Monthly Occupancy Insights

AirDNA Destination Report

April 2023

2023 Monthly Report

Source: Monthly AirDNA_Trend_Report

bcrts British Columbia Regional Tourism Secretariat

SYMPHONY TOURISM SERVICES

AIRDNA

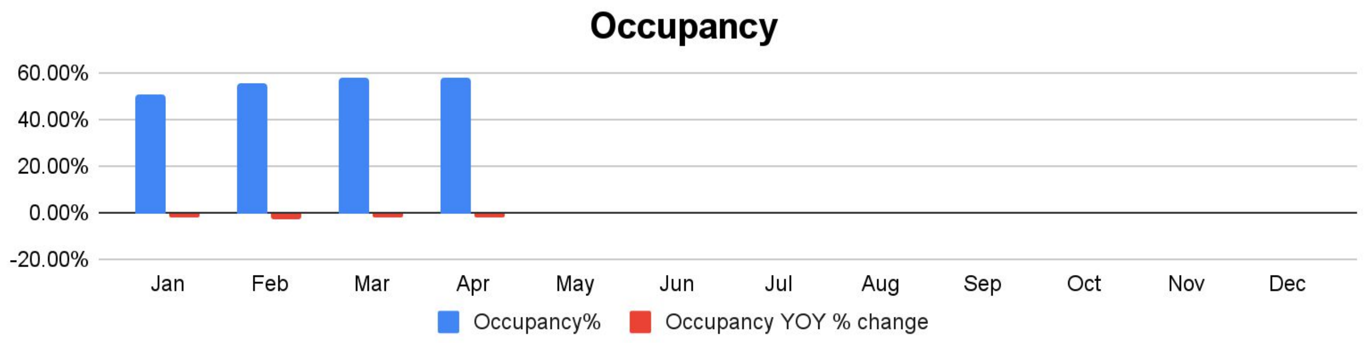
British Columbia Summary

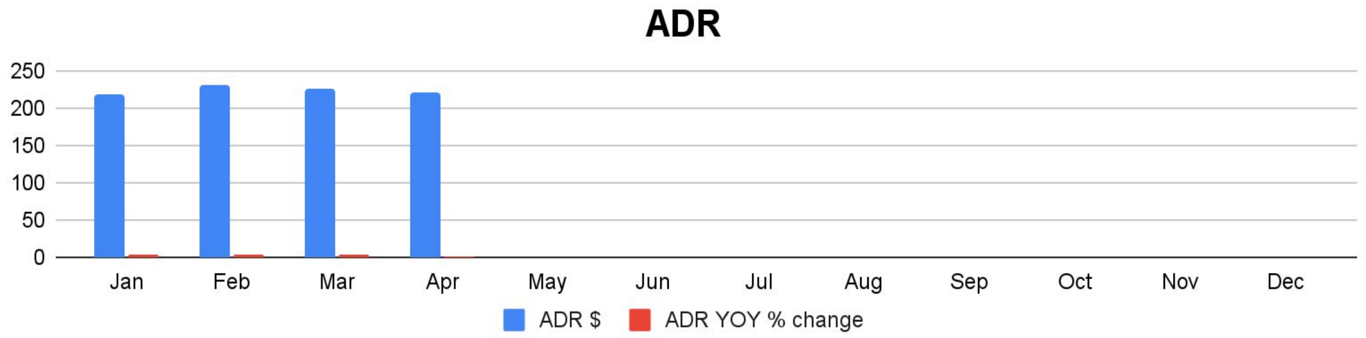
April, 2023

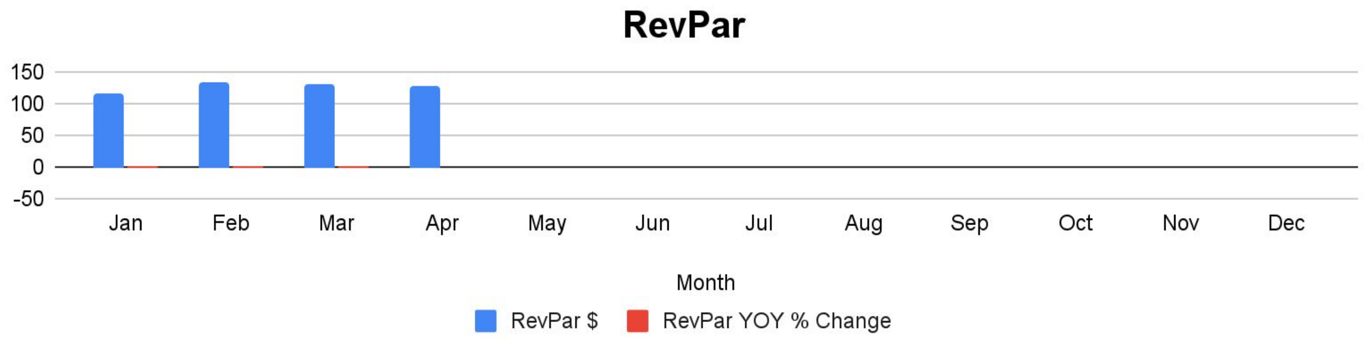
- British Columbia had a **58.29%** occupancy for the month of April, down **1.90%** compared to the same month in 2022.
- British Columbia had an ADR of **$221.30** for the month of April, up **1.73%** compared to the same month in 2022.
- British Columbia had a RevPAR of **$128.99** for the month of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







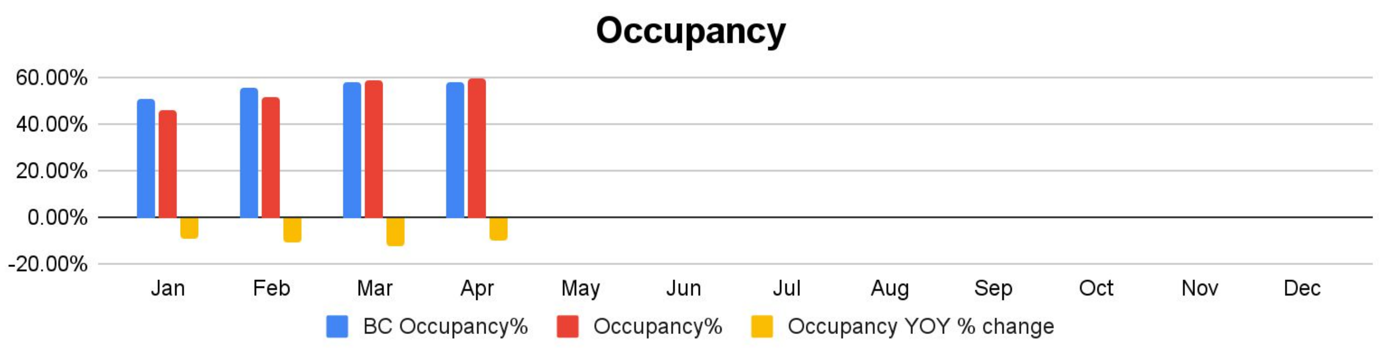
Vancouver Island Summary

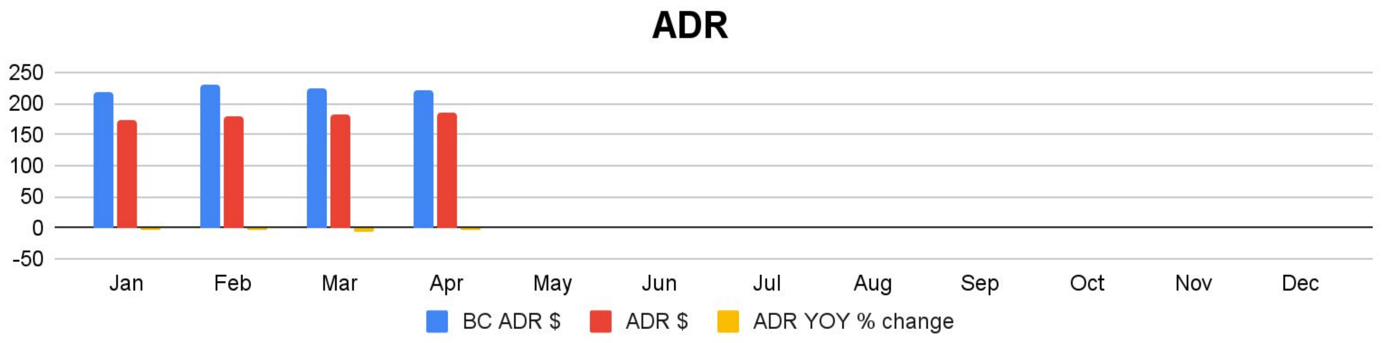
April, 2023

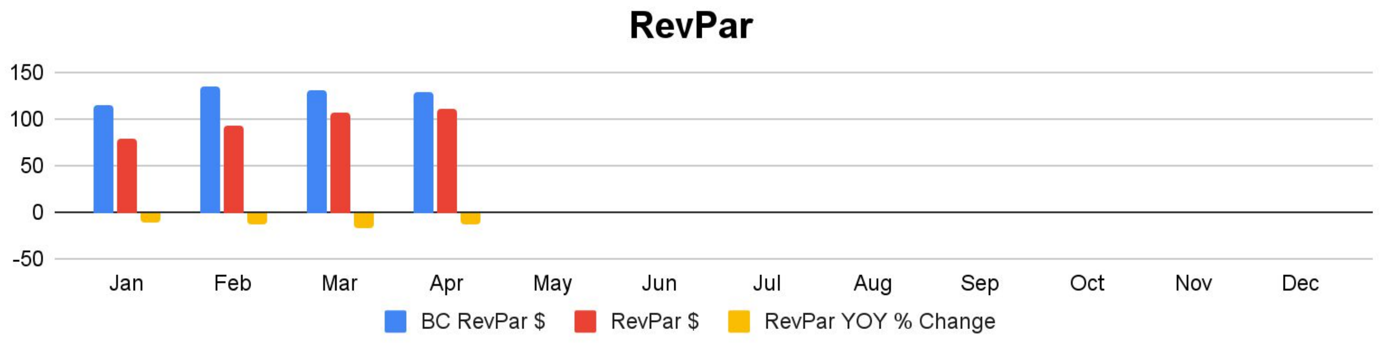
- Vancouver Island had a **60.00%** occupancy for the month of April, down **10.00%** compared to the same month in 2022. BC had a **58.29%** occupancy for the month of April.
- Vancouver Island had an ADR of **$186.00** for the month of April, down **3.70%** compared to the same month in 2022. BC had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

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







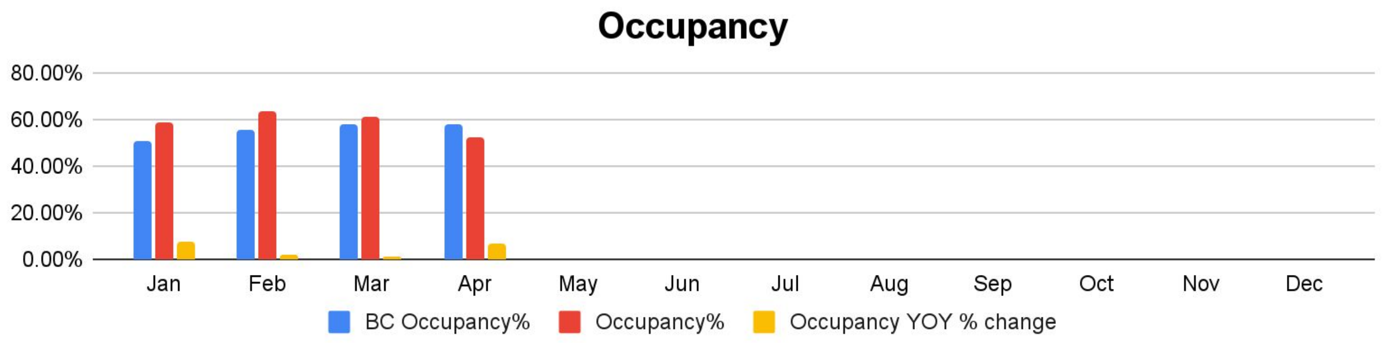
Thompson Okanagan Summary

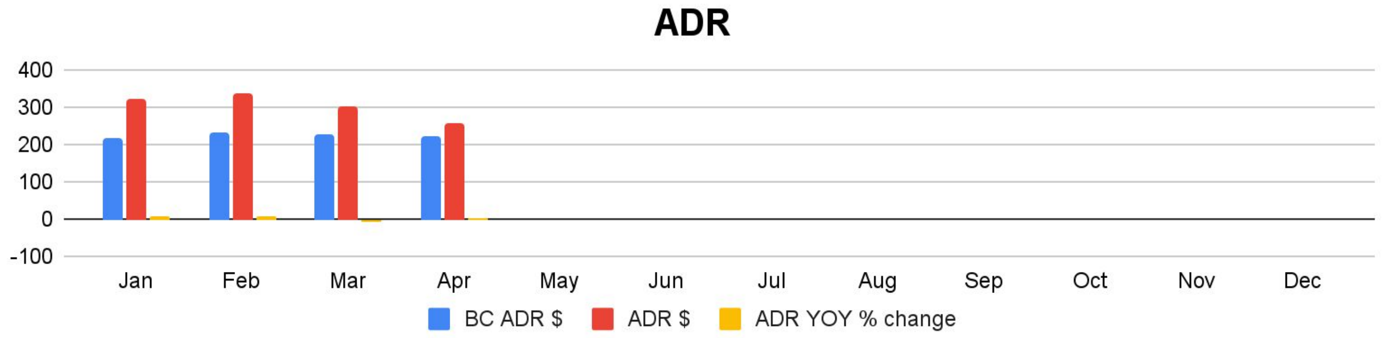
April, 2023

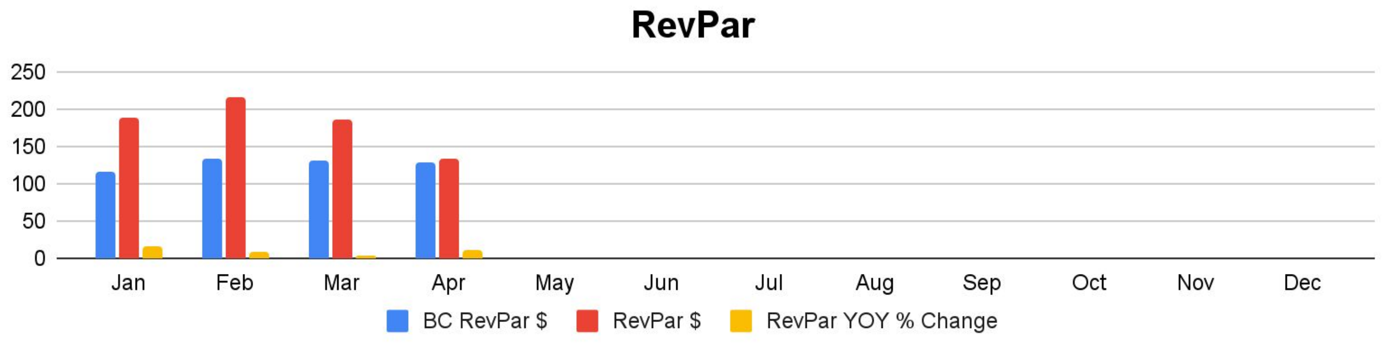
- Thompson Okanagan had a **52.19%** occupancy for the month of April, up **7.18%** compared to the same month in 2022. BC had a **58.29%** occupancy for the month of April.
- Thompson Okanagan had an ADR of **$255.54** for the month of April, up **4.55%** compared to the same month in 2022. BC had an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







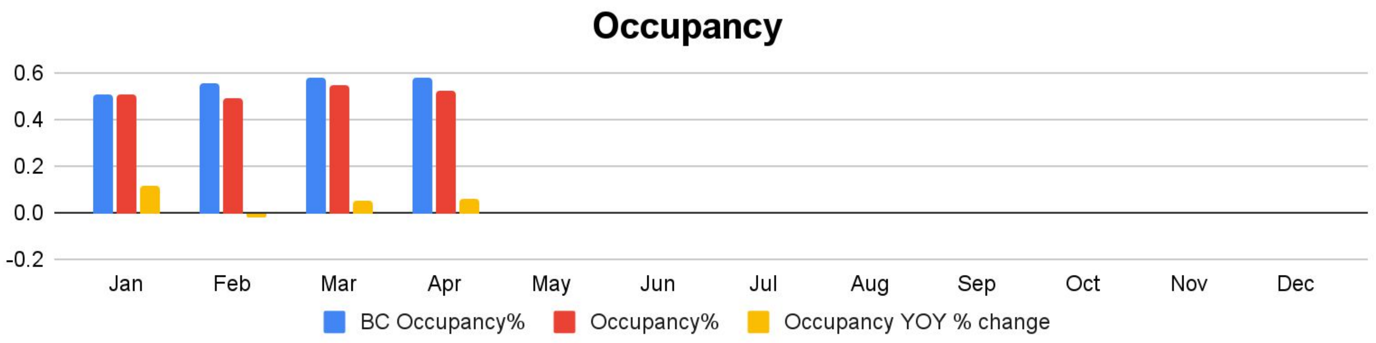
Northern BC Summary

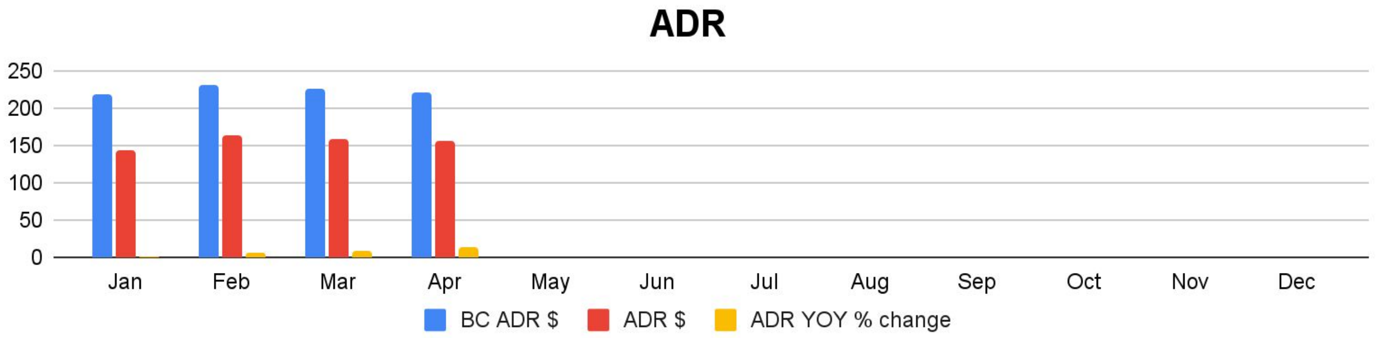
April, 2023

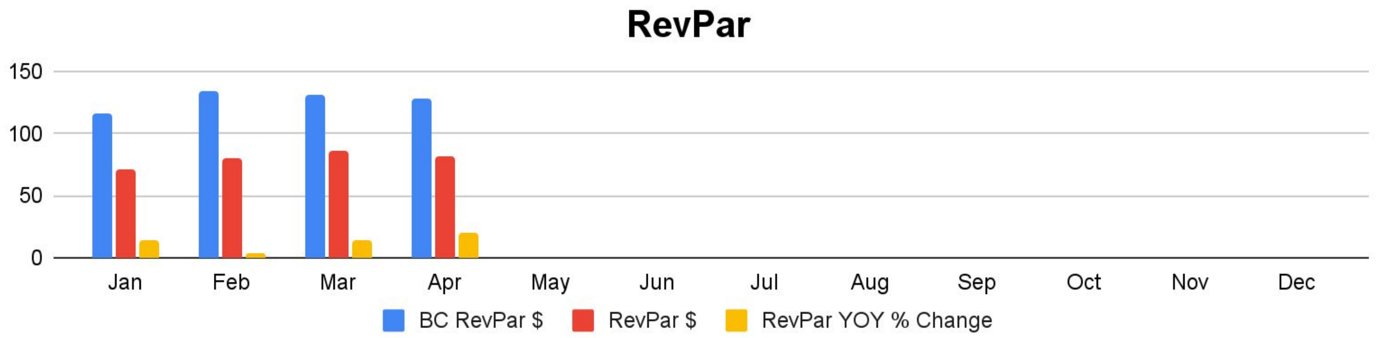
- Northern BC had a **52.70%** occupancy for the month of April, up 6.07% compared to the same month in 2022. BC had a **58.00%** occupancy for the month of April.
- Northern BC had an ADR of **$155.61** for the month of April, up 13.03% compared to the same month in 2022. BC had an ADR of **$221.30**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

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







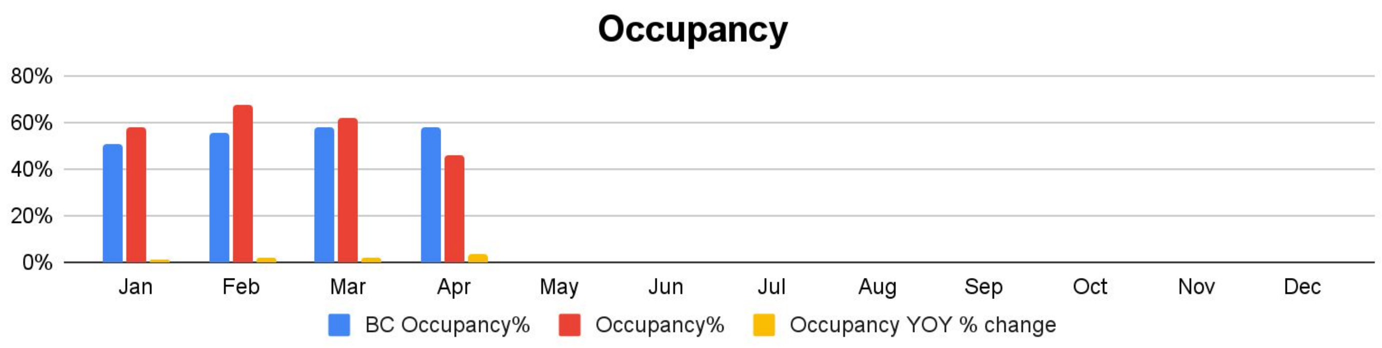
Kootenay Rockies Summary

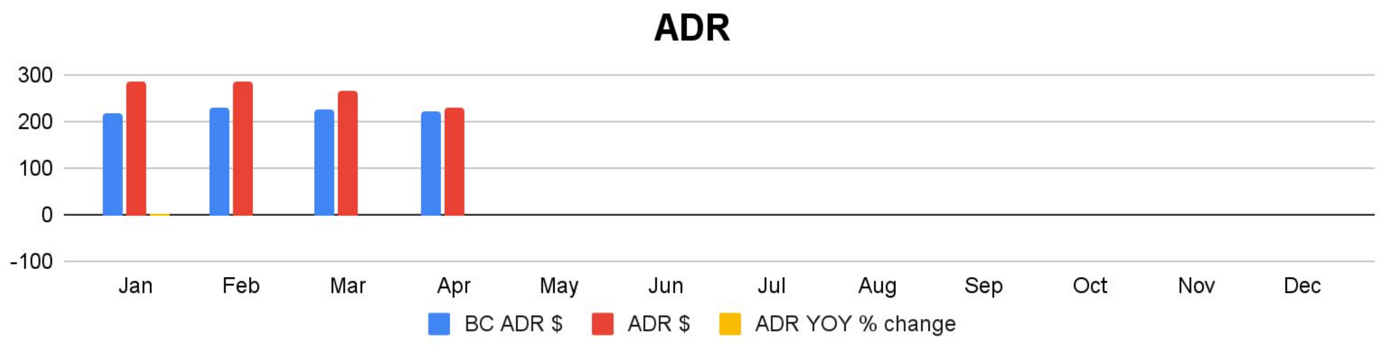
April, 2023

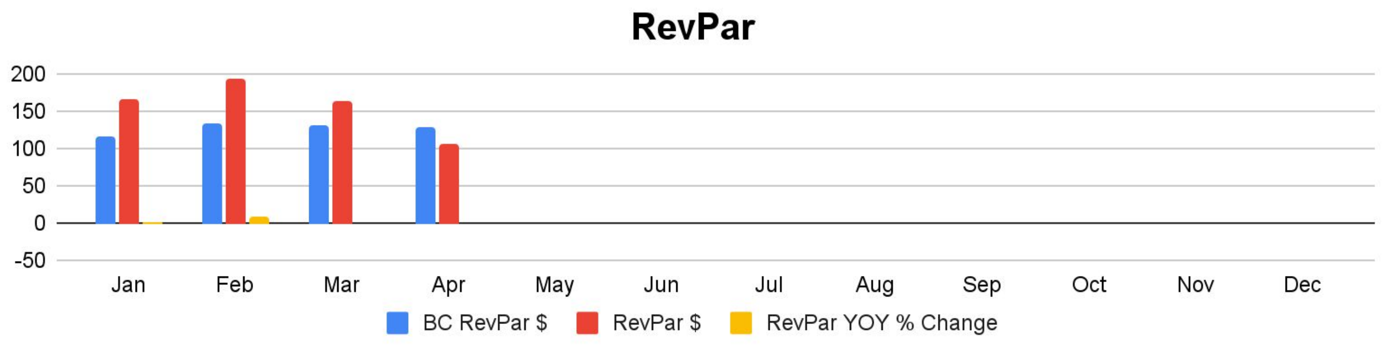
- Kootenay Rockies had a **46.24%** occupancy for the month of April, up **3.90%** compared to the same month in 2022. BC had a **58.29%** occupancy for the month of April.
- Kootenay Rockies had an ADR of **$230.63** for the month of April, down **3.90%** compared to the same month in 2022. BC had an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

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







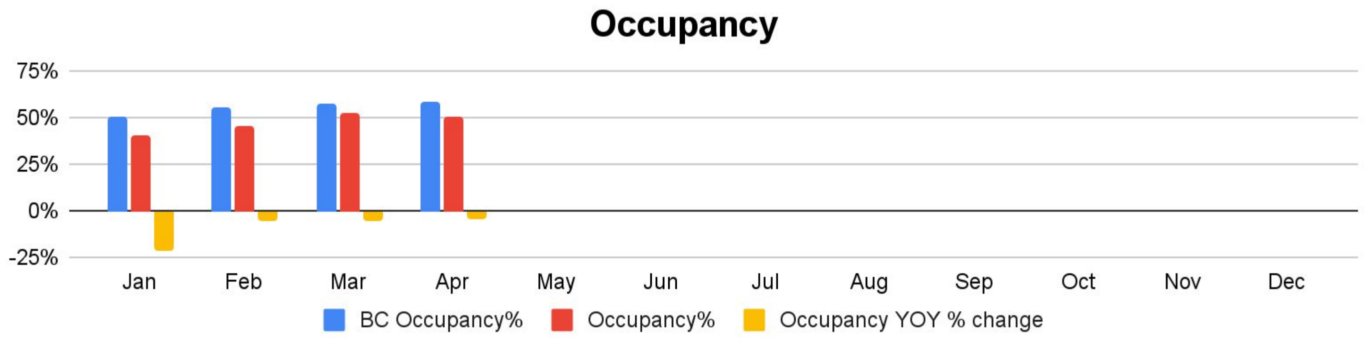
Cariboo Chilcotin Coast Summary

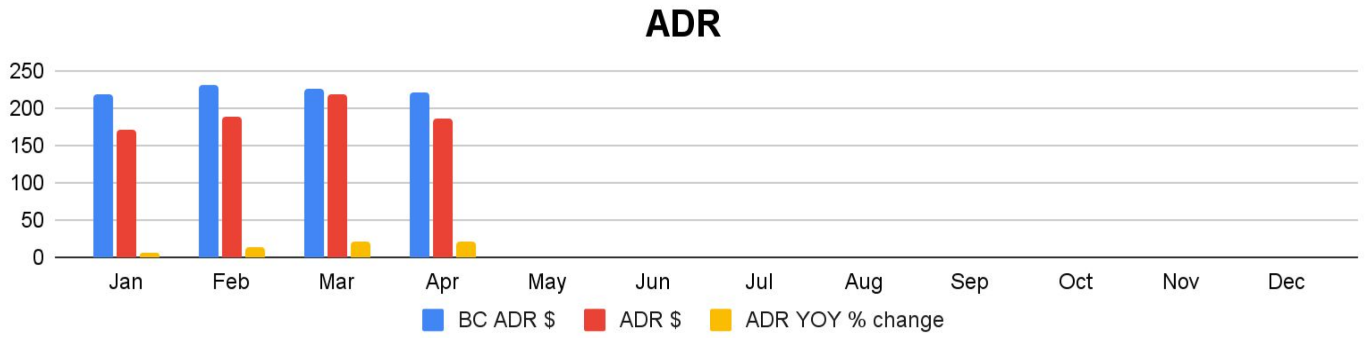
April, 2023

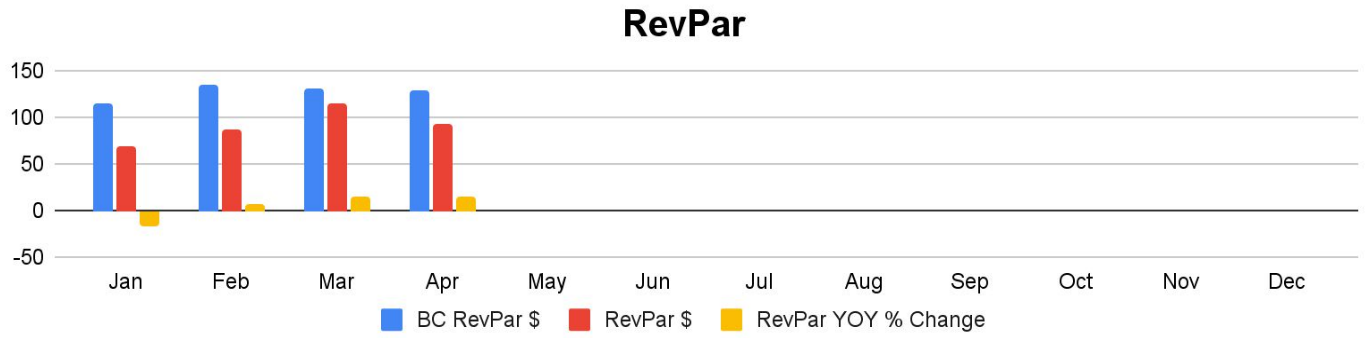
- Cariboo Chilcotin Coast had a **50.06%** occupancy for the month of April, down **4.06%** compared to the same month in 2022. BC had a **58.29%** occupancy for the month of April.
- Cariboo Chilcotin Coast had an ADR of **$186.88** for the month of April, up **20.79%** compared to the same month in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

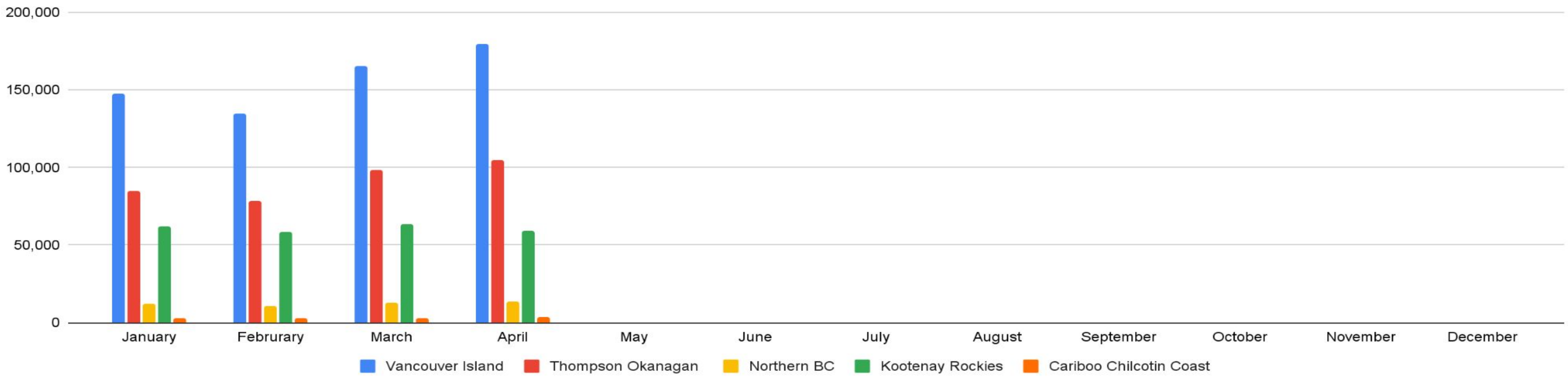
Year	OCC	ADR	REVPAR
2021	48.00%	$151.00	$74.00
2022	53.00%	$168.00	$90.00
2023 (YTD)	47.52%	$191.22	$91.39







Listings Supply
(Total available nights in Database)

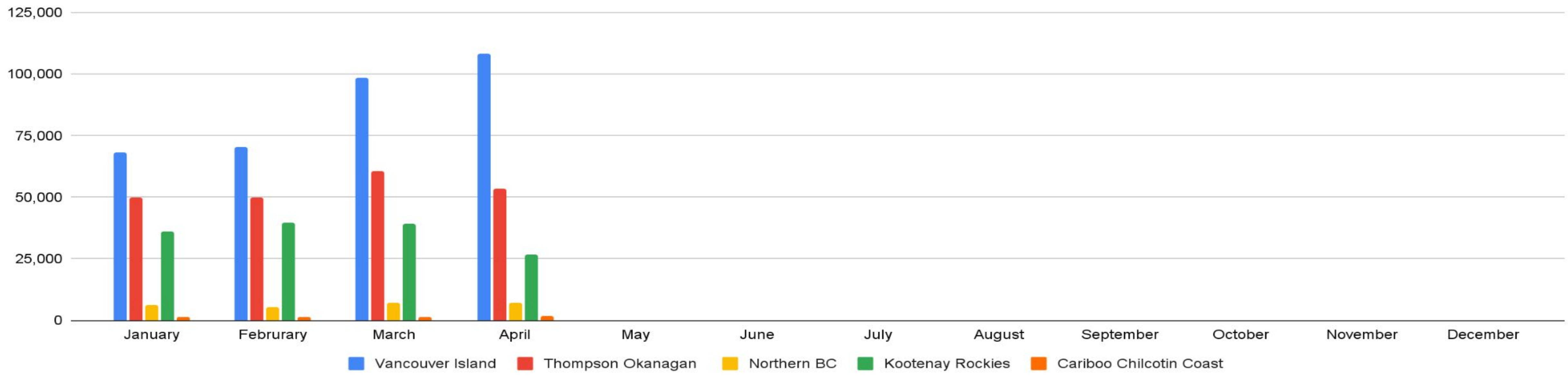


British Columbia April Census total: 360,439 listings

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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