

# Year to Date Visitor Insights

## AirDNA Destination Report - BC Regions

December 2021 - October 2022

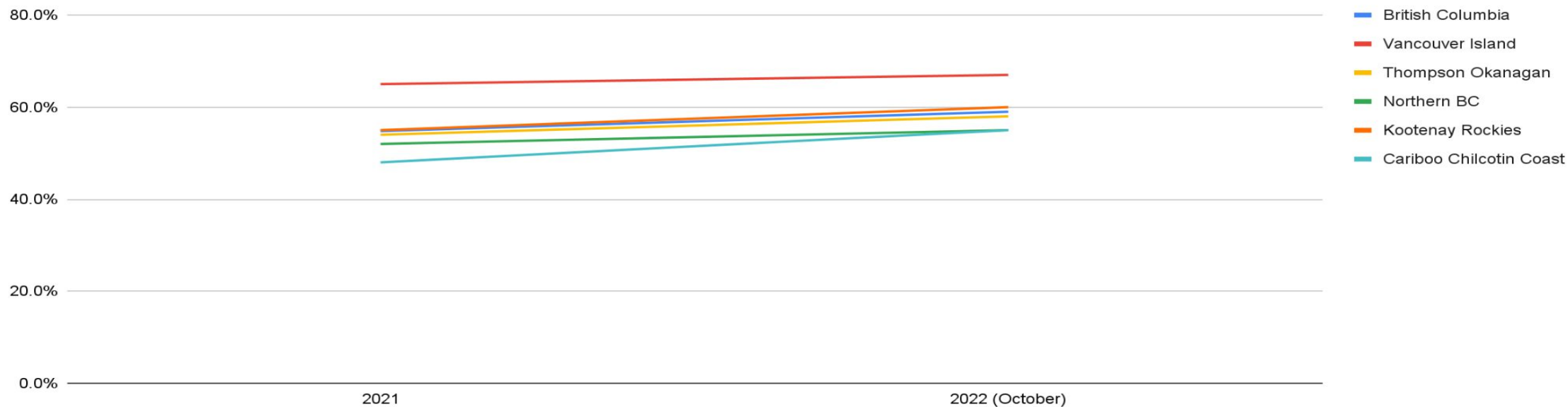
With Yearly averages for 2021 (Jan-Dec)- 2022 YTD



SYMPHONY  
TOURISM  
SERVICES



# Occupancy - Year to Date Average 2021 (Jan-Dec) - 2022 (Jan-Oct)



## Key Findings

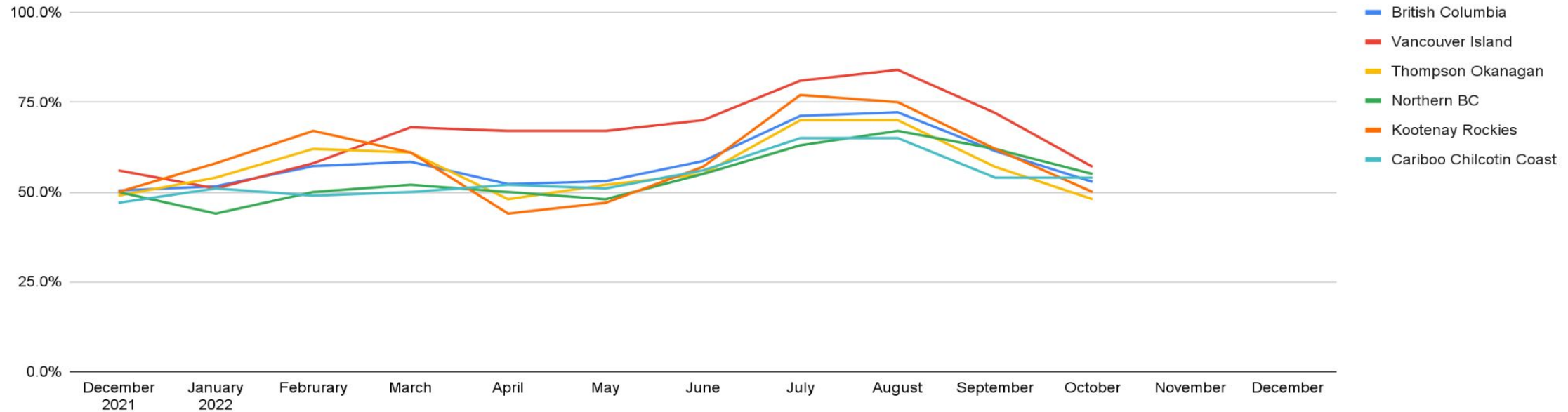
- In 2022, the year to date average occupancy across BC regions is **59%** however, this may change as the year progresses
- BC's average occupancy rate for the year 2021 accounted for **54.8%**
- In 2022, Vancouver Island had the highest YTD average occupancy rate with **67%**, followed by Kootenay Rockies with **60%**, Thompson Okanagan with **58%**, Cariboo Chilcotin Coast and Northern BC with **55%** each.
- In 2021 Vancouver Island averaged **65%**, Kootenay Rockies averaged **55%**, Thompson Okanagan averaged **54%**, Northern BC averaged **52%**, and Cariboo Chilcotin Coast averaged **48%**

## Note Provincial State of Emergencies

- British Columbia declared a Provincial State of Emergency due to the COVID-19 Pandemic on March 18, 2020.
- Provincial State of Emergency due to Wildfires on July 20, 2021
- Provincial State of Emergency due to widespread flooding and landslides on November. 17, 2021.

# Occupancy - Average by month

## 2022



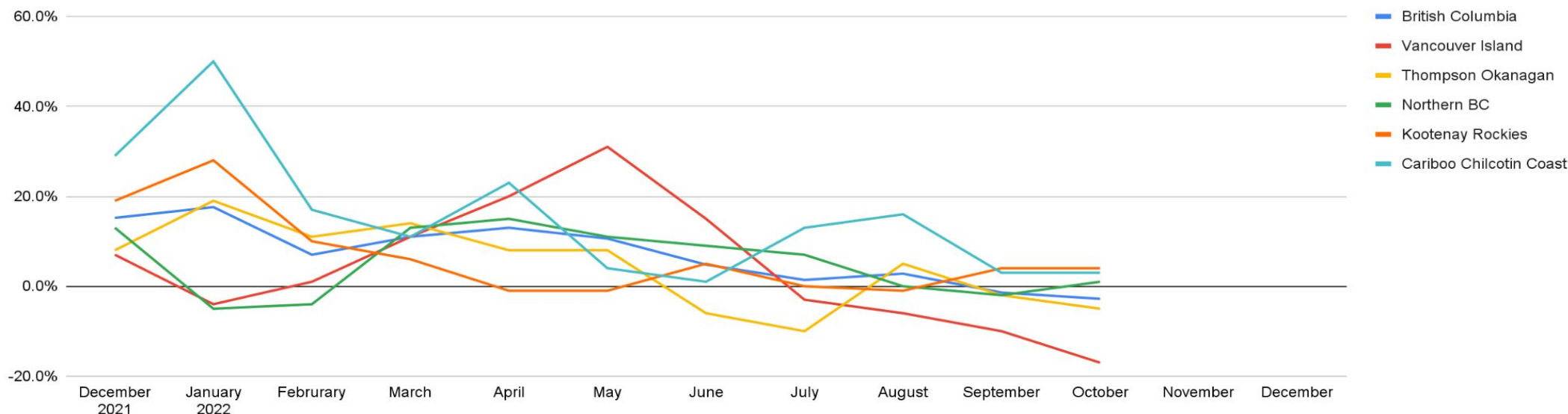
### Key Findings

- In October 2022, the BC Average Occupancy rate was **52.8%**
- Vancouver Island had the highest occupancy in October 2022 with **57%**, followed by Northern BC at **55%**
- Thompson Okanagan had the lowest occupancy in October 2022 with **48%**

### Note 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.

# Occupancy - Monthly percent change Year to Date 2022 compared to 2021



## Key Findings

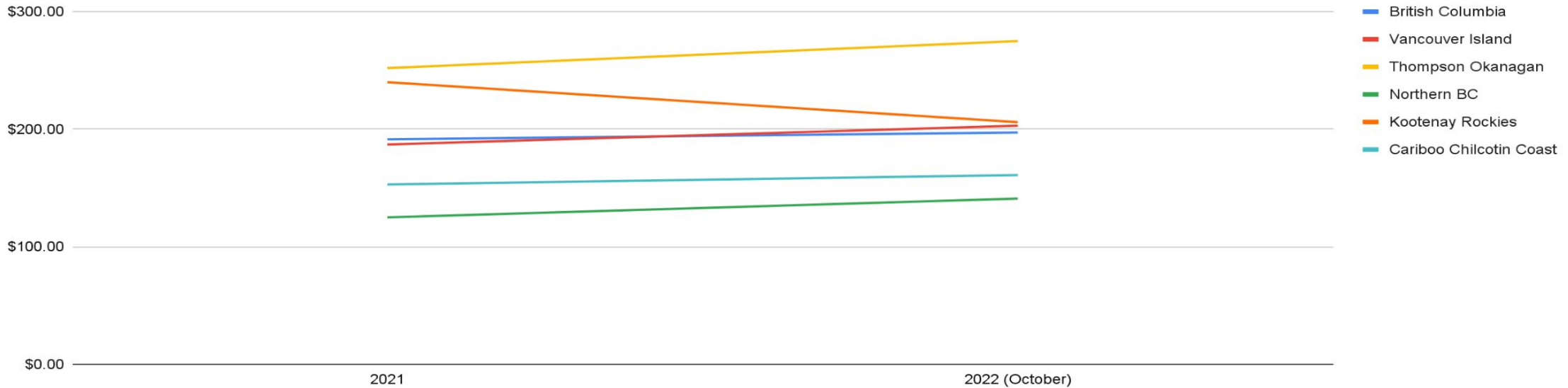
- The BC Average YTD variation was **-2.8%** when comparing October 2022 to October 2021
- Northern BC had the smallest variation in occupancy in October 2022 with a **1%** change from October 2021
- Vancouver Island had the largest variation in occupancy with a **-17%** change in October 2022 from October 2021

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# Average Daily Rate (ADR) - Year to Date Average

## 2021 (Jan-Dec) - 2022 (Jan-Oct)



Source: AirDNA\_Trend\_Report

### Key Findings

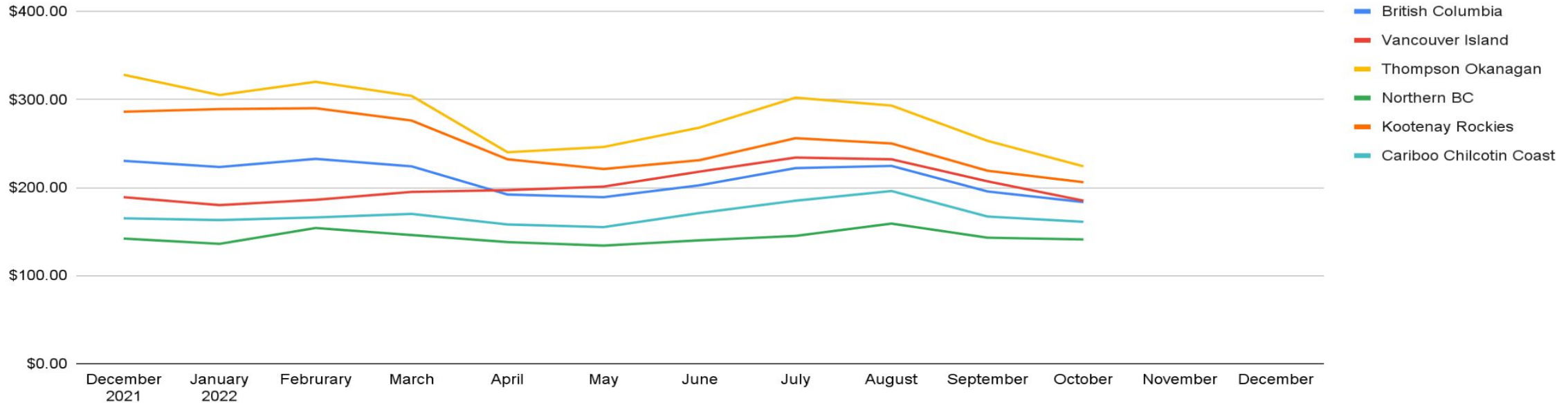
- In 2022, the year to date ADR across BC regions is **\$197.20** however, this may change as the year progresses
- BC's Average Daily Rate for the year 2021 accounted for **\$191.40**
- In 2022, Thompson Okanagan had the highest YTD ADR with **\$275**, followed by Kootenay Rockies with **\$206**, Vancouver Island with **\$203**, Cariboo Chilcotin Coast with **\$161**, and Northern BC with **\$141**
- In 2021 Thompson Okanagan averaged **\$252**, Kootenay Rockies averaged **\$240**, Vancouver Island averaged **\$187**, Cariboo Chilcotin Coast averaged **\$153**, and Northern BC averaged **\$125**

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# Average Daily Rate (ADR) - Average by month

## 2022



Source: AirDNA\_Trend\_Report

### Key Findings

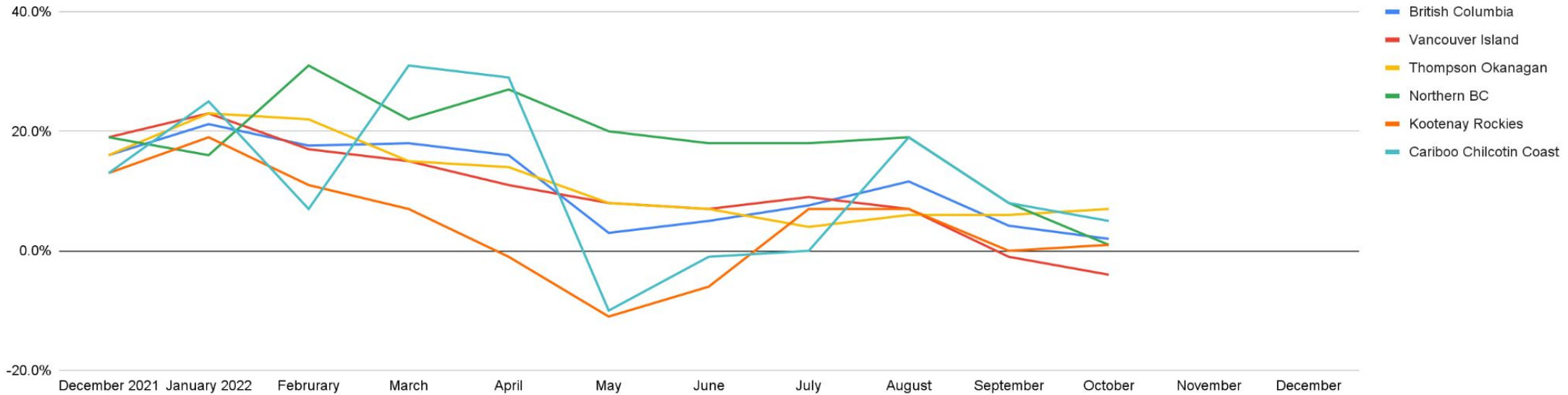
- The BC Avg ADR in October 2022 was **\$183.40**
- Thompson Okanagan had the highest ADR in October 2022 with **\$224**
- Northern BC had the lowest ADR in October 2022 with **\$141**

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# Average Daily Rate (ADR) - Monthly percent change Year to Date

## 2022 compared to 2021



### Key Findings

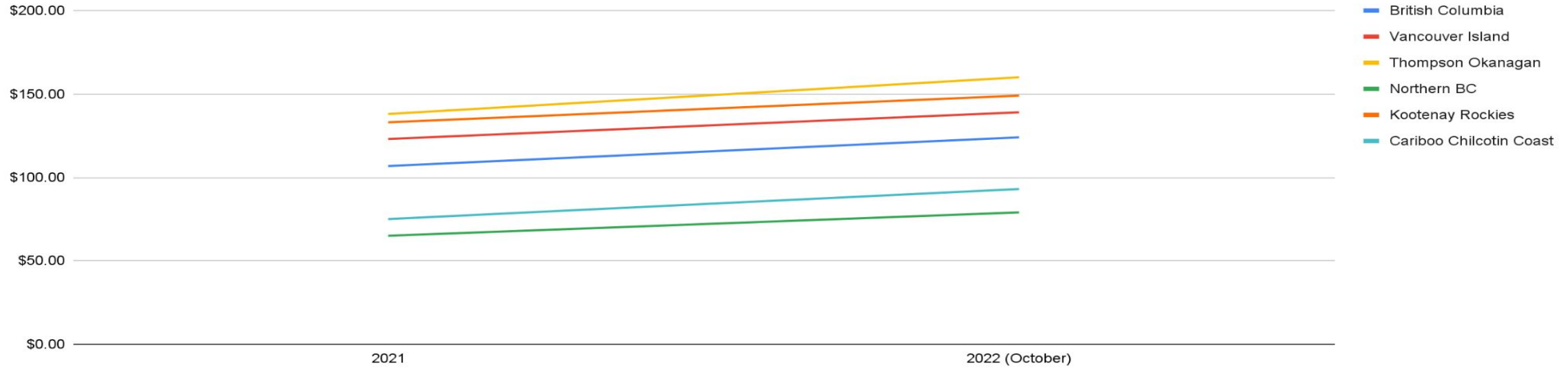
- The BC Avg variation in ADR comparing October 2022 to October 2021 was **2%**
- Kootenay Rockies and Northern BC had the minimum variation with **1.0%** in ADR in October 2022 from October 2021
- Thompson Okanagan had the largest variation in ADR in October 2022 with a **7%** change from October 2021

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

## 2021 (Jan-Dec) - 2022 (Jan-Oct)



Source: AirDNA\_Trend\_Report

### Key Findings

- In 2022 year to date the average RevPAR across BC regions is **\$124**, however, this may change as the year progresses
- BC's Revenue Per Available Room for the year 2021 accounted for **\$106.80**
- In 2022, Thompson Okanagan had the highest YTD RevPAR with **\$160**, followed by Kootenay Rockies with **\$149**, Vancouver Island with **\$139**, Cariboo Chilcotin Coast with **\$93**, 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**

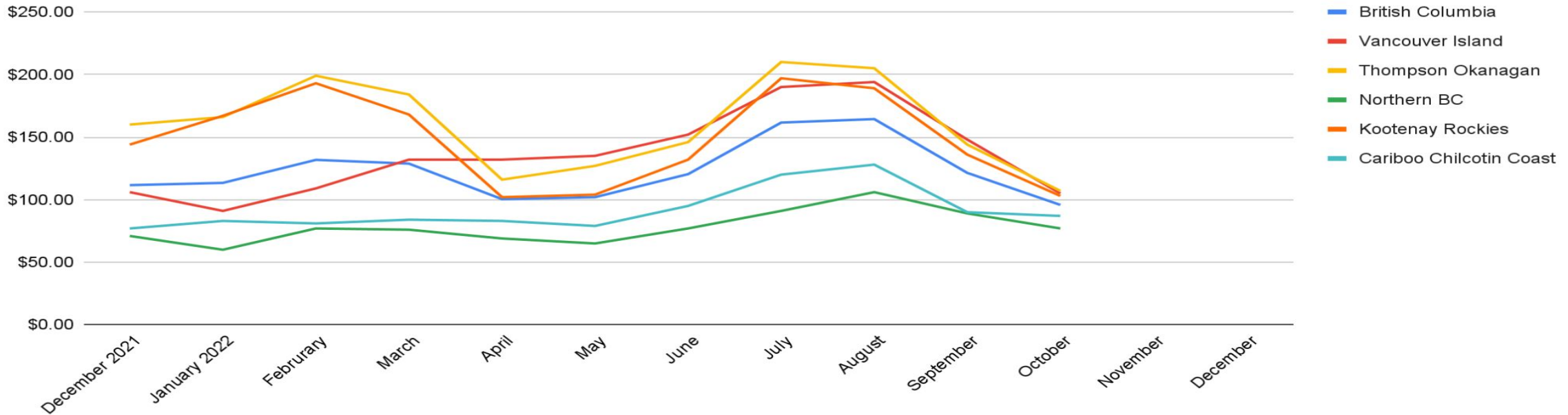
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# Revenue Per Available Room - Average by month

## 2022



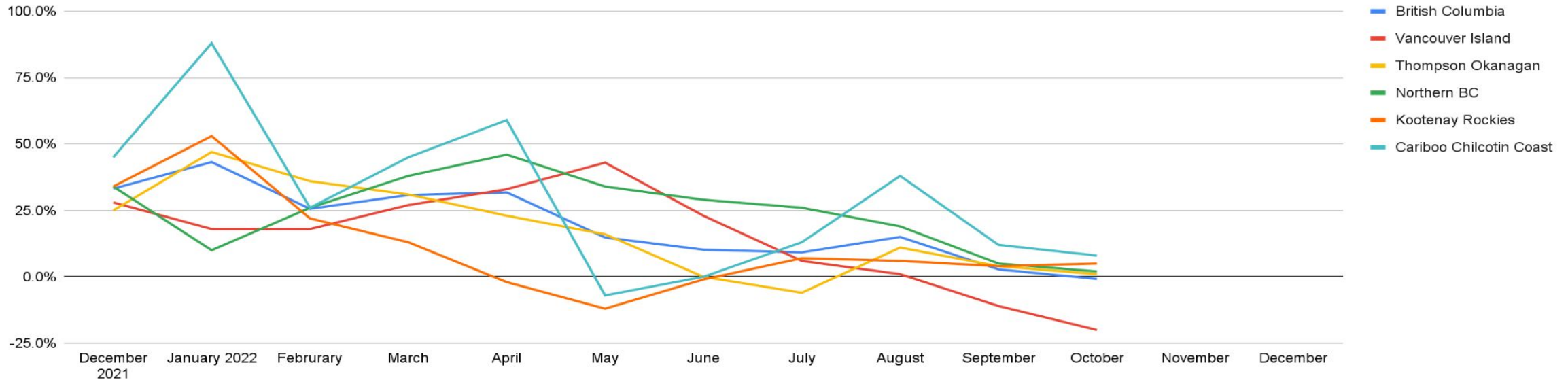
### Key Findings

- The BC Average RevPAR for October 2022 was **\$96**
- Thompson Okanagan had the highest RevPAR in October 2022 with **\$107**
- Northern BC had the lowest RevPAR in October 2022 with **\$77**

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# Revenue Per Available Room - Monthly percent change Year to Date - 2022 compared to 2021



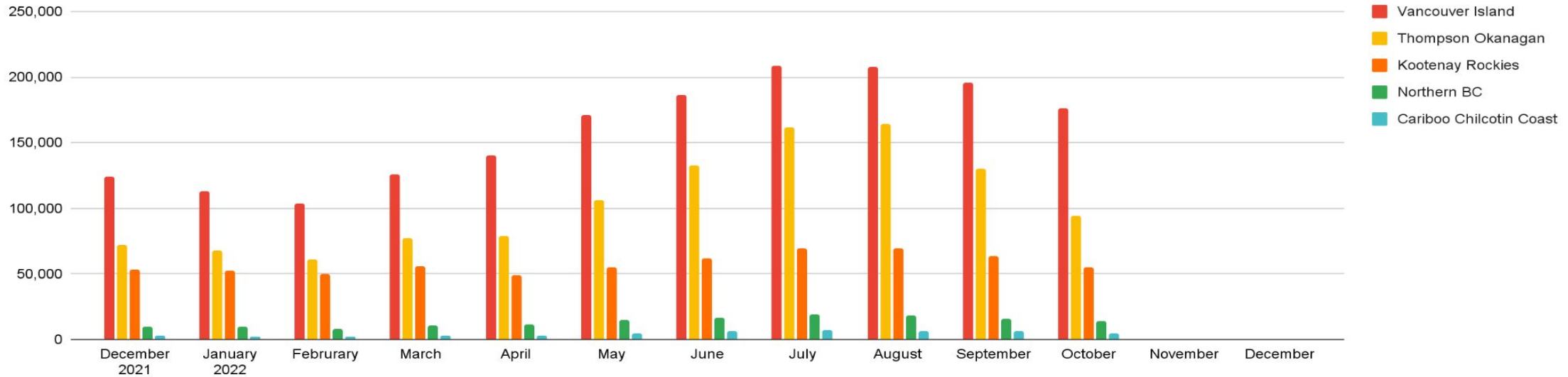
## Key Findings

- The BC Average variation in RevPAR was **0.8%** comparing October 2022 to October 2021
- Thompson Okanagan had the smallest variation in RevPAR in October 2022 with a **1%** change from October 2021
- Vancouver Island had the largest variation in RevPAR in October 2022 with a **-20%** change from October 2021

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# Listings Supply (Total available nights in Database)



Source: AirDNA\_Trend\_Report

**British Columbia October Census total: 344,132 listings**

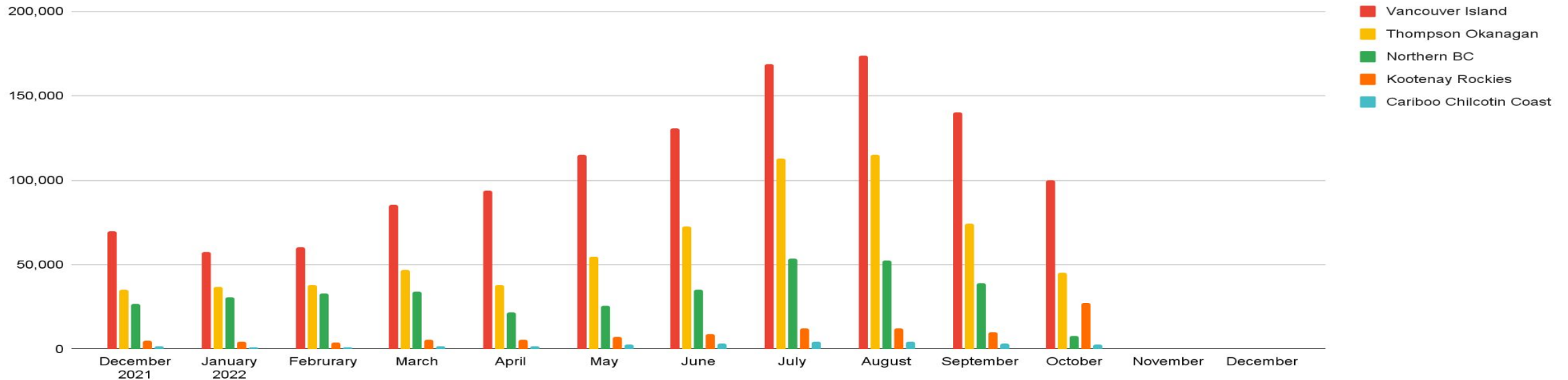
## Key Findings

- Out of the regions, Vancouver Island had the highest number of total available nights and booked nights from active listings in October 2022 with **176,141**
- Cariboo Chilcotin Coast had the lowest number of total available nights and booked nights from active listings in October 2022 with **4,590**

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# Listings Demand (Total booked nights in Database)



**British Columbia October Sample total: 182,783 listings**

## Key Findings

- Out of the regions, Vancouver Island had the highest number of booked nights from active listings in October 2022 with **99,958**
- Cariboo Chilcotin Coast had the lowest number of booked nights from active listings in October 2022 with **2,481**

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# 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

Karen Chalmers

*Managing Director, Symphony Tourism Services*

Email: [karen@totabc.com](mailto:karen@totabc.com)

Phone: 778.721.5448

[symphonytourismservices.com](http://symphonytourismservices.com)