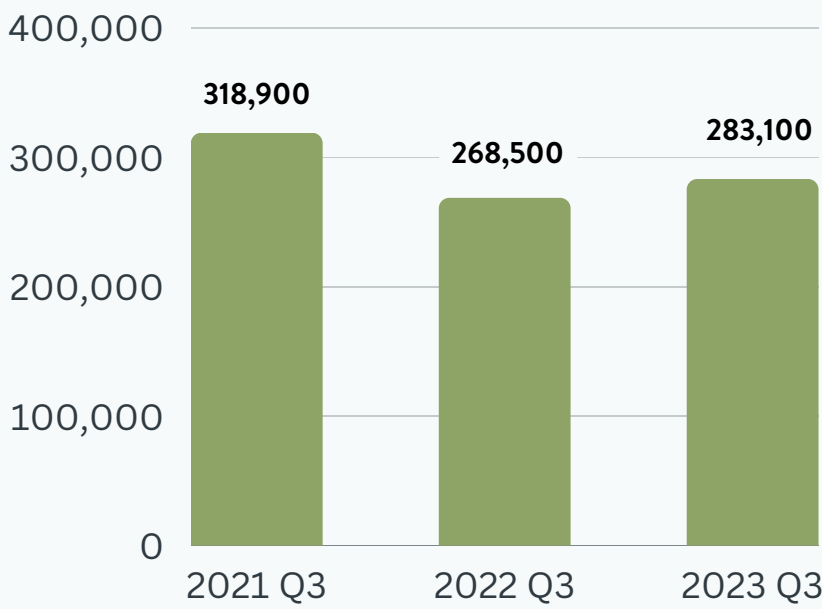


Arrivals

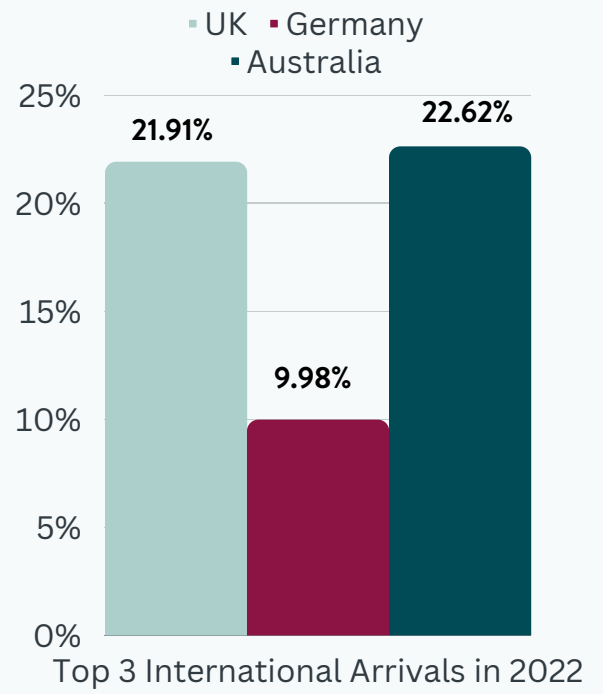
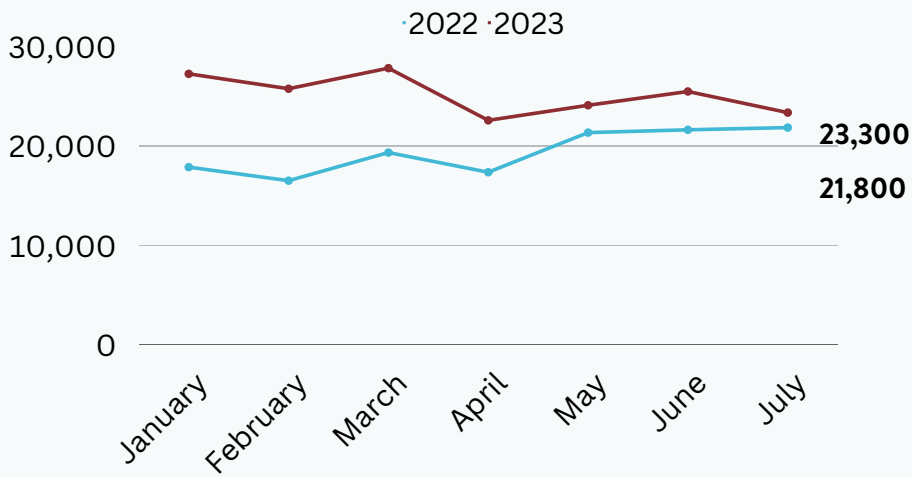
Total arrivals into Kamloops by:



- Totals Arrivals YTD: 639.23K
- 2023 Domestic Nights YTD 1.53 & International Nights YTD 8.75

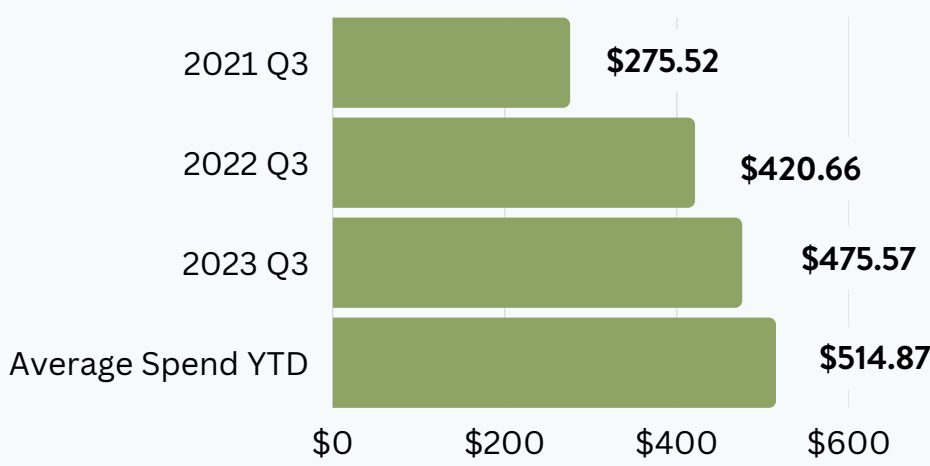
In 2023 Q3 the International Arrivals Forecast is **269,185** & Domestic Arrivals Forecast is **13,919**

Kamloops Airport Volume:



Visitor Spending

Average Spend Per Visitor:

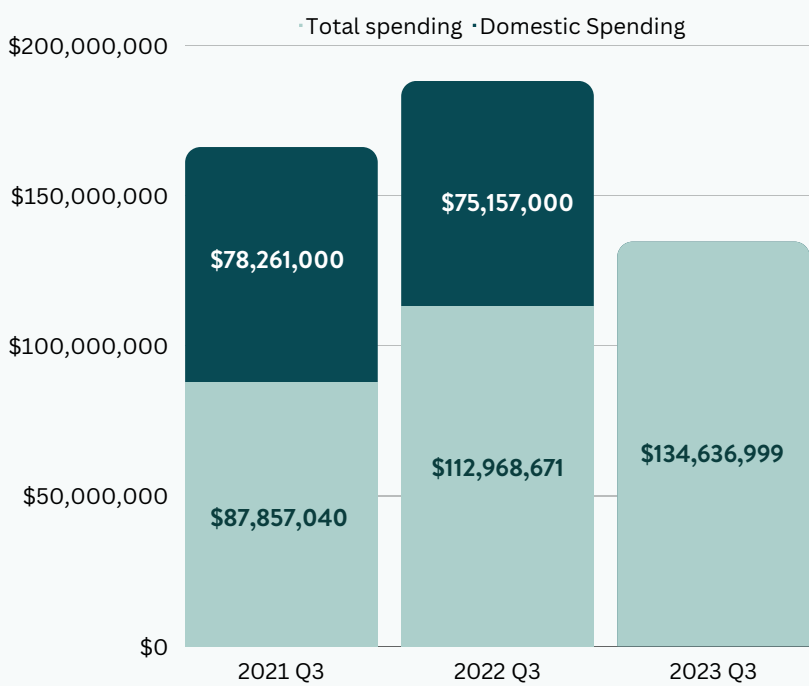


Total Spending YTD \$329.12M

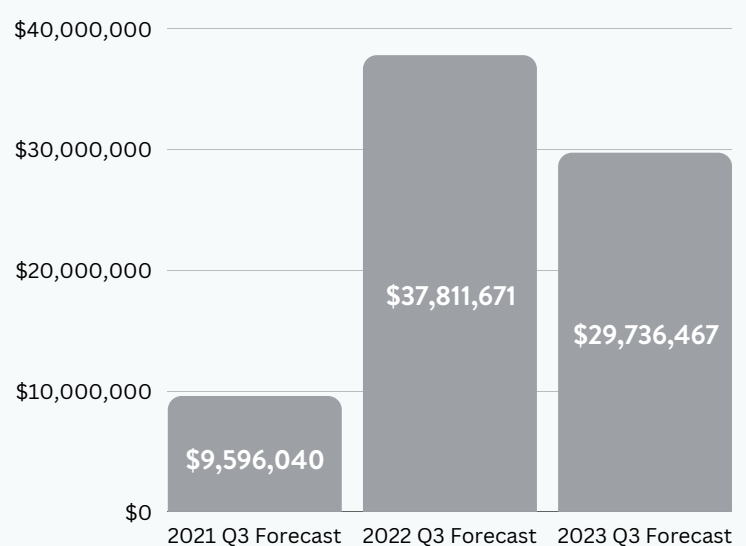
Domestic Spending 2023 Q3 Forecast \$104,900,532

Average Spend YTD \$514.87

Total Spending:

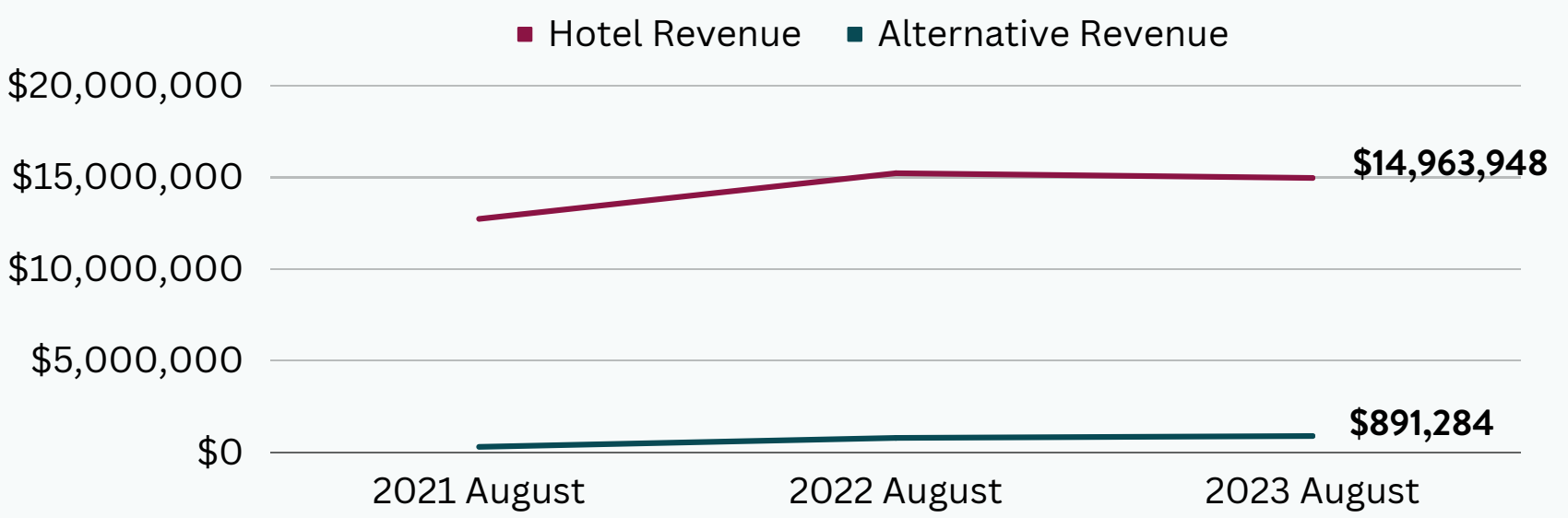
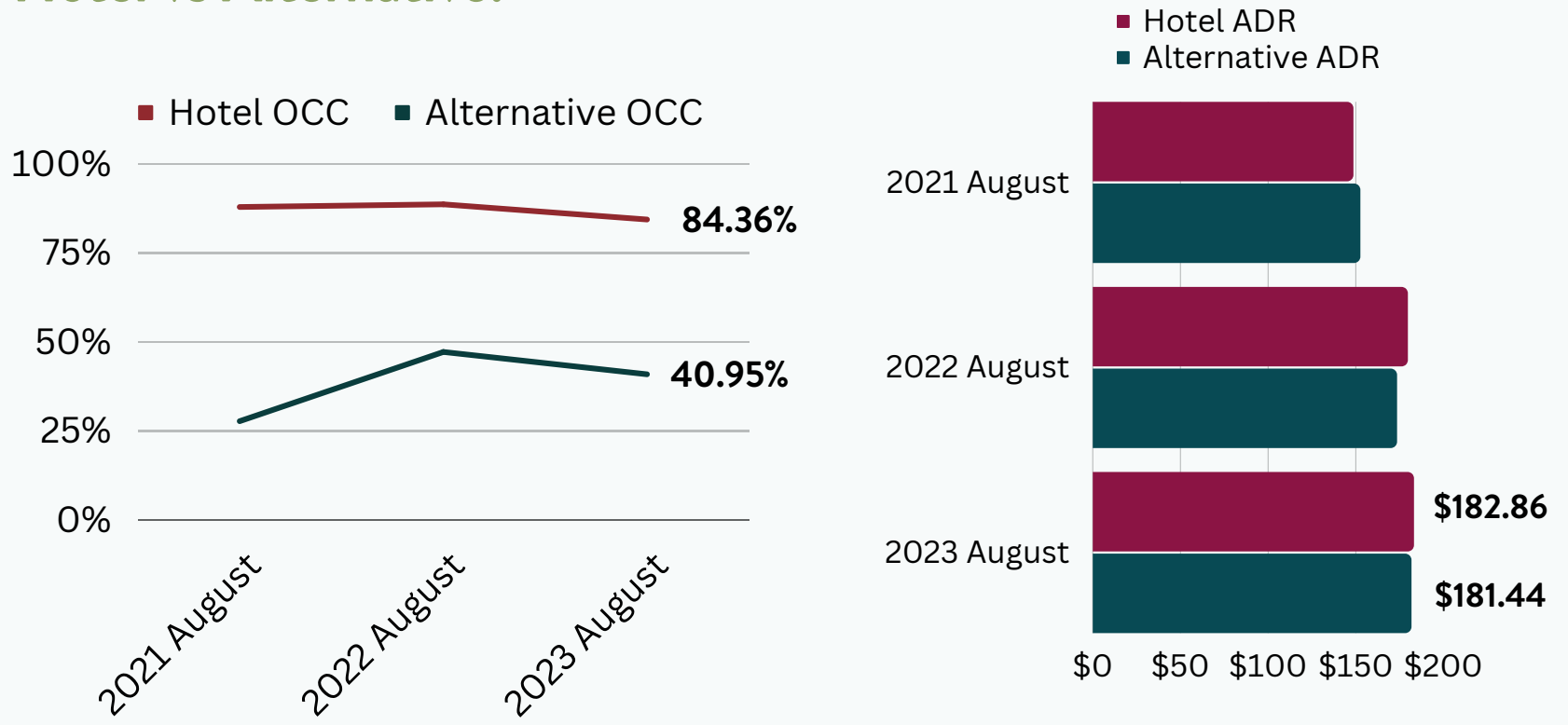


International Visitor Spending



Accommodation

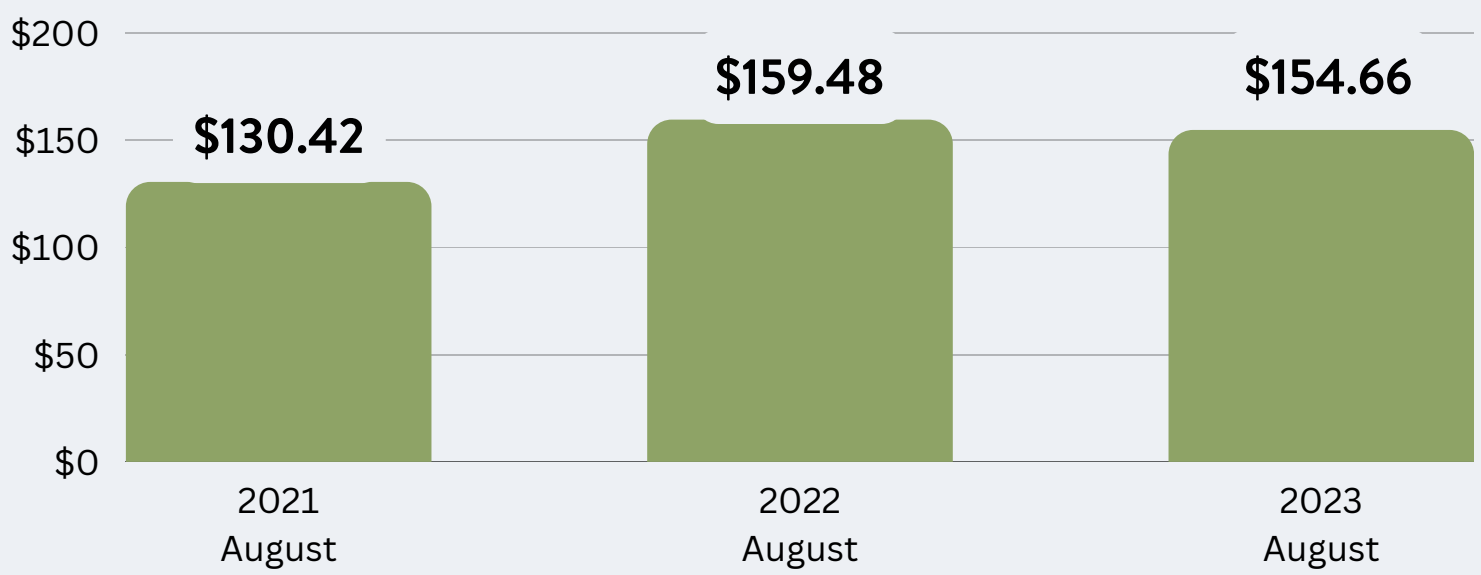
Hotel vs Alternative:



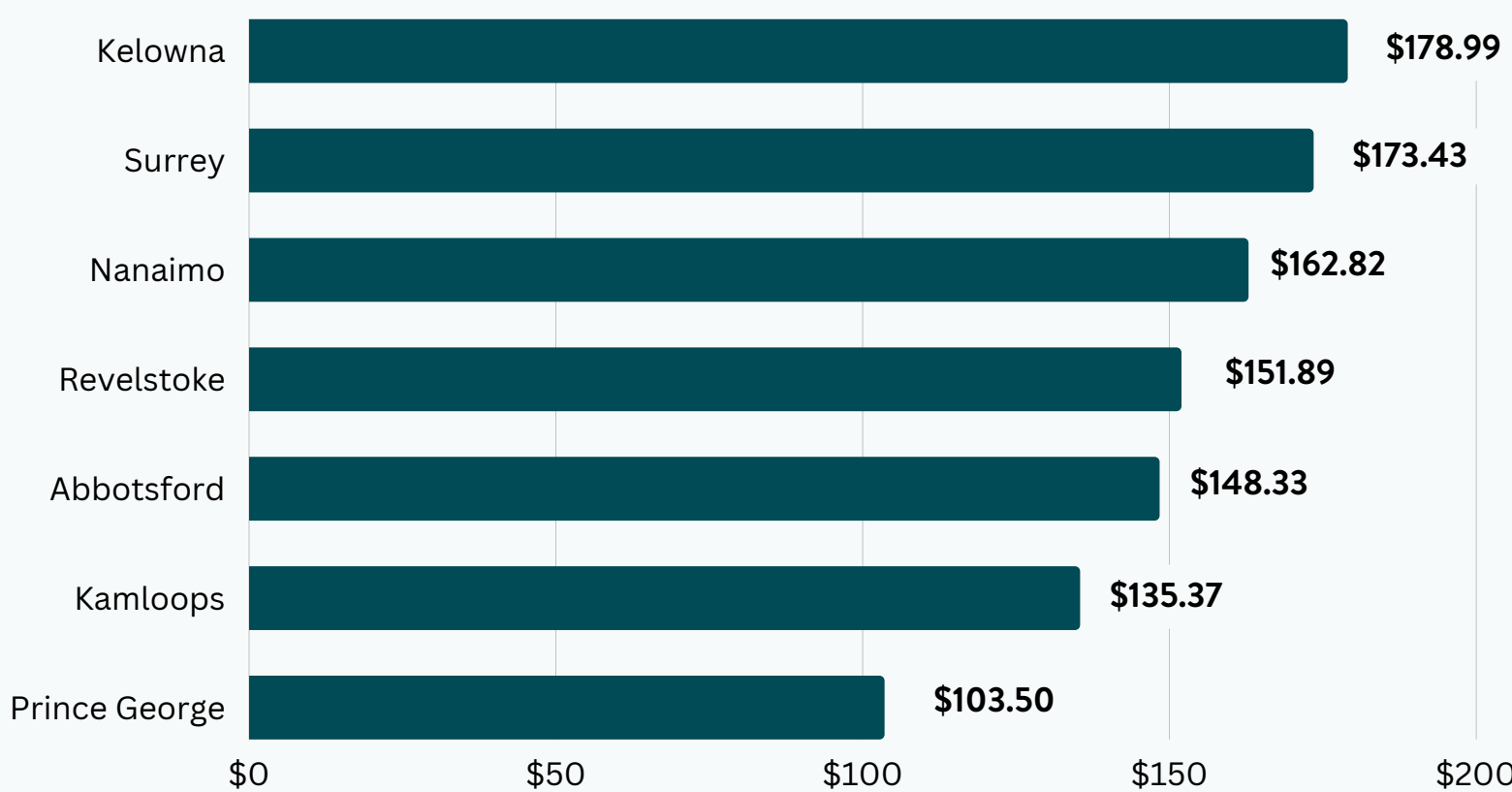
Revenue YTD was **\$90.22M**, the RevPAR YTD **\$114.28**

ADR YTD was **\$151.74**, and Occupancy was **72.98%**

Hotel RevPAR:

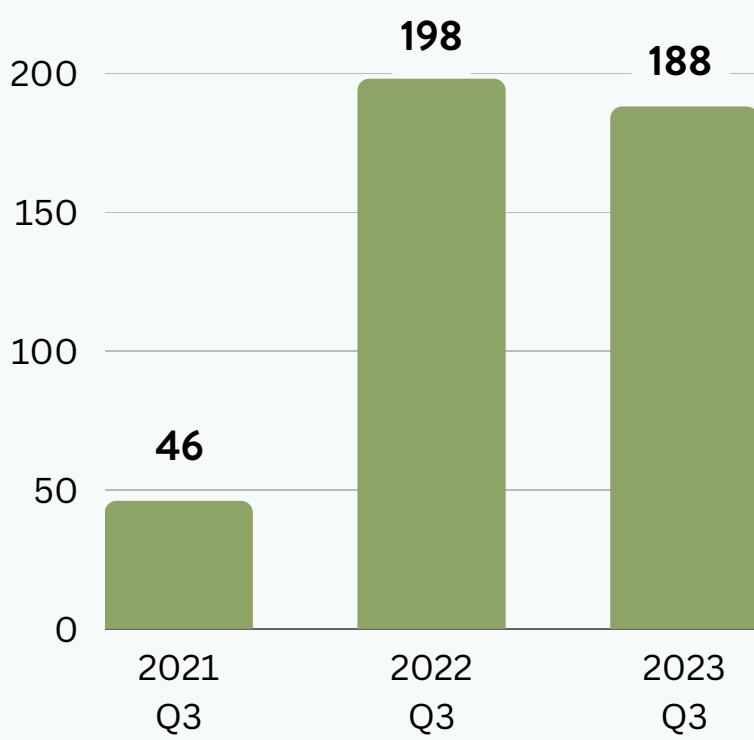


August 2023 Q3 ADR Compset:

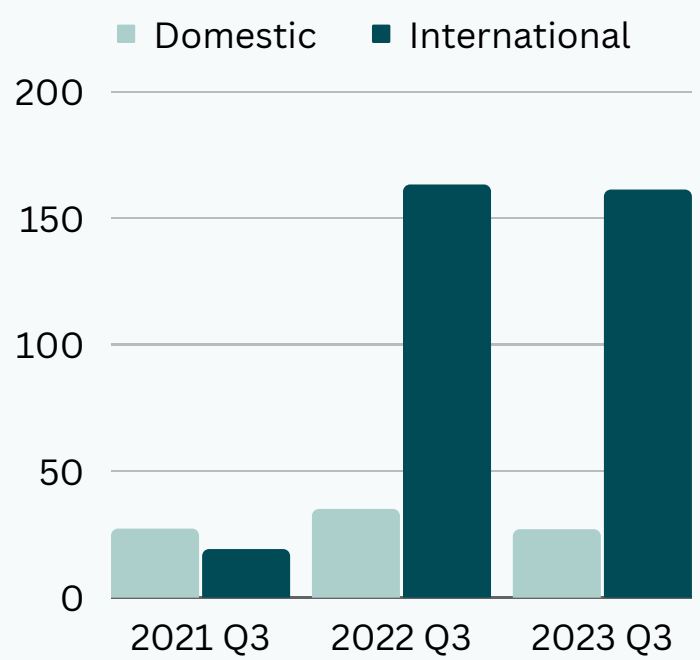


Travel Trade Report

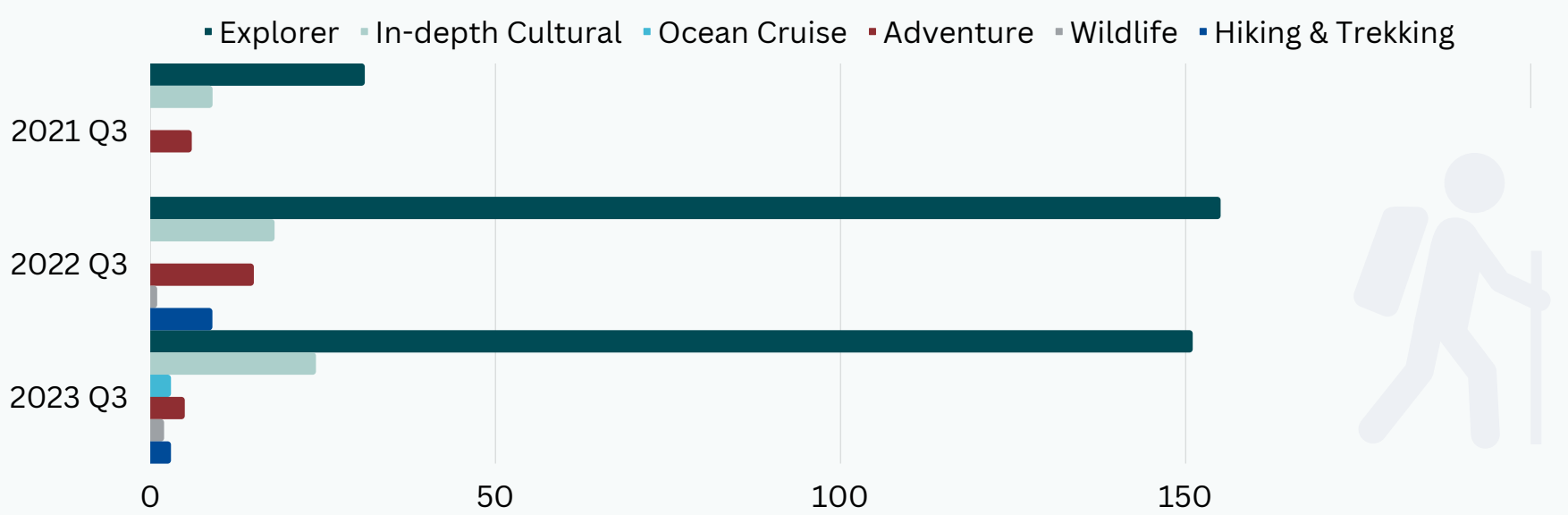
Total Tour Package Arrivals:



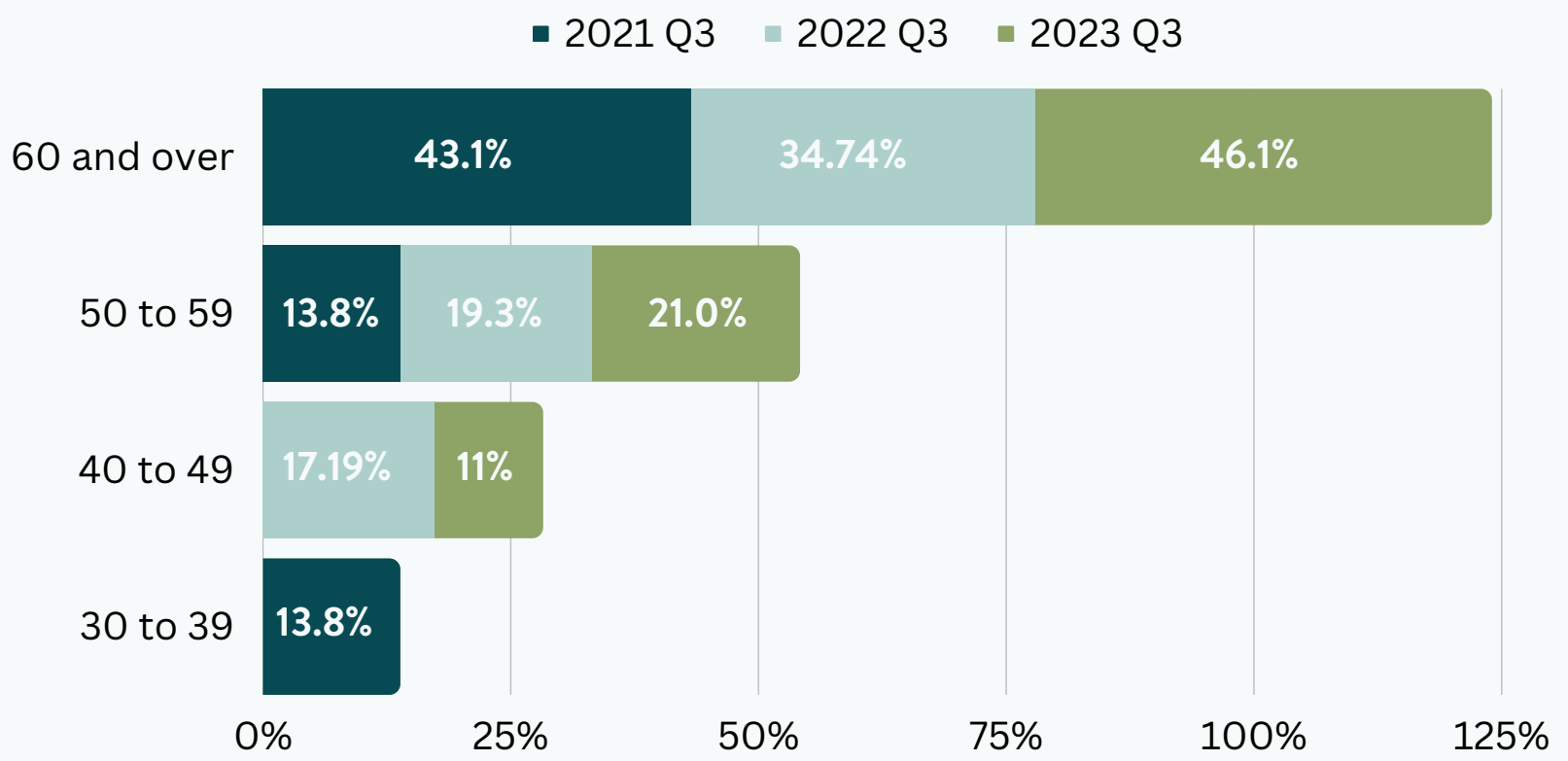
Domestic vs International Tour Package Arrivals:



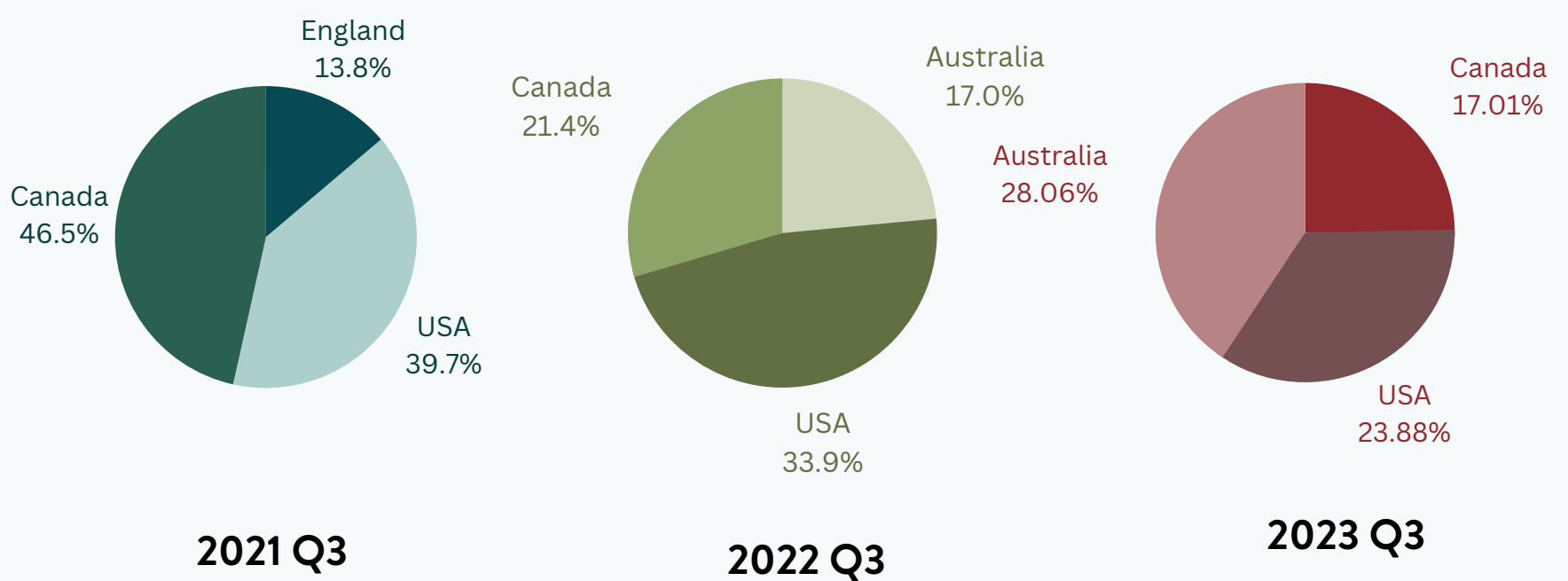
Total Tour Package Arrivals by Tour Type:



Tour Package Arrivals by Age:

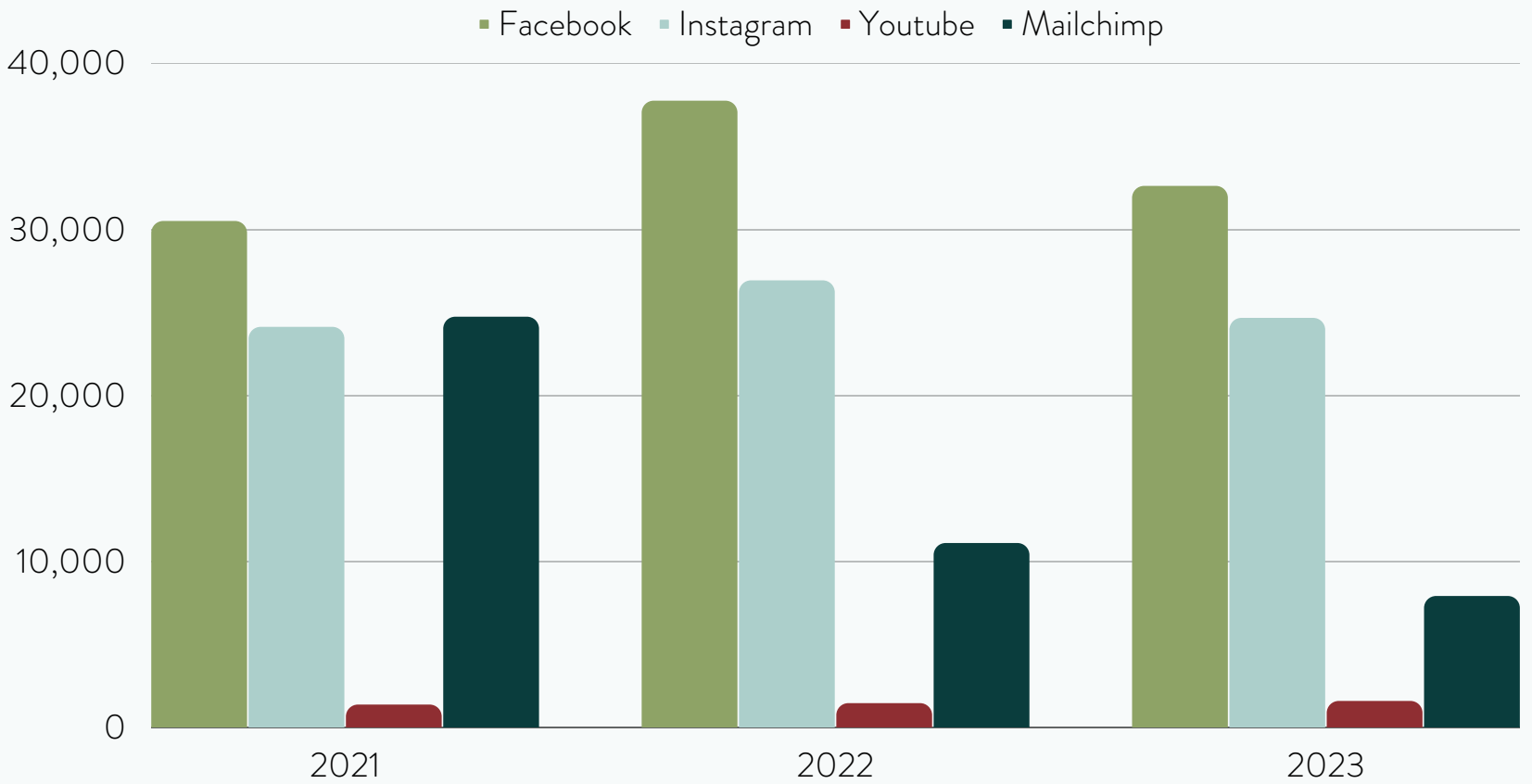


Tour Package Arrivals by Country of Origin:



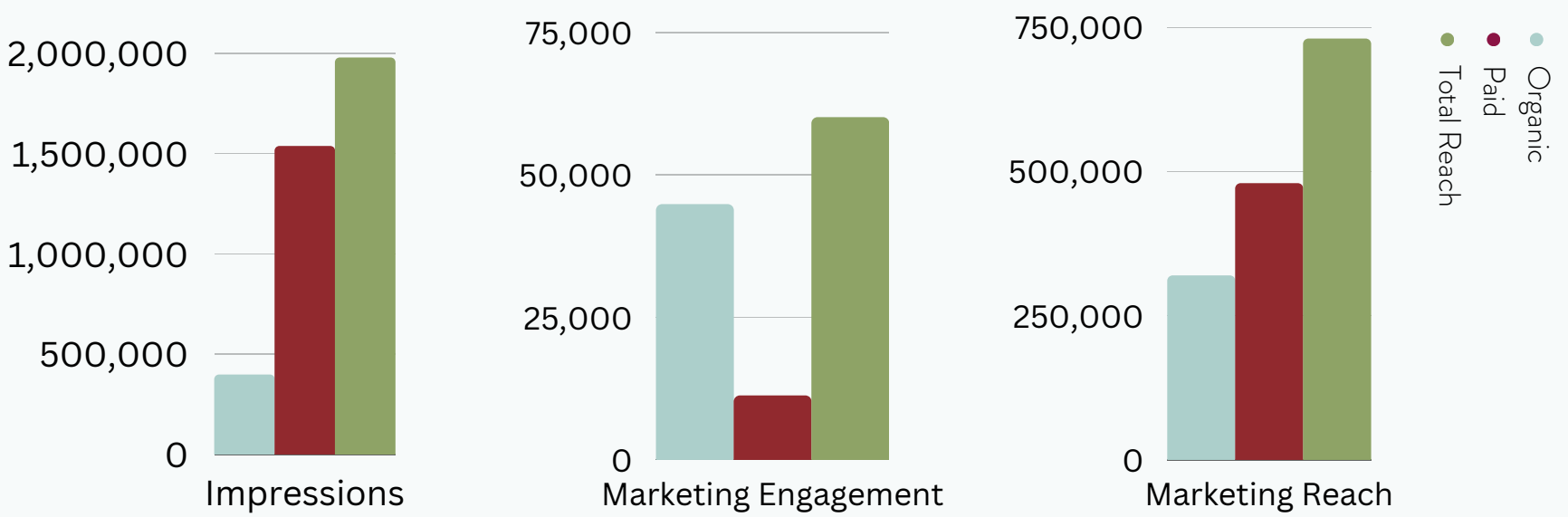
Marketing

Subscribers Q3 July:

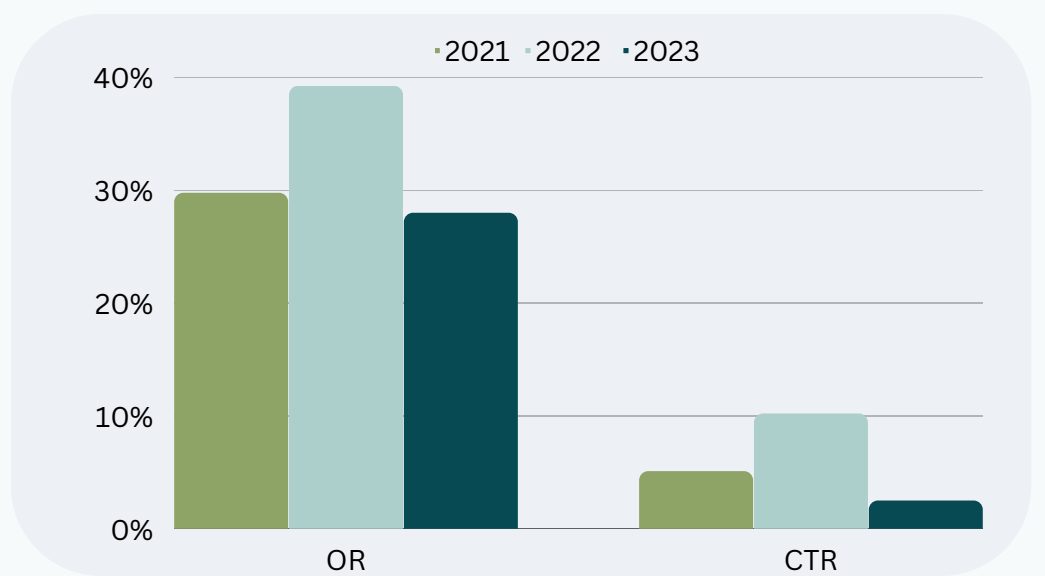


- Video views in 2023 July Q3 were **1,550**
- Website sessions & external links in 2023 July Q3 included **65,964** sessions & **20,926** through external links

2023 Q3 July Impressions, Marketing Reach and Engagement:

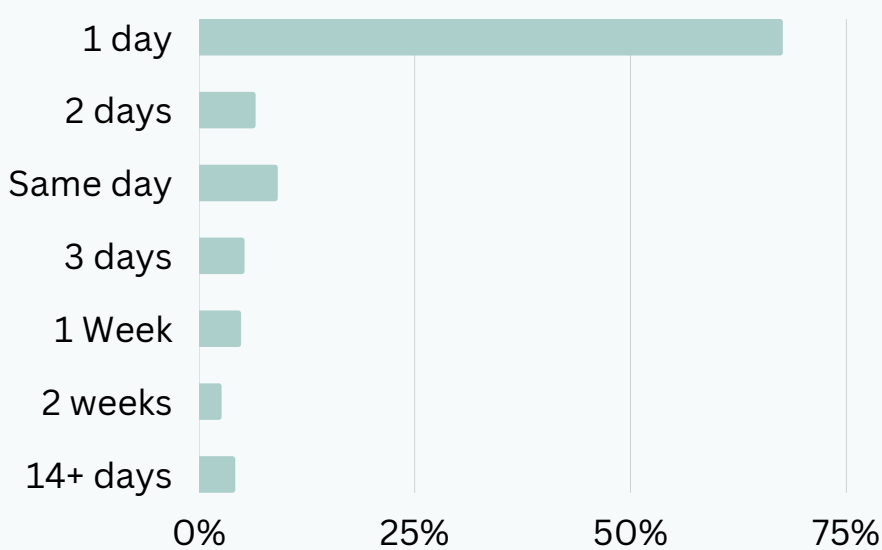


2023 Q3 July the MailChimp Open Rate was **28%** and Click Through Rate was **2.5%**

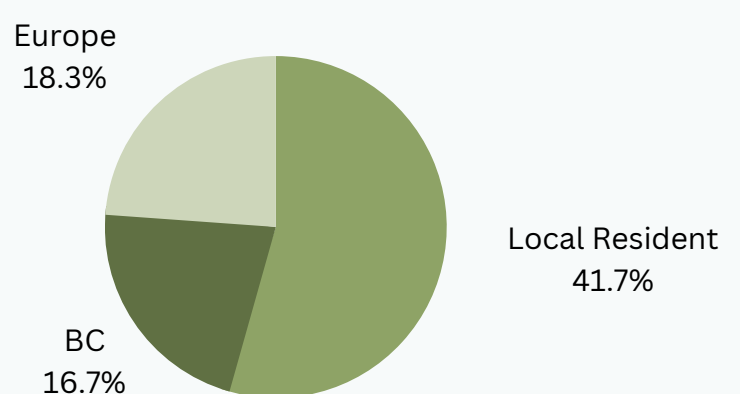


Visitor Services*

Nights in Community:



Top 3 Visitor Origins:

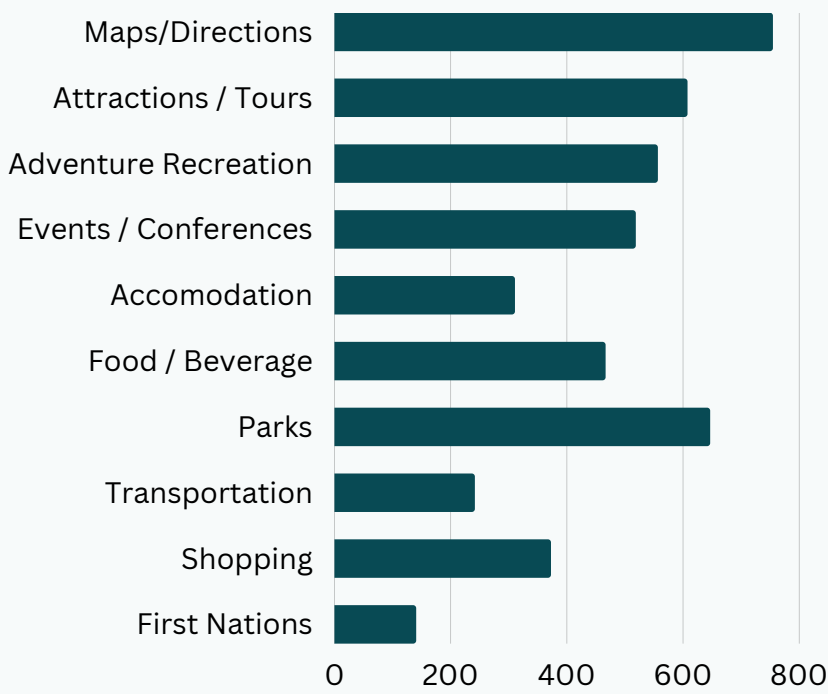


* Data reflective of in-person interactions from our Tourism Kamloops Bold Street Team

Visitor Services Continued*

Information Requested in 2023 Q3 August:

Community specific Information Requested in 2023 Q3 August:



- 319
Hours alt support
- 16
Mail/fax/email inquiries
- 95
Phone calls
- 47
Social media

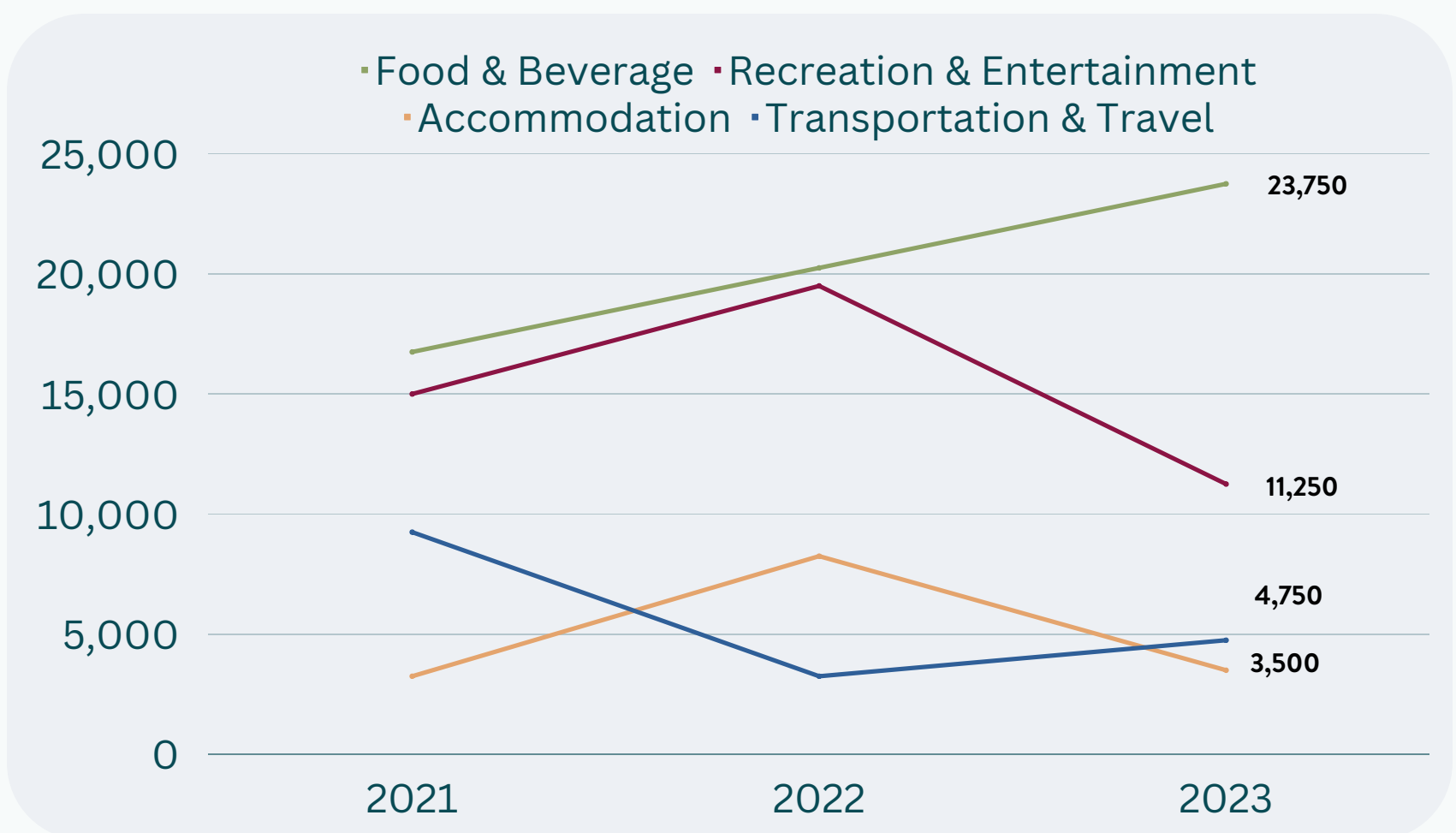
* Data reflective of in-person interactions from our Tourism Kamloops Bold Street Team

Employment

2023 Q3 August:

- Total Tourism Employment was **43,250**
- Tourism Unemployment Rate was **1.9%**
- Average Hours worked per week by Tourism Employees was **58.92**

Tourism Employment by Sector in Q3 August:



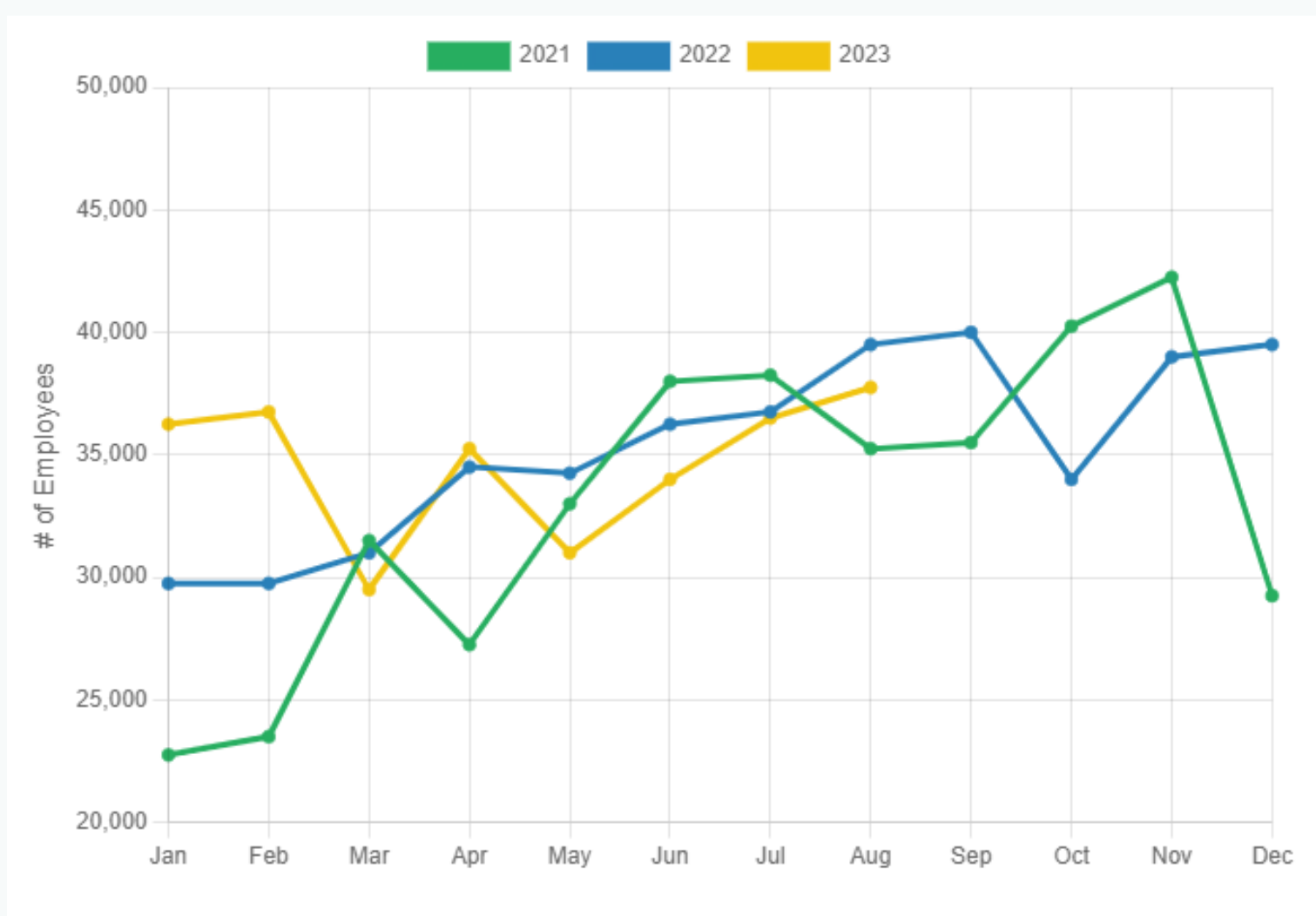
- Leading occupations (those that reported a greater employment weight) in the Tourism and Hospitality industry in BC include Creative and performing artists; Photographers, graphic arts technicians and technical and co-ordinating occupations in motion pictures, broadcasting and the performing arts; 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.

Employment Continued

Go2HR BC BC Tourism and Hospitality Labour Market Information - Employment Tracker

- In August 2023, employment in BC’s Tourism and Hospitality sector increased by **1.5%** from **362,000** in July 2023. Except for the Vancouver Island region, employment levels had increased in all other regions in August 2023.
- Employment in the Food and Beverage and Transportation and Travel sectors have increased in August 2023 while the Accommodation and Recreation and Entertainment sectors experienced a decrease.
- Data suggests that the overall industry labour force has surpassed its pre-COVID level (383,000 in August 2023 vs 358,500 in August 2019).

Thompson Okanagan Employment 2021 vs 2022 vs 2023:



- 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 **74%** 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, **24%** have a degree or diploma below a bachelor’s, and **30%** have a bachelor’s degree or higher.
- The Tourism and Hospitality labour force increased by **1.1%** in August 2023 to **383,000** as compared to July 2023 at **379,000**. Labour force gains were observed in all Tourism and Hospitality sectors except the Accommodation and Recreation and Entertainment sectors.

While overall employment in the Tourism and Hospitality industry increased by **1.5%** in August 2023, the percentage of workers employed full-time did not change from July to August, remaining at **71%**.



A collaboration between:
Tourism Kamloops, Klevr Places, and Symphony Tourism Services

Destination Overview

Destination Canada and ITAC Secure a \$100,000 USD Investment from Expedia Group to Boost Indigenous Tourism in Canada

On September 26, 2023, the Indigenous Tourism Association of Canada (ITAC) and Destination Canada announced they have secured a significant \$100,000 USD investment from Expedia Group to help boost Indigenous tourism across Canada.

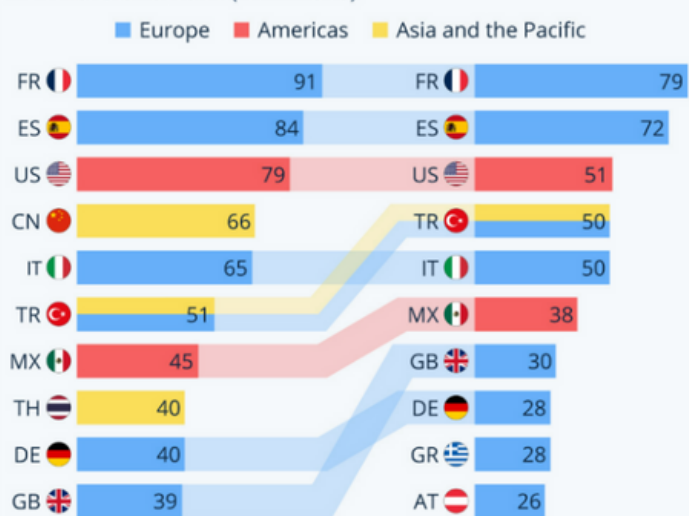
Expedia Group's contribution marks a major boost to ITAC's newly established Indigenous Tourism Destination Fund (ITDF). The ITDF offers a unique opportunity for travellers, Indigenous businesses and non-Indigenous companies to participate in and support Indigenous tourism development actively. [Read here.](#)

Kamloops Research Highlights:

- 639.23K** total arrivals YTD
- \$329.12M** Total spending YTD
- \$151.74** ADR YTD
- 72.98%** OCC YTD

How Covid Changed the World's Top Tourist Destinations

Number of international tourist arrivals worldwide in 2019 and 2022 (in millions)



Source: UNWTO



The Tourism Industry is slowly recovering from the pandemic after having experienced its deepest shock in history, according to a newly published UN World Tourism Organization report.

Needless to say, a lot has changed in the industry since the pre-pandemic year of 2019, including which countries have been able to attract the most tourists. As the following chart shows, where France, Spain and the United States have managed to retain their places as the top three travel destinations worldwide, China and Thailand have disappeared from the roundup, so that all top ten ranks are now taken by countries in Europe and the Americas.

According to the report, reasons for the countries' changes in performance include the varying impacts of the health crisis per country, the travel restrictions policies put in place there and the "inherent brand strength and resilience" of each destination.

There was a combined loss of 2.6 billion international tourist arrivals from 2019 through 2022, according to the UN World Tourism Organization's latest report. Analysts say this was largely due to global lockdowns, widespread travel restrictions and a slump in visitor demand.

The Countries That Attract the Most Migrants

Top destination countries for international migrants in 2000 and 2020* (in millions)



* Mid-year

Source: UN DESA, Population Division: International Migrant Stock



Global Tourism's Slow Recovery From the Pandemic

International tourist arrivals and direct impact of tourism on GDP globally from 2019 to 2022

■ International tourist arrivals (in millions)
● Tourism direct impact on GDP (in trillion U.S. dollars)



Source: UNWTO

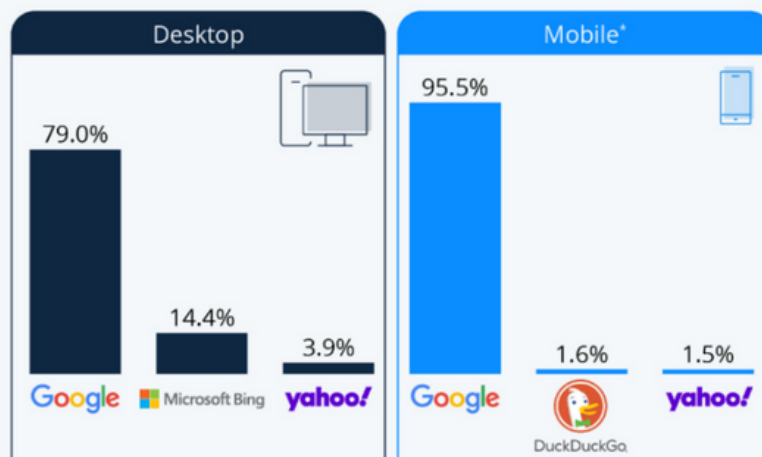


- [Farm Credit Canada](#) - Funding for Traditional Indigenous Harvesting. Eligible organizations can apply for up to \$10,000 in FCC Community Funding annually and applications are accepted year-round. [Learn More and Apply.](#)

- [The Tourism Digital Academy](#) is a free, 8-week digital marketing program for BC tourism businesses who are interested in building their knowledge and skills in digital marketing to an intermediate level. [Learn More.](#)

Google's Search Dominance

Market share of the three most popular search engines in the United States in August 2023



* Excluding tablets

Source: Statcounter

