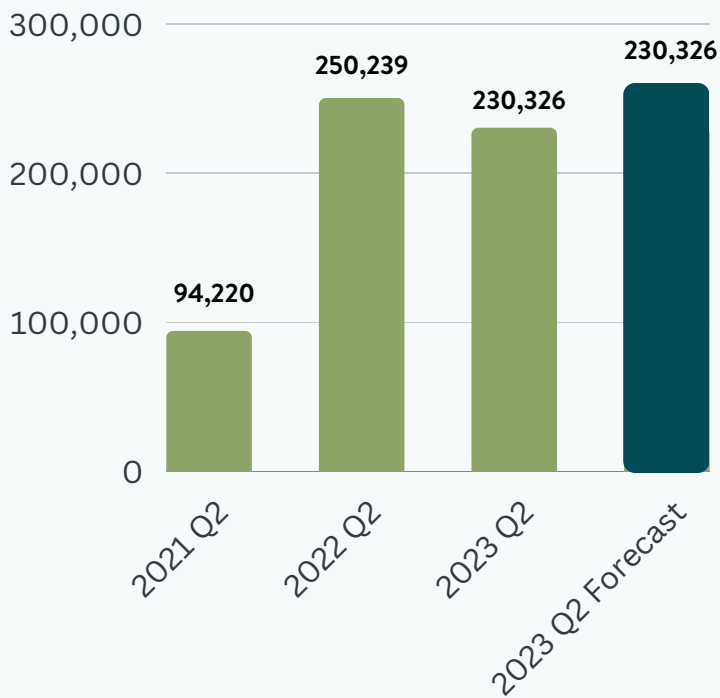


Arrivals

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:

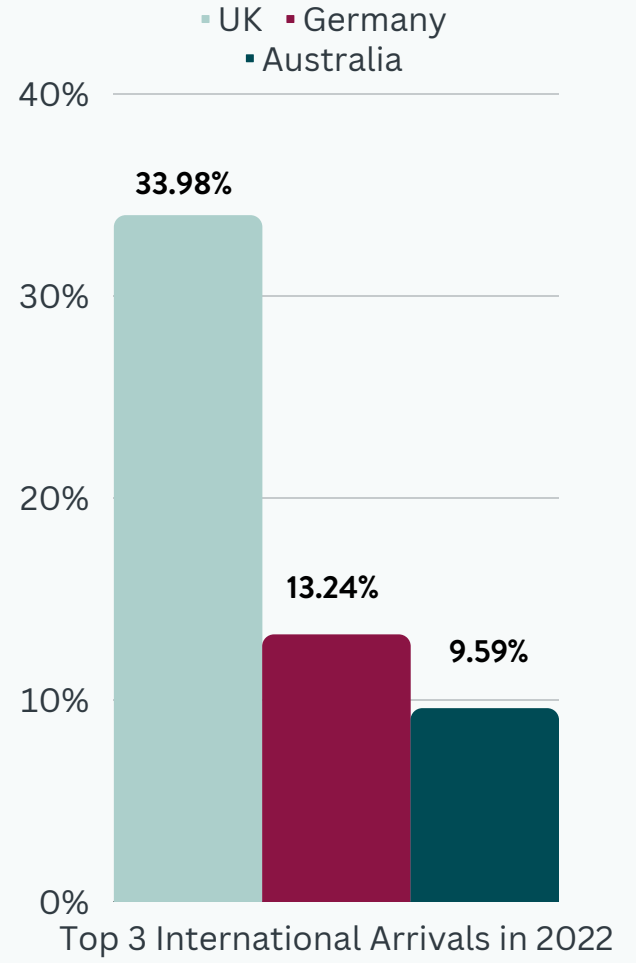
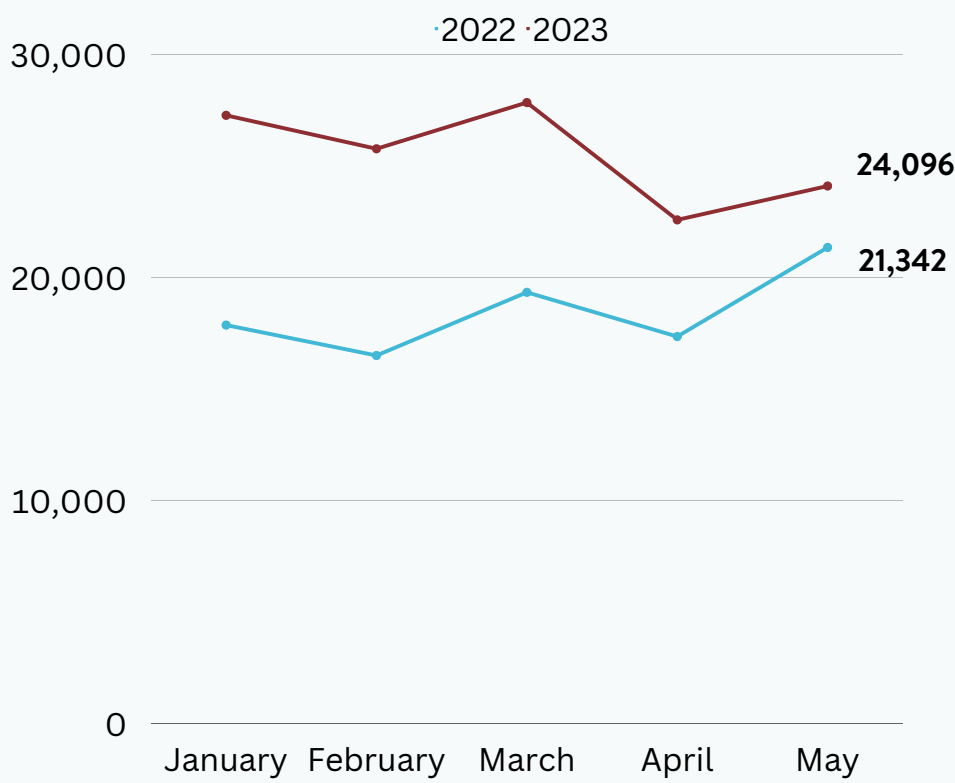


- Domestic arrivals were 6.47% from the Prairies, and 93.5% from the West Coast
- Totals Arrivals YTD: 361.25K
- 2023 Domestic Nights YTD 1.45 & International Nights YTD 6.43



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

Kamloops Airport Volume:



Visitor Spending

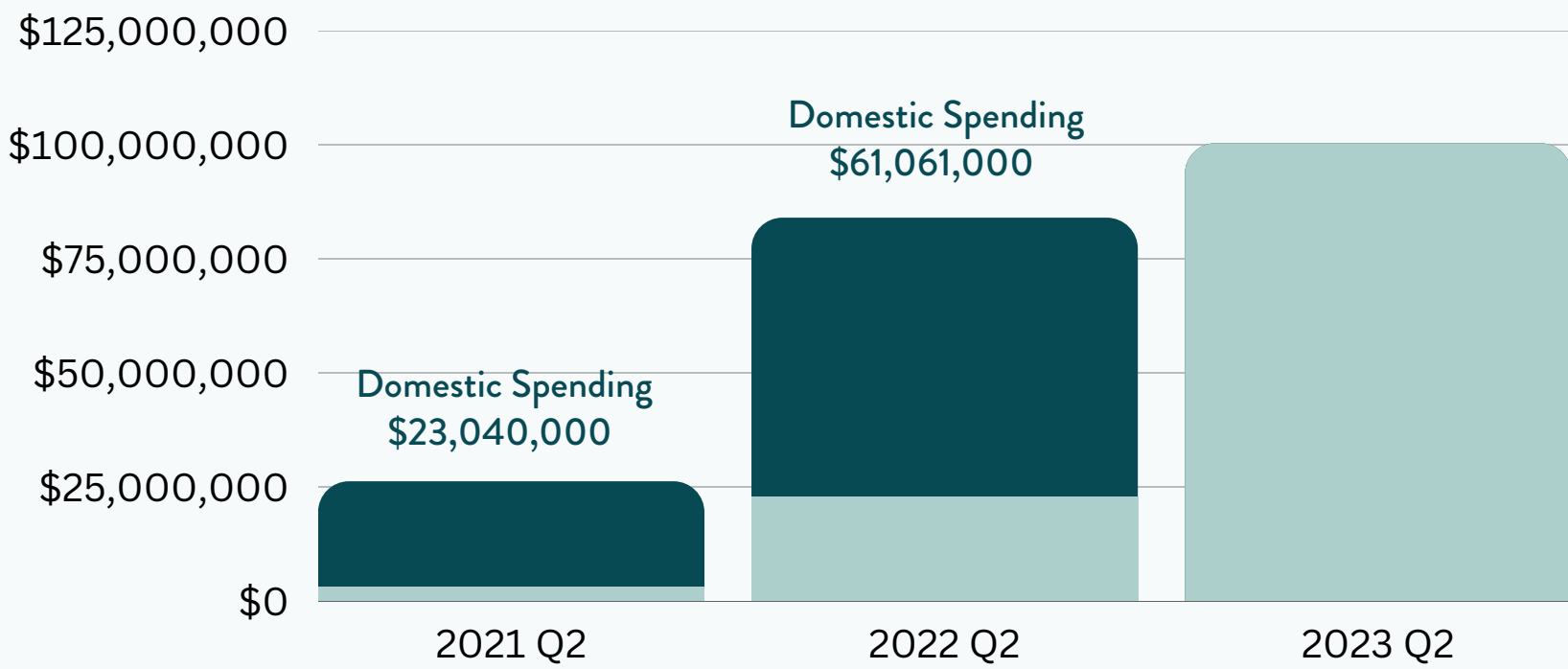
Average Spend Per Visitor:



Total Spending YTD **\$187.46M**

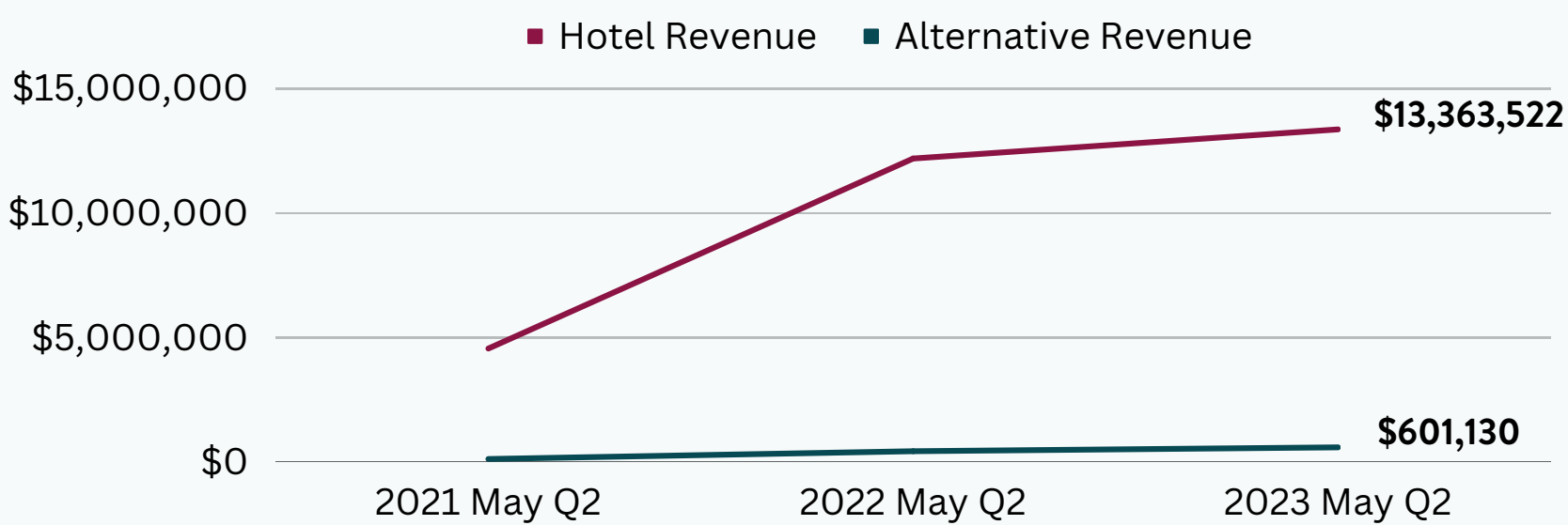
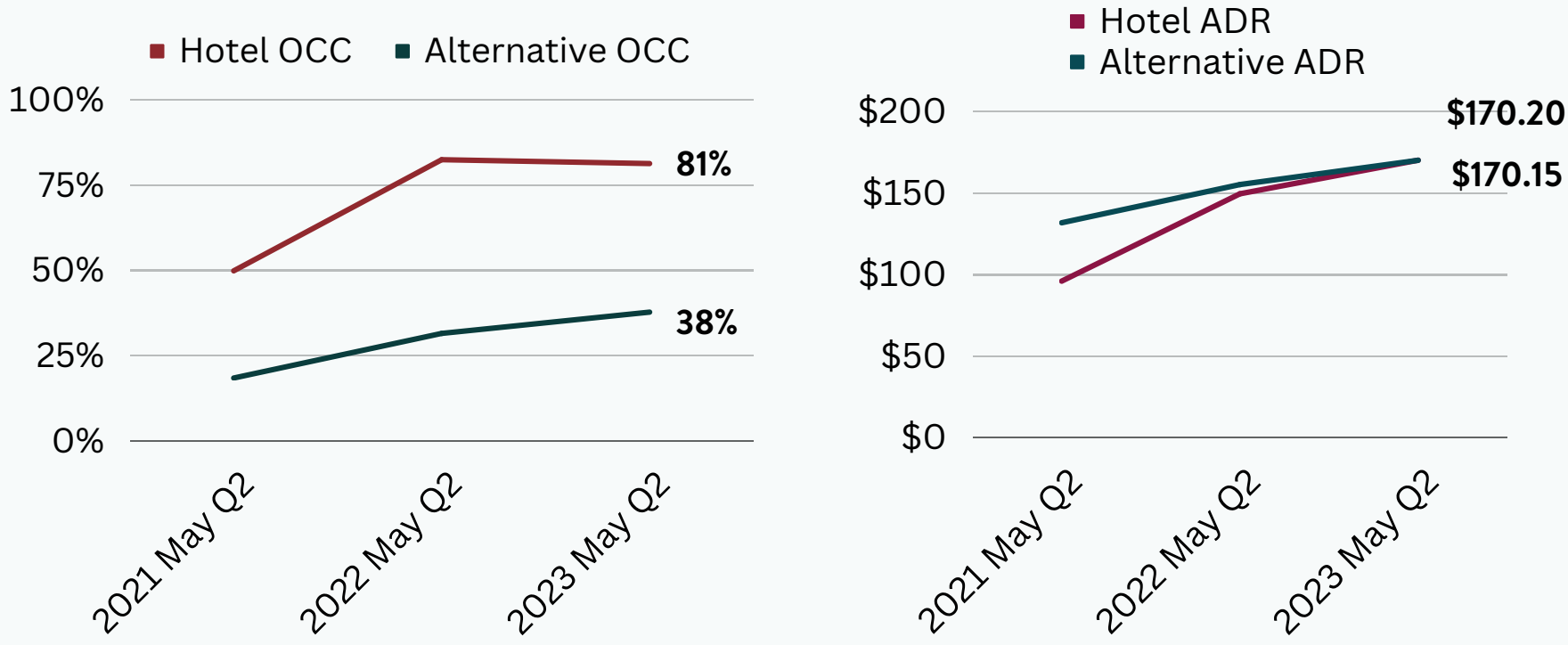
Visitor Spending Continued

Total Spending:



Accommodation

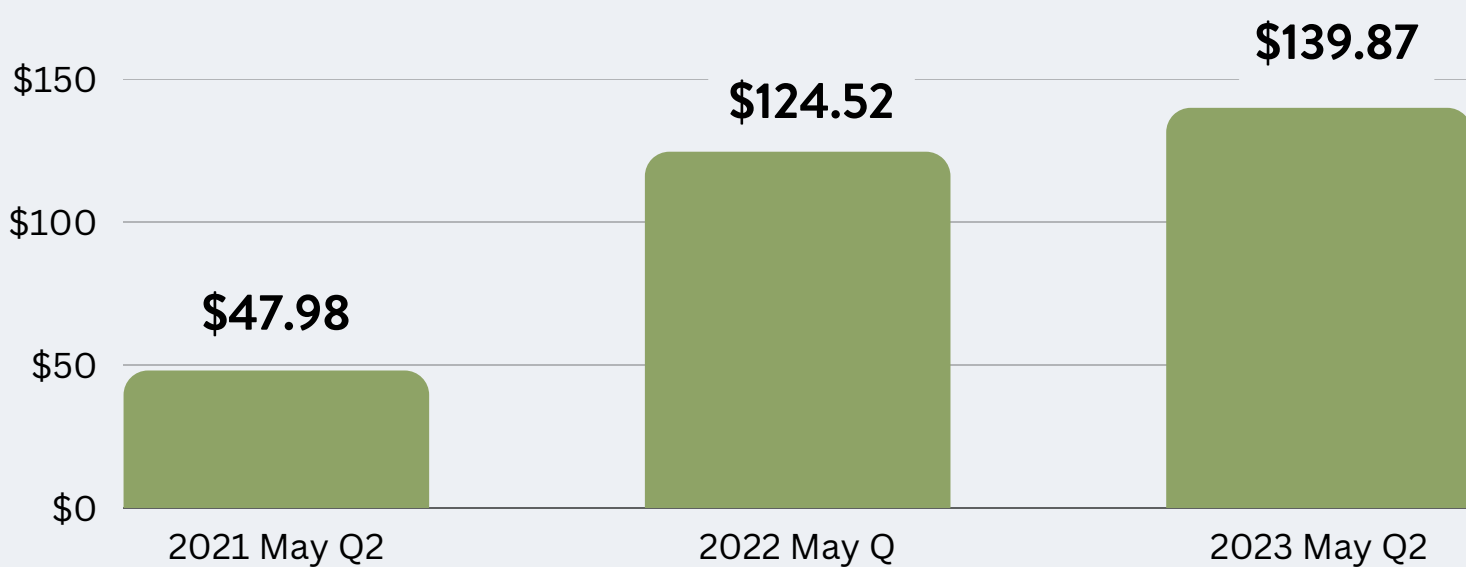
Hotel vs Alternative:



Revenue YTD was **\$45.27M**, the RevPAR YTD **\$93.60**

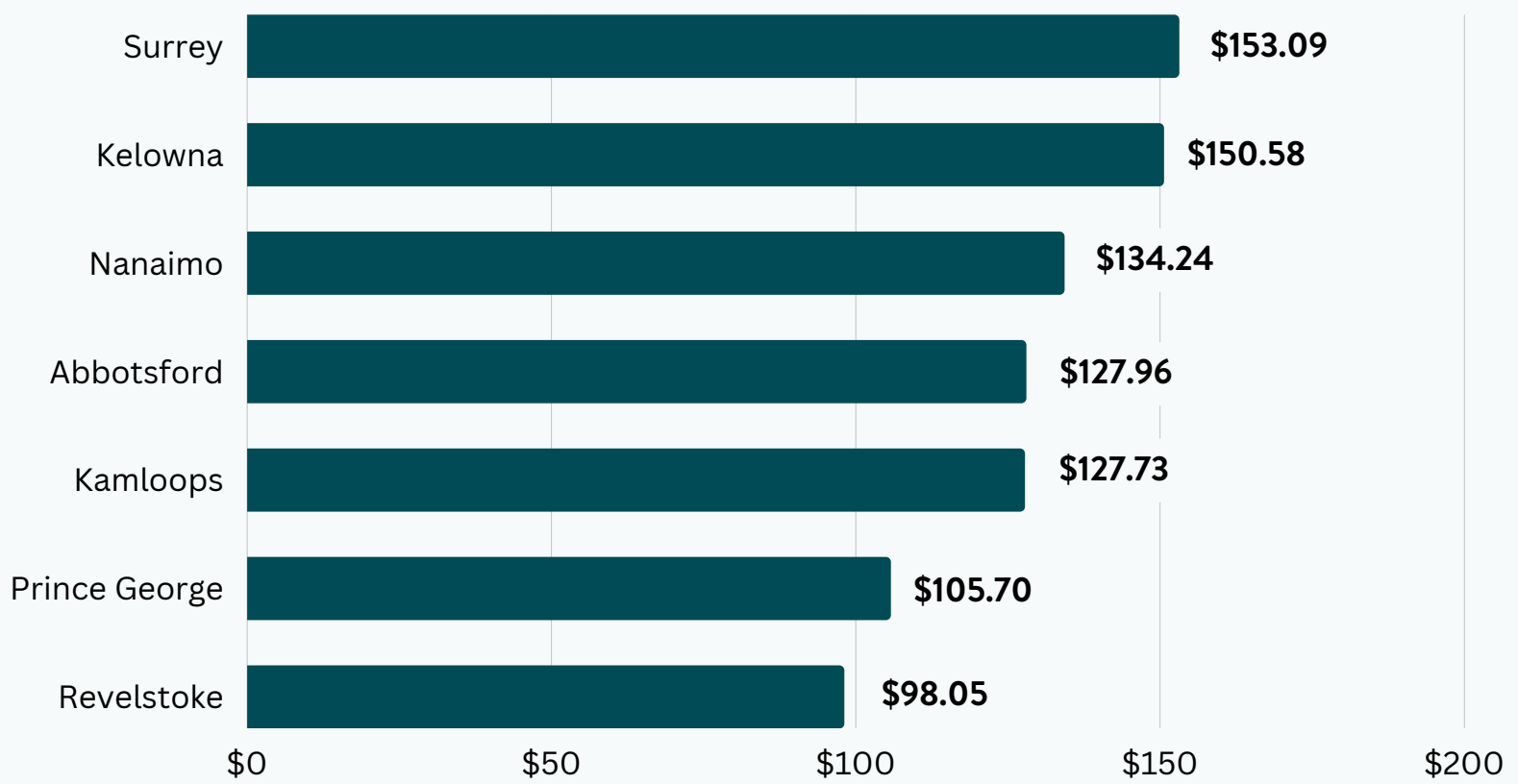
ADR YTD was **\$135.80**, and Occupancy was **67%**

Hotel RevPAR:



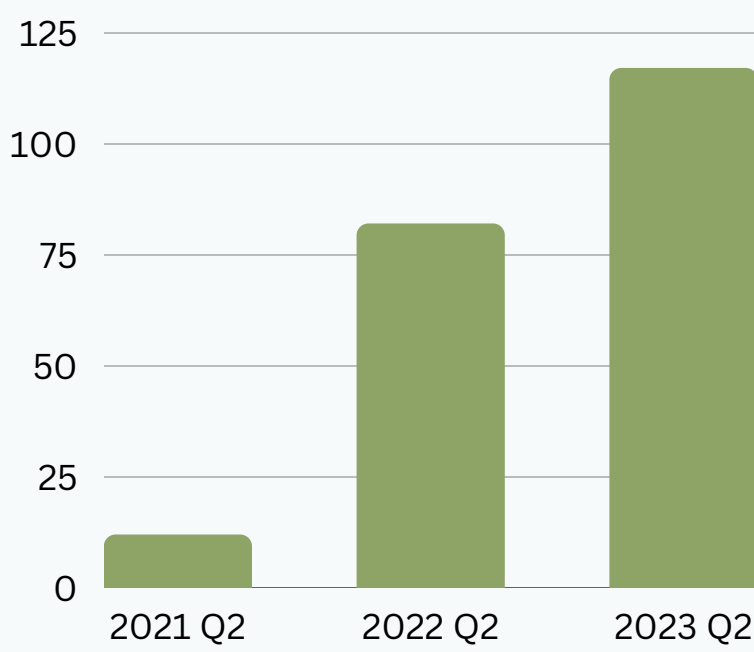
Accommodation Continued

May 2023 Q2 ADR Compset:

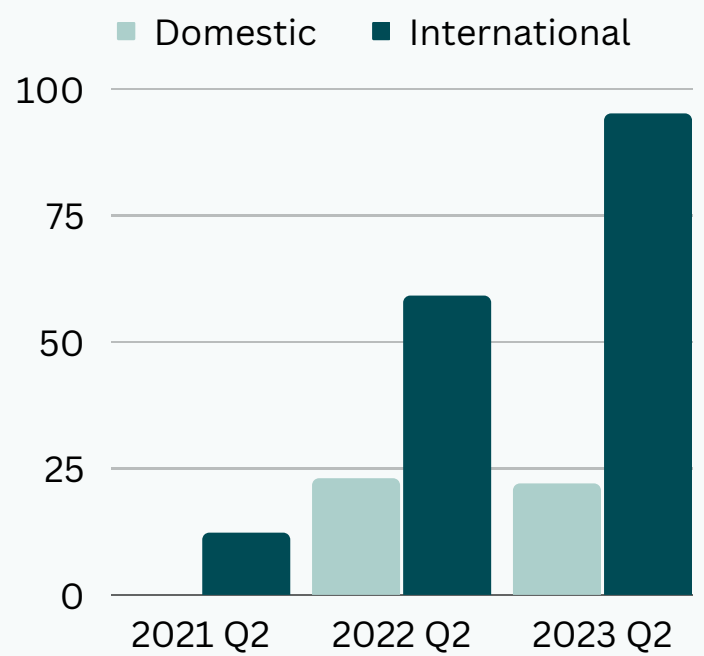


Travel Trade Report

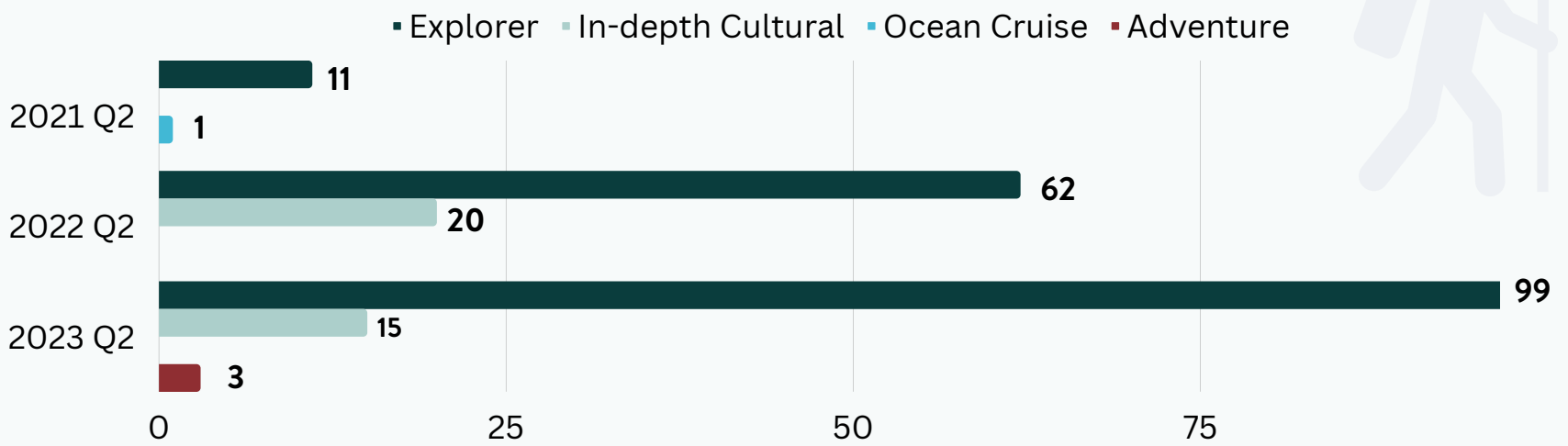
Total Tour Package Arrivals:



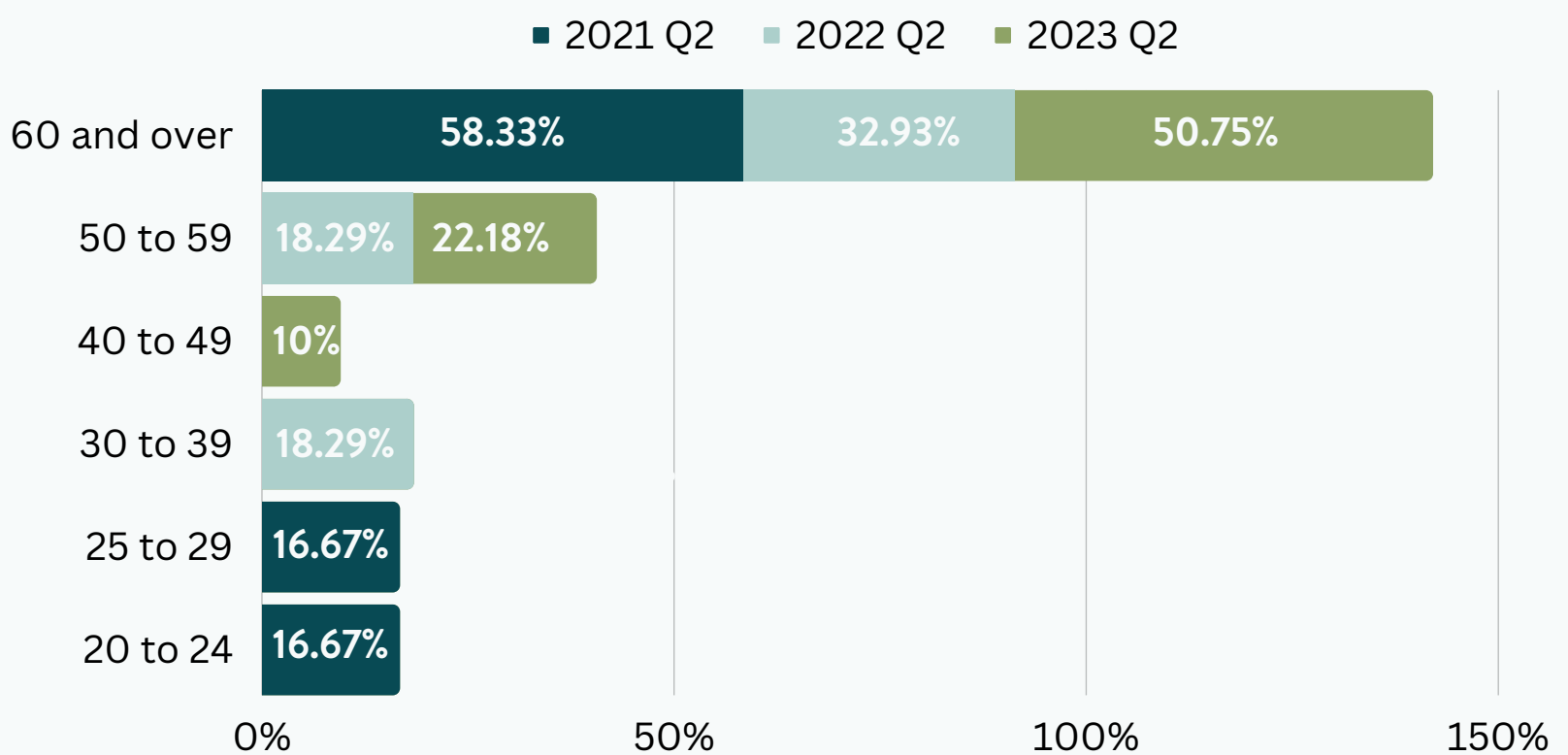
Domestic vs International Tour Package Arrivals:



Total Tour Package Arrivals by Tour Type:

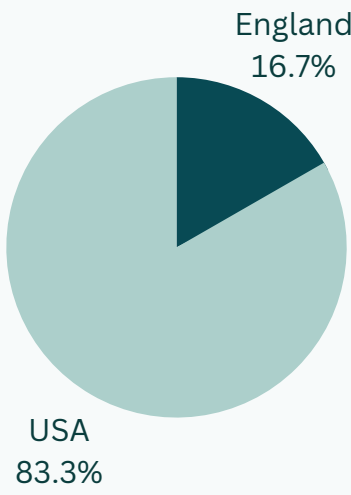


Tour Package Arrivals by Age:

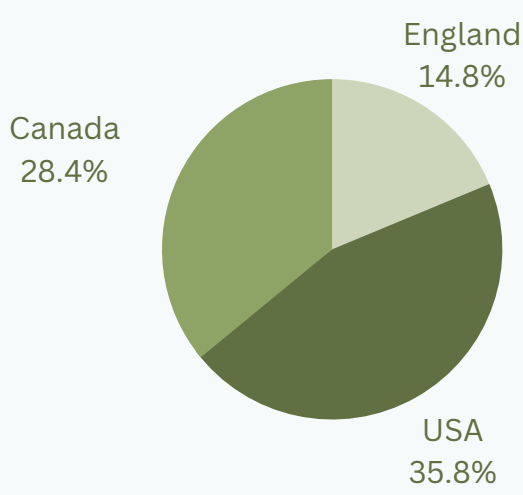


Travel Trade Report Continued

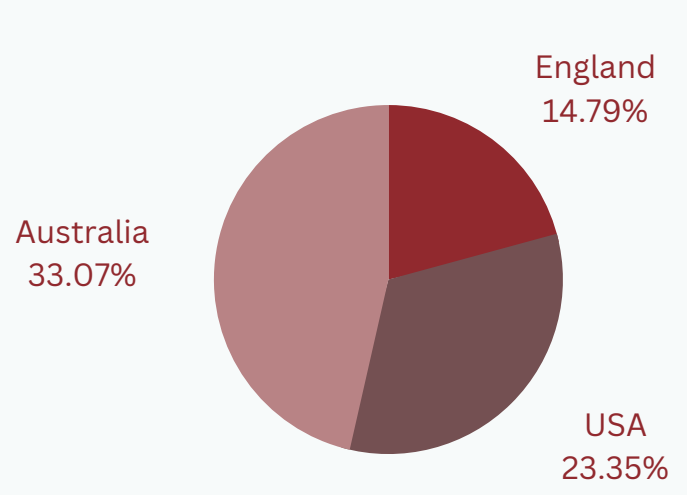
Tour Package Arrivals by Country of Origin:



2021 Q2



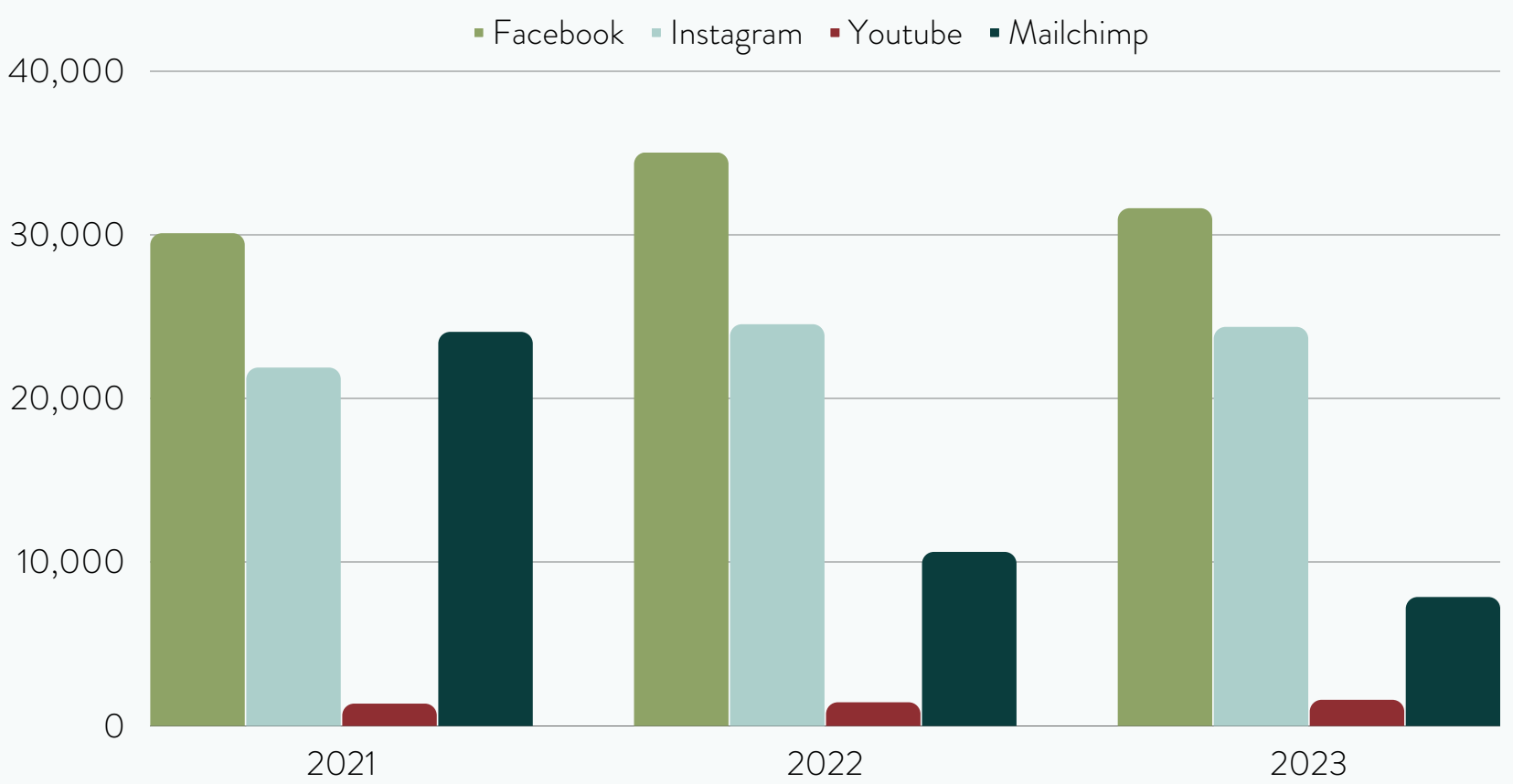
2022 Q2



2023 Q2

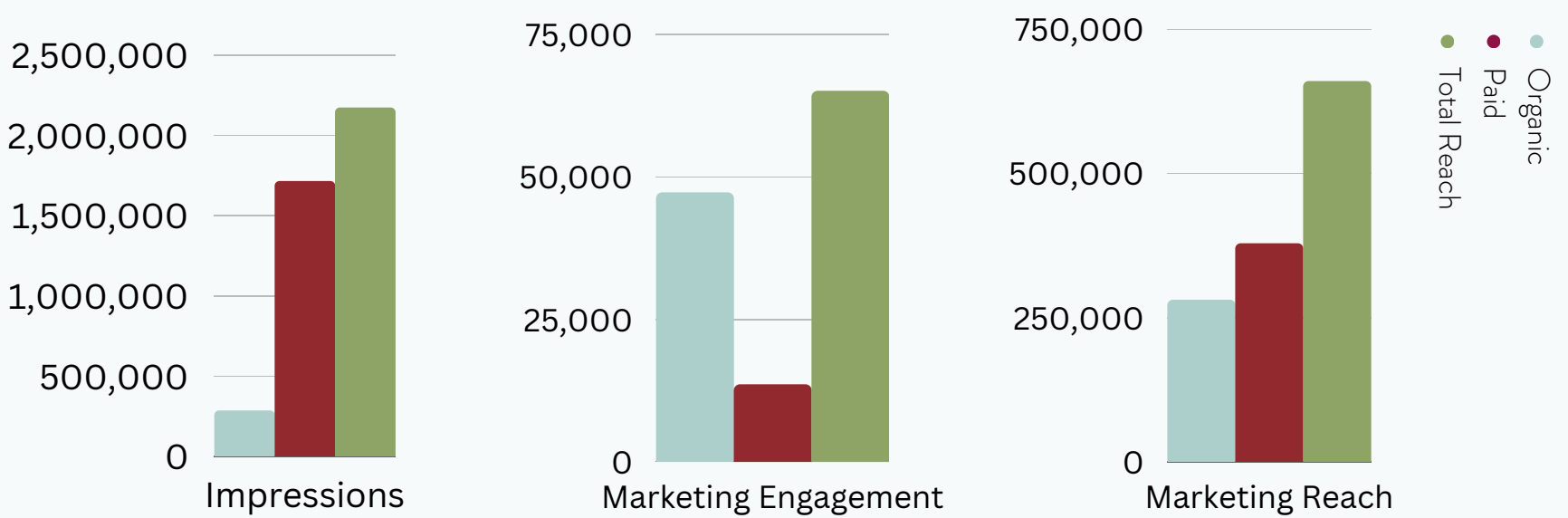
Marketing

Subscribers Q2 May:

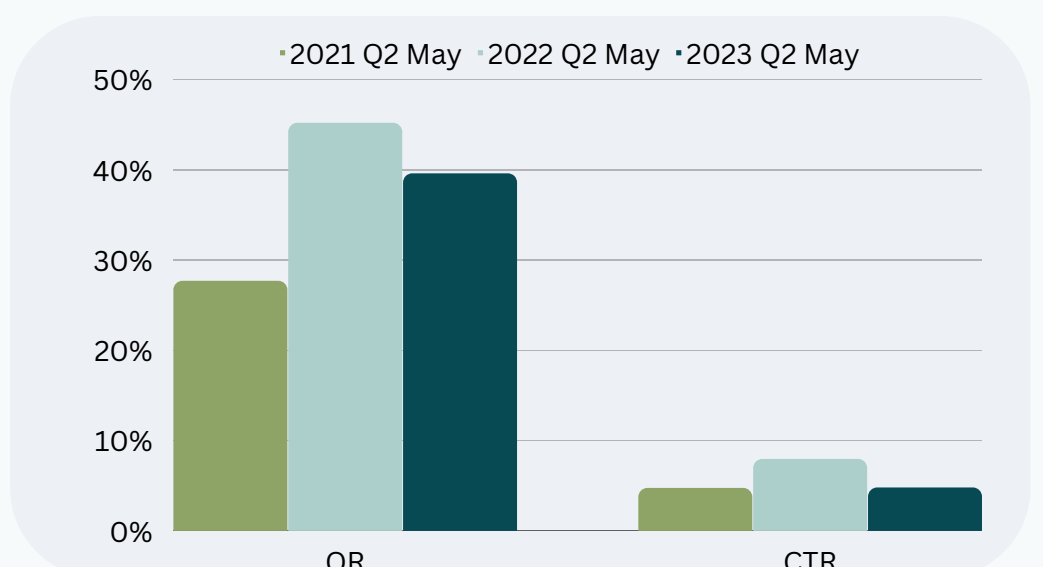


- Video views in 2023 May Q2 were **2,175**
- Website sessions & external links in 2023 May Q2 included **53,236 sessions & 13,802** through external links

2023 Q2 May Impressions, Marketing Reach and Engagement:

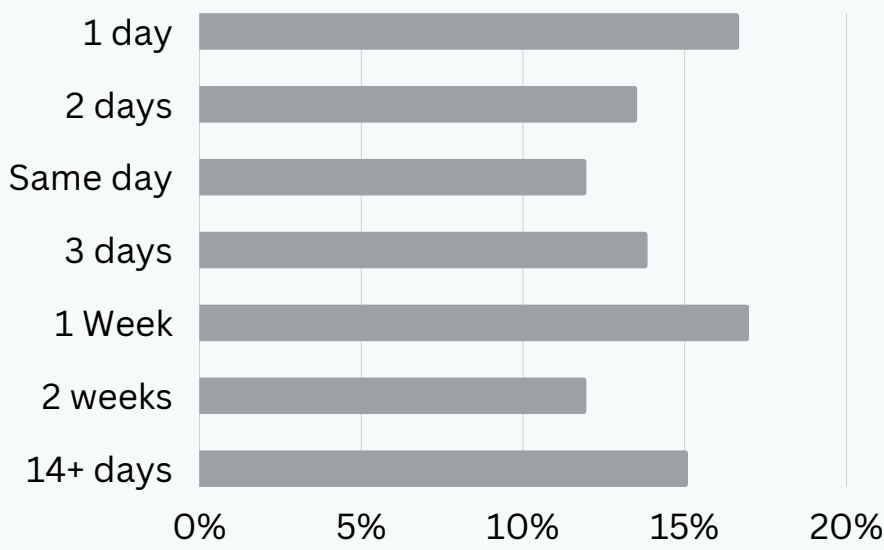


2023 Q2 May the MailChimp Open Rate was **39.6%** and Click Through Rate was **4.8%**

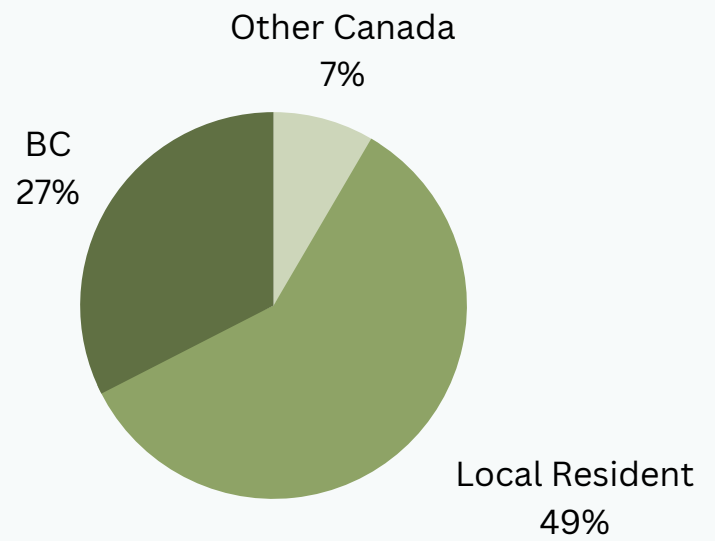


Visitor Services*

Nights in Community:



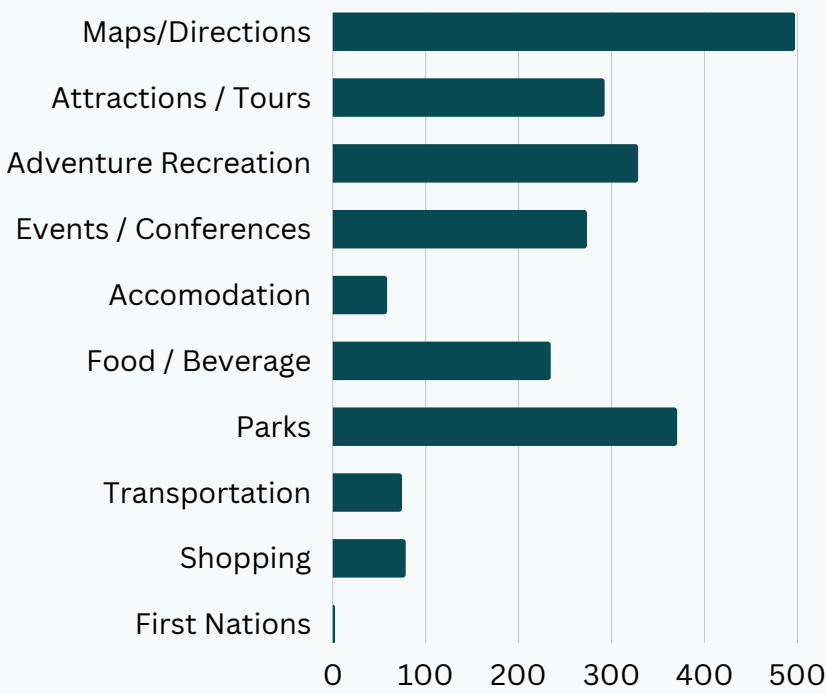
Top 3 Visitor Origins:



937 parties mobile

3.39 Parties/Hour mobile

Information Requested in 2023 Q2 May:



Community specific Information Requested in 2023 Q2 May:



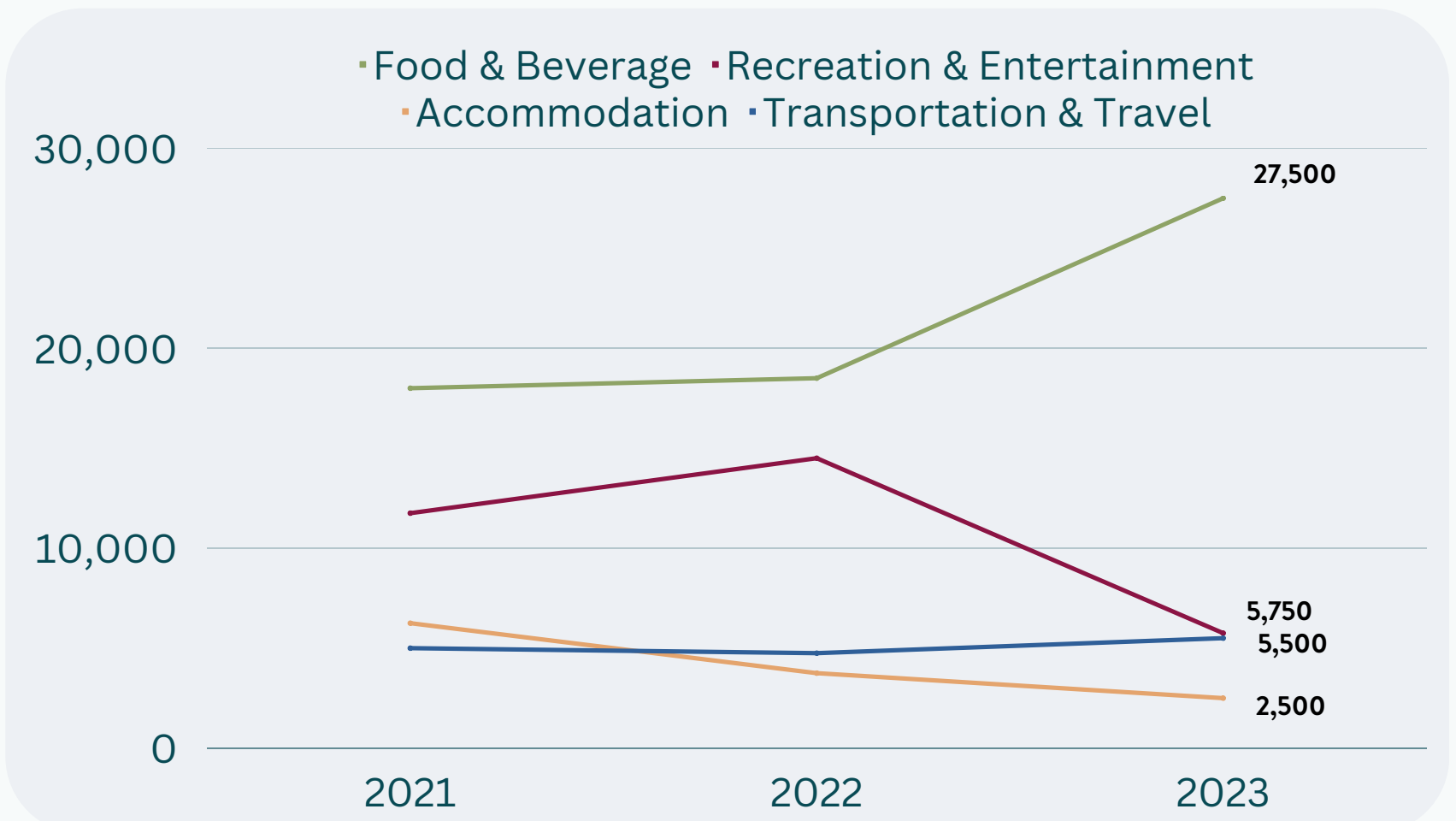
* Data reflective of in-person interactions from our Tourism Kamloops Bold Street Team

Employment

2023 Q2 May:

- Total Tourism Employment was **41,250**
- Tourism Unemployment Rate was **10.80%**
- Average Hours worked per week by Tourism Employees was **50.73**

Tourism Employment by Sector in Q2 May:

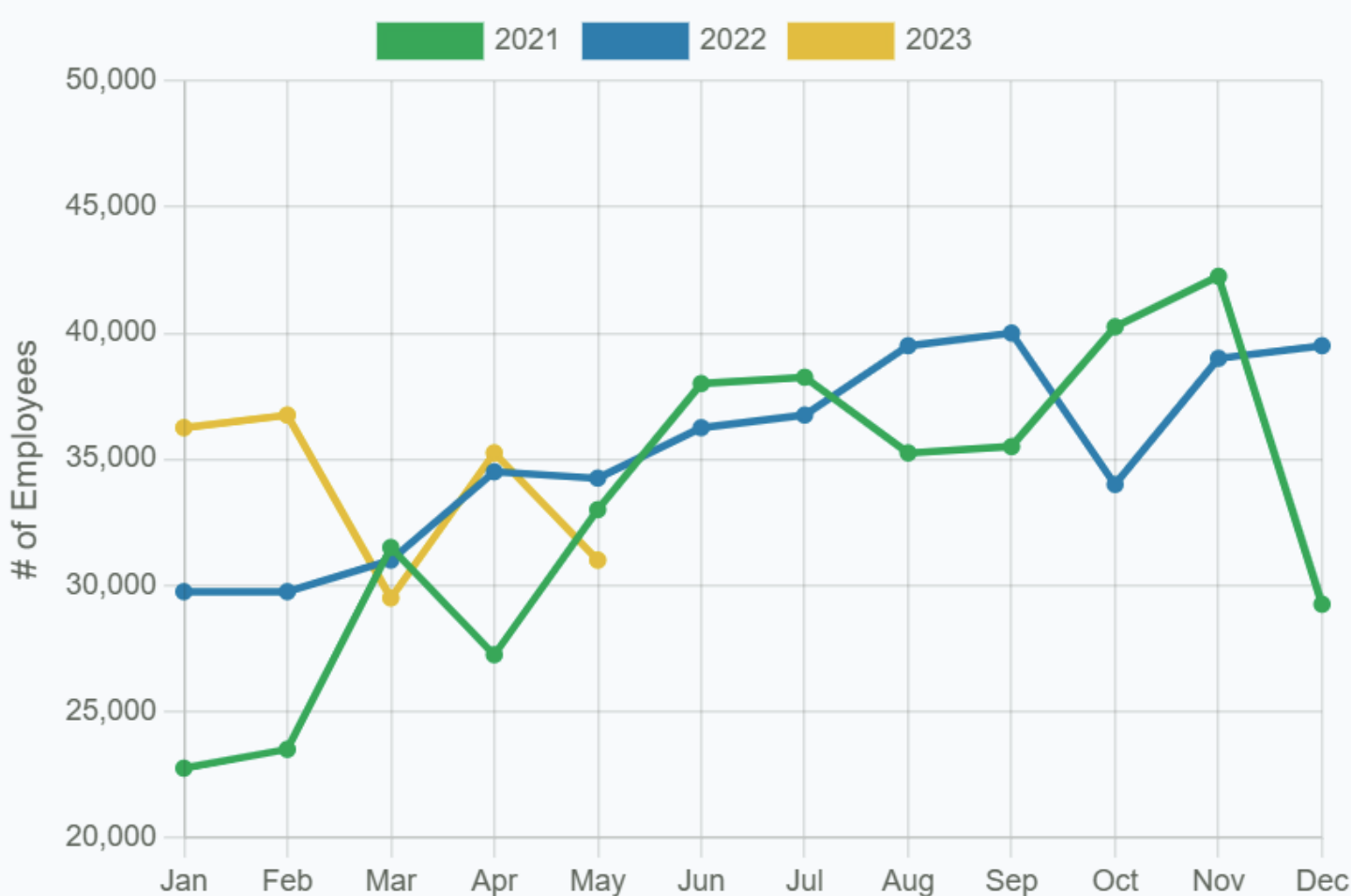


Employment Continued

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

- Employment in BC's Tourism and Hospitality sector increased by **0.6%** from **338,750** in April 2023 to **340,750** in May 2023. Tourism and Hospitality employment in BC remained below pre-COVID levels, with **6,250** fewer jobs compared to May 2019.
- Among the employment in all Tourism and Hospitality sectors, only Food and Beverage, and Recreation and Entertainment sectors surpassed pre-COVID levels (May 2019).

Thompson Okanagan Employment 2021 vs 2022 vs 2023:



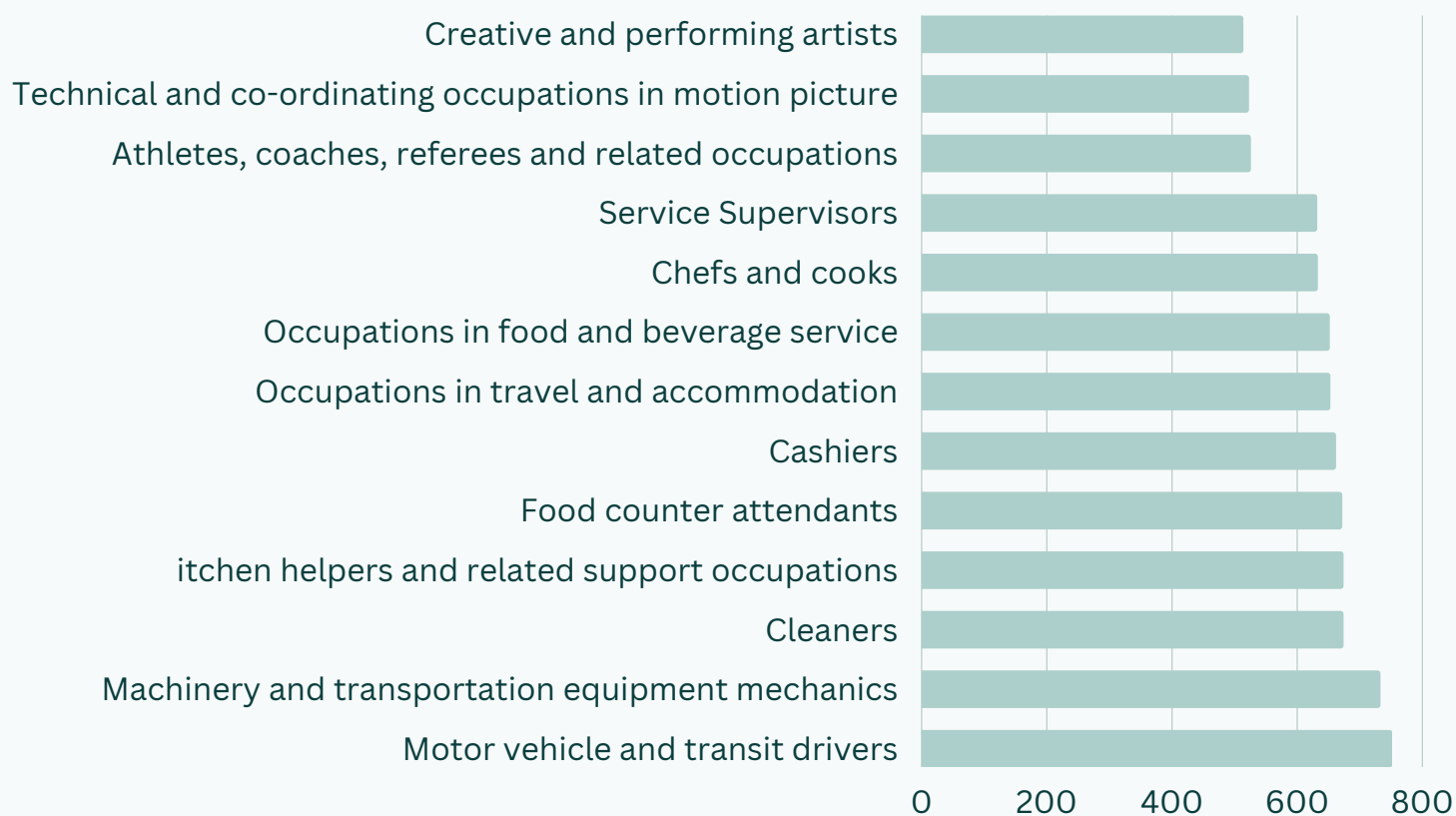
- Aggregate weekly hours worked in BC's Tourism and Hospitality sector **increased** from **9.14** million hours per week in April 2023 to **9.88** million hours per week in May 2023. The magnitude of the increase is much more significant in the Food and Beverage sector.
- Of those employed in BC's Tourism and Hospitality industry, **51%** are male and **49%** are female. The Transportation and Travel Services sector, however, has a higher concentration of males. About **72%** 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, **29%** have a degree or diploma below a bachelor's, and **28%** have a bachelor's degree or higher.

While overall employment in the Tourism and Hospitality industry **increased** slightly in May 2023, the percentage of workers employed full-time remained steady at **65%**



Employment Continued

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



- Average hourly earnings in BC's Tourism and Hospitality sector have been steady with some fluctuation between \$22 to \$27 over the past two years. Average hourly earnings by sector ranged from \$20 to \$39 in May 2023; the Transportation and Travel Services sectors had the highest average hourly earnings while the Food and Beverage sector reported the lowest.

Destination Overview

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 \(CMHA-BC\)](#)

Kamloops Research Highlights:

361.25K total arrivals YTD

\$187.46M Total spending YTD

\$135.80 ADR YTD

66.88% OCC YTD

A large tract of threatened grassland south of Kamloops is soon to be protected.

60-aquare-kilometres now known as Bunchgrass Hills, known for its varieties of grasses and home to many of the province's at-risk species is being protected as part of a \$54 million conservation project. "We're calling this new conservation area Bunchgrass Hills in honour of the many grass species that define and sustain the landscape," Nancy Newhouse, Nature Conservancy of Canada regional B.C. vice-president. Newhouse said preserving Bunchgrass Hills will secure vital habitat and safe pathways for dozens of species living in the Thompson-Nicola region. Several of those species are listed as threatened, including the great basin spadefoot toad and great basin gopher snake, as well as the American badger and Lewis's woodpecker, she said. The grasslands were once part of the 140-year-old Stump Lake Cattle Ranch and will still support sustainable cattle grazing, but the land will be managed for conservation, making Bunchgrass Hills the conservancy's fourth collaboration with conservation-minded ranchers, said Newhouse. Rolling hills of the grasslands are covered in bluebunch wheat grass and other native grasses, punctuated by Douglas-fir woodlands and scattered wetlands, forming some of the traditional territories of the Secwepemc, Nlaka'pamux and Syilx Indigenous nations.

BC funding supports new 2SLGBTQIA+ tourism initiative in the Okanagan, through DBC Cooperative Marketing Partnerships program to support destination and activity-specific tourism initiatives across the province. One of the new initiatives called, 'Traveling Out in the Thompson Okanagan' focuses on inclusive tourism efforts. This initiative is being led by Tourism Kelowna in partnership with Travel Penticton, Destination Osoyoos, Tourism Vernon, and Tourism Kamloops. "Really what we're doing is taking our individual efforts many of us have been working to invite the 2SLGBTQIA+ travel segment to our destinations - With the support of Destination British Columbia, we're really able to take it to the next level." Chris Shauf Tourism Kelowna Marketing and Communications Director.

Destination BC has formed an Accesibility & Inclusion Committee (AIC), in compliance with the Accessible British Columbia Act. Destination BC's AIC is composed of 13 individuals from across the province and will be chaired by Destination BC's President & CEO, Richard Porges. The committee's role is to provide recommendations and advice to Destination BC on reducing barriers regarding its programs and policies relating to tourism marketing, development, and management.