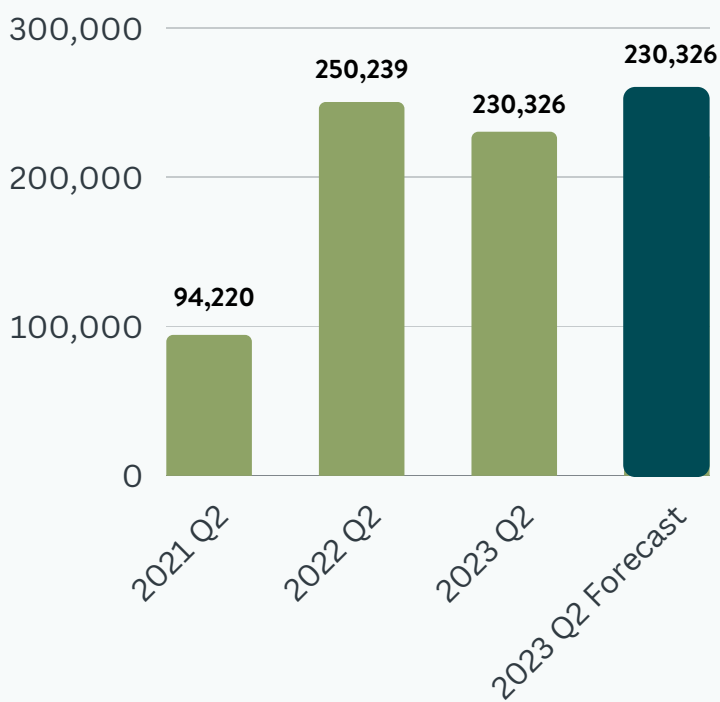


## Arrivals

Kamloops Airport passenger Statistics indicated there were **21,342** May travelers in 2022 and **24,096** May travelers in 2023



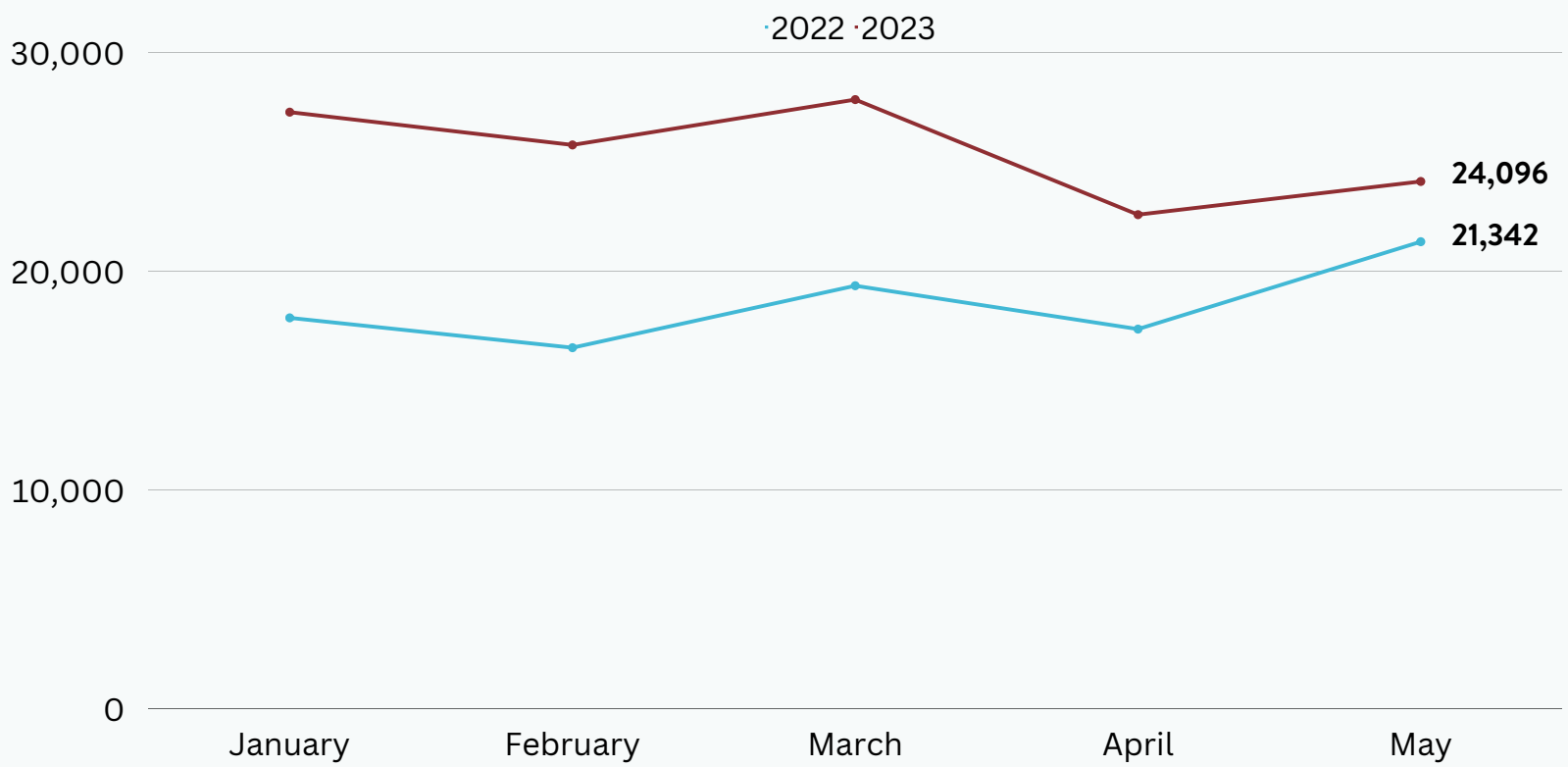
### Total arrivals into Kamloops by:



- 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

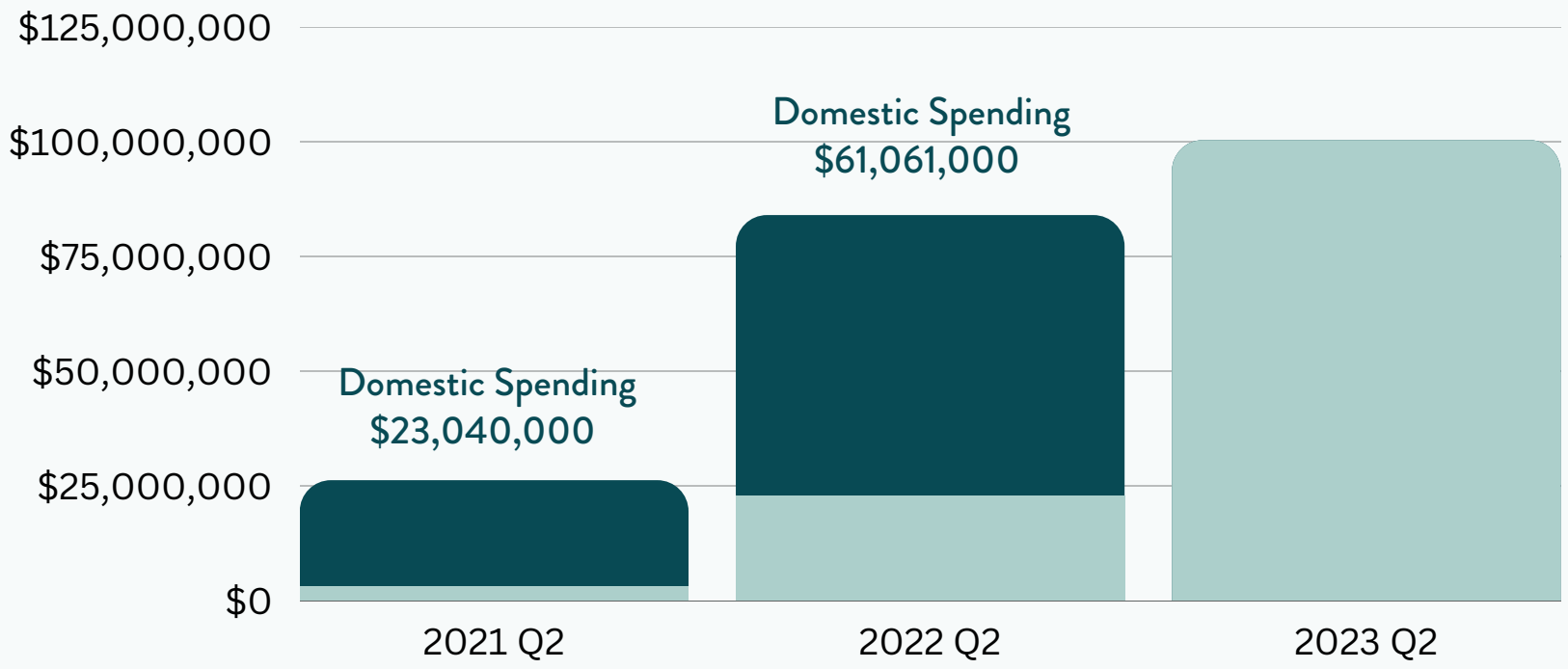
### Average Spend Per Visitor:



Total Spending YTD **\$187.46M**

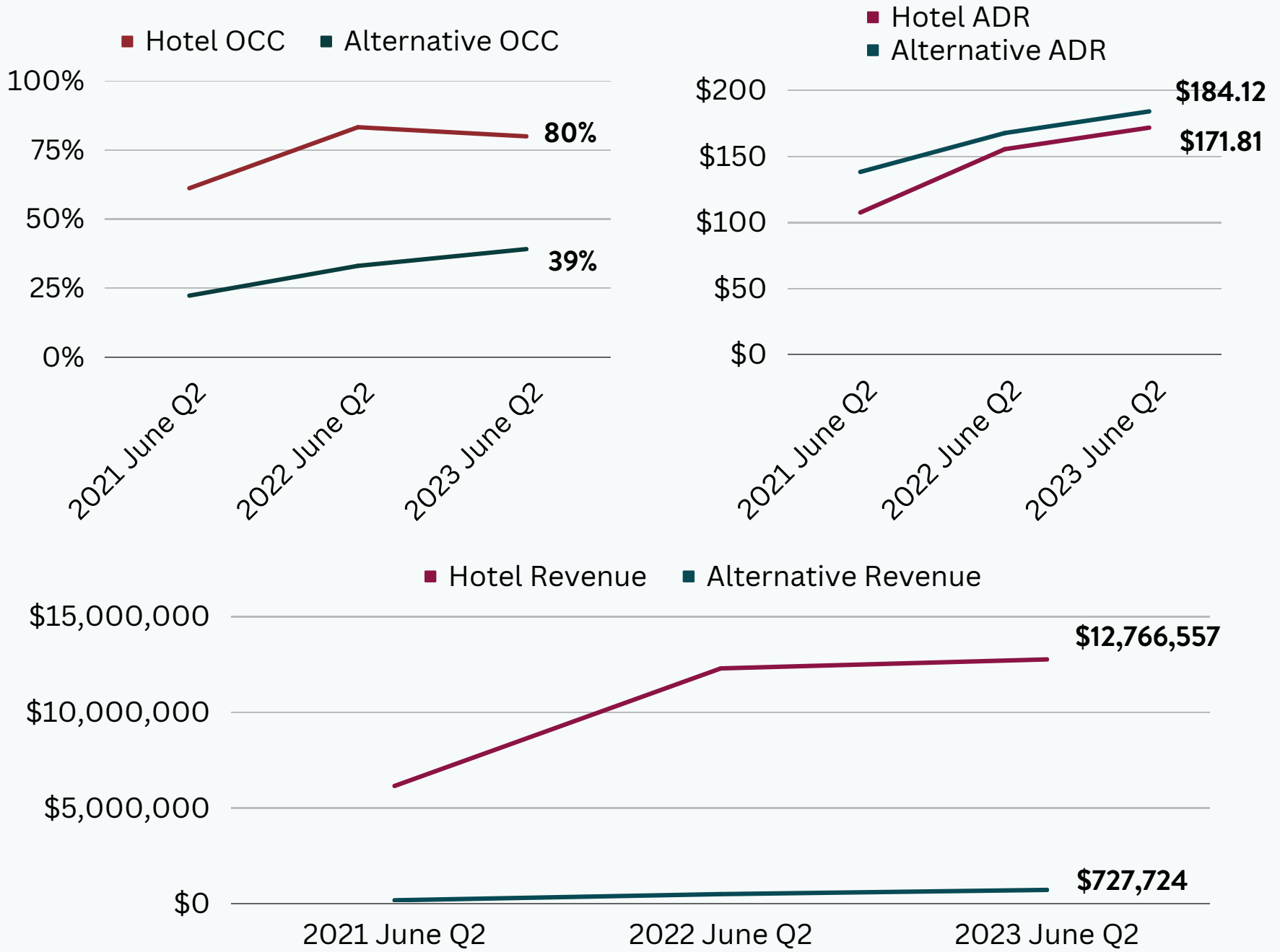
## Visitor Spending Continued

### Total Spending:



## Accommodation

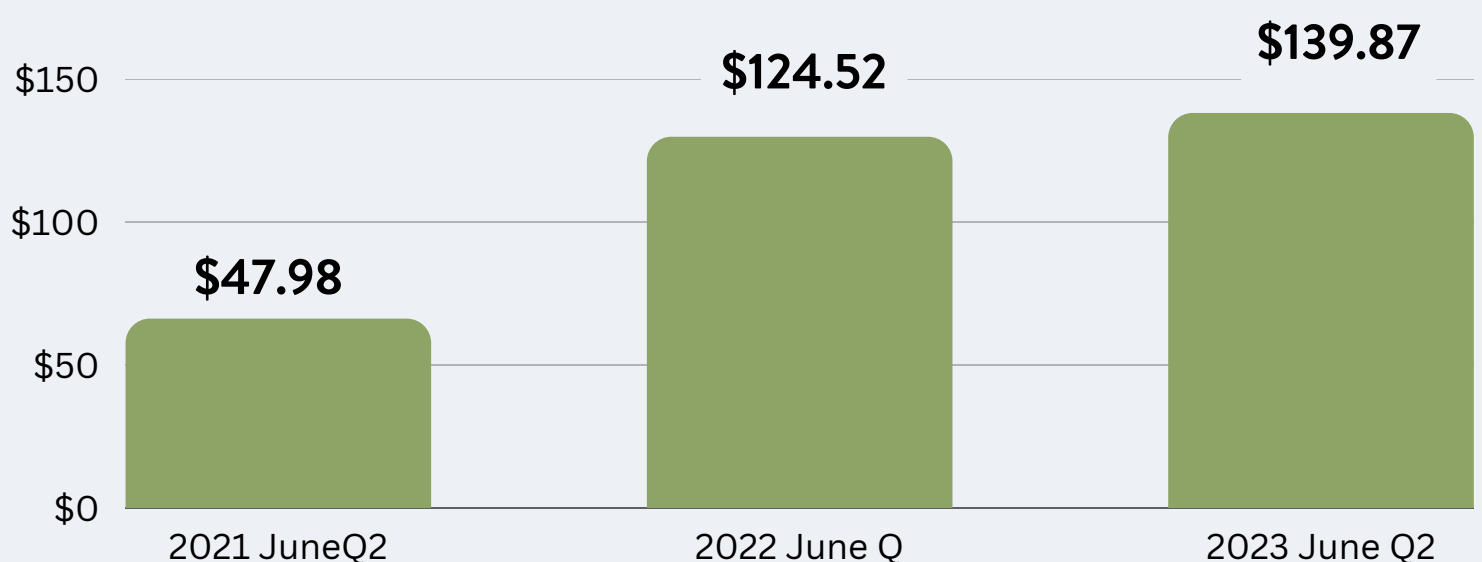
### Hotel vs Alternative:



Revenue YTD was **\$58.77M** the RevPAR YTD **\$100.97**

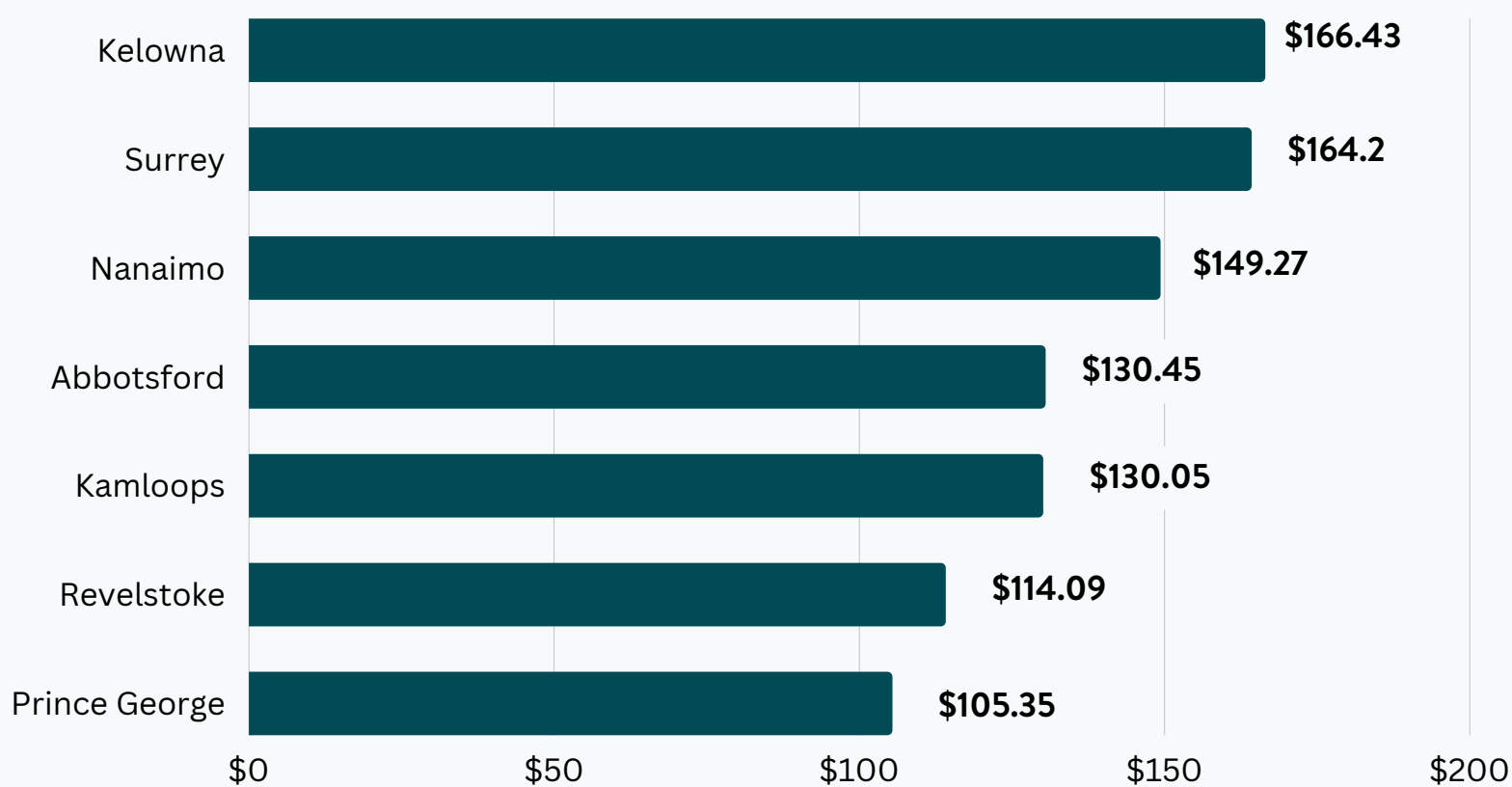
ADR YTD was **\$141.77** and Occupancy was **69%**

### Hotel RevPAR:



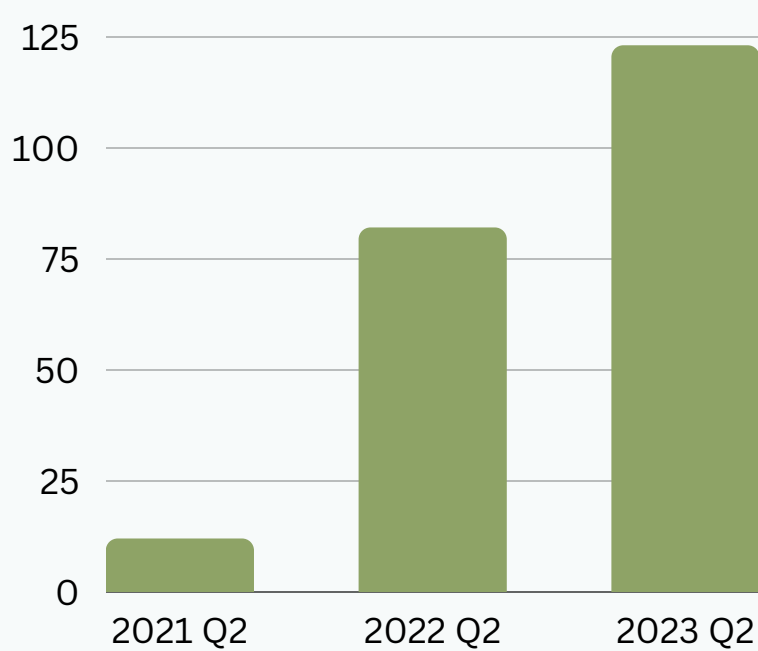
## Accommodation Continued

### June 2023 Q2 ADR Compset:

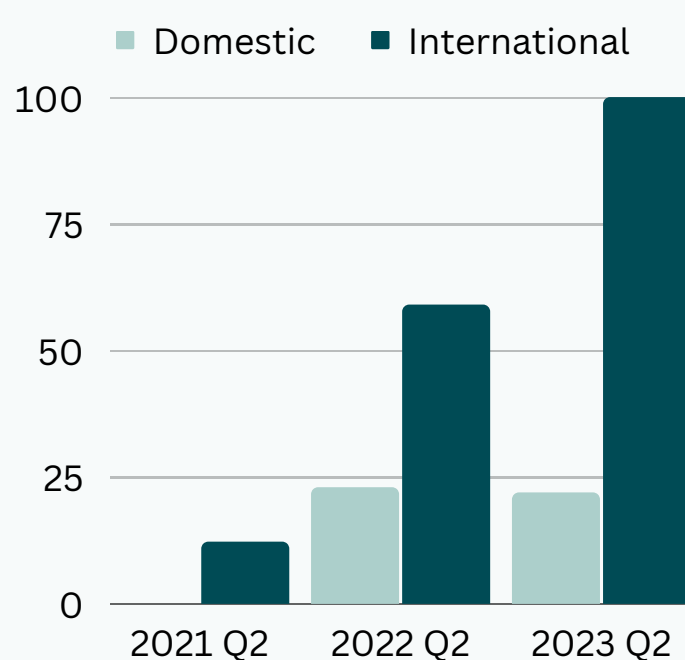


## Travel Trade Report

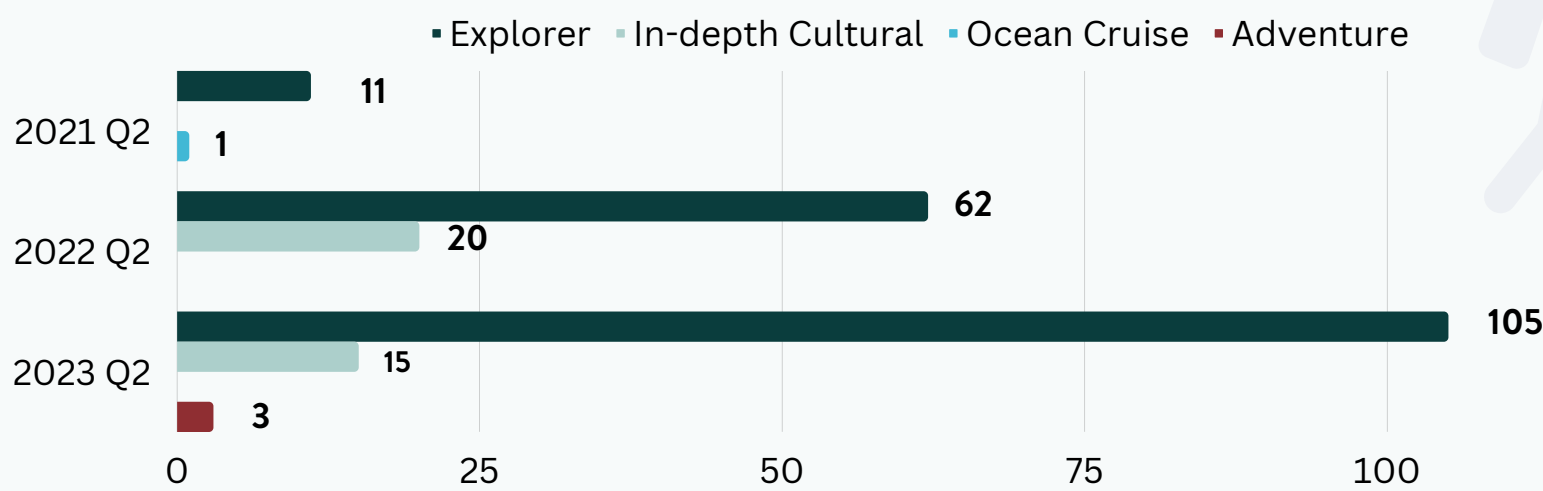
### Total Tour Package Arrivals:



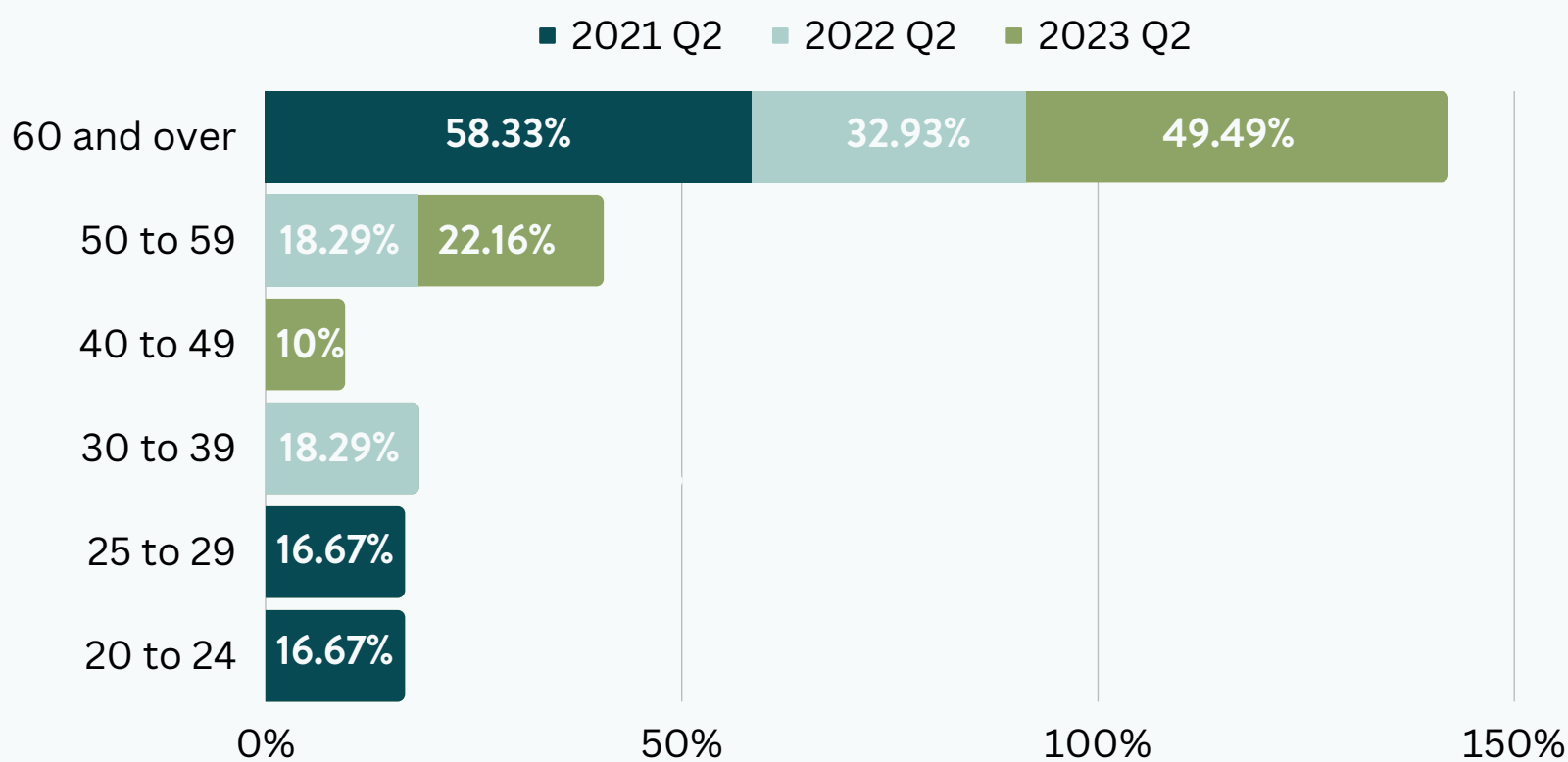
### Domestic vs International Tour Package Arrivals:



### Total Tour Package Arrivals by Tour Type:

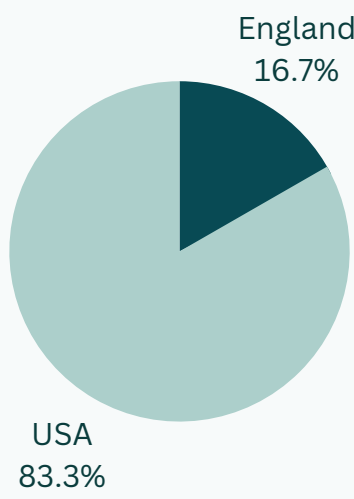


### Tour Package Arrivals by Age:

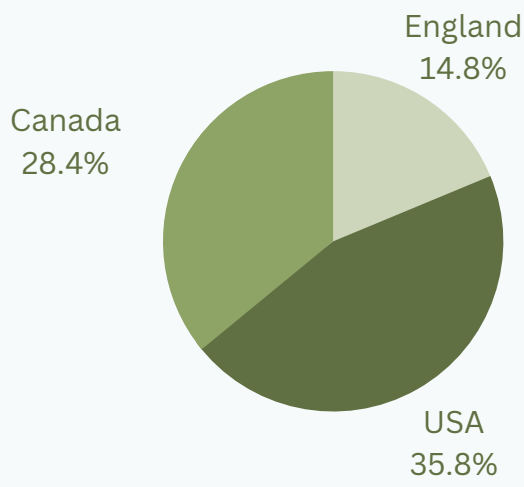


## Travel Trade Report Continued

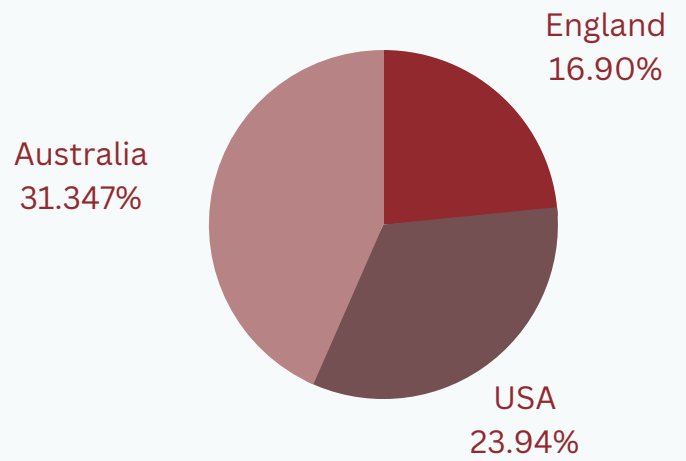
### Tour Package Arrivals by Country of Origin:



2021 Q2



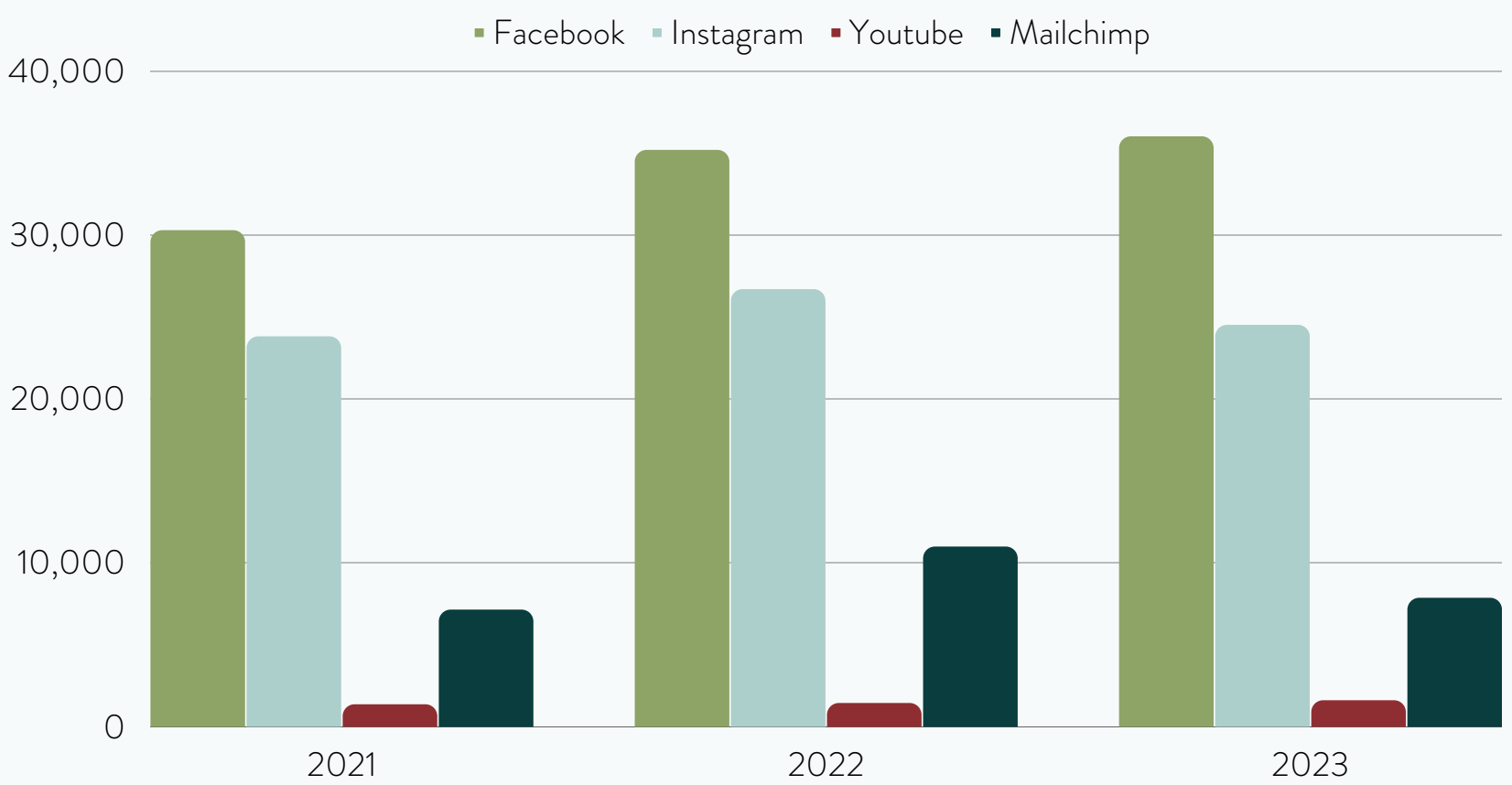
2022 Q2



2023 Q2

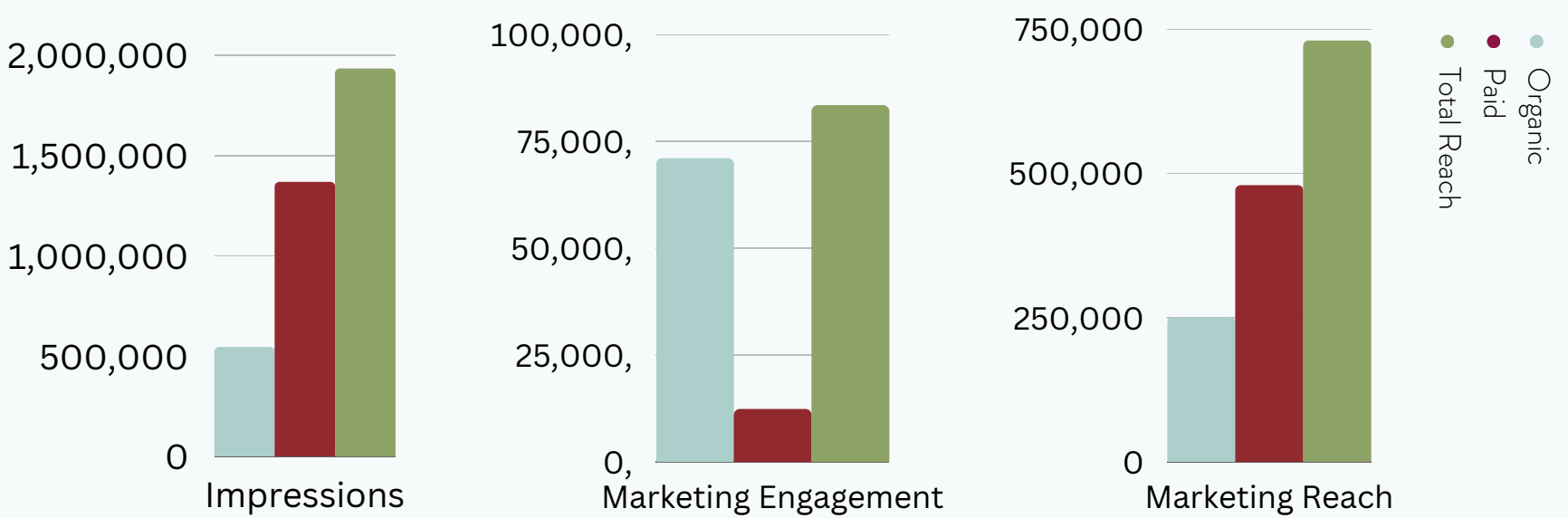
## Marketing

### Subscribers Q2 June:

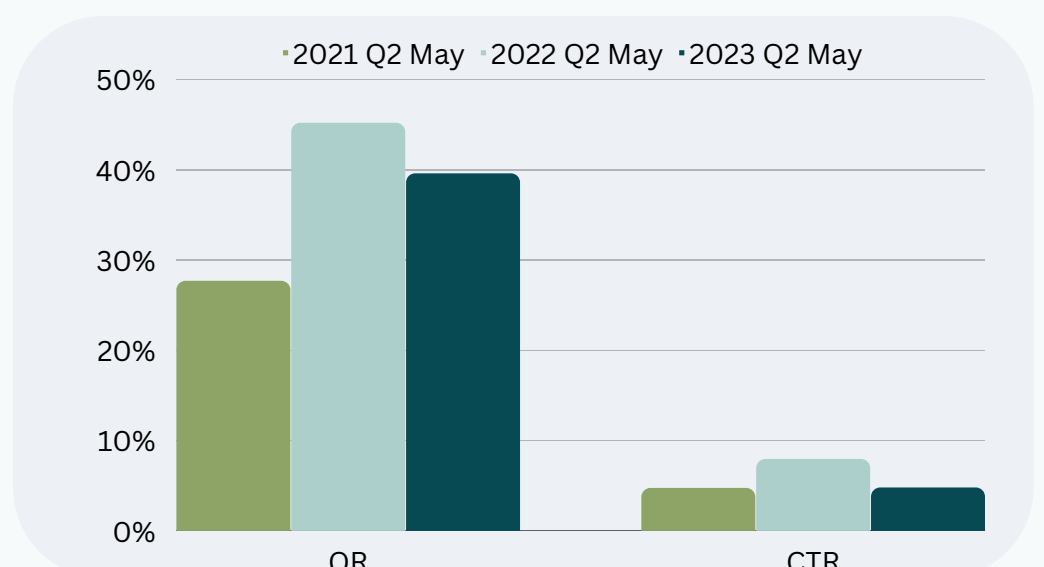


- Video views in 2023 June Q2 were **2,017**
- Website sessions & external links in 2023 June Q2 included **62,911 sessions & 10,902** through external links

### 2023 Q2 June Impressions, Marketing Reach and Engagement:

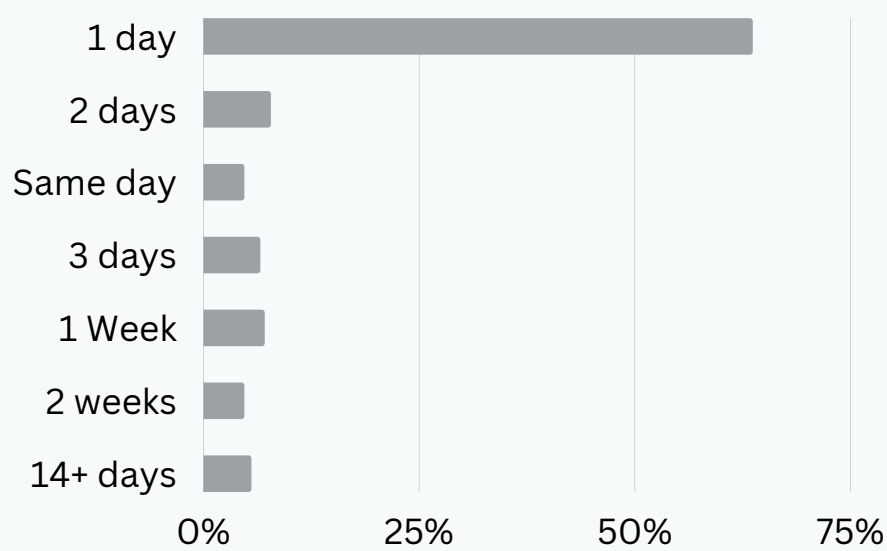


2023 Q2 May the MailChimp Open Rate was **39.6%** and Click Through Rate was **4.8%**

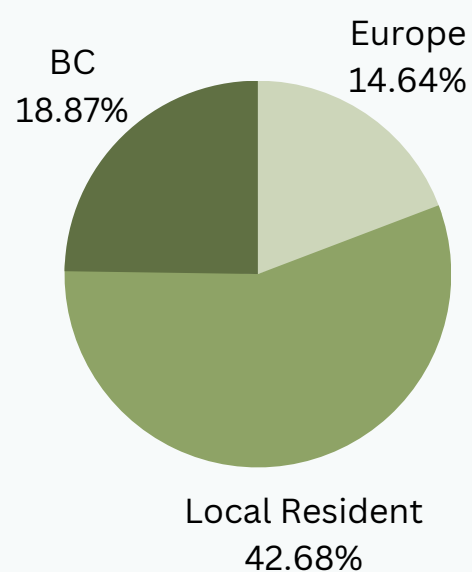


## Visitor Services\*

### Nights in Community:

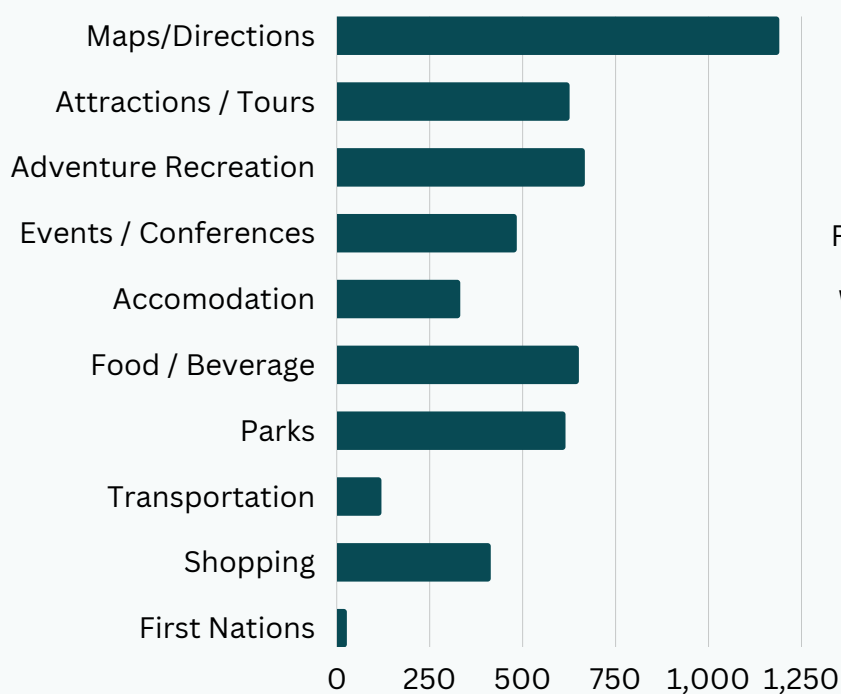


### Top 3 Visitor Origins:



In June Q2: 1465 parties mobile | 34.33 Parties/Hour mobile | 52 Phone Calls

### Information Requested in 2023 Q2 June:



### Community specific Information Requested in 2023 Q2 June:



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

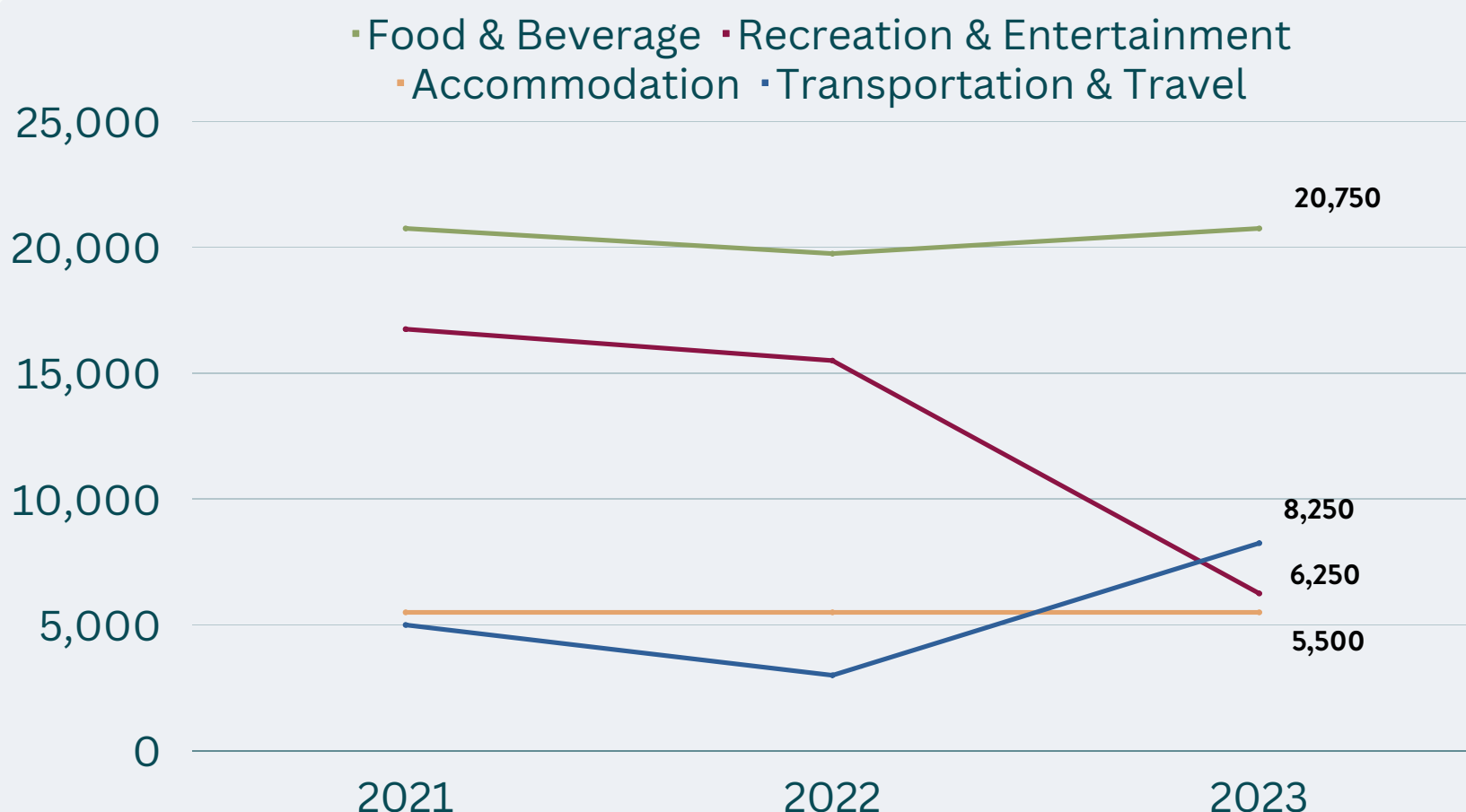
## Employment

### 2023 Q2 June:

- Total Tourism Employment was **40,750**
- Tourism Unemployment Rate was **0.70%**
- Average Hours worked per week by Tourism Employees was **62.58**



### Tourism Employment by Sector in Q2 June:

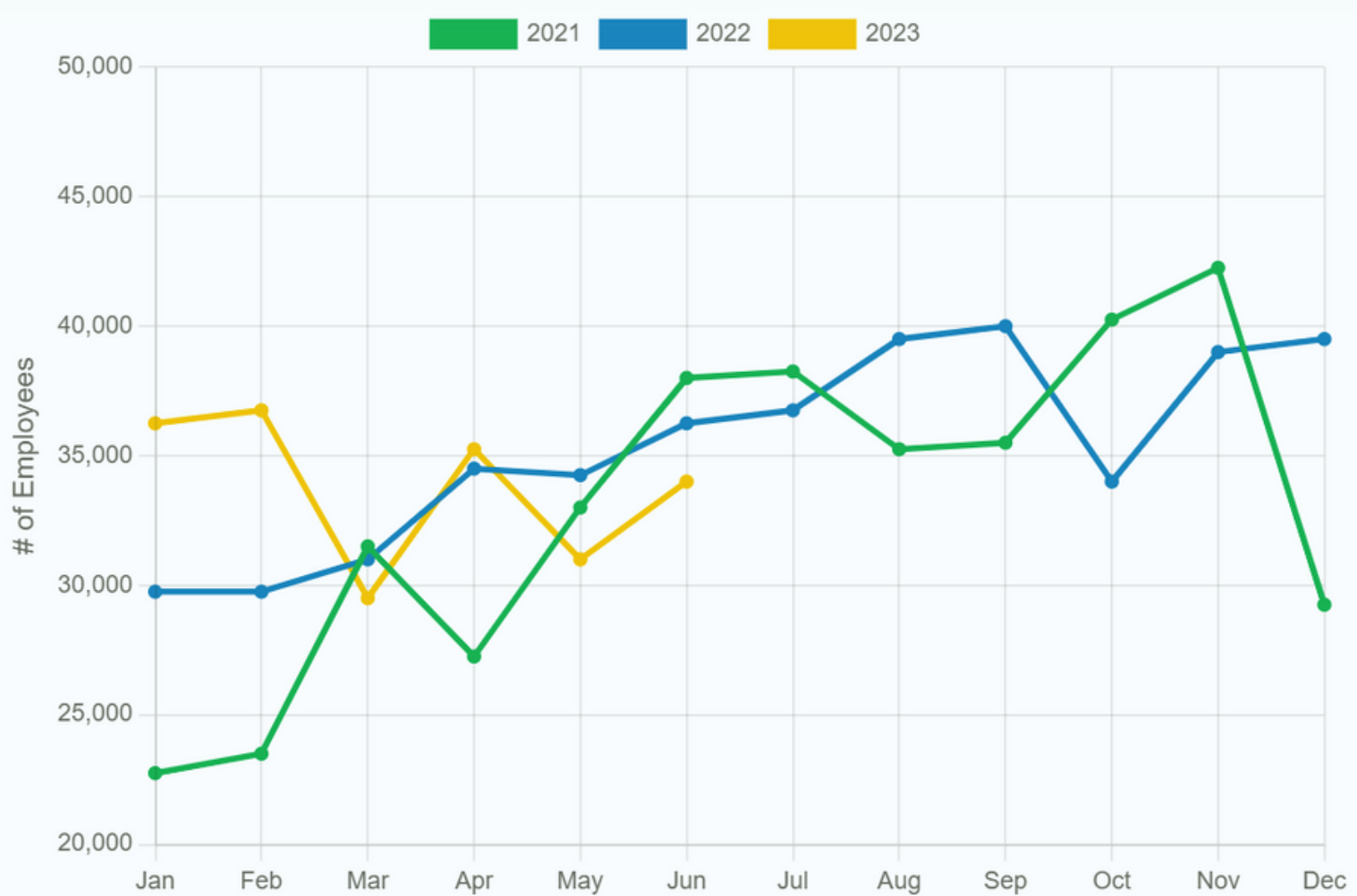


## Employment Continued

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

- In June 2023, employment in BC’s Tourism and Hospitality sector increased by **4.3%** from **340,750** in May 2023. Employment levels in the Lower Mainland, Thompson Okanagan and Vancouver Island regions had increased in June 2023, while the remaining regions experienced a decrease.
- Employment in all Tourism and Hospitality sectors have increased in June 2023 except the Food and Beverage sector, which experienced a decrease of **2,000** jobs

#### Thompson Okanagan Employment 2021 vs 2022 vs 2023:



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 **99%** of the normal level, however, occupations in Travel and Accommodation Services remained about **15%** below pre-COVID levels

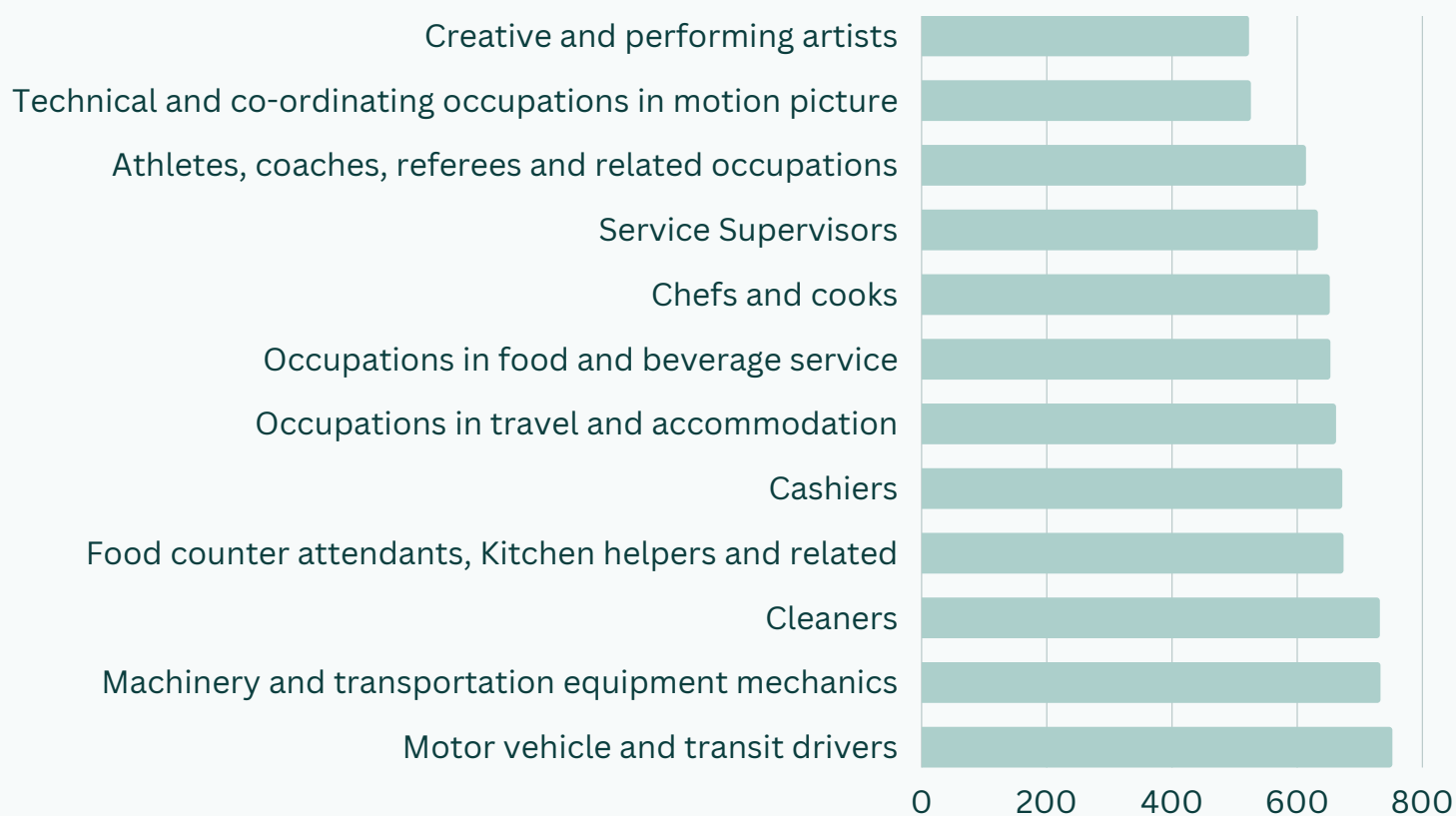
- Of those employed in BC’s Tourism and Hospitality industry, **53%** are male and **47%** are female. The Transportation and Travel Services sector, however, has a higher concentration of males. About **70%** of workers are between 15 to 44 years of age. Most workers in BC’s Tourism and Hospitality industry have at least a High School Diploma, **25%** have a degree or diploma below a bachelor’s, and **28%** have a bachelor’s degree or higher.





## Employment Continued

Leading occupations (those that reported a greater employment weight) in the Tourism and Hospitality industry in BC:



## Destination Overview

**A third of Canadians have changed or cancelled vacation plans due to inflation, according to a new survey by Leger:**

Of those who have changed their vacation plans, **46%** are also cutting back on dining out, found the July survey of **1,526** Canadians. Inflation slowed to **2.8%** in June, but the price of groceries continued to climb, with prices rising **9.1%** last month, Statistics Canada said.

### Kamloops Research Highlights:

**361.25K** total arrivals YTD

**\$187.46M** Total spending YTD

**\$141.77** ADR YTD

**69.05%** OCC YTD

## During Destination Canada's Broadcast of Annual Public Meeting They Announced the New Federal Tourism Growth Strategy Launch

- The Honourable Randy Boissonnault, Minister of Tourism and Associate Minister of Finance, launched the new Federal Tourism Growth Strategy, which will chart a course for growth, investment, and stability for Canada's tourism industry.
- Marsha Walden joined tourism stakeholders for the unveiling of the new strategy in Niagara Falls. This strategy reflects hundreds of engagements and consultations with a wide range of stakeholders and industry partners from coast to coast to coast. At Destination Canada, we have worked closely with our partners to make united recommendations for this new strategy. Destination Canada is privileged to have a key role in supporting the future execution of the new Federal Tourism Growth Strategy to help deliver those benefits for Canada.
- Wix released a new tool, called AI Site Generator, which will design, code, and even fill any webpage with original content, based off of a few simple prompts.**

Threads became the fastest growing app in history, with crossing the **100 million** user mark just **5 days** after its launch. For context, it took the following others to hit the 100 million mark Twitter 5 years, ChatGPT 2 months, TikTok 9 months, and Instagram 2.5 years. However, the head of Instagram states, Threads isn't the same as Twitter because they're not actively trying to create spaces for news and politics. Instead, it will be more of where people can connect on topics that they care about.

To help employers navigate these challenging times, go2HR has curated a list of useful resources relating to wildfire preparation, the hazards of smoke exposure and mental health supports:

- [Wildfire Preparedness Guide \(PreparedBC\) \(includes a 'Grab-and-go Bag' list\)](#)
- [Working in Wildfire Smoke – FAQs \(WorkSafeBC\)](#)
- [Coping with Natural Disaster Stress \(CMHA-BC\)](#)