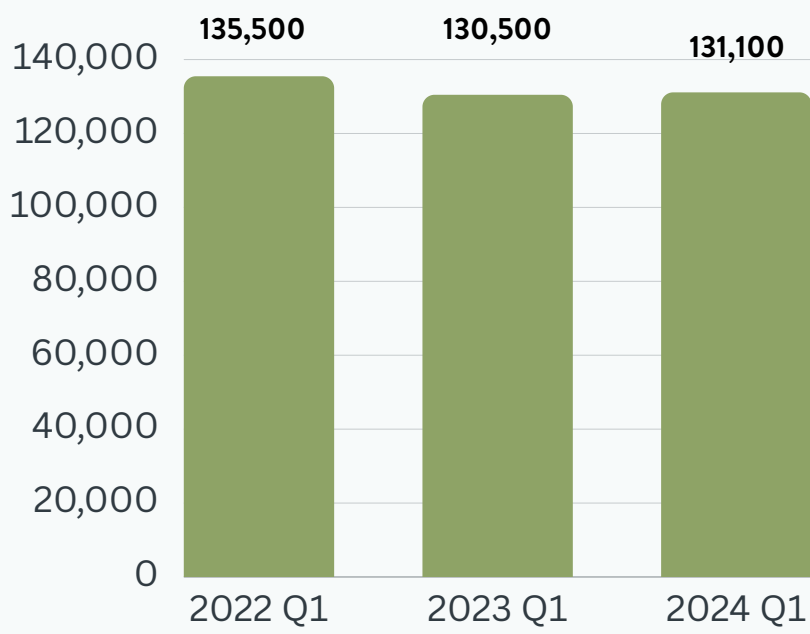


Arrivals

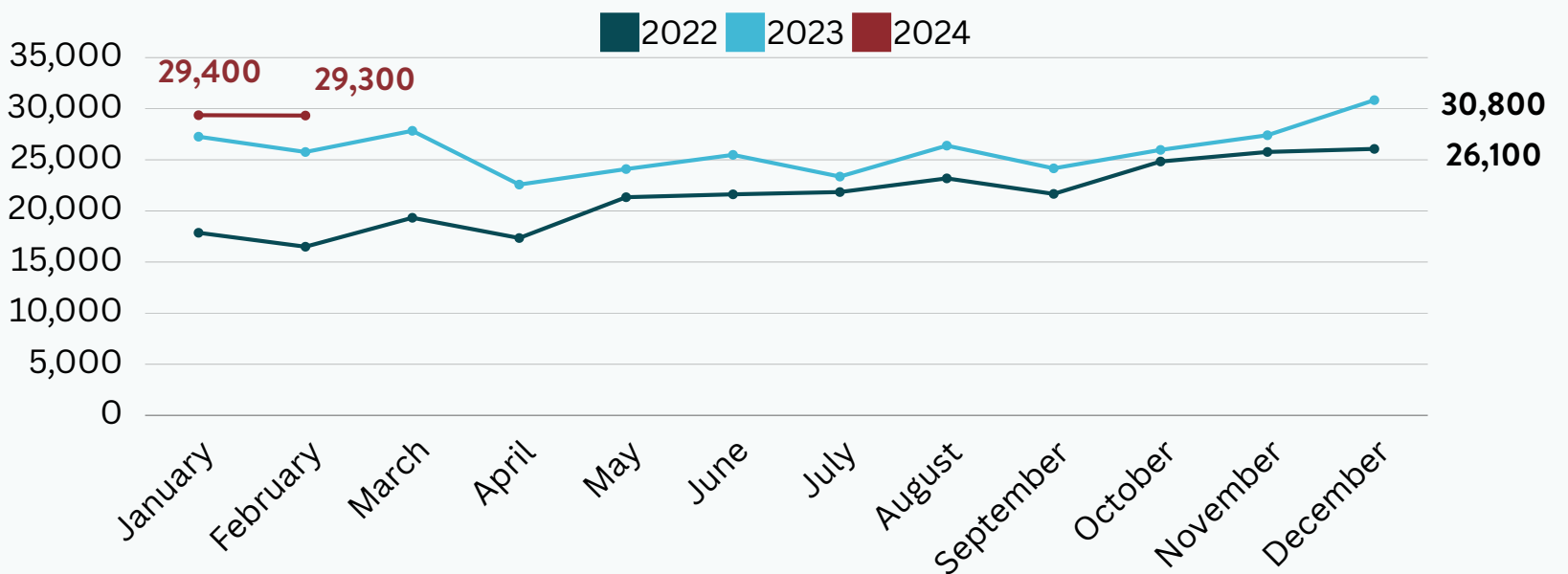
Total arrivals into Kamloops by:



- Totals Arrivals YTD: **131K**
- Top 3 International Arrival by Country in 2023; Australia (22.62%), United Kingdom (21.91%), Germany (9.98%)

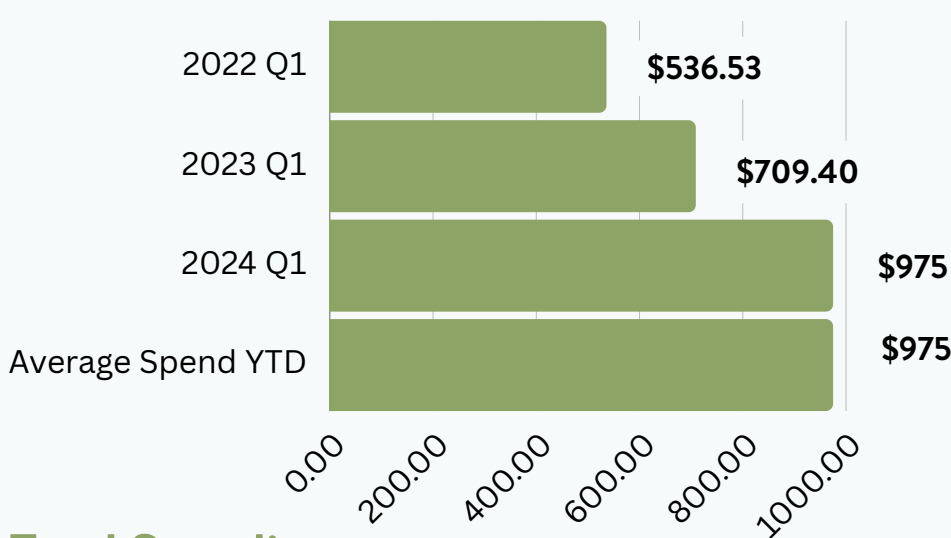
In 2024 Q1 the International Arrivals Forecast is **5,000** & Domestic Arrivals Forecast is **126,200**

Kamloops Airport Volume:



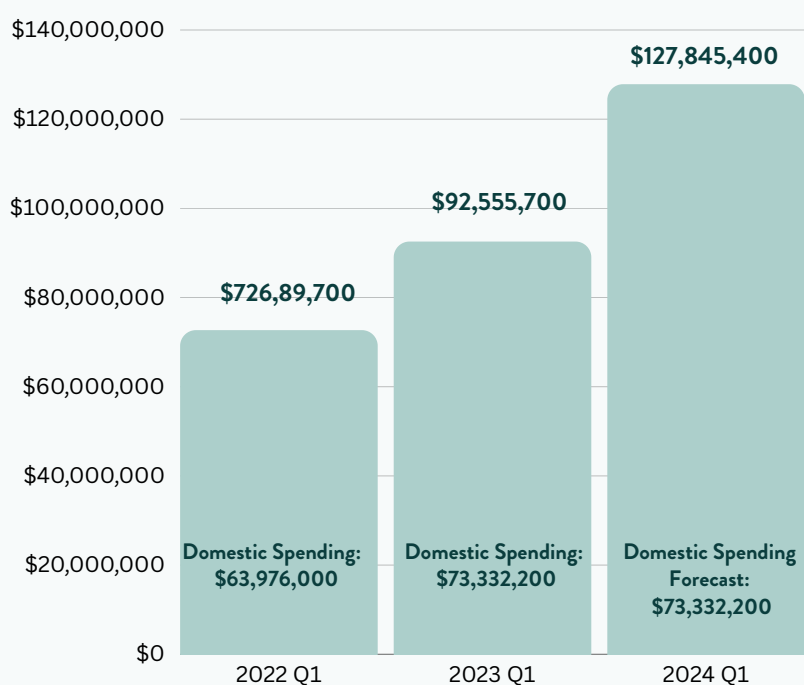
Visitor Spending

Average Spend Per Visitor:

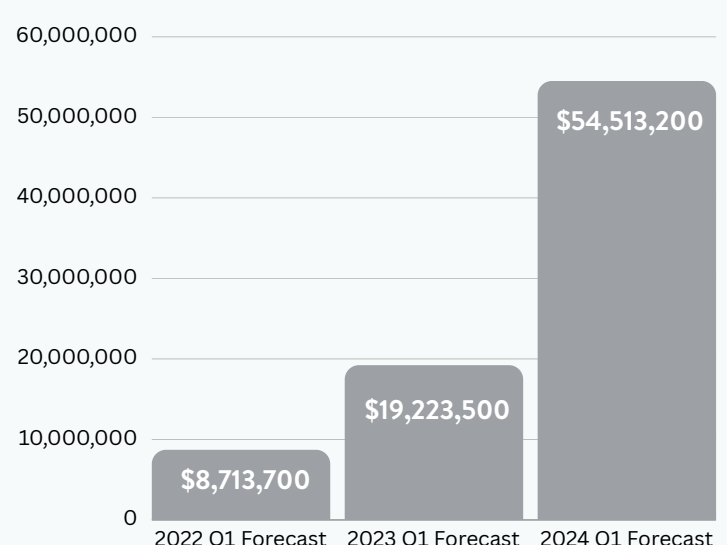


Total Spending YTD **\$127.85M**
 Domestic Spending 2024 Q1 Forecast **\$73,332,200**
 Average Spend YTD **\$975.00**

Total Spending:

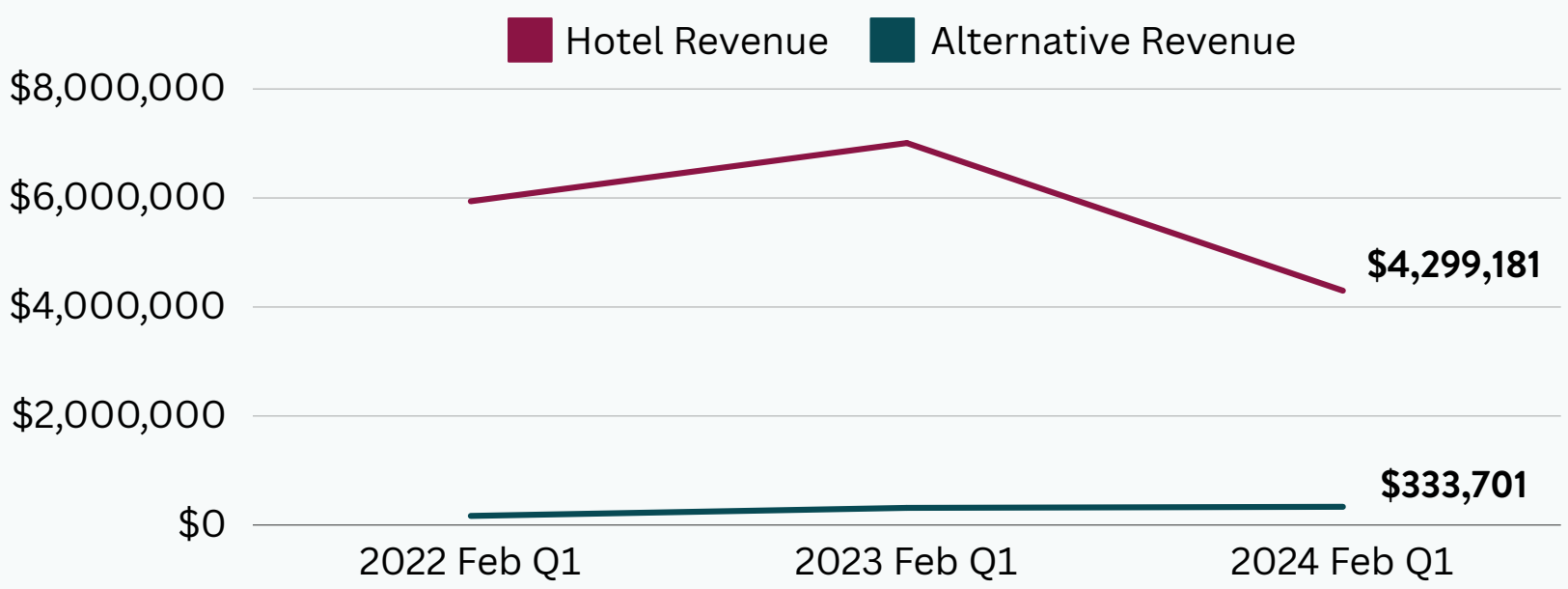
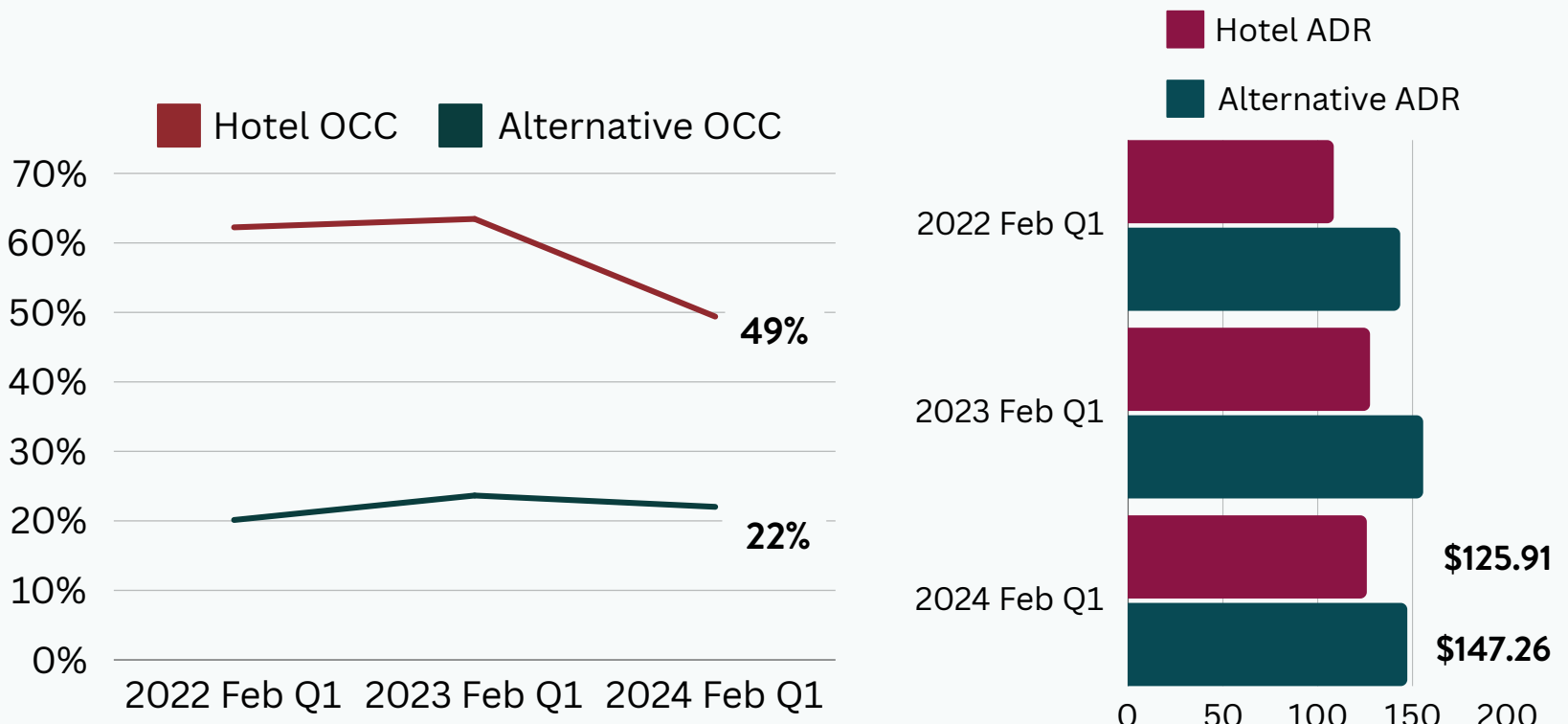


International Visitor Spending:



Accommodation

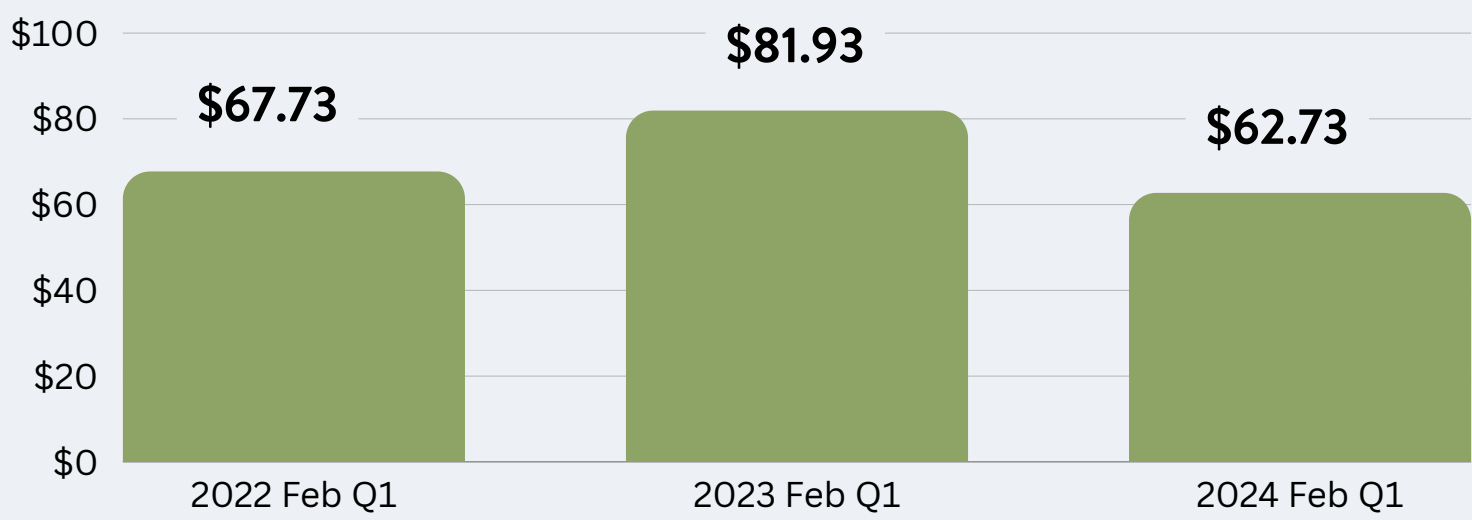
Hotel vs Alternative:



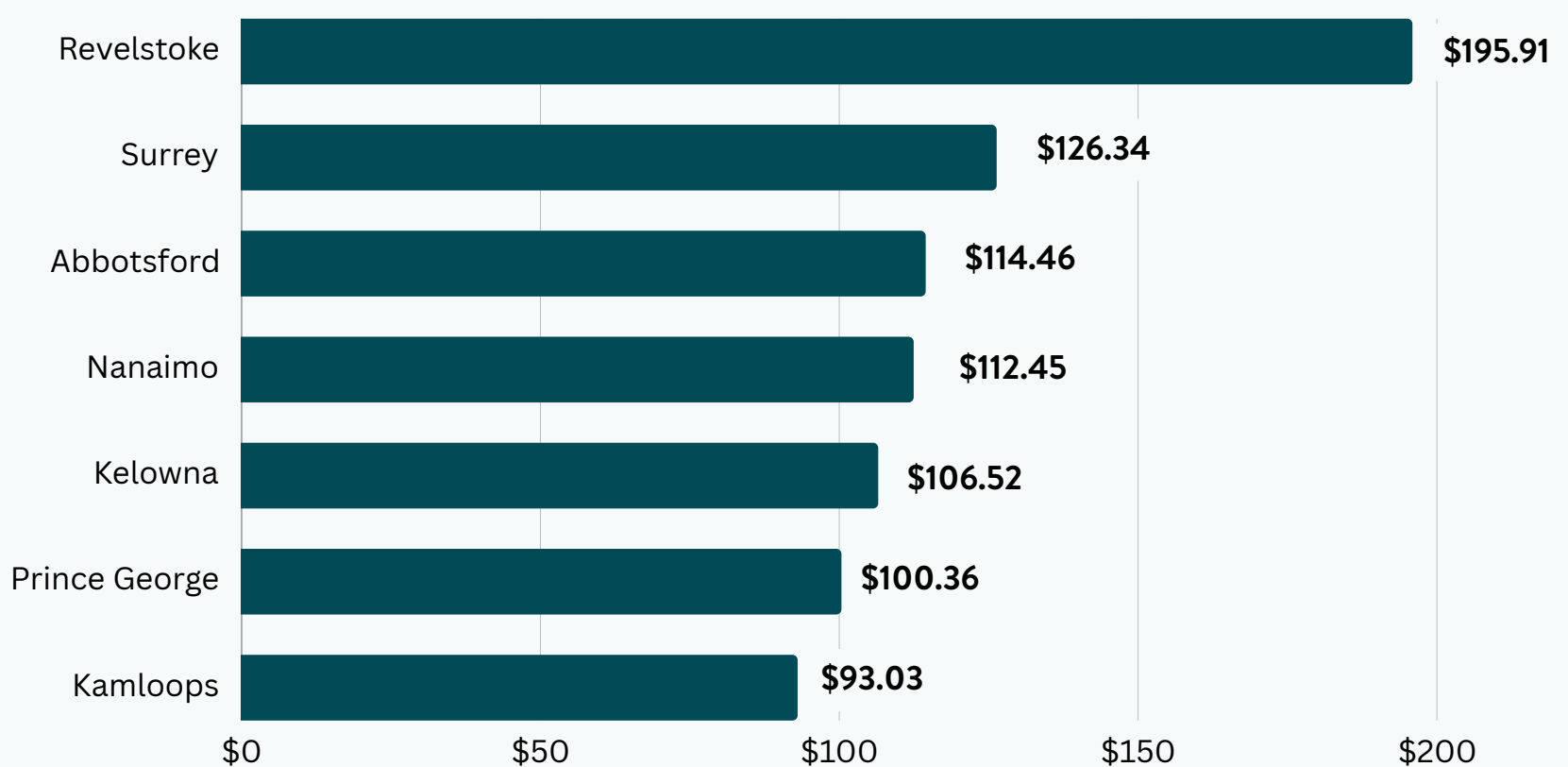
Hotel Revenue YTD was **\$9.38M**, Hotel RevPAR YTD **\$56.81**

Hotel ADR YTD was **\$122.97**, Hotel Occupancy was **45.80%**

Hotel RevPAR:

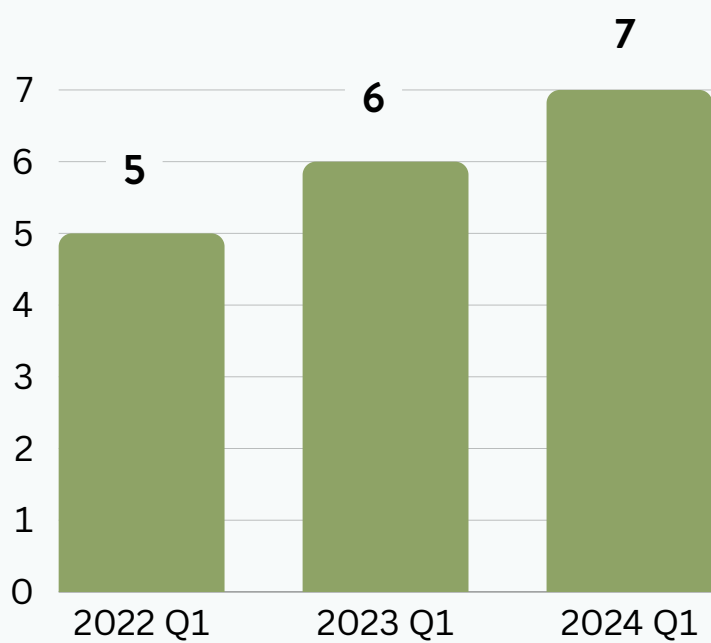


February 2024 Q1 ADR Compset:

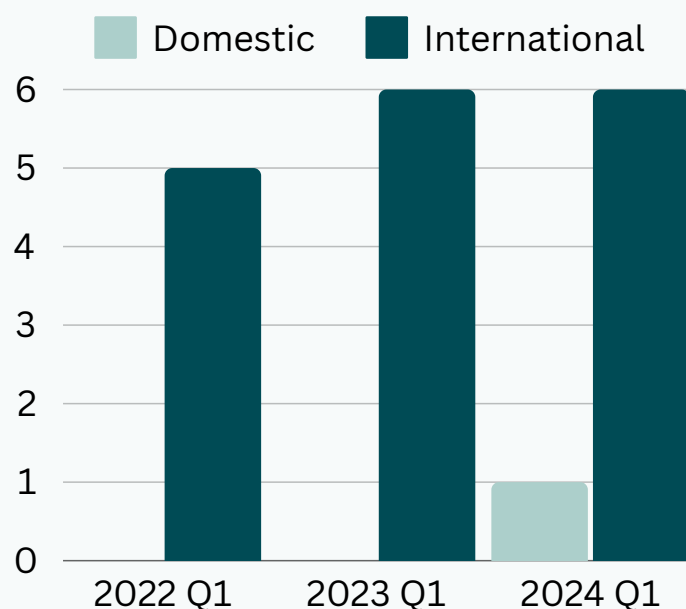


Travel Trade Report

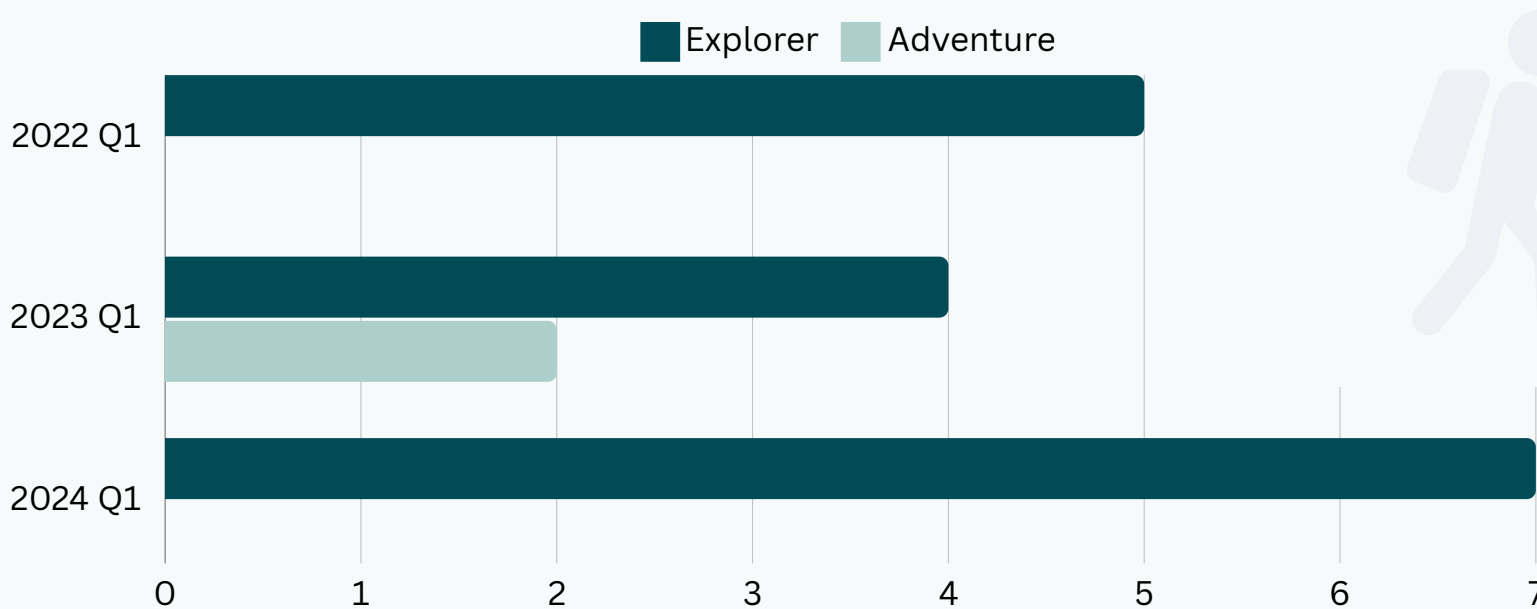
Total Tour Package Arrivals:



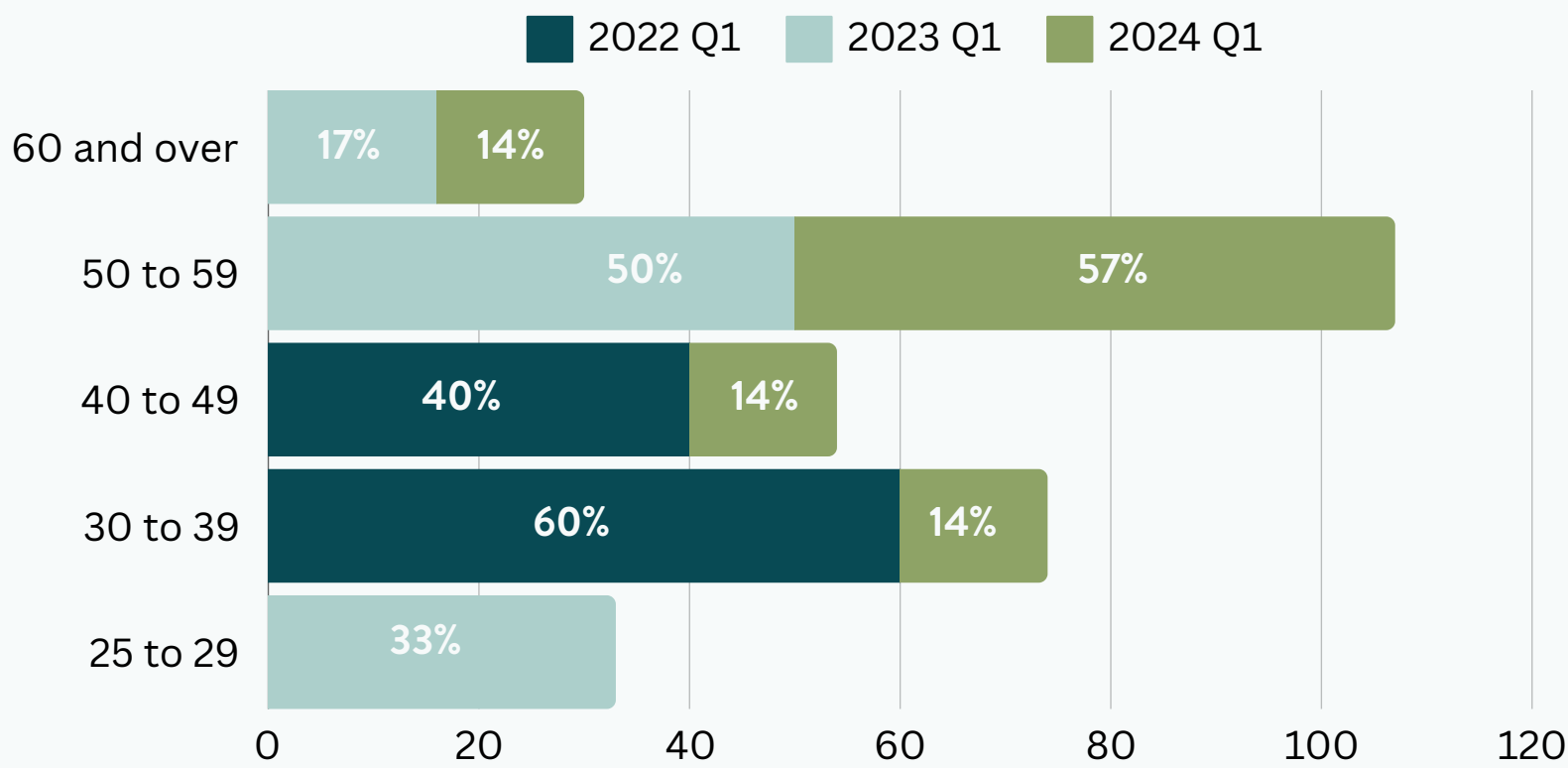
Domestic vs International Tour Package Arrivals:



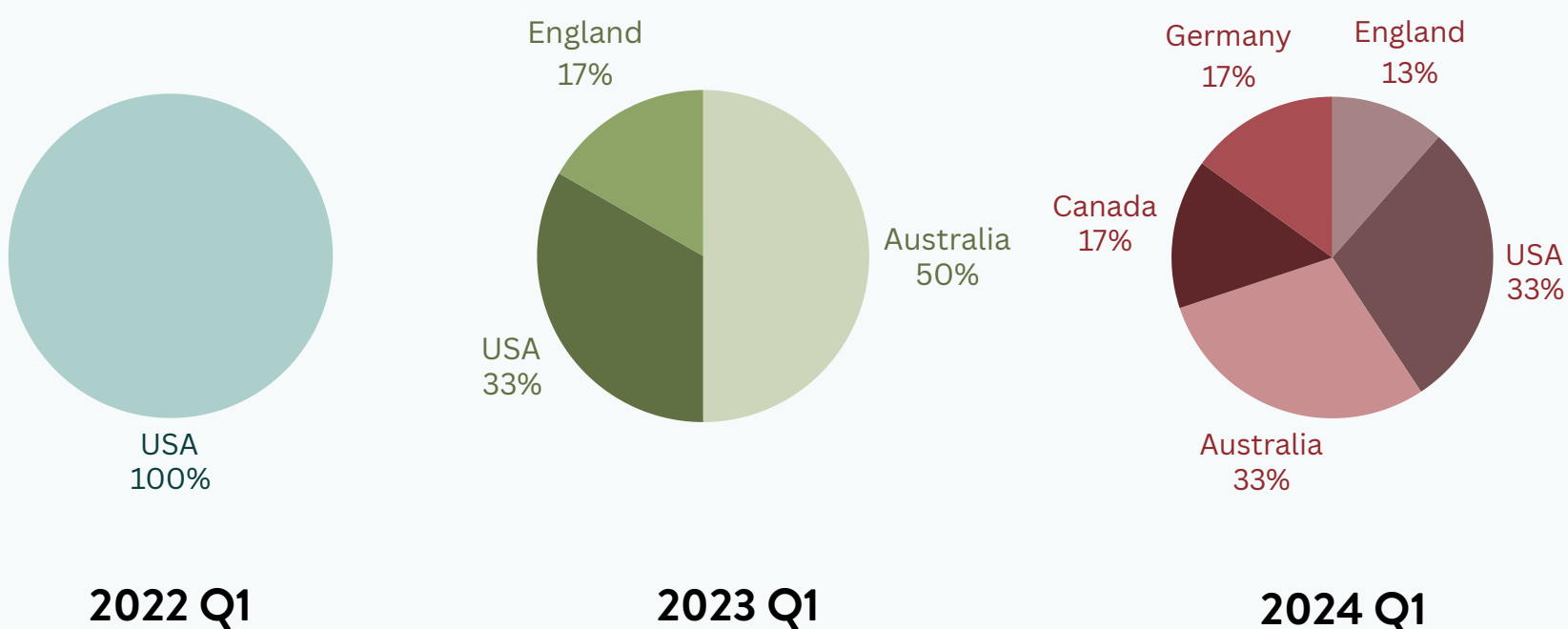
Total Tour Package Arrivals by Tour Type:



Tour Package Arrivals by Age:

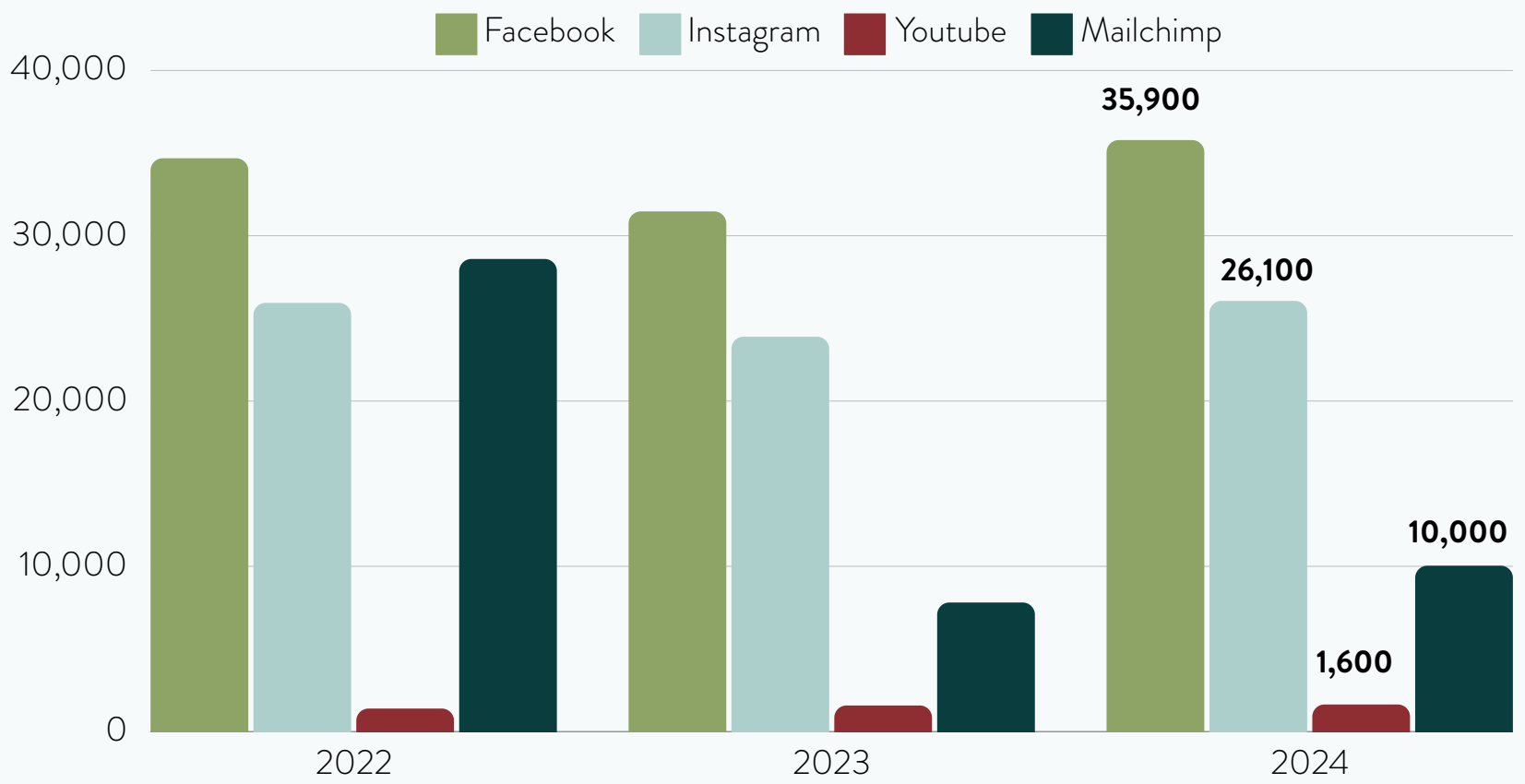


Tour Package Arrivals by Country of Origin:



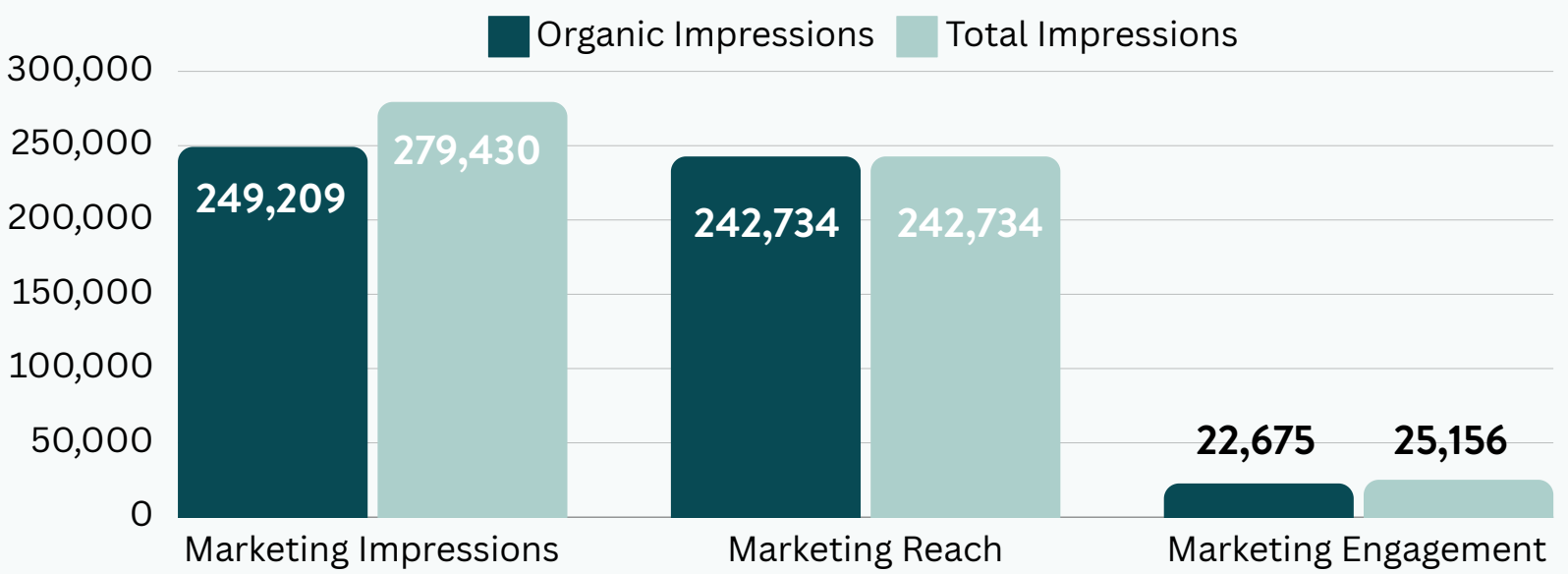
Marketing

Subscribers Q1 February:

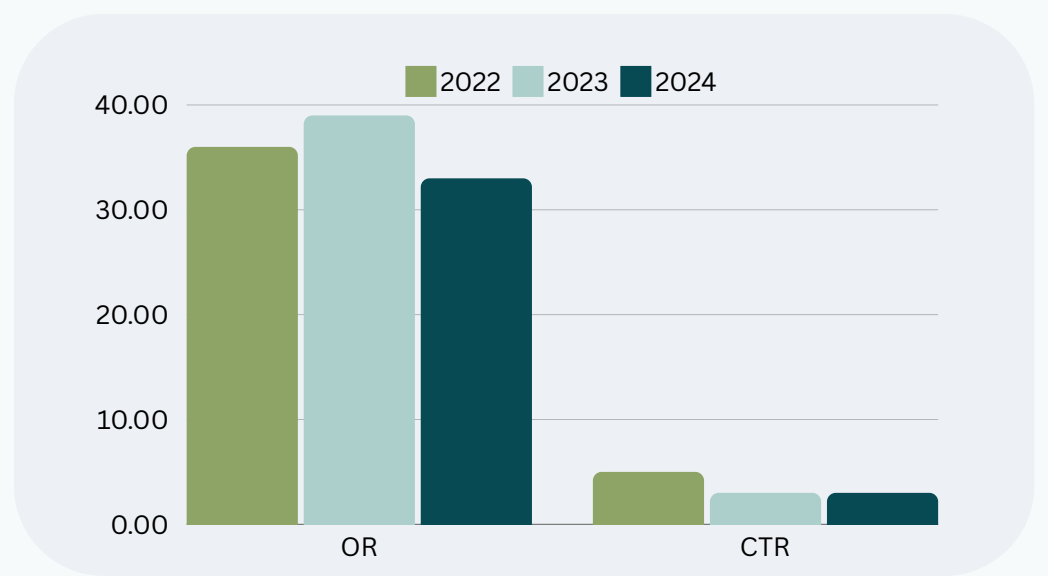


- Video views in 2024 February Q1 were **1,881**
- Website sessions & external links in 2024 February Q1 included **106,100** sessions & **9,200** through external links

2024 Q1 February Impressions, Marketing Reach and Engagement:

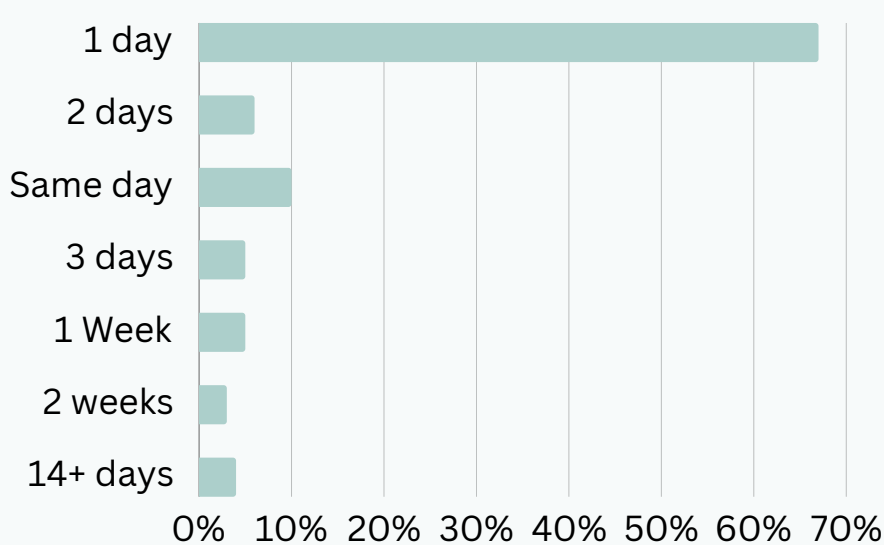


2024 February Q1 the MailChimp Open Rate was **33%** and Click Through Rate was **3%**

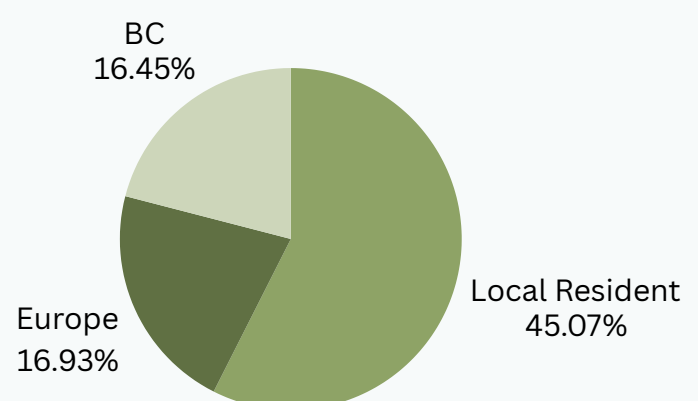


Visitor Services*

Nights in Community in 2023:



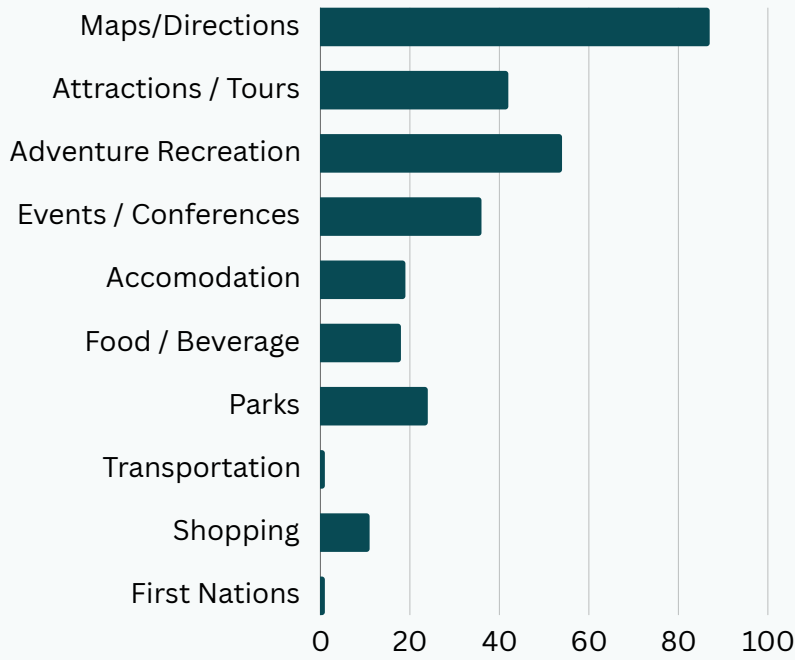
Top 3 Visitor Origins in 2023:



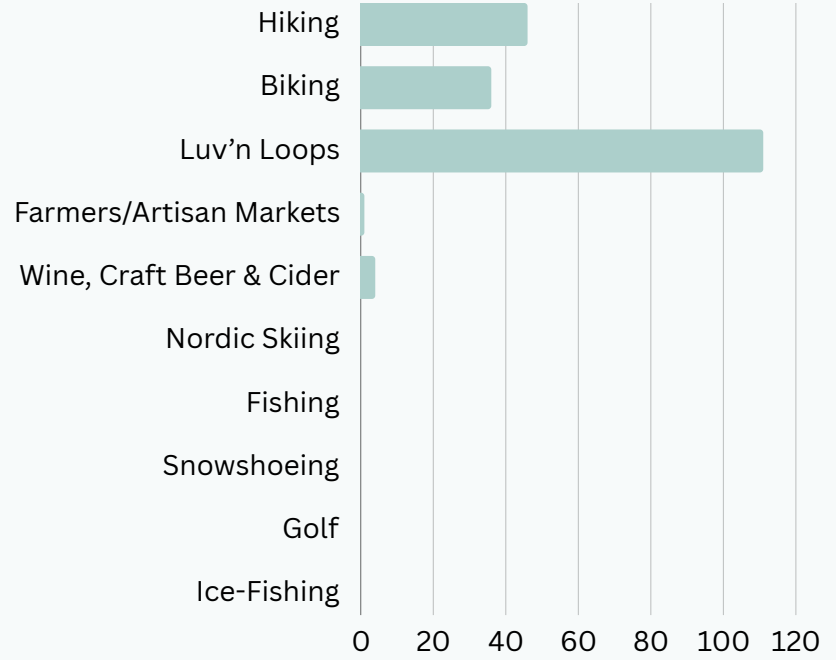
* Data reflective of in-person interactions from our Tourism Kamloops Bold Street Team

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

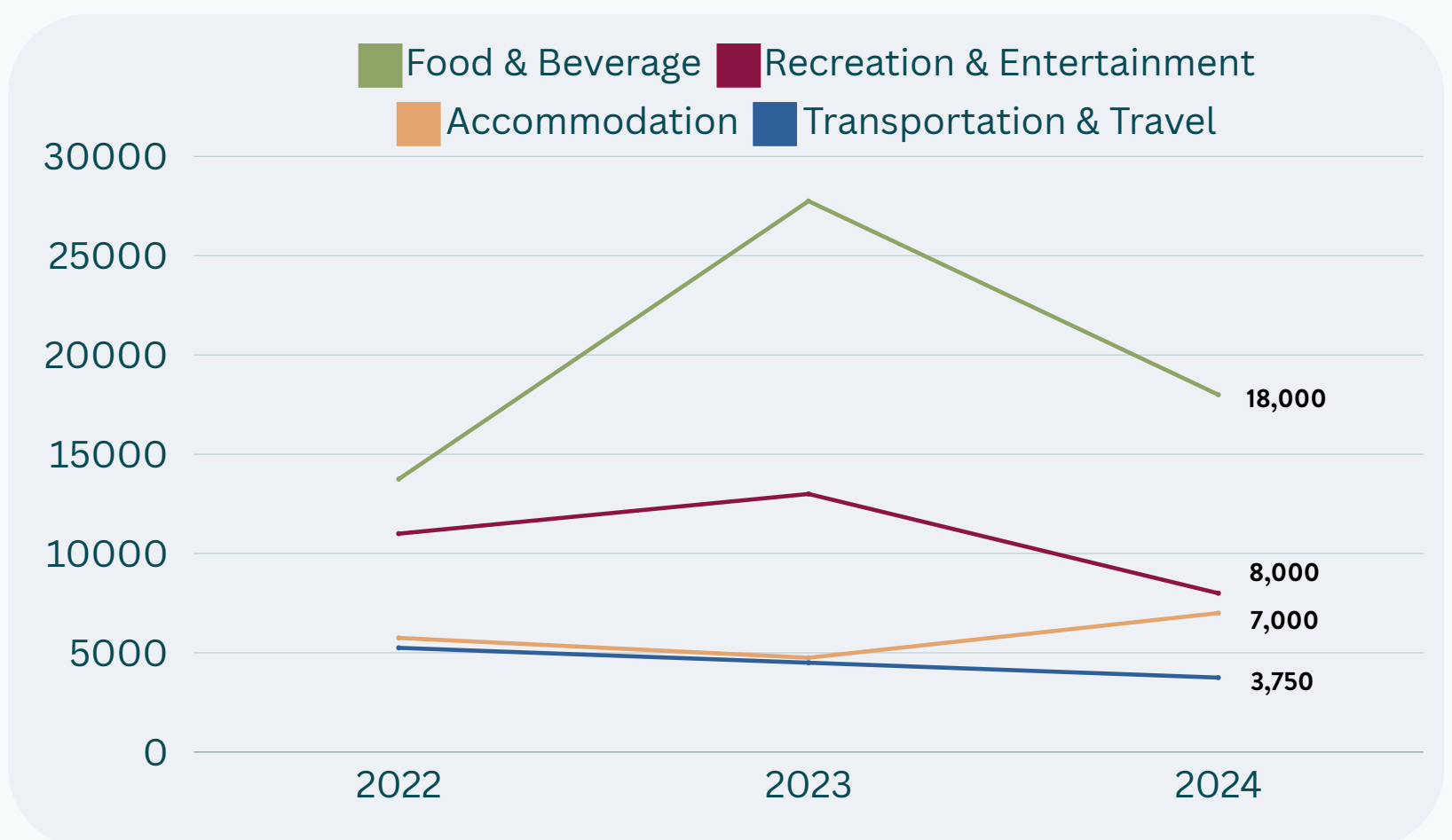
Employment

2024 Q1 February:

- Total Tourism Employment was **36,750**
- Tourism Unemployment Rate was **10.6%**
- Average Hours worked per week by Tourism Employees was **40.8**



Tourism Employment by Sector in Q1 February:

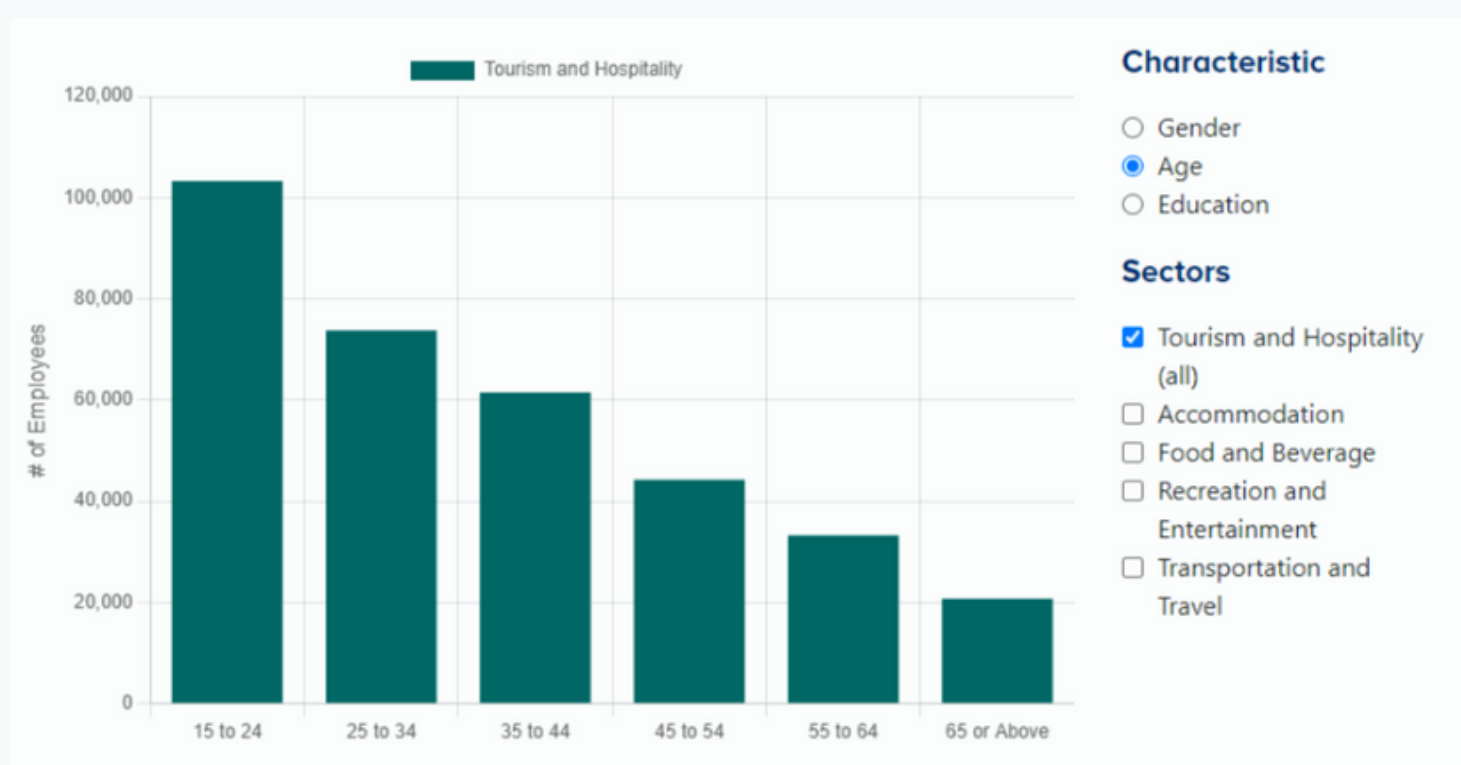


- Employment in BC's Tourism and Hospitality sector increased by **1.5%** from **331,500** in January 2024 to **336,500** in February 2024. Tourism and Hospitality employment in BC is lower than pre-COVID levels, with **9,000** less jobs compared to February 2019 (**336,500** in February 2024 vs **345,500** in February 2019).
- Employment change varied across all regions, **increasing** in the Lower Mainland and Vancouver Island regions, and **decreasing** in Cariboo, Thompson Okanagan, Kootenay, and Northern BC.

Employment Continued

Go2HR BC 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.



Characteristic

- Gender
- Age
- Education

Sectors

- Tourism and Hospitality (all)
- Accommodation
- Food and Beverage
- Recreation and Entertainment
- Transportation and Travel

- About **71%** 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, **29%** have a degree or diploma below a bachelor's, and **27%** have a bachelor's degree or higher.
- Although employment levels among all four Tourism and Hospitality industry sectors have been impacted by COVID-19, leading occupations in Food and Beverage Services have recovered **83%** of the pre-COVID-19 level, while occupations in Travel and Accommodation Services have recovered **71%** of the pre-COVID levels.

Of those employed in BC's Tourism and Hospitality industry, **51%** are male and **49%** are female. The Transportation and Travel Services sector, however, has a higher concentration of males



Destination Overview

Online Content Regulation

Two-thirds of Canadians (**68%**) support the government's plan to regulate content on social media to make these platforms safer, compared to one-quarter (**25%**) who are against it and **8%** undecided. Quebecers (**78%**), respondents aged 55 and older (**78%**), and women (**72%**) are more likely to support the government's plan. [Read more.](#)

- Nearly six in ten Canadians (**57%**) support the creation and associated spending on new government agencies created to regulate online content, compared to one-quarter (**26%**) who oppose it.
- Half of Canadians (**50%**) do not trust the government to regulate online content in a way that protects freedom of speech, compared to **43%** who trust the government to achieve this
- Less than half of Canadians (**41%**) believe the government's plan will make social media platforms safer and remove sensitive images and content easier. Nearly one-third (**32%**) of Canadians believe the opposite. This proportion is higher among Albertans (**43%**) and men (**40%**).

FREE Workshops, Peer Masterminds and Consulting services

Plus the Opportunity to apply for a \$5,000 Business Training Reimbursement

CFBC has received funding from PacifiCan to offer free services to select businesses, startups and not-for-profits located in communities that have experienced economic downturns and climate disasters.

Check your eligibility by creating an account at [myCommunityFutures](https://myCommunityFutures.com).

Kamloops Research Highlights:

131K Total Arrivals YTD

\$127.85M Total Spending YTD

\$122.97 Hotel ADR YTD

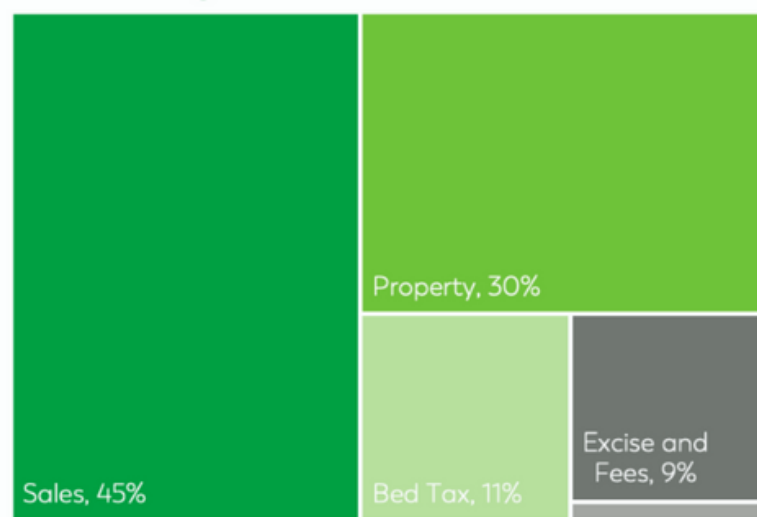
45.80% Hotel OCC YTD

Over 850 organizations have become signatories of the Glasgow Declaration on Climate Action in Tourism to accelerate climate action.

By becoming signatories, organizations agree to implement the commitments detailed in the Glasgow Declaration, notably:

- Support the global commitment to halve emissions by 2030 and reach Net Zero as soon as possible before 2050.
- Deliver climate action plans within 12 months from becoming a signatory (or updating existing plans), and implement them.
- Align plans with the five pathways of the Declaration (Measure, Decarbonise, Regenerate, Collaborate, Finance) to accelerate and co-ordinate climate action in tourism.
- Report publicly on an annual basis on progress against interim and long-term targets, as well as on actions being taken.
- Work in a collaborative spirit, sharing good practices and solutions, and disseminating information to encourage additional organizations to become

Composition of state and local taxes generated from tourism



Using the Catalyst Report to Defend Your Hotel Tax Funding

Using the findings from Destination International’s recent research projects can help you argue that hotel taxes should be invested in destination promotion to drive larger returns from other taxes. It is from those other taxes that government programs need to be paid from.

[Read more.](#)

A recent article from Vogue Business is getting a lot of attention for the way it reveals how Gen Z has fundamentally changed marketing

- The piece breaks down new research from youth culture agency, Archrival, that surveyed 750 Gen Zs and 250 Millennials to compare how they interact with brands. The result: Gen Zs are significantly more active participants in the discovery and buying process.
- Where consumers used to rely on push messaging like billboards and TV ads to discover new products, Gen Z is seeking them out by consuming content from each other, searching for trends, and watching product reviews.
- When it comes to brand loyalty, according to the author, there has been a shift from simply repeating a purchase to actively engaging with content they like. The article cites brands like Madhappy and Represent as having connected with their young audiences to the point where they feel like they’re a part of a community, rather than simply a part of a transaction.