

Monthly Occupancy Insights

AirDNA Destination Report

March 2023

2023 Monthly Report



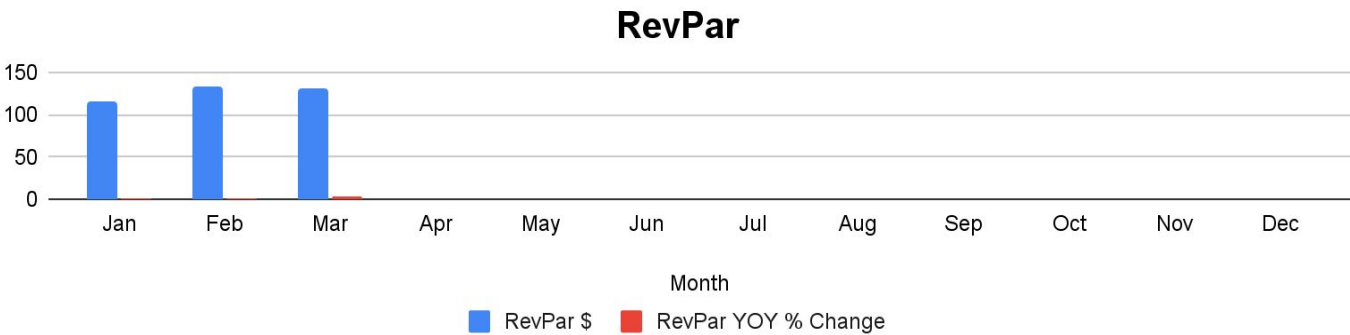
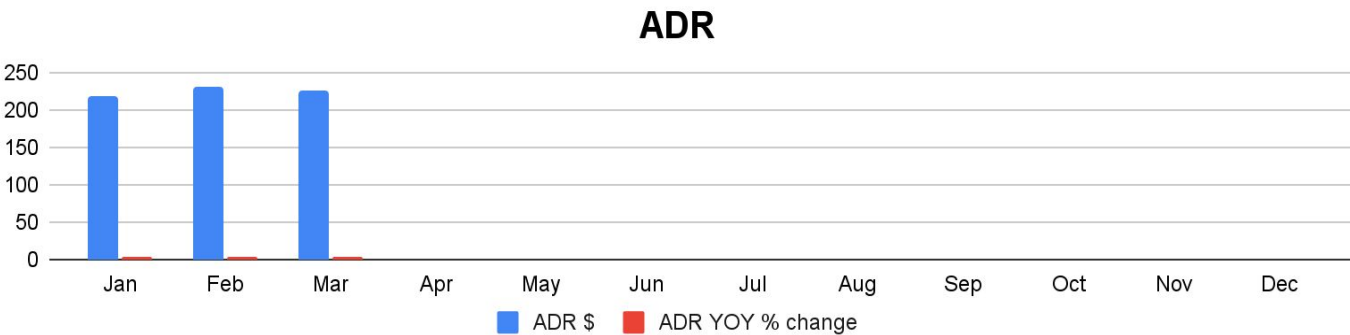
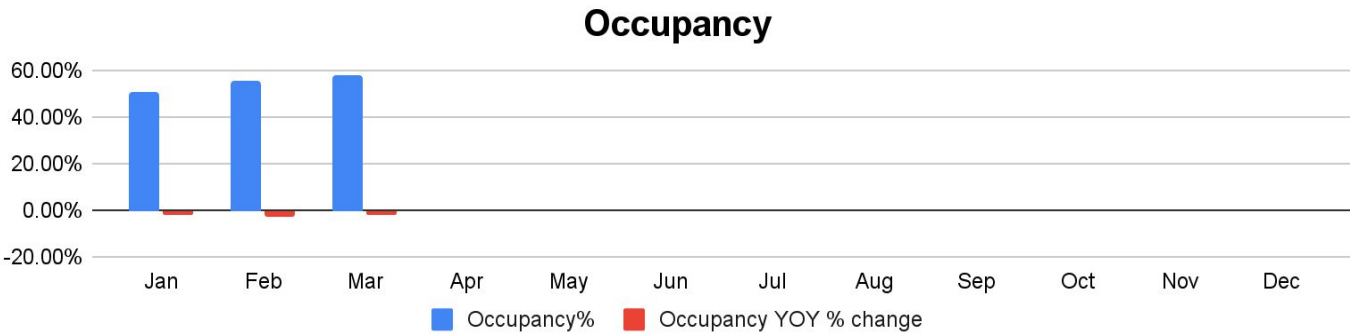
British Columbia Summary

March, 2023

- British Columbia had a **58.00%** occupancy for the month of March, down **1.78%** compared to the same month in 2022.
- British Columbia had an ADR of **\$225.40** for the month of March, up **4.46%** compared to the same month in 2022.
- British Columbia had a RevPAR of **\$131.60** for the month of March, up **2.92%** 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)	54.93%	\$225.33	\$127.20

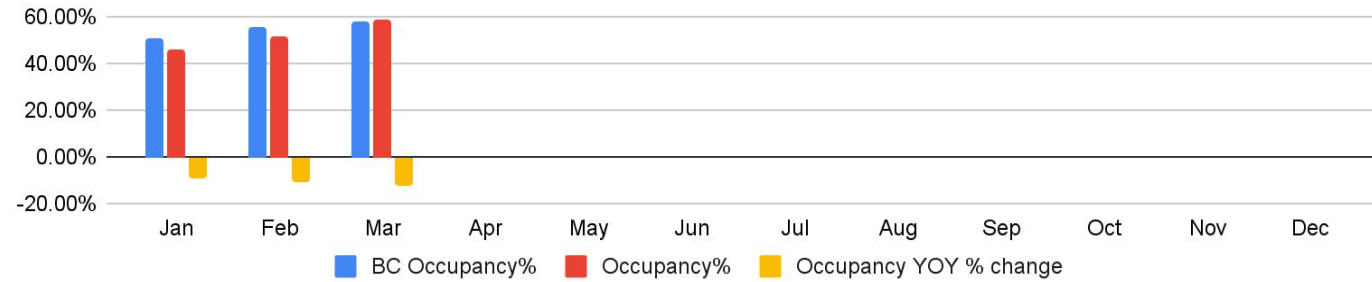


Vancouver Island Summary

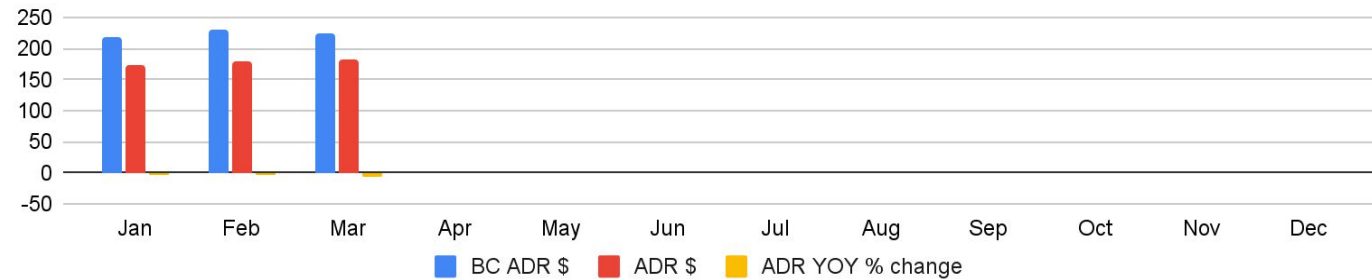
March, 2023

- Vancouver Island had a **59.00%** occupancy for the month of March, down **12.10%** compared to the same month in 2022. BC had a **58.00%** occupancy for the month of March.
- Vancouver Island had an ADR of **\$182.00** for the month of March, down **6.10%** compared to the same month in 2022. BC had an ADR of **\$225.40** for the month of March.
- Vancouver Island had a RevPAR of **\$108.00** for the month of March, down **17.50%** compared to the same month in 2022. BC had a RevPAR of **\$131.60** for the month of March.

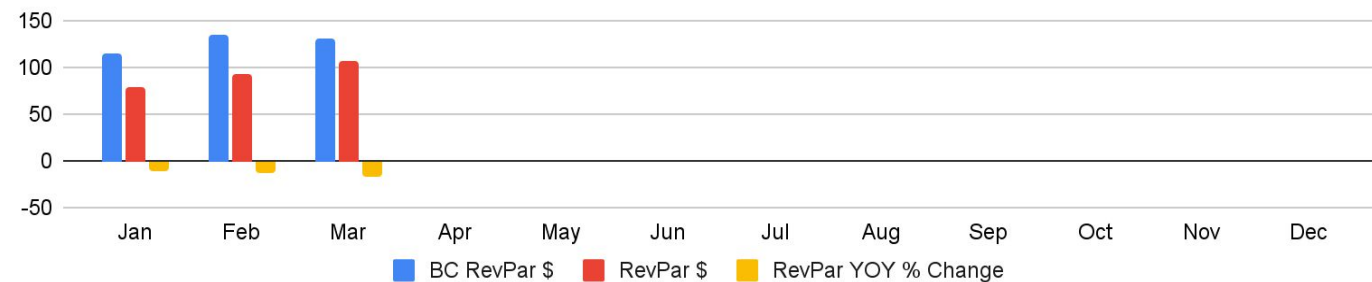
Occupancy



ADR



RevPar



Yearly Averages:

Year	OCC	ADR	REVPAR
2021	65.00%	\$186.00	\$123.00
2022	64.00%	\$198.00	\$129.00
2023 (YTD)	52.33%	\$178.67	\$94.00

Thompson Okanagan Summary

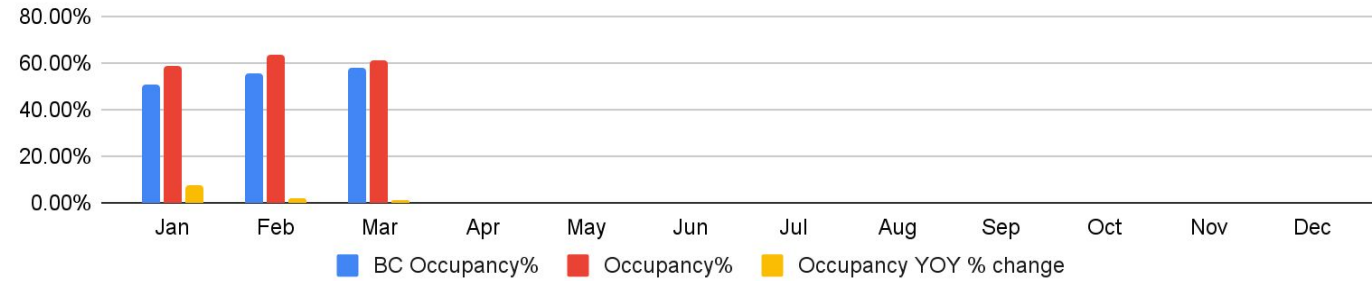
March, 2023

- Thompson Okanagan had a **61.00%** occupancy for the month of March, up **1.30%** compared to the same month in 2022. BC had a **58.00%** occupancy for the month of March.
- Thompson Okanagan had an ADR of **\$303.00** for the month of March, down **6.10%** compared to the same month in 2022. BC had an ADR of **\$225.40** for the month of March.
- Thompson Okanagan had a RevPAR of **\$186.00** for the month of March, up **2.60%** compared to the same month in 2022. BC had a RevPAR of **\$131.60** for the month of March.

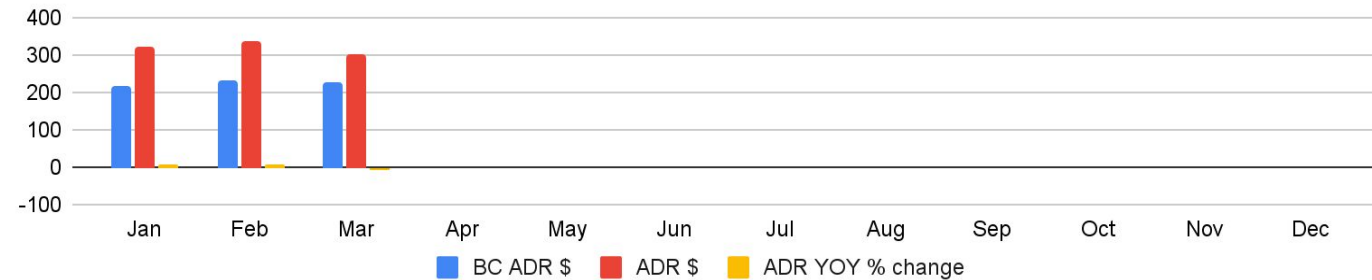
Yearly Averages:

Year	occ	ADR	REVPAR
2021	55.00%	\$252.00	\$140.00
2022	56.00%	\$275.00	\$156.00
2023 (YTD)	61.33%	\$321.67	\$197.33

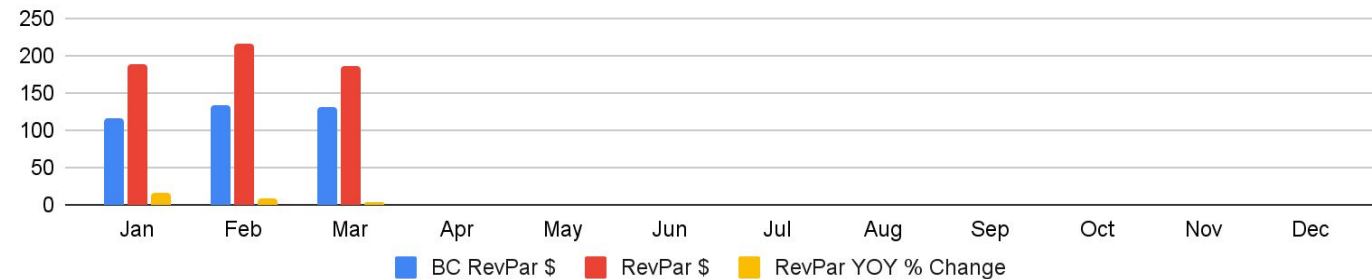
Occupancy



ADR



RevPar



Northern BC Summary

March, 2023

- Northern BC had a **55.00%** occupancy for the month of March, up **5.20%** compared to the same month in 2022. BC had a **58.00%** occupancy for the month of March.
- Northern BC had an ADR of **\$158.00** for the month of March, up **8.50%** compared to the same month in 2022. BC had an ADR of **\$225.40** for the month of March.
- Northern BC had a RevPAR of **\$86.00** for the month of March, up **14.20%** compared to the same month in 2022. BC had a RevPAR of **\$131.60** for the month of March.

Yearly Averages:

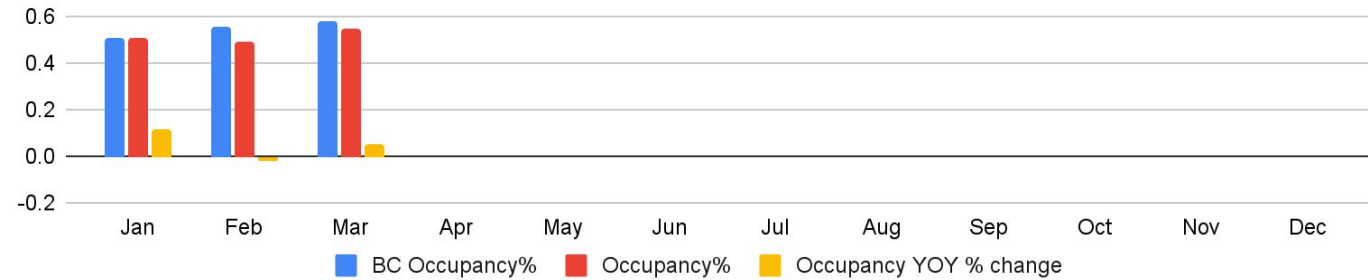
Year	occ	ADR	REVPAR
2021	53.00%	\$127.00	\$81.00
2022	54.00%	\$145.00	\$94.00
2023 (YTD)	51.67%	\$154.67	\$79.33



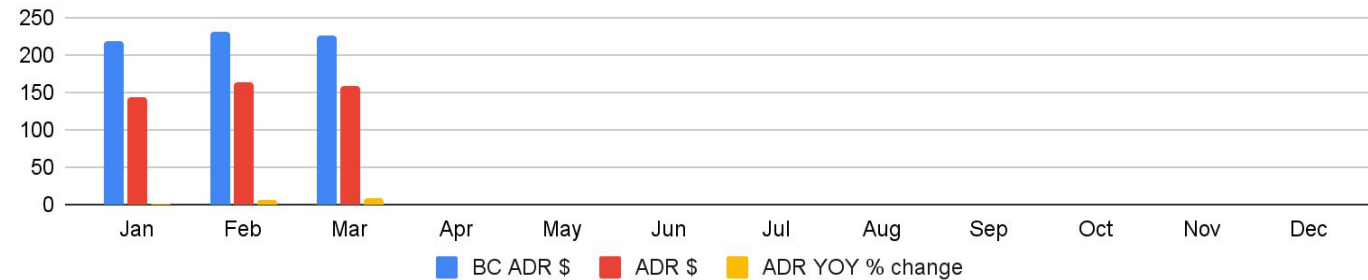
AIRDNA

bcrts
British Columbia
Regional Tourism
Secretariat

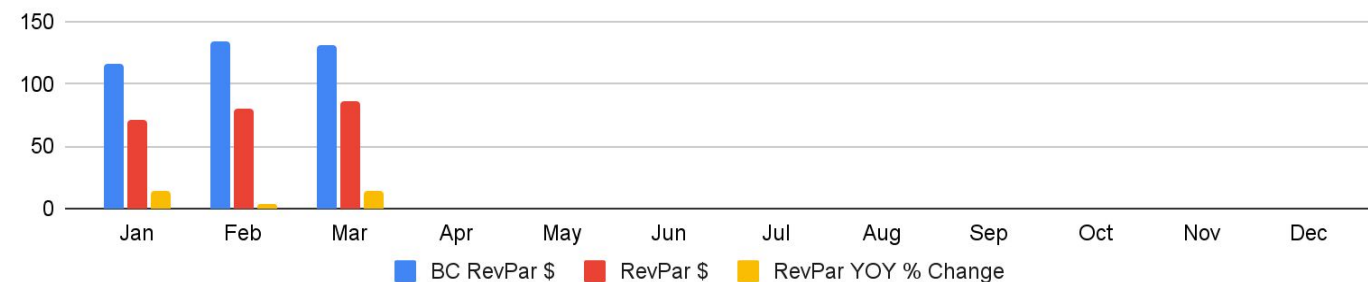
Occupancy



ADR



RevPar



Kootenay Rockies Summary

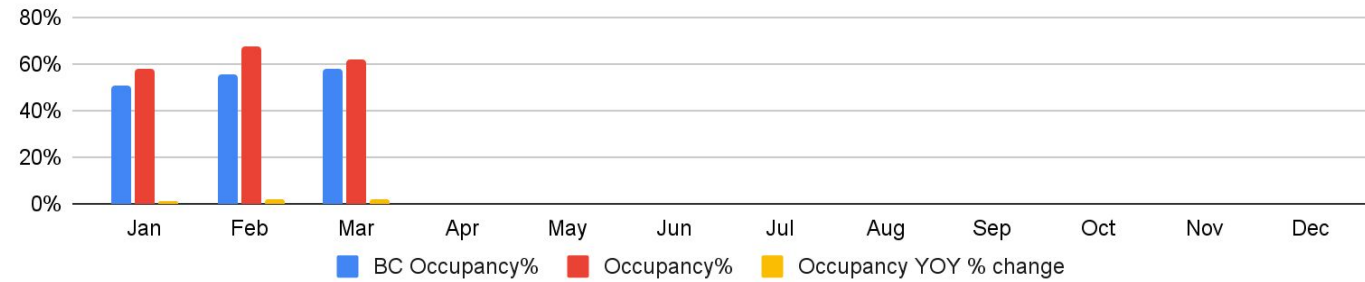
March, 2023

- Kootenay Rockies had a **62.00%** occupancy for the month of March, up **1.70%** compared to the same month in 2022. BC had a **58.00%** occupancy for the month of March.
- Kootenay Rockies had an ADR of **\$265.00** for the month of March, down **2.40%** compared to the same month in 2022. BC had an ADR of **\$225.40** for the month of March.
- Kootenay Rockies had a RevPAR of **\$163.00** for the month of March, down **0.70%** compared to the same month in 2022. BC had a RevPAR of **\$131.60** for the month of March.

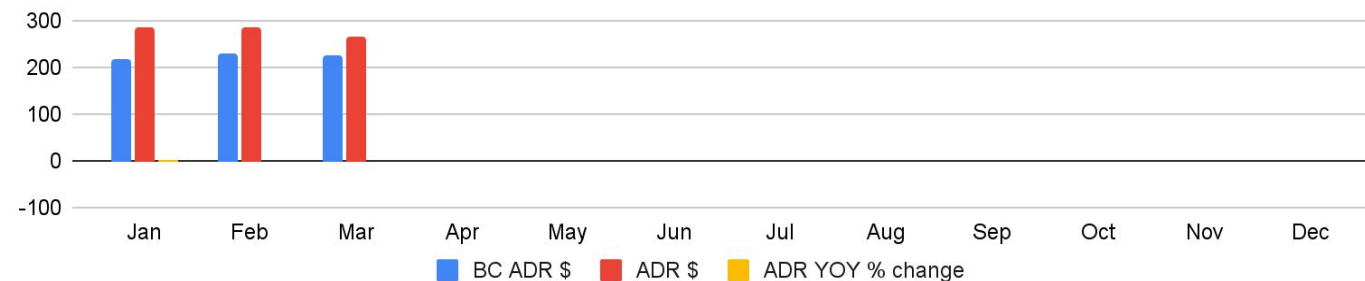
Yearly Averages:

Year	occ	ADR	REVPAR
2021	55.00%	\$239.00	\$133.00
2022	57.00%	\$244.00	\$141.00
2023 (YTD)	62.67%	\$279.00	\$174.67

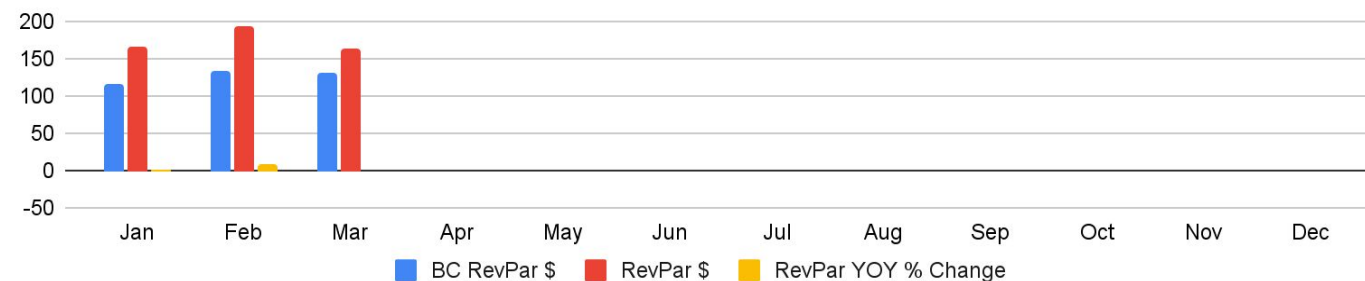
Occupancy



ADR



RevPar



Cariboo Chilcotin Coast

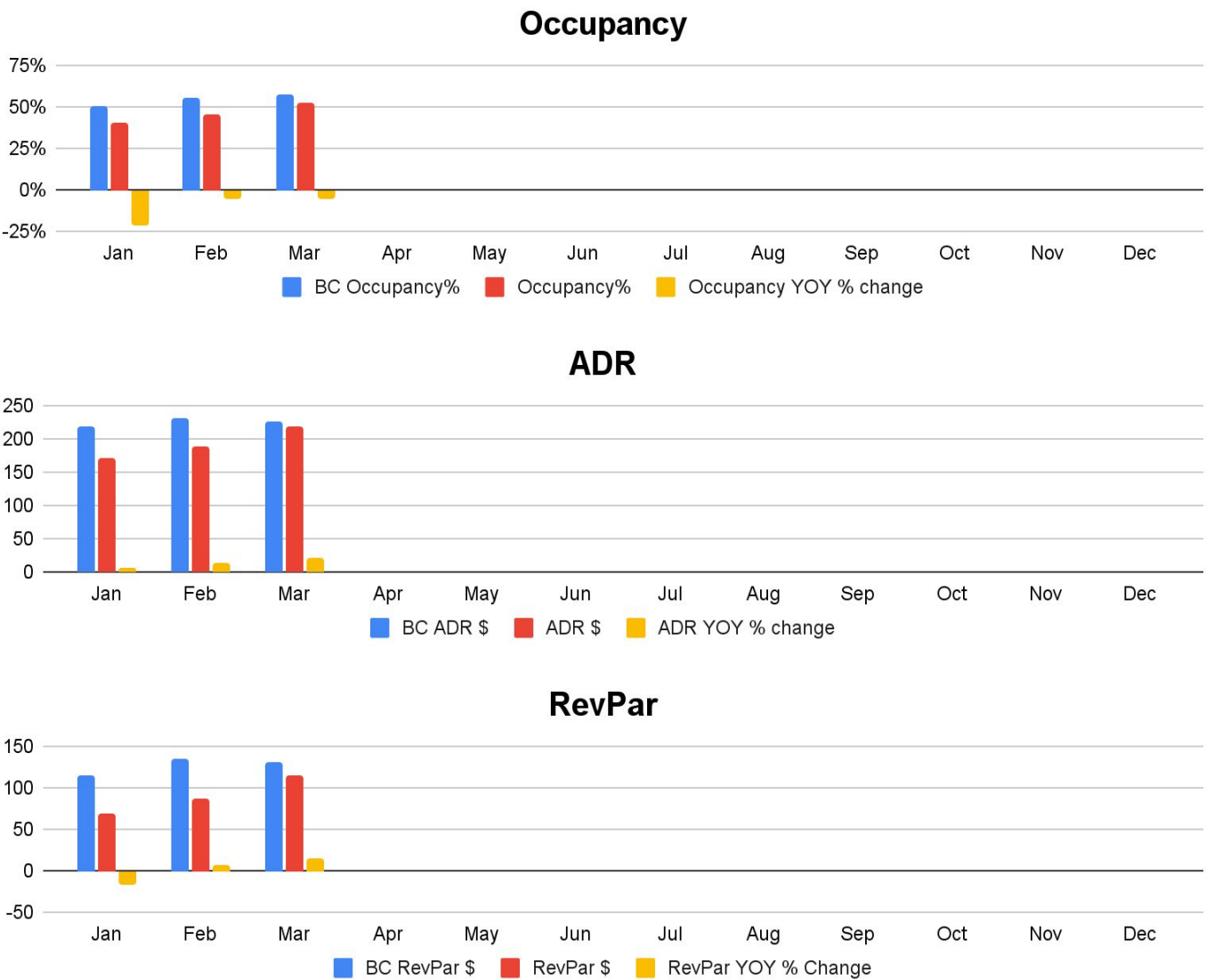
Summary

March, 2023

- Cariboo Chilcotin Coast had a **53.00%** occupancy for the month of March, down **5.00%** compared to the same month in 2022. BC had a **58.00%** occupancy for the month of March.
- Cariboo Chilcotin Coast had an ADR of **\$219.00** for the month of March, up **21.00%** compared to the same month in 2022. BC had an ADR of **\$225.40** for the month of March.
- Cariboo Chilcotin Coast had a RevPAR of **\$115.00** for the month of March, up **16.00%** compared to the same month in 2022. BC had a RevPAR of **\$131.60** for the month of March.

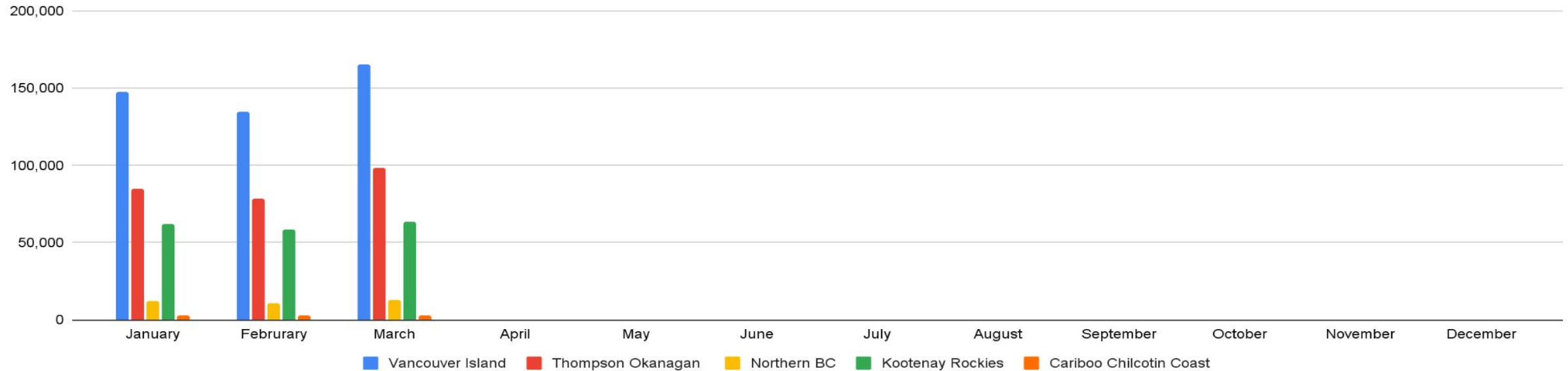
Yearly Averages:

Year	occ	ADR	REVPAR
2021	48.00%	\$151.00	\$74.00
2022	53.00%	\$168.00	\$90.00
2023 (YTD)	46.67%	\$192.67	\$90.67



Listings Supply

(Total available nights in Database)



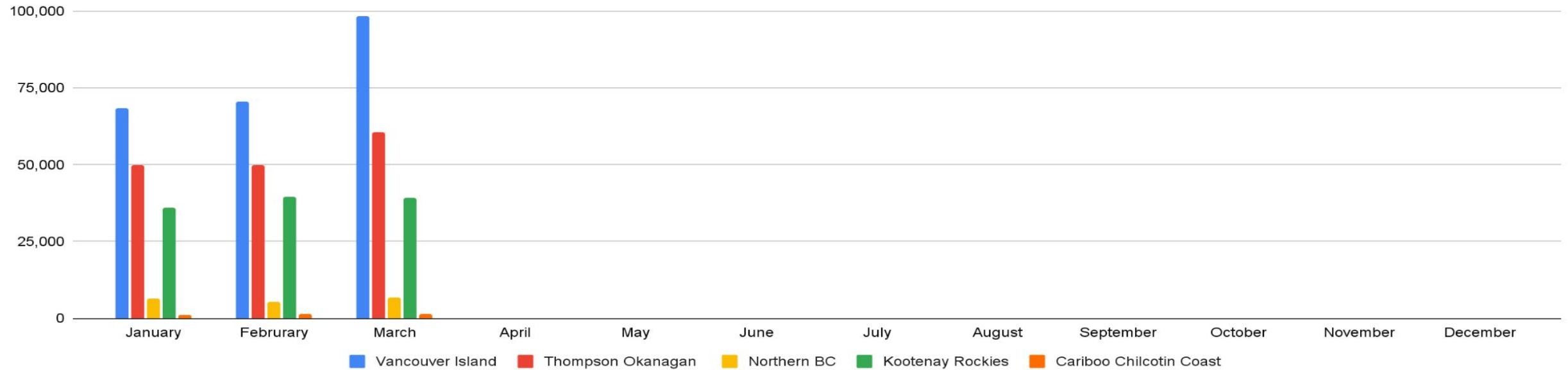
British Columbia March Census total: 343,144 listings

Key Findings

- Out of the regions, Vancouver Island had the highest number of total available nights from active listings in March 2023 with **165,379**, followed by Thompson Okanagan with **98,582**, Kootenay Rockies with **63,801**, and Northern BC with **12,753**.
- Cariboo Chilcotin Coast had the lowest number of total available nights from active listings in March 2023 with **2,629**.

Listings Demand

(Total booked nights in Database)



British Columbia March Sample total: 206,472 listings

Key Findings

- Out of the regions, Vancouver Island had the highest number of booked nights from active listings in March 2022 with **98,358**, followed by Thompson Okanagan with **60,495**, Kootenay Rockies with **39,284**, and Northern BC with **6,954**.
- Cariboo Chilcotin Coast had the lowest number of booked nights from active listings in March 2023 with **1,381**.

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



Robb MacDonald

Managing Director, Symphony Tourism Services

Email: rmacdonald@totabc.com

symphonytourismservices.com