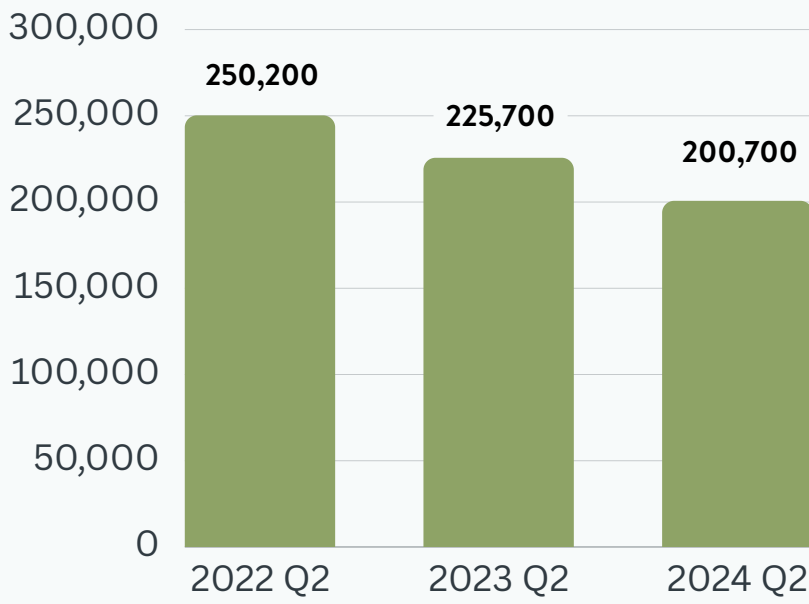


Arrivals

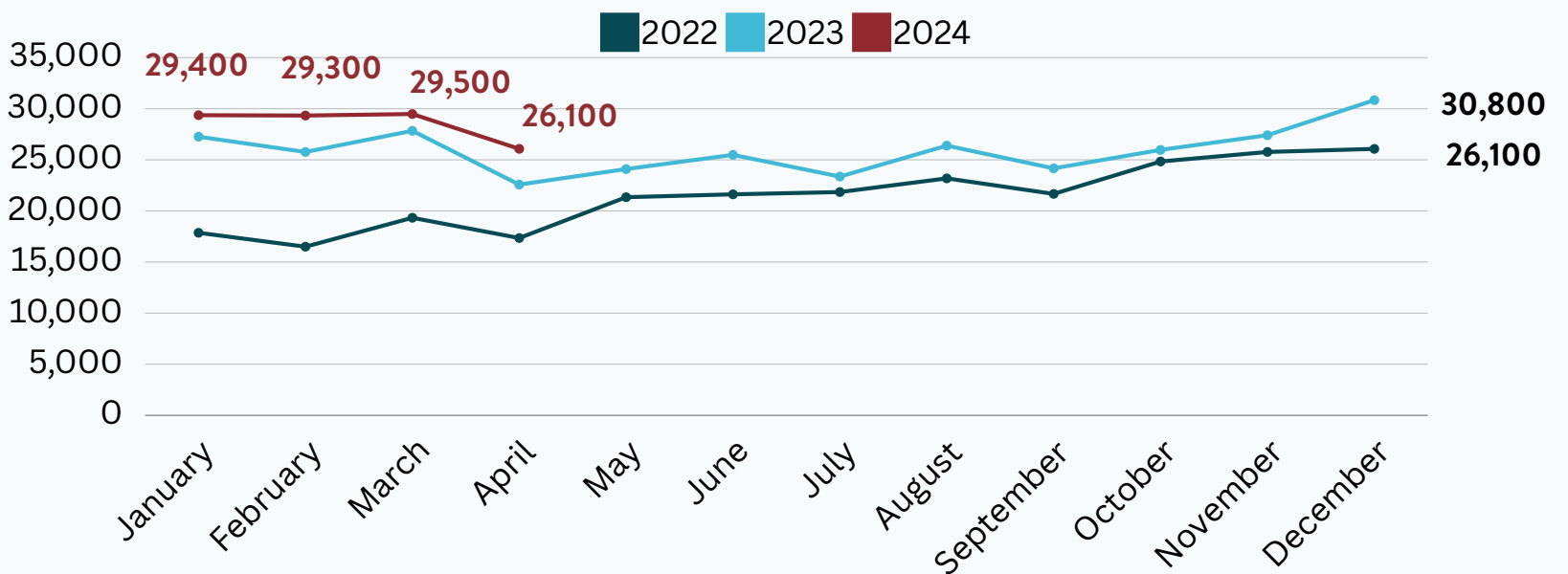
Total arrivals into Kamloops by:



- Totals Arrivals YTD: **332K**
- Top 3 International Arrival by Country in 2023; Australia (22.62%), United Kingdom (21.91%), Germany (9.98%)

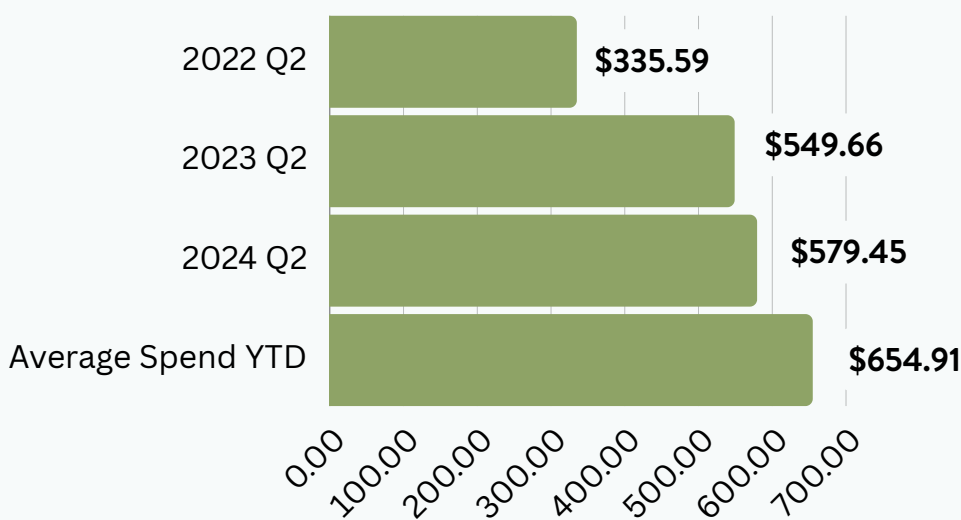
In 2024 Q2 the International Arrivals Forecast was **188,100** & Domestic Arrivals Forecast was **12,700**

Kamloops Airport Volume:



Visitor Spending

Average Spend Per Visitor:

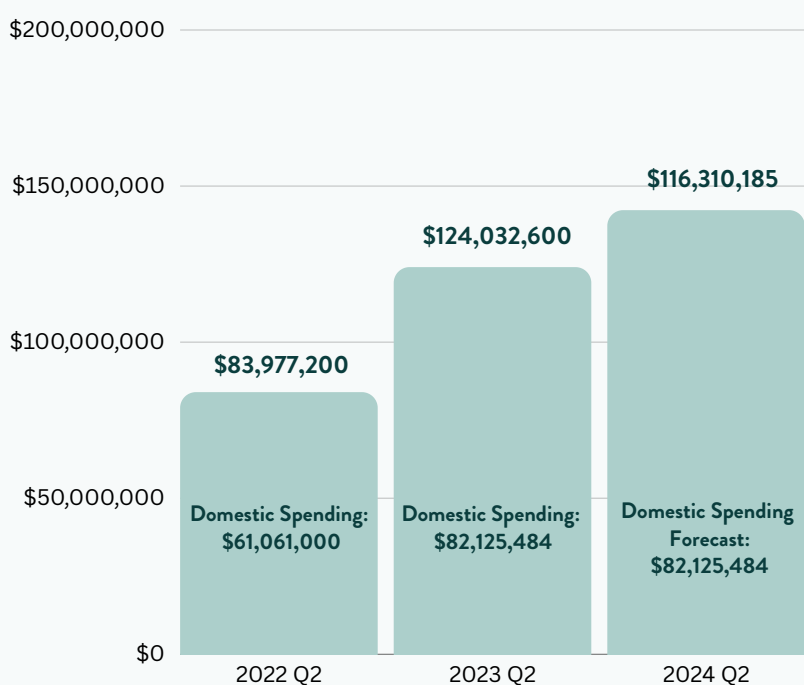


Total Spending YTD \$217.3M

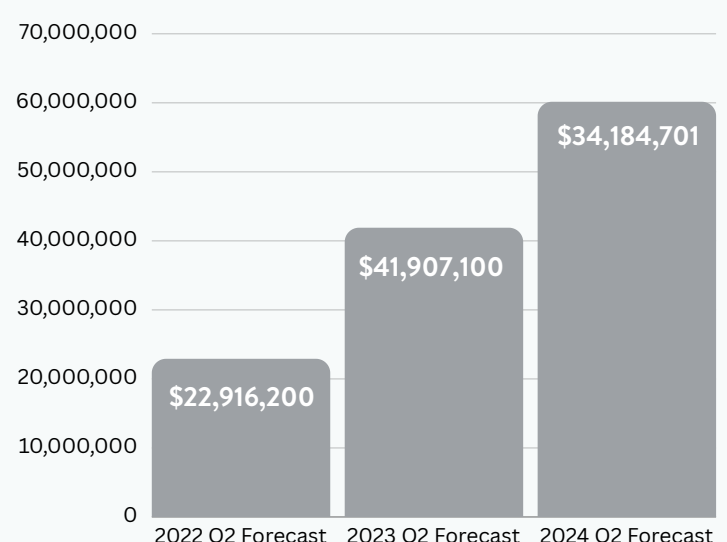
Domestic Spending 2024 Q2 Forecast \$82,125,484

Average Spend YTD \$654.91

Total Spending:

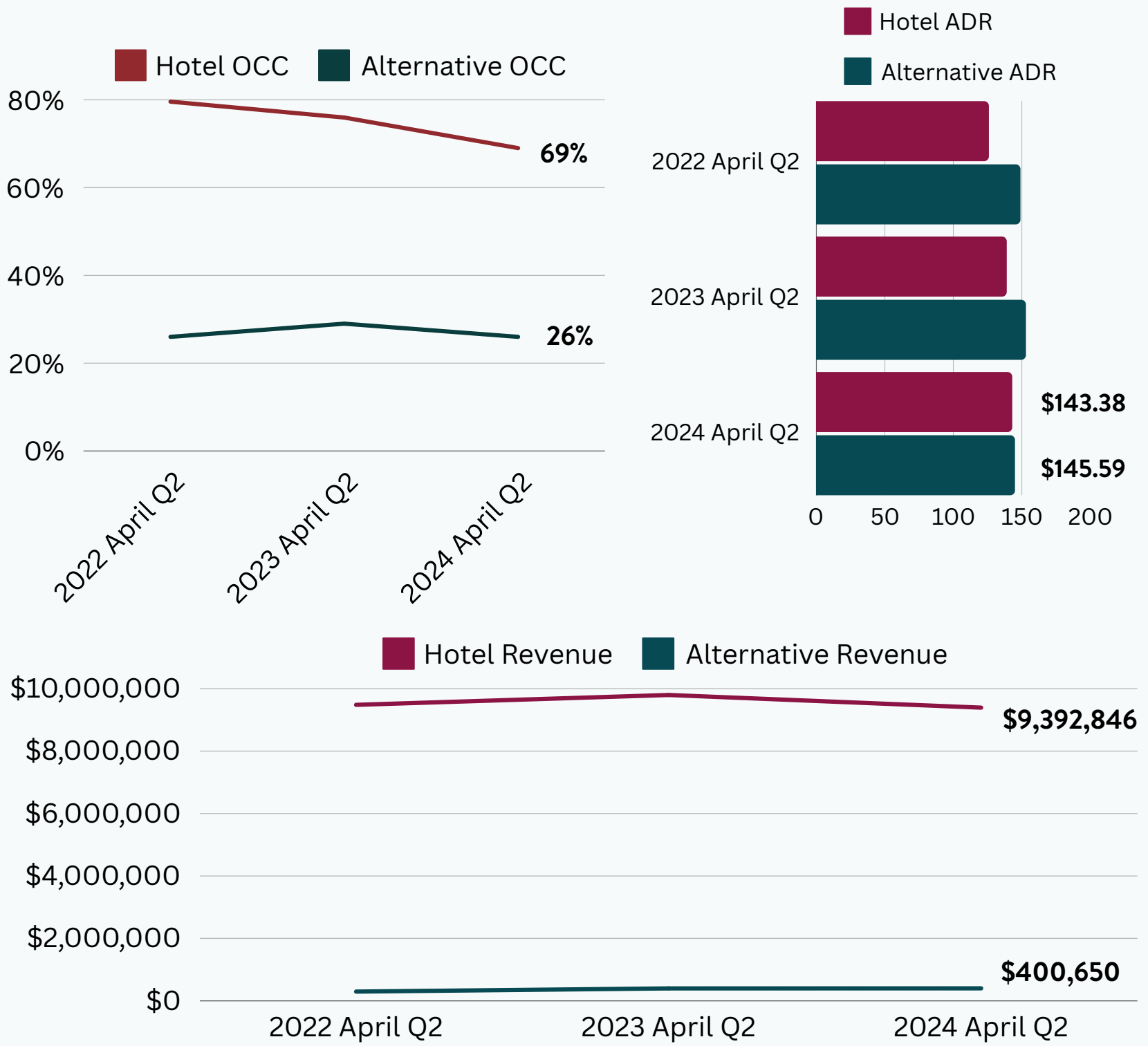


International Visitor Spending:



Accommodation

Hotel vs Alternative:



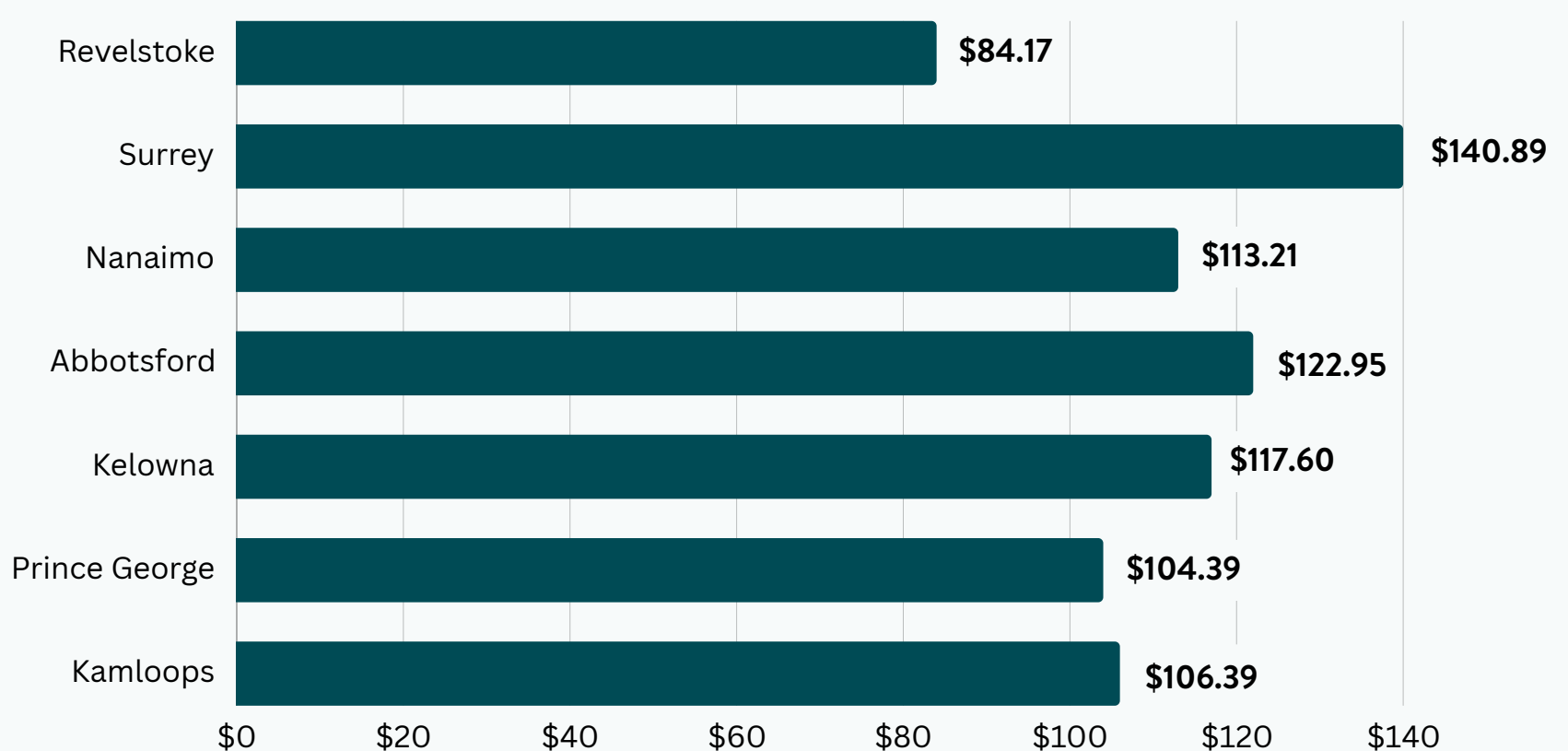
Hotel Revenue YTD was **\$25.76M**, Hotel RevPAR YTD **\$68.35**

Hotel ADR YTD was **\$122.90**, Hotel Occupancy was **51.3%**

Hotel RevPAR:

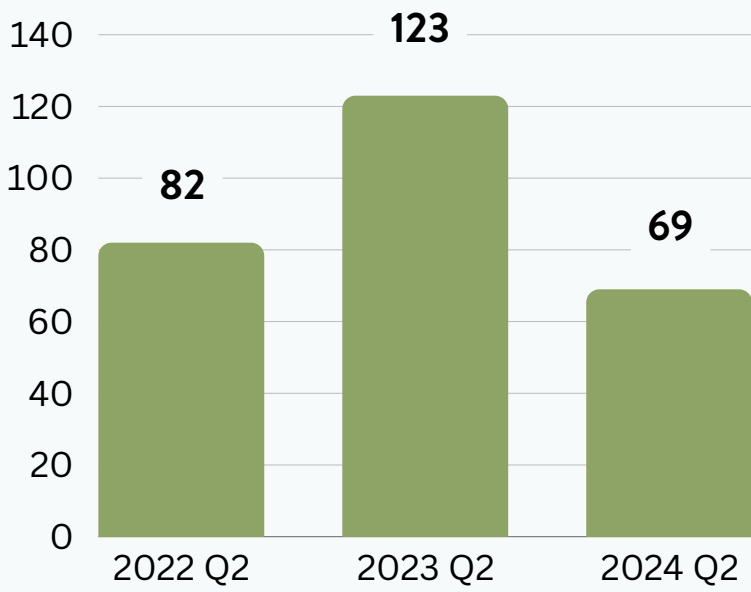


April 2024 Q2 ADR Compset:

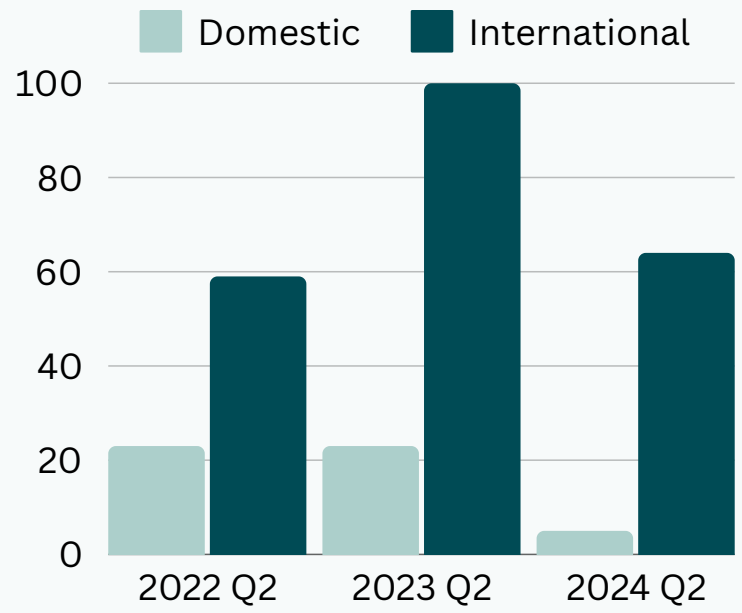


Travel Trade Report

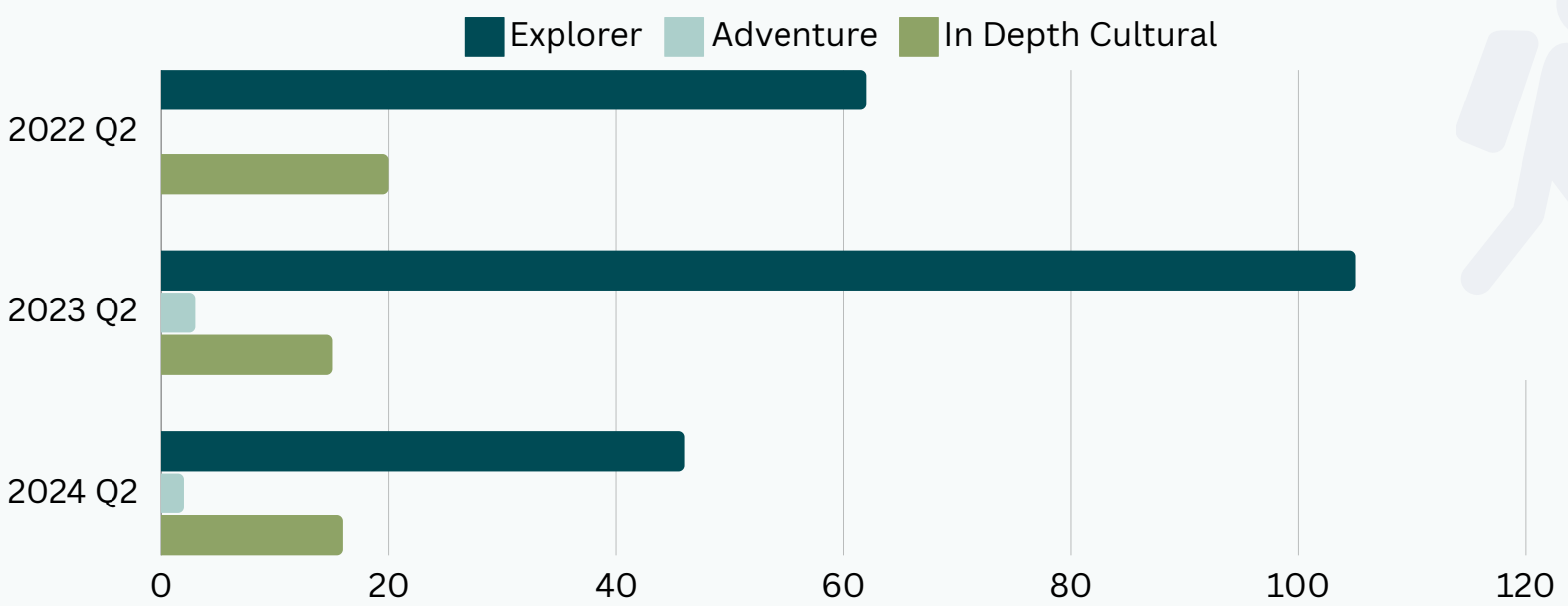
Total Tour Package Arrivals:



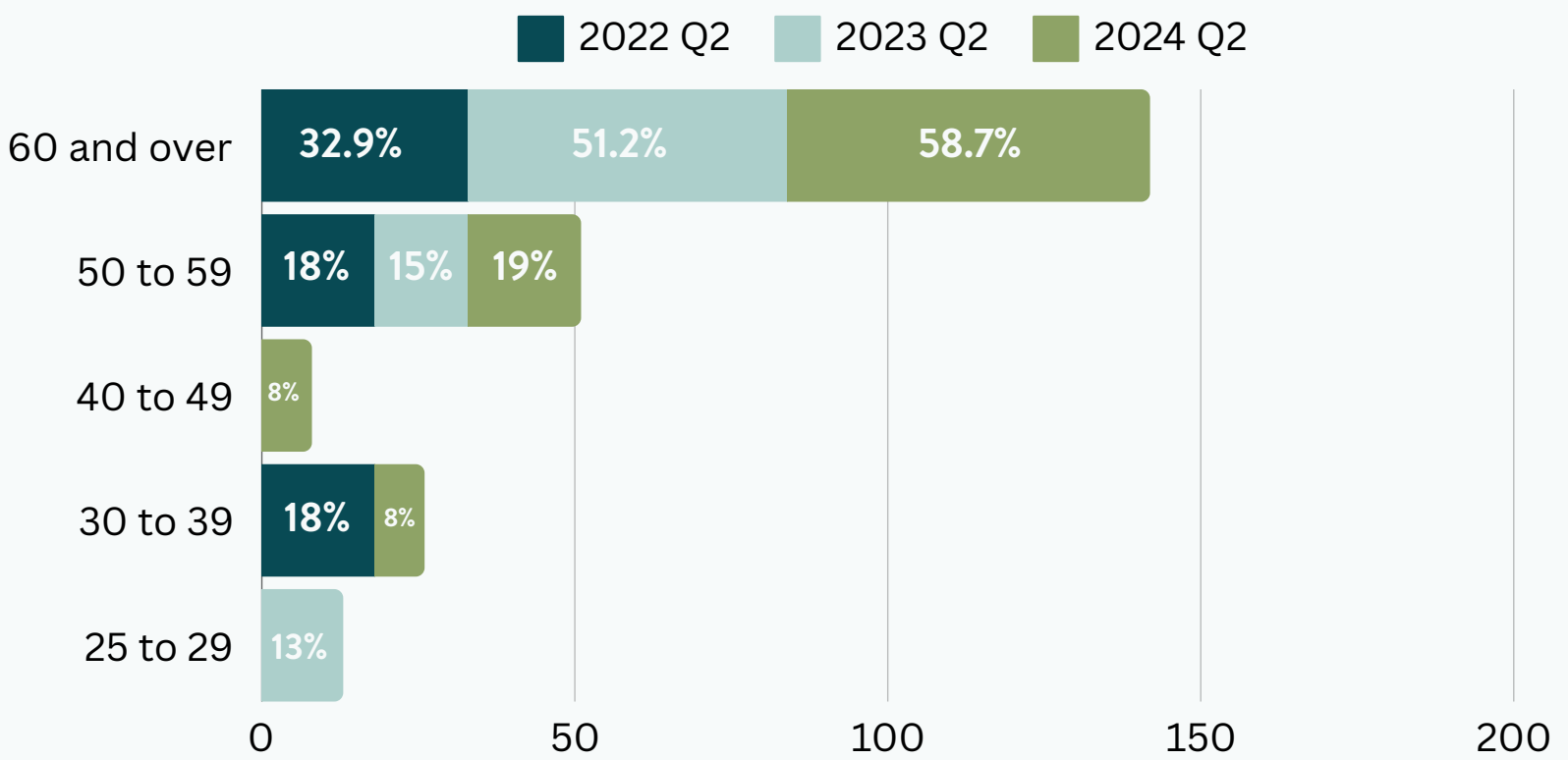
Domestic vs International Tour Package Arrivals:



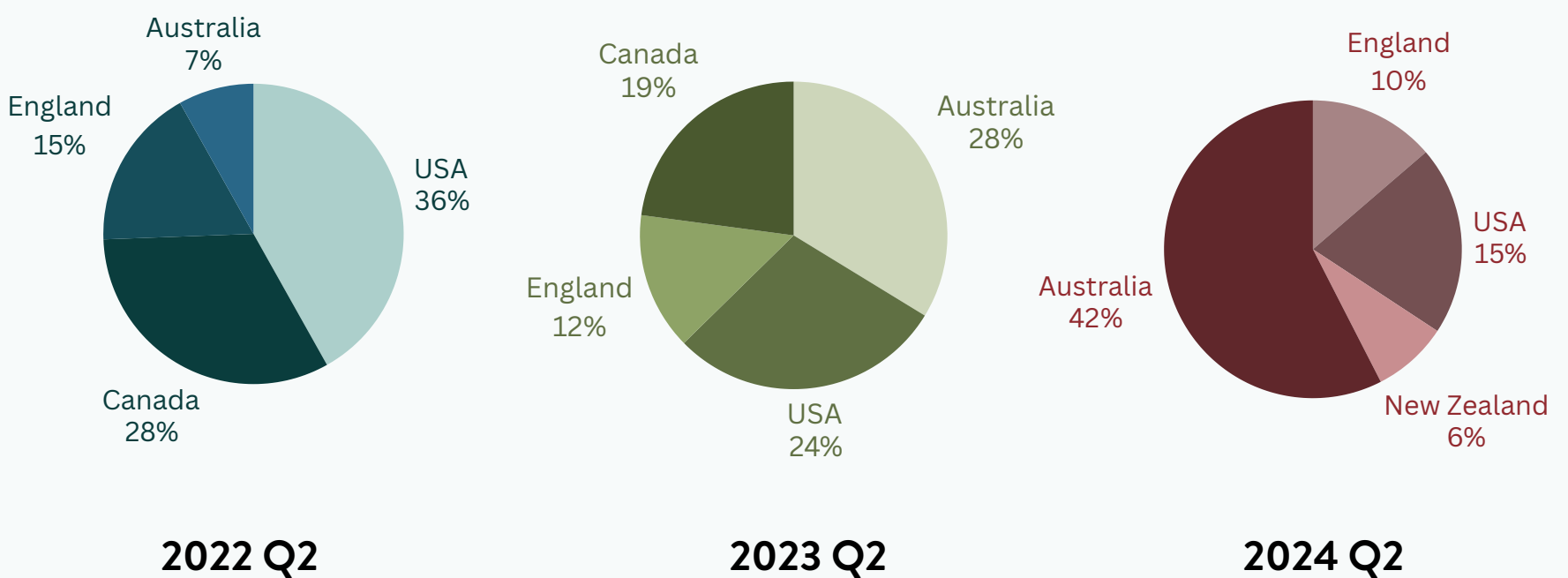
Total Tour Package Arrivals by Tour Type:



Tour Package Arrivals by Age:

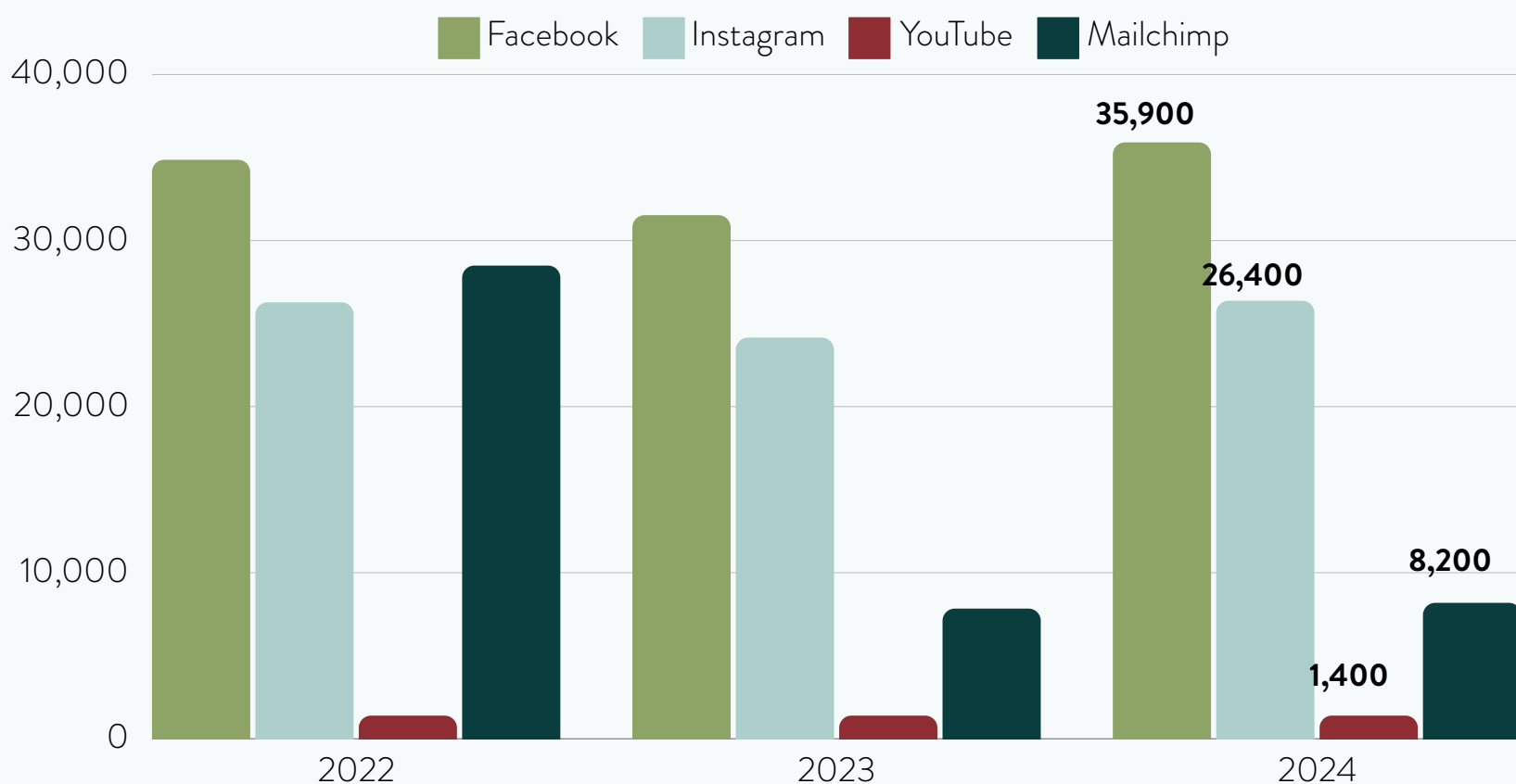


Tour Package Arrivals by Country of Origin:



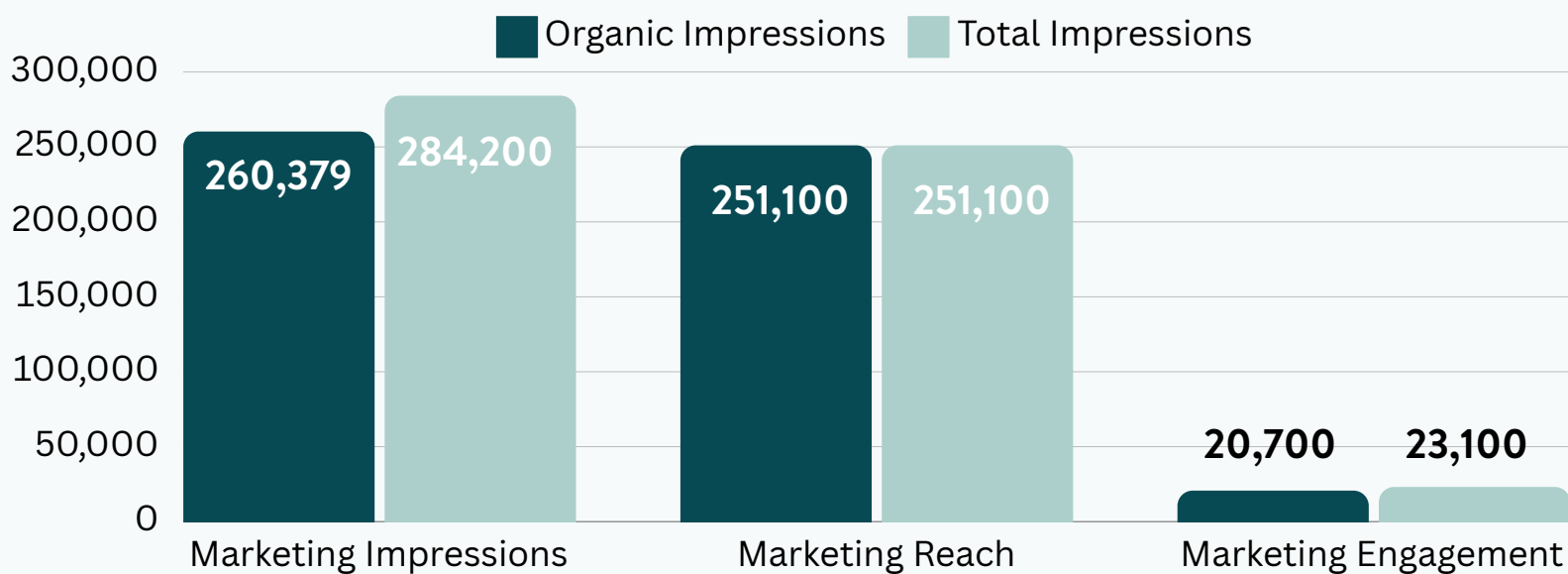
Marketing

Subscribers Q2 April:

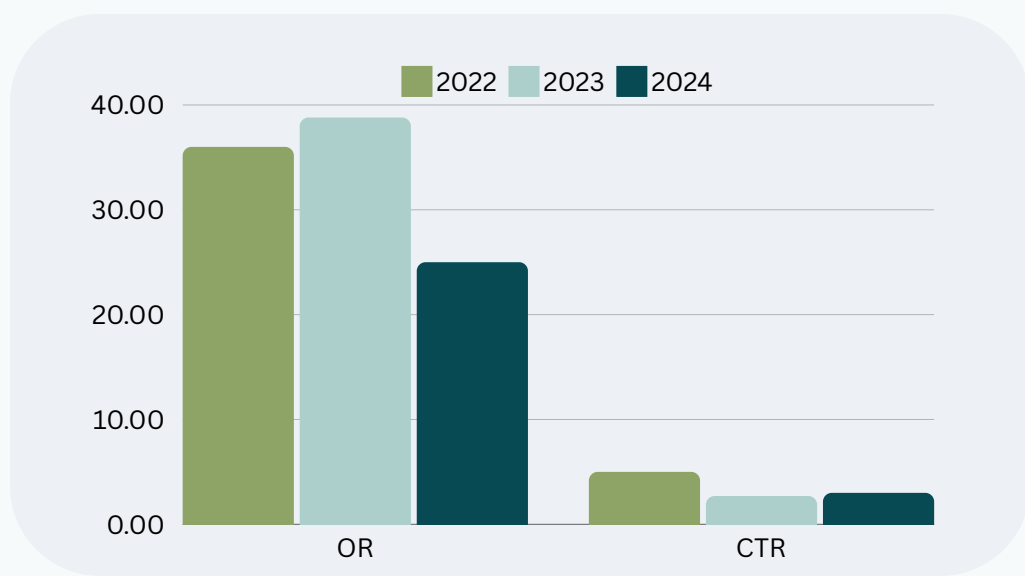


- Video views in 2024 April Q2 were **754,067**
- Website sessions & external links in 2024 April Q2 included **153,365** sessions & **12,922** through external links

2024 Q2 April Impressions, Marketing Reach and Engagement:

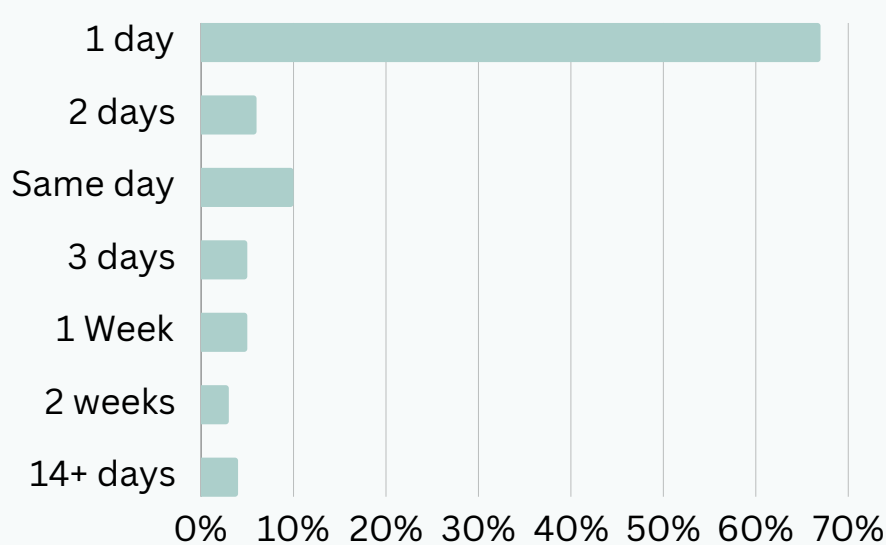


2024 April Q2 the MailChimp Open Rate was **25.6%** and Click Through Rate was **3.2%**

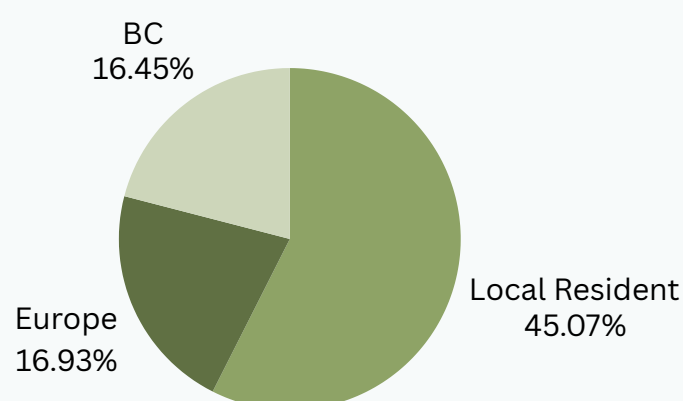


Visitor Services*

Nights in Community in 2023:



Top 3 Visitor Origins in 2023:



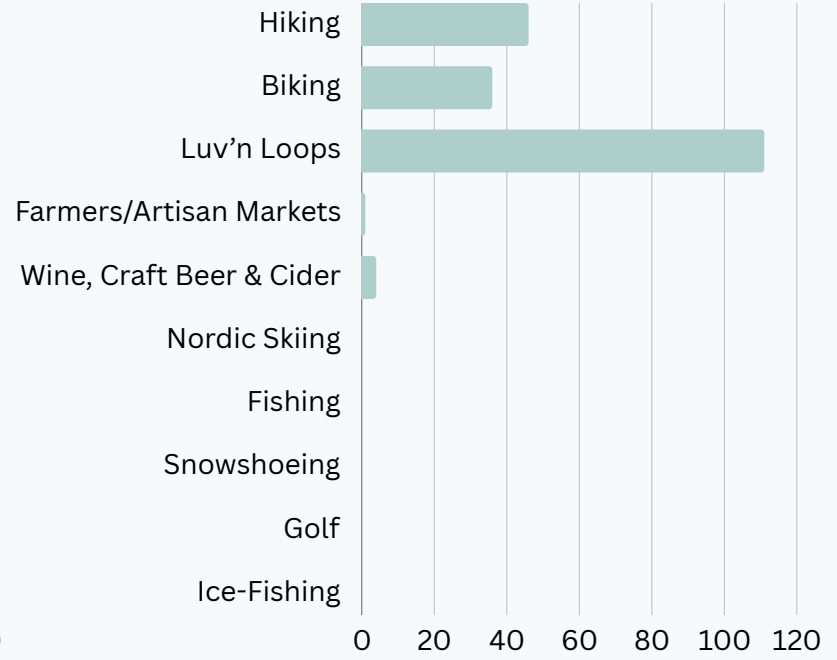
* Data reflective of in-person interactions from our Tourism Kamloops Bold Street Team

Visitor Services Continued*

Information Requested in 2023 Q4 November:



Community specific Information Requested in 2023 Q4 November:



176 **Hours alt support** 5 **Mail/fax/email inquiries**
9 **Phone calls** 4 **Social media**

* Data reflective of in-person interactions from our Tourism Kamloops Bold Street Team

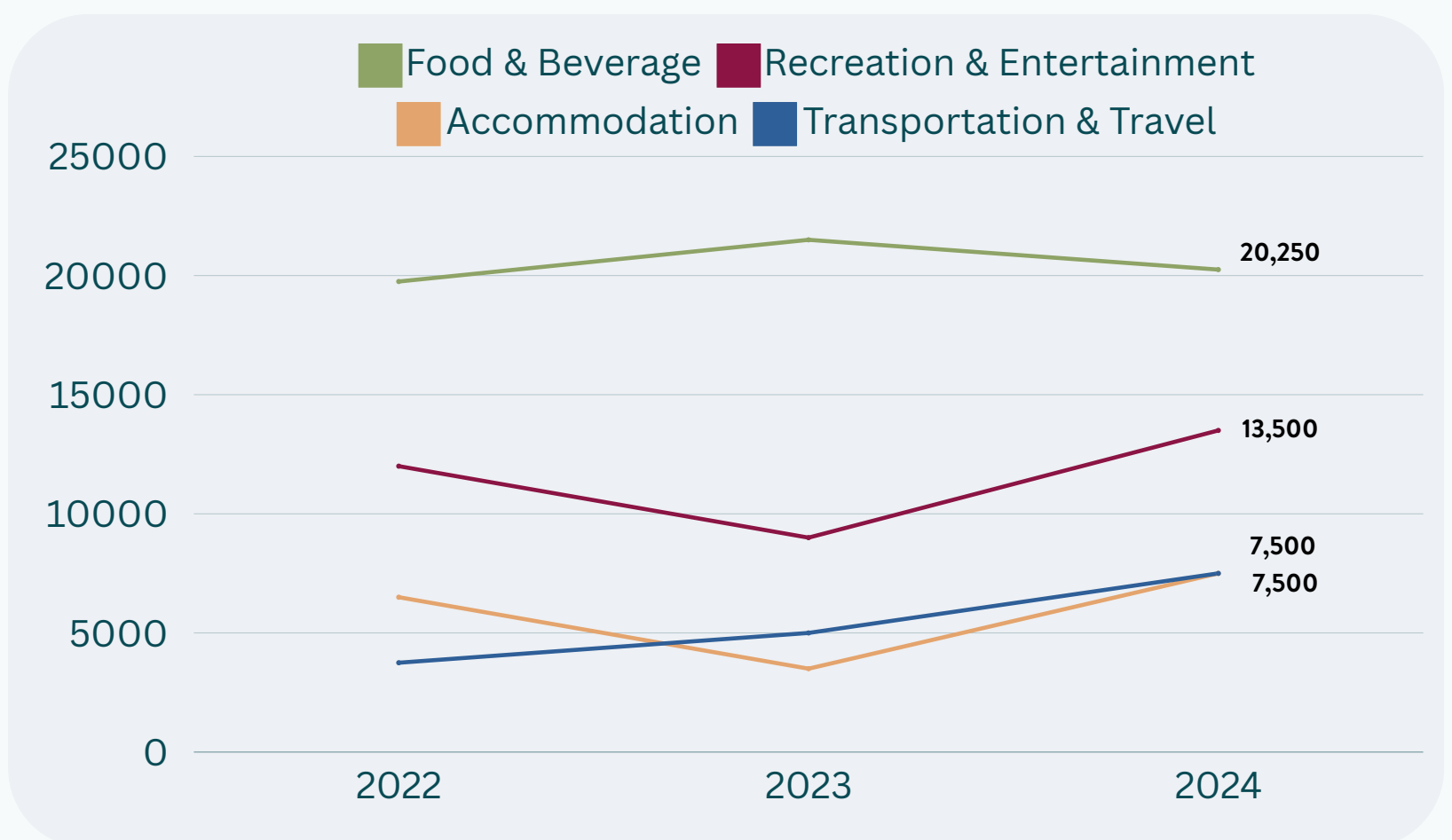
Employment

2024 Q2 April:

- Total Tourism Employment was **48,750**
- Tourism Unemployment Rate was **3.60%**
- Average Hours worked per week by Tourism Employees was **55.04**



Tourism Employment by Sector in Q2 April:

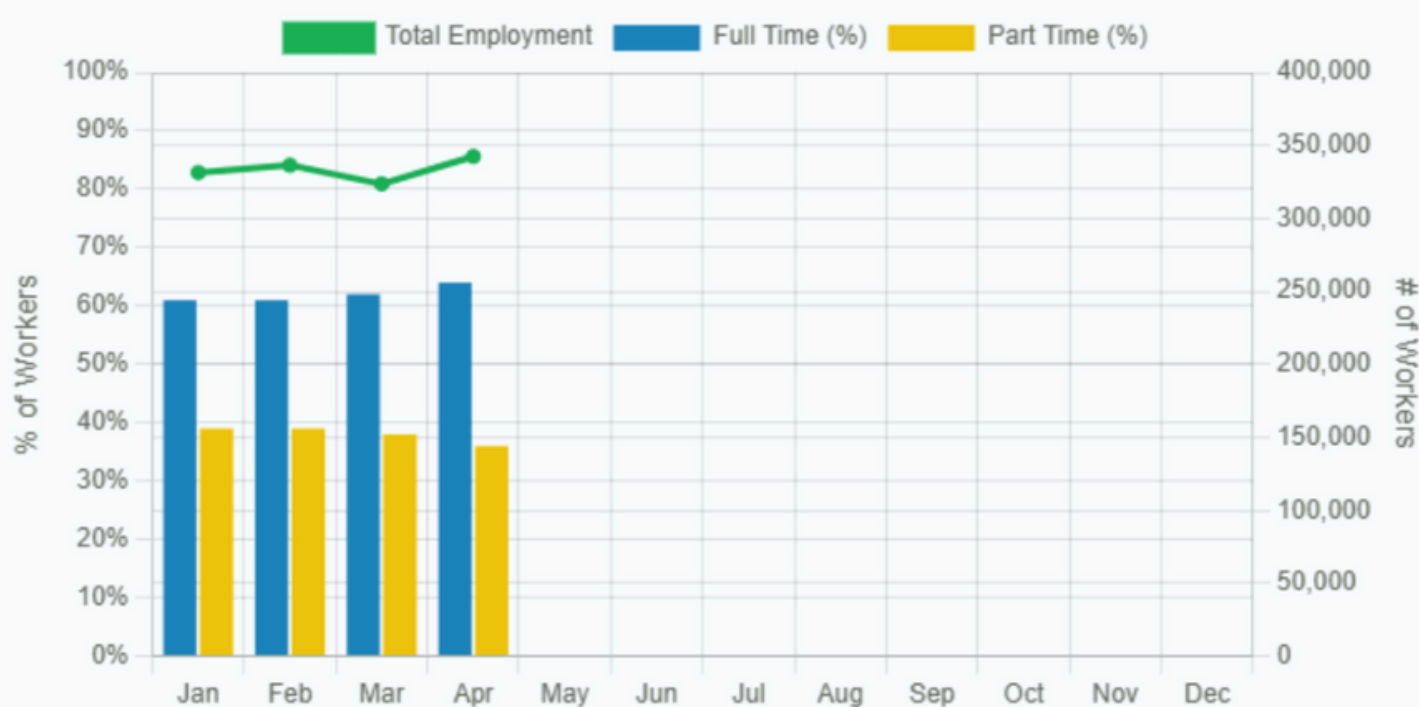


- Employment in BC's Tourism and Hospitality sector increased by **5.8%** from **323,750** in March 2024 to **342,500** in April 2024. Tourism and Hospitality employment in BC is higher than pre-COVID levels, with **2,500** more jobs compared to April 2019 (**342,500** in April 2024 vs **340,000** in April 2019).
- Employment **increased** in all sectors from March 2024 to April 2024.
- Tourism and Hospitality employment in April 2024 in Lower Mainland and Northern BC regions remained **below** pre-COVID levels. Employment in the Cariboo, Thompson Okanagan, and Vancouver Island regions was **above** pre-COVID levels, while employment in the Kootenay region was roughly **equal** to pre-COVID levels.

Employment Continued

Go2HR BC Tourism and Hospitality Labour Market Information - Employment Tracker

- Leading occupations (those that reported a greater employment weight) in the Tourism and Hospitality industry in BC include Creative and performing artists; Photographers, graphic arts technicians and technical and co-ordinating occupations in motion pictures, broadcasting and the performing arts; Athletes, coaches, referees and related occupations; Service Supervisors; Chefs and cooks; Occupations in food and beverage service; Occupations in travel and accommodation; Cashiers; Food counter attendants, kitchen helpers and related support occupations; Cleaners; Machinery and transportation equipment mechanics; and Motor vehicle and transit drivers.



- Of those employed in BC’s Tourism and Hospitality industry, **53%** are male and **47%** are female. However, the Transportation and Travel Services sector has a higher concentration of males. About **69%** of workers are between 15 to 44 years of age. Most workers in BC’s Tourism and Hospitality industry have at least a High School Diploma, **31%** have a degree or diploma below a bachelor’s, and **24%** have a bachelor’s degree or higher.
- Average hourly earnings in BC’s Tourism and Hospitality sector have been steady, with some fluctuation between **\$24** and **\$29** over the past two years. In March 2024, average hourly earnings by sector ranged from **\$20** to **\$40**; the Transportation sector had the highest average hourly earnings, while the Food and Beverage sector reported the lowest.

In April 2024, Accommodation led BC tourism sectors with approximately **84%** full-time workers, as compared to a low of **52%** full-time workers in the Food and Beverage sector.



Destination Overview

International tourism reached **97%** of pre-pandemic levels in the first quarter of 2024.

According to UN Tourism, more than 285 million tourists travelled internationally in January-March, about 20% more than the first quarter of 2023, underscoring the sector’s near-complete recovery from the impacts of the pandemic.

[Read more.](#)

This research recalls the need to ensure adequate tourism policies and destination management, aiming to advance sustainability and inclusion while addressing the externalities and impact of the sector on resources and communities

New UN Tourism Report focuses on integration of Biodiversity in National tourism policies

While 95% of national tourism policies acknowledge nature as a primary asset for tourism, actual detailed plans for sustainable management practices are often lacking, a new report from UN Tourism reveals. [Read more.](#)

Kamloops Research Highlights:

- 332K Total Arrivals YTD
- \$217.3M Total Spending YTD
- \$122.90 Hotel ADR YTD
- 51.33% Hotel OCC YTD



Building Permit Values

↓ 29.8%



Building permit values decreased 29.8% in Q1 2024 compared to Q1 2023.

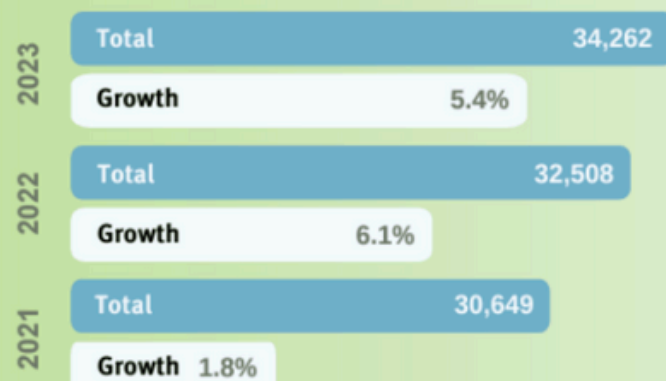
www.investkelowna.com

*Numbers from all governments included in the ROCO



Business Counts

↑ 5.4%



In 2023, 28.7% of businesses in the Central Okanagan had 1 or more employees while 71.3% had no employees.

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*Statistics Canada



Job Postings

↓ 29.1%



31% of job postings in Q1 2024 were Sales and Service occupations.

www.investkelowna.com

*Vicinity Job Hiring Demand Report

Workplace safety should be top of mind at all times. go2HR is unveiling a new asynchronous online training course tailored specifically for new and young workers in the tourism and hospitality sector.

This training explores the foundational principles of workplace health and safety, covering topics like rights and responsibilities, hazard identification, emergency procedures, and building a positive safety culture. And it's completely FREE! [Register here](#)

BCHA Fast Track Your Future Education Series

- This program will support anyone on your team in preparation for crises typically faced in the hospitality industry. From natural disasters like fires and floods, to complex HR issues and cybersecurity threats, this series is an opportunity to learn essential skills needed to combat these issues. Effective communication during times of crisis is key to safeguarding the reputation of hotels and resorts while maintaining guest trust.
- BCHA's Managing Crisis Communications is a great opportunity for any member of your team who may be a part of a crisis response, including HR, IT, Loss Prevention, Marketing and Communications, Operations, and more. With our discounted Hotel rates, [anyone on your team is welcome to join.](#)