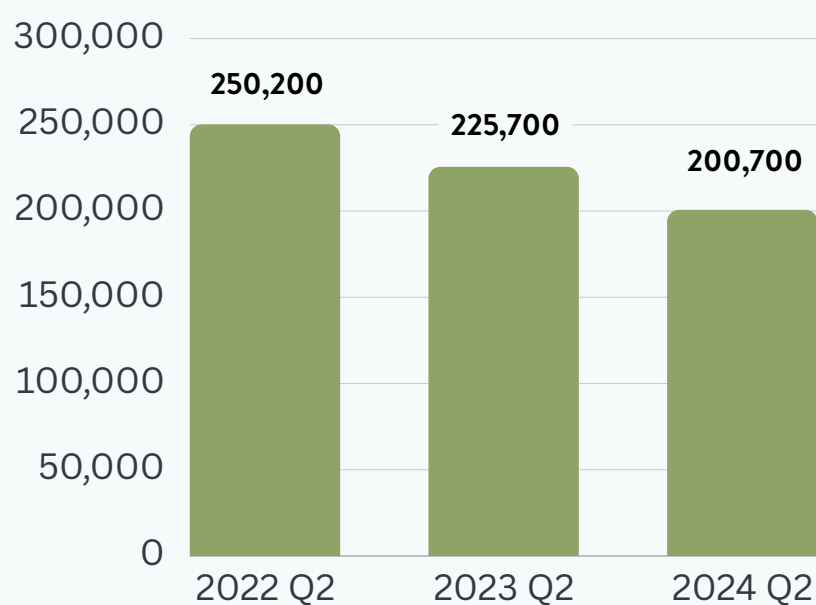


## Arrivals



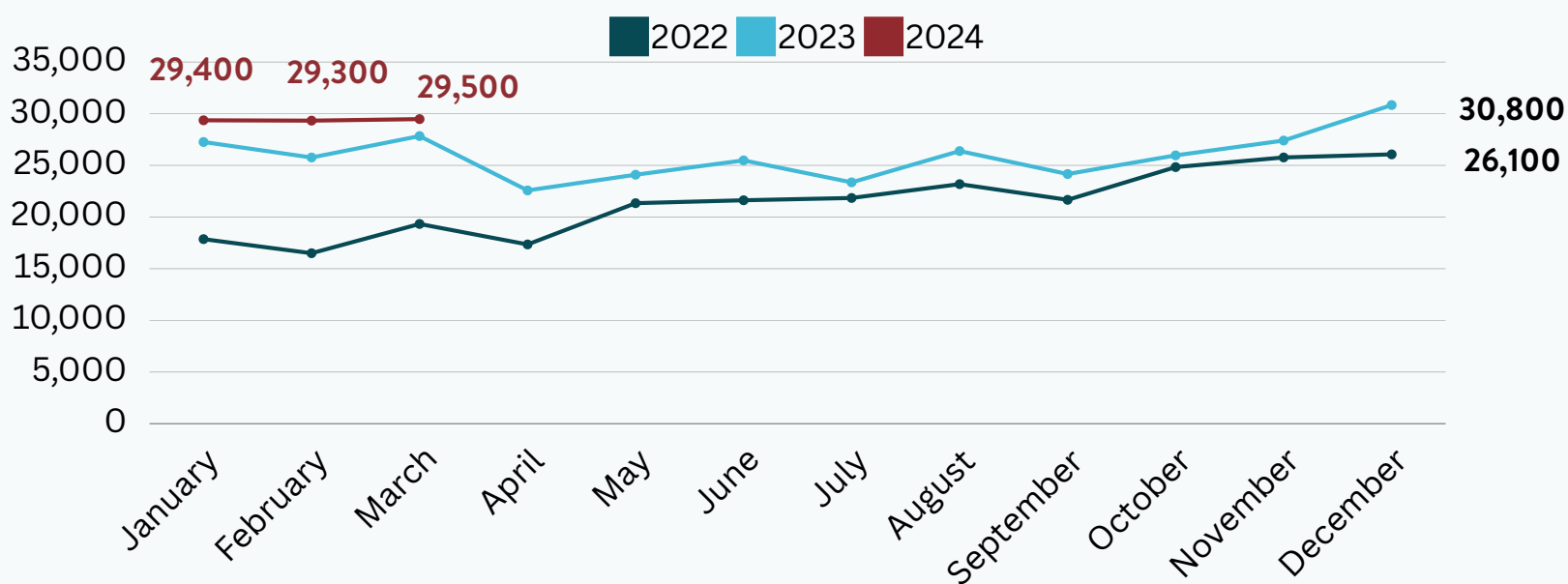
### Total arrivals into Kamloops by:



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

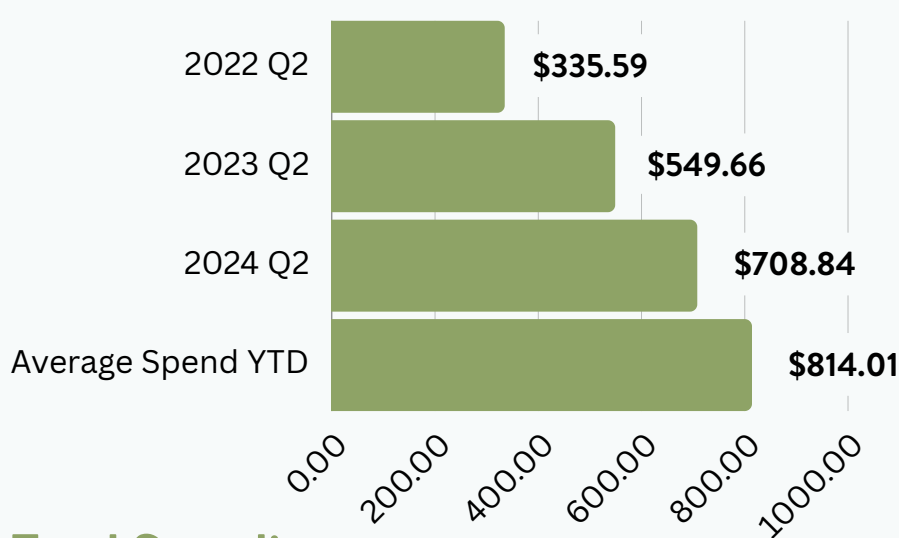
In 2024 Q2 the International Arrivals Forecast was **188,000** & Domestic Arrivals Forecast was **12,700**

### Kamloops Airport Volume:



## Visitor Spending

### Average Spend Per Visitor:

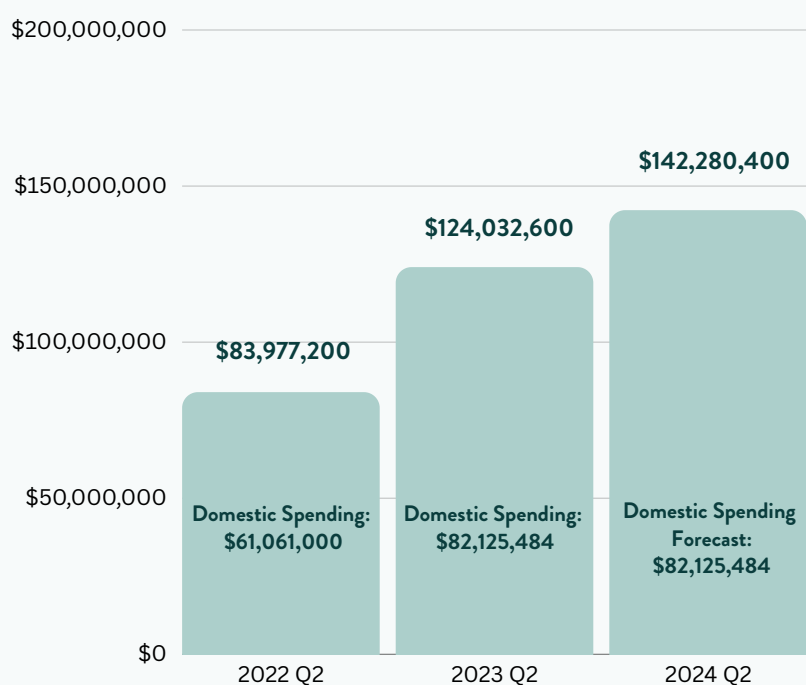


**Total Spending YTD \$270.13M**

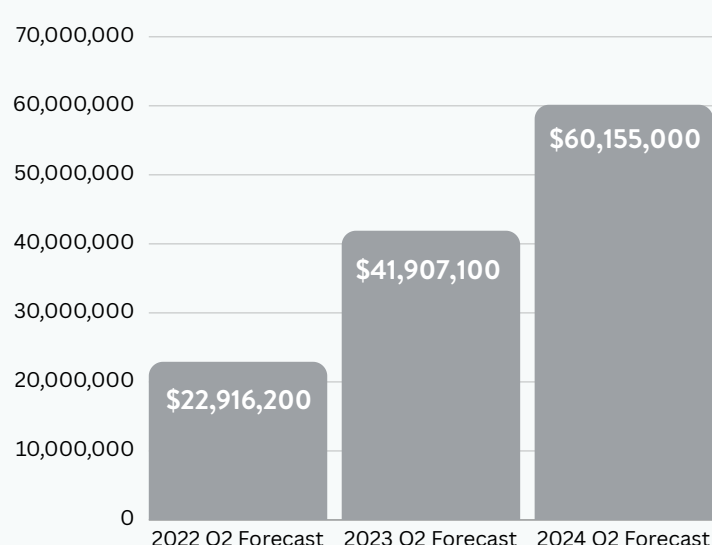
**Domestic Spending 2024 Q1 Forecast \$82,125,500**

**Average Spend YTD \$814.01**

### Total Spending:

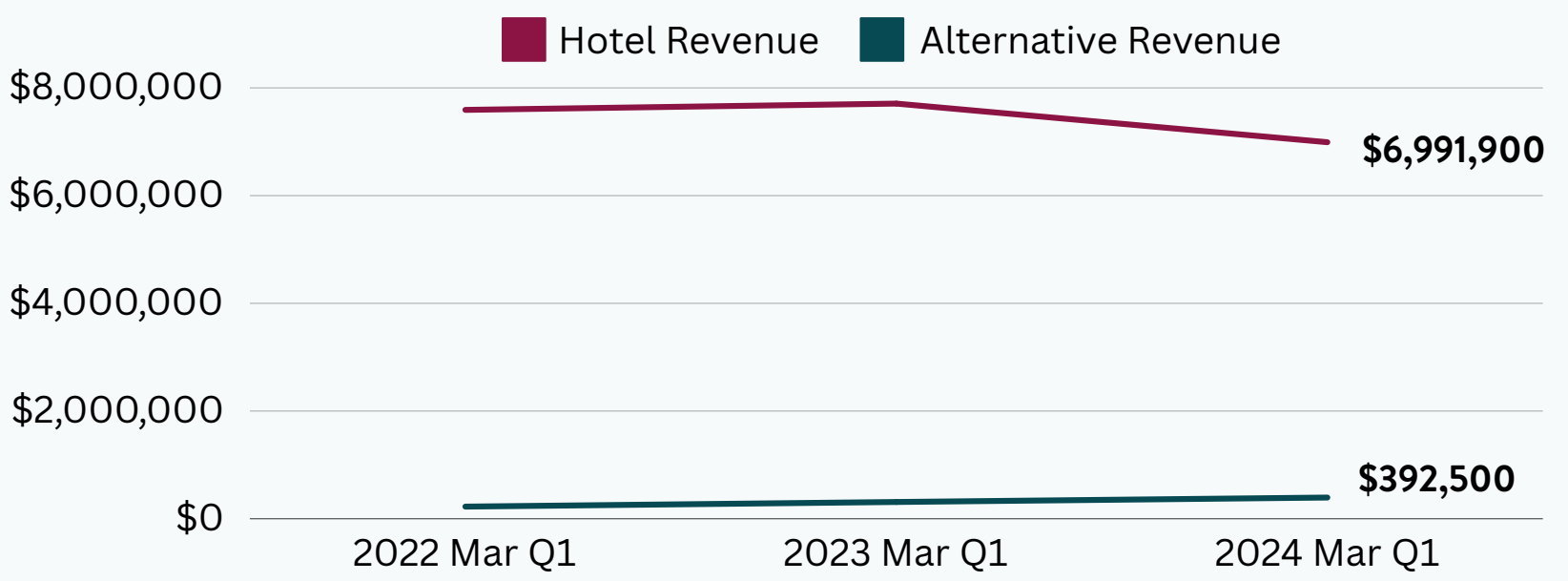
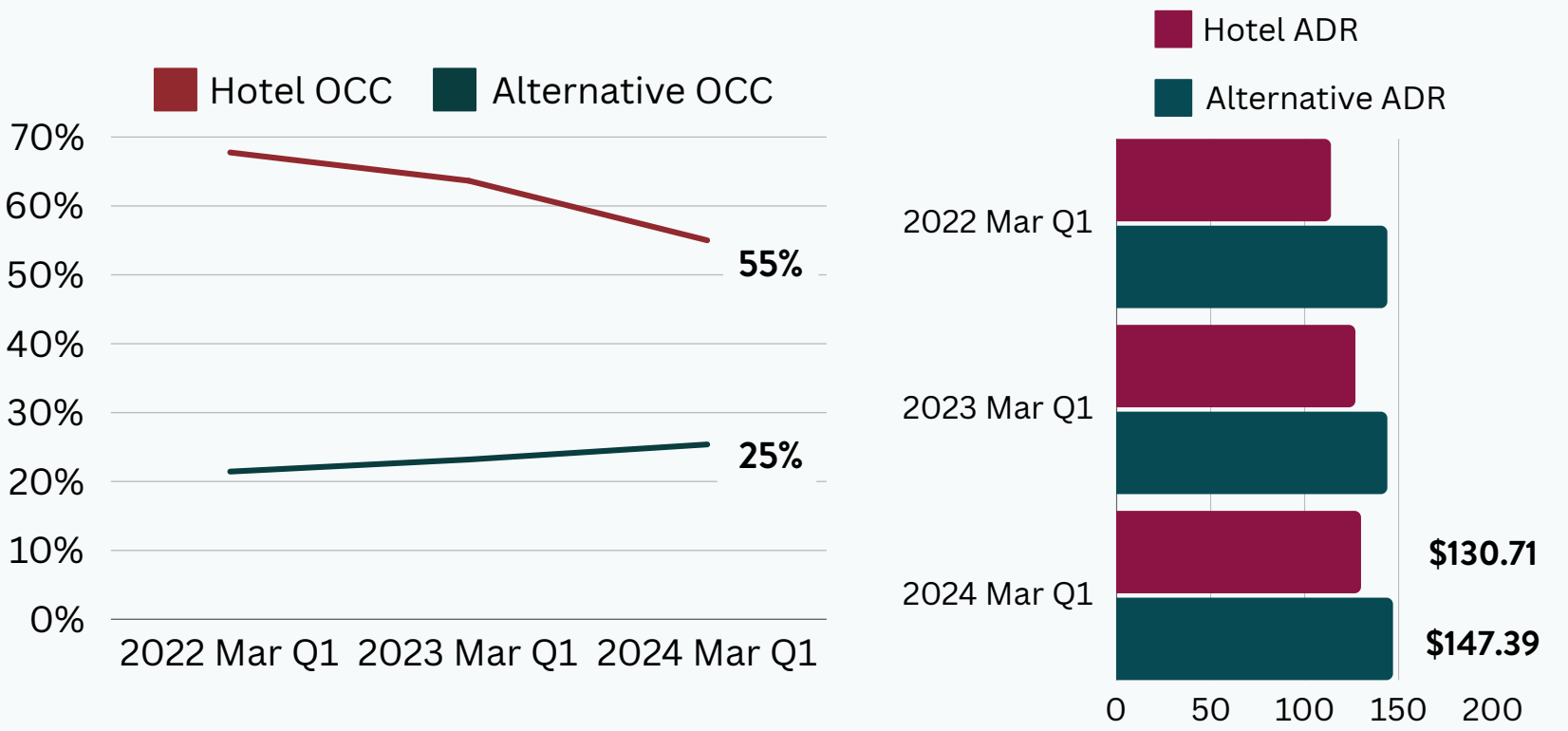


### International Visitor Spending:



## Accommodation

### Hotel vs Alternative:

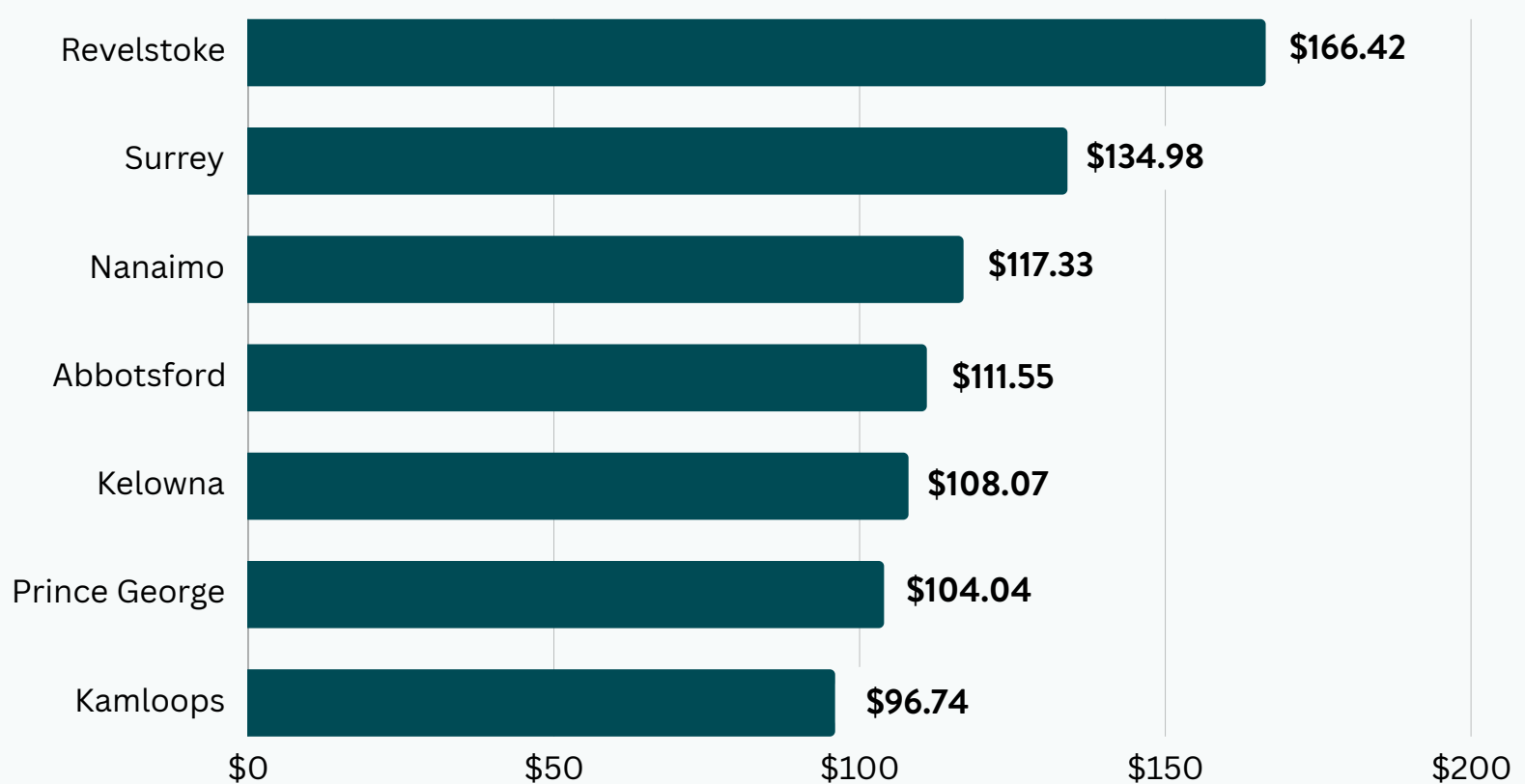


Hotel Revenue YTD was **\$16.37M**, Hotel RevPAR YTD **\$57.75**  
 Hotel ADR YTD was **\$116.14**, Hotel Occupancy was **45.41%**

### Hotel RevPAR:

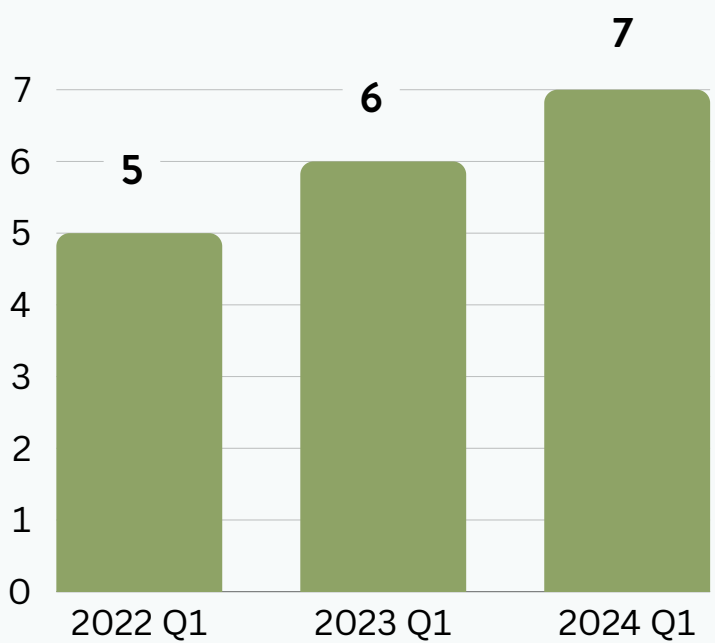


### March 2024 Q1 ADR Compset:

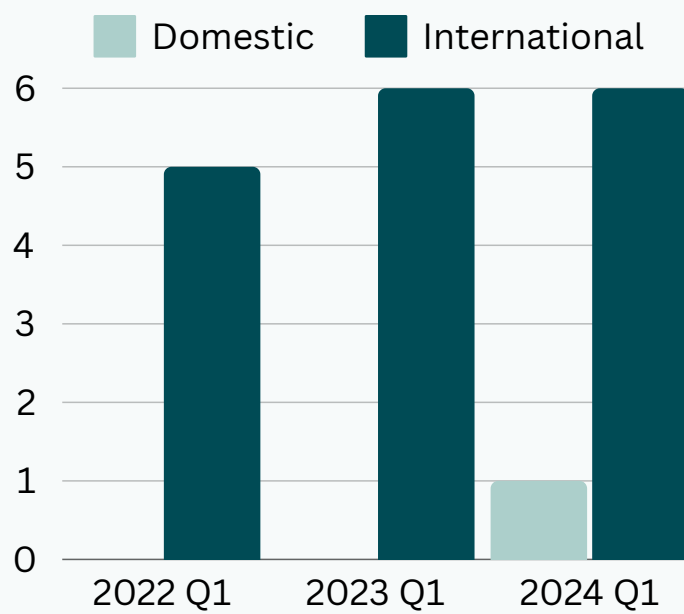


## Travel Trade Report

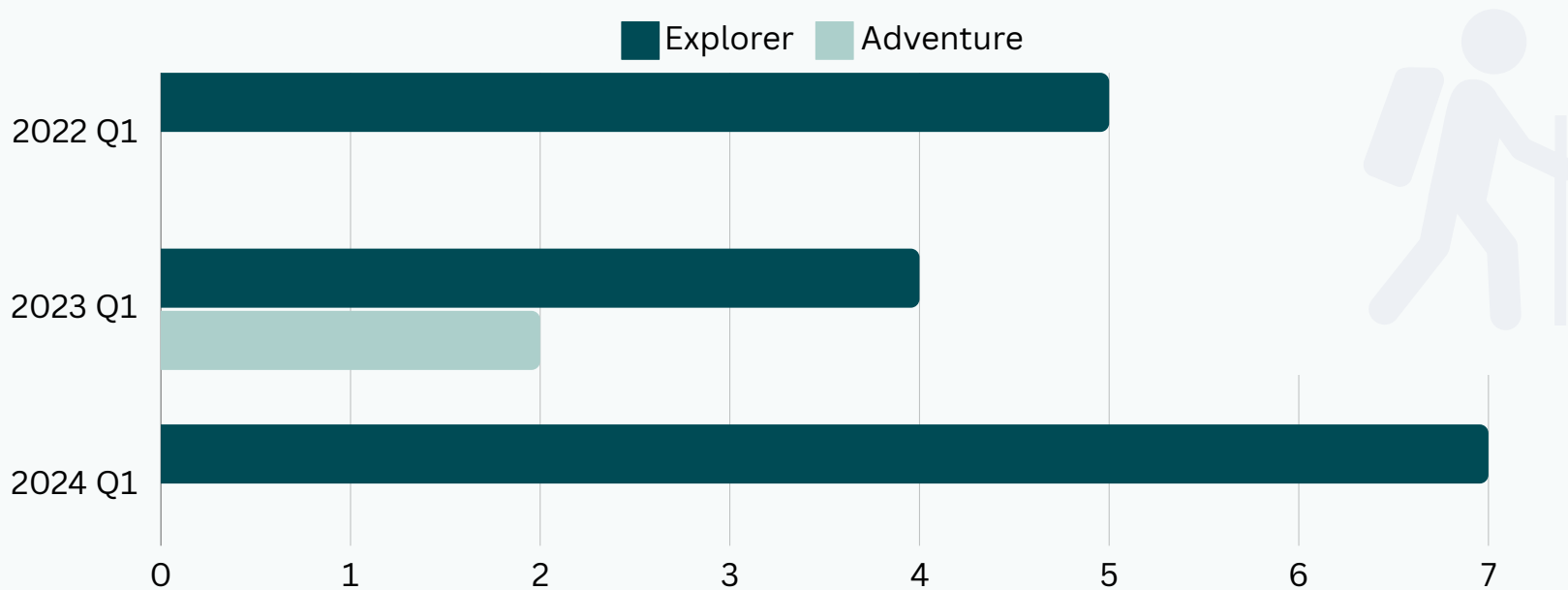
### Total Tour Package Arrivals:



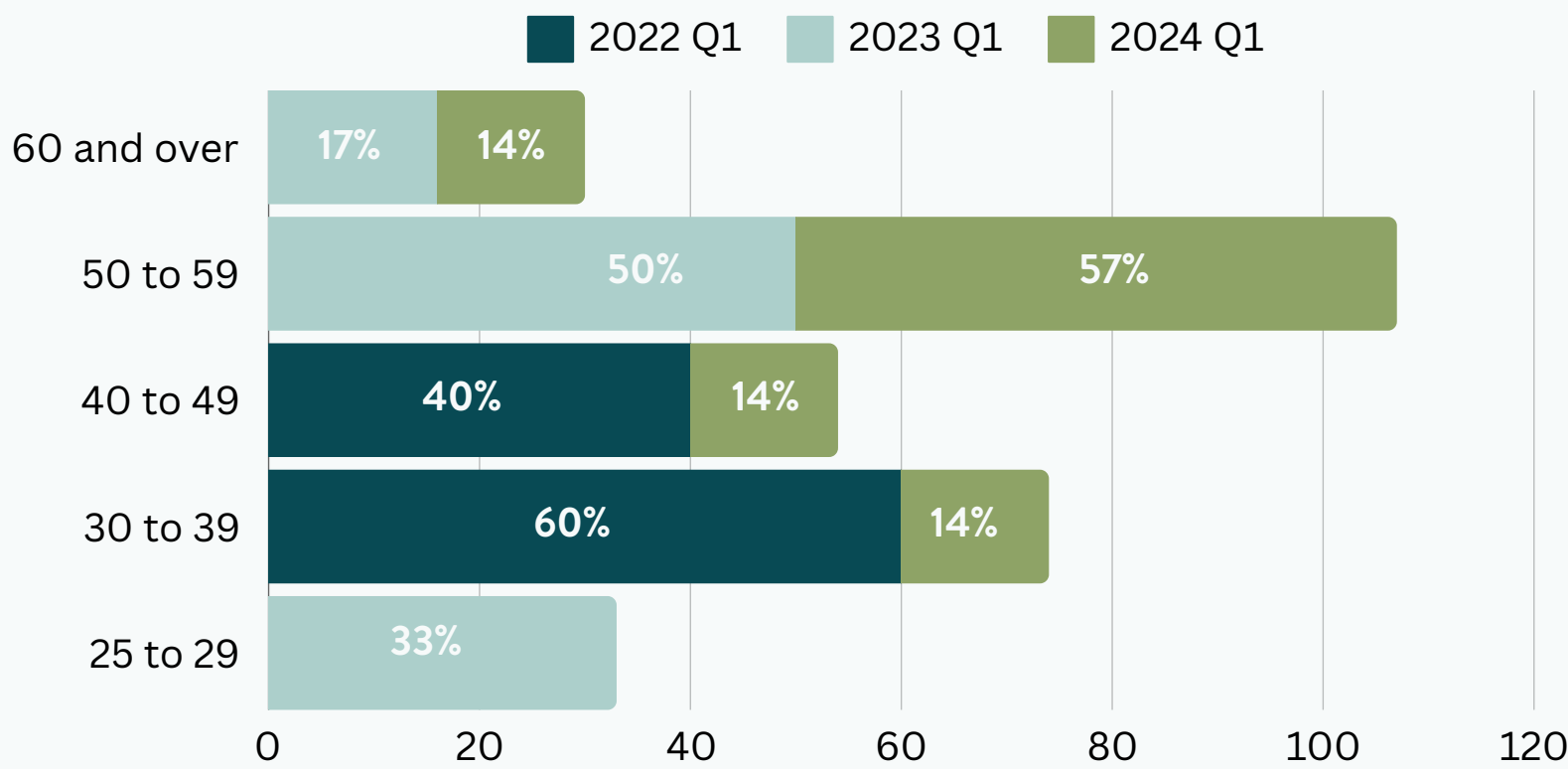
### Domestic vs International Tour Package Arrivals:



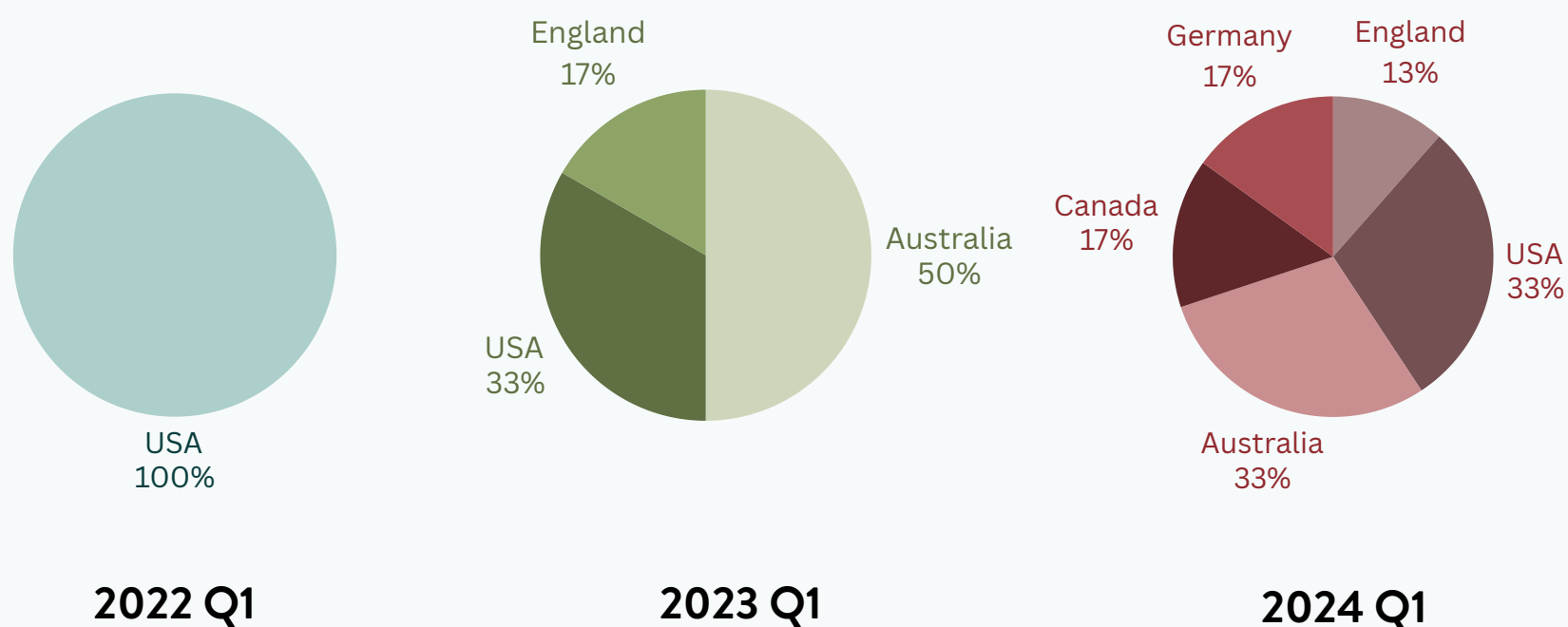
### Total Tour Package Arrivals by Tour Type:



### Tour Package Arrivals by Age:

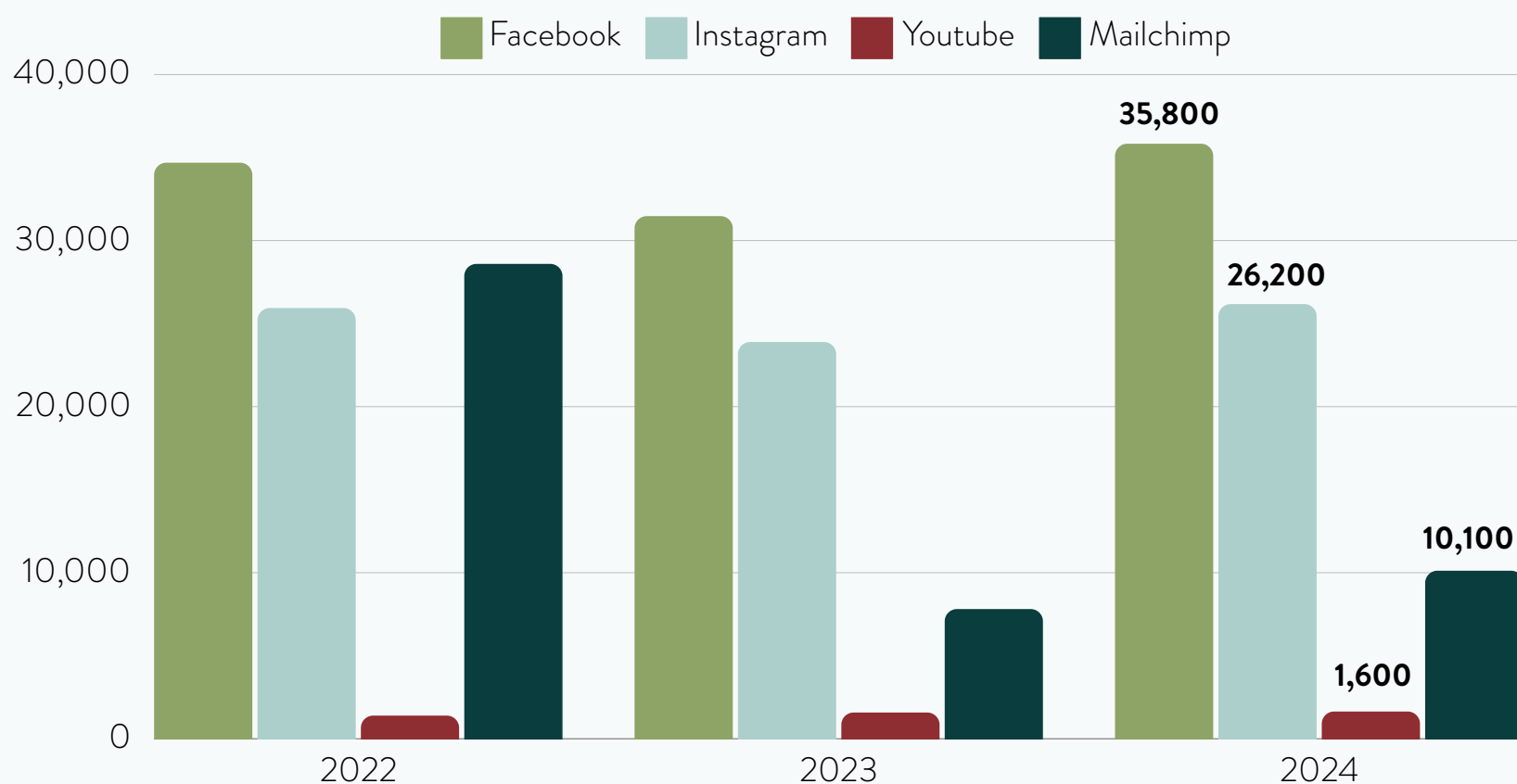


### Tour Package Arrivals by Country of Origin:



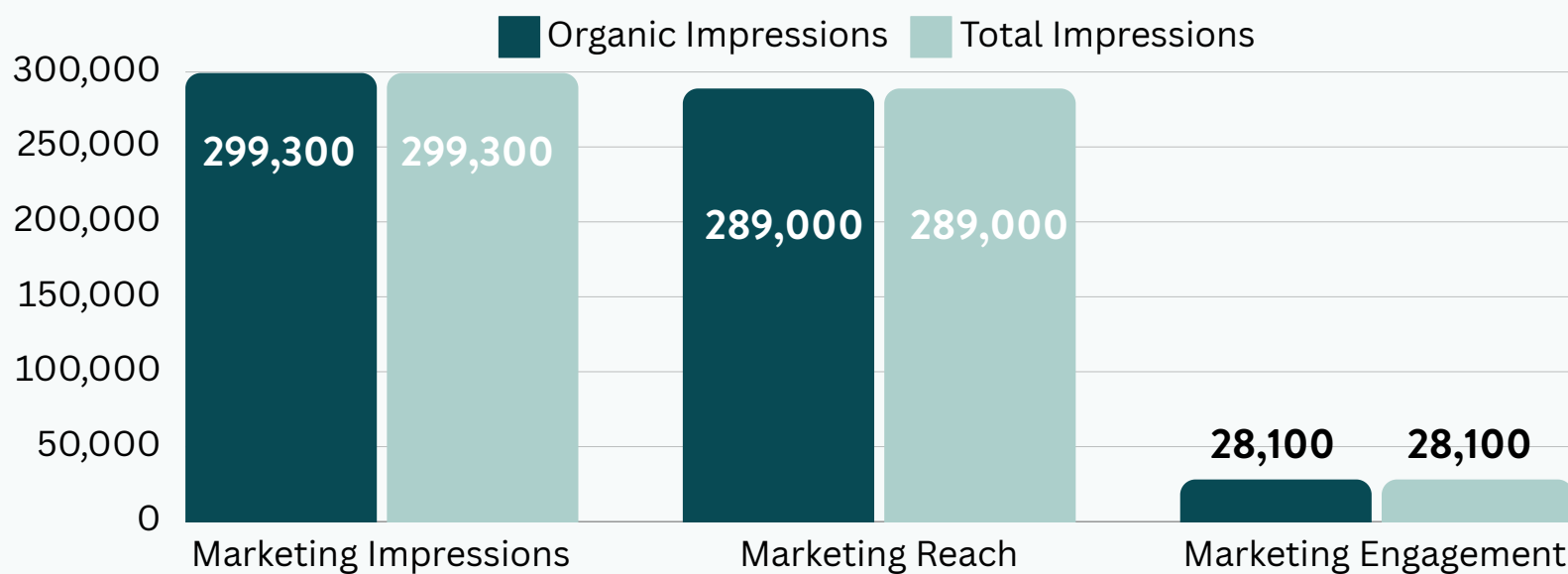
## Marketing

### Subscribers Q1 March:

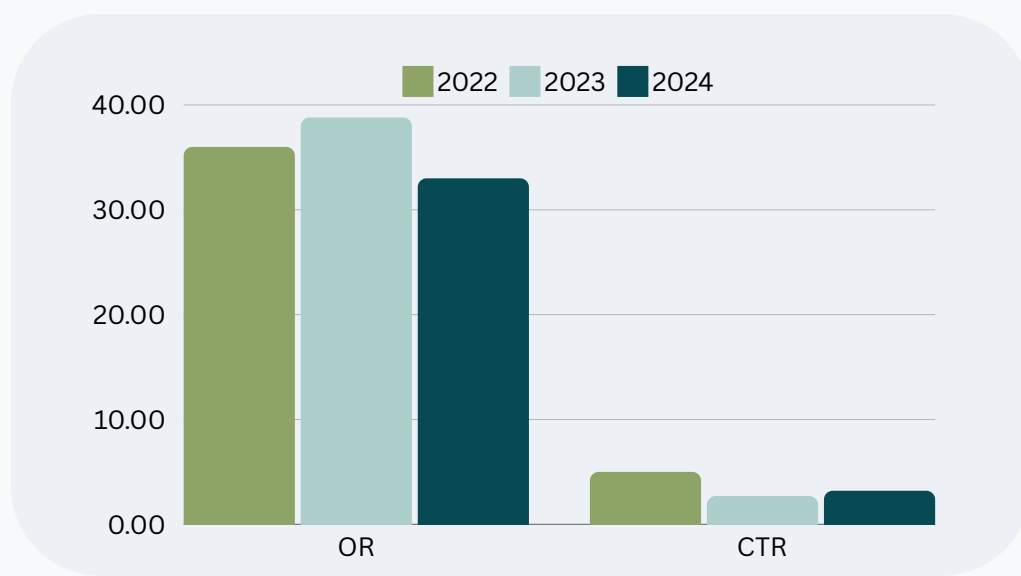


- Video views in 2024 February Q1 were **1,881**
- Website sessions & external links in 2024 February Q1 included **106,100** sessions & **9,200** through external links

### 2024 Q1 March Impressions, Marketing Reach and Engagement:

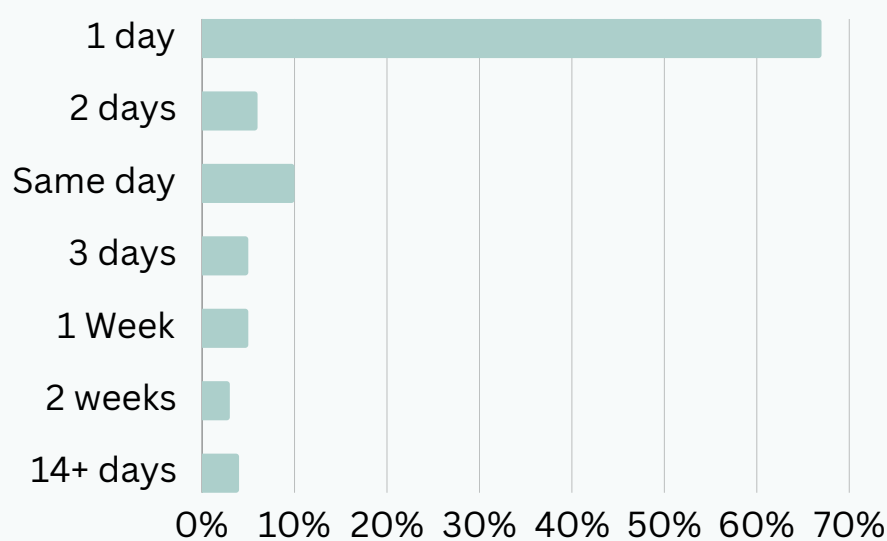


2024 March Q1 the MailChimp Open Rate was **33.9%** and Click Through Rate was **3.2%**

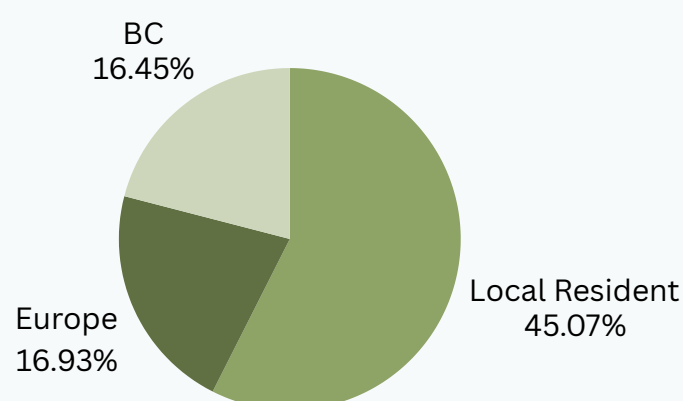


## Visitor Services\*

### Nights in Community in 2023:



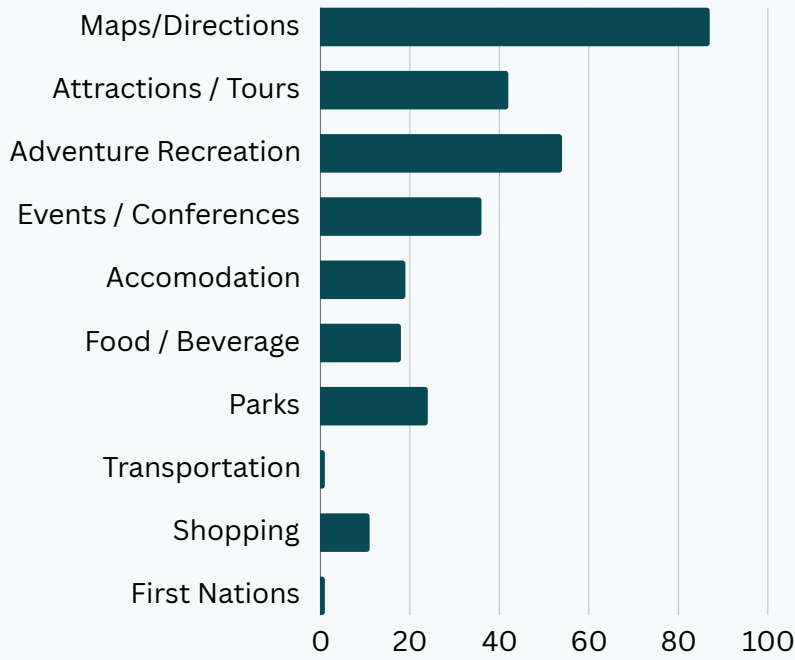
### Top 3 Visitor Origins in 2023:



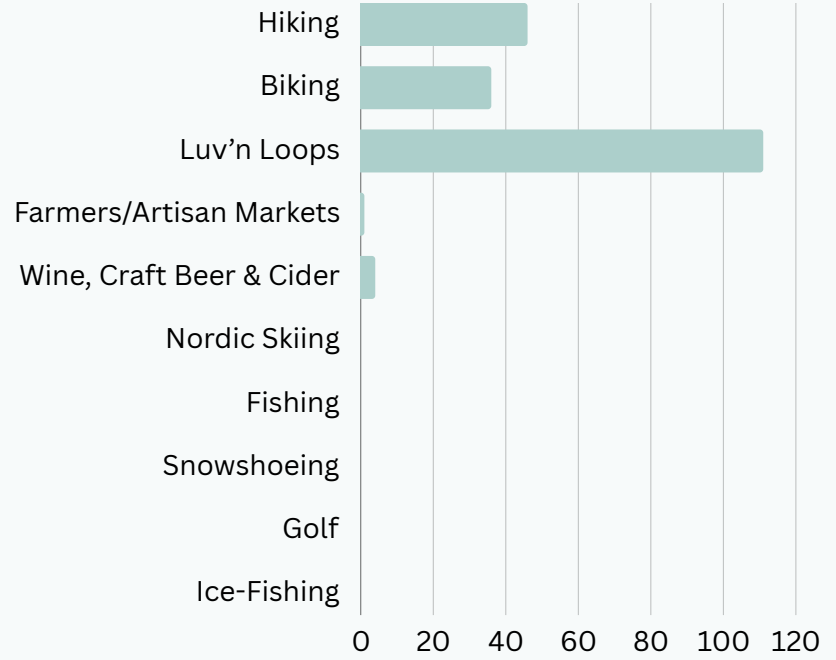
\* Data reflective of in-person interactions from our Tourism Kamloops Bold Street Team

## 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

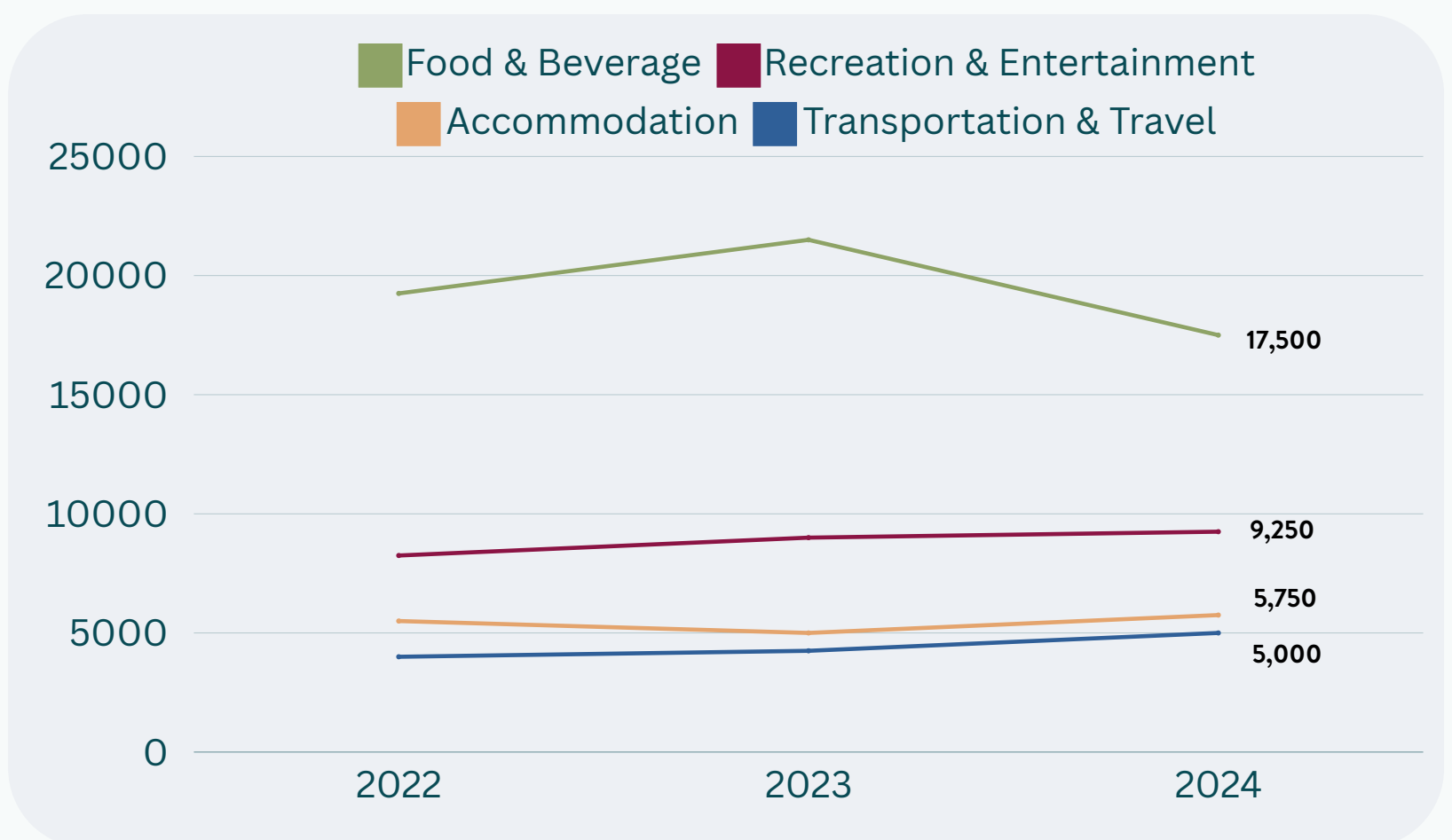
## Employment

### 2024 Q1 March:

- Total Tourism Employment was **37,500**
- Tourism Unemployment Rate was **5.50%**
- Average Hours worked per week by Tourism Employees was **52.0**



### Tourism Employment by Sector in Q1 March:

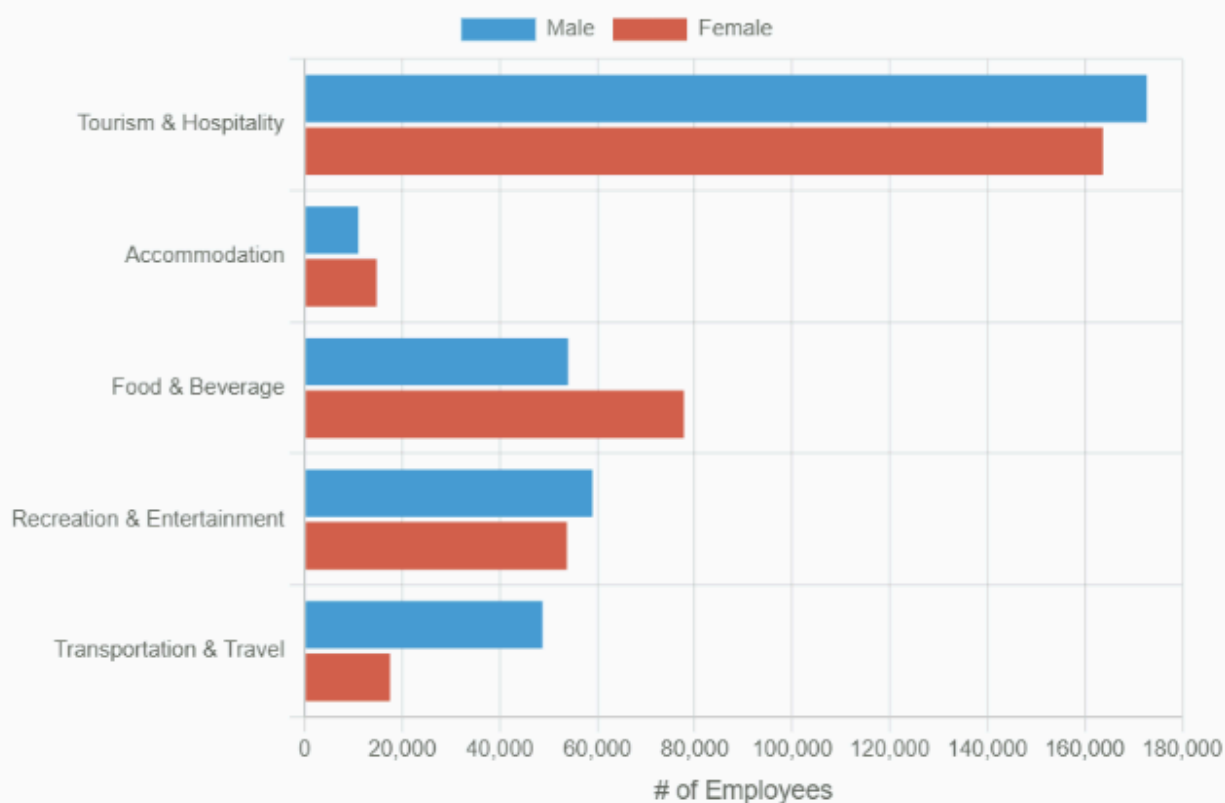


- Employment in BC's Tourism and Hospitality sector decreased by **3.8%** from **336,500** in February 2024 to **323,750** in March 2024. Tourism and Hospitality employment in BC is lower than pre-COVID levels, with **20,500** fewer jobs compared to March 2019 (**323,750** in March 2024 vs **344,250** in March 2019).
- Employment **decreased** in all sectors, except for Food and Beverage Services, from February 2024 to March 2024.

## 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.



- Of those employed in BC’s Tourism and Hospitality industry, **52%** are male and **48%** are female. The Transportation and Travel Services sector, however, 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 **25%** 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.

Aggregate weekly hours worked in BC’s Tourism and Hospitality sector decreased from **9.43 million hours** worked in February 2024 to **9.38 million hours** worked in March 2024. The magnitude of the decrease is much more significant in Transportation sector. In terms of regions, the Lower Mainland region had the largest decrease.



## Destination Overview

### UN Tourism and Hotelschool The Hague to Drive Innovation in Hospitality Madrid

UN Tourism and Hotelschool The Hague, have agreed to partner around the development and execution of pioneering projects in the hospitality industry. A new Memorandum of Understanding (MoU) aims to stimulate innovation and fresh ventures within the hospitality industry, promoting entrepreneurship and education while engaging in open innovation projects that can enhance the tourism industry, with a particular focus on hospitality. Currently, 20% of entrepreneurs of the UN Tourism Network are directly related to hospitality and are the most dynamic projects including a variety of stakeholders of the industry. [Read here.](#)

The Province has confirmed increases to the upcoming minimum wage rates for 2024 through an order in council, following legislative changes that intend wages keep pace with inflation.

### Kamloops Research Highlights:

**332K** Total Arrivals YTD

**\$270.13M** Total Spending YTD

**\$116.14** Hotel ADR YTD

**45.41%** Hotel OCC YTD

On June 1st, BC's lowest-paid workers will get a pay raise when the general minimum wage increases from **\$16.75** to **\$17.40** per hour, a **3.9%** increase. In February 2024, the government introduced changes to the Employment Standards Act to guarantee that future increases to all minimum rates will be automatically determined by the previous year's average inflation rate for BC.



With the NHL playoffs now underway a new survey by Flight Centre Travel Group (FCTG) — conducted by YouGov — found that roughly one out of two Canadians (**45%**) are likely to travel for sports tourism, with over one-fifth (**21%**) expressing they'd be very likely to do so.

“This year is shaping up to be a phenomenal one for sports fans,” said Chadd Andre, executive vice president for Flight Centre Canada, pinpointing the growing enthusiasm for significant events such as the Super Bowl, NHL, and the Kentucky Derby, leading up to the Paris 2024 Summer Olympics and Paralympics.

The BC Hotel Association in partnership with the Ministry of Tourism, Arts, Culture and Sport, and the Ministry of Emergency Management and Climate Readiness are collectively announcing the development of the Emergency Management Central Booking Portal.

This solution addresses the urgent need for swift and efficient evacuation procedures in response to climate crises witnessed in recent years. The innovative system aims to expedite evacuees to safe shelter with increased speed and coordination, ensuring seamless collaboration in real-time.



The pilot reservation system is set to enhance coordination and booking efficiencies for Emergency Support Services (ESS) evacuee supports in B.C. for the year 2024. With a primary focus on supporting three key host communities - Kamloops, Kelowna, and Prince George - the system will onboard other community ESS teams as capacity warrants. The pilot will go live with the three host communities in June 2024.