



# Year in Review

Annual Report  
July 2023 - June 2024

TOURISM  
**kamloops**

Tourism Kamloops is situated on the traditional lands of the Tk'emlúps te Secwépemc within Secwepemcúl'ecw, the traditional and unceded territory of the Secwépemc People.

We acknowledge and give honour to the lands that we live, work, play, and welcome visitors to.

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# Vision

Come share the experience and play like a local.

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# Purpose

Amplify our community with intention, unleashing the power of our BOLD, REAL people and spaces.

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# Values

**Be Real. Be Bold. Be You.**  
Act Inclusively, live diversely.

**Our community is our soul. Create greatness together.**  
Be the voice for this valley. If you are loud enough, it will echo.

**Live with intention and respect.**  
Fiercely protect the spaces we live and play in.



# Our Strategic Vision



A strong foundation has always been at the core of Tourism Kamloops' approach, and this past year has been no exception. With significant changes in our team and leadership, we focused on re-evaluating our strategic priorities and ensuring we remained aligned with our vision and goals. This process guided us through a year of growth and adjustment, with an emphasis on building a brand that reflects the approachable and dynamic nature of Tourism Kamloops. This included working toward a refreshed brand identity and building brand awareness through targeted strategies and the development of a new website to better serve both industry partners and visitors.

Strengthening our engagement with industry partners was a key focus, particularly through the launch of our regular Mug'n Muffin sessions, which foster open dialogue and collaboration. We also placed a greater emphasis on building relationships with Indigenous communities, understanding that these connections are essential to our long-term success and to creating a more inclusive tourism landscape in Kamloops.

Our commitment to innovation continued this year as we invested in tools and strategies to enhance organizational efficiencies, ensuring that our resources were being used effectively. At the same time, we actively advocated for enhanced measures to support crisis response, recognizing the need for agility and preparedness in an ever-changing global environment.

The transition of many team members over the year meant that human resources were a primary focus, allowing us to bring in fresh talent while also focusing on retention and development. With our new CEO, Erik James Fisher, at the

helm, we have an improved organizational framework, focused goal setting, and enhanced communication. This focus extended to our Board as well, with efforts toward board development and succession planning aimed at ensuring long-term sustainability and strong governance.

As part of our destination development efforts, the "Illuminate Kamloops" initiative was a highlight, focusing on creating a vibrant and inviting atmosphere in the city. We introduced a new Destination Events Fund to provide more robust support for events during the shoulder season, helping to drive visitation during traditionally quieter times. In the business events space, we worked closely with meetings-focused partners to elevate Kamloops as a desirable destination for business gatherings.

Another milestone this year was moving into our new office space, a change that brought our team closer together and fostered a more collaborative and creative working environment. These achievements are all part of our commitment to building a bright future for tourism in Kamloops, grounded in strong relationships, innovative thinking, and a passion for our community.

We remain focused on expanding Kamloops' impact as a vibrant, inclusive, and resilient destination. By grounding ourselves in a strong foundation, fostering meaningful partnerships, and embracing innovative strategies, we're not only elevating Kamloops' appeal to visitors but also creating lasting value for our community. As we continue executing on our vision, we're inspired by the opportunities that lie ahead to make Kamloops a destination that reflects the spirit and strength of everyone who calls it home.

# Our Board

**Trish Morelli**  
Chair  
Executive Director,  
Kamloops Wineries Association

**Steve Earl**  
Vice-Chair  
General Manager,  
Prestige Kamloops

**Gary Yu**  
Treasurer  
General Manager,  
DoubleTree by Hilton Kamloops

**Angela Tasker**  
Secretary  
Director of Sales,  
Coast Kamloops Hotel & Conference Centre

**Percy Amaria**  
Director (Past Chair)  
Columbia Diner

**Rob Mensinger**  
Director  
Rocky Mountaineer

**Jim Gudjonson**  
Director  
British Columbia Lottery Corporation

**Shelia Minten**  
Director  
Vista Inn

**Pav Moore**  
Director  
Thompson Hotel

**James MacDonald**  
Director  
Western Canada Theatre

**Mike O'Reilly**  
Director  
City of Kamloops

**Joshua Gottfriedson**  
Director  
Tk'emlúps te Secwépemc

**Sarah Candido**  
Liason  
City of Kamloops

**Krista Stoesz**  
Liason  
Tk'emlúps te Secwépemc



# Our Team

## Operations

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**Monica Dickinson**  
CEO  
(Until March 2024)

**Erik James Fisher**  
CEO  
(Started May 2024)

**Tara Look**  
Corporate Operations Officer

## Marketing

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**Sandeep Takhar**  
Director, Brand & Marketing

**Ashley Cox**  
Marketing Manager

**Rachel Lewis**  
Graphic Design Specialist

**Jordan Fraser**  
Digital Marketing Specialist  
(Until May 2024)

**Katy Morrison**  
Content Specialist  
(Maternity Leave starting January 2024)

**Tianna Dilley**  
Content Specialist  
(Contract January-June 2024)

Digital Marketing Specialist  
(Started June 2024)

## Community

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**Lisa White**  
Director, Community Development  
& Engagement

**Anam Rahman**  
Community Engagement Coordinator  
(Until March 2024)

**Amy Ulrich**  
Visitor Experience Specialist  
(Until January 2024)

**Meghan Lawson**  
Visitor Experience Specialist  
(Started March 2024)

## Development

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**Lisa Strachan**  
Director, Destination Development  
& Trade Relations

**Nic Zdunich**  
Destination Development Manager

**Holly Therrien**  
Destination Experience Manager

**Jada Glen**  
Destination Experience Coordinator  
(started January 2024)

# Message from the CEO

As I stepped into my role with Tourism Kamloops this past May, I was welcomed into a team and an organization already driving impressive results. I've spent the past months digging into the organization, seeing firsthand the exceptional work and dedication that have made this year such a success. With each new insight, my appreciation for our team, Board, and community partners has only grown. The foundation of Tourism Kamloops is strong and ready to support even greater growth in the years to come

Tourism Kamloops has a rhythm of resilience and innovation that is rare and inspiring. Our team has navigated the year with agility, facing changes and challenges head-on while remaining committed to our values. Our tourism economy thrives because of its diversity, with growth supported by a mix of business travel, tournaments, and consumer tourism. The completion of The Trans Mountain Expansion project, which brought a rise in business travel, alongside our well-established events, like sports tournaments, added layers of resilience to our economy and helped Kamloops stand out.

Despite the end of some of these larger projects, our Municipal and Regional District Tax (MRDT) revenue remained similar to the previous year—a testament to the strategic investments made in destination marketing and development. Guided by a strategic plan that aligns with both the visitor and local experience, the team's efforts reflected the vision, commitment, and skill within this organization.

The journey forward includes strengthening our relationships with key partners, so that together we can continue enhancing Kamloops. I'm committed to building strong, transparent partnerships with the City of Kamloops, Tk'emlúps te Secwépemc, our accommodation partners, and several other community groups, as I believe we can best grow Kamloops' tourism potential through collaboration and shared goals. The good we bring to our residents resonates in our visitor experience, and this principle will be a driving force as we continue to build and connect.

We've seen the value in aligning our strategic focus with operational efficiency and targeted growth. And, as I reflect on an impressive year, I'm excited to focus on the future. The coming fiscal year will be about deepening our impact, executing on the strategic plan, and exploring new ways to elevate Kamloops in the minds of our visitors. I'm excited to build on the successes of this past year, to strengthen the pillars that have made us successful, and to bring new ideas and opportunities to life for Tourism Kamloops and our community.

Thank you for your trust and support. I look forward to the year ahead, knowing we're well-positioned to achieve even greater impact.

**Erik Fisher**  
CEO, Tourism Kamloops



# Message from the Chair

Reflecting on the accomplishments of the past year, I am filled with gratitude and pride for the collective efforts, and dedication the Tourism Kamloops team brought every day in supporting our vision, mission and values. It has been an honor to serve as Chair, and with each season, my passion for Tourism Kamloops and our community only deepens. I'm in awe of how our team continues to rise to each new challenge, delivering innovation and resilience that fuel our journey forward.

This past year, we faced hurdles particularly in navigating the shifts in traveller behavior along with the inherent environmental threats that have impacted consumer confidence in booking in advance - neither of which slowed the team down. They pivoted, adapted, and continually proved that they're ready to push Kamloops into the spotlight, tackling every challenge with creativity and strength.

From day-to-day operations to big-picture goals, the team's commitment to excellence remains steadfast.

Our organization embraced opportunities to showcase our destination's unique offerings, strengthen our partnerships, and adapt to the ever-changing tourism landscape. There are several highlights that stand out for me - including the brand refresh and a dynamic new website and destination development activations, like Illuminate Kamloops. The team's work has been nothing short of "best in class." These initiatives were not only a reflection of our vision but also of our commitment to elevating Kamloops as a destination that is unique, inviting, and vibrant.

We supported and hosted key events that continued to make Kamloops shine, drawing attention and visitors from across the region. Preparing for events like Kamloops International Cup: English Premier League exemplify the exciting, family-friendly experience that Kamloops offers - from international sporting events to our regional and national tournaments. And with the Build Kamloops project progressing, we're thrilled to see how this investment infrastructure will further enhance Kamloops for both residents and visitors. This intersection between the visitor experience and the resident experience highlights even further the importance of a shared vision for Kamloops' visitor economy. What's good for residents is good for tourism.

This past year also marked a transition in our leadership. We said goodbye to Monica, whose dedication helped lay a strong foundation and we welcomed Erik Fisher as our new CEO. Erik joined us more than midway through the fiscal year, bringing fresh energy, a sharp business perspective, and a keen focus on fiscal sustainability. His approach and acumen have already started shaping the

future of Tourism Kamloops, and we're eager to see how his leadership continues to move us forward. His commitment to collaboration and building a sustainable future aligns seamlessly with our goals.

As we reflect on the achievements of the last year, I would also like to recognize and extend my gratitude to the Board members who are stepping down. Steve Earl, Jim Gudjonson, and Sheila Minten have brought dedication and insight to our work. Each of you, whether through your knowledge and commitment over many years, or the fresh perspective you brought during your time with us, has played an essential role in advancing the mission of the board. On behalf of the entire board and staff at Tourism Kamloops, thank you for your service and dedication. As we welcome new directors, we look forward to building on the strengths they've helped us establish.

As we look forward, I feel immense optimism for what lies ahead. This next chapter will be about building on the incredible momentum we've generated; it will be about enhancing our destination experiences, deepening our partnerships with local government, local businesses, Indigenous communities and cultural organizations, and growing the tourism economy in Kamloops. I'm confident that, with our Board's guidance, Erik's leadership, and the strong team in place, we'll continue to push boundaries and elevate Kamloops as a premier destination.

Finally, on behalf of the Board of Directors, a heartfelt thank you to our members, partners, and community. It's your enthusiasm and belief in Kamloops that drives us to dream bigger and aim higher. I look forward to the continued journey ahead.

**Trish Morelli**

Chair, Tourism Kamloops Board of Directors  
Executive Director, Kamloops Wineries Association

# Brand & Marketing

This year, Tourism Kamloops set out to amplify our marketing impact by refining strategies to target more qualified audiences, helping us connect with the right people while also expanding our reach.



With a sharper focus on increasing website traffic and local visitation, we shifted from broad awareness to specific objectives that drive page views and external link clicks to partner sites, making engagement more measurable and impactful. Innovation in our approach—spanning digital tactics, creative content, and data-driven targeting—enabled us to showcase Kamloops authentically to relevant markets through both direct engagement and new online initiatives.

We launched new initiatives with a digital-first, always-on approach, keeping our in-market messaging dynamic and engaging by rolling out a seasonal campaign every 8–10 weeks. In addition to our Fall, Winter, Spring and Summer campaigns, we introduced two new campaigns: Holiday (November–December 2023) and Spring Break (March 2024), each showcasing Kamloops' unique experiences for key travel periods. Our efforts connected with audiences through:

- Google and Meta ads
- Digital out-of-home video billboards at YVR and YYC airports
- Influencer collaborations and partnerships with Tourism Sun Peaks and Destination BC
- Sponsored content in top publications for enhanced visibility
- FAM tours showcasing Kamloops' key experiences for influencers and industry partners
- Strengthened relationships and built new connections during our time at [Rendez-vous Canada \(RVC\)](#)

We introduced the 'Loops Explorer Pass, a digital pass offering locals exclusive deals and discounts to enjoy Kamloops with their visiting friends and family. The pass featured deals from local favourites the BC Wildlife Park and the Kamloops Art Gallery, and encouraged residents to explore and celebrate their city. Additionally, in partnership with [Dine Around](#), we also supported local dining through their seasonal events including Dinner and Patio which have become a hit among participating restaurants, boosting community engagement and business alike.

Through our expanded partnerships, we've optimized resources and amplified our impact while maintaining financial efficiency. Our partner marketing program provided a valuable avenue for collaboration, enabling our non-MRDT partners to engage with us and the broader Kamloops audience.

Our Industry Marketing Advisory Group brought together key voices to amplify the unique experiences Kamloops has to offer. In addition to providing valuable feedback on our brand refresh and website redesign, their insights played a pivotal role in helping us define our business plan for the year, identify marketable opportunities within the city, and guide our approach to collaborative partnerships. By leveraging their expertise, we ensured our strategies aligned with both industry trends and community needs, driving a cohesive vision for Kamloops tourism.





# Brand Refresh & Website Launch

To stay fresh, relevant, and inspiring, we embarked on a year-long journey to refresh our brand and redesign our website, bringing Kamloops' essence of "Boundless Space" to life. This new direction captures the city's iconic landscapes and the expansive opportunities for connection, play, and exploration. Our brand promise—providing boundless space for body and soul—is woven into every aspect of our visuals and messaging, emphasizing Kamloops as a destination that inspires relaxation, recreation, and meaningful connections.

The redesigned website enhances the user experience with streamlined navigation, improved search functionality, and an immersive, visually engaging layout. Built with a mobile-first approach, it ensures accessibility for users on all devices, making it easier than ever for visitors to plan their Kamloops adventures. This modernized platform is the culmination of a year's worth of collaboration and development, showcasing Kamloops' unique offerings while reinforcing our brand purpose: to amplify the value of boundless space and improve the lives of both residents and guests.

# We drove impact through brand & marketing:

# The numbers

883,427

+14%

Website Sessions

156,221

+5.1%

#explorekamloops Uses

1,427,601

+40%

Website Page Views

1,751,050

+258%

YouTube Views

46,022,938

+82%

Total Owned Impressions

162,900

-21%

Referrals (External Link Clicks)

*Note: In FY22/23 we hosted Scotties and Memorial Cup, both of which heavily increased the volume of referrals from our site*

3,642,224

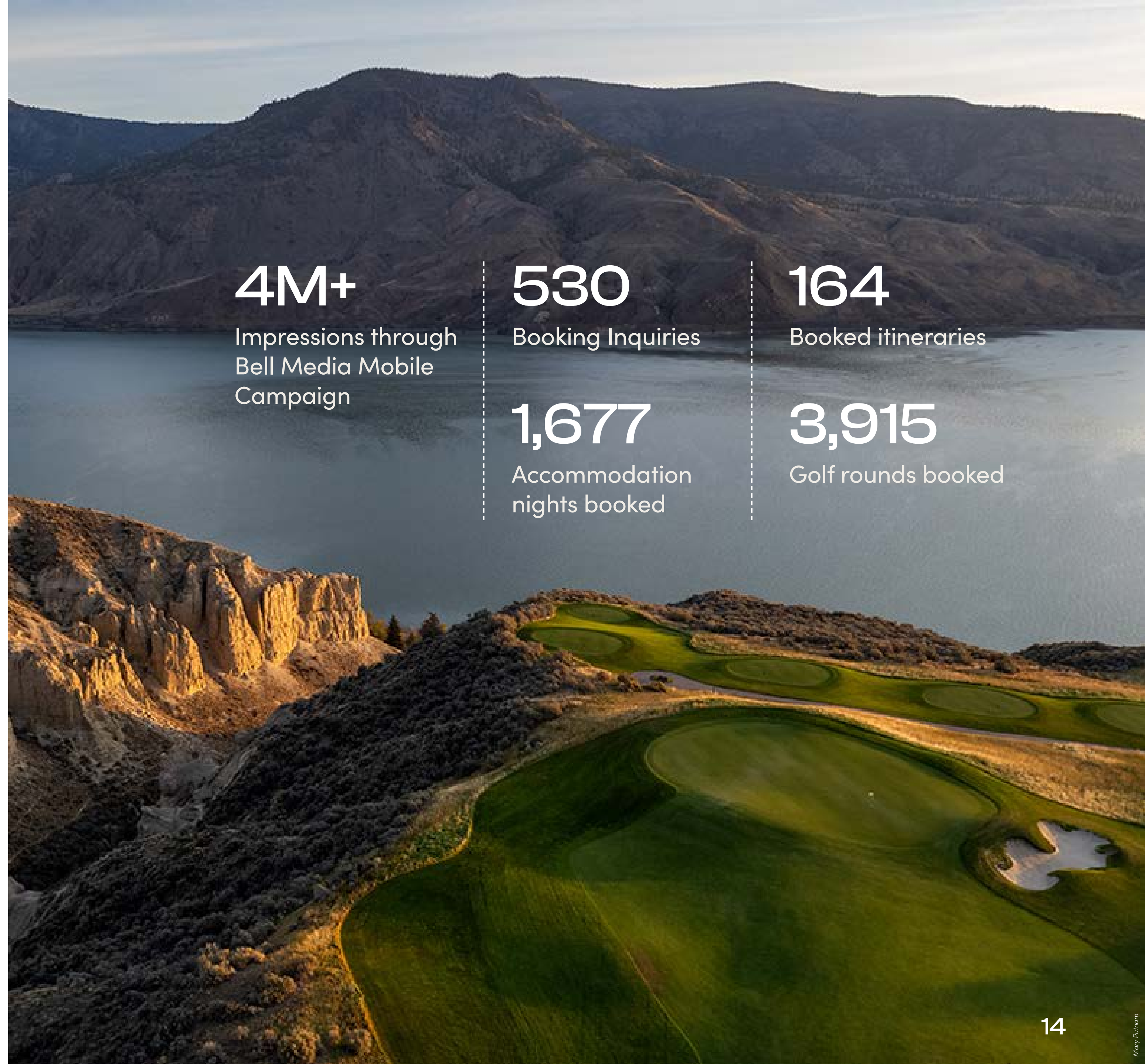
+55%

Total Social Media Engagement

# Golf Kamloops

Golf Kamloops has continued to drive impact in an important target market. The marketing consortium drove over \$850K in sales in 2024. The launch of a refreshed Golf Kamloops website and Golf Kamloops specific media campaigns allowed our presence in the market to sustain and build destination awareness.

Learn more in our [Golf Kamloops report](#).



**4M+**

Impressions through  
Bell Media Mobile  
Campaign

**530**

Booking Inquiries

**164**

Booked itineraries

**1,677**

Accommodation  
nights booked

**3,915**

Golf rounds booked

# Community First

Tourism Kamloops placed a strong emphasis on building meaningful connections with industry partners, ensuring that communication efforts were both effective and impactful.



Through various channels, we fostered engagement and collaboration. Regular touchpoints, such as monthly newsletters, personalized meetings and emails, and press releases, kept partners informed and engaged with our initiatives. The launch of the Mug'n Muffin Partner Roundtable provided a new forum for partners to share insights, discuss challenges, and explore opportunities in a casual setting, encouraging collaboration and innovation. Additionally, we enhanced our digital presence on platforms like LinkedIn and X, extending our reach to industry partners and ensuring timely updates on industry news.

Our commitment to the growth and success of our partners was a key focus throughout the year. We provided training sessions centered on innovation and AI, helping partners stay ahead of trends and embrace new technologies. Our support also included assistance with the integration of a new Emergency Management booking portal, strengthening Kamloops' ability to respond effectively during times of crisis and secure accommodation for evacuees. We hosted media training both in-person and online to help equip partners develop new PR skillsets.

To ensure our partners were well-equipped as ambassadors for Kamloops, we organized three familiarization tours for frontline staff. These tours offered first-hand knowledge, empowering staff to better represent Kamloops and enhance the overall visitor experience. We also sought to inspire pride in the community by hosting the 2nd Annual Free Ice Cream Day in April, which highlighted the value of tourism in Kamloops and shared gratitude with Kamloopsians.

57

Industry Partners joined for our Innovate and Elevate Industry Luncheon

1,489

Ice Cream Cones served during Kone for Kamloops

40+

Industry Partners participated in a Mug'n Muffin Session

These initiatives underscored our dedication to supporting industry partners, fostering community connections, and driving tourism growth.







# Visitor Servicing

In summer 2023, our focus on visitor engagement led to impactful initiatives and partnerships that elevated the Kamloops experience for guests and locals alike. Thanks to the Community Economic Recovery Infrastructure Program (CERIP) funding, we launched The Station, a custom-branded shipping container in downtown Kamloops, serving as a central point for visitor information and assistance from mid-July through the fall. The Station proved invaluable, offering learnings and forming connections across the community; unforeseen challenges highlighted the quick thinking of our team as we troubleshooted in order to continue to maximize impact.

In spring 2024, we shifted strategies and partnered with the City of Kamloops to align The Station with a pilot Bike Valet program. By training city staff in visitor servicing, we ensured that each interaction offered knowledge, assistance, and a warm welcome.

We enhanced our data-driven approach to visitor engagement, focusing on surveys and Net Promoter Scores to identify needs and set benchmarks for improvement.

Our mobile visitor engagement program, with support from volunteers and paid staff, reached guests across Kamloops, strengthening our commitment to making every visit memorable and meaningful.

2022

784

Hours of face to face support

8,626

Visitors

2023

1,613

Hours of face to face support  
+105.74%

14,331

Visitors  
+66.14%

We put  
community first:

# The numbers

Industry  
Newsletter  
Metrics

22

Emails Sent

579

Subscriber Base

40.54%

Average open rate

5.92%

Average Click Rate

Industry  
LinkedIn  
Metrics

125,000+

Impressions

8,000

Clicks

9.9%

Engagement Rate

# Resilience & Advocacy

This year, our resilience efforts were focused inward, strengthening our internal framework to ensure Tourism Kamloops remains adaptable, proactive, and prepared for the future.





As part of this strategy, we deepened our advocacy work, promoting the importance of tourism to the local economy and championing initiatives that benefit both residents and visitors. By investing in our people and enhancing our communication strategies, we're building a robust foundation that keeps Kamloops resilient and aligned with evolving needs.

Tourism Kamloops has focused on advocating for the vital role of tourism within our local economy, while ensuring adaptability in the face of potential disruptions. A key priority was enhancing our communication with the community, ensuring that residents clearly understood the value tourism brings to Kamloops. We maintained regular data sharing with our industry partners to keep them informed and aligned with the trends and insights that guide our strategic direction.

This year brought a significant transition, as CEO Monica Dickinson departed in March. The board began a comprehensive process to find her successor, culminating in the appointment of Erik James Fisher as our new CEO. Under his leadership, we reaffirmed our commitment to innovation and fiscal responsibility, positioning Tourism Kamloops to remain agile and forward focused.

Our data-driven approach was further emphasized through a refreshed strategy to assess the economic impact of mountain biking in Kamloops. This initiative, set to conclude in June 2025, promises valuable insights into the contribution of this popular activity to our economy. Additionally, we conducted polls among both industry partners and residents to identify gaps and opportunities for tourism growth, aligning our efforts with their perspectives and needs.

In 2023, our board of directors took a proactive approach to sustainability, revisiting and updating our board development strategy to strengthen governance and

ensure long-term organizational resilience. We also continued exploring unique funding opportunities to support our initiatives, successfully securing the Indigenous Learning & Projects Grant, which provided \$20,000 to enrich our programming and reinforce community connections.

We were proud to play an active role in the Build Kamloops initiative this year, providing insights, amplifying community voices, and using our channels to highlight its importance. As public feedback is sought, Tourism Kamloops will continue advocating for this project, underscoring how local infrastructure enhancements contribute to a stronger, more appealing visitor experience—what benefits residents ultimately benefits tourism.

An important milestone was our relocation to a new office space at D – 1420 Hugh Allan Drive. This move brought our team back together, fostering improved creativity and collaboration, and creating a more dynamic work environment. Alongside this, we maintained a strong focus on hiring and nurturing skilled staff, which has enabled us to embrace innovation while prioritizing fiscal responsibility.

With upcoming provincial and federal election cycles, we prepared to further our advocacy efforts to ensure tourism remains central to economic discussions and planning. Our proactive approach, combined with data-driven insights and strategic investment in our people, is building a resilient foundation for the future. Tourism Kamloops remains dedicated to supporting our industry partners, advocating for the importance of tourism, and working with our community to meet the challenges and seize the opportunities ahead.

# We demonstrated resilience and advocacy through:



## Building Stronger Connections

Approved new non-voting board director from Tk'emlups te Secwepemc.

Launched monthly data reporting to partners.

# Partner Survey Key Data Points

7/10

Respondents ranked the value they receive from Tourism Kamloops as a strategic partner, consistent with last year's results.

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56.36%

Respondents attended a Tourism Kamloops event in the last 12 months, a 7.3% increase from last year.

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69.39%

Climate events and their impacts are seen as the top barrier to Kamloops' tourism industry.

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# 2024 Resident Sentiment

90%

of respondents recognize tourism as a vital industry for Kamloops for the fourth consecutive year.

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91.6%

of residents believe that tourism positively impacts the local economy.

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80%

of respondents support financial investments aimed at enhancing Kamloops' appeal as a top tourism destination.

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75%

of residents see infrastructure improvements as beneficial to their lives.

# Destination Development

Destination development is essential for driving tourism growth and establishing a city as a desirable, sustainable destination. By focusing on product and experience development, cities can create unique attractions that draw visitors and keep them returning.





Thoughtful placemaking transforms public spaces into vibrant environments that reflect local culture. Hosting business, sport, and community events enhances a city's appeal by attracting diverse audiences and boosting the local economy. Sustainability ensures that tourism growth is responsible, enduring, and respectful of the environment. Ultimately, a well-developed destination not only increases visitor numbers but also fosters a sense of place, making the city more attractive for residents, businesses, and investors.

Partnership was at the forefront of our destination development efforts as we collaborated with several municipal committees and sector groups. Together, we promoted sustainability, global responsibility, and celebrated 2SLGBTQI+ experiences. A key priority was activating public spaces in innovative ways, making them welcoming for visitors and revitalized for residents. Initiatives like the Bike Valet Activation, E-Scooter site visits, Alley Activations, and the Concession in Riverside Park have reimaged how people engage with these areas, supporting community well-being. We also supported Tk'emlúps te Secwépemc with their tourism strategy and readiness plan, leveraging the Indigenous Support Grant from Destination BC and securing an ETSI BC grant for the iconic attraction feasibility study.

Our partnerships with the City's Business Improvement Associations (North Shore and Downtown) were further strengthened through ongoing collaboration and incremental financial contributions to programs such as the CAP and Clean Teams, along with the application for another illumination project along Tranquille Road. We completed the CERIP projects and continue supporting initiatives like the E-Scooter rental program with the City of Kamloops. We are also collaborating with the Thompson-Nicola Film Commission to attract more film productions to Kamloops as well as the TRU Innovation LAB to encourage students to consider Kamloops as a location for their tourism-based businesses. We joined the Kamloops Heritage Railway Board, helped develop "The Spot" product offering, and worked closely with WildPlay and Limbic on potential new attractions. These efforts position Kamloops as a vibrant, sustainable, and attractive destination, fostering growth for visitors and residents alike.



# Experience Development

Tournaments, festivals, and events play a vital role in tourism, serving as key drivers for both attraction and economic impact. These gatherings create unique experiences that draw diverse audiences, from sports enthusiasts to cultural explorers, boosting overnight stays, increasing spending at local businesses, and showcasing the destination's offerings. Projects such as the Host Kamloops/Tk'emlúps committee, the Destination Events Fund, and support for over 36 events and various Local Sport Organizations highlight our commitment to a thriving events culture. Attending the Sport Event Congress alongside the City of Kamloops further strengthened our position as a premier destination for hosting significant events.



# Business Events & Meetings

Tourism Kamloops continued efforts in promoting Kamloops to the MICE market (Meetings, Incentives, Conference, Events/Exhibitions). This market is essential, as they contribute significantly to the local economy through higher daily spending on accommodation, dining, and transportation, often during off-peak times. This segment supports local businesses, helps balance tourism seasonality, and can lead to repeat leisure visits. We attended 15 trade shows to promote Kamloops as a meeting destination, partnered with other communities to leverage funds and have a larger presence, and generated valuable leads for future events. Hosting FAM tours with meeting planners also played a key role in showcasing Kamloops' potential, further enhancing its profile as a competitive meetings and events destination.

# Travel Trade

Our co-op marketing efforts with international partners like Destination BC, Thompson Okanagan Tourism Association, and Destination Canada expanded our reach into key markets. During trade shows this year like Explore BC, we presented to over 100 tour operators, and Rendezvous Canada, where we connected with over 80 international tour operators, we showcased Kamloops' offerings to influential travel professionals. Hosting familiarization (FAM) tours has also been pivotal, allowing over 150 tour operators and travel agents to experience Kamloops firsthand. These efforts enhanced our visibility into global markets, driving group bookings and inclusion in travel itineraries, supporting sustained tourism growth and economic benefits.



# We focused on Destination & Experience Development:



# The Numbers

## Business Events & Meetings

6

FAM tours/meeting  
planners hosted

11

leads turned  
definite

8,871

@meetinkamloops  
Instagram impressions

512

Meeting planner  
contacts

\$1.2M

Economic impact  
created in the fiscal year

15

Conferences & trade  
shows attended

32

Leads to interest  
holders

4,535

meetings web  
page views

## Destination Development

35+

local festivals, tournaments,  
& events supported

150+

tour operators & travel  
agents hosted

180+

Tour operators met and  
presented to at Rendezvous  
& Explore BC

# Economic Impact

Tourism Kamloops explores full economic impact numbers every two years. In interim years, like this past fiscal, we lean on paid data sources to paint a picture on the overall impact of Tourism in Kamloops.



# The Numbers

July 1, 2023 – June 30, 2024

Source: Costar, Environics, TourRadar

**\$146.77**

Average Daily Rate  
(2022/23 = \$145.02)

**64.54%**

Hotel Occupancy  
(2022/23 = 71.15%)

**\$310M\***

Total Spending

**1.96M\***

Visitors

*\*2022 Economic Impact Study numbers.  
New study for 2024.*



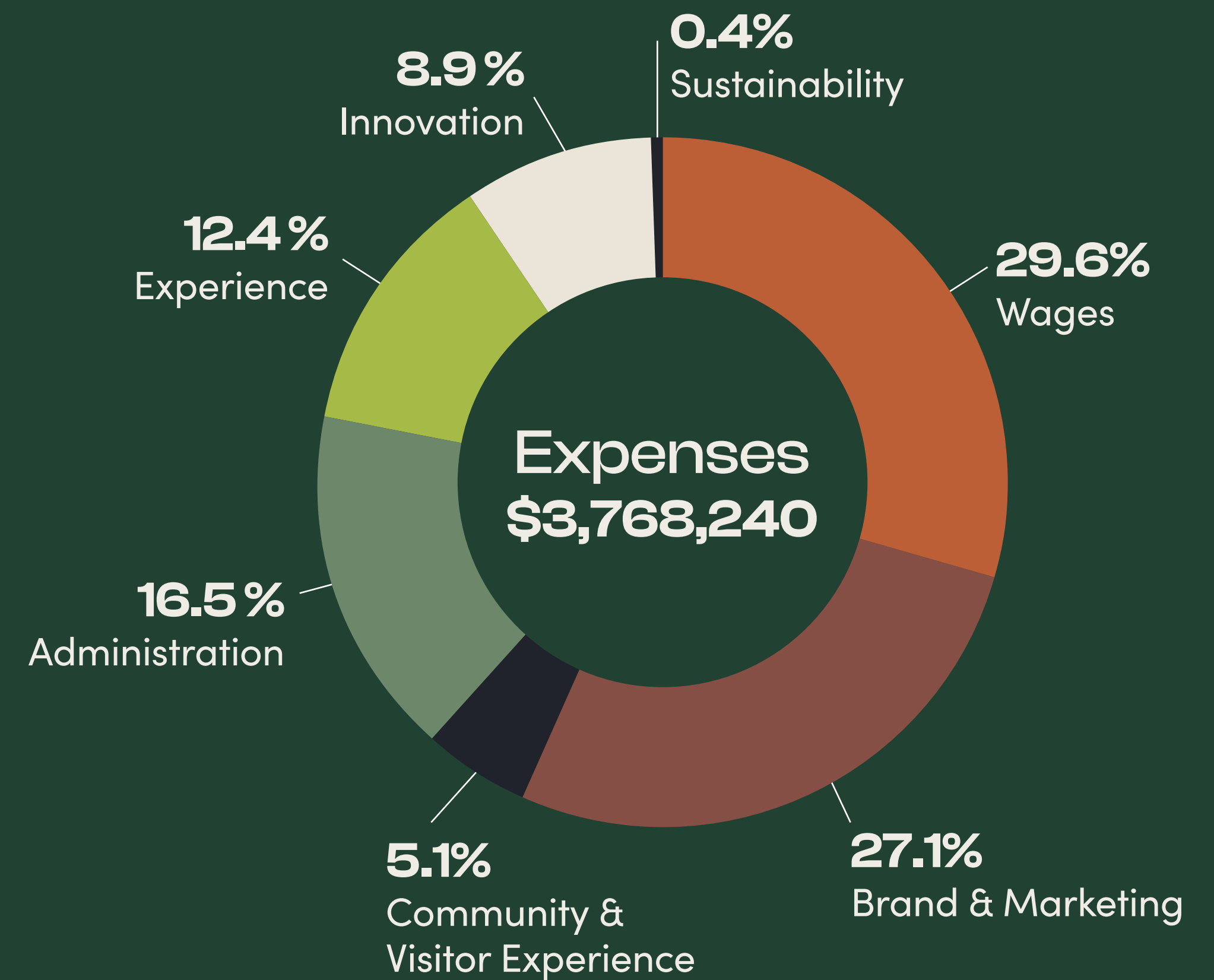
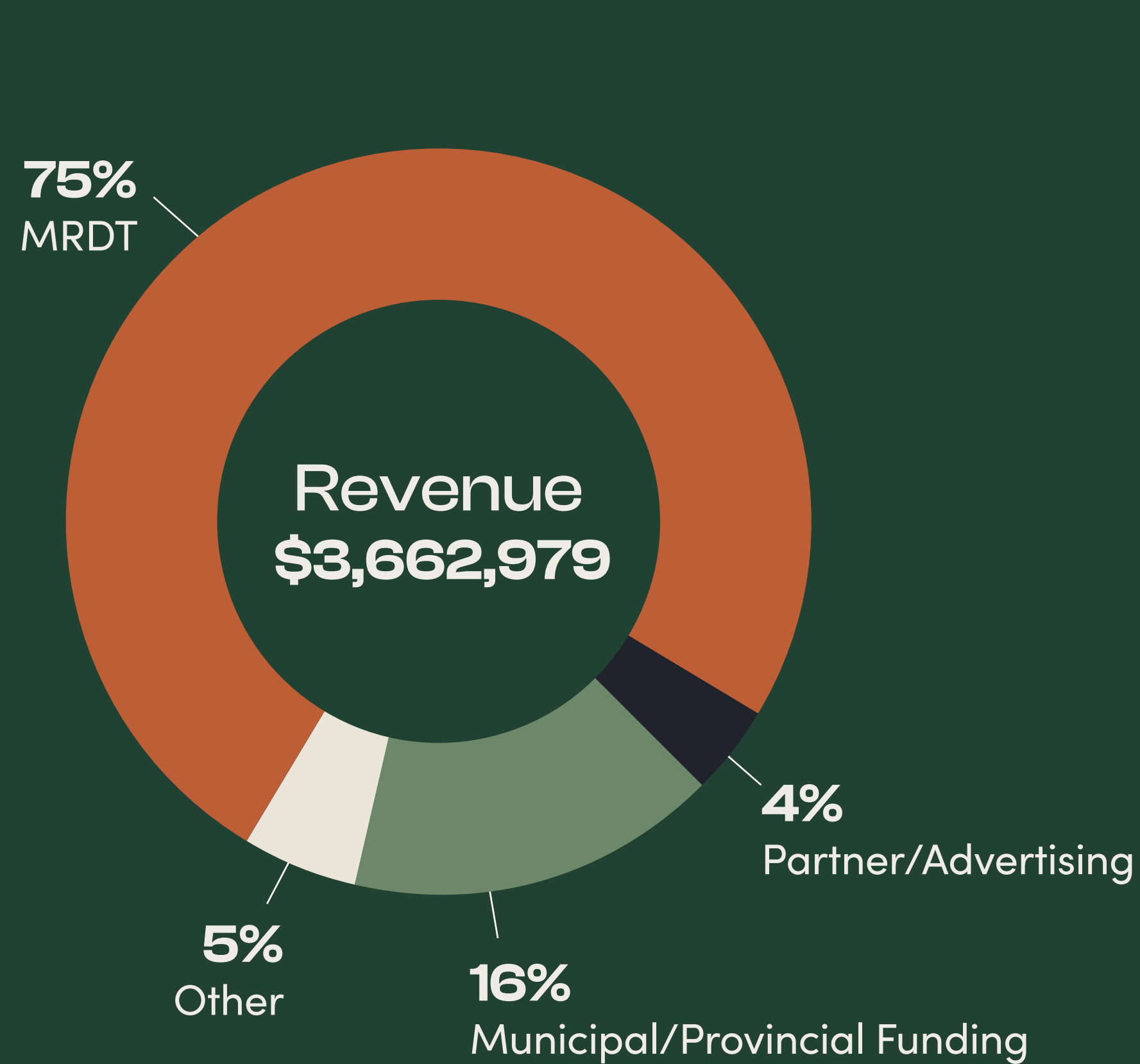
# Financials

Tourism Kamloops demonstrated organizational excellence through fiscal responsibility this year. We remained conservative with budget allocation while still ensuring momentum.

Last year, we made significant investments in establishing a strong foundation with a new website and a refreshed brand. This fiscal year, we are ready to advance, building on these revitalized assets to drive progress and growth. We continue to build our reputation as a desirable destination, delivering great guest experiences, connecting with community, and our industry as top priorities.



# Tourism Kamloops Statement of Operations



This year, Tourism Kamloops built on last year's commitments, achieving organizational excellence through strategic spending, collaboration, and a focus on tangible impact. Our leadership team and Board of Directors upheld rigorous fiscal responsibility and transparency, ensuring that every investment aligned with our goals to drive visitation, enhance our reputation, and deliver meaningful experiences to both visitors and residents.

Following our commitment to reinvigorate the Tourism Kamloops brand, we invested in targeted marketing efforts and community engagement, reinforcing Kamloops as a desirable destination. We focused on key markets with proven potential, doubling down on areas where we could have the most impact. This allowed us to optimize our marketing efforts and reach target audiences more effectively, resulting in a steady performance in the Municipal Regional District Tax (MRDT) revenue.

We remain deeply committed to destination development, especially as Kamloops undertakes transformative projects like Build Kamloops to enhance city infrastructure. Understanding the value of these initiatives for both residents and visitors, we actively demonstrate our support and contribute through participation in user groups, working collaboratively to ensure the success of these vital community investments. By leveraging partnerships and collaborations, we were able to stretch our investments further, maximizing our return and elevating Kamloops in competitive markets. By aligning our resources to support and advocate for community-focused developments and events, we strengthen Kamloops as a destination that offers unique and enriching experiences for all.

In addition to supporting destination-wide growth, we invested in a new office space that enhances our team's ability to collaborate and fosters a professional environment to host key conversations with partners. This shift from a visitor-facing storefront to a dedicated office space allows us to focus on the business of the DMO, making strategic decisions that align with our vision and drive long term success. Simultaneously, we enhanced our visitor engagement approach by investing in a branded shipping container that serves as a mobile visitor center, bringing visitor servicing directly into the community. This approach allows us to engage with visitors where they are, ensuring a strong Tourism Kamloops presence throughout the city.

The sustained performance of the MRDT this year demonstrates the effectiveness of our approach, as well as the resilience of Kamloops as a destination. By working closely with the Kamloops Accommodation Association and our other partners, we continued to ensure steady MRDT collections, providing essential funding for our ongoing initiatives. The successful five-year renewal of the MRDT, secured through a collaborative effort between the Kamloops Accommodation Association, the City of Kamloops, and Tourism Kamloops, continues to provide uninterrupted support for our initiatives. This partnership-driven renewal, which began July 1, 2022, and extends through June 30, 2027, remains fundamental to our ability to invest in Kamloops' tourism growth and deliver on our strategic vision in 2023/2024 and beyond.





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