

Year to Date Visitor Insights

AirDNA Destination Report - BC Regions

December 2021 - November 2022

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

bcrts
British Columbia
Regional Tourism
Secretariat



SYMPHONY
TOURISM
SERVICES

AIRDNA



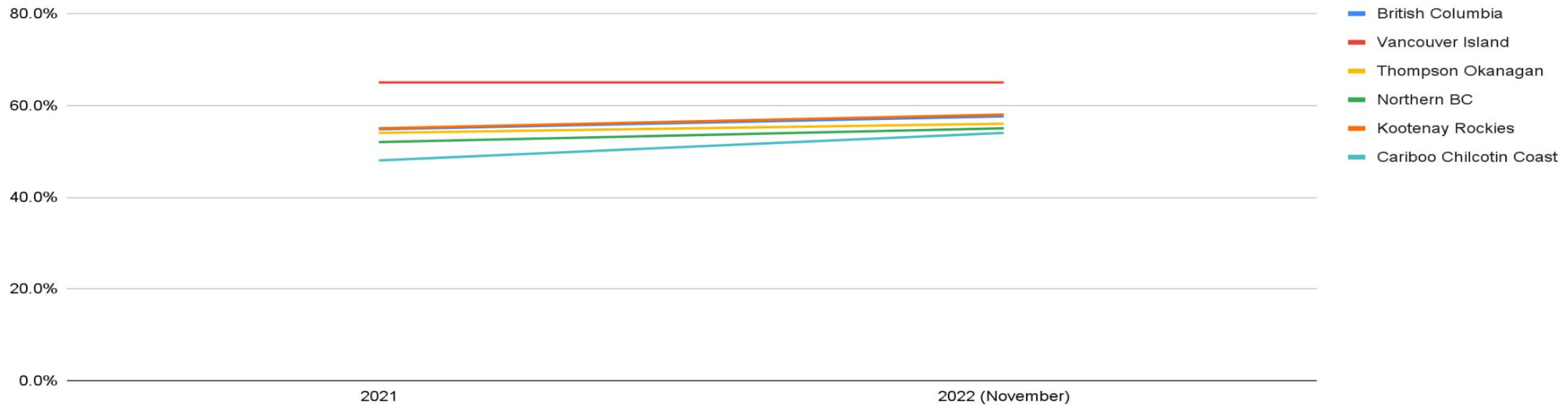
Provincial State of Emergencies



- 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 (Jan-Dec) - 2022 (Jan-Nov)

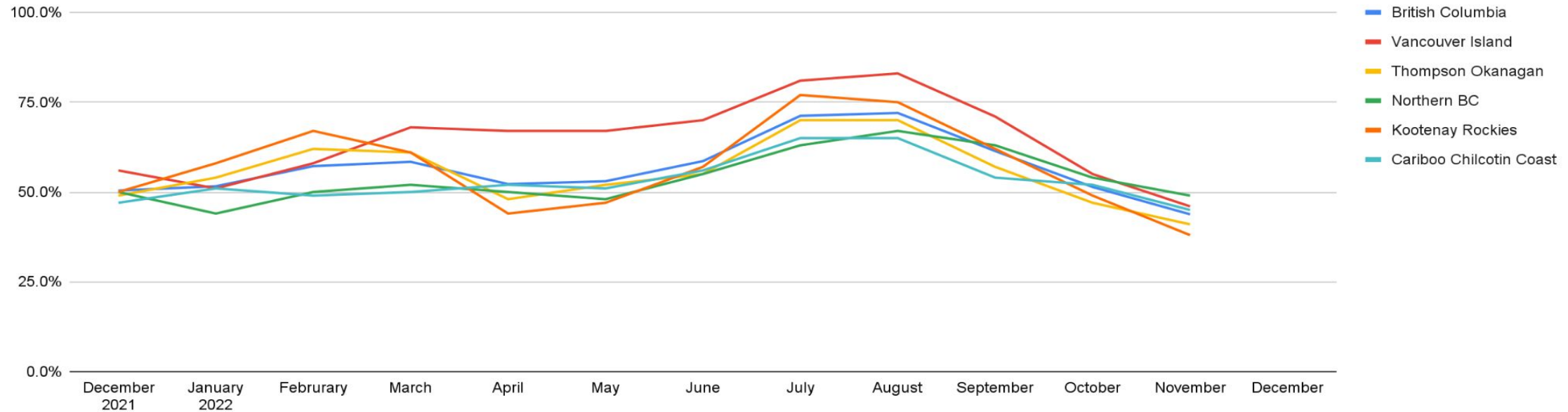


Key Findings

- In 2022, the year-to-date average occupancy across BC regions was **58%**; however, this may change as the year progresses
- BC's average occupancy rate for 2021 was **54.8%**
- In 2022, Vancouver Island had the highest YTD average occupancy rate with **65%**, followed by Kootenay Rockies with **58%**, Thompson Okanagan with **56%**, Northern BC with **55%** and Cariboo Chilcotin Coast with **54%**.
- 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

November 2022

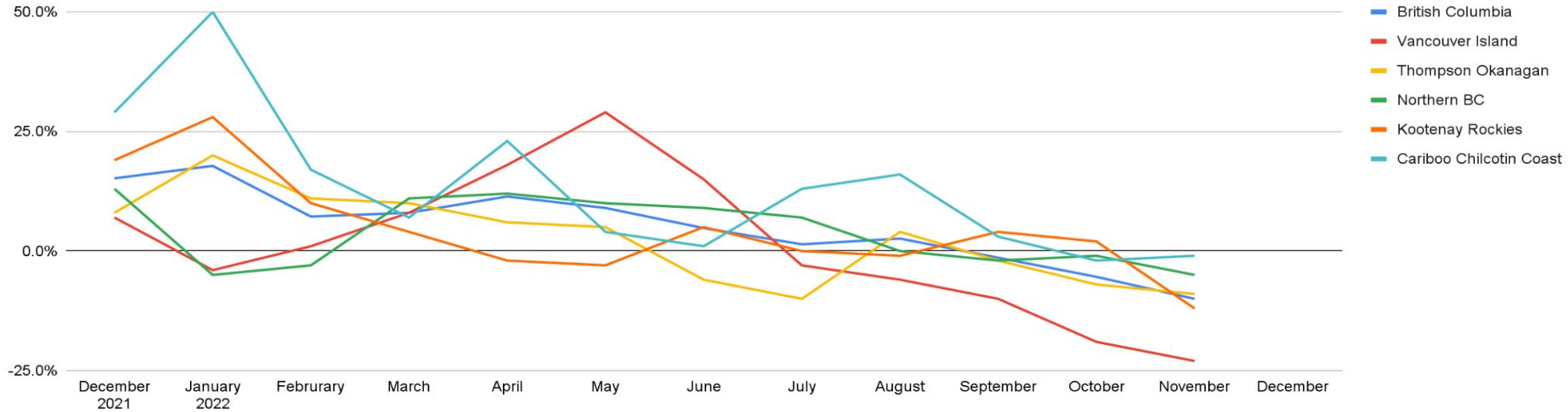


Key Findings

- In November 2022, the BC Average Occupancy rate was **46%**
- Northern BC had the highest occupancy in November 2022 with **50%**, followed by Vancouver Island and Cariboo at **48%**, Thompson Okanagan with **43%**
- Kootenay Rockies had the lowest occupancy in November 2022 with **41%**

Occupancy - Monthly percent change Year over Year

November 2022 compared to November 2021



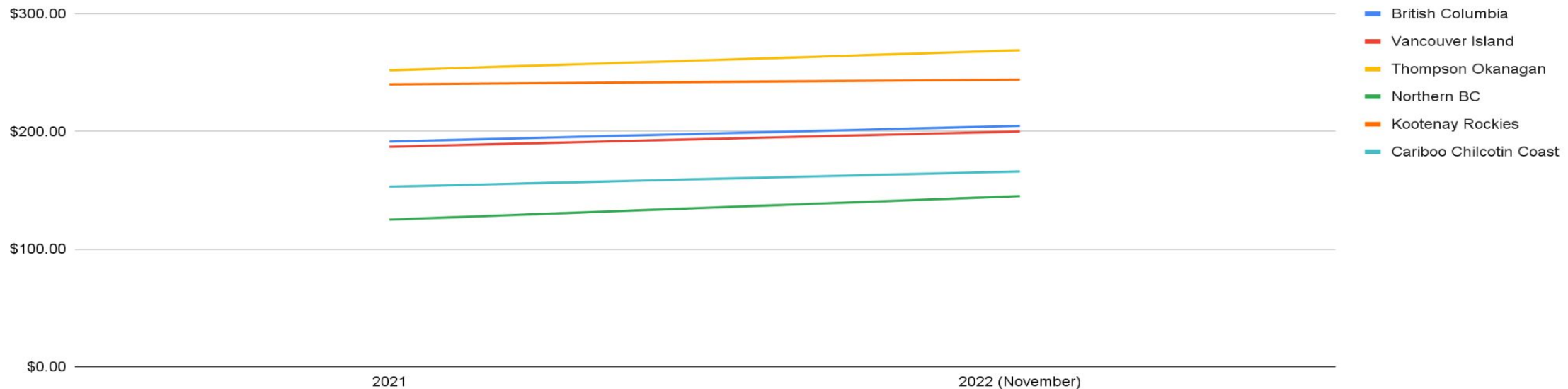
Source: AirDNA_Trend_Report

Key Findings

- The BC Occupancy variation was **-6%** when comparing November 2022 to November 2021
- Northern BC had the smallest variation in occupancy in November 2022 with a **-3%** change from November 2021
- Vancouver Island had the largest variation in occupancy with a **-20%** change in November 2022 from November 2021

Average Daily Rate (ADR) - Year to Date Average

2021 (Jan-Dec) - 2022 (Jan-Nov)



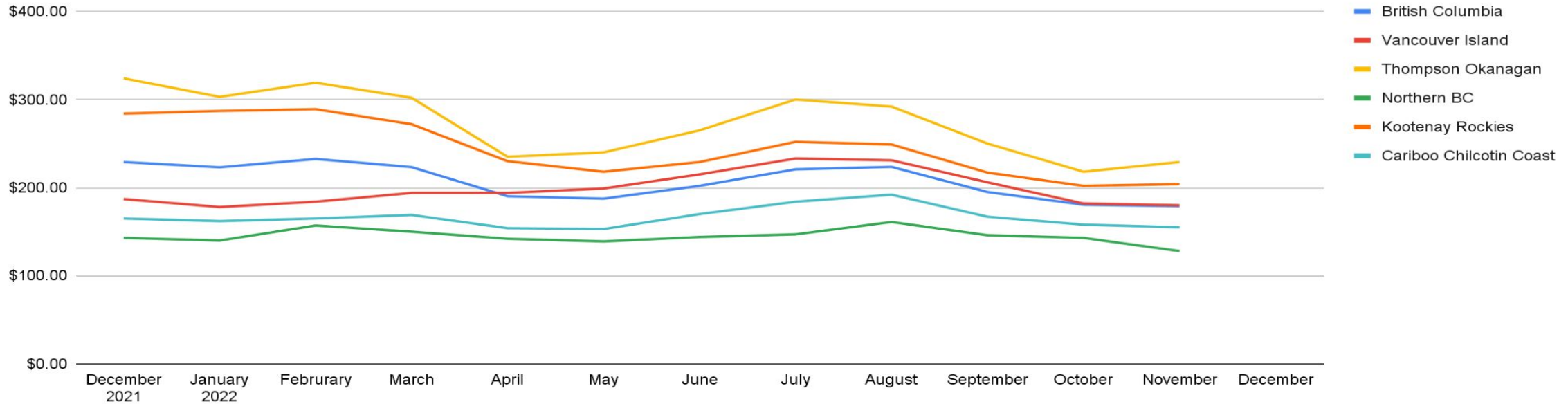
Source: AirDNA_Trend_Report

Key Findings

- In 2022, the year-to-date ADR across BC regions was **\$205** however, this may change as the year progresses
- BC's Average Daily Rate for the year 2021 accounted for **\$191**
- In 2022, Thompson Okanagan had the highest YTD ADR with **\$269**, followed by Kootenay Rockies with **\$244**, Vancouver Island with **\$200**, Cariboo Chilcotin Coast with **\$166**, 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

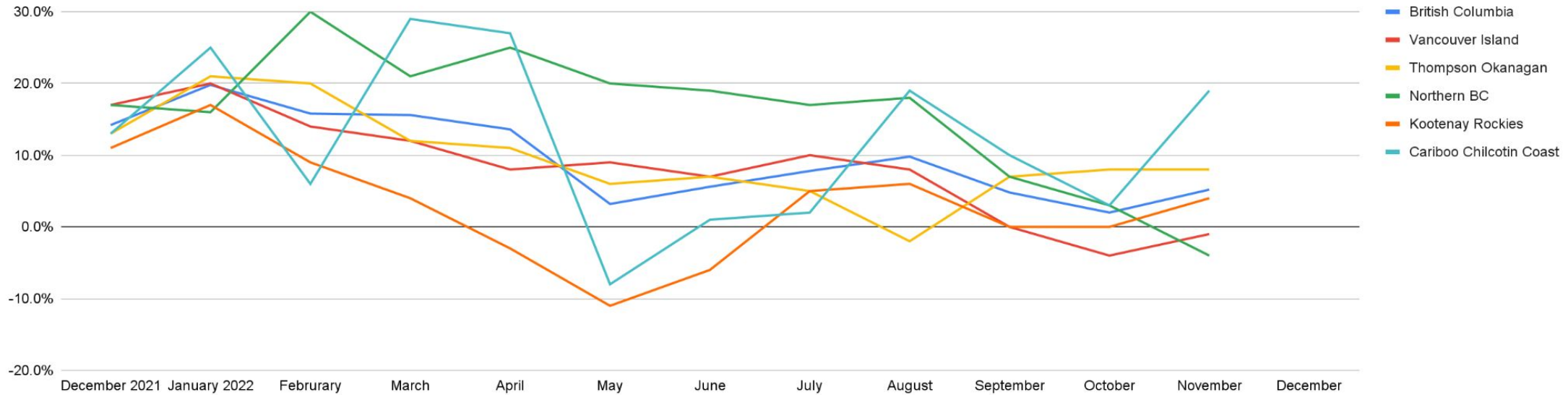
November 2022



Key Findings

- The BC Avg ADR in November 2022 was **\$187**
- Thompson Okanagan had the highest ADR in November 2022 with **\$238**, followed by Kootenay rockies with **\$211**, Vancouver Island with **\$182**, and Cariboo with **\$164**
- Northern BC had the lowest ADR in November 2022 with **\$136**

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

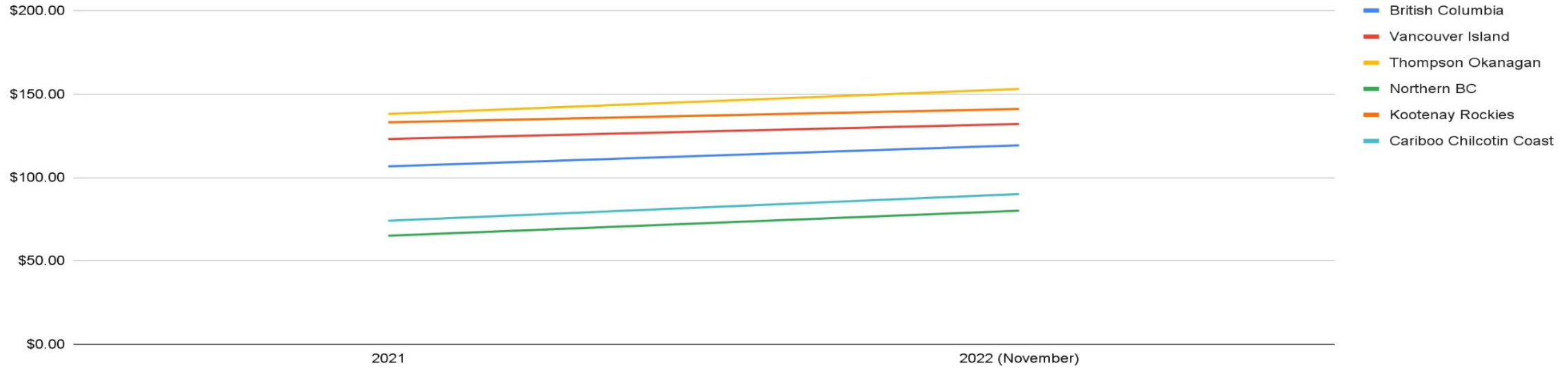


Key Findings

- As of November 2022, the BC average year-over-year variation in ADR was **9.6%**
- Northern BC had the lowest variation with **2%** in ADR in November 2022 from November 2021
- Cariboo Chilcotin Coast had the highest variation in ADR in November 2022 with a **26%** change from November 2021

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

2021 (Jan-Dec) - 2022 (Jan-Nov)



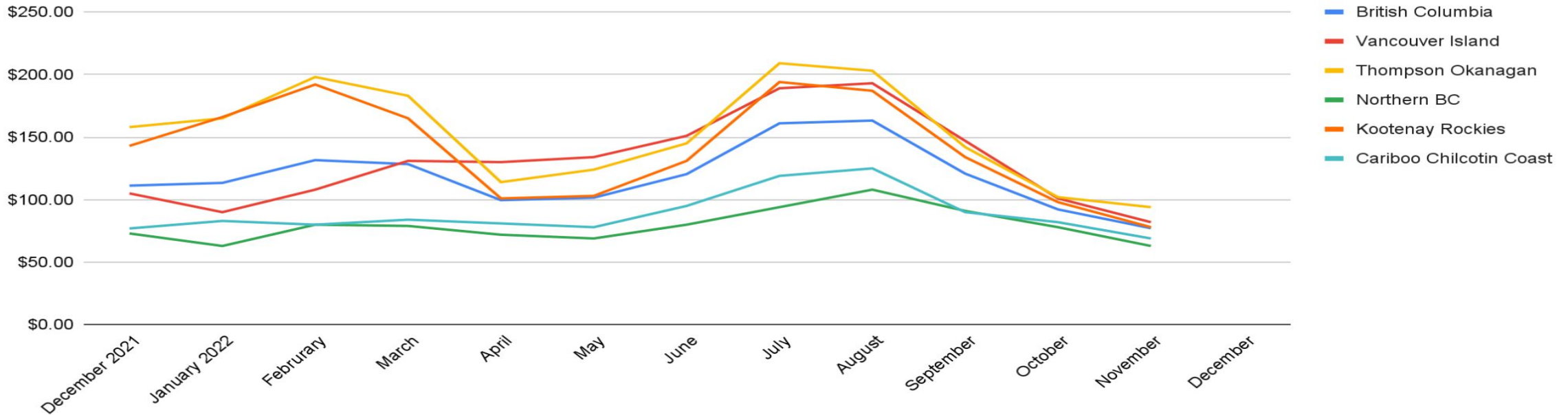
Source: AirDNA_Trend_Report

Key Findings

- In 2022, year-to-date average RevPAR across BC regions was **\$119**, however, this may change as the year progresses
- BC's average RevPAR for the year 2021 accounted for **\$107**
- In 2022, Thompson Okanagan had the highest YTD RevPAR with **\$153**, followed by Kootenay Rockies with **\$141**, Vancouver Island with **\$132**, Cariboo Chilcotin Coast with **\$90**, and Northern BC with **\$80**
- 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

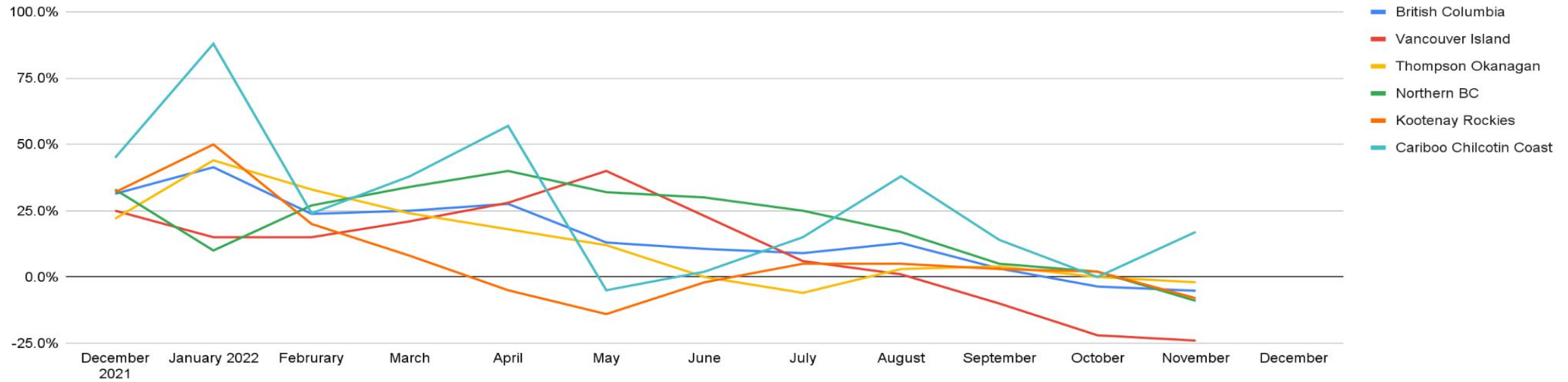
November 2022



Key Findings

- The BC Average RevPAR for November 2022 was **\$84**
- Thompson Okanagan had the highest RevPAR in November 2022 with **\$102**, followed by Vancouver Island with **\$87**, Kootenay Rockies with **\$86** and Cariboo with **\$78**
- Northern BC had the lowest RevPAR in November 2022 with **\$69**

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

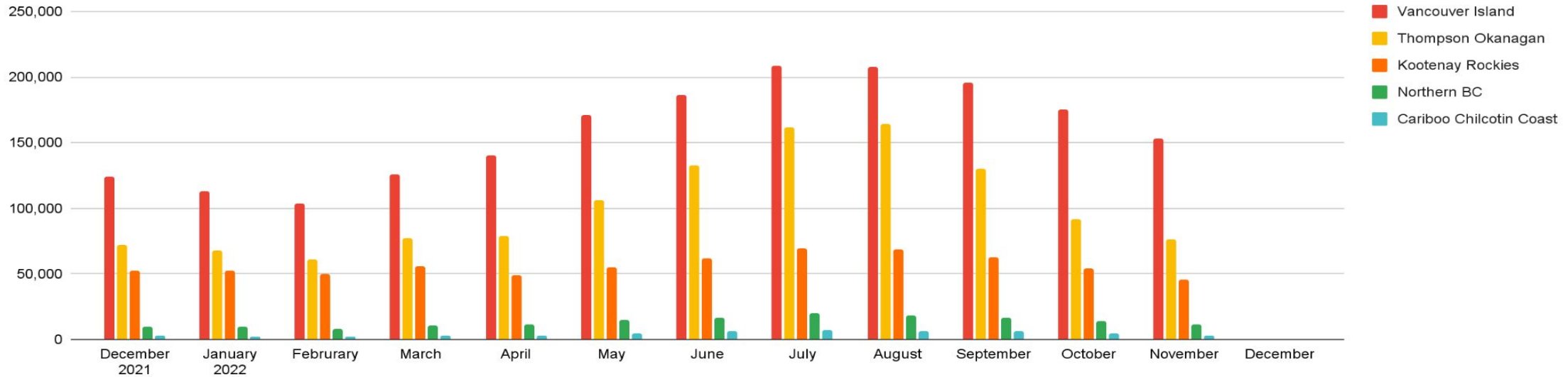


Source: AirDNA_Trend_Report

Key Findings

- The BC Average variation in RevPAR was **4%** comparing November 2022 to November 2021
- Kootenay Rockies had the smallest variation in RevPAR in November 2022 with a **3%** change from November 2021
- Cariboo had the largest variation in RevPAR in November 2022 with a **32%** change from November 2021

Listings Supply (Total available nights in Database)

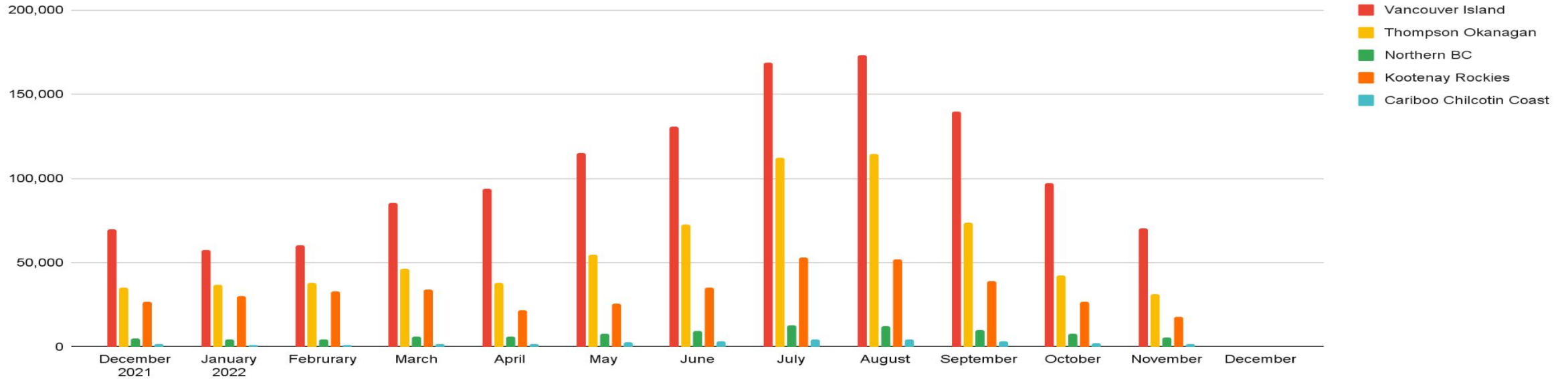


British Columbia November Census total: 289,746 listings

Key Findings

- Out of the regions, Vancouver Island had the highest number of total available nights from active listings in November 2022 with **153,164**
- Cariboo Chilcotin Coast had the lowest number of total available nights and booked nights from active listings in November 2022 with **3,149**

Listings Demand (Total booked nights in Database)



British Columbia November Sample total: 125,986 listings

Key Findings

- Out of the regions, Vancouver Island had the highest number of booked nights from active listings in November 2022 with **70,213**
- Cariboo Chilcotin Coast had the lowest number of booked nights from active listings in November 2022 with **1,415**

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



SYMPHONY
TOURISM
SERVICES

Robb MacDonald

Managing Director, Symphony Tourism Services

Email: rmacdonald@totabc.com

Phone: (778) 721-5448

symphonytourismservices.com