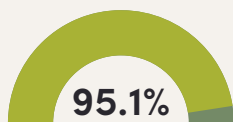


2023 Resident Sentiment Survey Snapshot

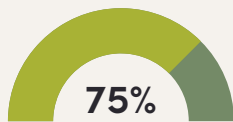
Survey completed June 2023

Tourism Kamloops' 2023 resident polling indicates a positive outlook on the value of tourism in our community.

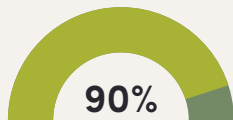
Results demonstrate a consistent understanding of the importance of tourism in Kamloops. For the third year in a row, over 90% of residents believe tourism is an important industry for Kamloops.



95.1% of residents believe the tourism industry has a positive impact on Kamloops' economy.



75% of residents believe Kamloops is currently attracting the right kind of tourists.



Nearly 90% of residents said that money spent to attract more tourism to Kamloops is a good investment.

Tourism sector seen as a strong employment source

When asked, over 86% of residents felt that the tourism industry provides good employment opportunities to Kamloops residents.

Residents would like to see Tourism Kamloops advocate for new infrastructure projects.

85% of residents believe that investments in community activation through events, installations, and beautification of spaces, will positively impact my life as a resident of Kamloops.

