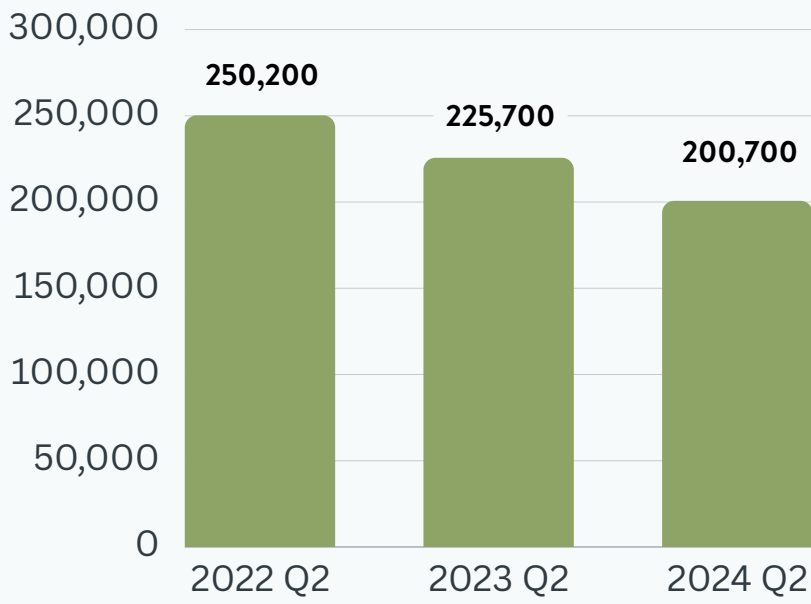


Arrivals

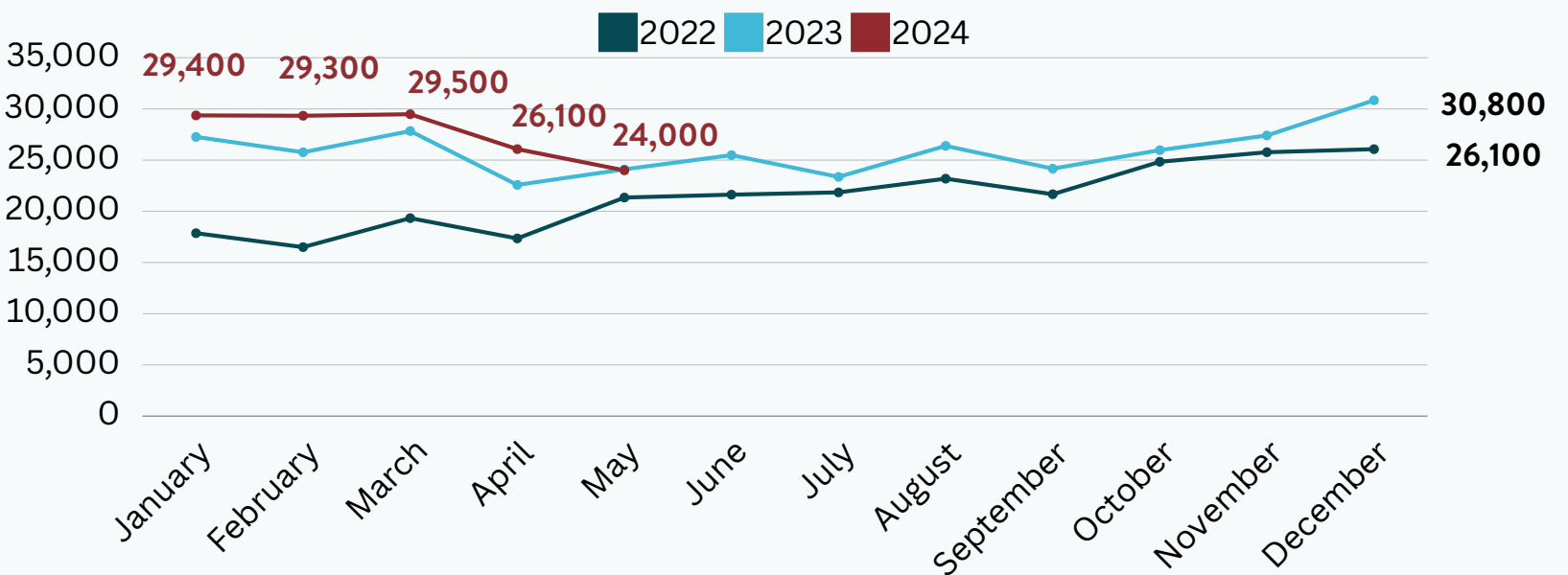
Total arrivals into Kamloops by:



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

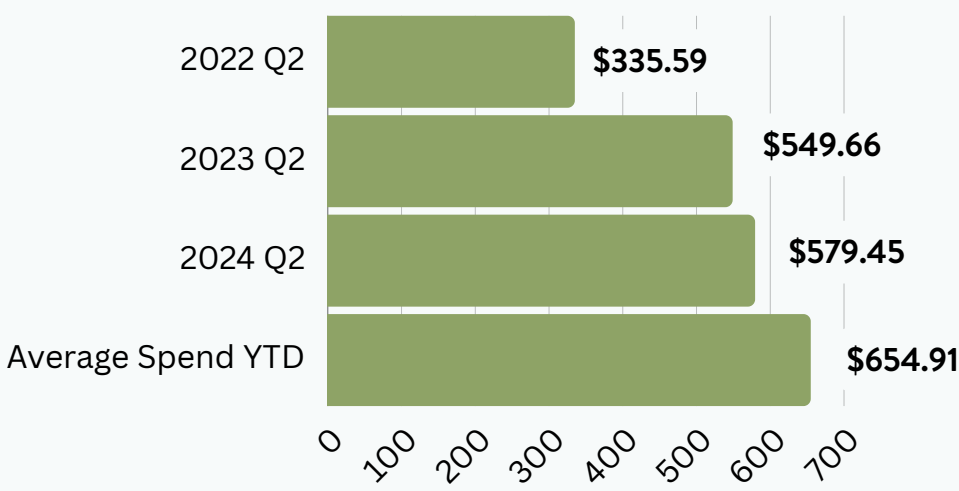
In 2024 Q2 the International Arrivals Forecast was **13,800**
& Domestic Arrivals Forecast was **188,100**

Kamloops Airport Volume:



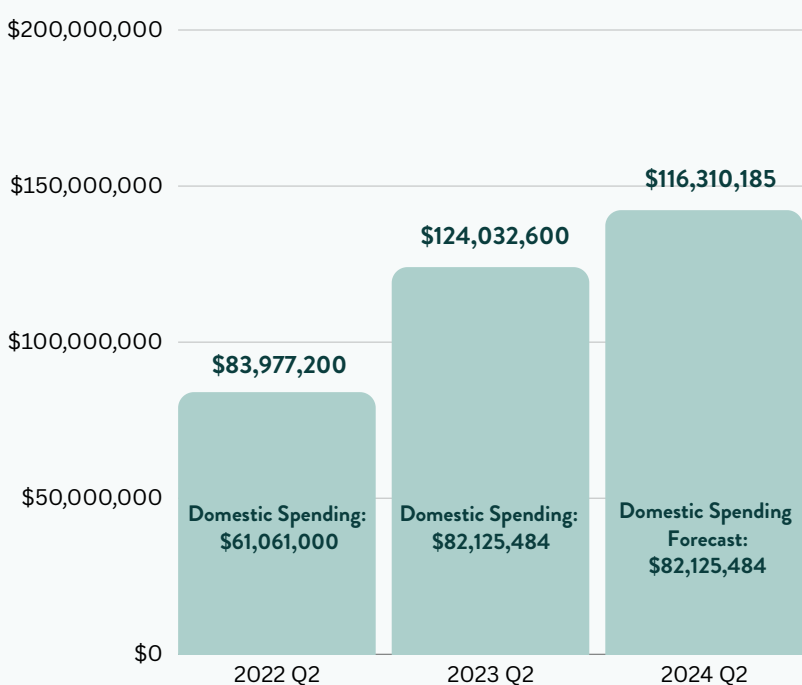
Visitor Spending

Average Spend Per Visitor:

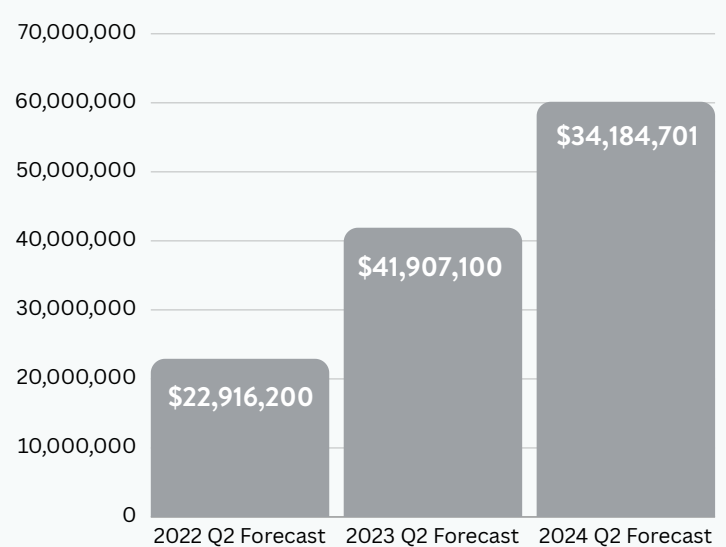


Total Spending YTD **\$217.3M**
Domestic Spending 2024 Q2 Forecast **\$82,125,484**
Average Spend YTD **\$654.91**

Total Spending:

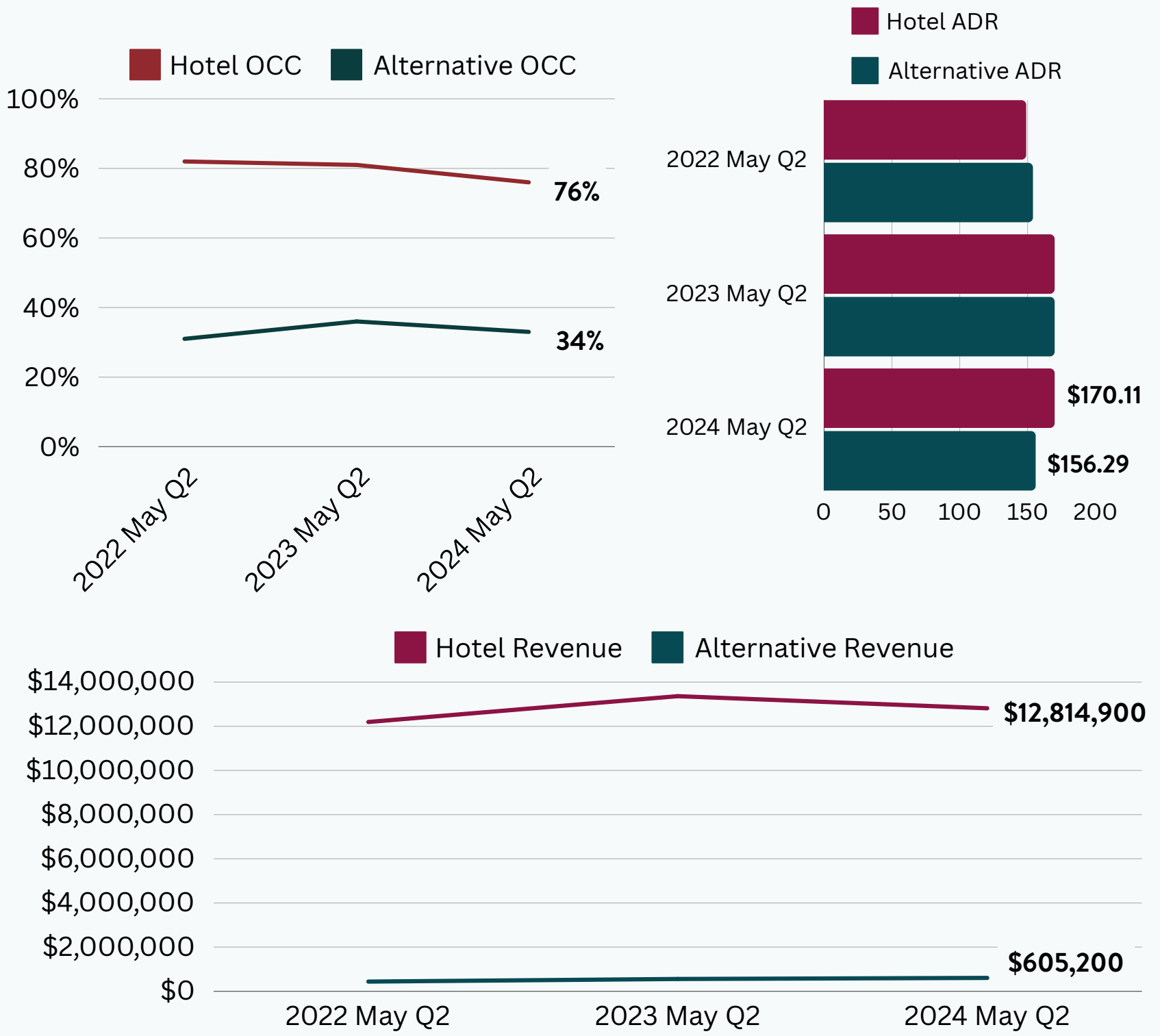


International Visitor Spending:



Accommodation

Hotel vs Alternative:



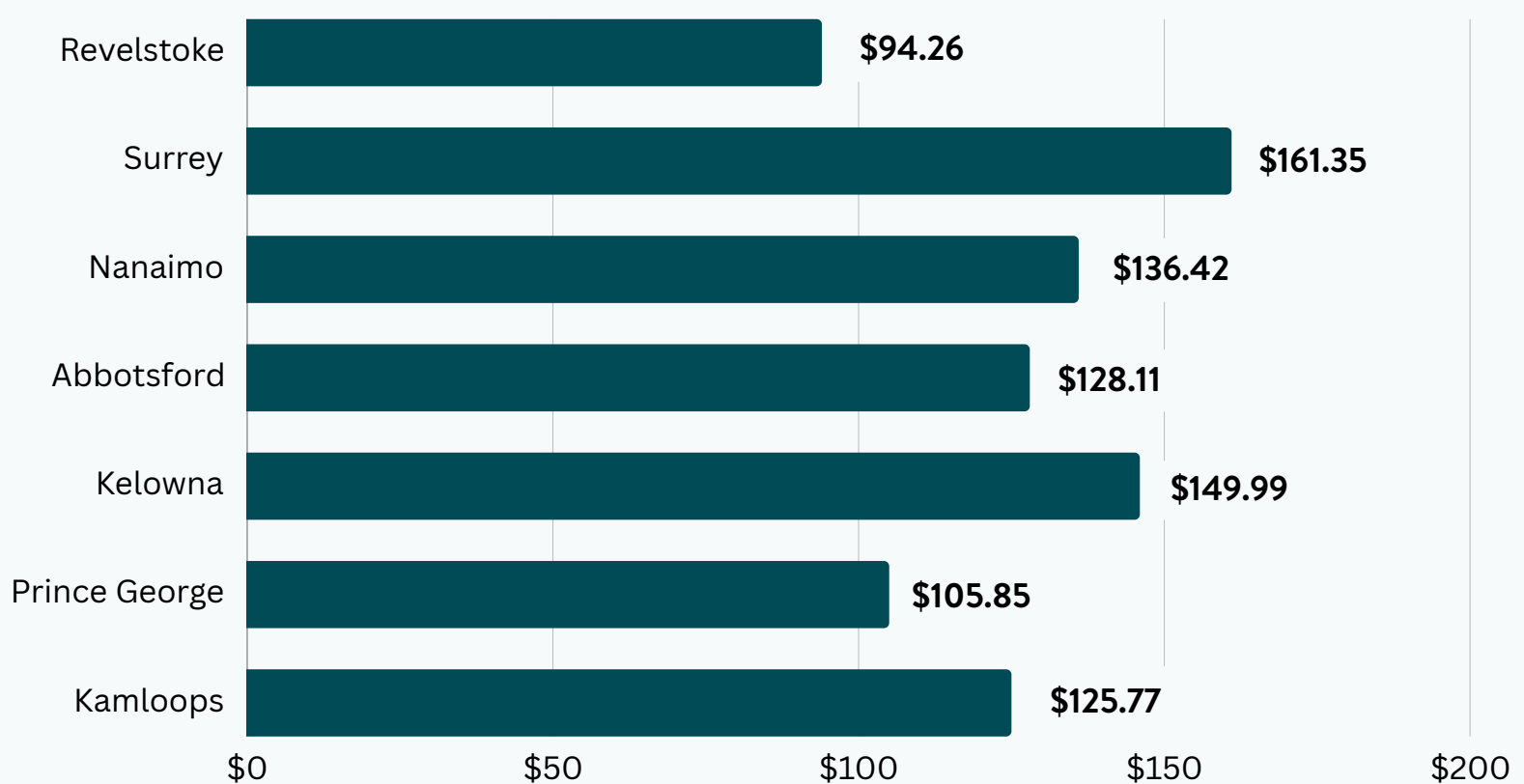
Hotel Revenue YTD was \$38.58M, Hotel RevPAR YTD \$81.25

Hotel ADR YTD was \$132.53, Hotel Occupancy was 56.5%

Hotel RevPAR:

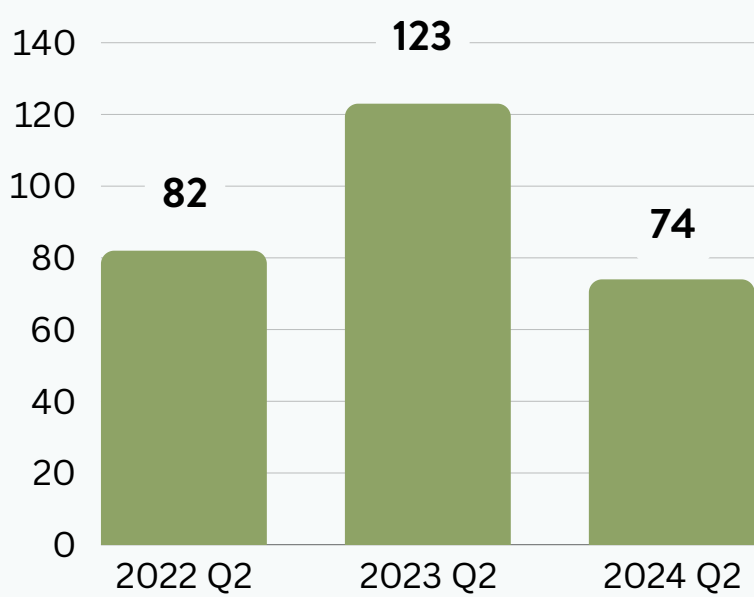


May 2024 Q2 ADR Compset:

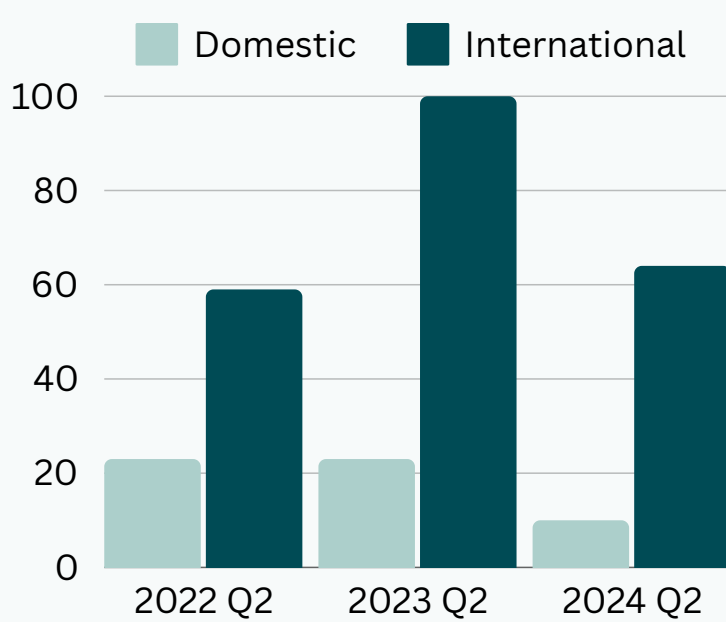


Travel Trade Report

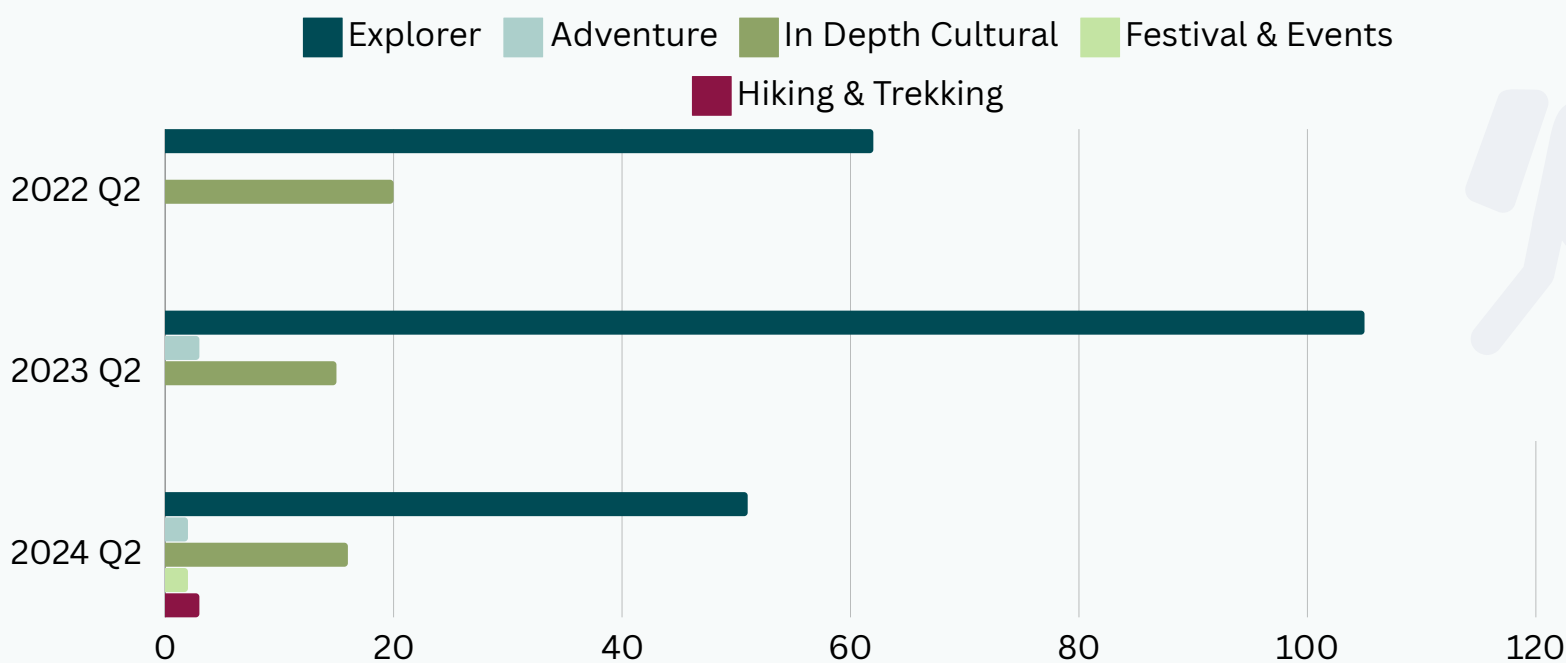
Total Tour Package Arrivals:



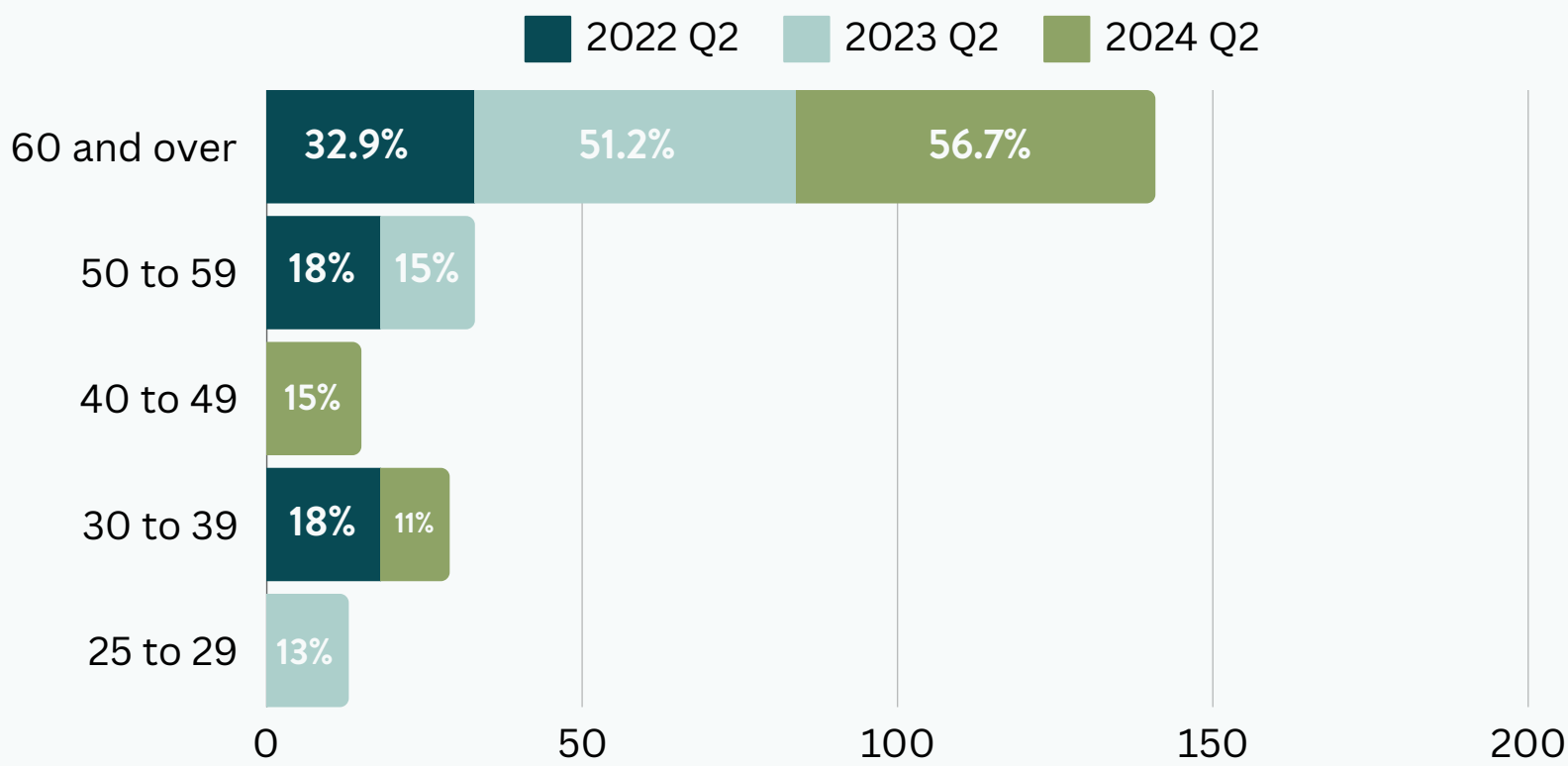
Domestic vs International Tour Package Arrivals:



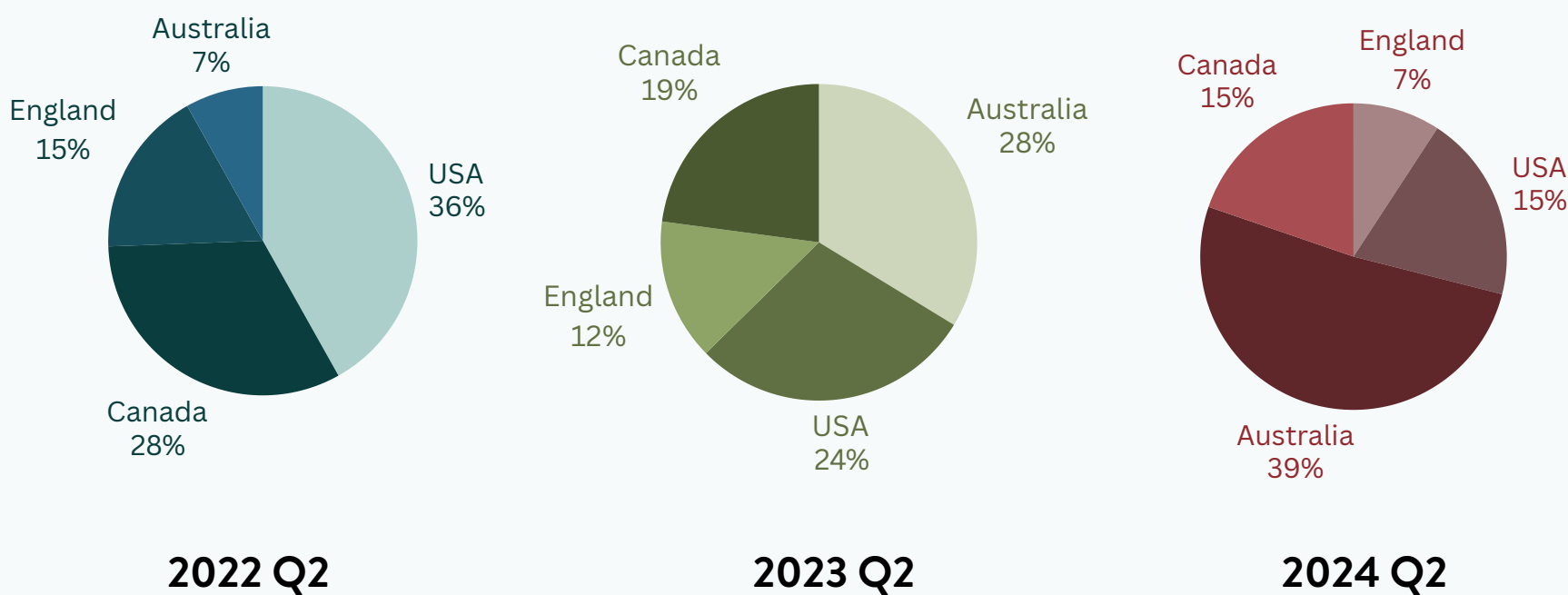
Total Tour Package Arrivals by Tour Type:



Tour Package Arrivals by Age:

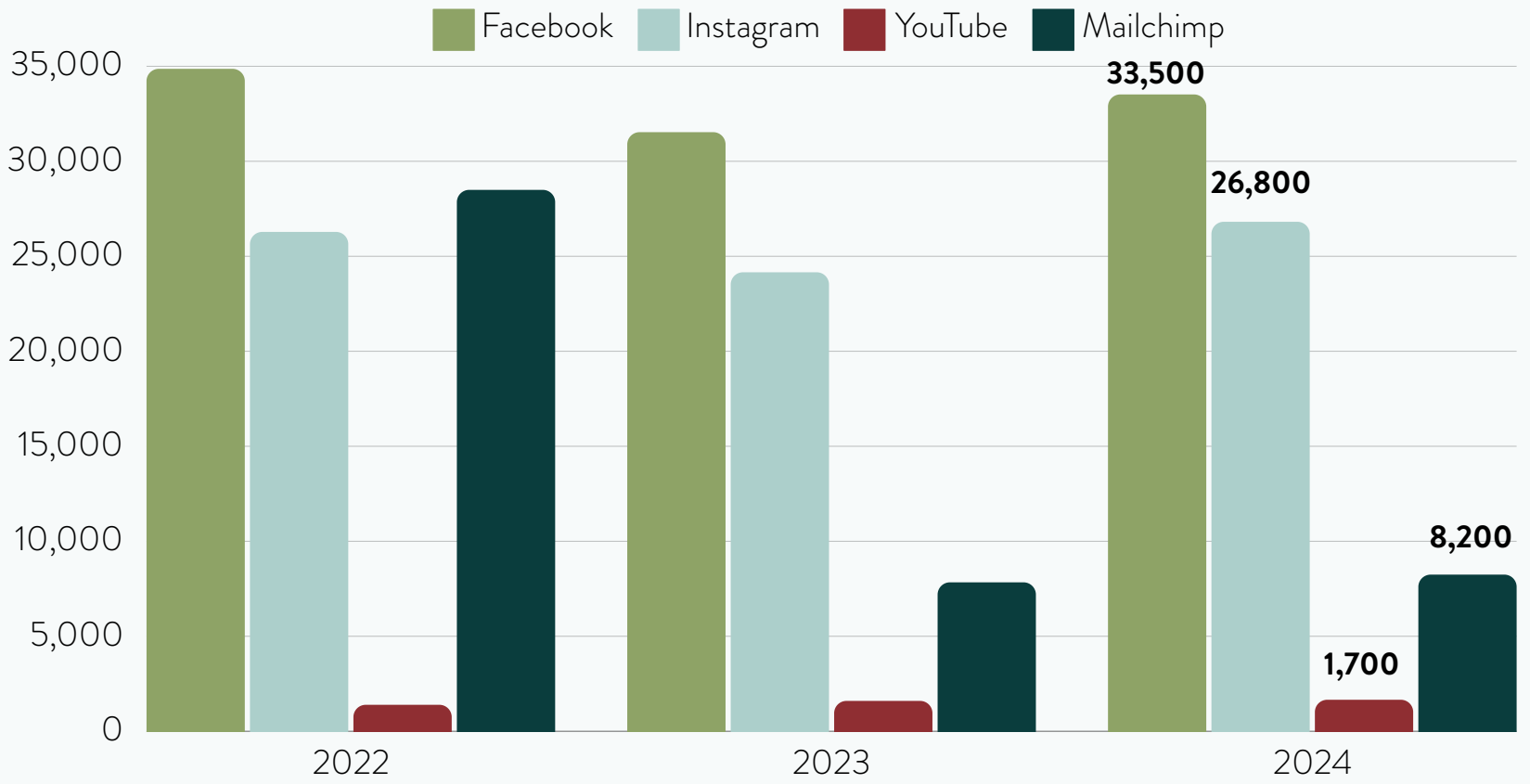


Tour Package Arrivals by Country of Origin:



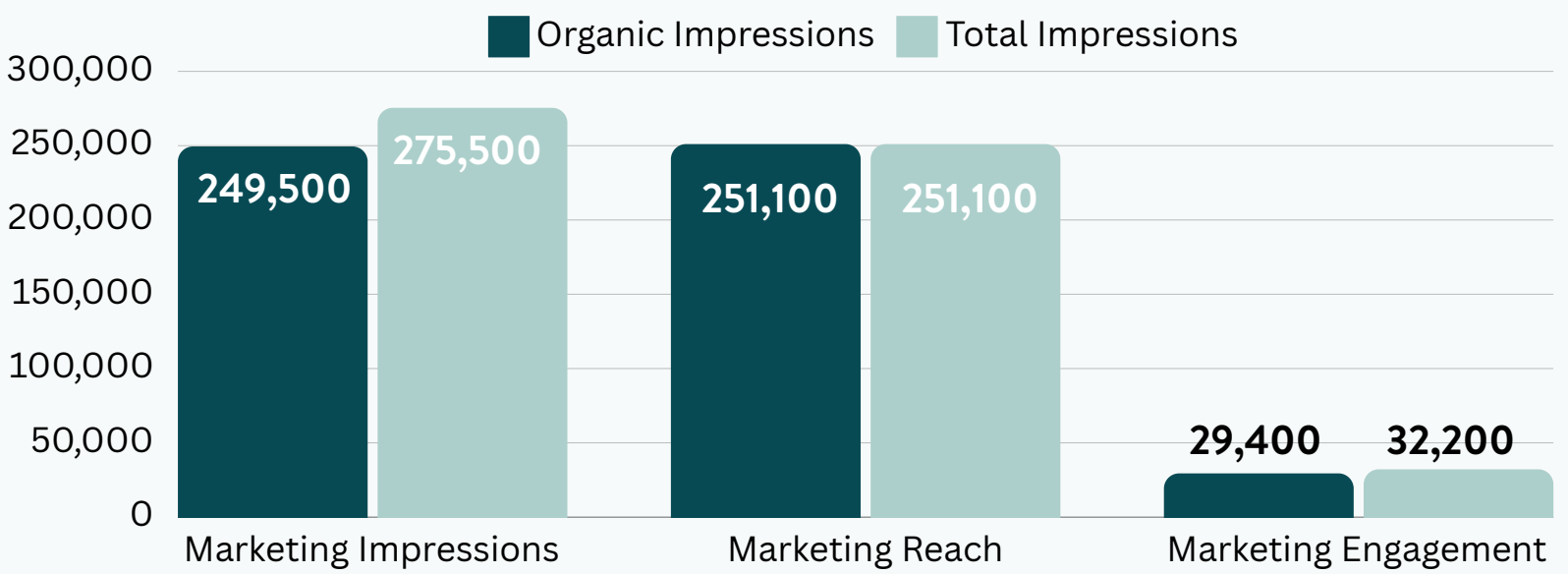
Marketing

Subscribers Q2 May:

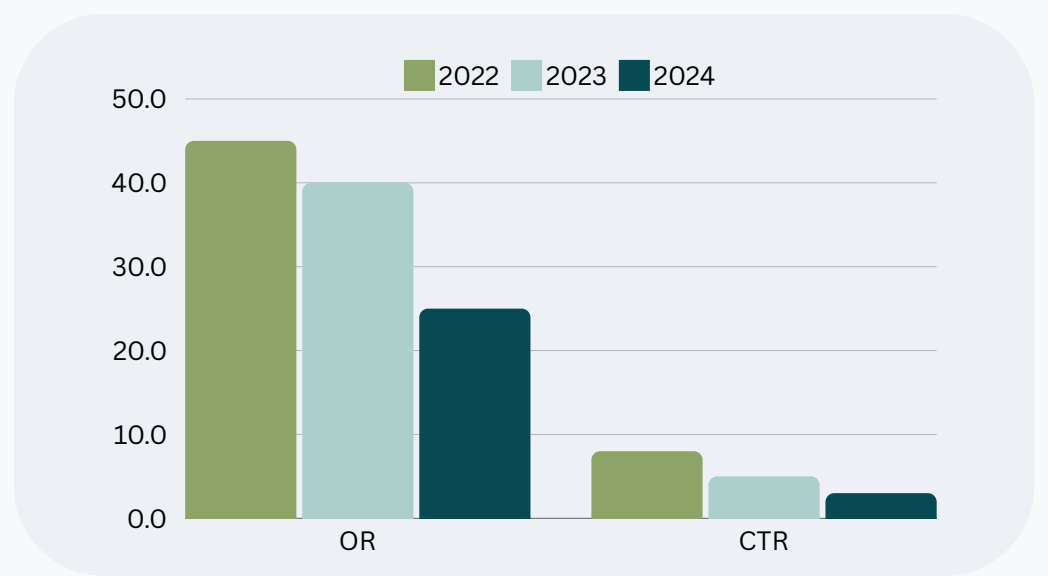


- Video views in 2024 May Q2 were **805,800**
- Website sessions & external links in 2024 May Q2 included **147,700** sessions & **17,700** through external links

2024 Q2 May Impressions, Marketing Reach and Engagement:

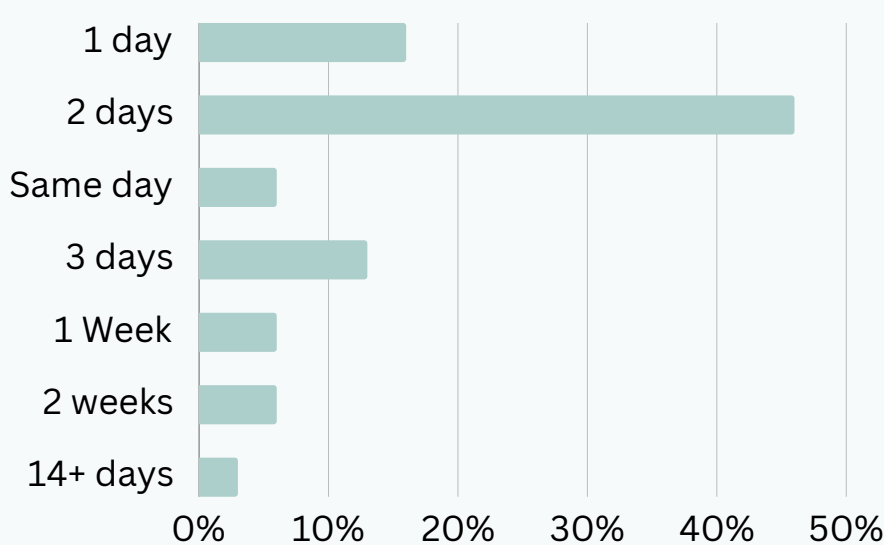


2024 May Q2 the MailChimp Open Rate was **24.5%** and Click Through Rate was **2.8%**

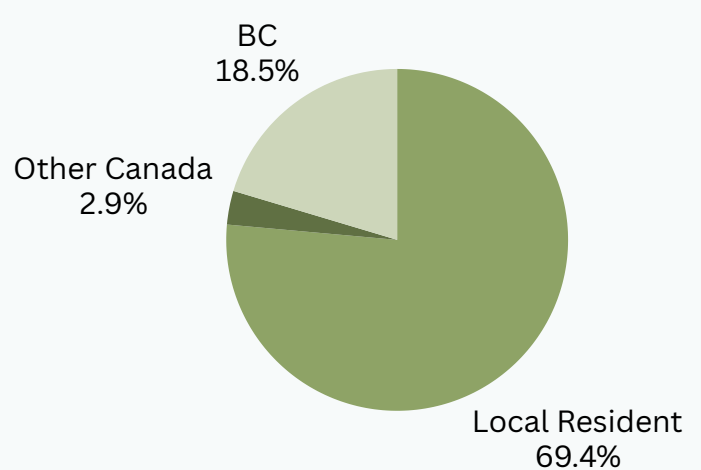


Visitor Services*

Nights in Community in 2024:



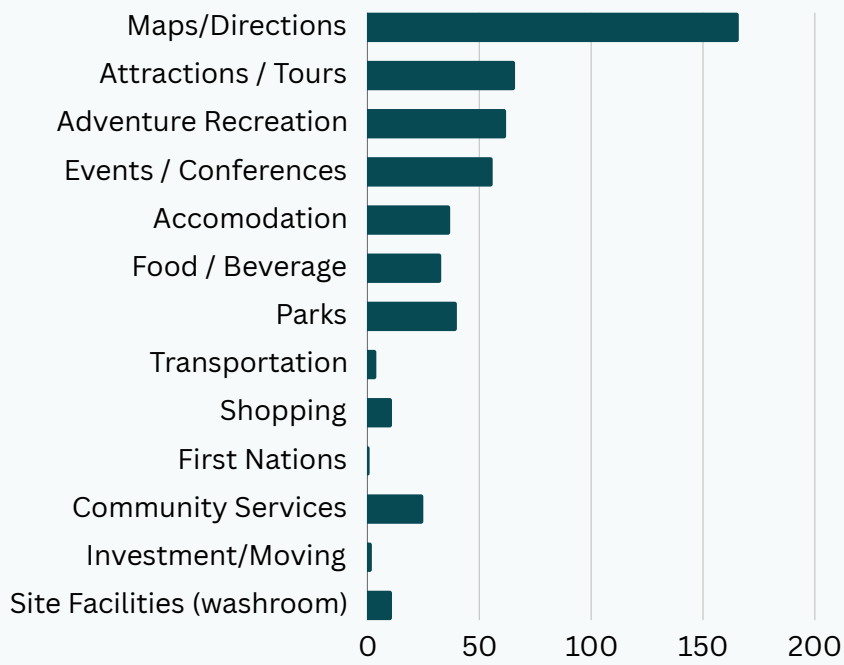
Top 3 Visitor Origins in 2024:



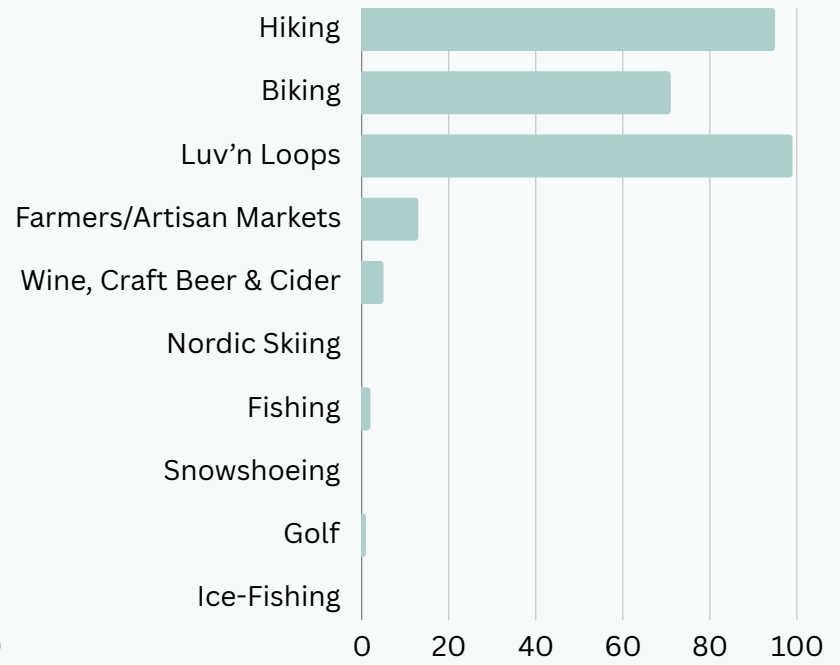
* Data reflective of in-person interactions from our Tourism Kamloops Bold Street Team

Visitor Services Continued*

Information Requested in 2024 Q2 May:



Community specific Information Requested in 2024 Q2 May:



- 56

Hours alt support
- 9

Mail/fax/email inquiries
- 43

Phone calls
- 3

Social media

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

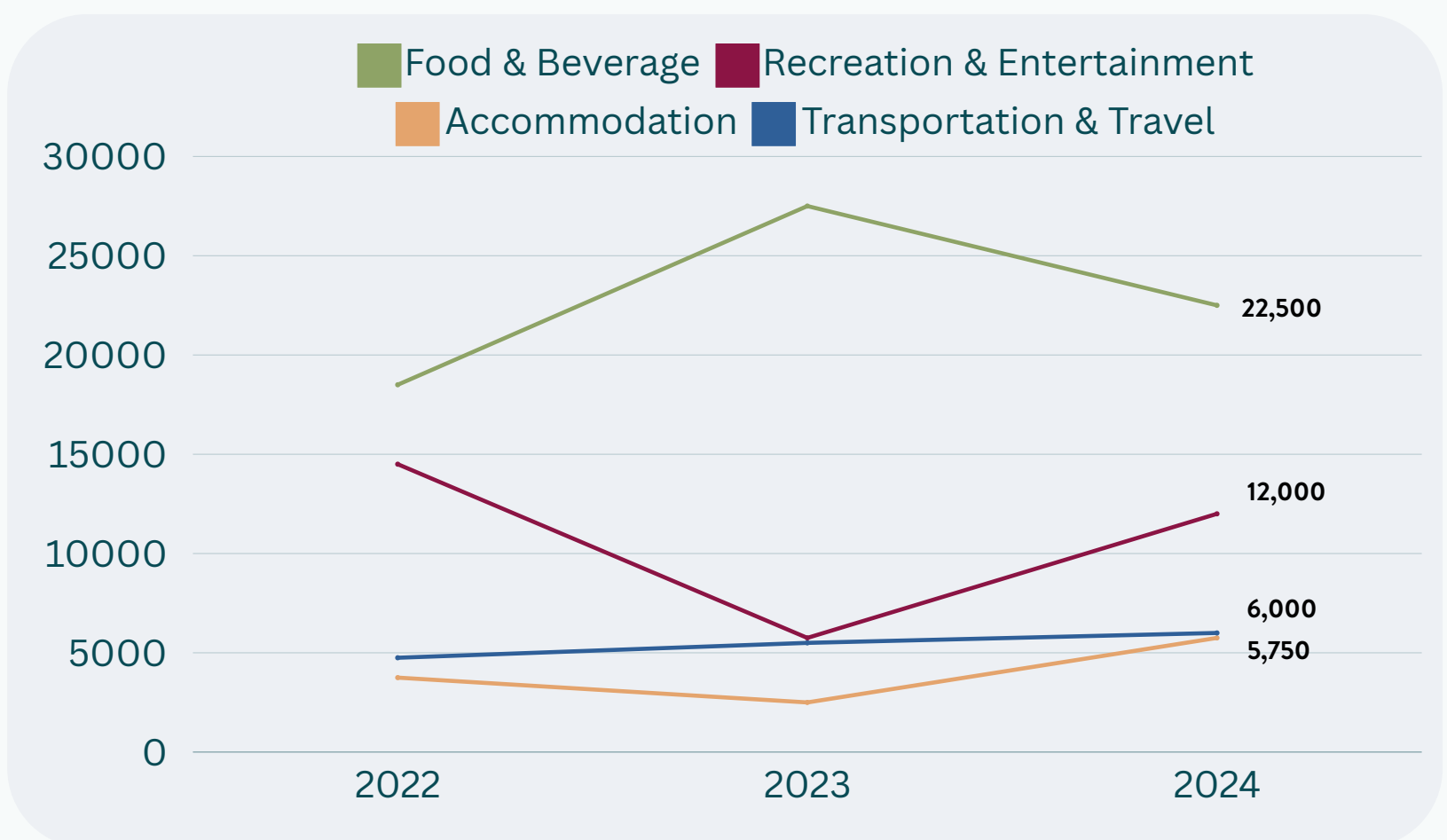
Employment

2024 Q2 May:

- Total Tourism Employment was **46,250**
- Average Hours worked per week by Tourism Employees was **52.00**



Tourism Employment by Sector in Q2 May:

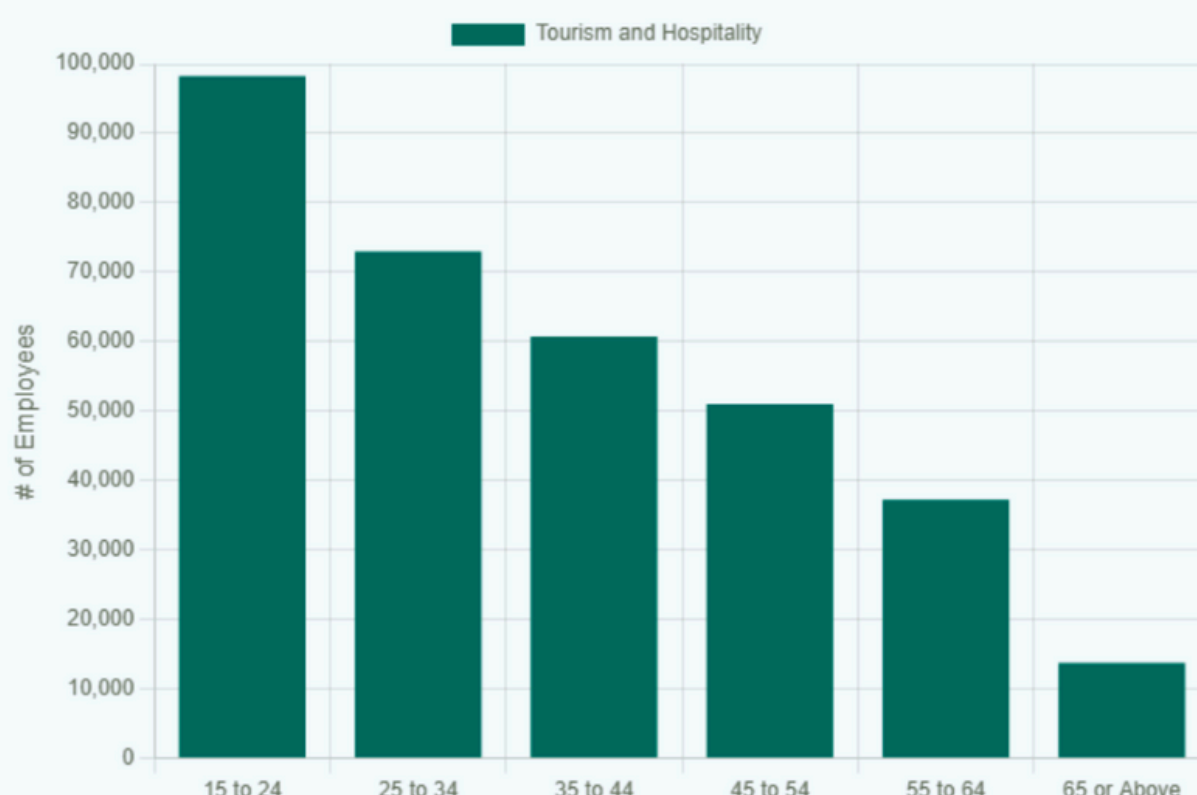


- Employment in BC's Tourism and Hospitality sector decreased by 2.5% from 342,500 in April 2024 to 334,000 in May 2024. Tourism and Hospitality employment in BC is lower than pre-COVID levels, with 4,750 fewer jobs compared to May 2019 (334,000 in May 2024 vs 338,750 in May 2019).
- Employment increased in the Accommodation, and Food & Beverage sectors, but decreased in the Recreation & Entertainment, and Transportation & Travel sectors from April 2024 to May 2024.
- Tourism and Hospitality employment in May 2024 in Lower Mainland and Northern BC regions remained below pre-COVID levels. Employment in the Cariboo, Thompson Okanagan, Kootenay, and Vancouver Island regions was above 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, **55%** are male and **45%** 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 **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.

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

UN Tourism has joined its Members in celebrating the establishment of 2027 as the International Year of Sustainable and Resilient Tourism.

Welcoming the dignitaries, UN Tourism Secretary-General Zurab Pololikashvili said: "The adoption of the Resolution to proclaim 2027 the International Year of Sustainable and Resilient Tourism was a joint achievement. So it is only right we come together today to celebrate it. The year will allow us to make clear tourism's unique ability to drive development and opportunity, while also stressing the need to ensure that the sector's growth is sustainable in every way and resilient enough to weather future shocks and challenges." [Read more.](#)

The Thompson Okanagan Tourism Association is honoured to announce that we have been voted the World Travel Awards winner of the 2024 North America's Responsible Tourism Award!

TOTA has received the North America Travel Award for Responsible Tourism for six consecutive years.

[Read more.](#)

Kamloops Research Highlights:

332K Total Arrivals YTD

\$217.3M Total Spending YTD

\$132.53 Hotel ADR YTD

56.46% Hotel OCC YTD

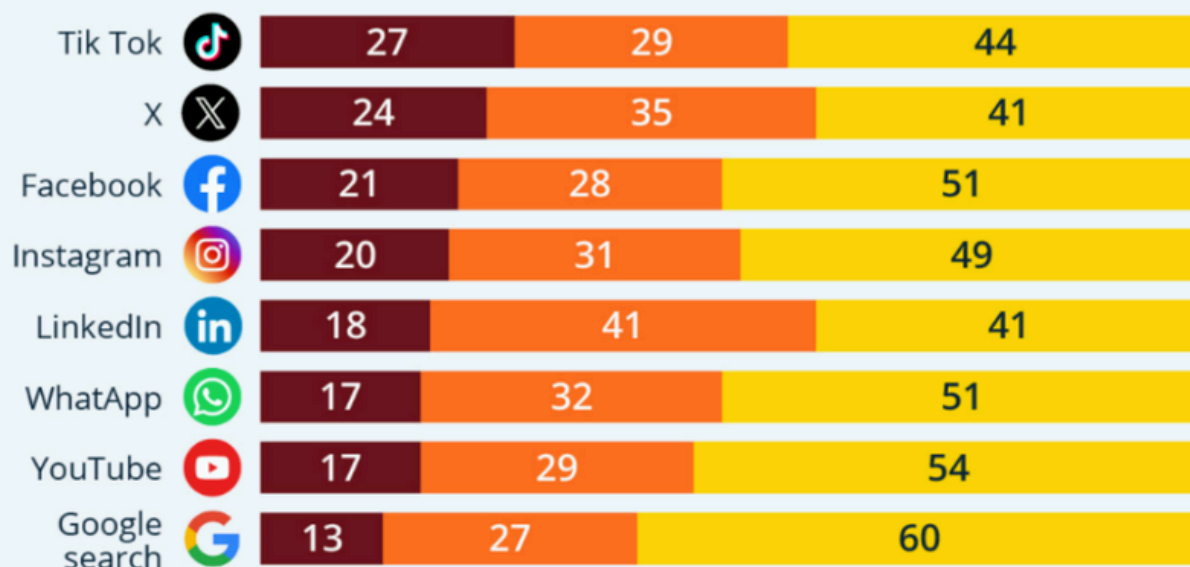
Okanagan College's Kelowna Campus is welcoming a new centre for food, wine, and tourism that will include modern teaching spaces, food labs, beverage research and development facilities, and common spaces.

The centre is the first of its kind, a collaboration will bring food, wine, and tourism programs to the campus first of its kind, a partnership between students and businesses in the food, beverage, hospitality and resort industries, and will address the labour shortages in the industry by expanding its culinary enrolment by more than 125 students per year, and hospitality and tourism enrolment by 450 students per year. [Read more.](#)

Social Media: Where It's Hardest to Tell Truth From Fake News

Share of respondents who find it difficult to identify trustworthy news on the following platforms (in %)

Very/somewhat difficult Neither (incl. don't know) Very/somewhat easy

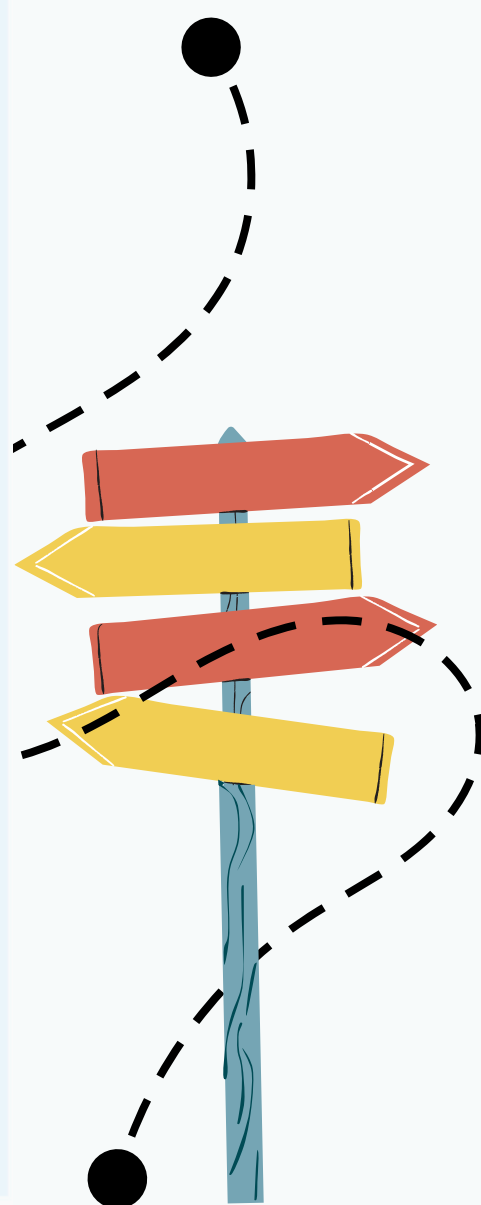


61,224-92,185 respondents (18+ y/o) per platform surveyed across 47 markets between Jan.-Feb. 2024. Respondents in India and Hong Kong were not asked about TikTok.

Source: Reuters Digital News Report 2024

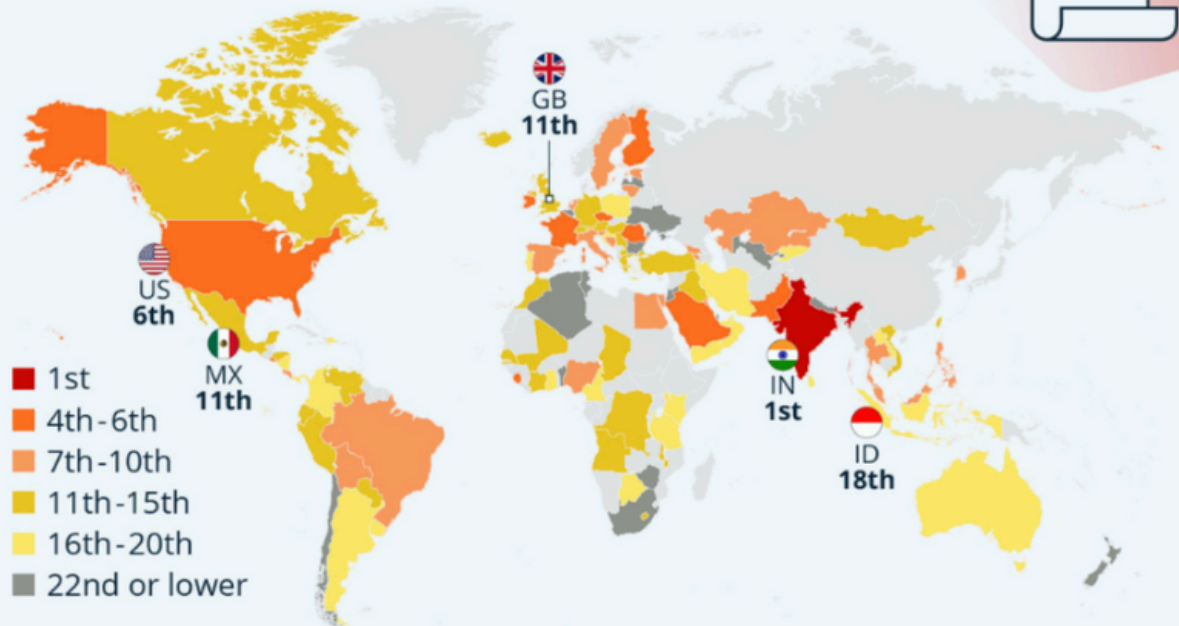


statista



Where False Information Is Posing the Biggest Threat

Rank of "misinformation/disinformation" among 34 risks for the following countries



Based on 1,490 expert opinions across academia, business, government, the international community and civil society collected Sep. 4-Oct. 9, 2023

Source: World Economic Forum



statista