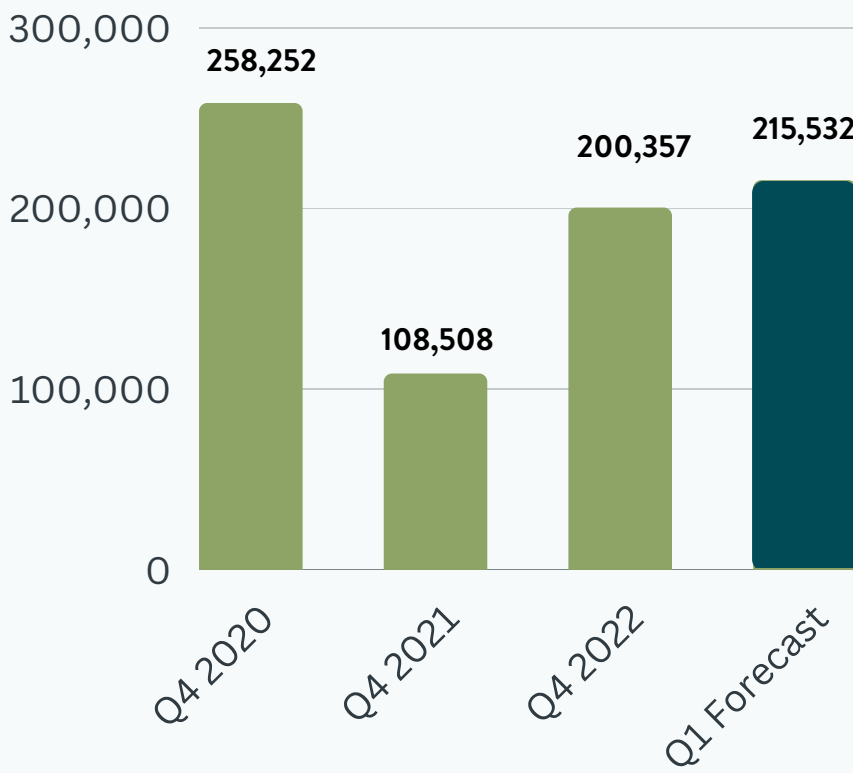


## Arrivals

Kamloops Airport passenger Statistics indicated there were **76,700** Q4 travelers, and **257,400** Year-End travelers. This is a **+146.6%** increase in Q4 compared to 2021.



### Total arrivals into Kamloops by:

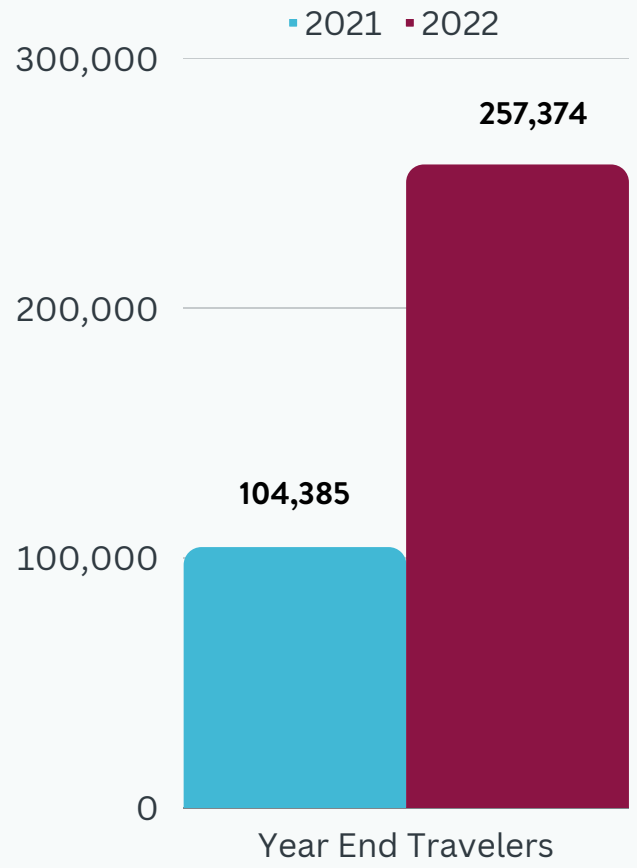
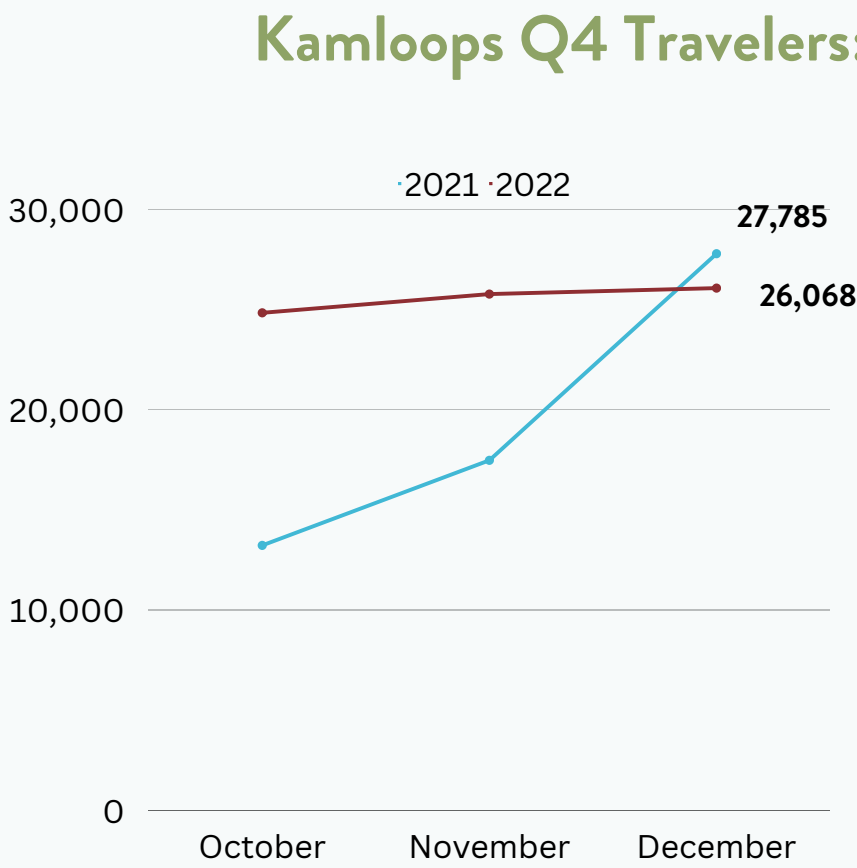


- Domestic arrivals were 8.8% from the Prairies, and 91.2% from the West Coast
- Totals Arrivals YTD: 854.6K
- Domestic Day Trips: 42.63%
- 2022 Q4 International Arrivals were 1,792

The 2023 Q1 arrival forecast is **215,500**

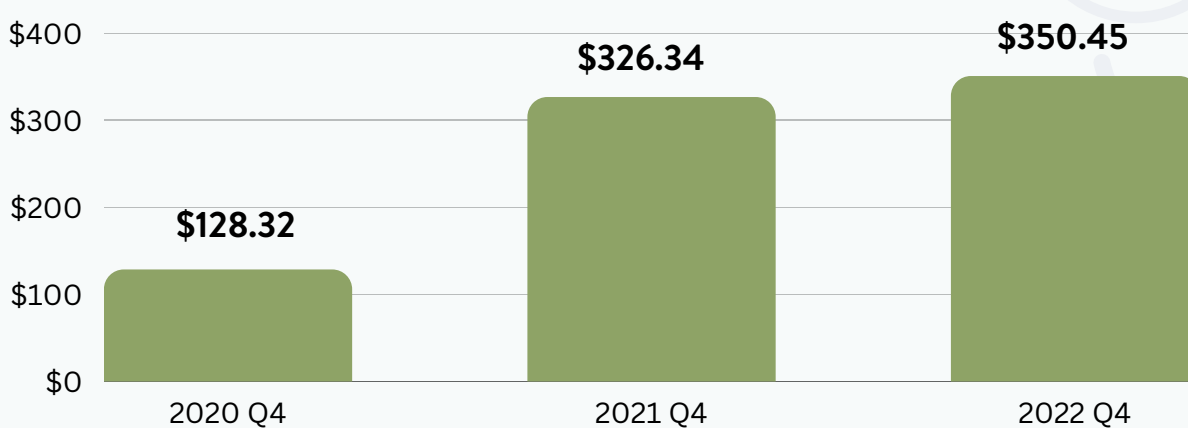


### Kamloops Q4 Travelers:



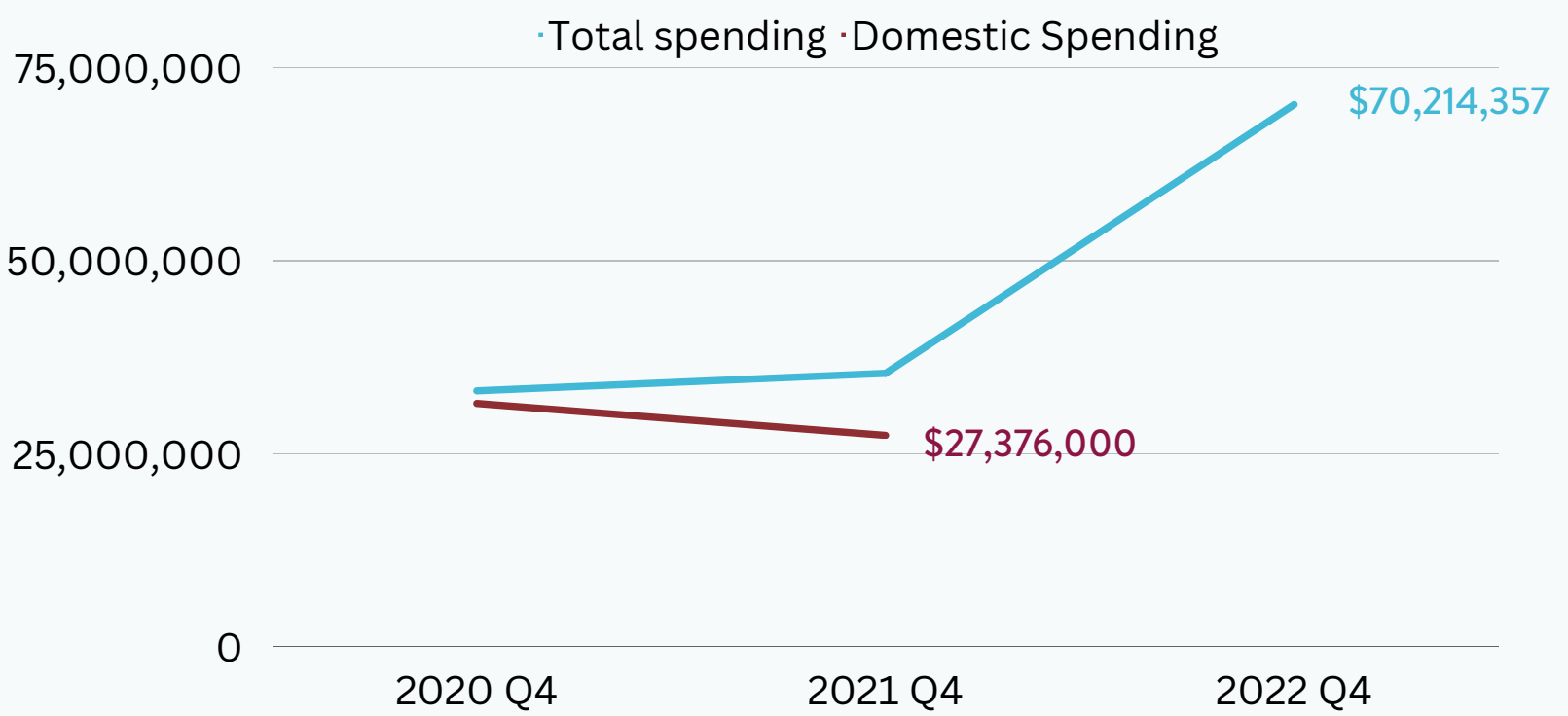
## Visitor Spending

### Average Spend Per Visitor:



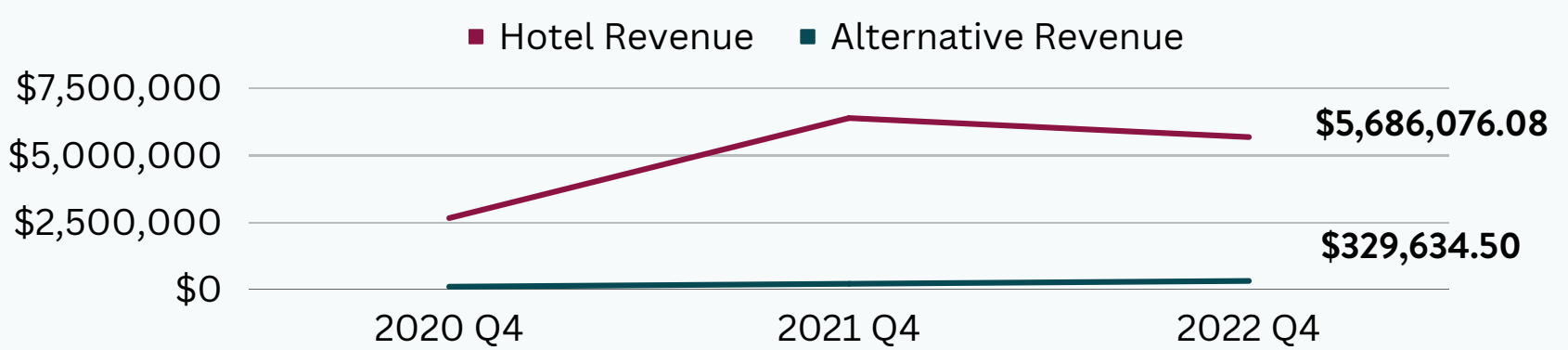
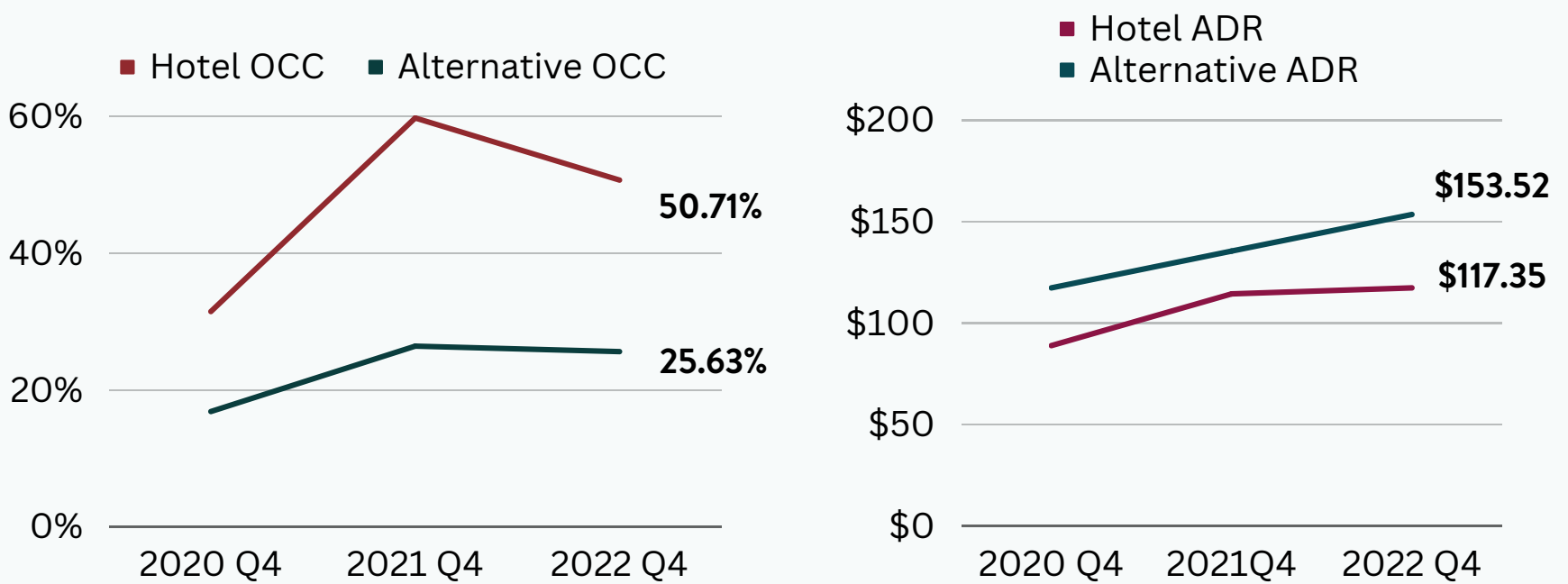
Total Spending YTD **\$339.85M**

## Visitor Spending Continued



## Accommodation

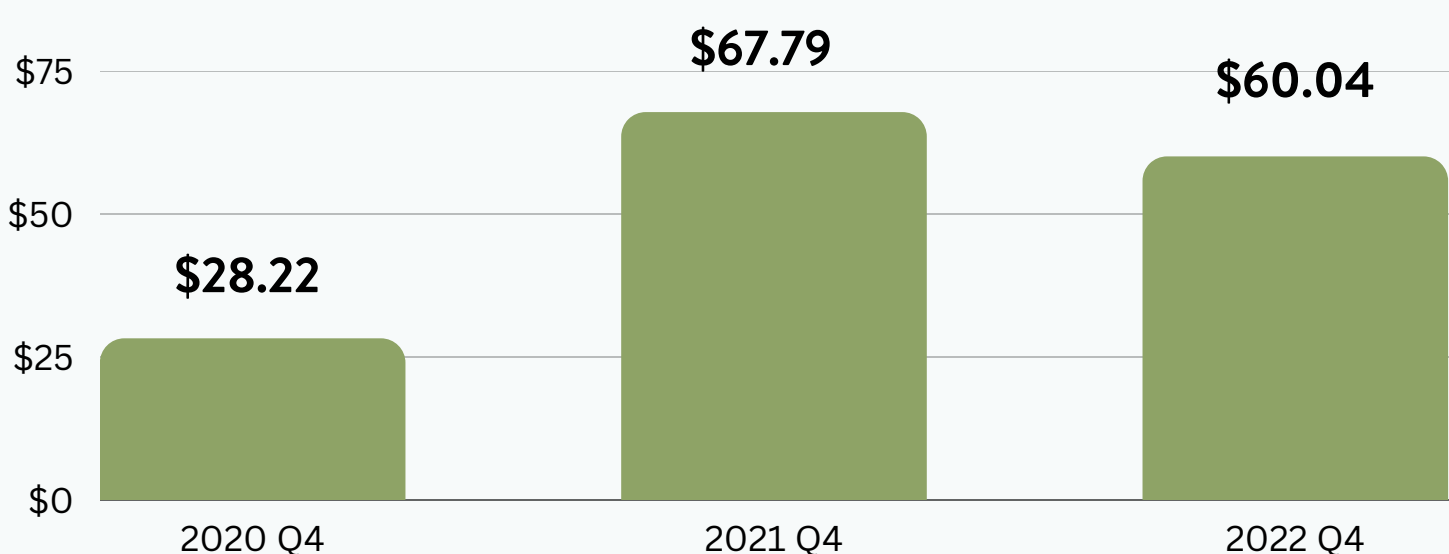
### Hotel vs Alternative:



The Revenue YTD was **\$121.81M**

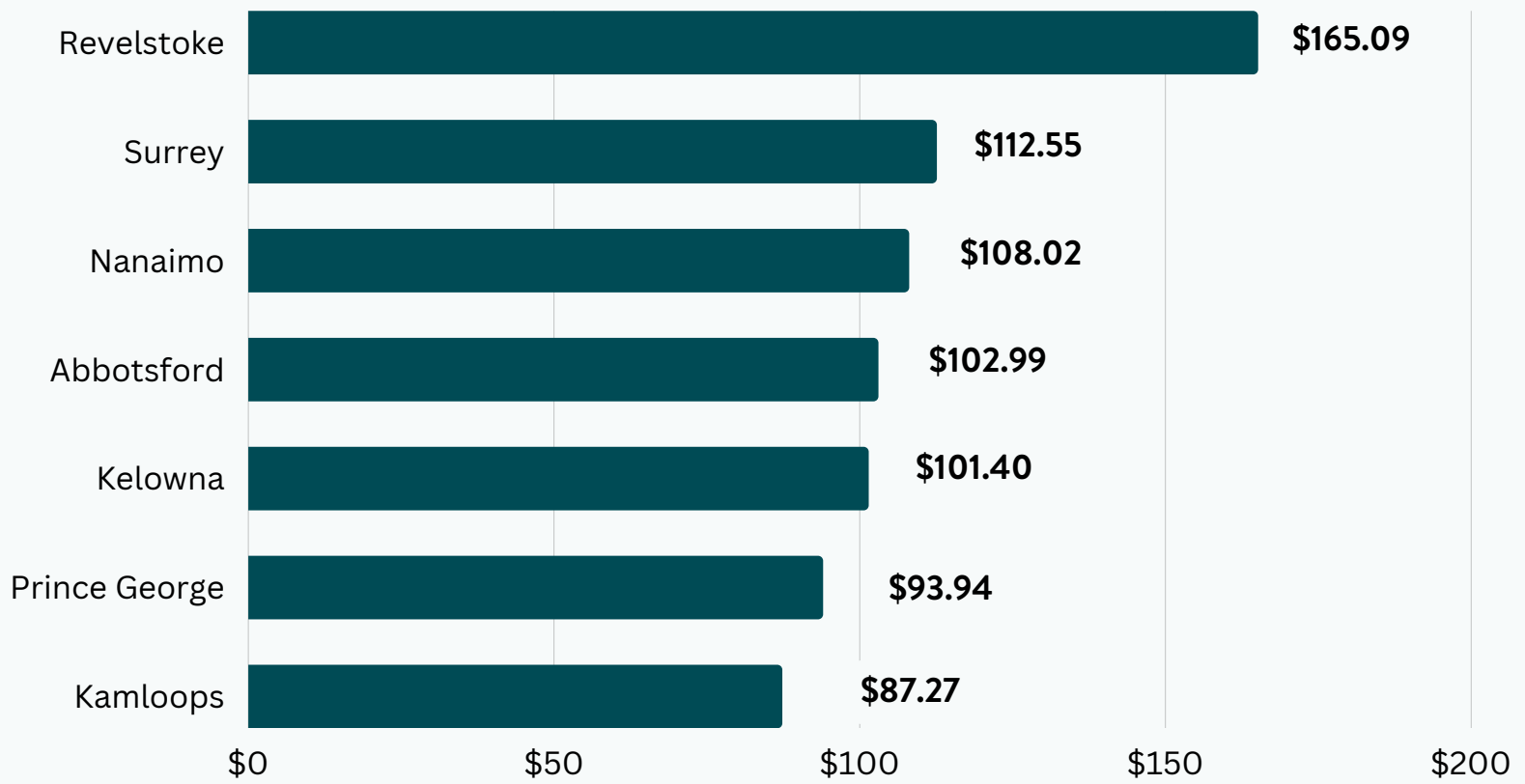
The ADR YTD was **\$137,62**, and the Occupancy was **72.83%**

### Hotel RevPAR:



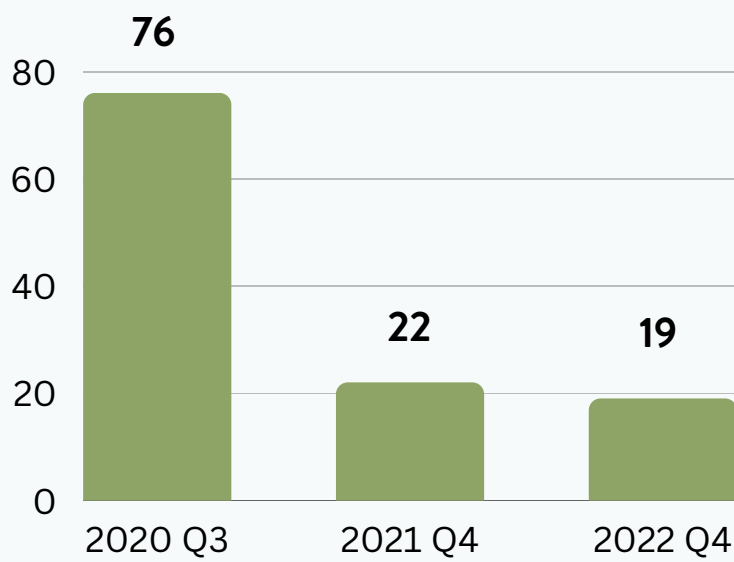
## Accommodation Continued

### December 2022 Q4 ADR Compset:

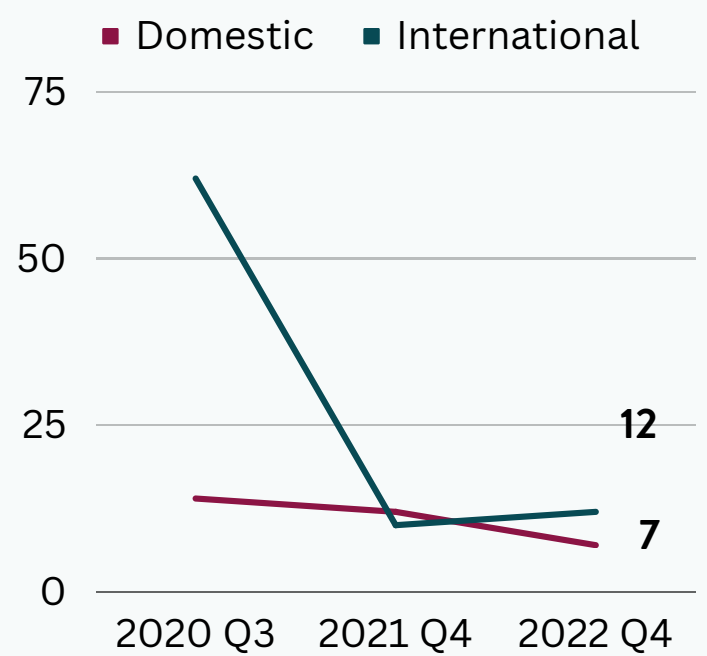


## Travel Trade Report

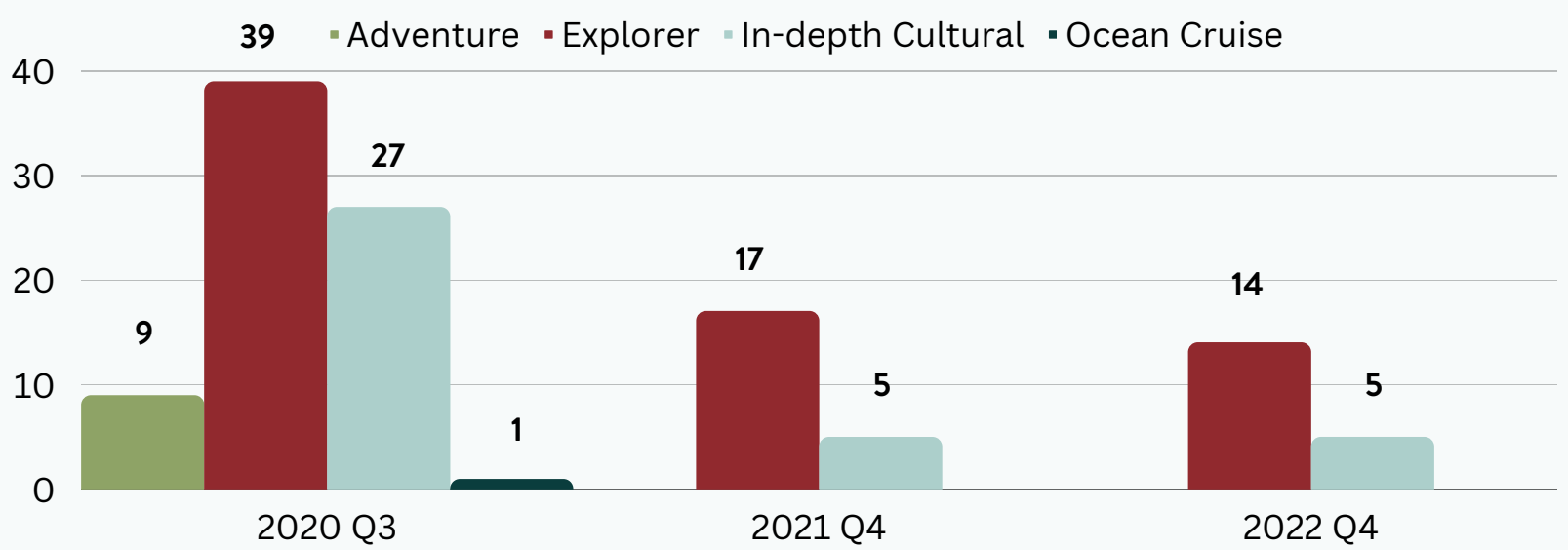
### Total Tour Package Arrivals:



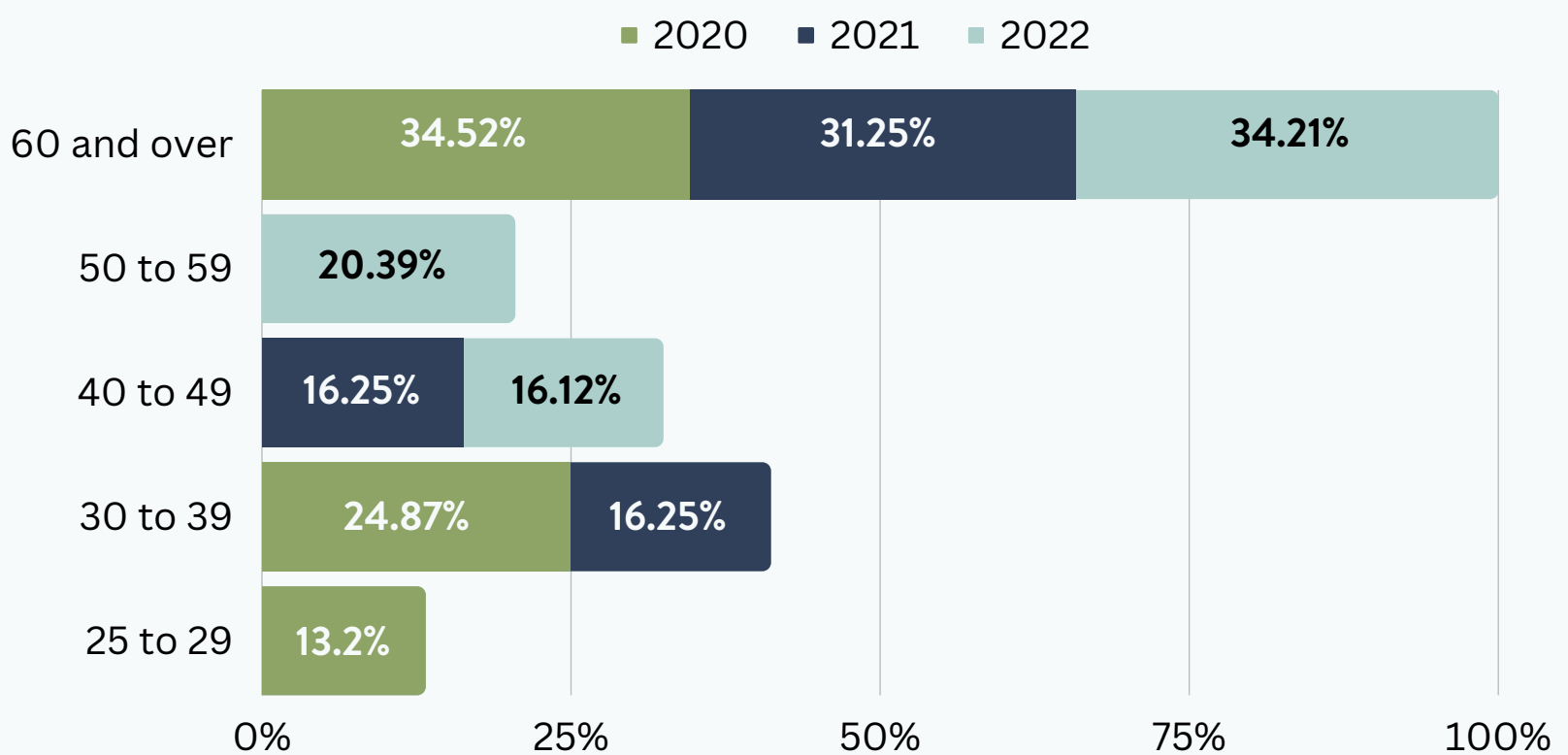
### Domestic vs International Tour Package Arrivals:



### Total Tour Package Arrivals by Tour Type:

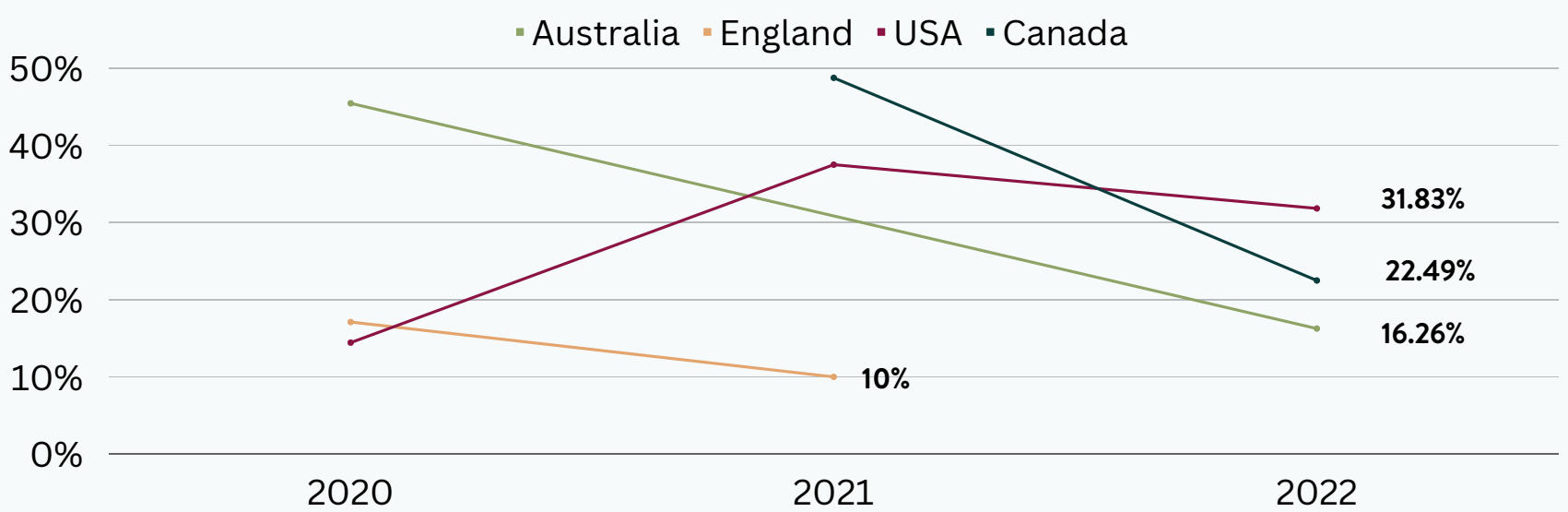


### Tour Package Arrivals by Age:

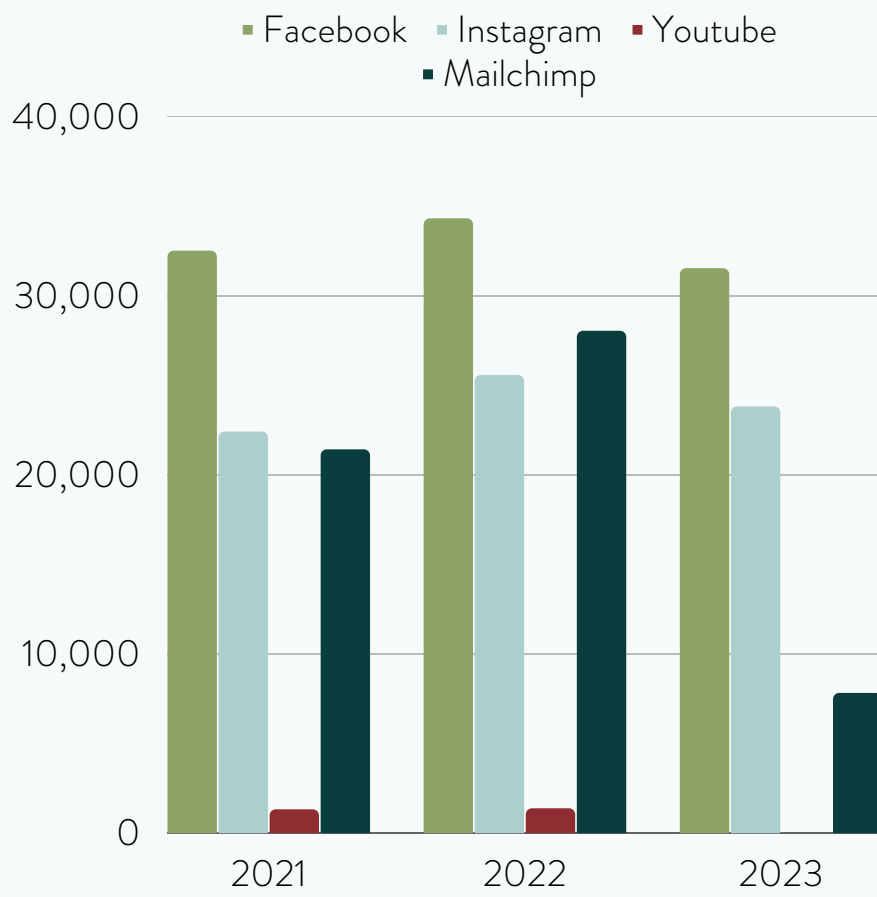


## Travel Trade Report Continued

### Tour Package Arrivals by Country of Origin



## Marketing



- Video views in January Q1 2023 were **2,744**
- Website sessions & external links in January Q1 included **51,390** sessions & **10,252** through external links.



### Subscribers in Q1 February

- In 2022 Q1 January MailChimp had a Open rate of **38%** and average Click-through-rate of **2.2%**
- In 2023 Q1 February MailChimp had a Open rate of **37%** and average Click-through-rate of **4%**

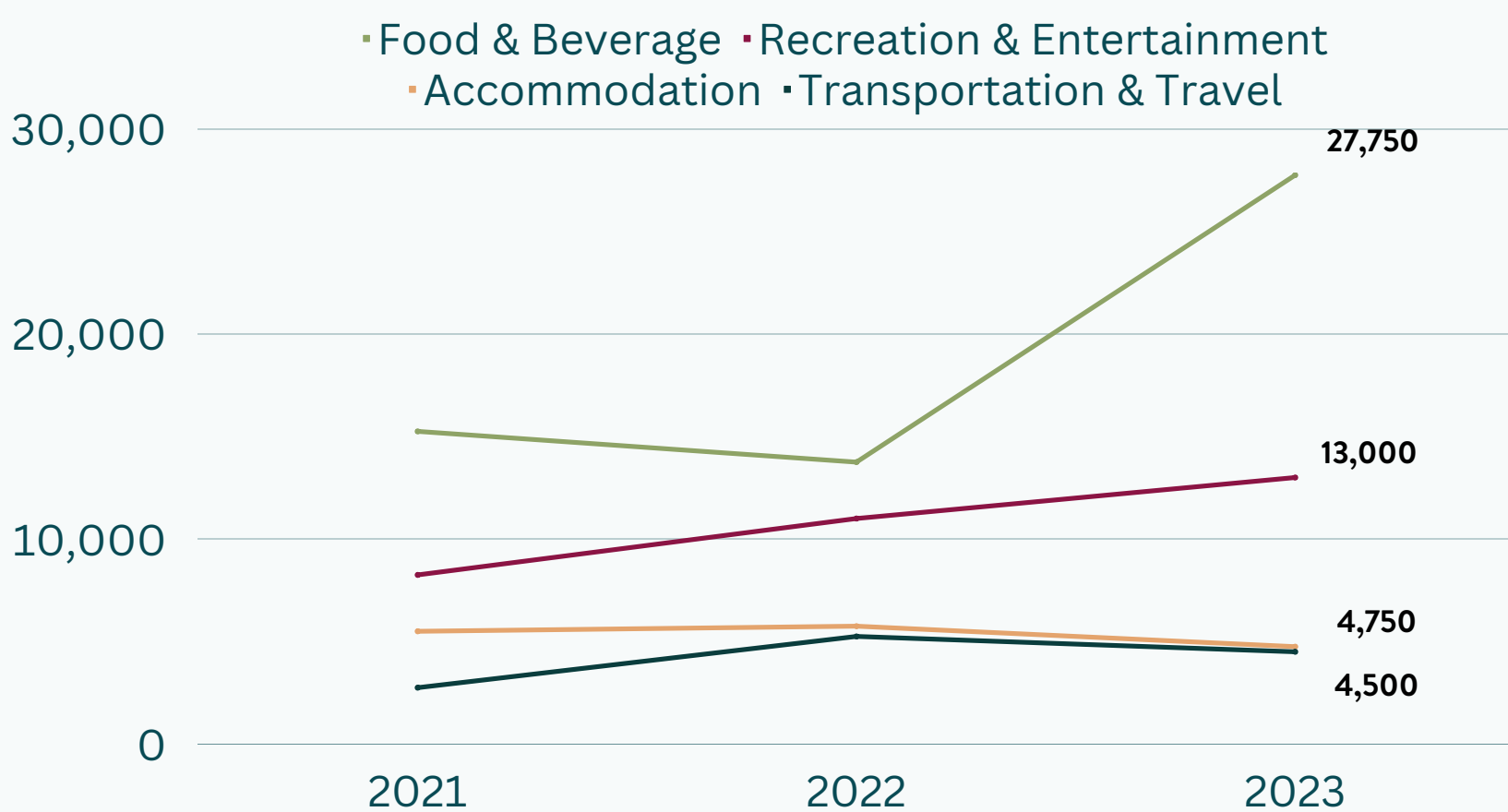
2023 Q1 February

## Employment Continued

### 2023 Q1 February

- Total Tourism Employment was **50,000**
- Tourism Unemployment Rate was **4.50%**
- Average Hours worked per week by Tourism Employees was average hours worked **42.26**

### Tourism Employment by Sector in Q1 February



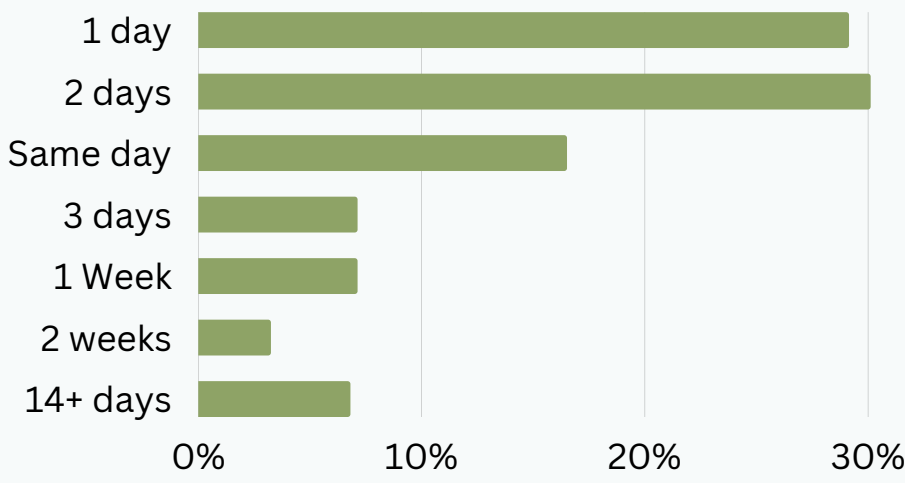
### Go2HR BC BC Tourism and Hospitality Labour Market Information - Employment Tracker

- Employment in BC's Tourism and Hospitality sector decreased by 1% from **334,000** in January 2023 to **330,250** in February 2023. Tourism and Hospitality employment in BC remained below pre-COVID levels, with **17,000** fewer jobs compared to February 2019.
- In February 2023, employment in BC's Tourism and Hospitality sector decreased by **1%** from **334,000** in January 2023. Employment levels in the Cariboo, Lower Mainland and Vancouver Island had decreased during February 2023.
- While overall employment in the Tourism and Hospitality industry decreased slightly in February 2023, the percentage of workers employed full-time also decreased from **66%** to **62%**.
- In February 2023, Transportation and Travel led BC tourism sectors with approximately **90%** full-time workers, as compared to a low of **49%** full-time workers in the Food and Beverage sector.

Tourism and Hospitality employment in February 2023 in the Cariboo, Lower Mainland and Northern BC regions remained below pre-COVID levels in February 2019.

## Visitor Services

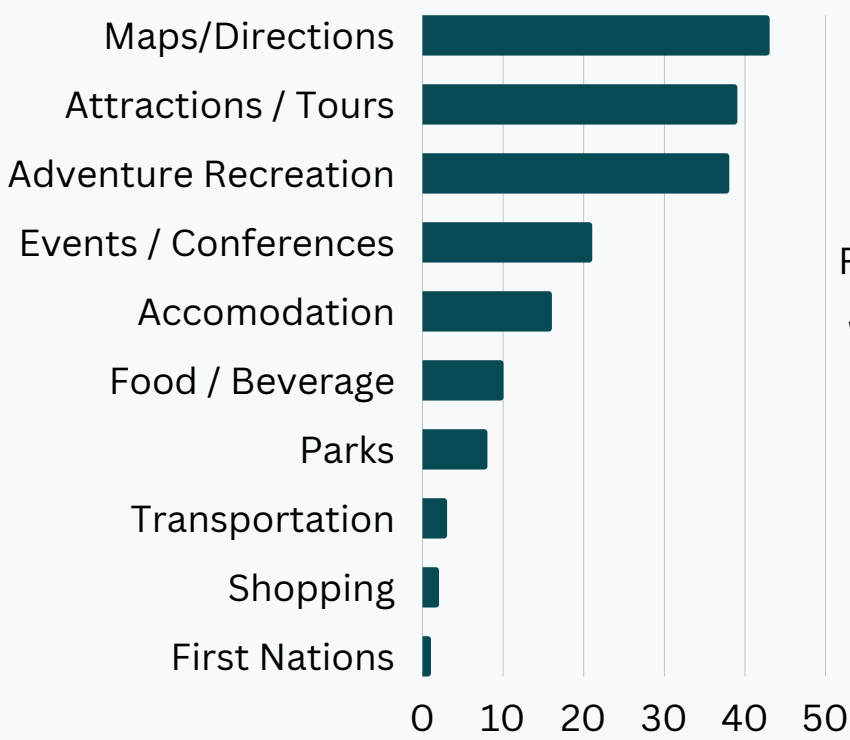
### Nights in Community



### Top 3 Visitor Origins

- Local Resident **68%**
- BC **16.12%**
- Other Canada **6.1%**

### Information Requested in 2023 Q1 January:



### Community specific Information Requested in 2023 Q1 January:



## Destination Overview

The Thompson Okanagan Tourism Association launched the Community Well Being Survey on the International Day of Happiness.

The survey is being conducted in collaboration with the British Columbia Regional Tourism Secretariat (BCRTS) and Planet Happiness, a tourism focused arm of the Happiness Alliance non-profit organization. The goal is to measure how happy and healthy British Columbia's residents are feeling and to further strengthen the relationship between the tourism industry, its residents and their well-being. All B.C. residents are invited to take the Community Well-Being Survey between March 20 and April 30, 2023.

Employment in BC's Tourism and Hospitality sector decreased by 1% from 334,000 in January 2023 to 330,250 in February 2023. Tourism and Hospitality employment in BC remained below pre-COVID levels, with 17,000 fewer jobs compared to February 2019. In February 2023, employment in BC's Tourism and Hospitality sector decreased by 1% from 334,000 in January 2023. Employment levels in the Cariboo, Lower Mainland and Vancouver Island had decreased during February 2023.

Provincial hotel occupancy rates had recovered with approximately **0.8** percentage points higher than pre-COVID levels (**56.0%** in December 2022 vs **55.2%** in December 2019).

