

Year to Date Visitor Insights

AirDNA Destination Report - BC Regions

December 2021 - December 2022

With Yearly averages for 2021 (Jan-Dec)- 2022 YTD



SYMPHONY
TOURISM
SERVICES

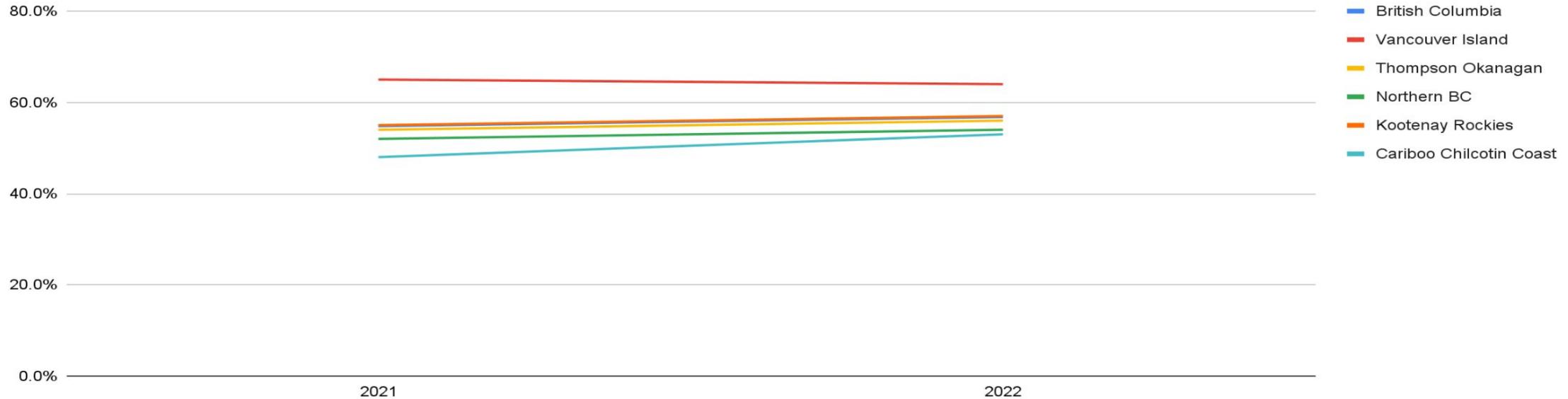


Provincial State of Emergencies

- British Columbia declared a provincial state of emergency on Wednesday, March 18, 2020. Travel within British Columbia was restricted to essential needs only from May 23, 2021 and was ongoing until June 15, 2021 by order and direction of the Ministry of Public Safety in consultation with BC's Provincial Health Officer.
- British Columbia entered a Provincial State of Emergency due to Wildfires on July 20, 2021 and was ongoing until September 14, 2021.
- British Columbia declared a provincial state of emergency due to widespread flooding and landslides on November 17, 2021 to January 18, 2022.
- British Columbia entered a Provincial State of Emergency due to winter storm, extreme cold, and Arctic outflow on December 20, 2022.

Occupancy - Year to Date Average

2021 - 2022

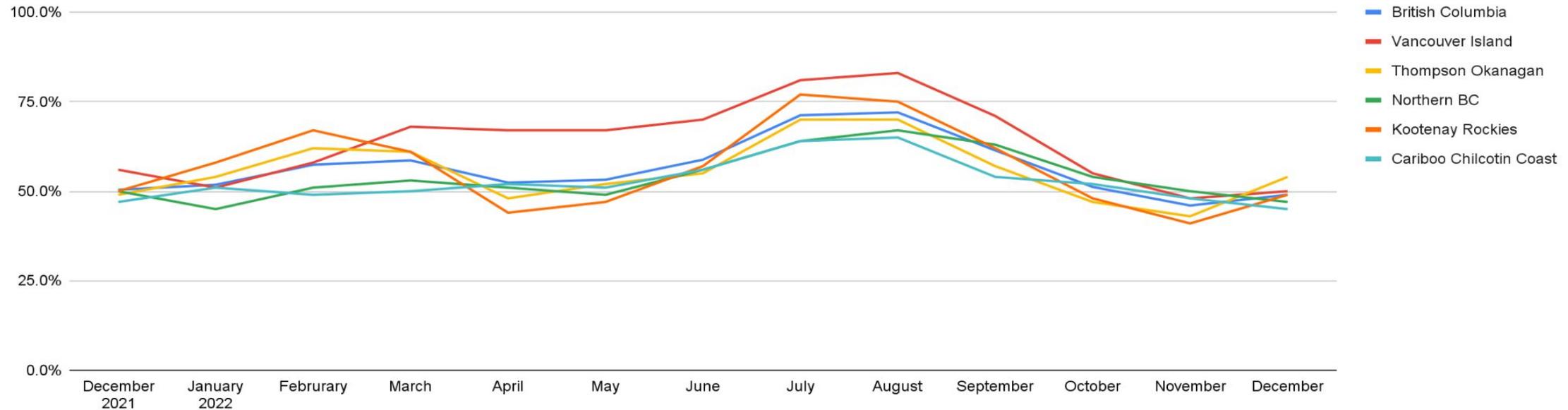


Key Findings

- In 2022, the year to date average occupancy across BC regions is **57%**, compared to **55%** in 2021.
- In 2022, Vancouver Island had the highest YTD average occupancy rate with **64%**, followed by Kootenay Rockies with **57%**, Thompson Okanagan with **56%**, Northern BC with **54%** and Cariboo Chilcotin Coast with **53%**.
- In 2021 Vancouver Island averaged **65%**, Kootenay Rockies averaged **55%**, Thompson Okanagan averaged **54%**, Northern BC averaged **52%**, and Cariboo Chilcotin Coast averaged **48%**

Occupancy - Average by month

December 2022

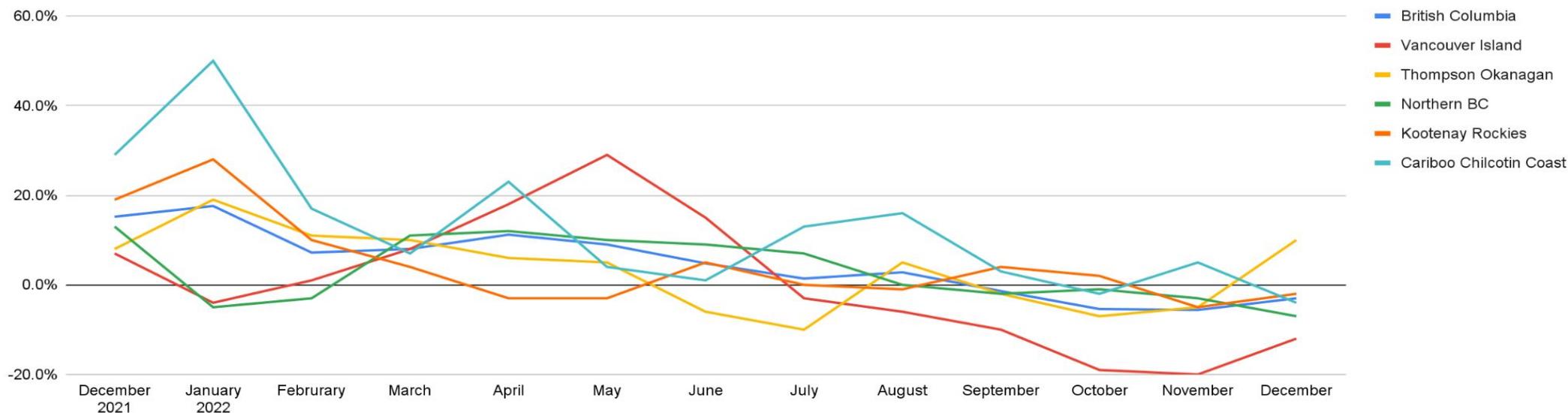


Key Findings

- In December 2022, the BC Average Occupancy rate was **49%**
- Thompson Okanagan had the highest occupancy in December 2022 with **54%**, followed by Vancouver Island at **50%**, Kootenay Rockies with **49%**, and Northern BC with **47%**
- Cariboo Chilcotin Coast had the lowest occupancy in December 2022 with **45%**

Occupancy - Monthly percent change Year over Year

December 2022 compared to December 2021



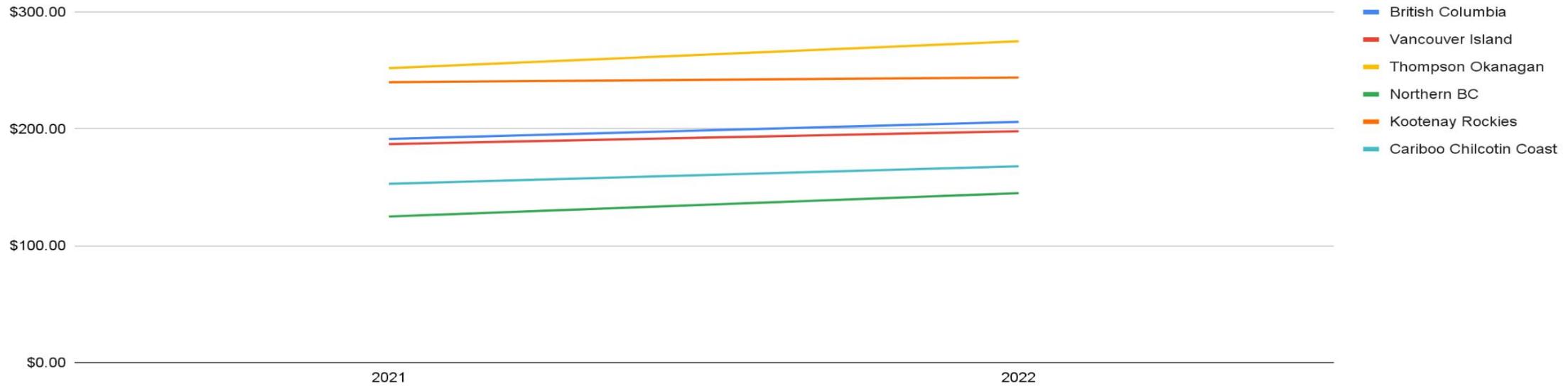
Source: AirDNA_Trend_Report

Key Findings

- The BC Occupancy variation was **-3%** when comparing December 2022 to December 2021
- Kootenay Rockies had the smallest variation in occupancy in December 2022 with a **-2%** change from December 2021
- Vancouver Island had the largest variation in occupancy with a **-12%** change in December 2022 from December 2021

Average Daily Rate (ADR) - Year to Date Average

2021 - 2022



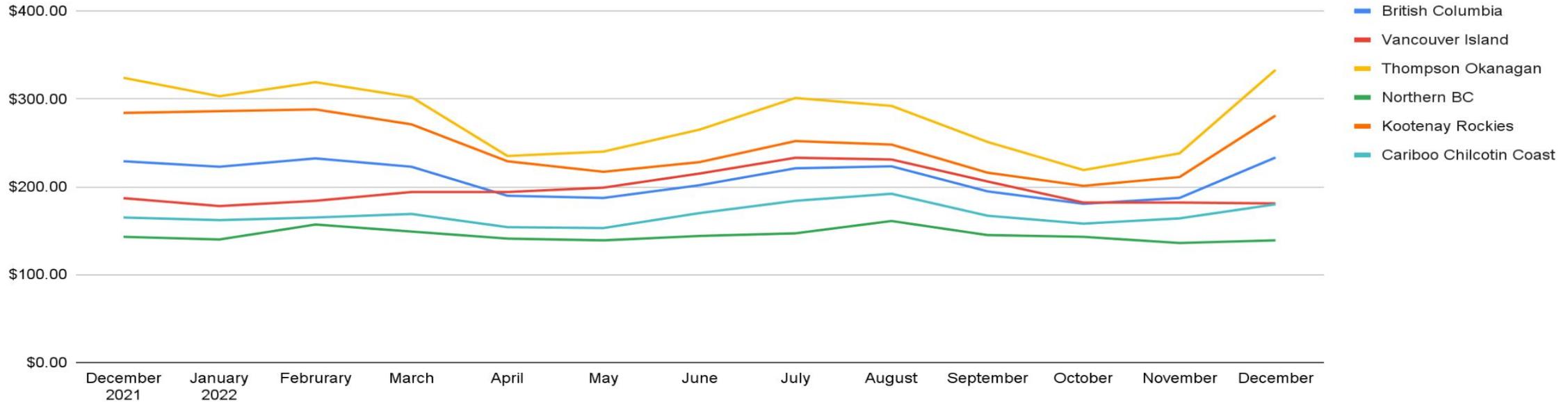
Source: AirDNA_Trend_Report

Key Findings

- In 2022, the year to date ADR across BC regions is **\$206** compared to **\$191** in 2021
- In 2022, Thompson Okanagan had the highest YTD ADR with **\$275**, followed by Kootenay Rockies with **\$244**, Vancouver Island with **\$198**, Cariboo Chilcotin Coast with **\$168**, and Northern BC with **\$145**
- In 2021 Thompson Okanagan averaged **\$252**, Kootenay Rockies averaged **\$240**, Vancouver Island averaged **\$187**, Cariboo Chilcotin Coast averaged **\$153**, and Northern BC averaged **\$125**

Average Daily Rate (ADR) - Average by month

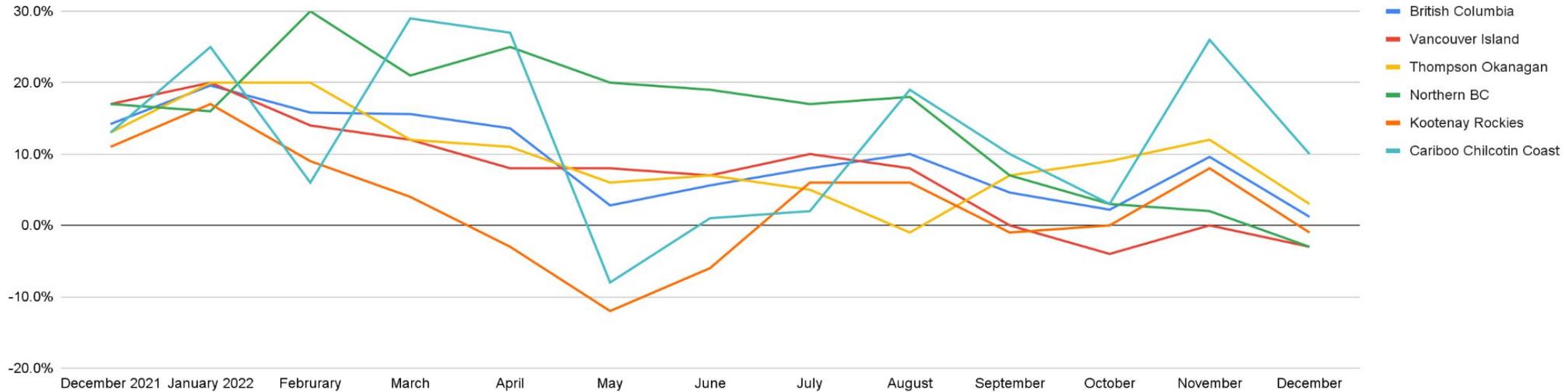
December 2022



Key Findings

- The BC Avg ADR in December 2022 was **\$233**
- Thompson Okanagan had the highest ADR in December 2022 with **\$333**, followed by Kootenay rockies with **\$281**, Vancouver Islands with **\$181**, and Cariboo with **\$180**
- Northern BC had the lowest ADR in December 2022 with **\$139**

Average Daily Rate (ADR) - Monthly percent change Year over Year **December 2022 compared to December 2021**

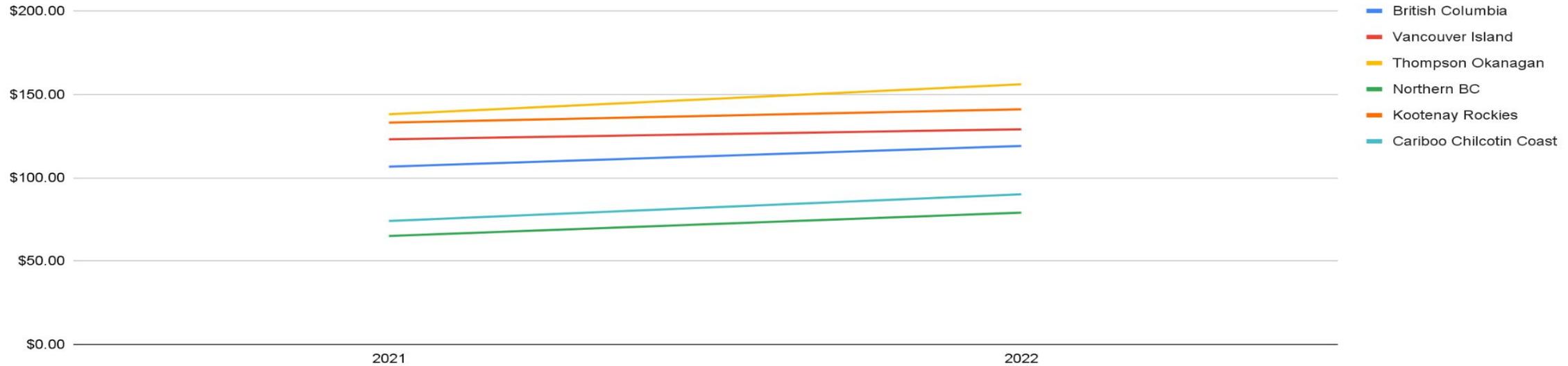


Key Findings

- The BC Avg variation in ADR comparing December 2022 to December 2021 was **1.2%**
- Kootenay Rockies had the minimum variation with **-1%** in ADR in December 2022 from December 2021
- Cariboo Chilcotin Coast had the largest variation in ADR in December 2022 with a **10%** change from December 2021

Revenue Per Available Room (RevPAR) - Year to Date Average

2021- 2022



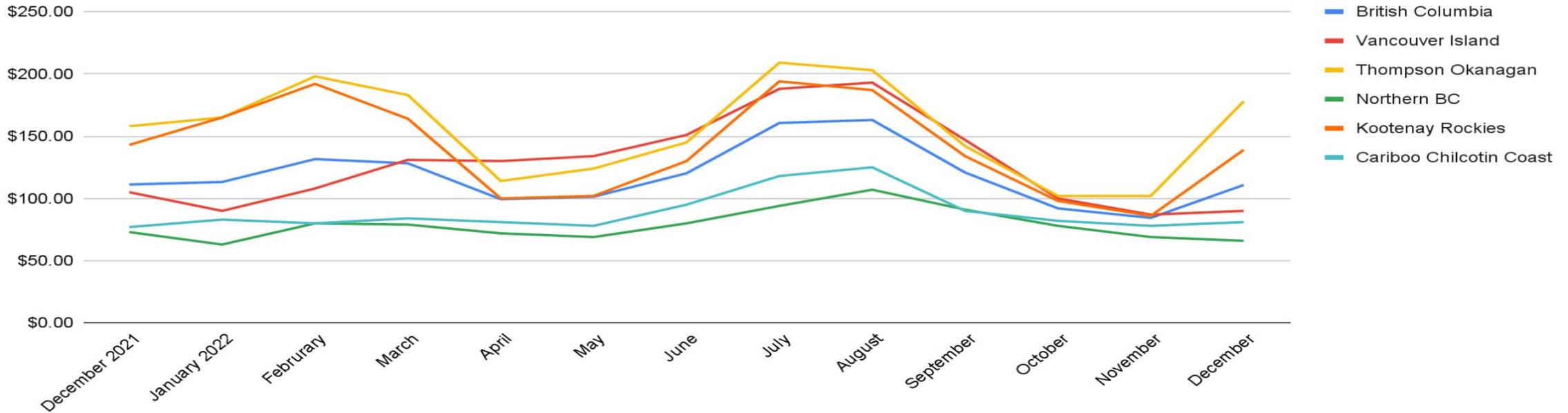
Source: AirDNA_Trend_Report

Key Findings

- In 2022 year to date the average RevPAR across BC regions is **\$119**, compared to **\$107** in 2021
- In 2022, Thompson Okanagan had the highest YTD RevPAR with **\$156**, followed by Kootenay Rockies with **\$141**, Vancouver Island with **\$129**, Cariboo Chilcotin Coast with **\$90**, and Northern BC with **\$79**
- In 2021 Thompson Okanagan averaged **\$138**, Kootenay Rockies averaged **\$133**, Vancouver Island averaged **\$123**, Cariboo Chilcotin Coast averaged **\$75**, and Northern BC averaged **\$65**

Revenue Per Available Room - Average by month

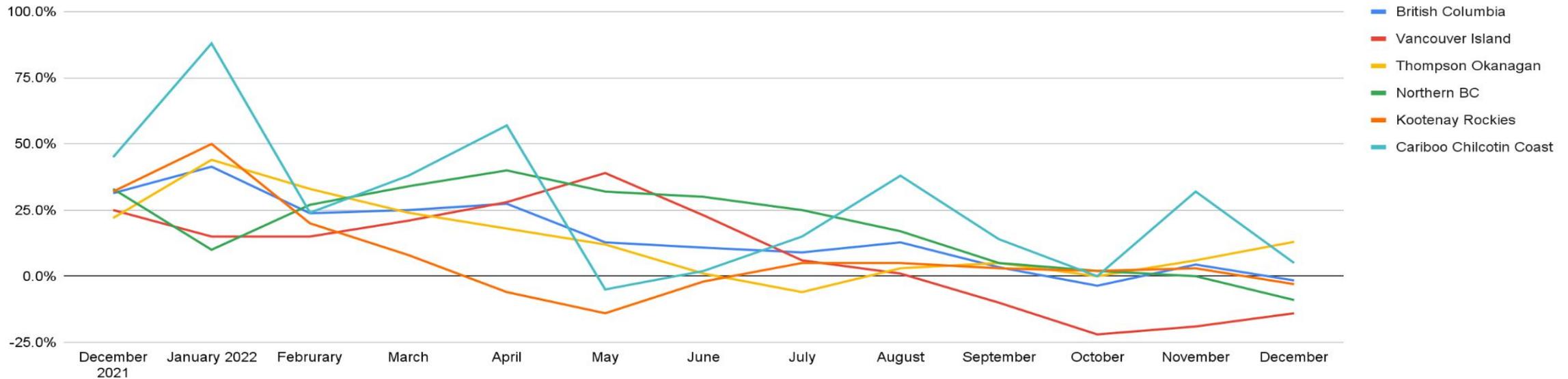
December 2022



Key Findings

- The BC Average RevPAR for December 2022 was **\$111**
- Thompson Okanagan had the highest RevPAR in December 2022 with **\$178**, followed by Kootenay Rockies with **\$139**, Vancouver Island with **\$90**, and Cariboo with **\$81**
- Northern BC had the lowest RevPAR in December 2022 with **\$66**

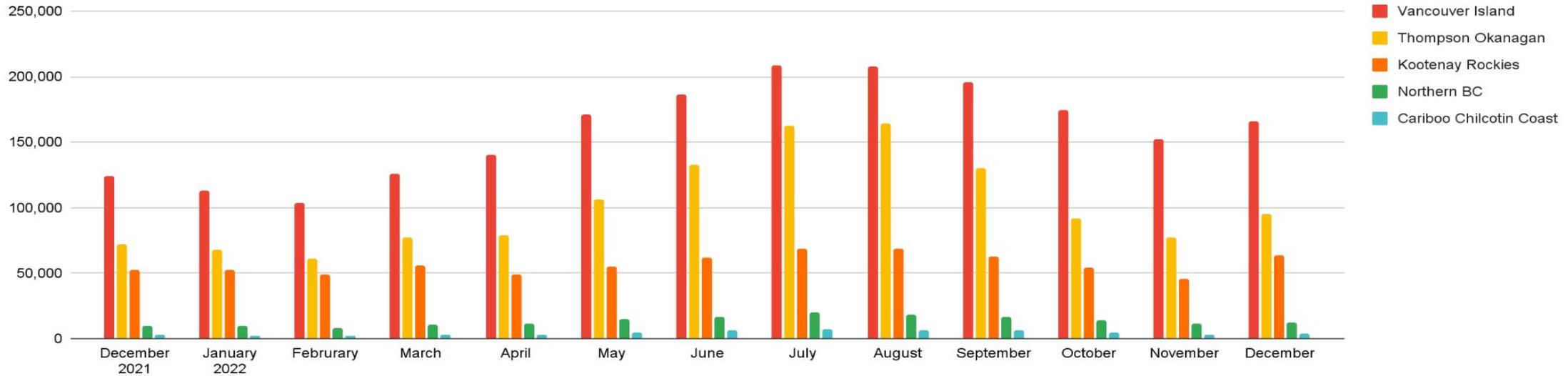
Revenue Per Available Room - Monthly percent change Year over Year - December 2022 compared to December 2021



Key Findings

- The BC Average variation in RevPAR was **-1.6%** comparing December 2022 to December 2021
- Kootenay Rockies had the smallest variation in RevPAR in December 2022 with a **-3%** change from December 2021
- Vancouver Island had the largest variation in RevPAR in December 2022 with a **-13%** change from December 2021

Listings Supply (Total available nights in Database)

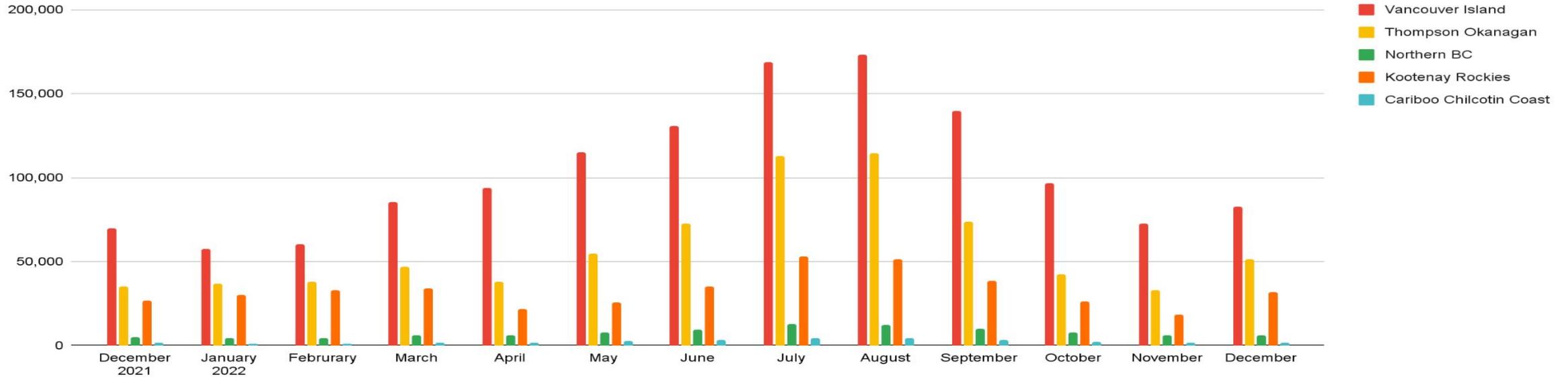


British Columbia December Census total: 341,480 listings

Key Findings

- Out of the regions, Vancouver Island had the highest number of total available nights from active listings in December 2022 with **165,900**
- Cariboo Chilcotin Coast had the lowest number of total available nights and booked nights from active listings in November 2022 with **3,469**

Listings Demand (Total booked nights in Database)



British Columbia December Sample total: 172,722 listings

Key Findings

- Out of the regions, Vancouver Island had the highest number of booked nights from active listings in December 2022 with **82,424**
- Cariboo Chilcotin Coast had the lowest number of booked nights from active listings in December 2022 with **1,558**

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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