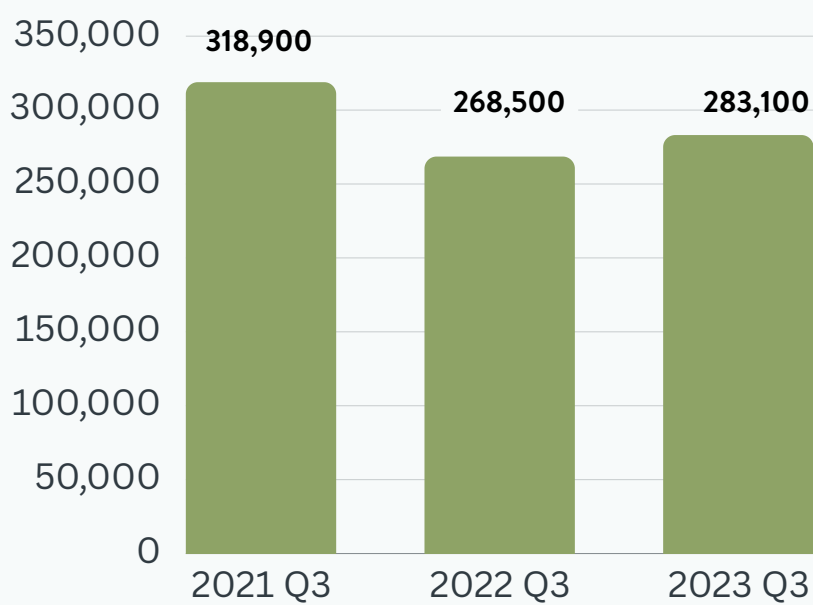


Arrivals

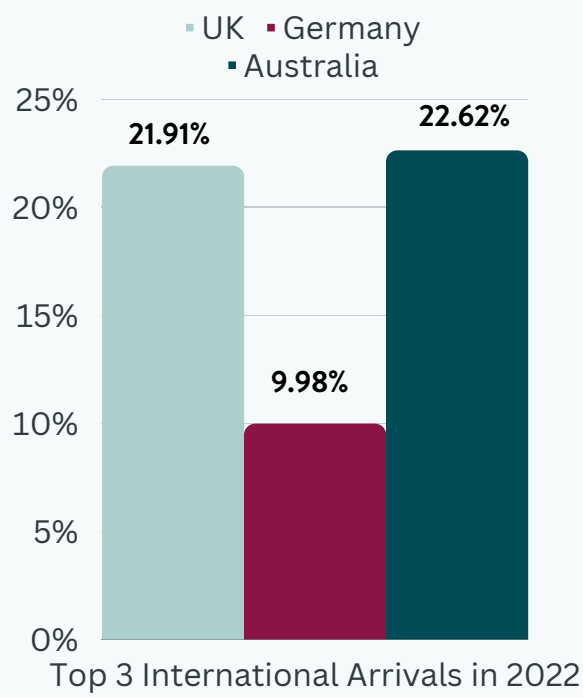
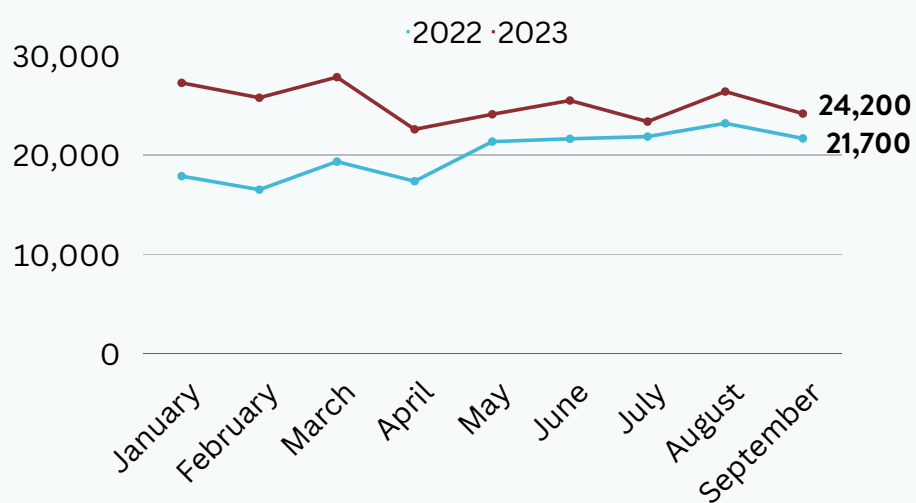
Total arrivals into Kamloops by:



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

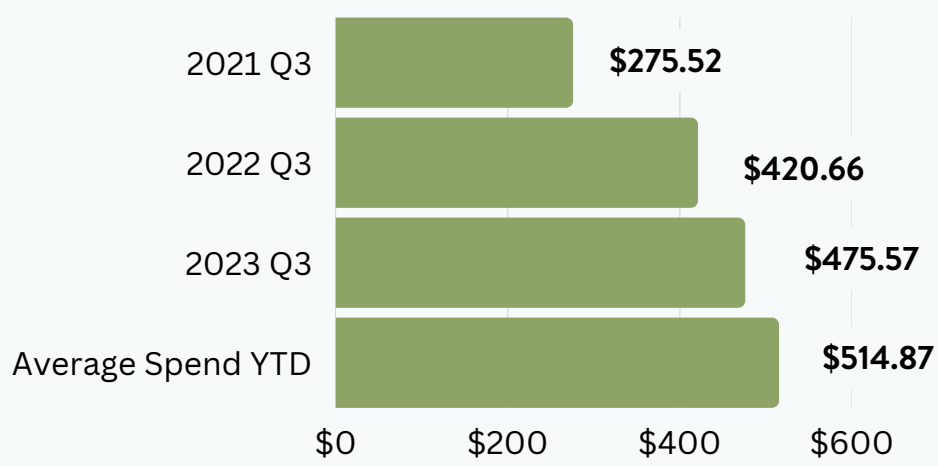
In 2023 Q3 the International Arrivals Forecast is **269,185** & Domestic Arrivals Forecast is **13,919**

Kamloops Airport Volume:



Visitor Spending

Average Spend Per Visitor:

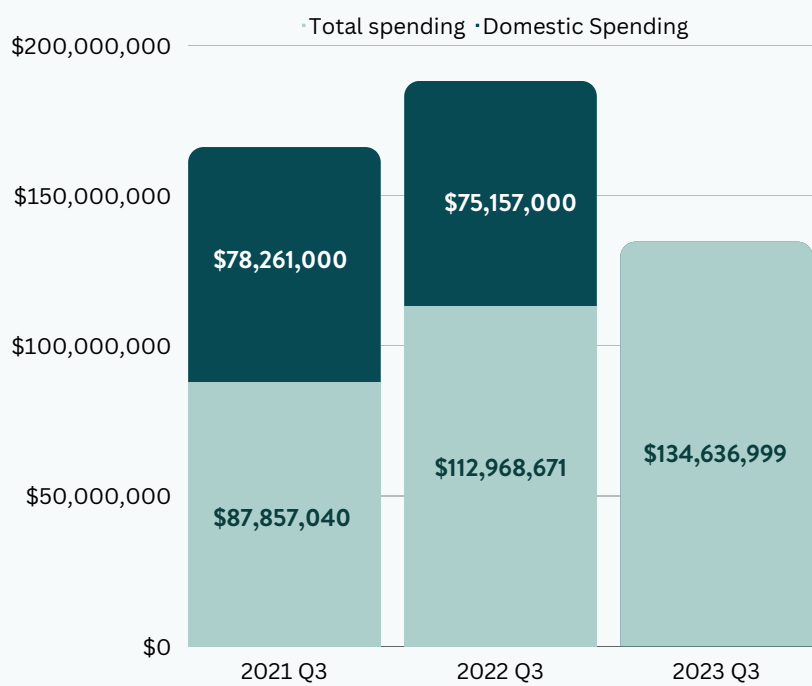


Total Spending YTD \$329.12M

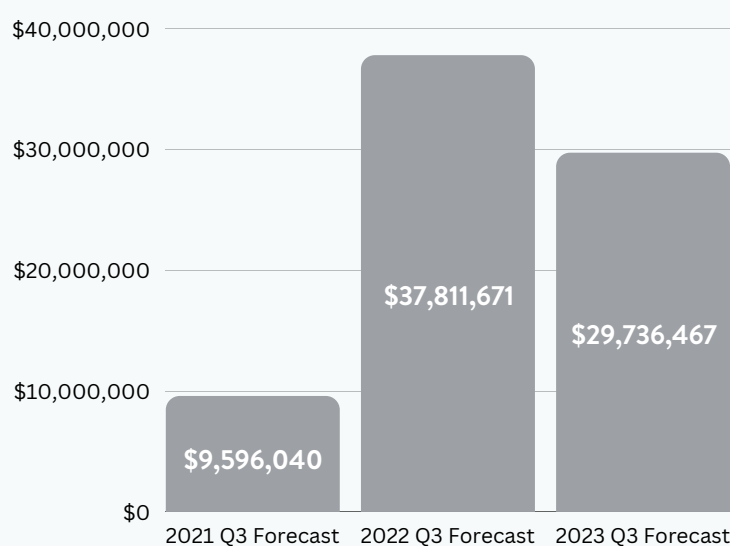
Domestic Spending 2023 Q3 Forecast \$104,900,532

Average Spend YTD \$514.87

Total Spending:

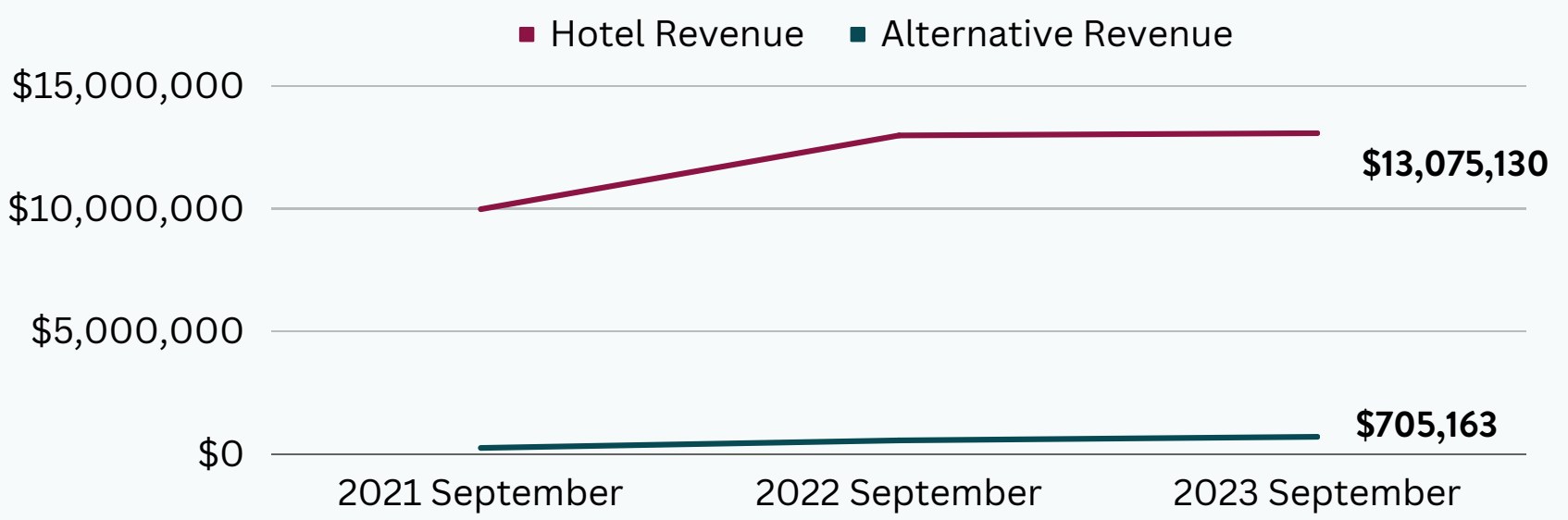
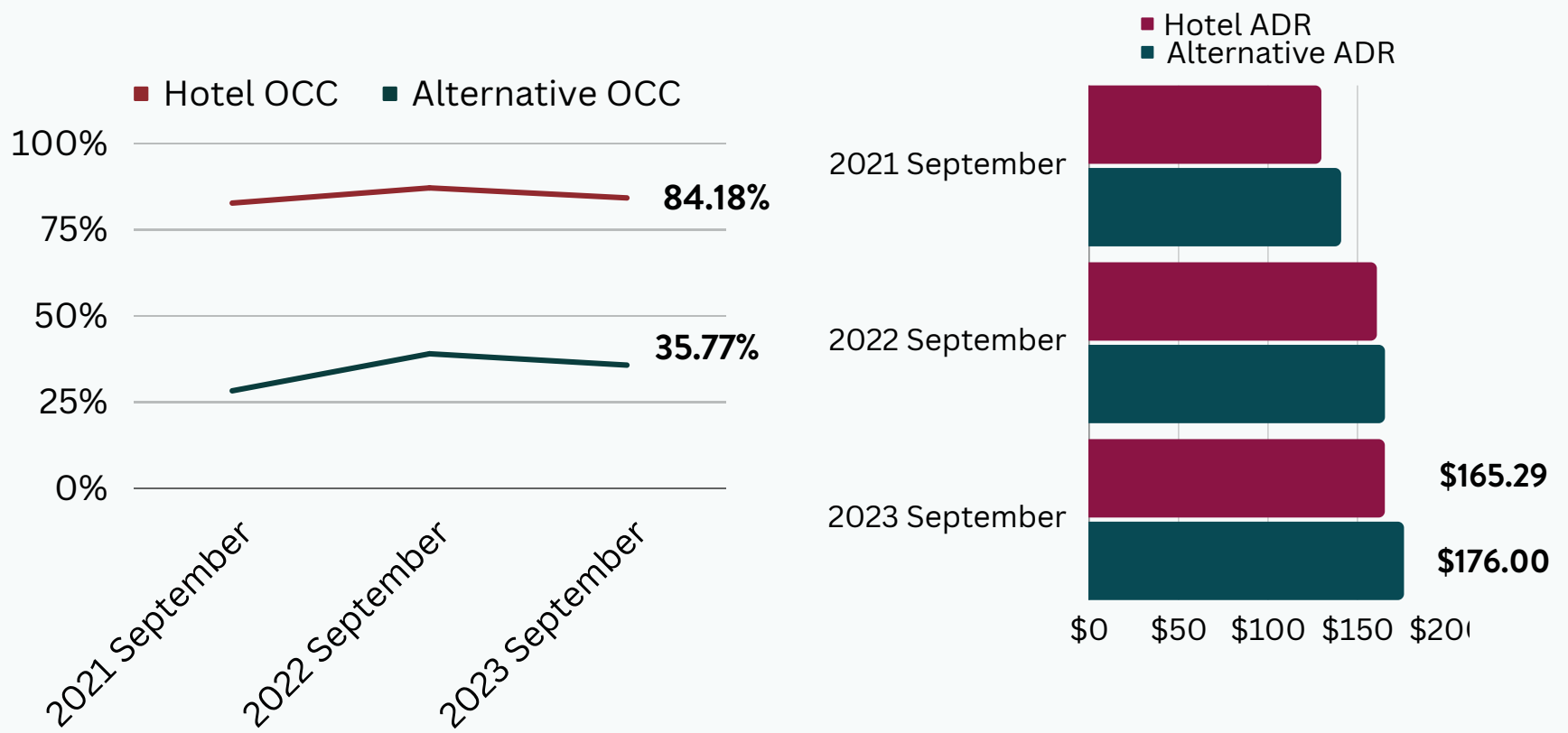


International Visitor Spending



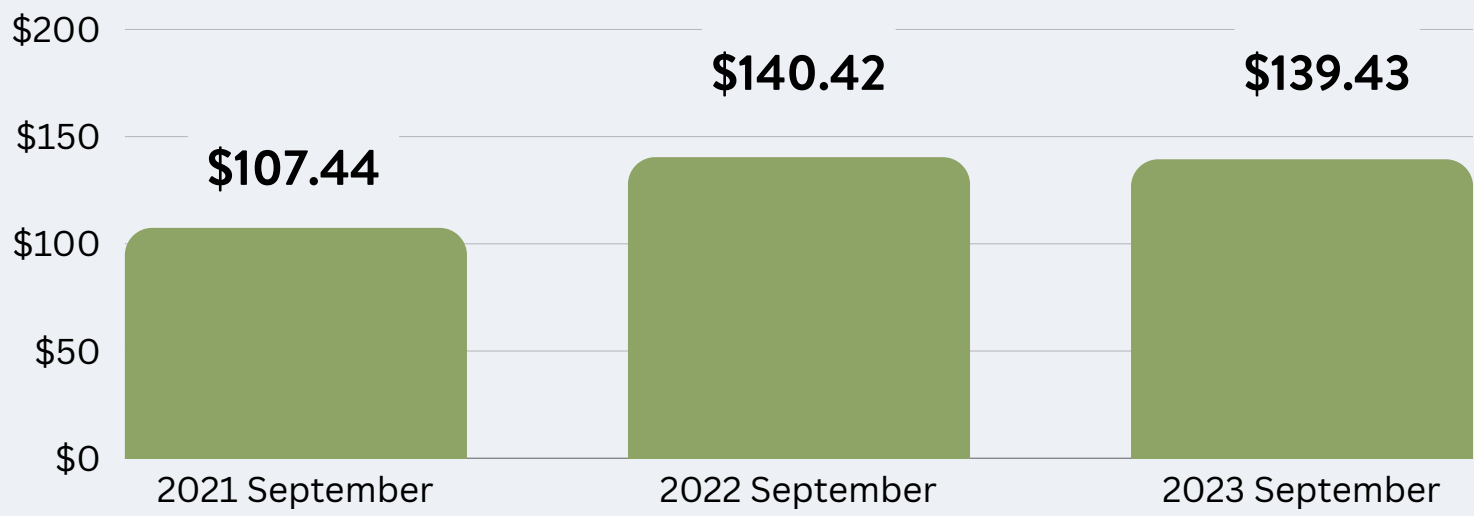
Accommodation

Hotel vs Alternative:

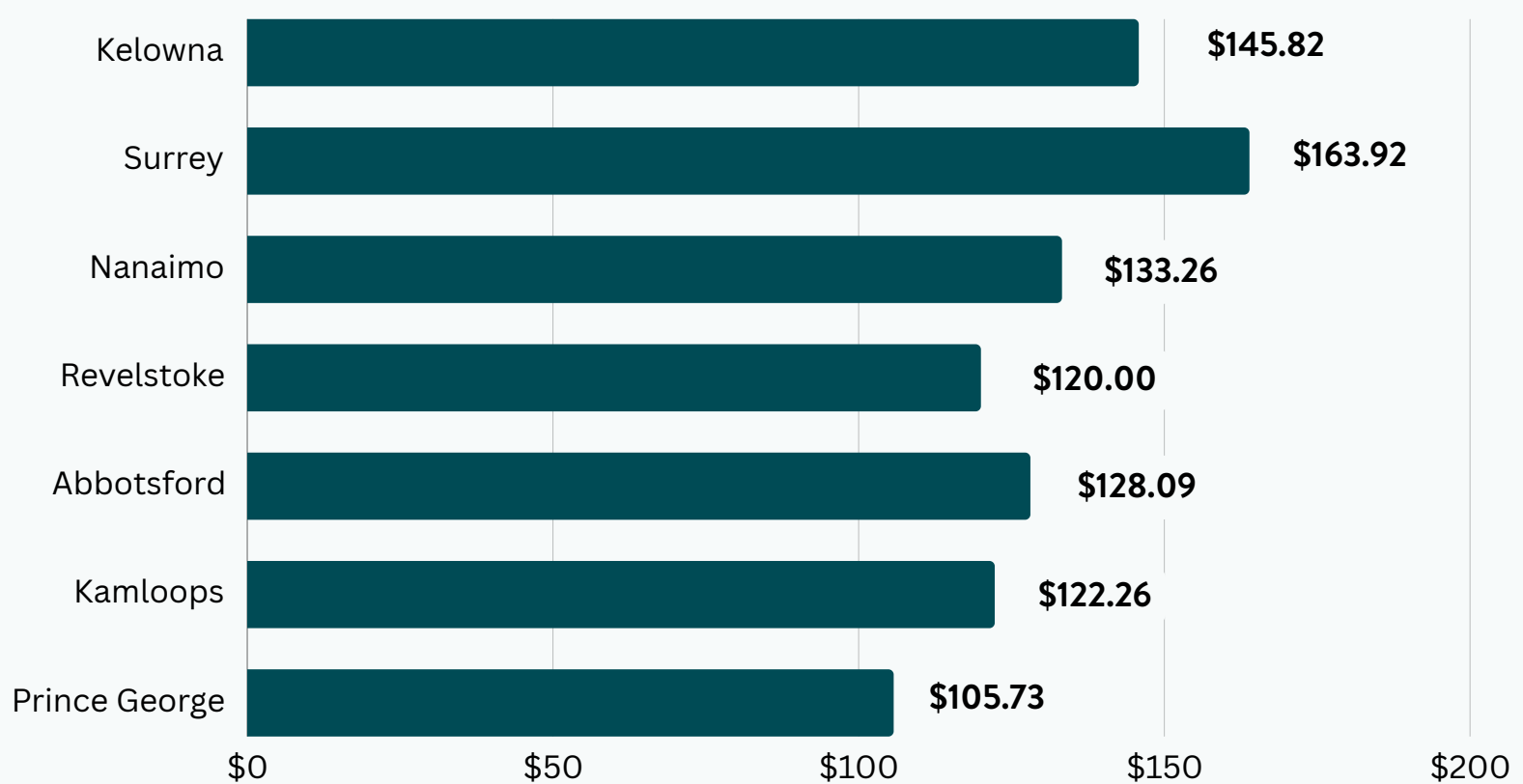


Revenue YTD was **\$103.92M**, the RevPAR YTD **\$117.04**
 ADR YTD was **\$153.23**, and Occupancy was **74.21%**

Hotel RevPAR:

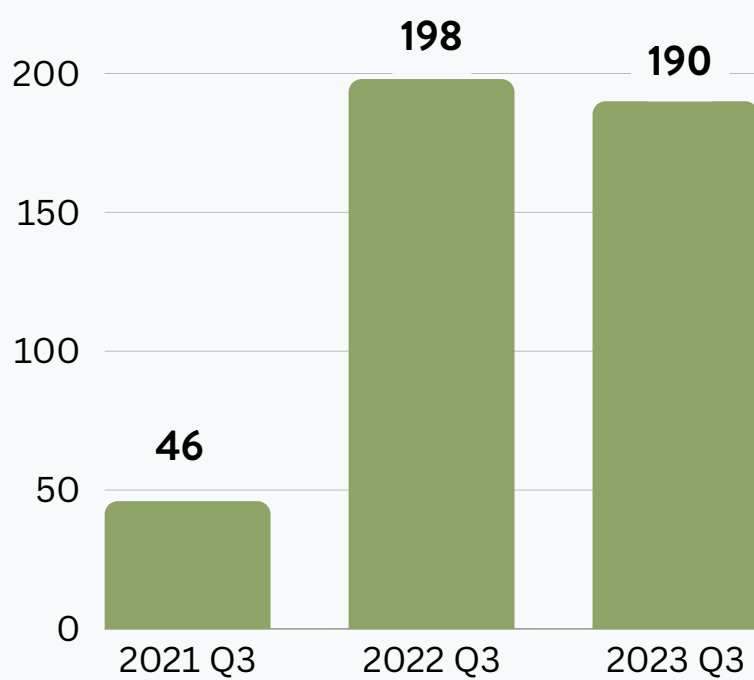


September 2023 Q3 ADR Compset:

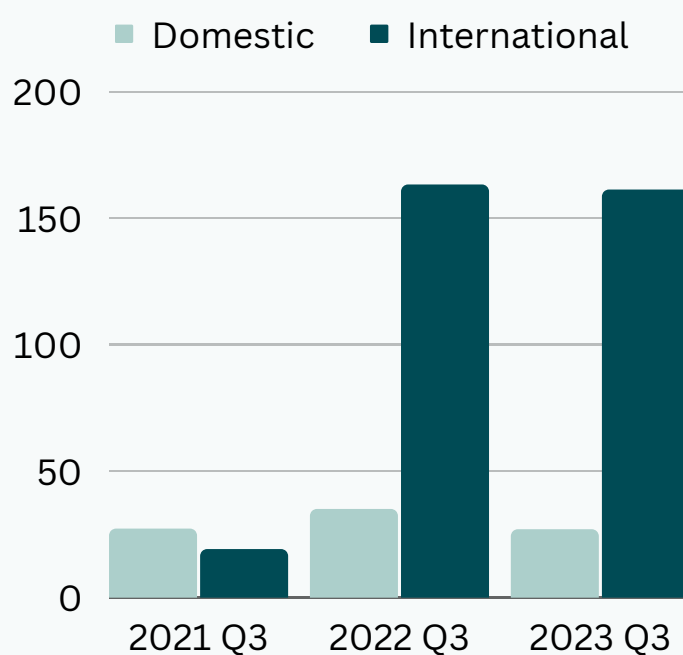


Travel Trade Report

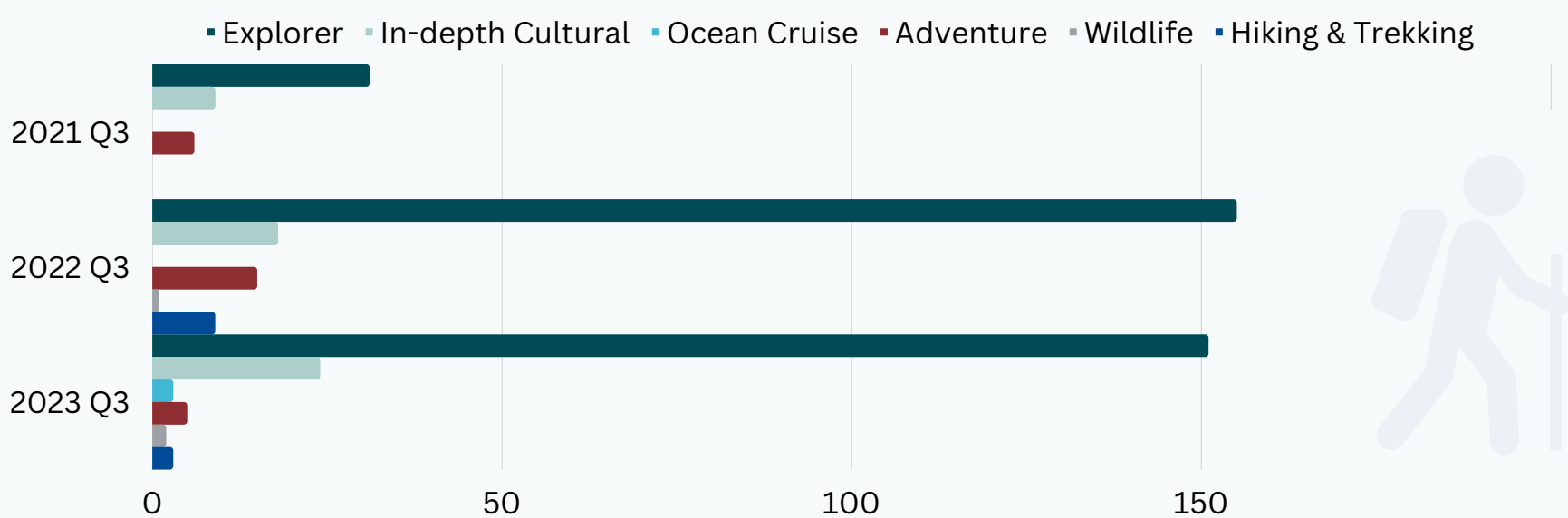
Total Tour Package Arrivals:



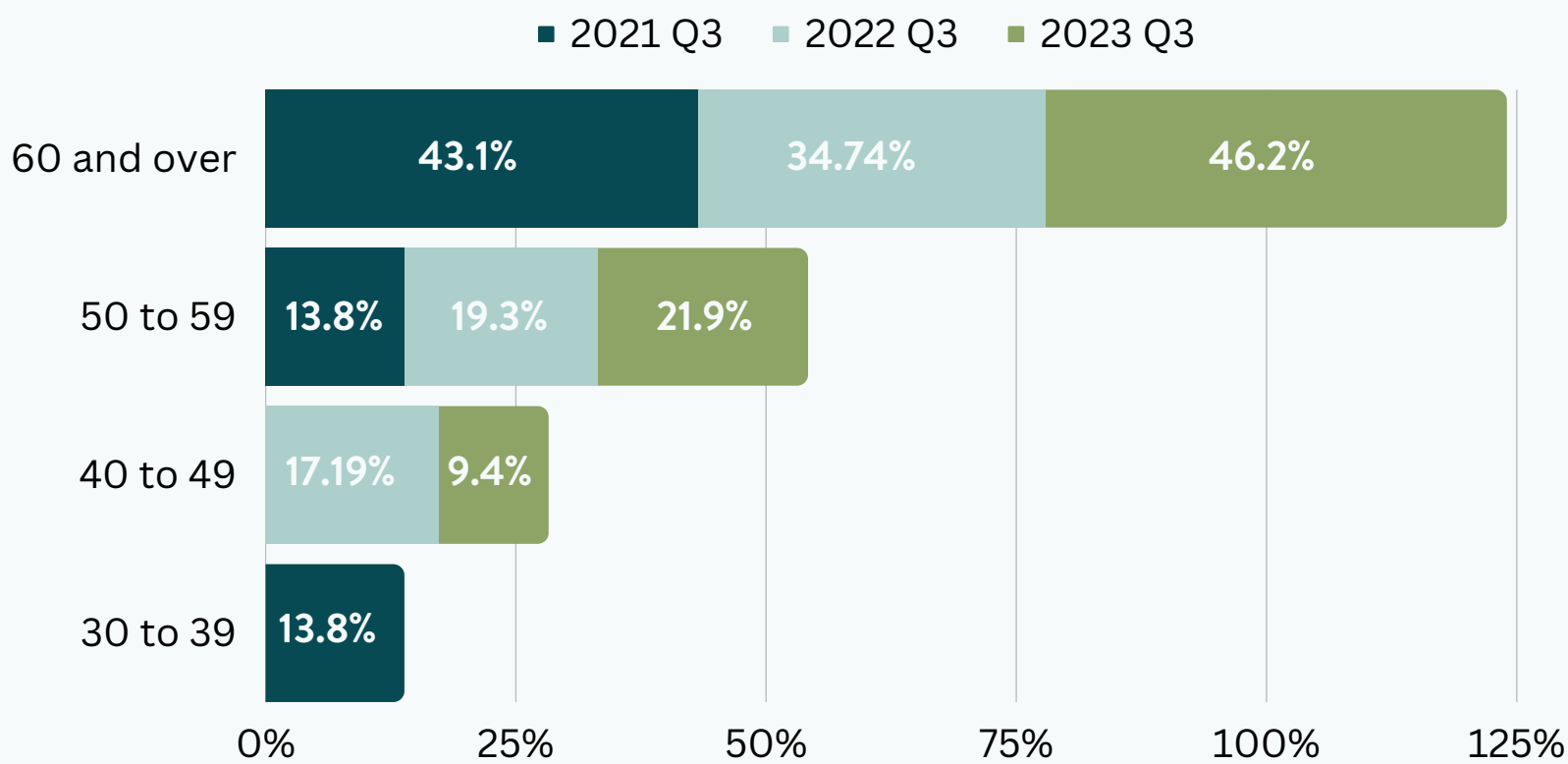
Domestic vs International Tour Package Arrivals:



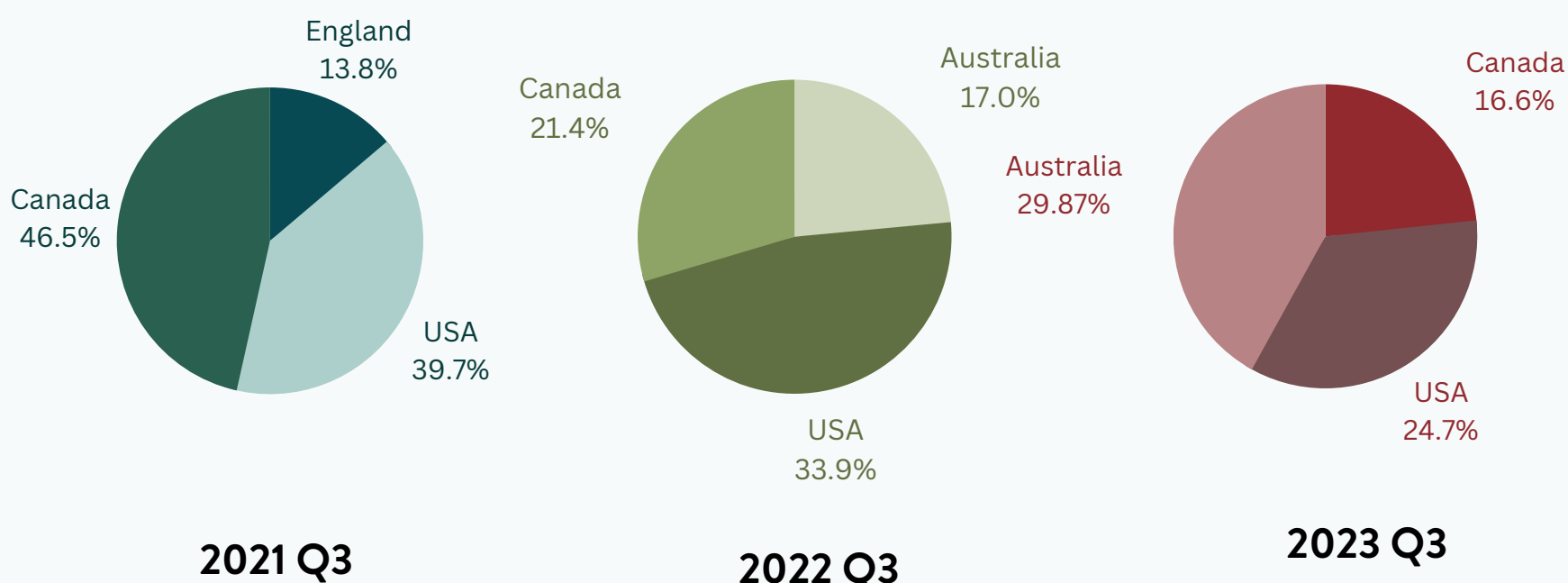
Total Tour Package Arrivals by Tour Type:



Tour Package Arrivals by Age:

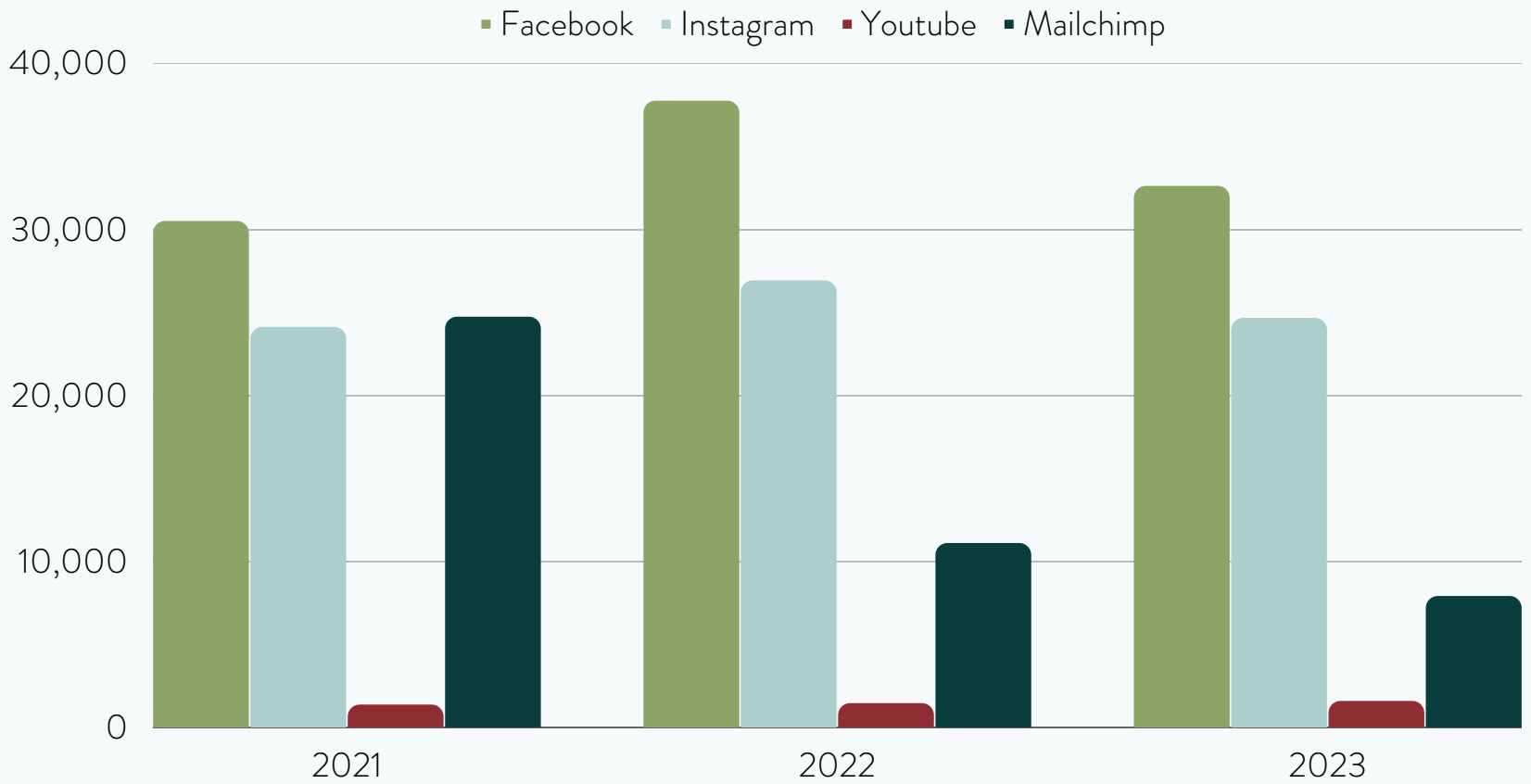


Tour Package Arrivals by Country of Origin:



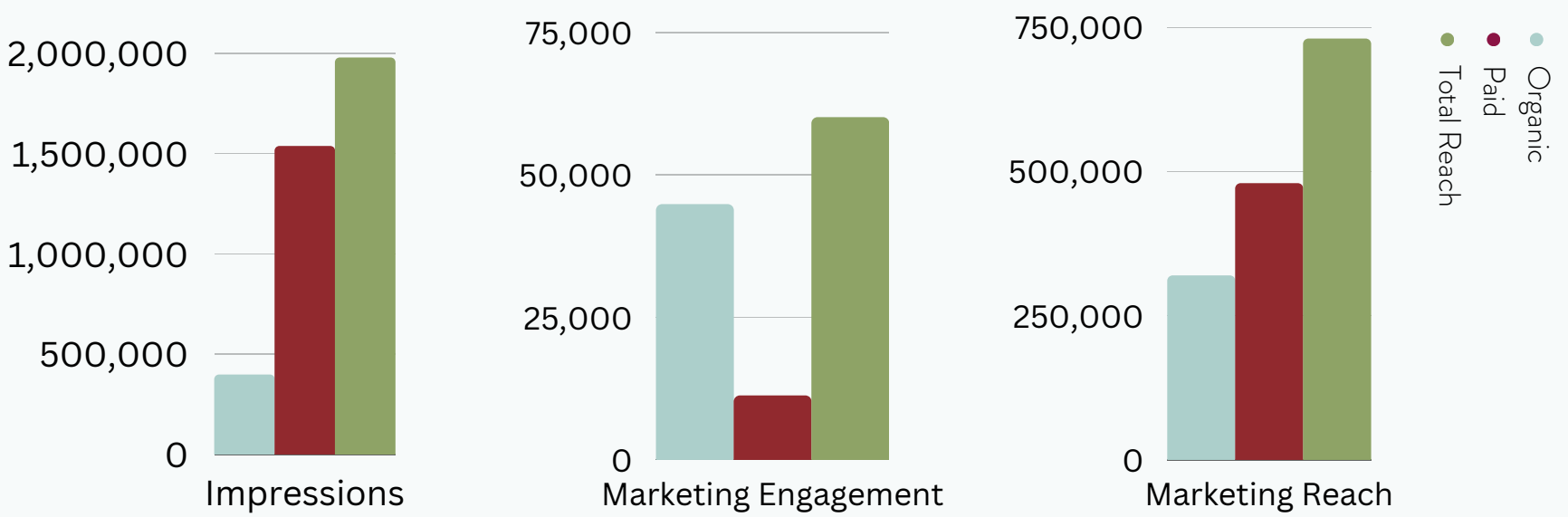
Marketing

Subscribers Q3 July:

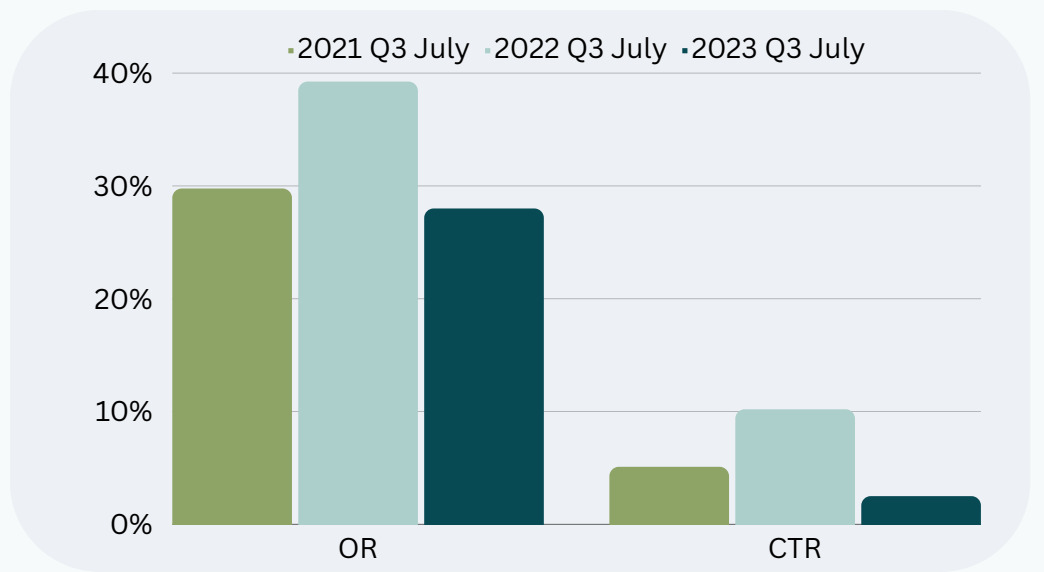


- Video views in 2023 July Q3 were **1,550**
- Website sessions & external links in 2023 July Q3 included **65,964** sessions & **20,926** through external links

2023 Q3 July Impressions, Marketing Reach and Engagement:

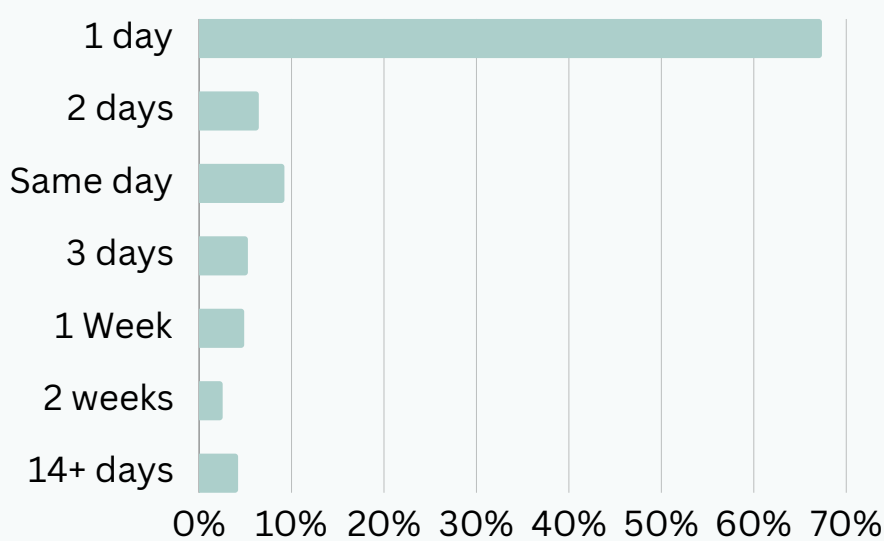


2023 Q3 July the MailChimp Open Rate was **28%** and Click Through Rate was **2.5%**

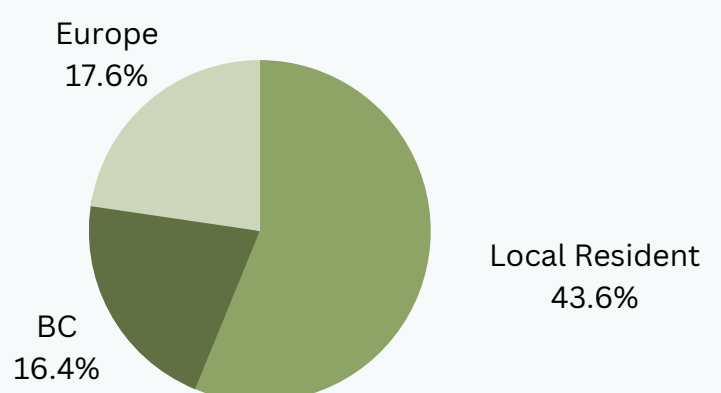


Visitor Services*

Nights in Community:



Top 3 Visitor Origins:

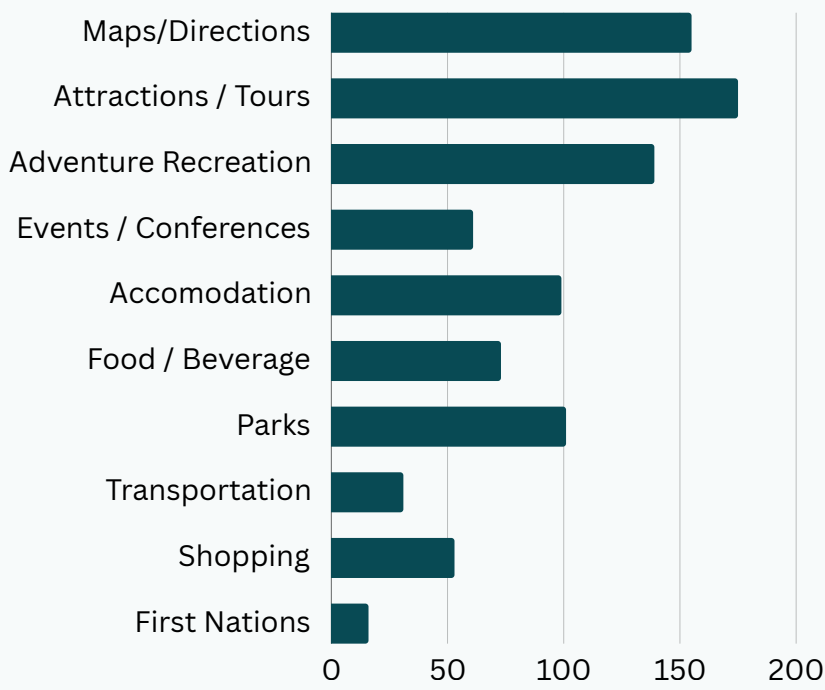


* Data reflective of in-person interactions from our Tourism Kamloops Bold Street Team

Visitor Services Continued*

Information Requested in 2023 Q3 September :

Community specific Information Requested in 2023 Q3 September :



188 **Hours alt support** 10 **Mail/fax/email inquiries**
26 **Phone calls** 9 **Social media**

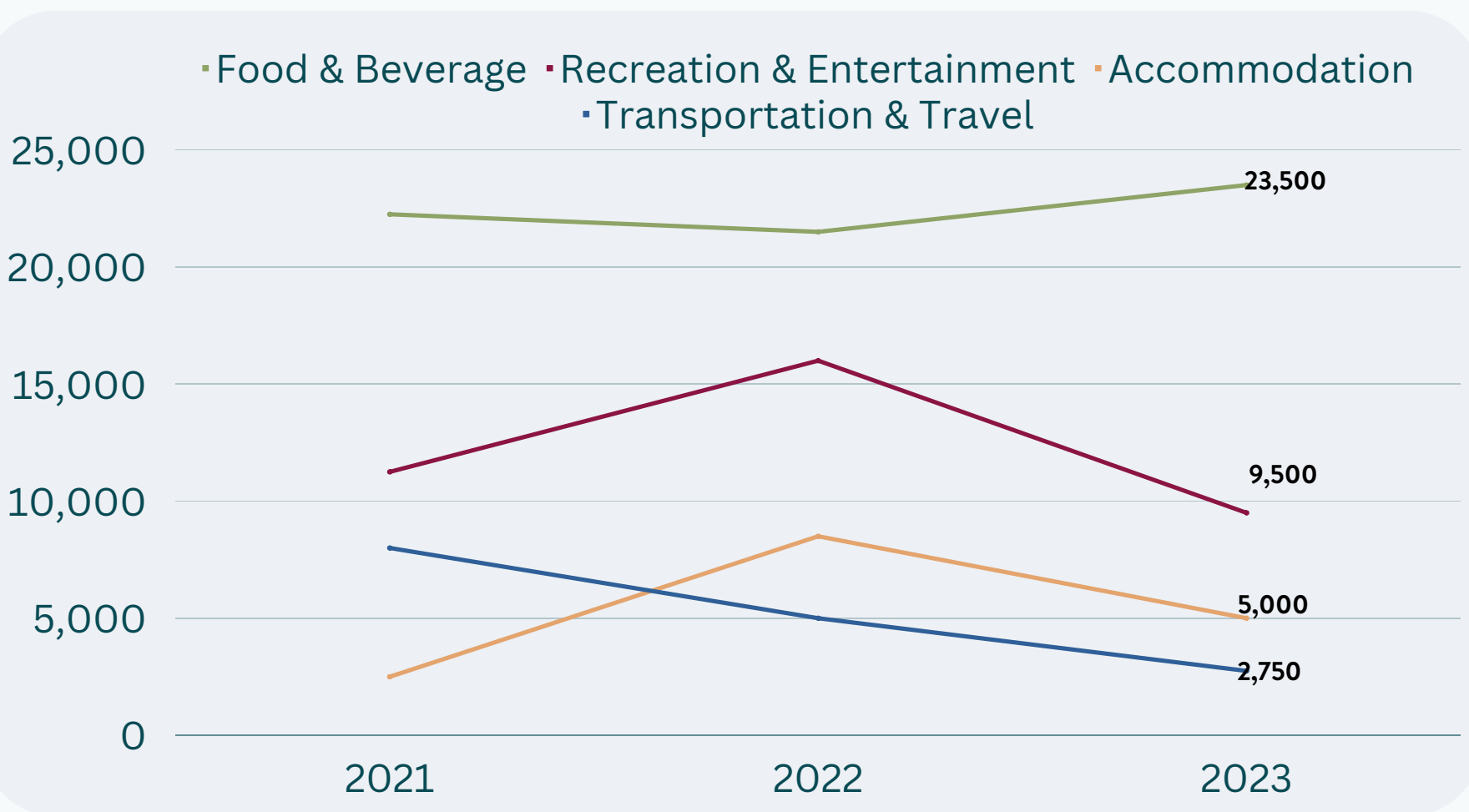
* Data reflective of in-person interactions from our Tourism Kamloops Bold Street Team

Employment

2023 Q3 September:

- Total Tourism Employment was **40,750**
- Tourism Unemployment Rate was **6.6%**
- Average Hours worked per week by Tourism Employees was **53.01**

Tourism Employment by Sector in Q3 September:



- Employment in BC's Tourism and Hospitality sector decreased by **5.0%** from 367,500 in August 2023 to 349,000 in September 2023. Tourism and Hospitality employment in BC has surpassed pre-COVID levels, with **12,000** more jobs compared to September 2019
- Employment change varied across all regions, increasing in Northern BC and Kootenay. Decreasing in Thompson Okanagan, Vancouver Island and the Lower Mainland regions and remaining unchanged in Cariboo.

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.

Thompson Okanagan Number of Employees 2023:



- Of those employed in BC’s Tourism and Hospitality industry, **49%** are male and **51%** 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; **26%** have a degree or diploma below a bachelor’s, and **31%** have a bachelor’s degree or higher.
- The unemployment rate in the Tourism and Hospitality sector in BC slightly decreased from **4.0%** in August 2023 to **3.7%** in September 2023. The unemployment rate fell below the pre-covid level (**5.0%** in September 2019 vs **3.7%** in September 2023). The quoted unemployment rate is also lower in comparison to the same month in 2020 and 2021.

Aggregate weekly hours worked in BC’s Tourism and Hospitality sector decreased from **11.0 million** hours per week in August 2023 to **9.8 million** hours per week in September 2023. The magnitude of the decrease is much more significant in the Accommodation sector. In terms of regions, the Lower Mainland region had the largest decrease.



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

Destination Overview

Led by Indigenous Tourism BC (ITBC), the \$6 million Indigenous Tourism Training Initiative will support current and aspiring Indigenous tourism workers and employers by providing Indigenous-led and culturally focused training and educational opportunities.

Employers and people working in the Indigenous tourism sector will be able to grow their skills and education through new programs designed to attract and retain Indigenous tourism talent, develop careers, and strengthen the sector. The Tourism Training Initiative will assist Indigenous communities, businesses, employees, and entrepreneurs to enhance their education and skills in Indigenous storytelling, marketing, social media, and workplace safety, and earn certifications required to work in the hospitality and tourism industry, including FOODSAFE and Serving It Right.

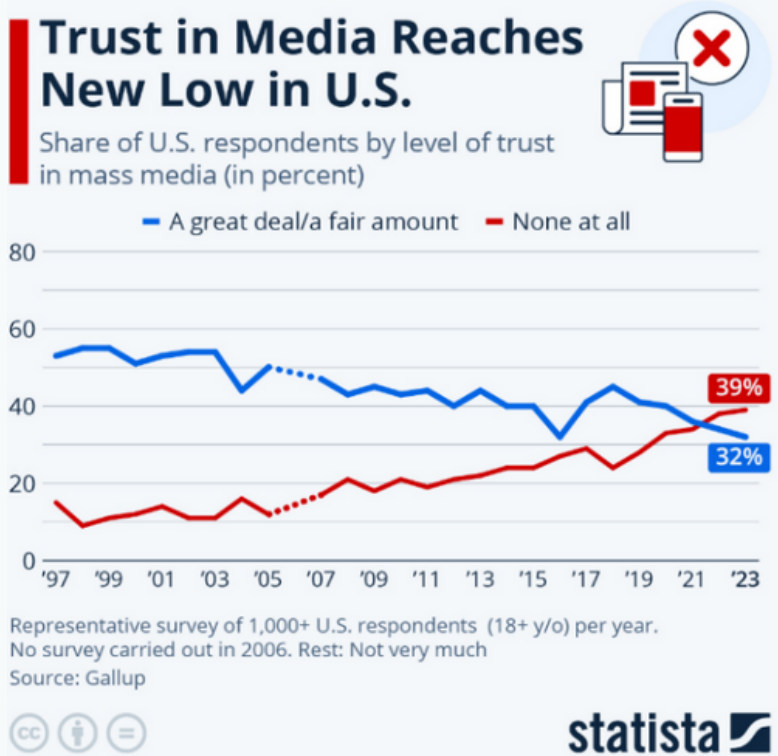
Kamloops Research Highlights:

639.23K total arrivals YTD

\$329.12M Total spending YTD

\$153.23 ADR YTD

74.21% OCC YTD



Canada Highlighted as a Major Player in Regenerative Tourism

In an article published on October 17, major French newspaper Le Figaro highlights the emergence of the regenerative approach in the international tourism industry, using the virtuous story of Ego Island Inn as a prime example. Canada is stepping up as a dynamic player in this space, alongside Finland, Malaysia, and Morocco, thanks to its manifesto on the subject.

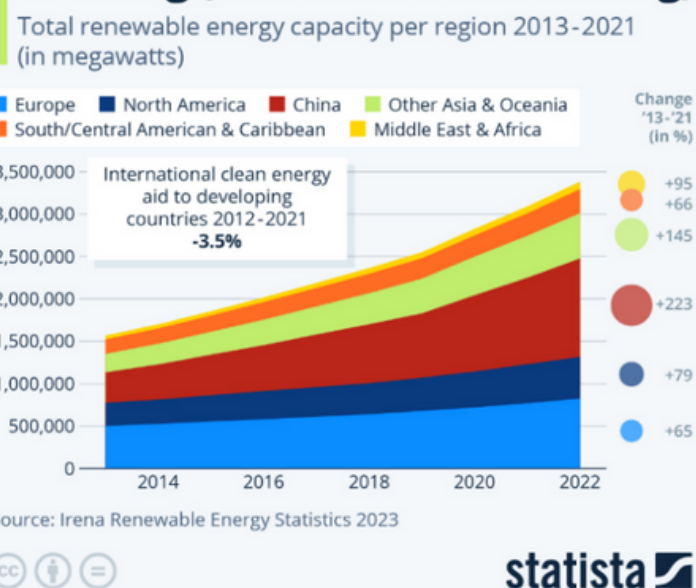
Meanwhile, Regenerativetravel.com is riding the wave to develop a membership program for hotels committed to this approach.

UK Campaign Targets High Value Guests in Heart of London

As an extension to the summer/fall campaign in the UK, Destination Canada has booked up Digital Out of Home advertisement spots in various London Underground interchange stations. Capturing the high foot traffic during rush hours, we hope to showcase an array of summer and fall experiences to our HVG audience in London and also taking this as an opportunity to infusing humour established from the Destination Canada's brand tone of voice.

[See the campaign here](#)

Where Renewable Energy Is Growing (And Where It Is Stalling)



According to the China Tourism Academy report, middle-aged and elderly citizens have become increasingly significant customers in the country's tourism industry in recent years. The report indicates that in 2023, individuals aged between 45 and 64 will account for 902 million trips, representing 27.80% of all tourism activities and making them the largest tourist group in the market.

According to Qunar's big data, only 7% of elderly people traveled this year during the Mid-Autumn Festival and National Day holiday. However, the proportion of elderly travelers gradually increased after the long holiday. In fact, after the Double Ninth Festival, the proportion of elderly tourists traveling exceeded 11%. Ctrip's data also show that the number of people over 55 years old traveling this year has almost tripled compared to the same period last year, as of mid-October. The main consumer group for travel among the elderly is those aged 55 to 60, accounting for 60% of all travelers, while those aged 61 to 65 account for more than 20%.

Things like live chat, DMs, and other conversational tools can feel like an afterthought, but this report suggests that, for a lot of people, messaging with a business has become a must-have. They provided a few stats to back up the idea:

- 1 in 3 people chat with a business at least once a week
- 70% of respondents said they feel more connected with business they can message
- 52% of Gen Z respondents agreed that messages on Instagram help them build relationships with brands