

## Arrivals

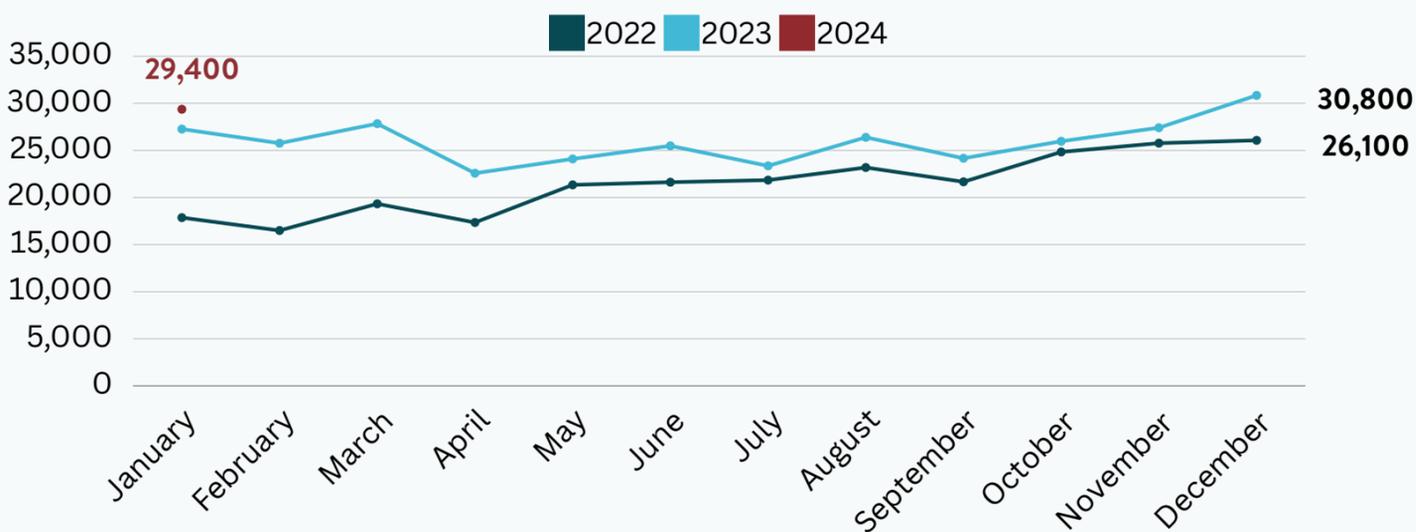
### Total arrivals into Kamloops by:



- Totals Arrivals YTD: **131K**
- Top 3 International Arrival by Country in 2023; Australia (22.62%), United Kingdom (21.91%), Germany (9.98%)

In 2024 Q1 the International Arrivals Forecast is **5,000** & Domestic Arrivals Forecast is **126,200**

### Kamloops Airport Volume:



## Visitor Spending

### Average Spend Per Visitor:

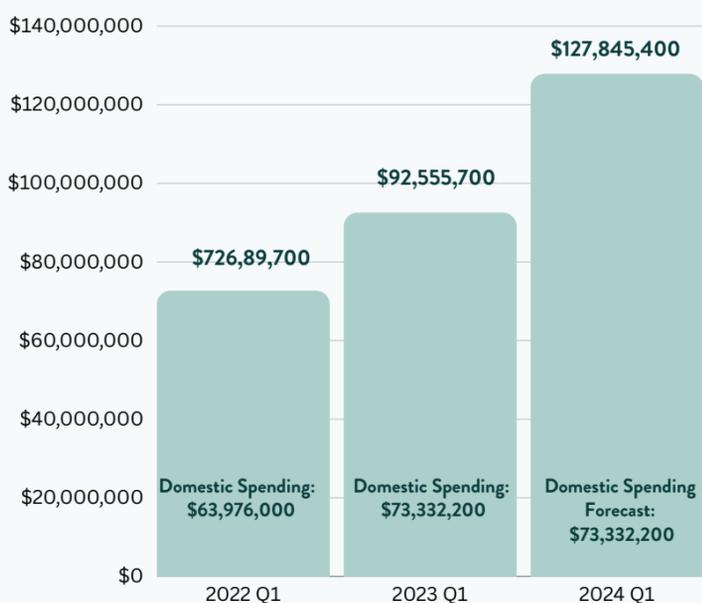


**Total Spending YTD \$127.85M**

**Domestic Spending 2024 Q1 Forecast \$73,332,200**

**Average Spend YTD \$975.00**

### Total Spending:

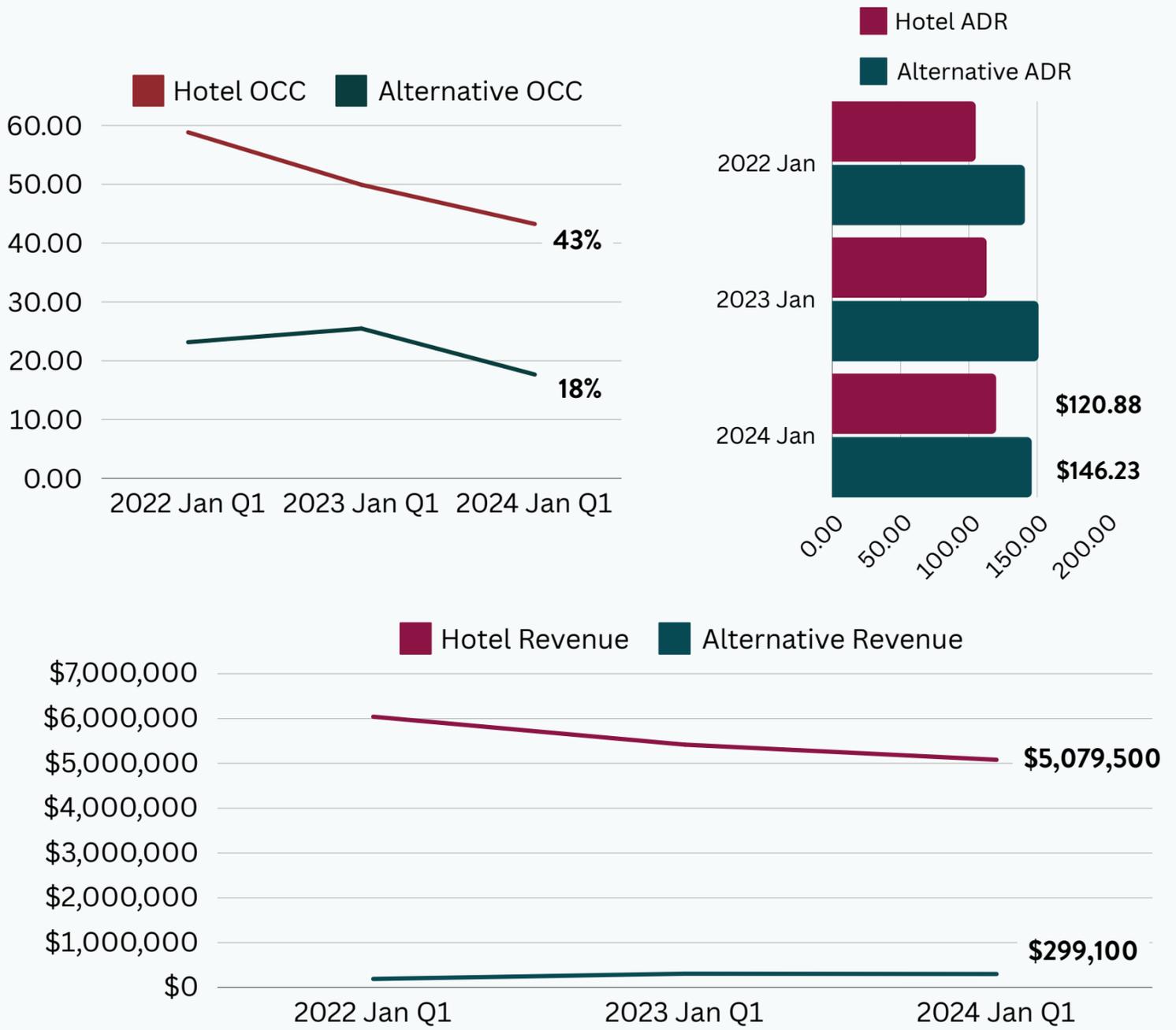


### International Visitor Spending:



## Accommodation

### Hotel vs Alternative:



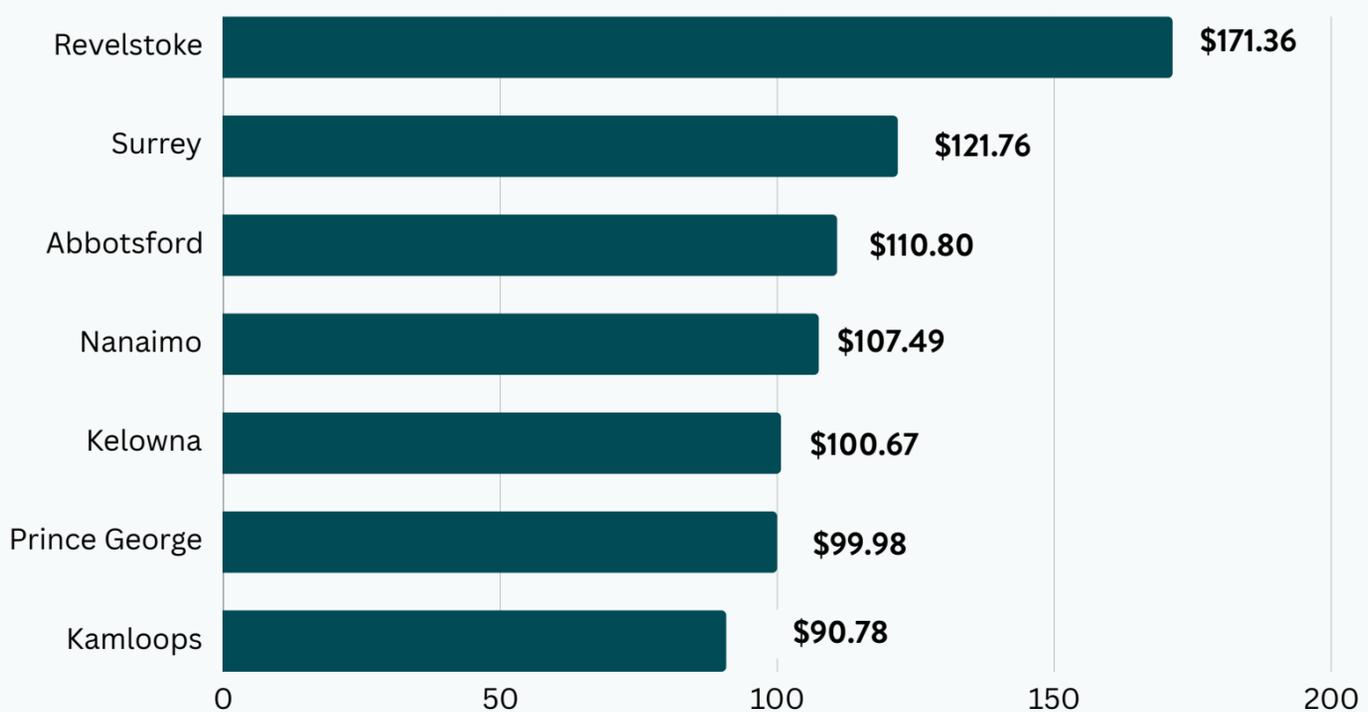
Hotel Revenue YTD was **\$5.08M**, Hotel RevPAR YTD **\$52.60**

Hotel ADR YTD was **\$120.88**, Hotel Occupancy was **43.25%**

### Hotel RevPAR:

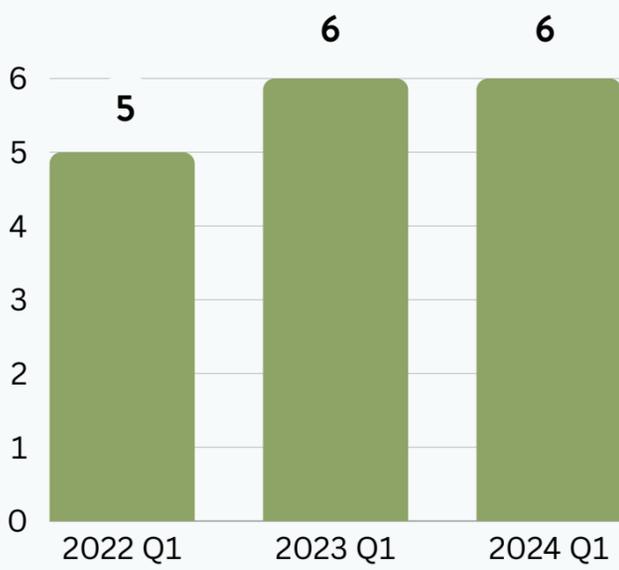


### January 2024 Q1 ADR Compset:

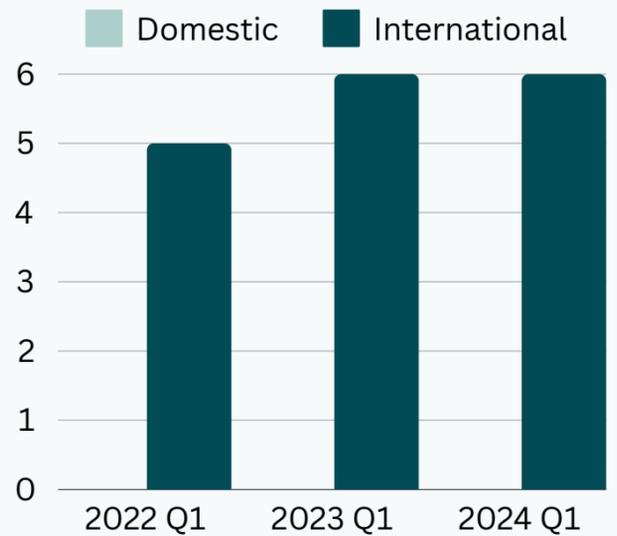


# Travel Trade Report

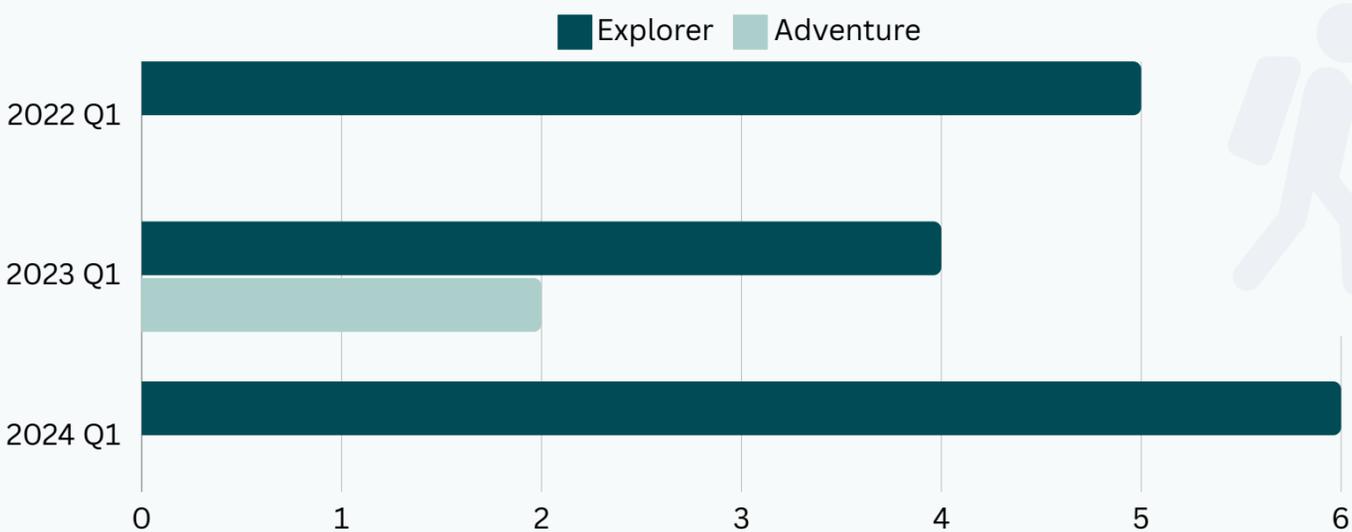
## Total Tour Package Arrivals:



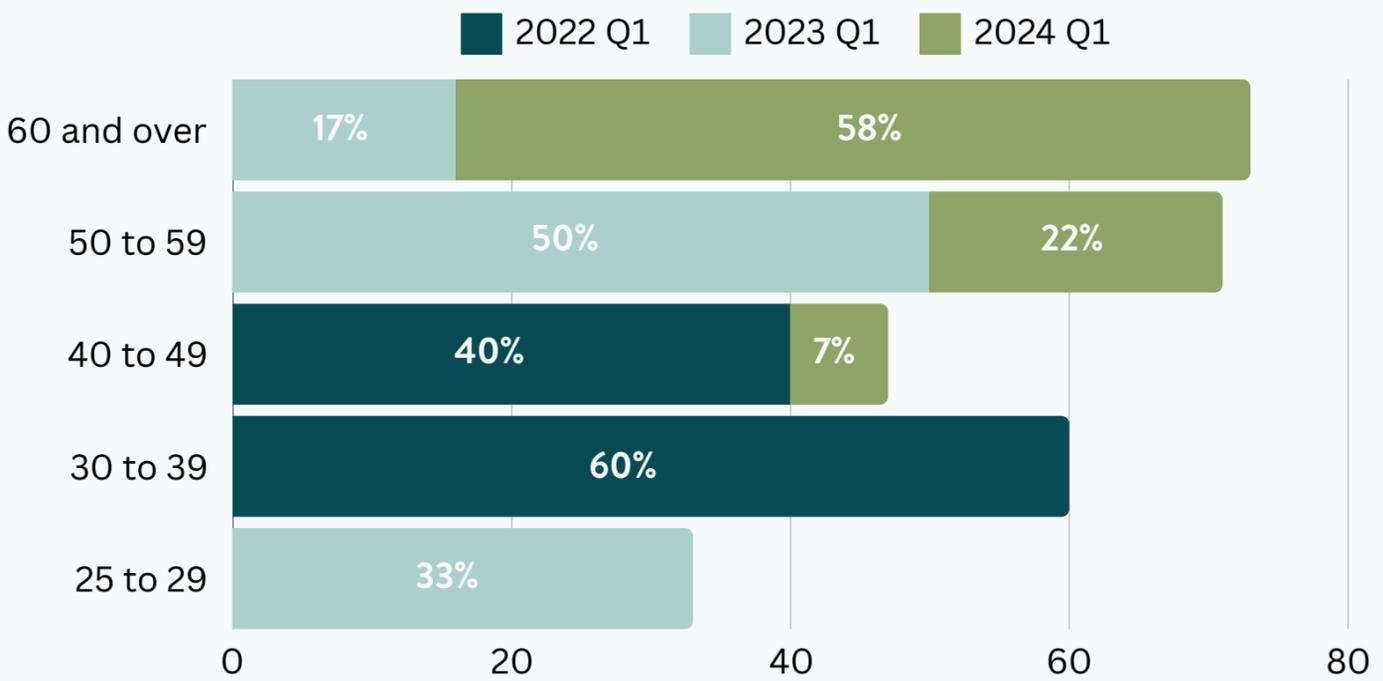
## Domestic vs International Tour Package Arrivals:



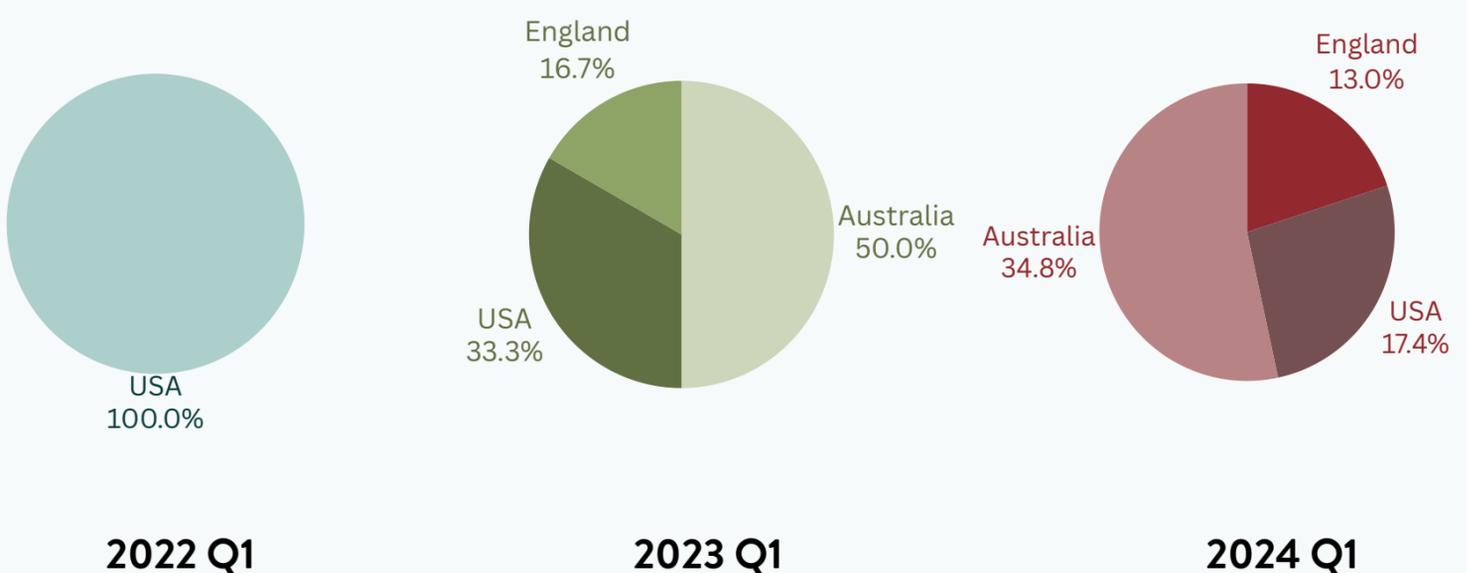
## Total Tour Package Arrivals by Tour Type:



## Tour Package Arrivals by Age:

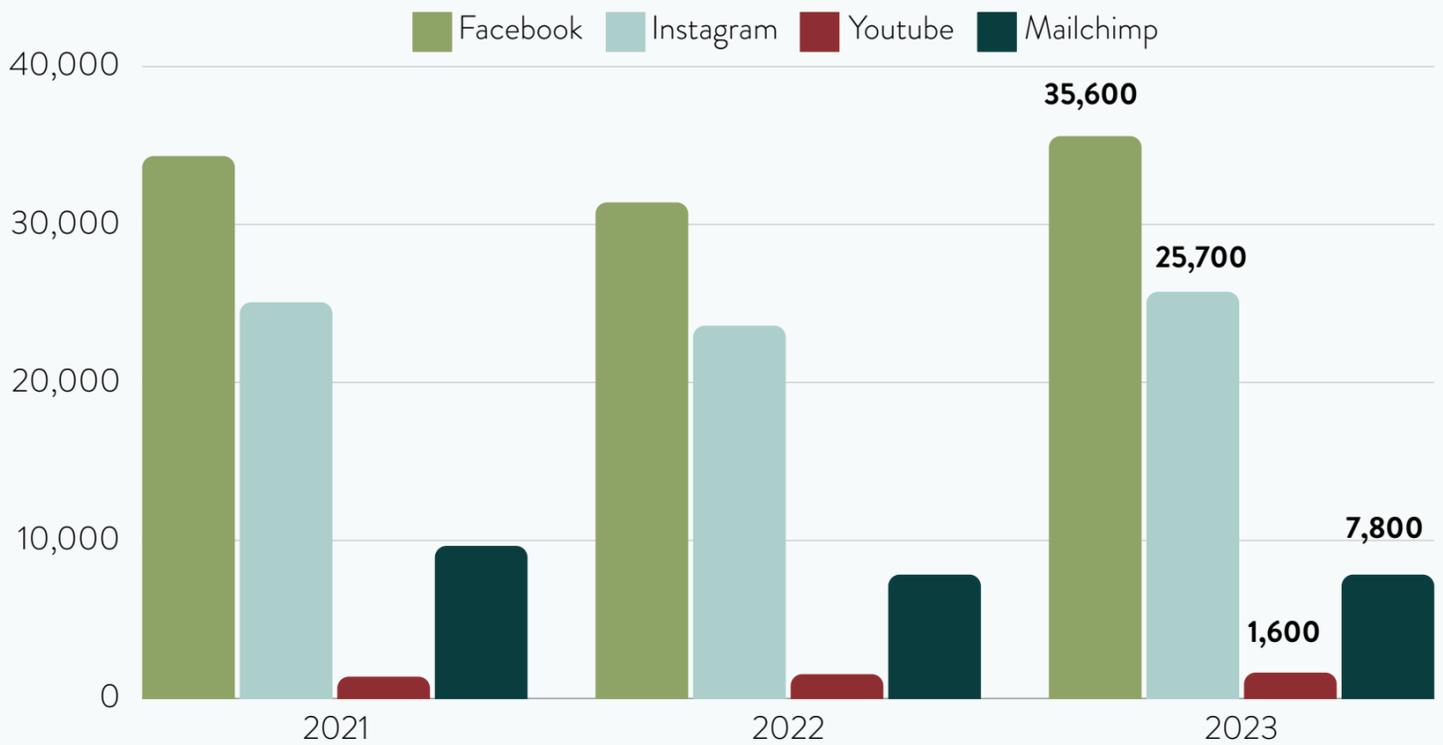


## Tour Package Arrivals by Country of Origin:



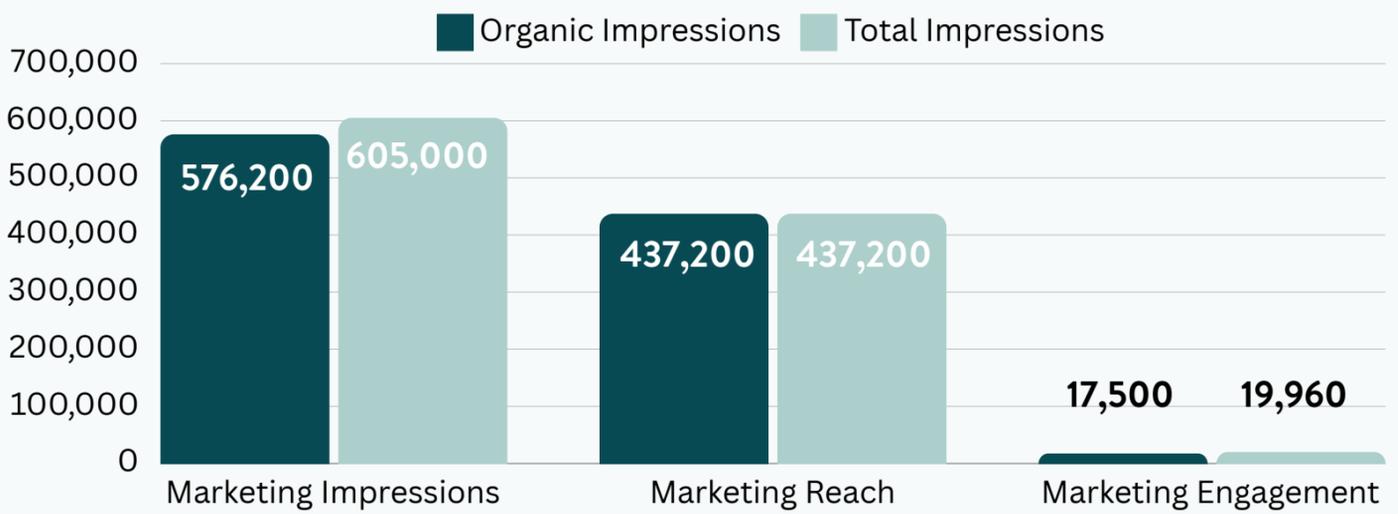
## Marketing

### Subscribers Q4 December:



- Video views in 2023 December Q4 were **1,740**
- Website sessions & external links in 2023 December Q4 included **65,500** sessions & **8,100** through external links

### 2023 Q4 December Impressions, Marketing Reach and Engagement:

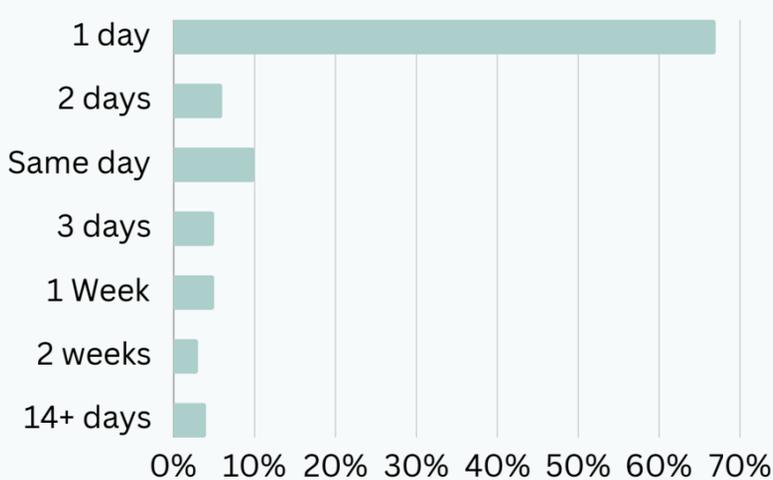


2023 Q4 December the MailChimp Open Rate was **32%** and Click Through Rate was **2%**

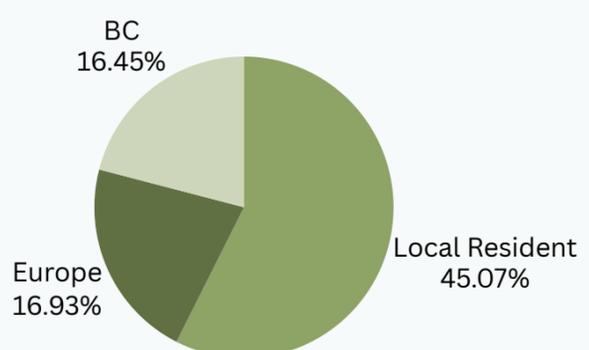


## Visitor Services\*

### Nights in Community in 2023:



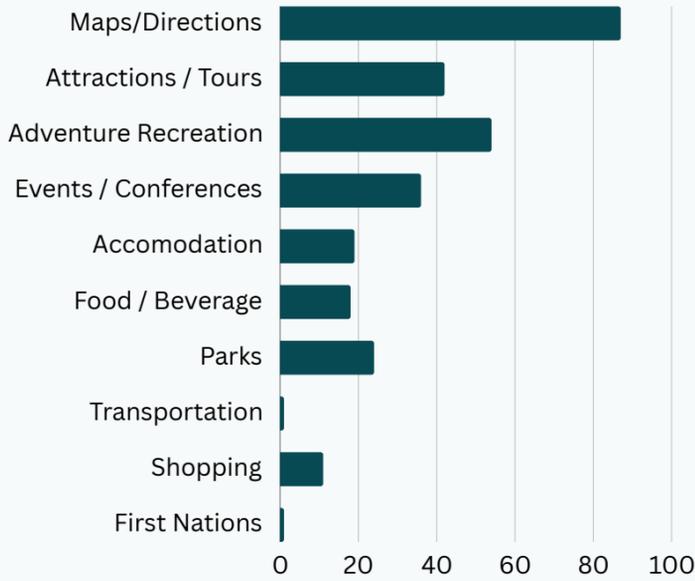
### Top 3 Visitor Origins in 2023:



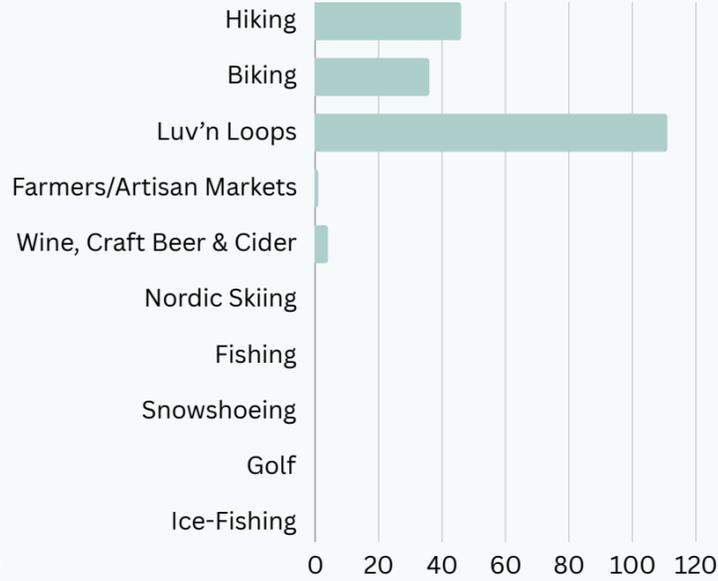
\* Data reflective of in-person interactions from our Tourism Kamloops Bold Street Team

## Visitor Services Continued\*

### Information Requested in 2023 Q4 November:



### Community specific Information Requested in 2023 Q4 November:



- 176** Hours alt support
- 5** Mail/fax/email inquiries
- 9** Phone calls
- 4** Social media

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

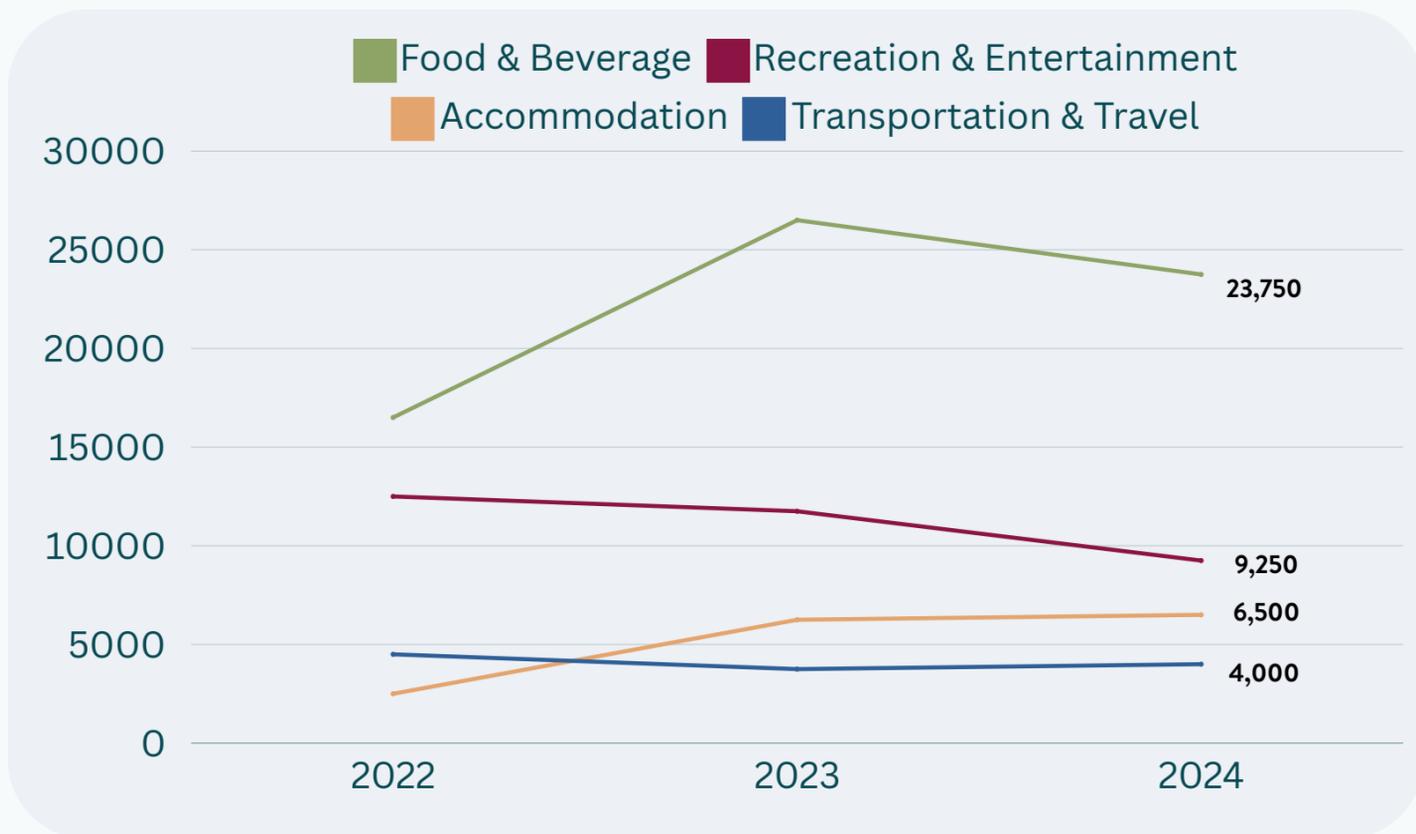
## Employment

### 2024 Q1 January:

- Total Tourism Employment was **43,500**
- Tourism Unemployment Rate was **4.60%**
- Average Hours worked per week by Tourism Employees was **50.34**



### Tourism Employment by Sector in Q1 January:



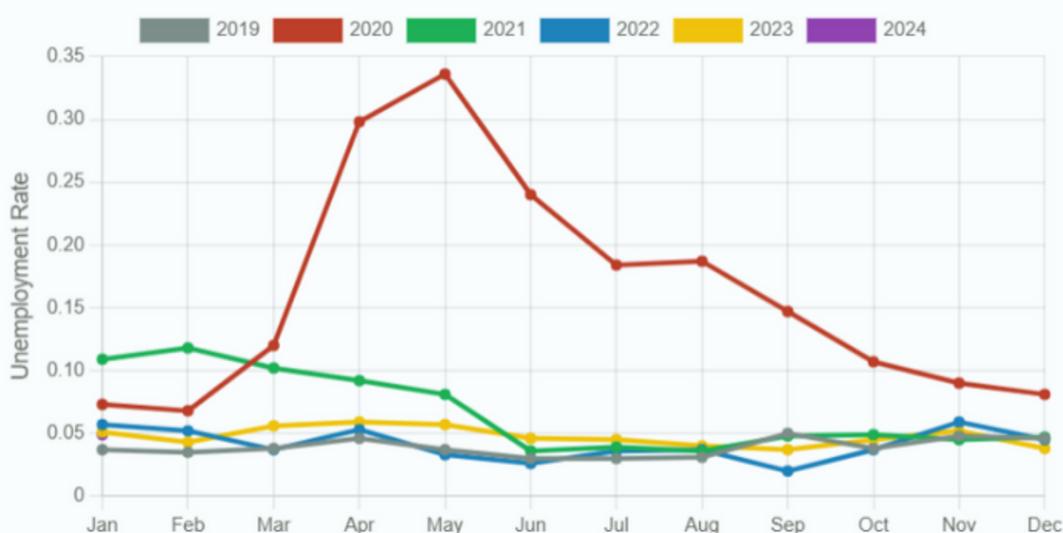
- Employment in BC's Tourism and Hospitality sector decreased by **3.7%** from **344,250** in December 2023 to **331,500** in January 2024. Tourism and Hospitality employment in BC is lower than pre-COVID levels, with **15,250** less jobs compared to January 2019 (**331,500** in January 2024 vs **346,750** in January 2019)
- Employment change varied across all regions, **increasing** in the Cariboo, Northern BC, and Thompson Okanagan regions, **decreasing** in the Lower Mainland and Vancouver Island regions and remaining **unchanged** in the Kootenay region

## 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 coordinating 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.

In January 2024, the unemployment rate ranged between 1.5% and 8.8% across the four Tourism and Hospitality sectors. The Accommodation sector has a relatively higher unemployment rate.



- About 70% 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, 30% have a degree or diploma below a bachelor’s, and 26% have a bachelor’s degree or higher.
- While overall employment in the Tourism and Hospitality industry decreased by 3.7% in January 2024, the percentage of workers employed full-time also decreased slightly from 65% in December 2023 to 61% in January 2024.

Of those employed in BC’s Tourism and Hospitality industry, 50% are male and 50% are female. The Transportation and Travel Services sector, however, has a higher concentration of males



## Destination Overview

### U.S. Inbound Travel Trends

One-Third of All International Arrivals to the USA originate in Canada

- 33% of all flight bookings to the U.S. are from Canada, followed by Mexico (13%) and the UK (12%).
- India, Germany and Brazil are other key origin markets for the U.S.

Two-Thirds of the Hotel Bookings to the USA Originate in Canada, the UK and Mexico

- Canada accounts for 42% of all hotel bookings in the U.S., followed by the UK (11%) and Mexico (11%). Brazil, Germany and Japan are other important source markets for hotels in the U.S

[Read more](#)



## FREE Workshops, Peer Masterminds and Consulting services

Plus the Opportunity to apply for a \$5,000 Business Training Reimbursement

CFBC has received funding from PacifiCan to offer free services to select businesses, startups and not-for-profits located in communities that have experienced economic downturns and climate disasters.

Check your eligibility by creating an account at [myCommunityFutures](https://myCommunityFutures.com).

## Kamloops Research Highlights:

**131K** Total arrivals YTD

**\$127.85M** Total spending YTD

**\$120.88** ADR YTD

**43.25%** OCC YTD

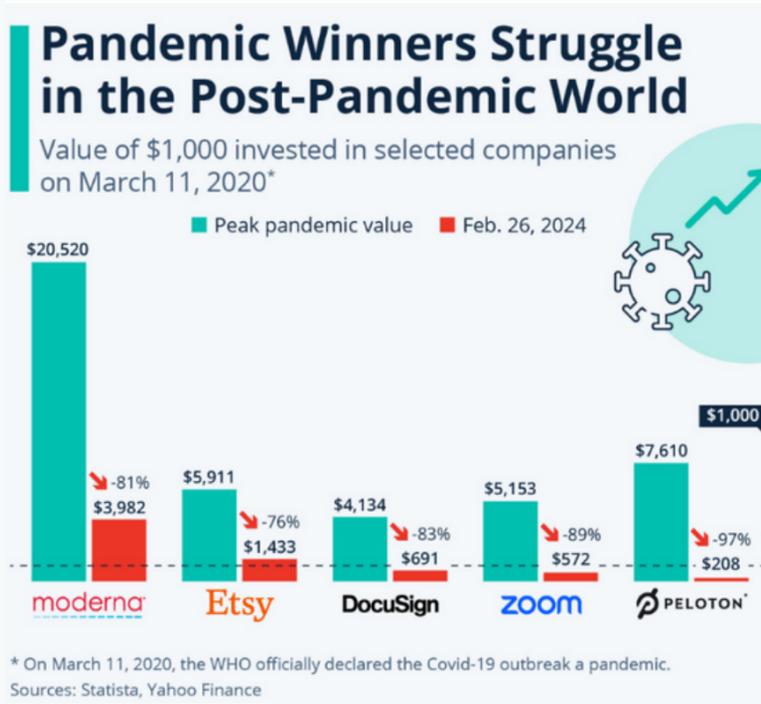
## The federal government announced it is reimposing some visa requirements on Mexican nationals visiting Canada and the new rules are now in effect.

Government's statement on the rule change said Mexican citizens who hold a valid USA non-immigrant visa or have held a Canadian visa in the past 10 years and are travelling by air on a Mexican passport will be able to apply for an electronic travel authorization (eTA) to visit Canada.

Ottawa said the change “responds to an increase in asylum claims made by Mexican citizens that are refused, withdrawn, or abandoned.”

The Tourism Industry Association of Canada (TIAC) expressed its concerns over new partial visa requirements for Mexican Nationals in a statement released on Wednesday. TIAC President & CEO Beth Potter responded to the announcement by stating “While we understand the government’s objective to streamline the process and ensure a robust immigration system, the potential repercussions on the tourism sector, still recuperating from the effects of previous travel restrictions, cannot be overlooked.”

TIAC also noted Mexican visitors spent more than \$750 million in Canada last year. It is calling on the Canadian government to implement service standards that guarantee prompt visa processing. More information about these changes, including for people in transit or with upcoming flights, is available on IRCC [here](#).



## TIABC's Voice of Tourism Podcast

TIABC's Voice of Tourism podcast features interviews with some of the most respected professionals in the tourism industry and has been developed to provide TIABC members and stakeholders with insightful content and a unique perspective on industry developments, policy directives, the work that sector associations are doing, and the opportunities that exist for businesses, communities, and government within the visitor economy. [Now Available on Spotify.](#)

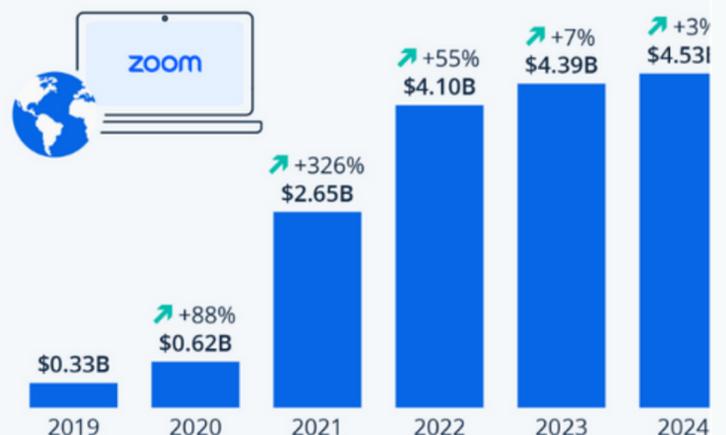


## Canadians' Perception of the Country's Economy Remains Stable According to Leger

- 61% of Canadians consider their household finances to be good, while 55% of Americans feel the same way.
- Almost two-thirds of Canadians (61%) and 56% of Americans believe their respective countries are in a recession.
- Almost half of Canadians (48%) say they live paycheck to paycheck, while 55% of Americans say the same thing. This represents a 6-point increase since last month among Americans who say they are living paycheck to paycheck (49% in January).

## Zoom's Post-Pandemic Growth Slows to a Crawl

Annual revenue of Zoom Video Communications\*



\* Zoom's fiscal year ends January 31 of the respective calendar year. Source: Zoom