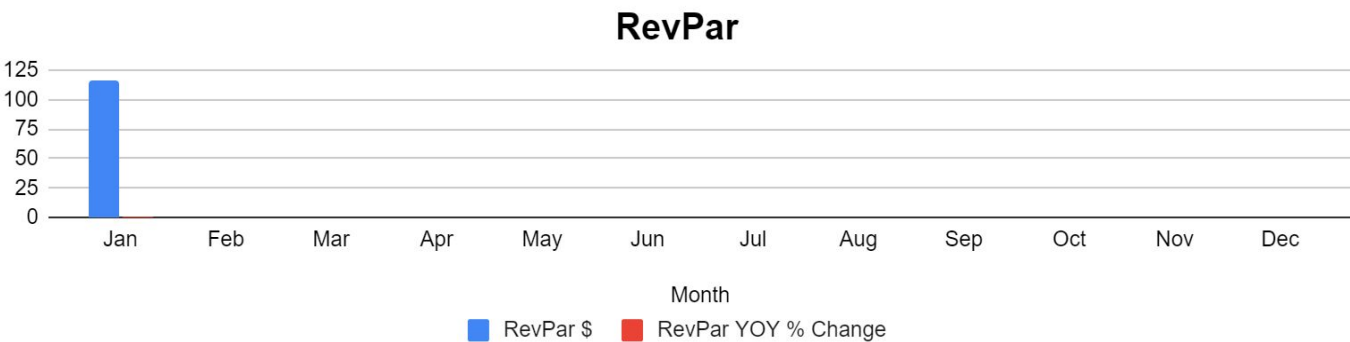
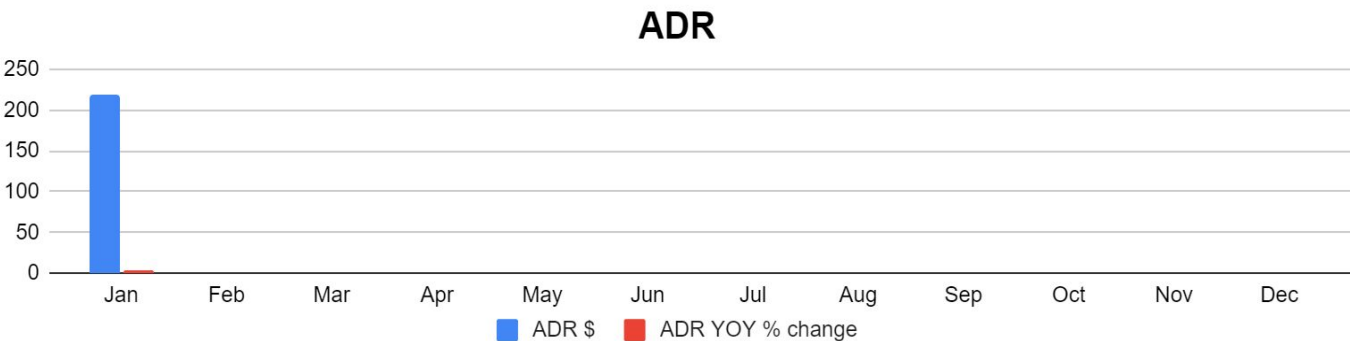
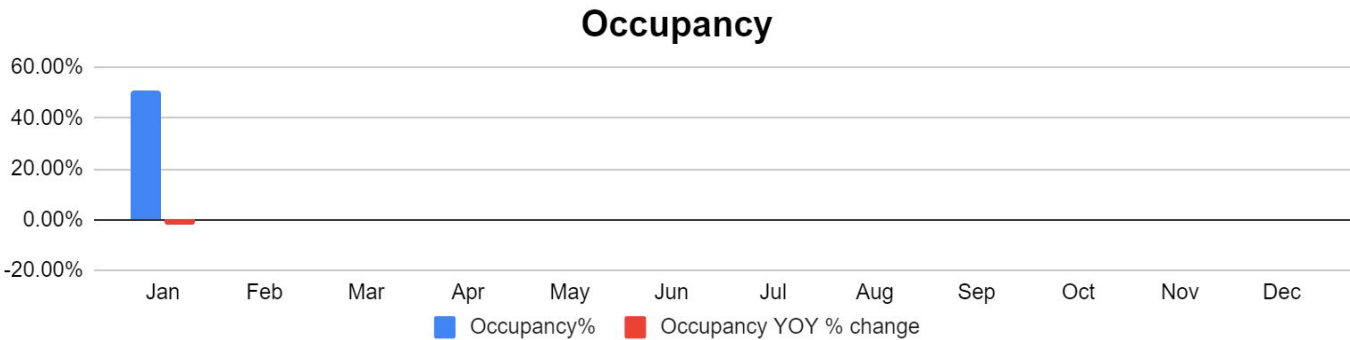
# British Columbia Summary

## January, 2023

- British Columbia had a **51%** occupancy for the month of January, down **1.80%** compared to the same month in 2022.
- British Columbia had an ADR of **\$219** for the month of January, up **2.6%** compared to the same month in 2022.
- British Columbia had a RevPAR of **\$115.6** for the month of January, up **0.8%** compared to the same month in 2022.

### Yearly Averages:

Year	occ	ADR	REVPAR
2021	55.2%	\$191	\$110.20
2022	56.8%	\$206	\$122.00
2023 (YTD)	51.0%	\$219	\$115.60



# Vancouver Island Summary

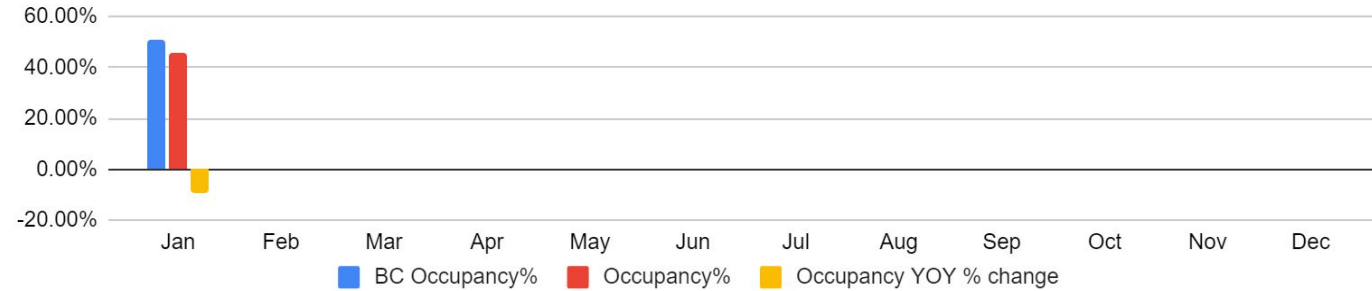
## January, 2023

- Vancouver Island had a **46%** occupancy for the month of January, down **9%** compared to the same month in 2022. BC had a **51%** occupancy for the month of January.
- Vancouver Island had an ADR of **\$173** for the month of January, down **2%** compared to the same month in 2022. BC had an ADR of **\$219** for the month of January.
- Vancouver Island had a RevPAR of **\$80** for the month of January, down **11%** compared to the same month in 2022. BC had a RevPAR of **\$115.6** for the month of January.

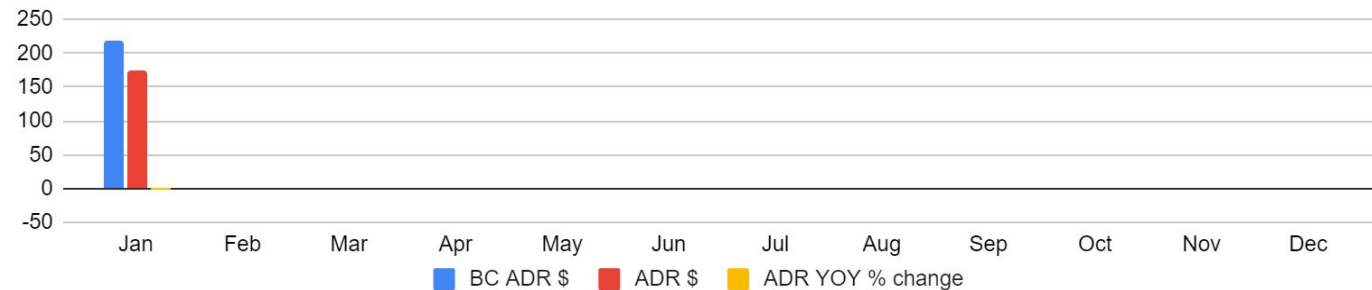
### Yearly Averages:

Year	occ	ADR	REVPAR
2021	65%	\$186	\$123
2022	64%	\$198	\$129
2023 (YTD)	46%	\$173	\$80

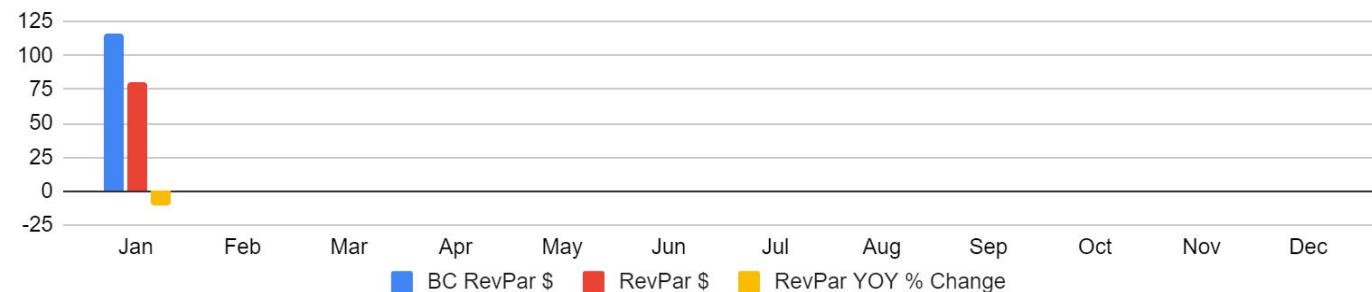
### Occupancy



### ADR



### RevPar

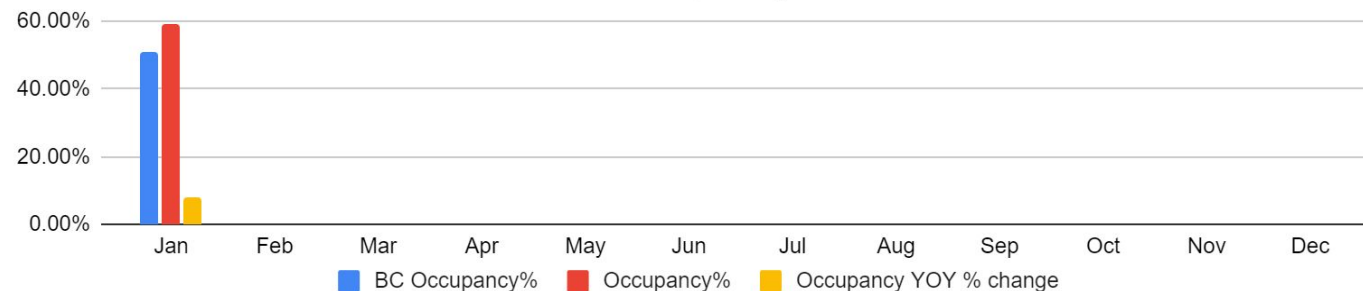


# Thompson Okanagan Summary

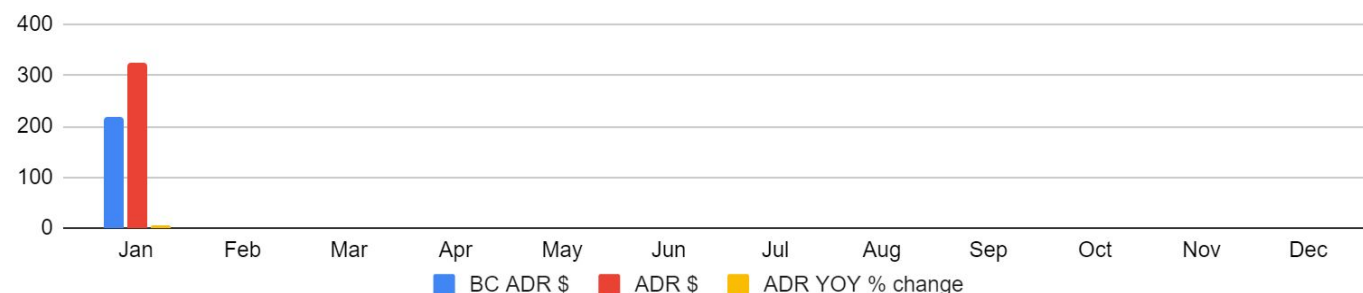
## January, 2023

- Thompson Okanagan had a **59%** occupancy for the month of January, up **8%** compared to the same month in 2022. BC had a **51%** occupancy for the month of January.
- Thompson Okanagan had an ADR of **\$323** for the month of January, up **7%** compared to the same month in 2022. BC had an ADR of **\$219** for the month of January.
- Thompson Okanagan had a RevPAR of **\$190** for the month of January, up **16%** compared to the same month in 2022. BC had a RevPAR of **\$115.6** for the month of January.

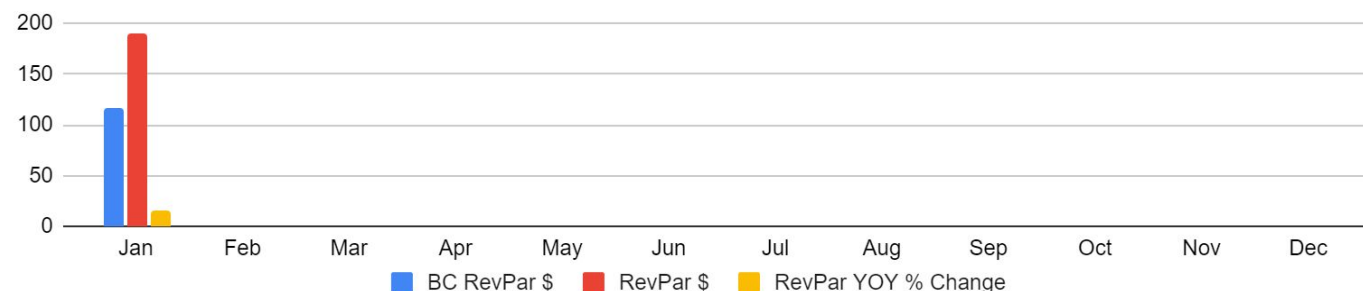
### Occupancy



### ADR



### RevPar



### Yearly Averages:

Year	occ	ADR	REVPAR
2021	55%	\$252	\$140
2022	56%	\$275	\$156
2023 (YTD)	59%	\$323	\$190

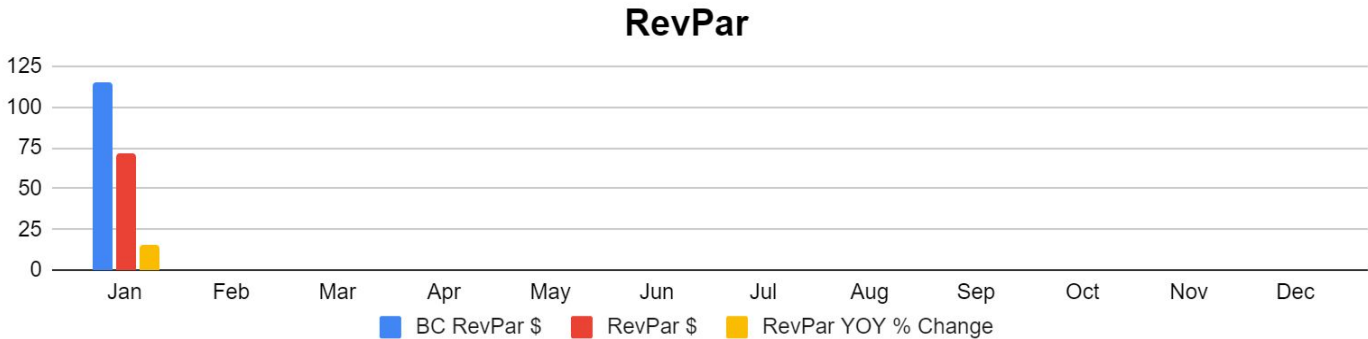
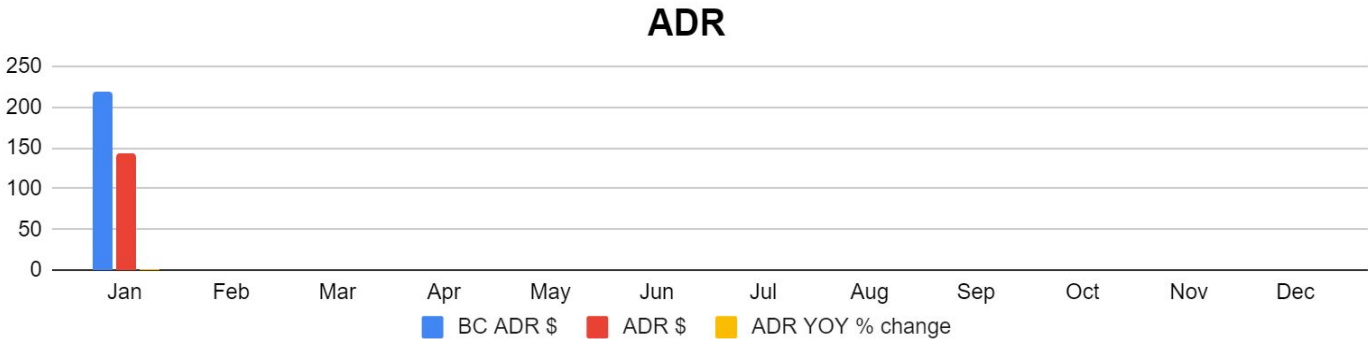
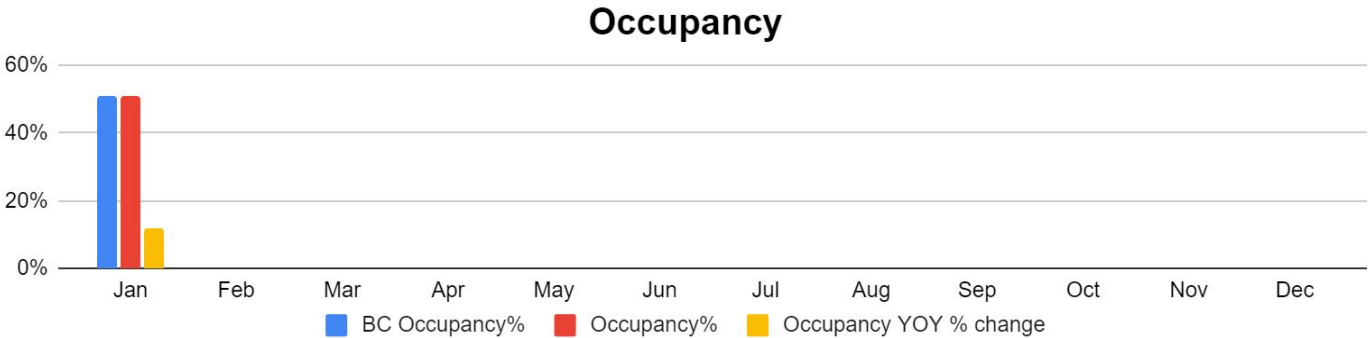
# Northern BC Summary

## January, 2023

- Northern BC had a **51%** occupancy for the month of January, up **12%** compared to the same month in 2022. BC had a **51%** occupancy for the month of January.
- Northern BC had an ADR of **\$143** for the month of January, up **2%** compared to the same month in 2022. BC had an ADR of **\$219** for the month of January.
- Northern BC had a RevPAR of **\$72** for the month of January, up **15%** compared to the same month in 2022. BC had a RevPAR of **\$115.6** for the month of January.

### Yearly Averages:

Year	occ	ADR	REVPAR
2021	53%	\$127	\$81
2022	54%	\$145	\$94
2023 (YTD)	51%	\$143	\$72



# Kootenay Rockies Summary

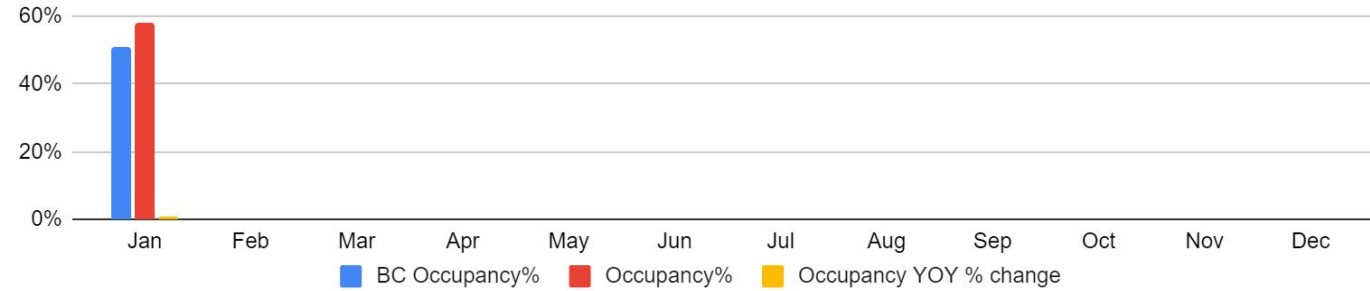
## January, 2023

- Kootenay Rockies had a **58%** occupancy for the month of January, up **1%** compared to the same month in 2022. BC had a **51%** occupancy for the month of January.
- Kootenay Rockies had an ADR of **\$285** for the month of January, up **0.5%** compared to the same month in 2022. BC had an ADR of **\$219** for the month of January.
- Kootenay Rockies had a RevPAR of **\$166** for the month of January, up **0.8%** compared to the same month in 2022. BC had a RevPAR of **\$115.6** for the month of January.

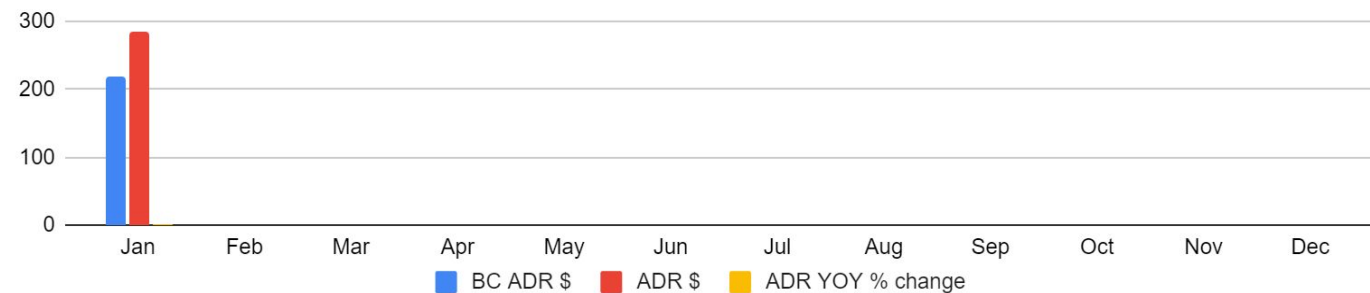
### Yearly Averages:

Year	occ	ADR	REVPAR
2021	55%	\$239	\$133
2022	57%	\$244	\$141
2023 (YTD)	58%	\$285	\$166

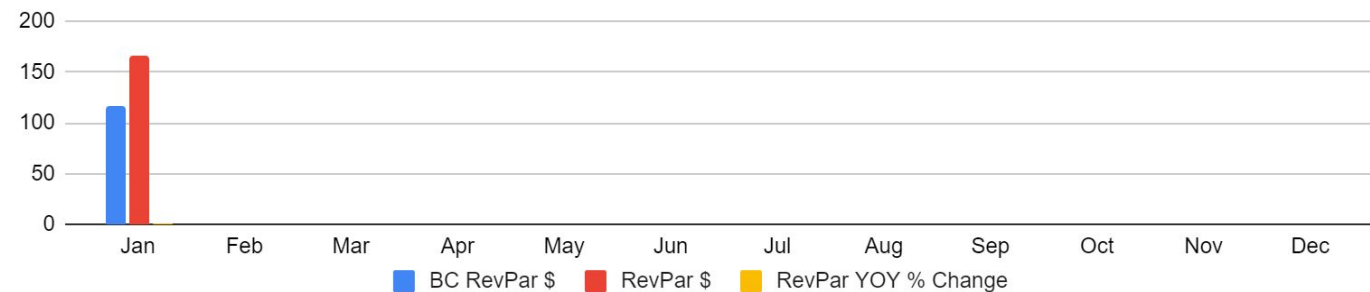
### Occupancy



### ADR



### RevPar



# Cariboo Chilcotin Coast Summary

## January, 2023

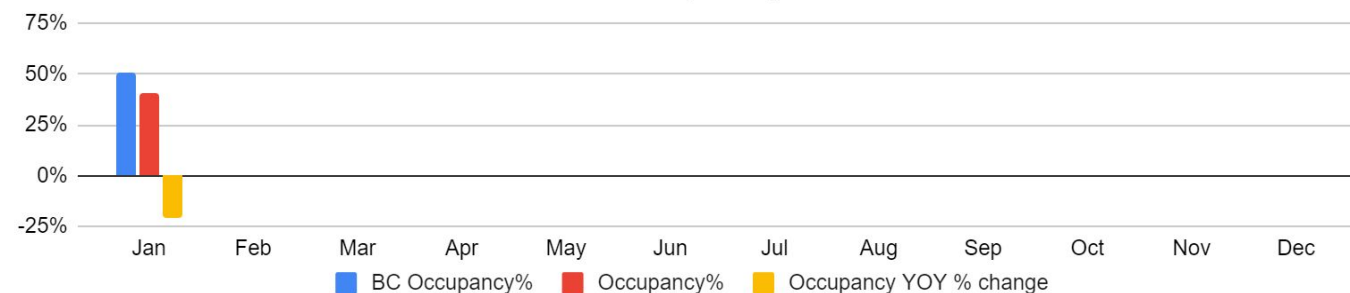
- Cariboo Chilcotin Coast had a **41%** occupancy for the month of January, down **21%** compared to the same month in 2022. BC had a **51%** occupancy for the month of January.
- Cariboo Chilcotin Coast had an ADR of **\$171** for the month of January, up **6%** compared to the same month in 2022. BC had an ADR of **\$219** for the month of January.
- Cariboo Chilcotin Coast had a RevPAR of **\$70** for the month of January, down **16%** compared to the same month in 2022. BC had a RevPAR of **\$115.6** for the month of January.

### Yearly Averages:

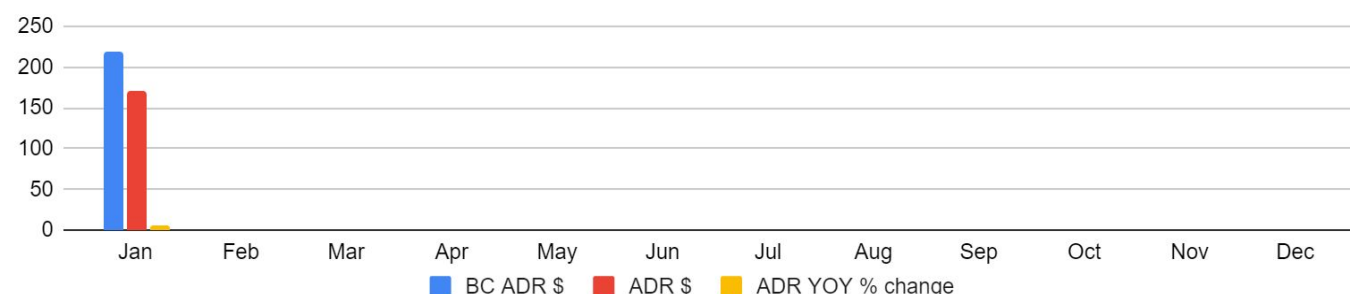
Year	occ	ADR	REVPAR
2021	48%	\$151	\$74
2022	53%	\$168	\$90
2023 (YTD)	41%	\$171	\$70

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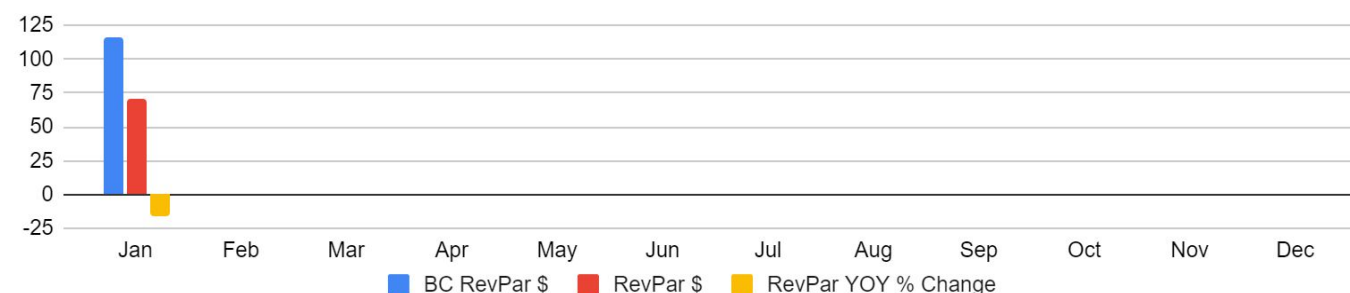
### Occupancy



### ADR

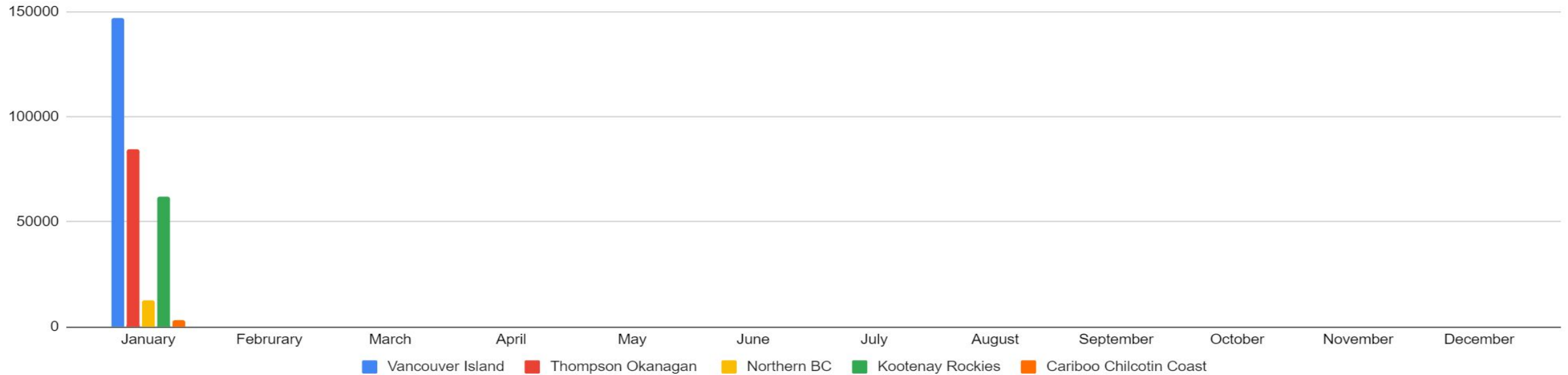


### RevPar



# Listings Supply

## (Total available nights in Database)



**British Columbia January Census total: 309,729 listings**

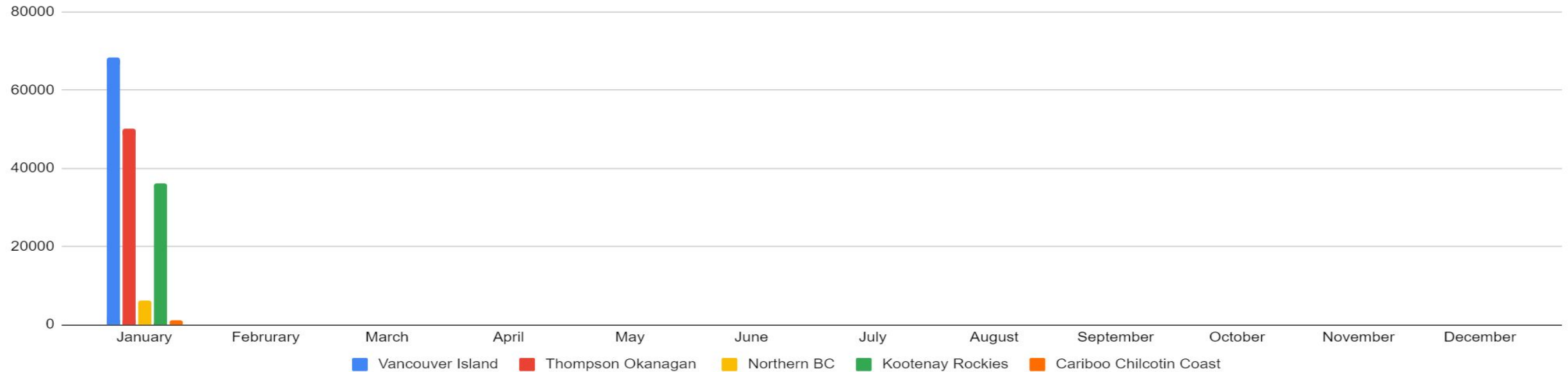
### Key Findings

- Out of the regions, Vancouver Island had the highest number of total available nights from active listings in January 2023 with **147,309**, followed by Thompson Okanagan with **84,776**, Kootenay Rockies with **62,139**, and Northern BC with **12,405**.
- Cariboo Chilcotin Coast had the lowest number of total available nights from active listings in January 2023 with **3,100**



# Listings Demand

## (Total booked nights in Database)



**British Columbia January Sample total: 162,129 listings**

### Key Findings

- Out of the regions, Vancouver Island had the highest number of booked nights from active listings in January 2022 with **68,340**, followed by Thompson Okanagan with **50,040**, Kootenay Rockies with **36,199**, and Northern BC with **6,285**.
- Cariboo Chilcotin Coast had the lowest number of booked nights from active listings in January 2023 with **1,265**

# Glossary

- **Occupancy:** Calculated by the number of occupied rooms divided by the number of available rooms that physically exist in a hotel
- **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 hotel's 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 hotel's 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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