

The 2022 Public Polling Survey signaled Tourism Kamloops' return to ensuring our organization and the tourism industry as a whole is viewed favorably and economically important to the citizens of Kamloops. This year's survey indicates that the public remains supportive of tourism but does showcase key areas for us to educate further through our Value of Tourism campaign.

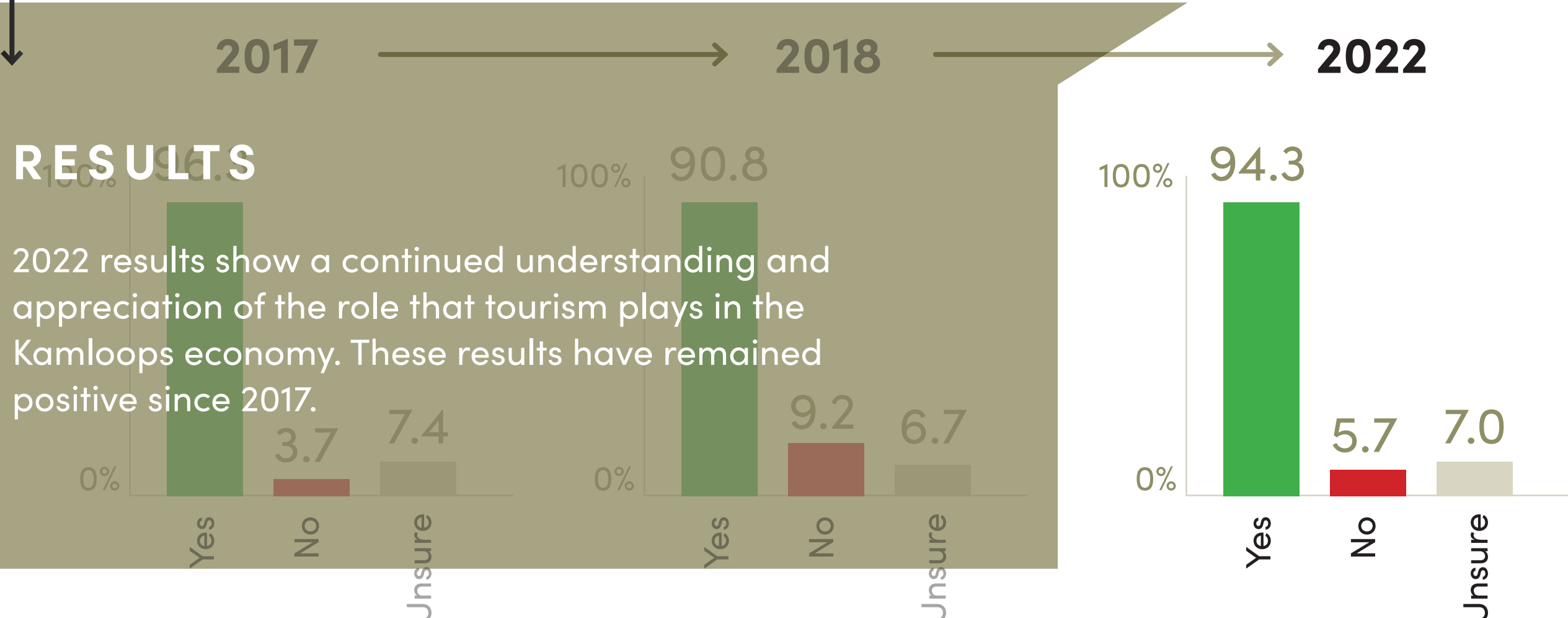


2022 Public Polling Survey

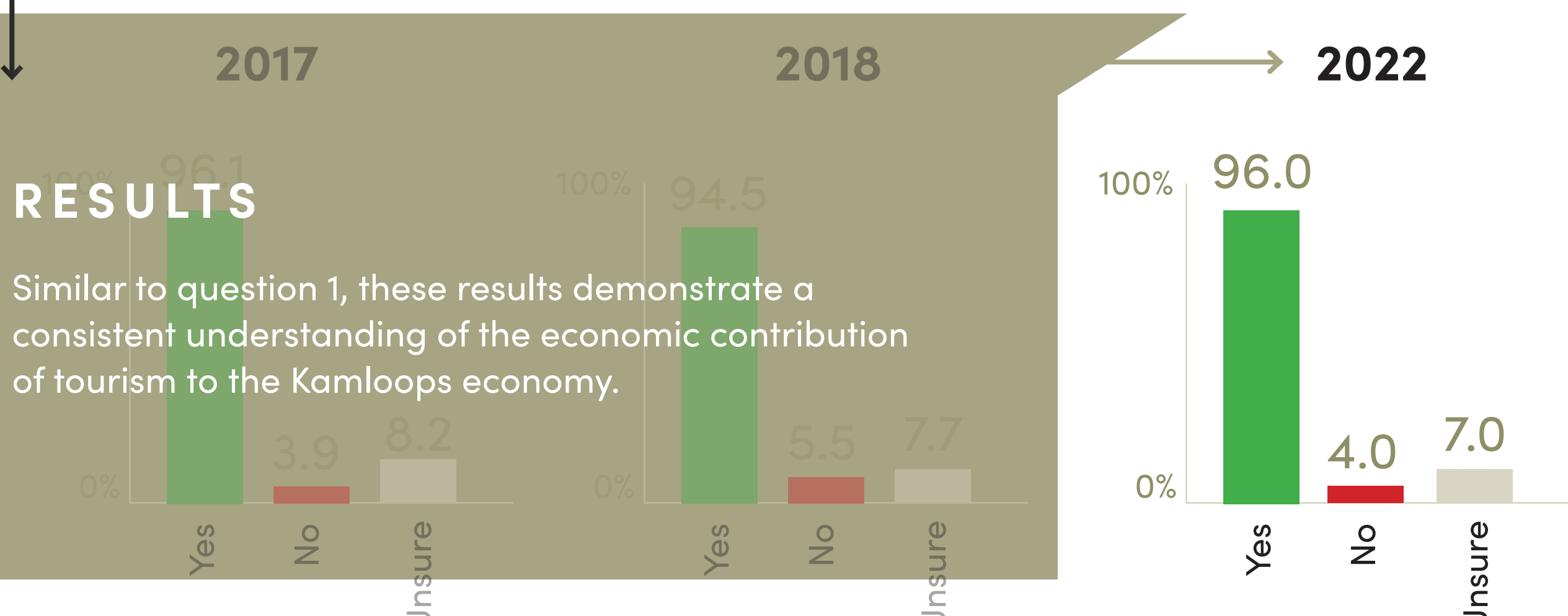


2017 | 2018 | 2022
524 | **480** | **584**
NUMBER OF RESPONDENTS

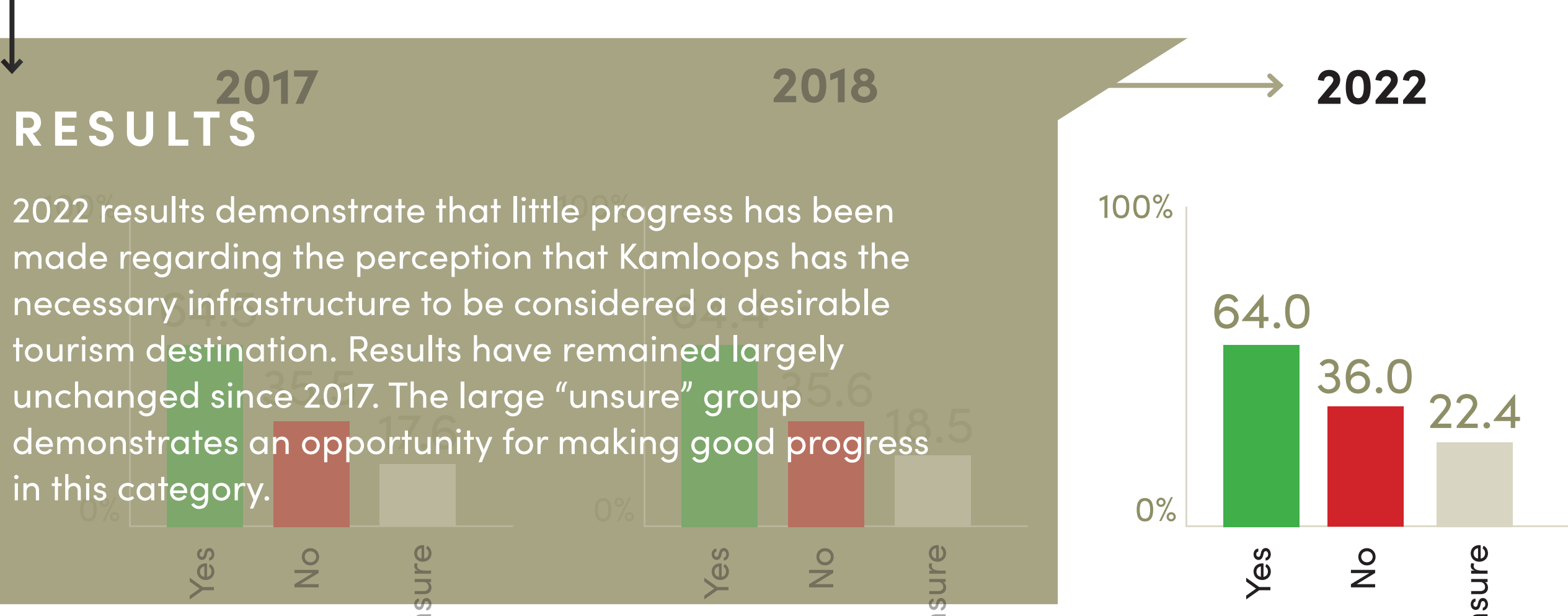
"Tourism is an important industry in Kamloops."



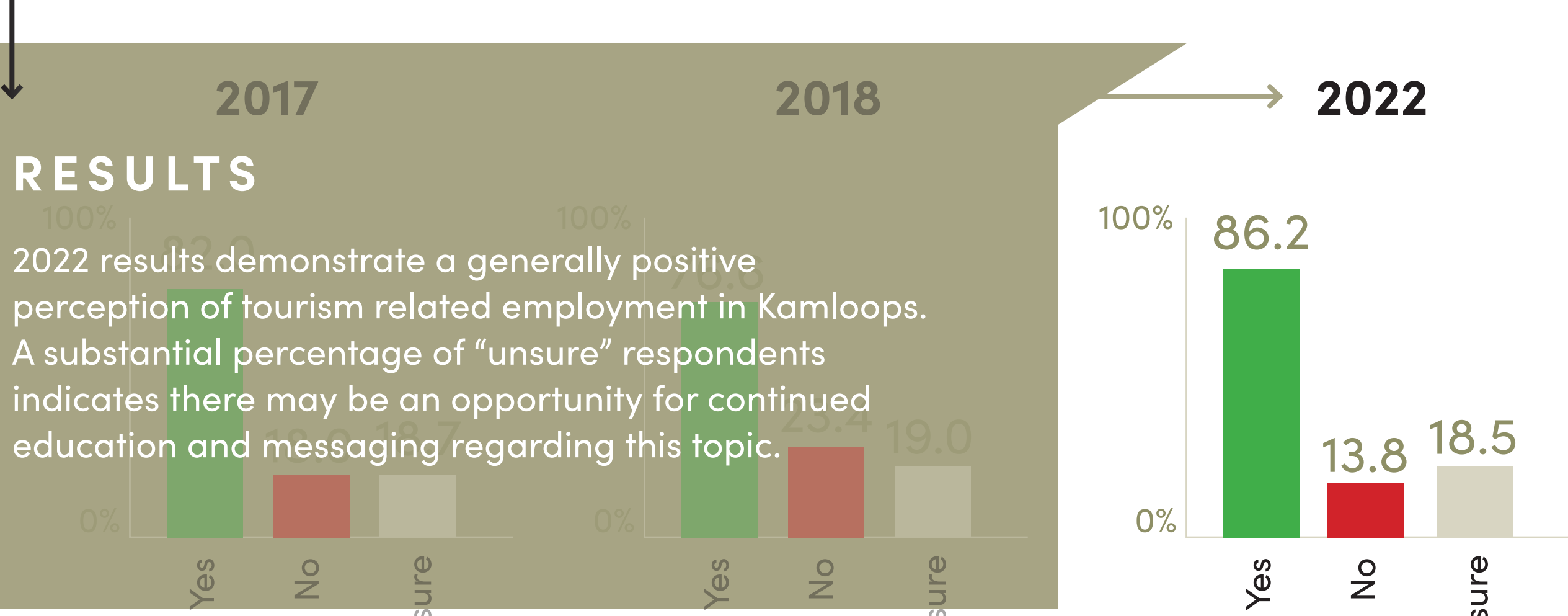
"The tourism industry has a positive economic impact on Kamloops' economy."



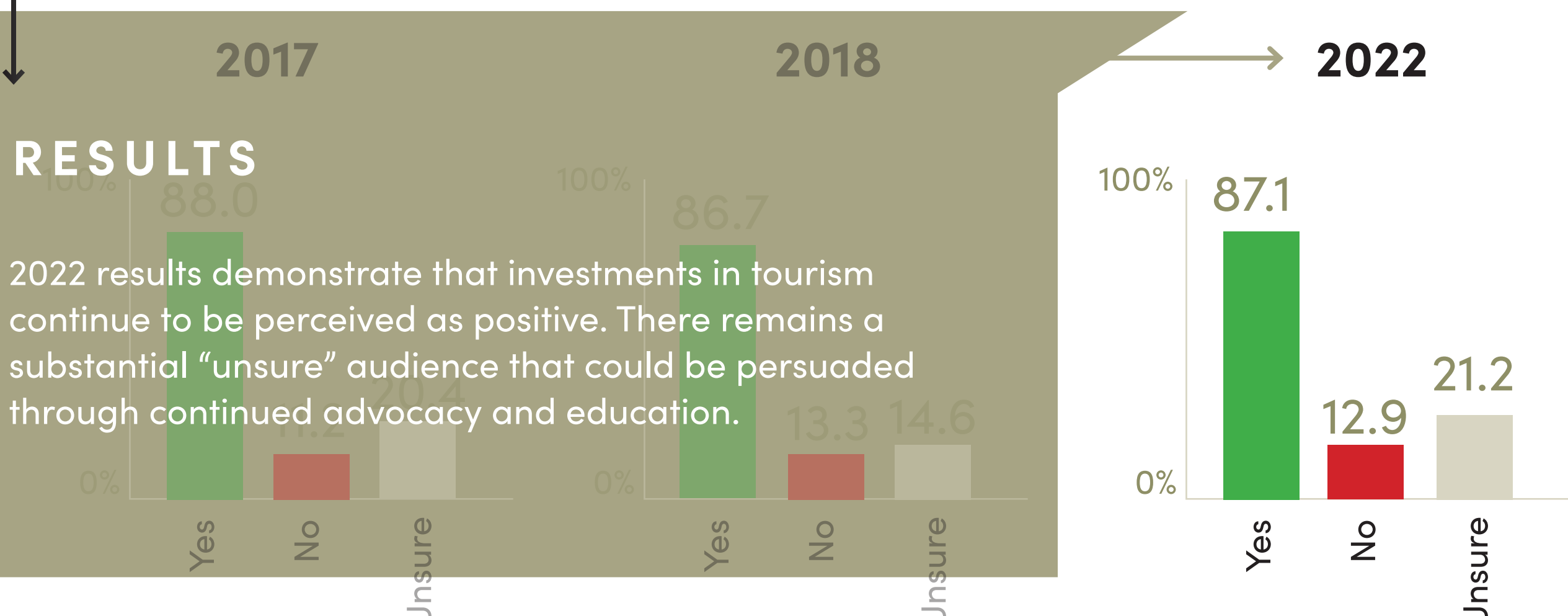
"Kamloops has sufficient infrastructure and attractions to be considered a desirable tourism destination."



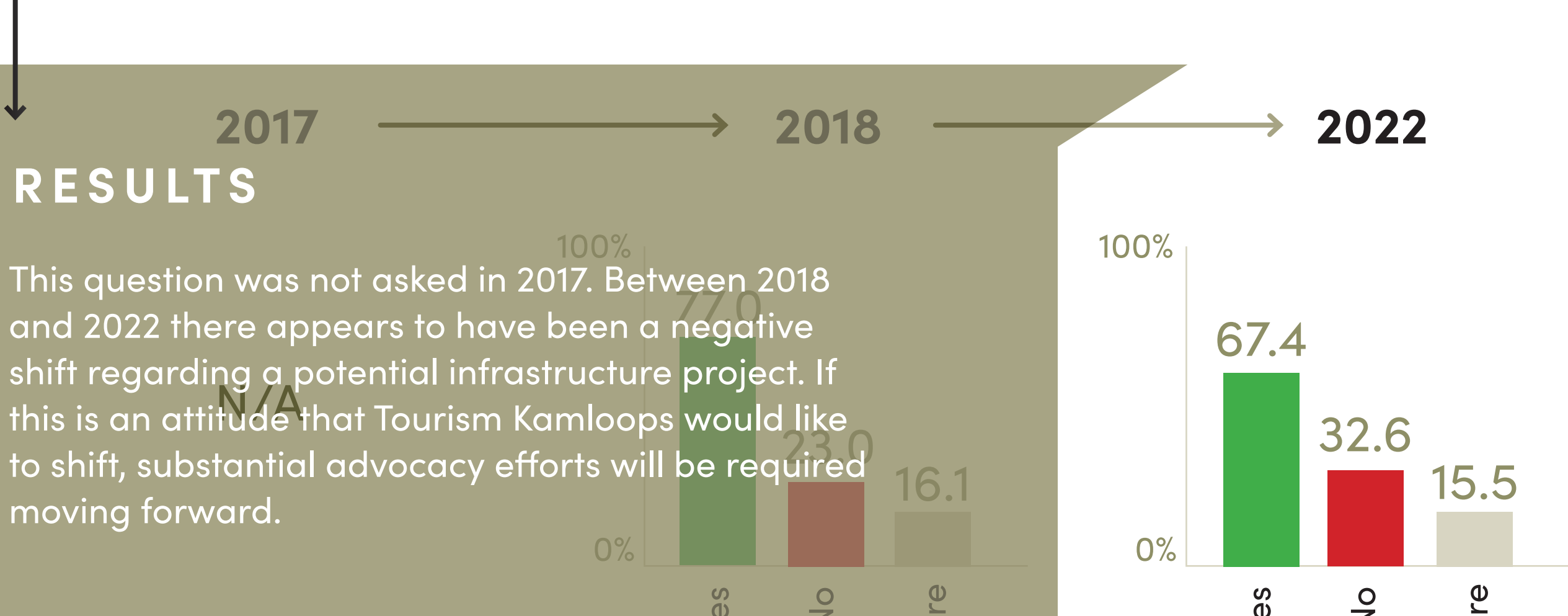
"The tourism industry provides good employment opportunities to Kamloops residents."



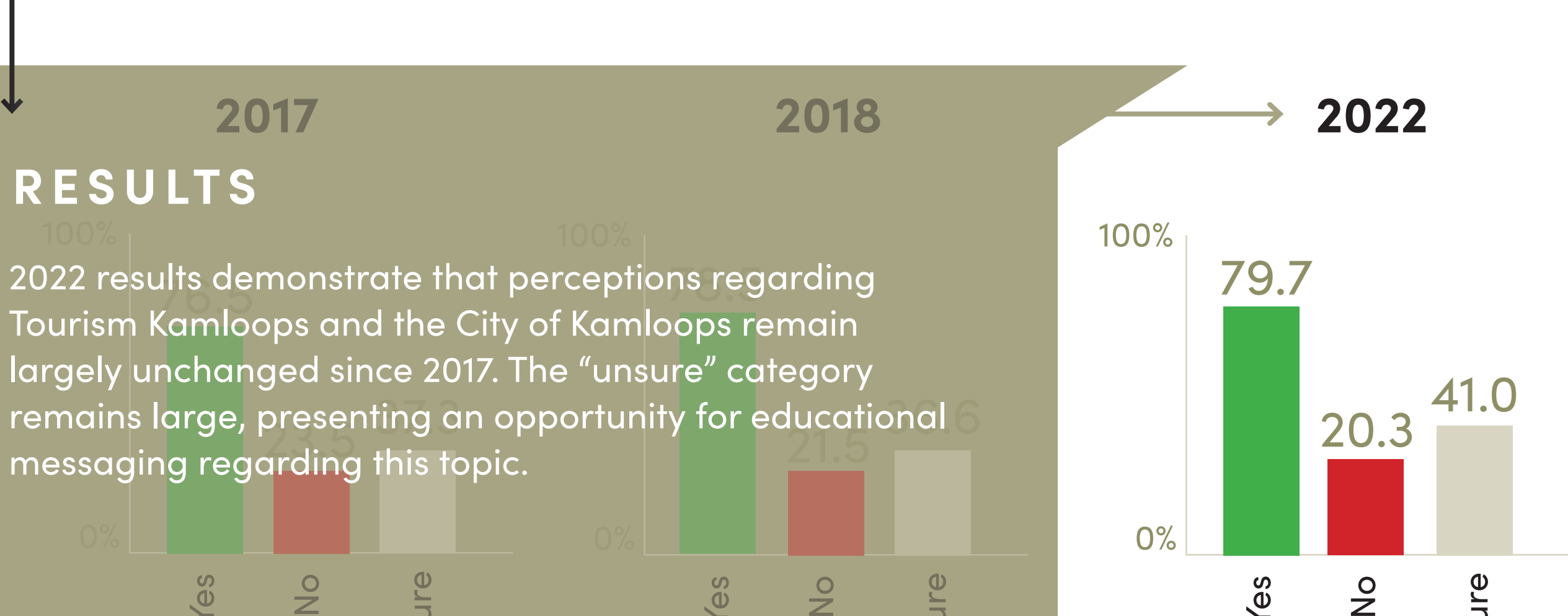
"Money spent to attract more tourism to Kamloops is a good investment."



"Are you supportive of an infrastructure project, like a civic centre, that would allow Kamloops to host large conferences, tradeshow, and public events?"



"The City of Kamloops and the tourism industry are working together effectively to increase tourism to our region."



Tourism Kamloops will be bringing Value of Tourism back to the forefront of our corporate communications initiatives. It is our goal to educate our community and ensure they understand our strategic pillars (organizational excellence, values-based marketing, destination development, and destination alignment) and how those focus areas directly benefit Kamloops.