

Monthly Occupancy Insights

AirDNA Destination Report

January 2023

2023 Monthly Report



SYMPHONY
TOURISM
SERVICES

AIRDNA



Source: Monthly AirDNA_Trend_Report

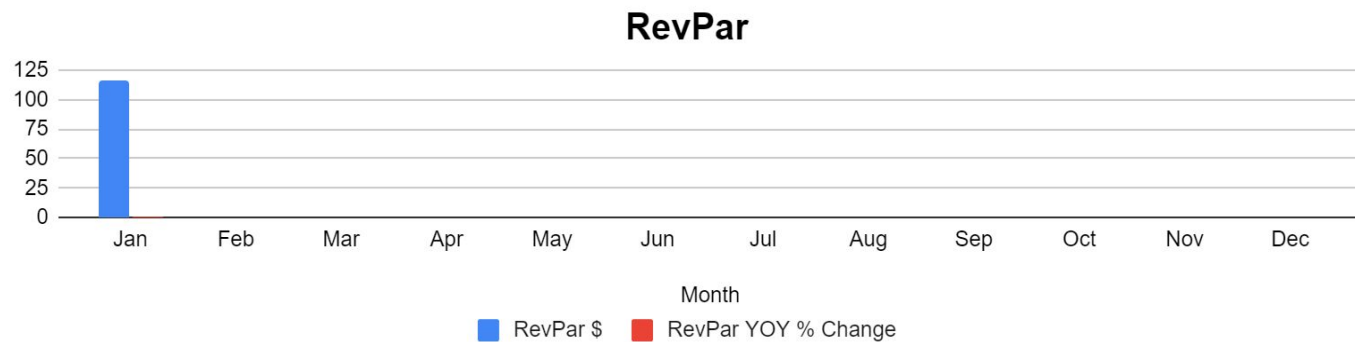
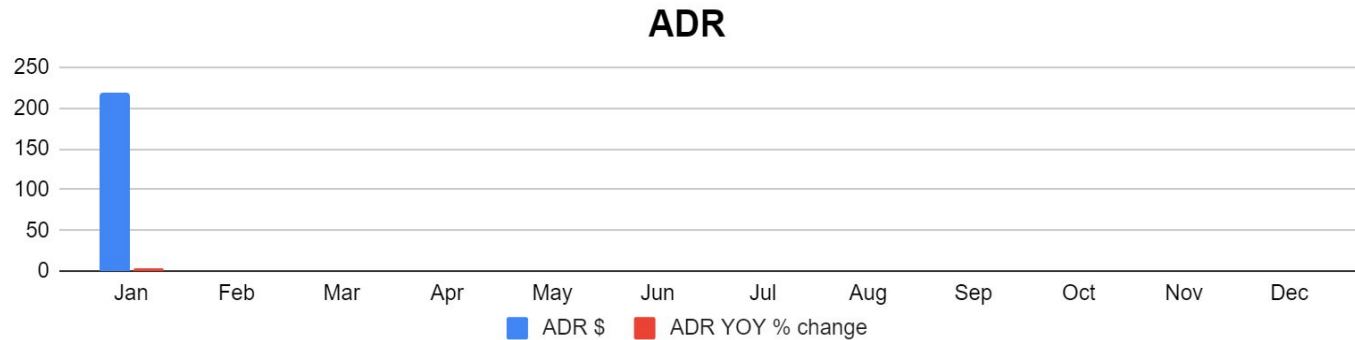
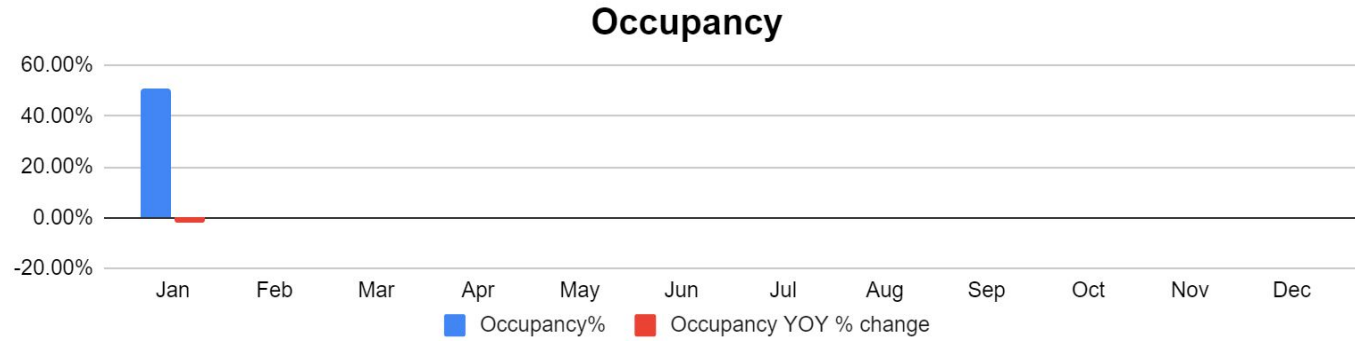
British Columbia Summary

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



Cariboo Chilcotin Coast Summary

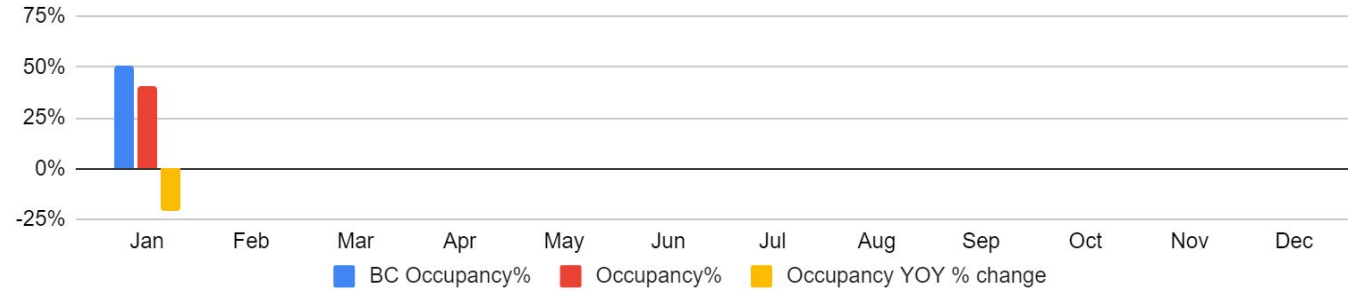
January, 2023

- 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.

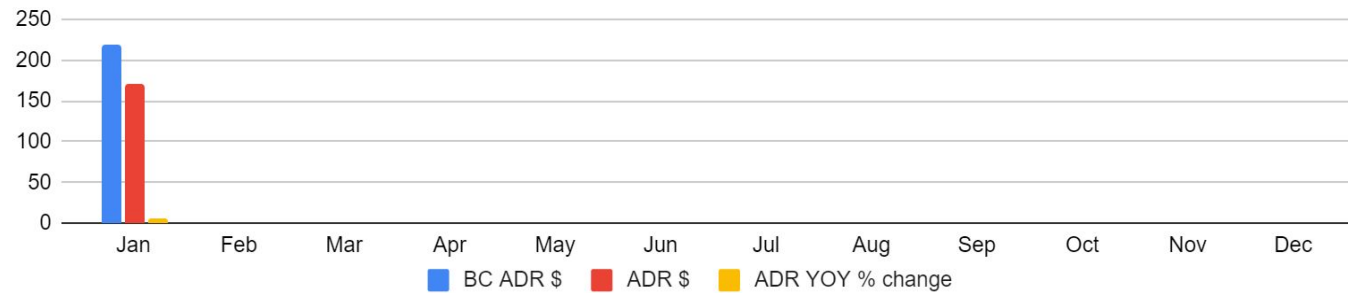
Yearly Averages:

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

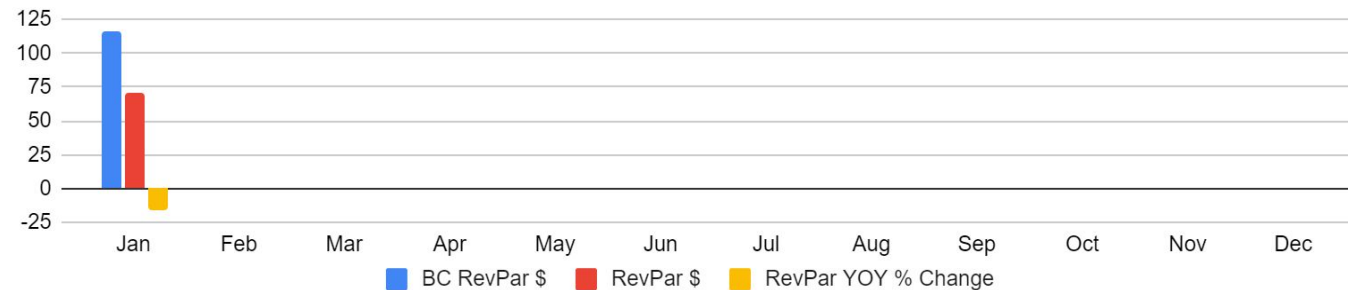
Occupancy



ADR

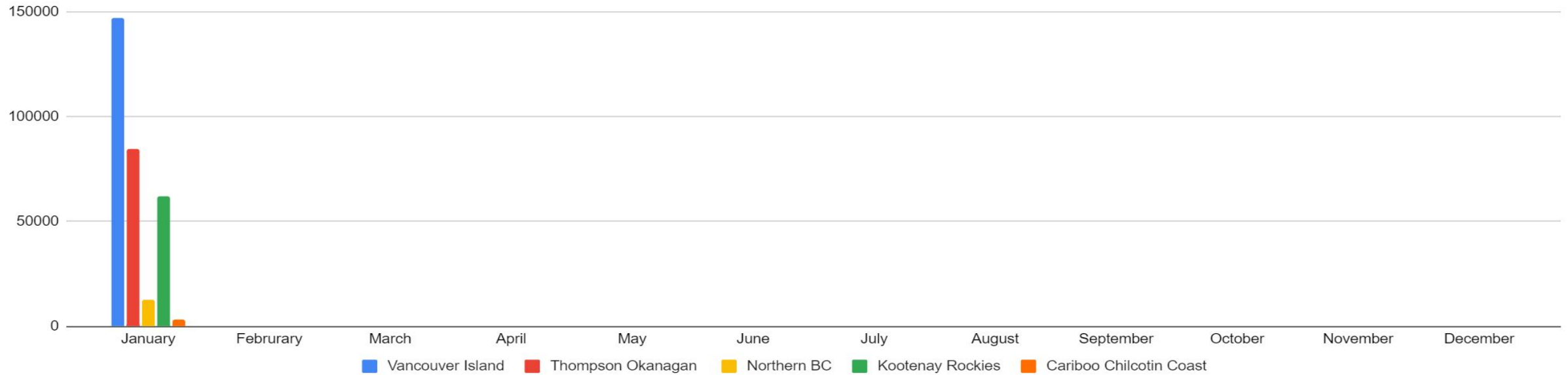


RevPar



Listings Supply

(Total available nights in Database)

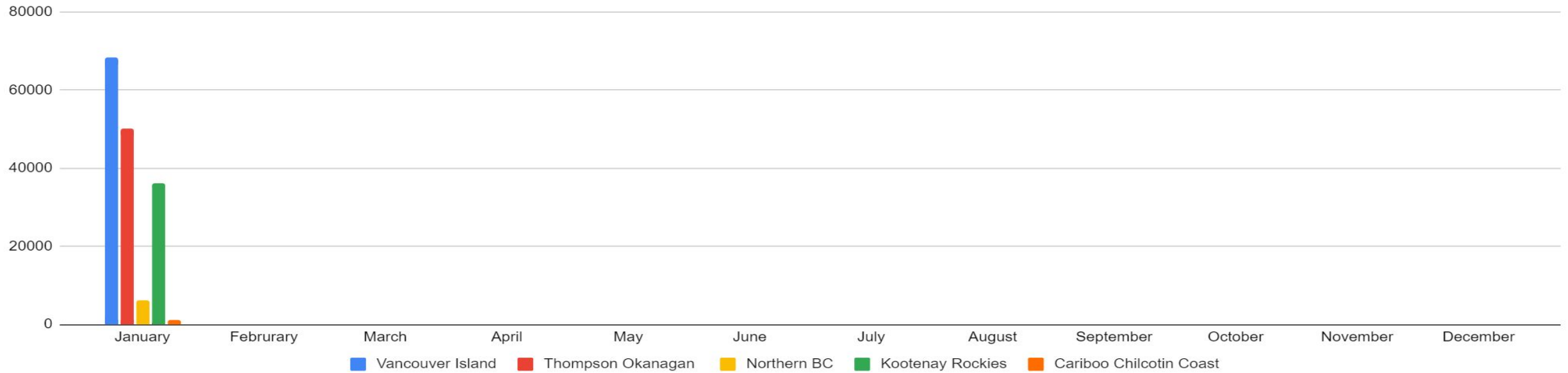


British Columbia January Census total: 309,729 listings

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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