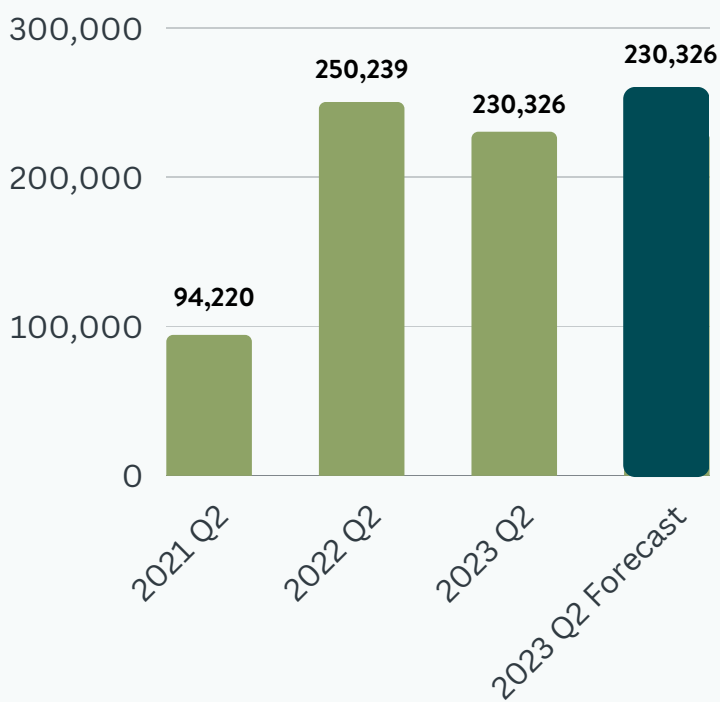


Arrivals

Kamloops Airport passenger Statistics indicated there were **17,300** April travelers in 2022 and **22,600** April travelers in 2023



Total arrivals into Kamloops by:

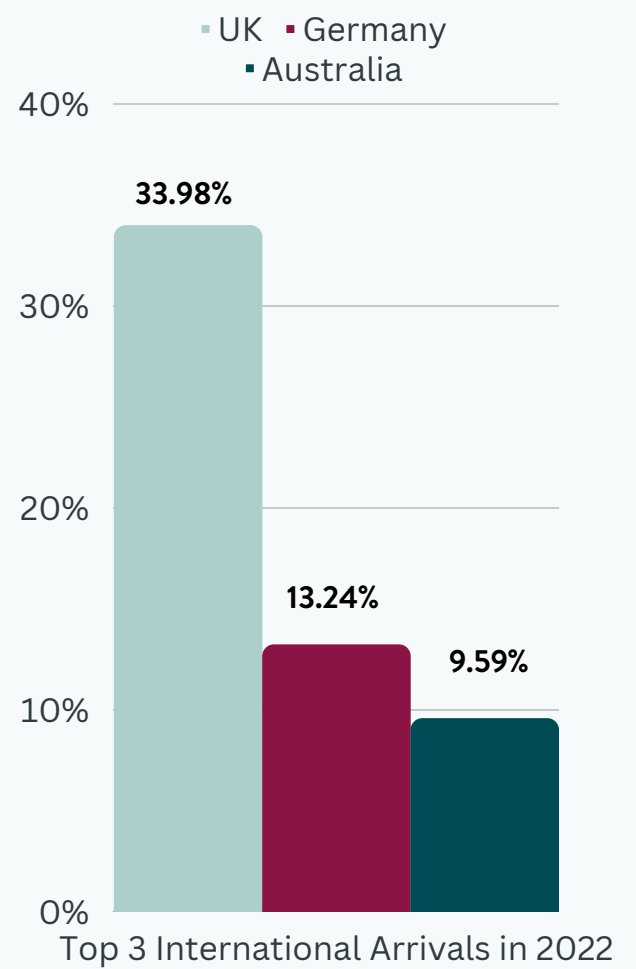
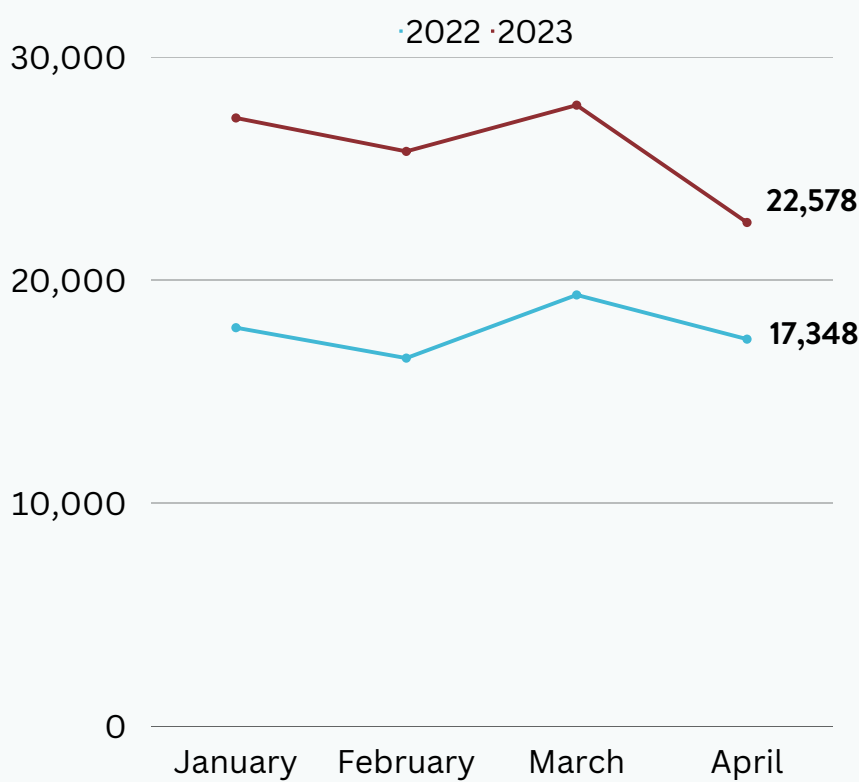


- Domestic arrivals were 6.47% from the Prairies, and 93.5% from the West Coast
- Totals Arrivals YTD: 361.25K
- 2023 Domestic Nights YTD 1.45 & International Nights YTD 6.43



In 2023 Q2 the International Arrivals Forecast **15,600** & Domestic Arrivals Forecast **214,800**

Kamloops Airport Volume:



Visitor Spending

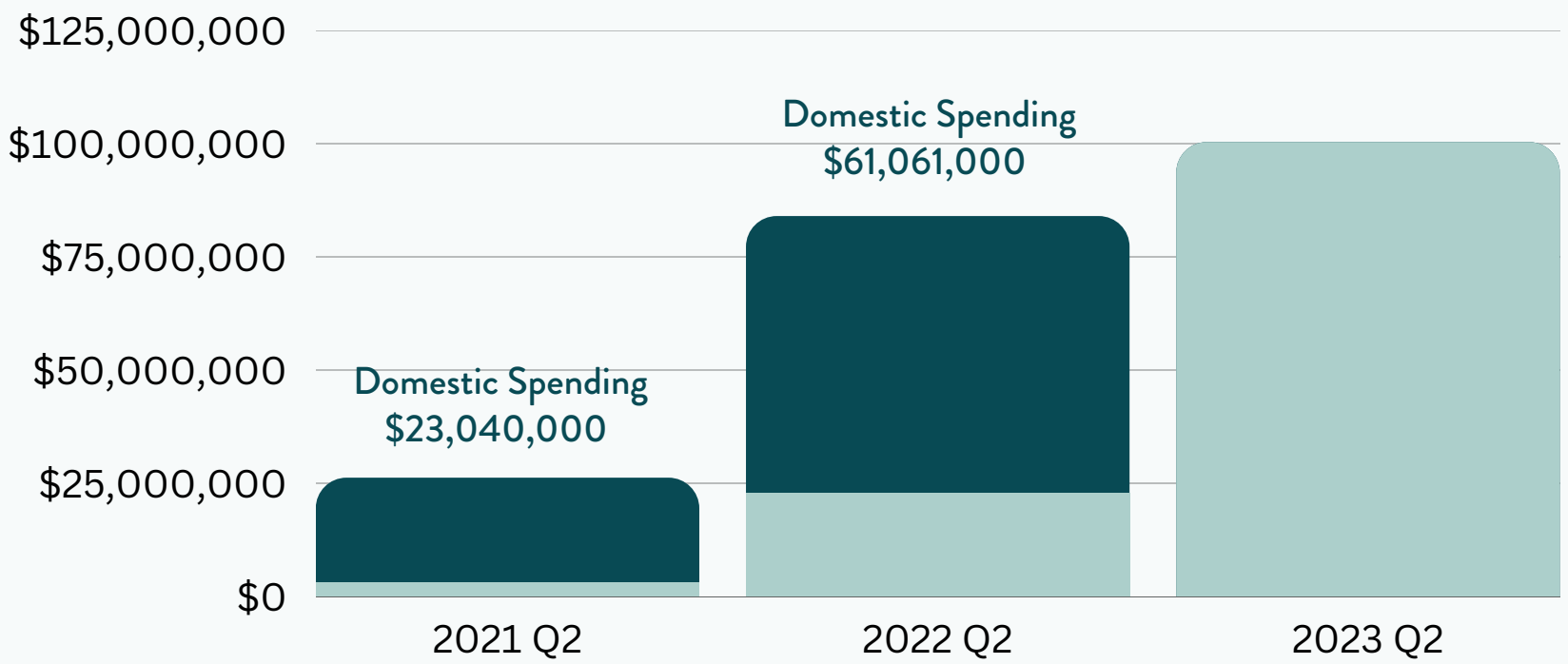
Average Spend Per Visitor:



Total Spending YTD **\$187.46M**

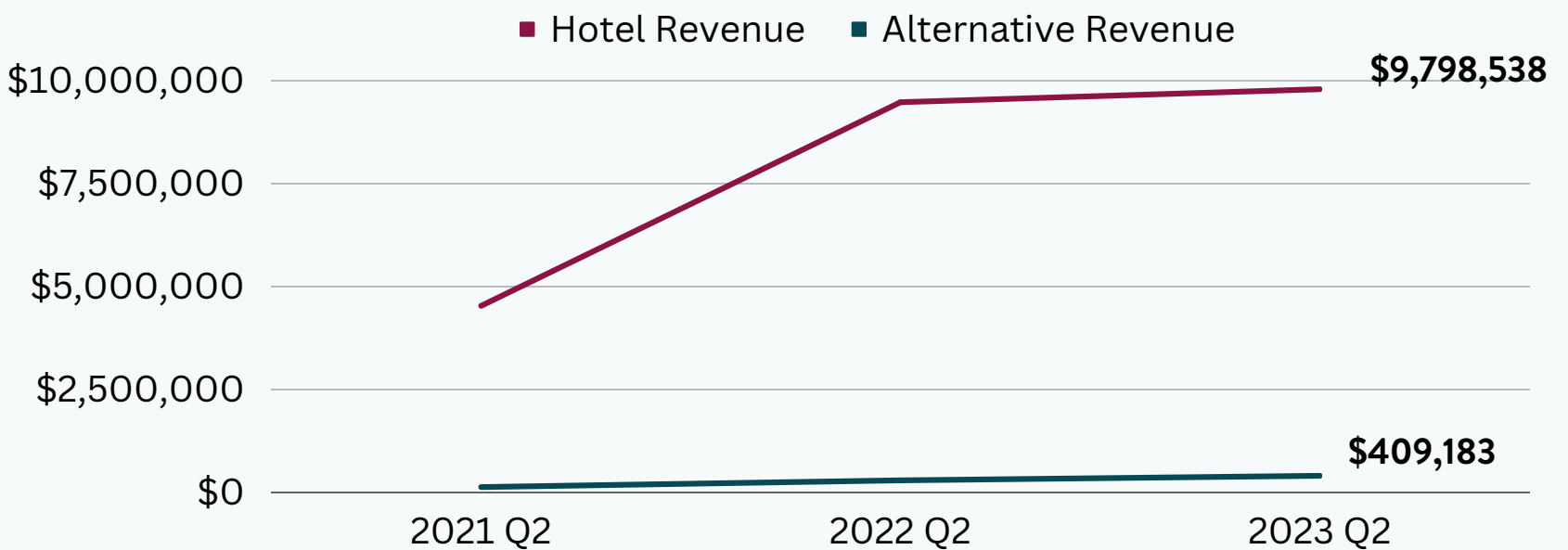
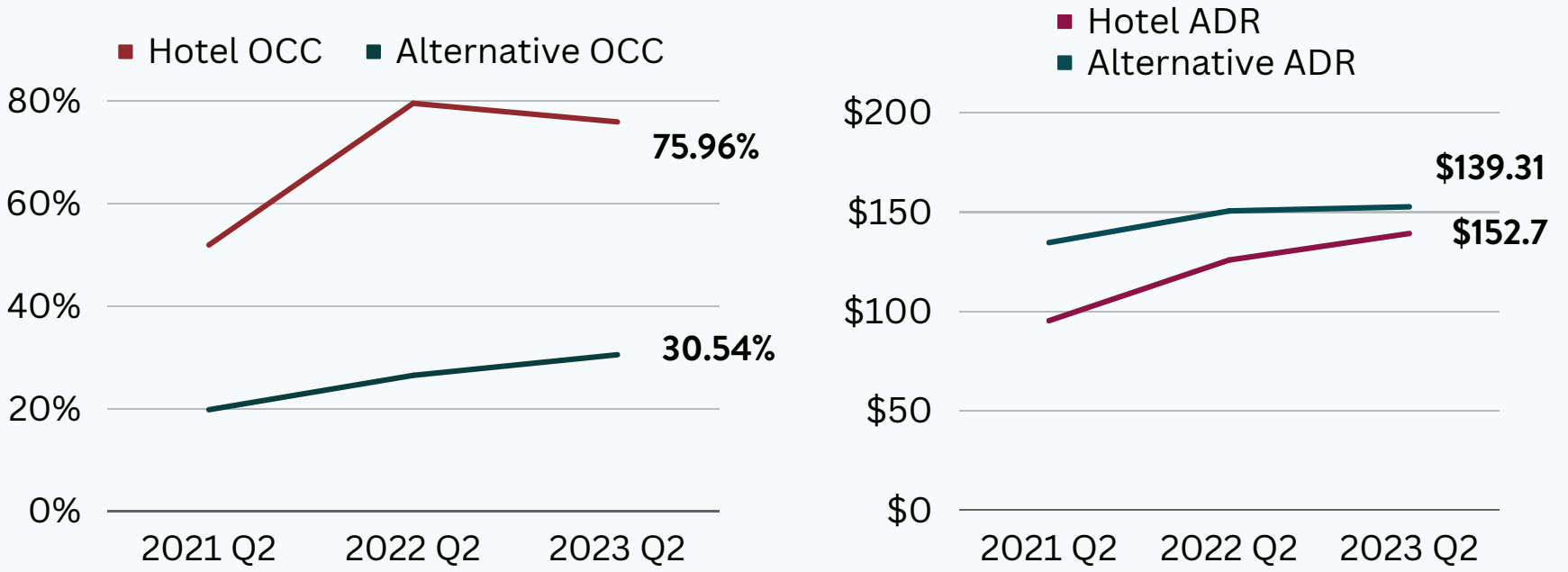
Visitor Spending Continued

Total Spending:



Accommodation

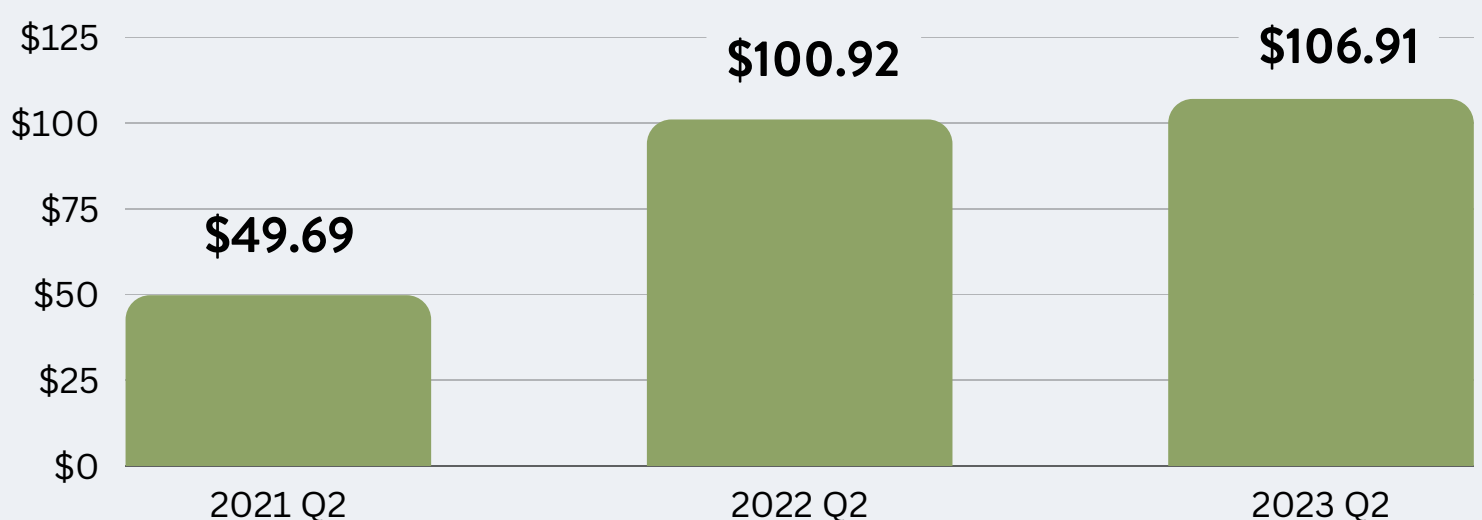
Hotel vs Alternative:



Revenue YTD was \$31.3M

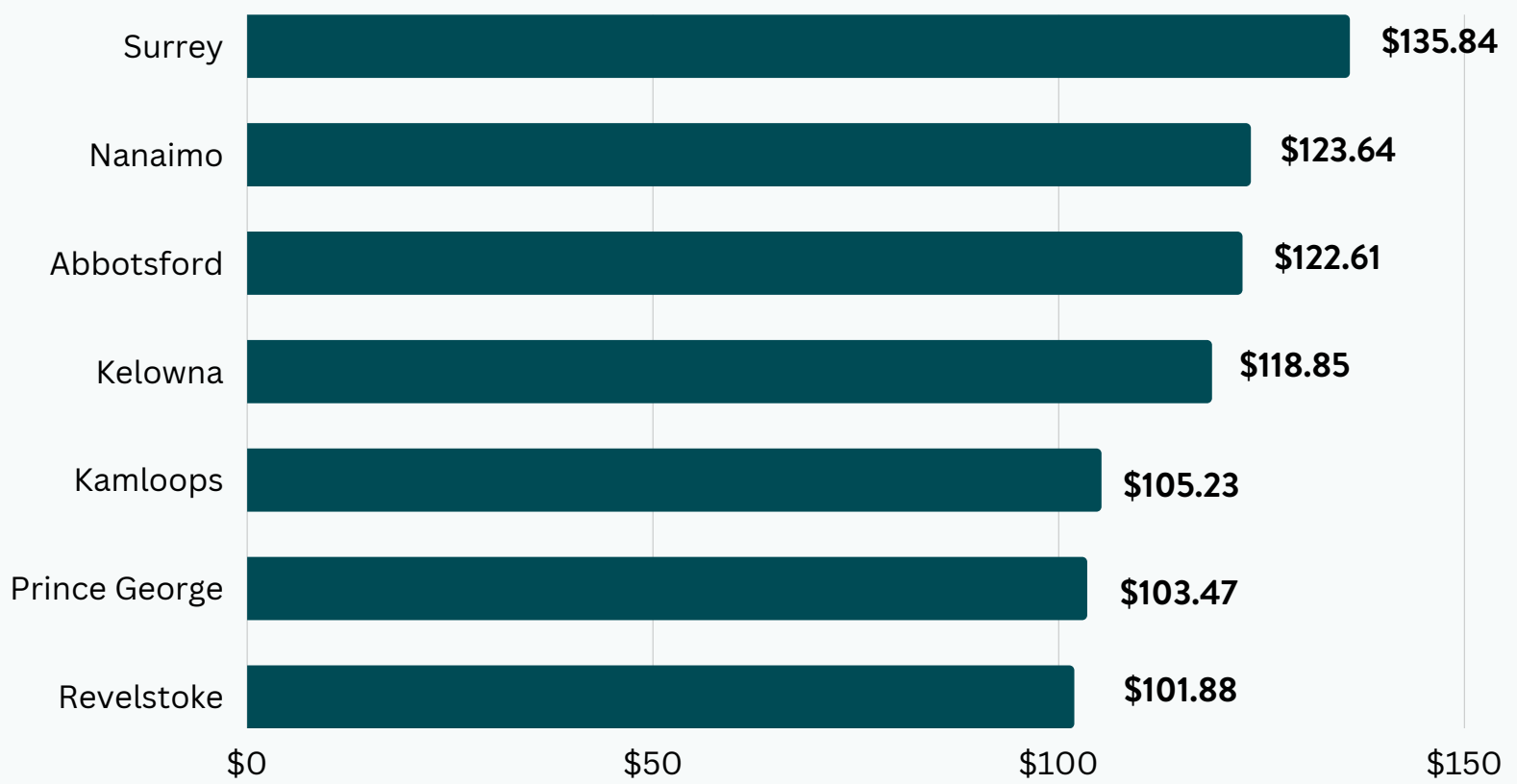
The ADR YTD was \$126.91, and the Occupancy was 63.14%

Hotel RevPAR:



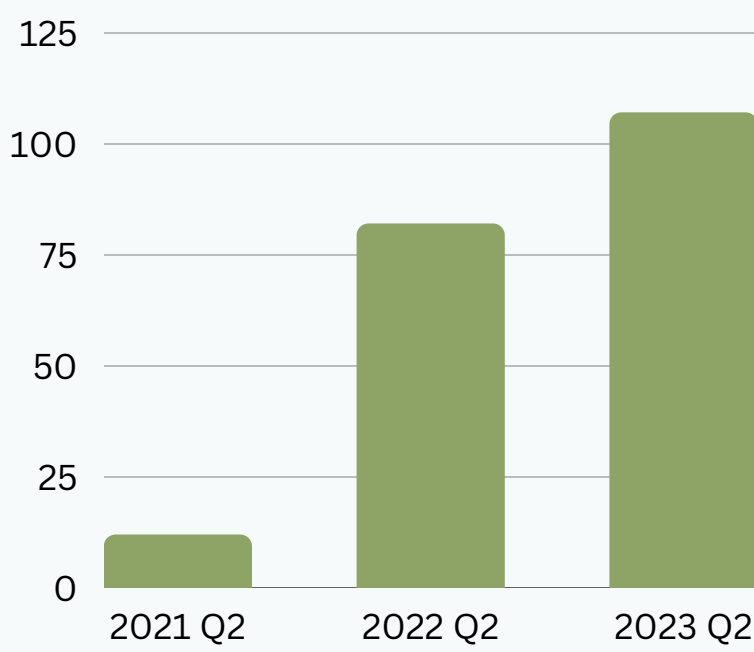
Accommodation Continued

April 2023 Q2 ADR Compset:

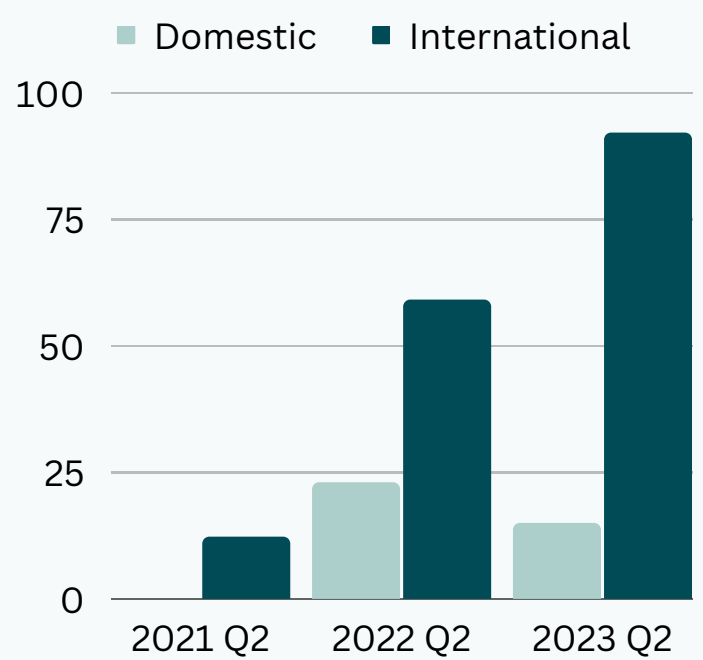


Travel Trade Report

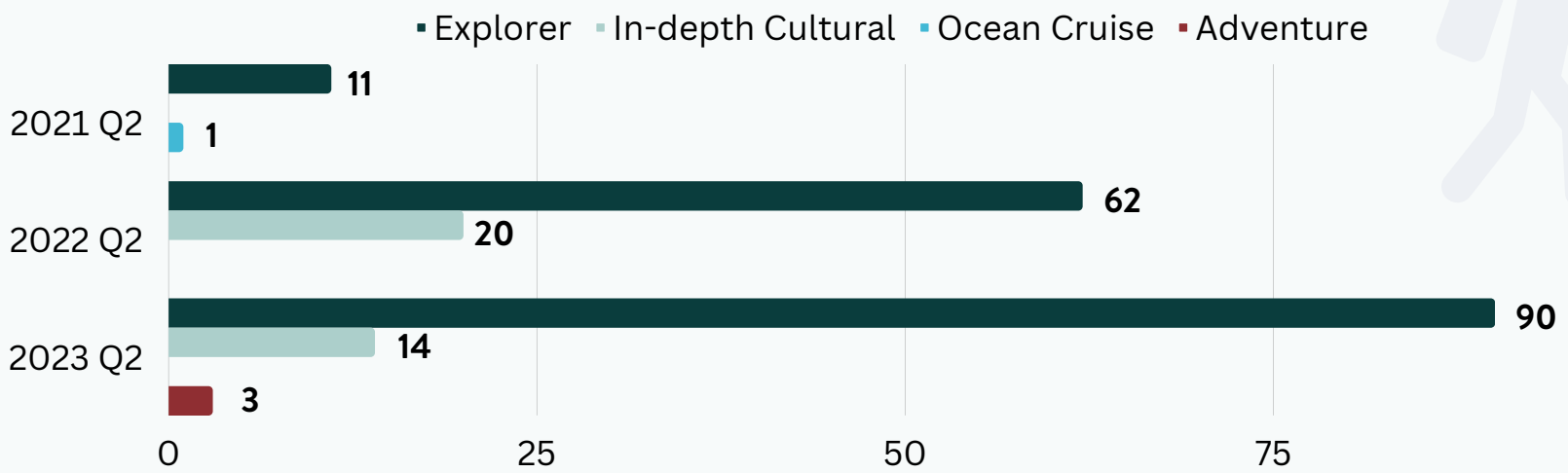
Total Tour Package Arrivals:



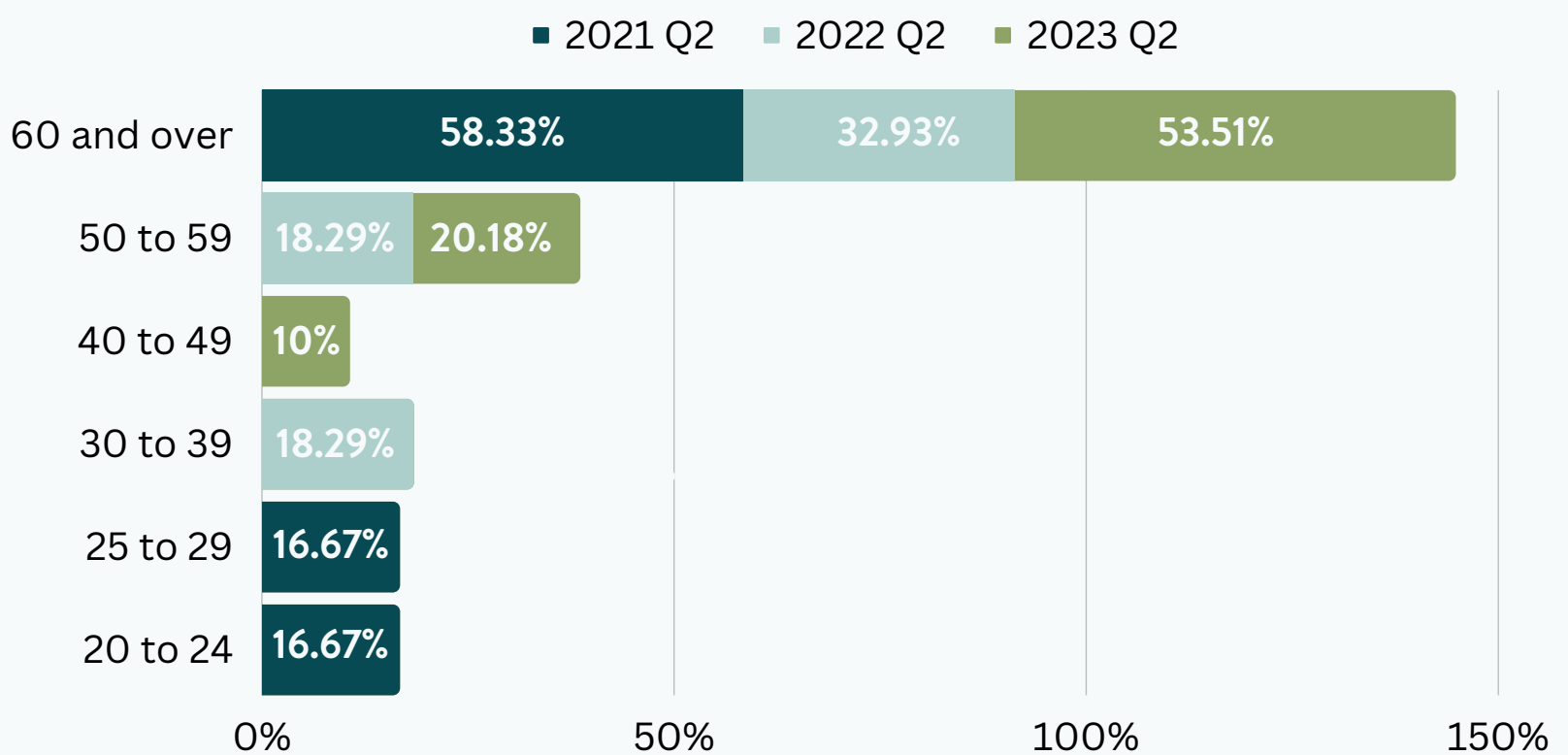
Domestic vs International Tour Package Arrivals:



Total Tour Package Arrivals by Tour Type:

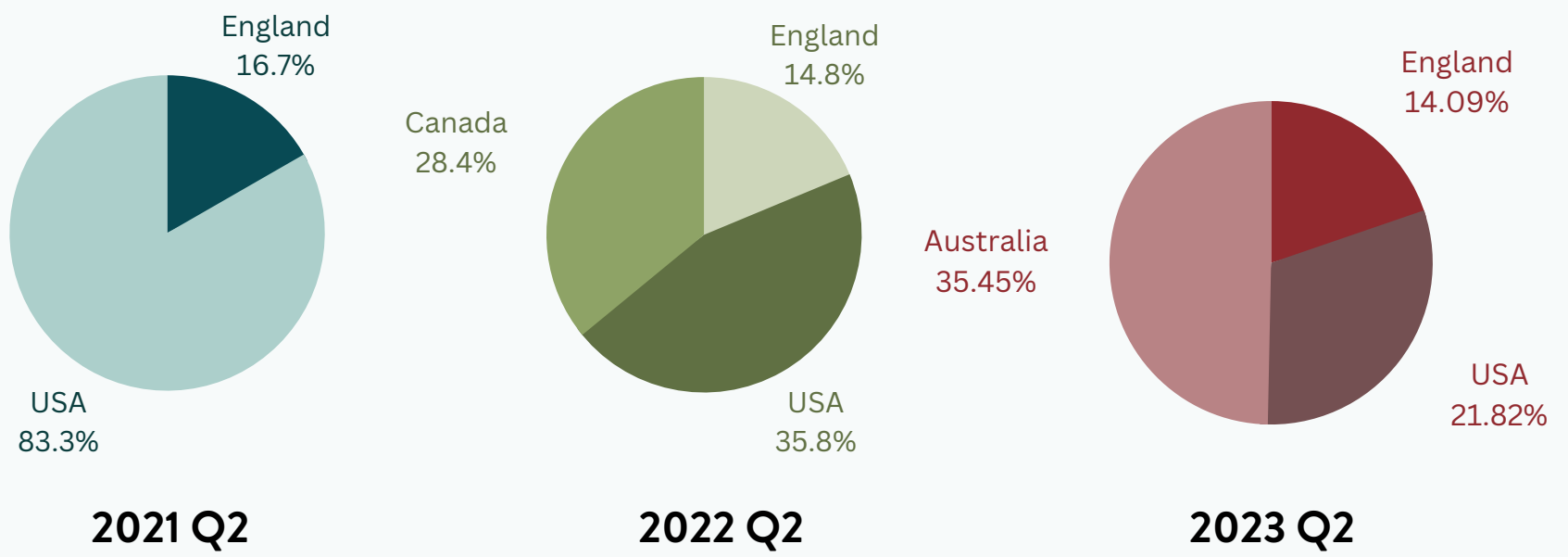


Tour Package Arrivals by Age:



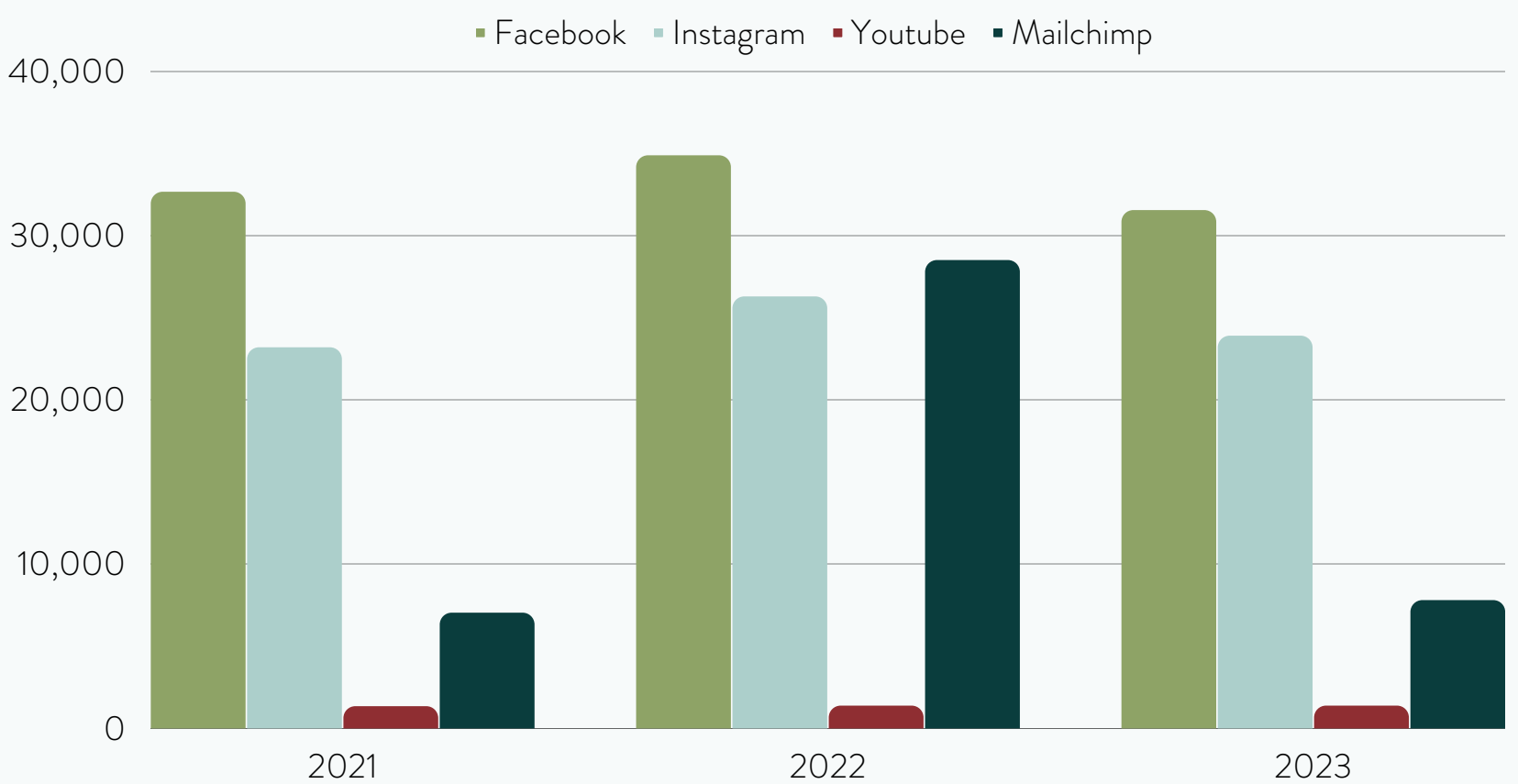
Travel Trade Report Continued

Tour Package Arrivals by Country of Origin:



Marketing

Subscribers Q2 April:

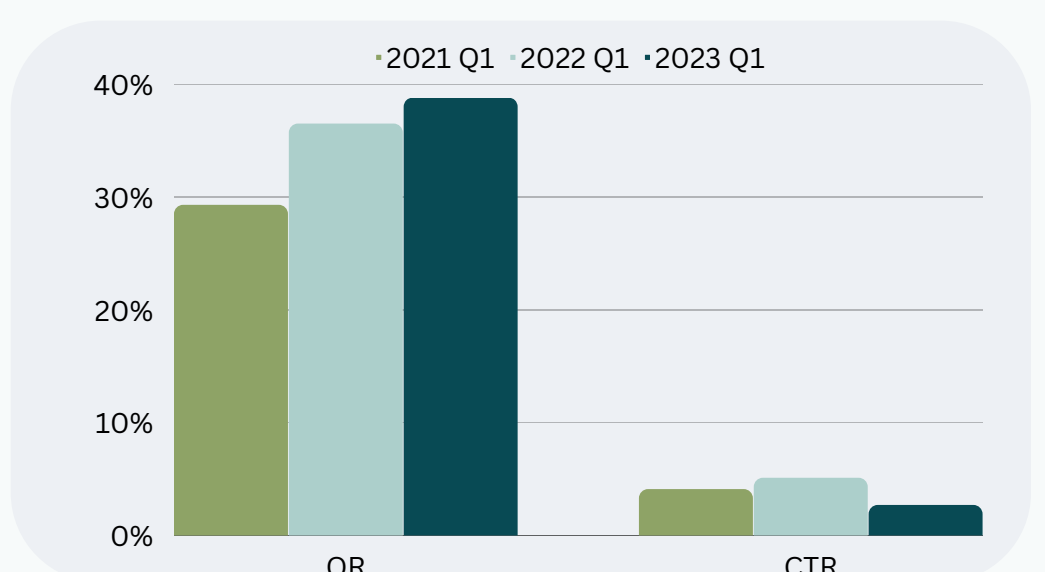


- Video views in March Q1 2023 were **3,299**
- Website sessions & external links in March Q1 included **34,094** sessions & **8,646** through external links

2023 Q2 April Impressions, Marketing Reach and Engagement:

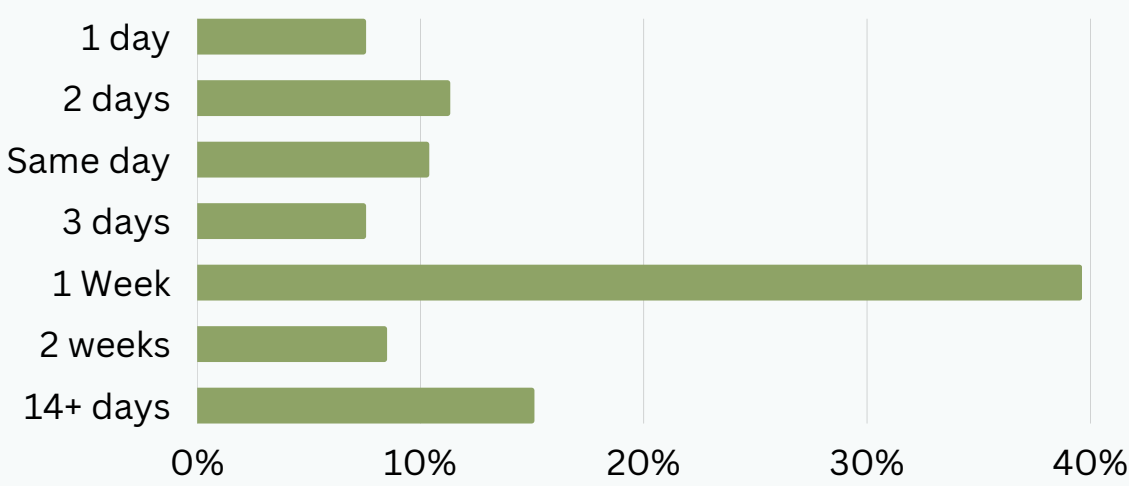


2023 Q1 March the MailChimp Open Rate was **38.8%** and Click Through Rate was **2.7%**



Visitor Services*

Nights in Community:



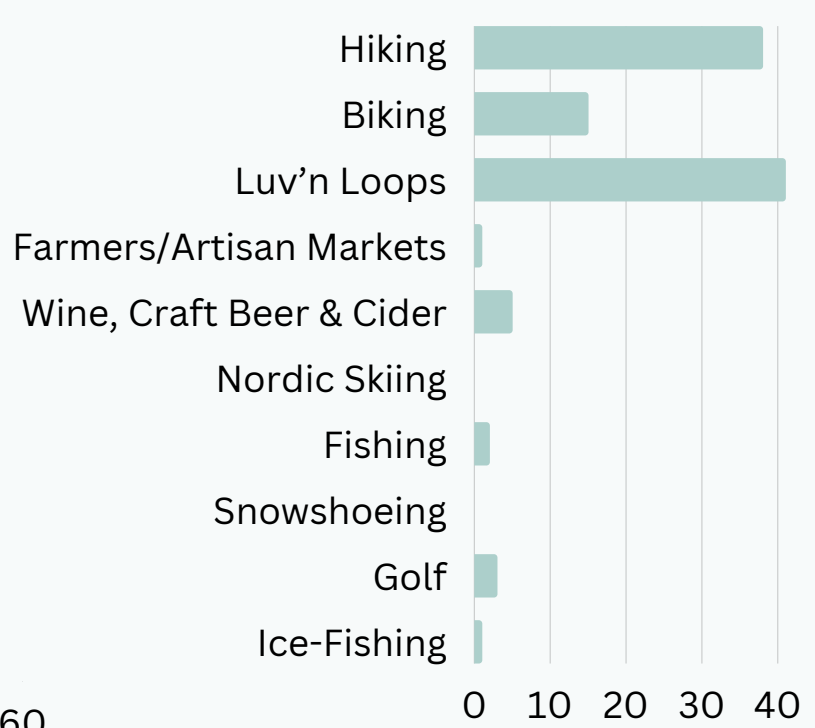
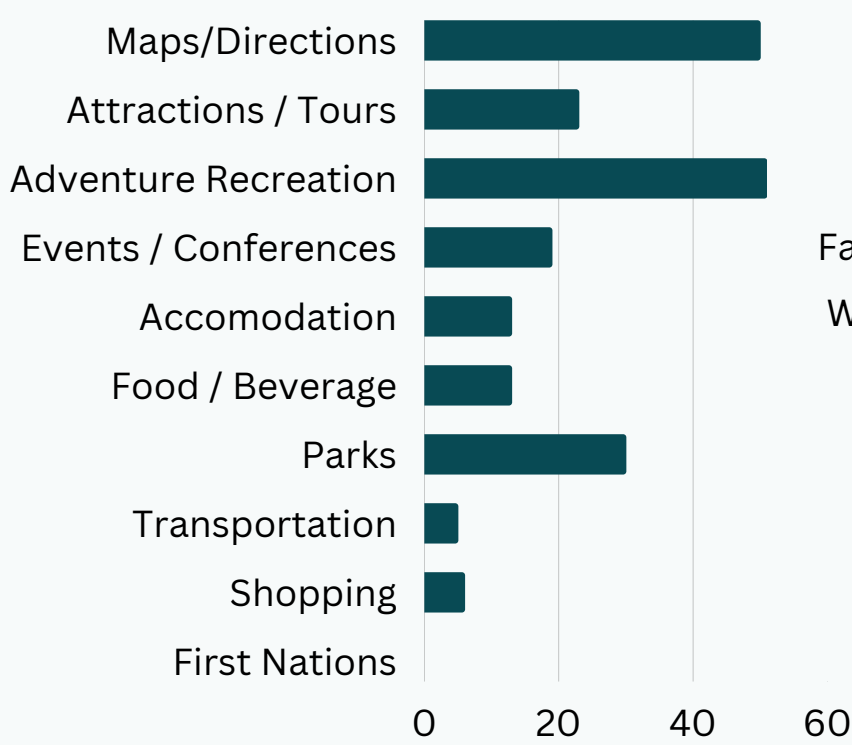
Top 3 Visitor Origins:

- Local Resident **49.8%**
- BC **35.7%**
- Other Canada **5.8%**

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

Information Requested in 2023 Q2 April:

Community specific Information Requested in 2023 Q2 April:

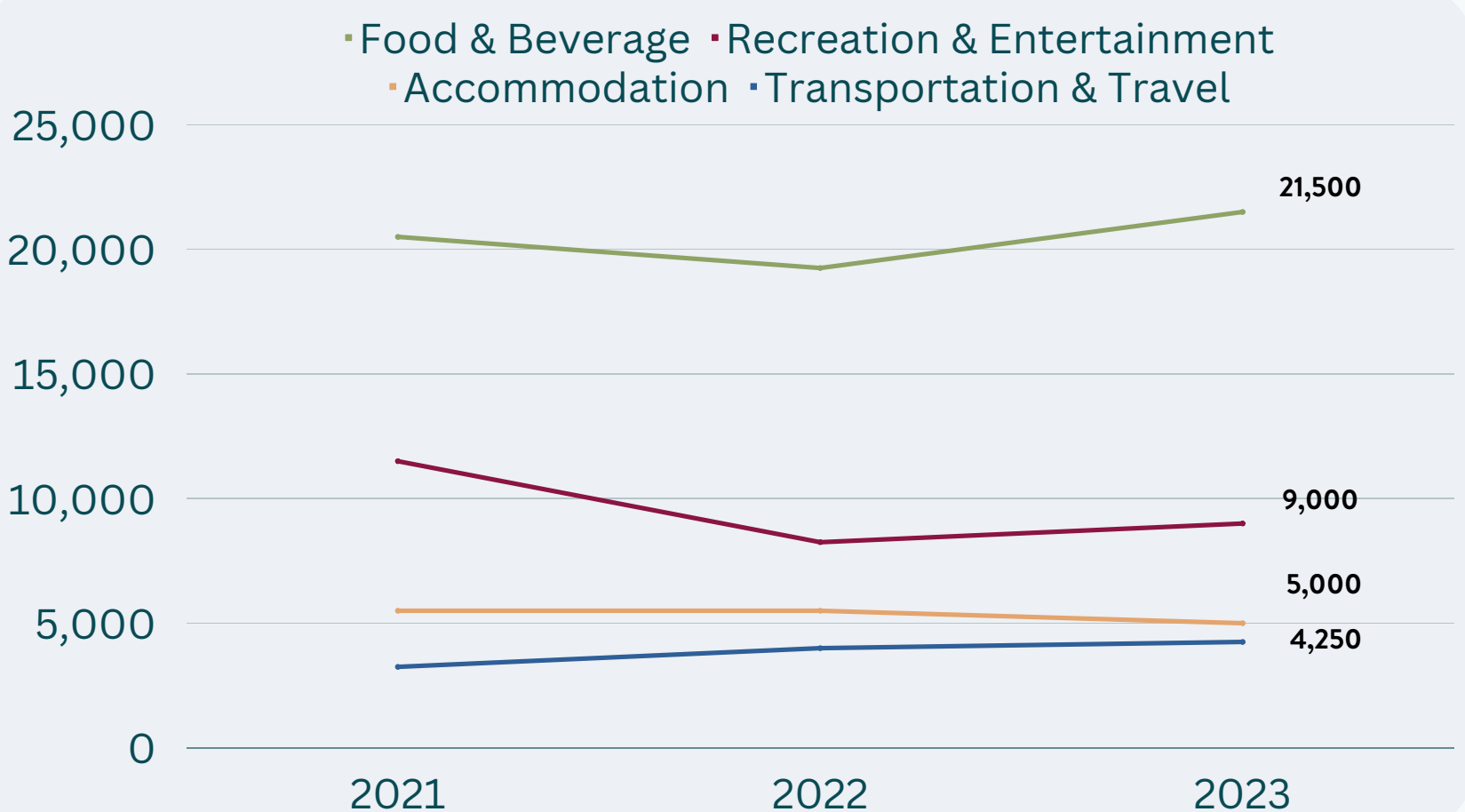


Employment

2023 Q1 March:

- Total Tourism Employment was **39,750**
- Tourism Unemployment Rate was **9.8%**
- Average Hours worked per week by Tourism Employees was **50.09**

Tourism Employment by Sector in Q1 March:

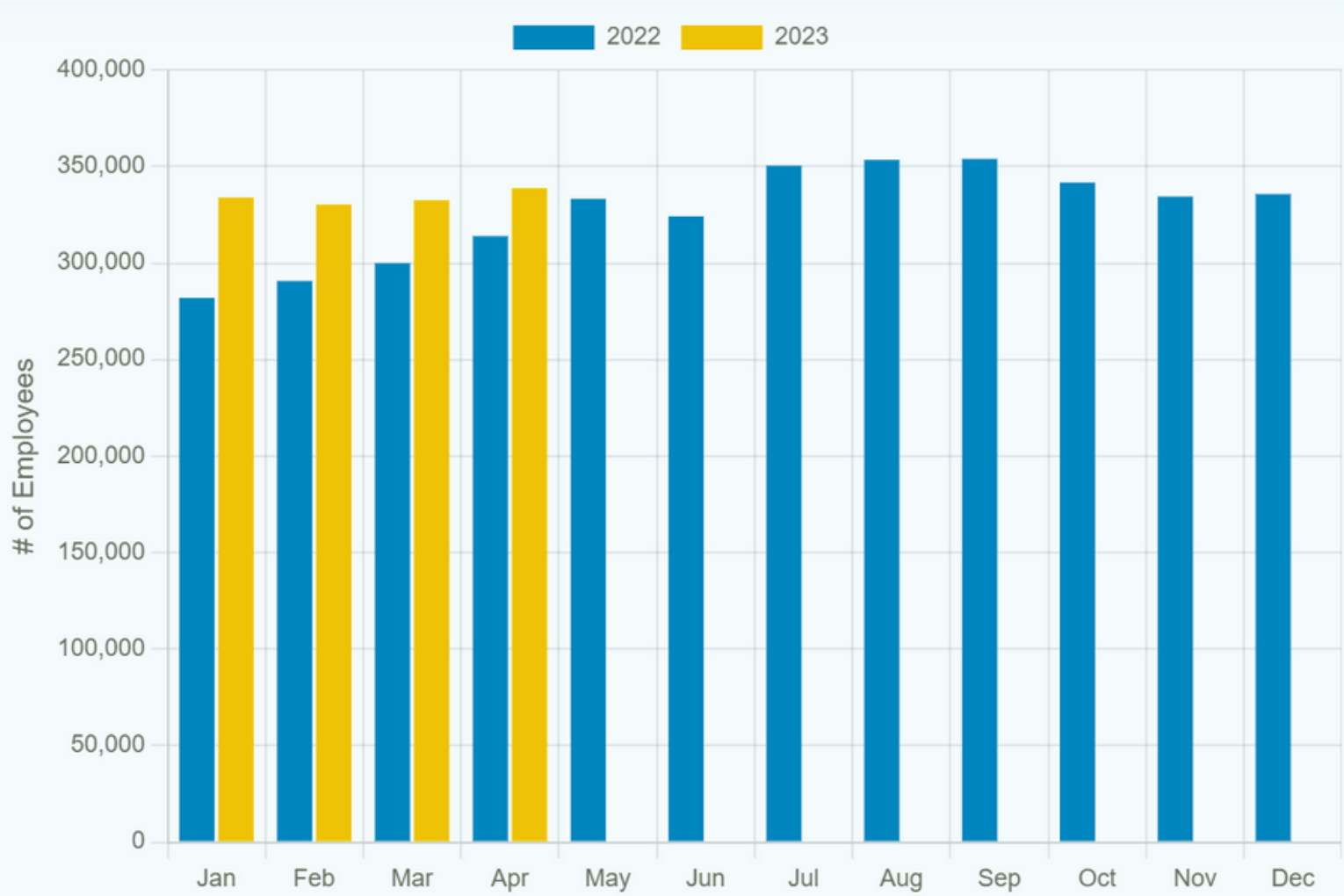


Employment Continued

Go2HR BC BC Tourism and Hospitality Labour Market Information - Employment Tracker

- Tourism and Hospitality employment in March 2023 in the Cariboo, Lower Mainland, Thompson Okanagan and Kootenays regions remained **below pre-COVID** levels.
- Although employment levels among all four Tourism and Hospitality industry sectors have been impacted by COVID-19, leading occupations in Food and Beverage Services have recovered back to nearly **80%** of the normal level, however, occupations in Travel and Accommodation Services remained about **45%** below pre-COVID levels.

BC Tourism and Hospitality industry employment 2022 vs 2023:



- The Tourism and Hospitality labour force increased by **2%** in March 2023 as compared to February 2023 at **352,250**. Labour force gains were observed in all regions except the Kootenays and Thompson Okanagan.
- Average hourly earnings in BC’s Tourism and Hospitality sector have been steady with some fluctuation between **\$22** to **\$26** over the past two years. Average hourly earnings by sector ranged from **\$21** to **\$37** in March 2023; the Transportation and Travel Services sectors had the highest average hourly earnings while the Food and Beverage sector reported the lowest.

In March 2023, Transportation and Travel led BC tourism sectors with approximately **93%** full-time workers, as compared to a low of **48%** full-time workers in the Food and Beverage sector.



Destination Overview

Kamloops Research Highlights:

- 361.25K** total arrivals YTD
- \$187.46M** Total spending YTD
- \$126.91** ADR YTD
- 63.14%** Occ YTD



A Tk'emlups creator has been featured on the first ever TikTok Indigenous Visionary Voices List, which highlights Indigenous people in BC and across Canada making a difference on social media.

UNWTO is working to build a new narrative around tourism as a force for development and transformation

With tourism high on the political agenda like never before, UNWTO is leading the shift in tourism communications, with a greater focus on the sector's unique power as a driver of development and opportunity. Secretary-General Zurab Pololikashvili said: "We have made huge progress over the past few years in making tourism's relevance more visible and more appreciated, by governments and by tourists themselves. But we need to make it even clearer. For this reason, UNWTO is working to build a new narrative around tourism as a force for development and transformation."

E-bikes have increased in popularity whether for personal use to explore ones community or take a tour through a rental company. Rebates are now available to BC residents over the age of 19 to purchase an e-bike. There are three rebates levels based on net income.

- Net income less than \$38,950 are eligible for a \$1,400 rebate
- Net income of more than \$51,130 are eligible for a \$300 rebate
- Net income in between two numbers above are eligible for a \$1,000 rebate
- The BC Cycling Coalition states, "BCCC is very happy to have been a part of the consultation with government and other organizations on this, and for those eligible, please check out our e-bike education grant for small and rural communities!"
- [Article Link](#)

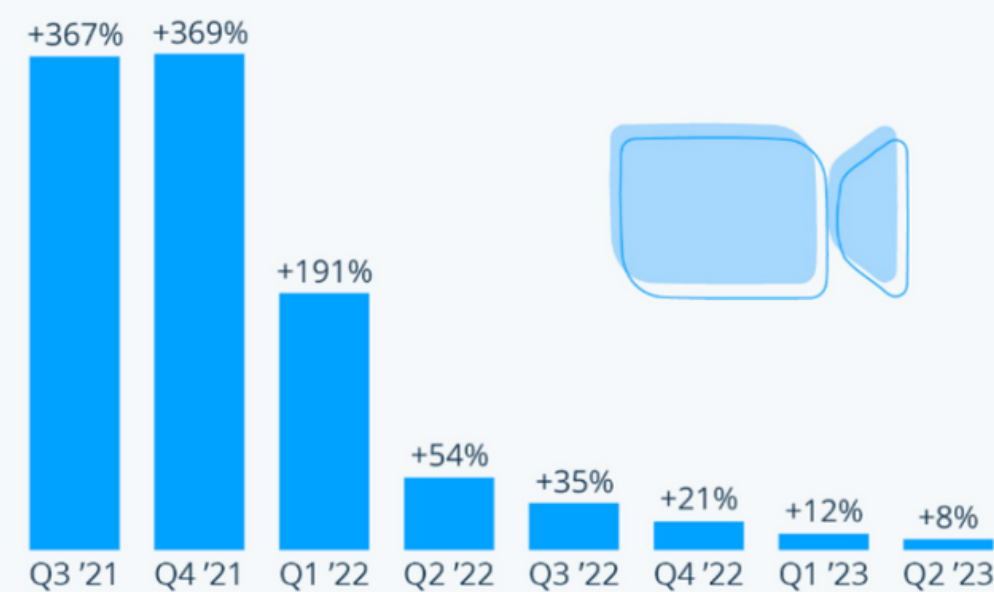
Adopting sustainability initiatives in your hotel is not only a responsible choice for the planet but also a smart business strategy

By implementing energy-efficient measures, conserving water, managing waste effectively, prioritizing sustainable food and beverage practices, and engaging your staff, you can increase your hotel's bottom line while making a positive impact. Remember, these are just a few examples of the many possibilities available to you. To explore more sustainable practices and gain step-by-step guidance, be sure to visit the BCHA Playbook, your comprehensive resource for creating a cohesive and impactful sustainability plan. Visit the BCHA Playbook for more information located on the Resources tab of the [BCHA Member Portal](#).

City Council gave Tourism Kamloops the go ahead to use Riverside Park for commercial purposes. The commercial use will include food trucks and equipment rentals.

Zoom's Revenue Growth Is Running Out of Steam

Y-o-y revenue growth of Zoom Video Communications



Fiscal year runs from Feb 1 to Jan 31
Source: Zoom



Straight from the head of Instagram: There is no (single) algorithm. Contrary to popular belief, there isn't a single mathematical formula that dictates how content is spread around the Instagram universe. Instead, there are series of ranking systems that are specific to each of their major content formats, so each has different opportunities and requires a different approach. [View the full video.](#)