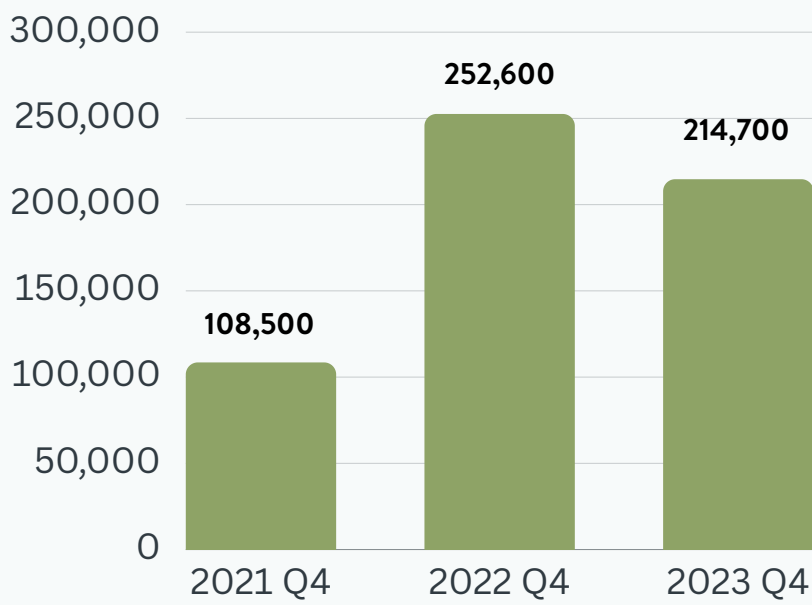


Arrivals

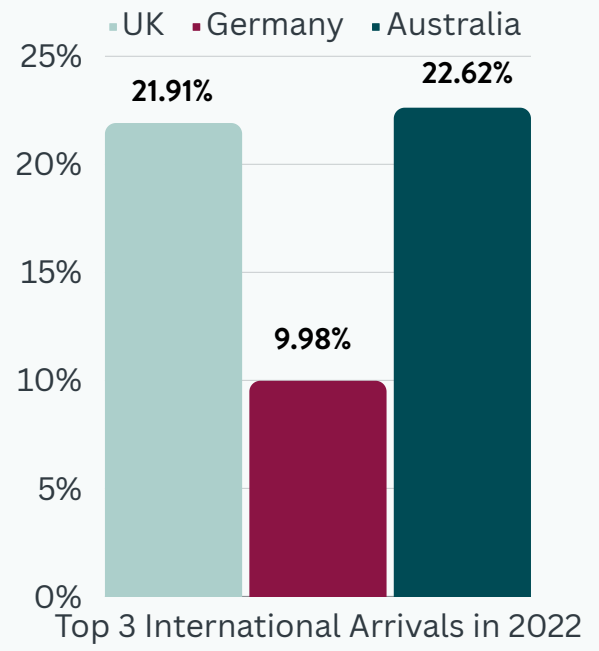
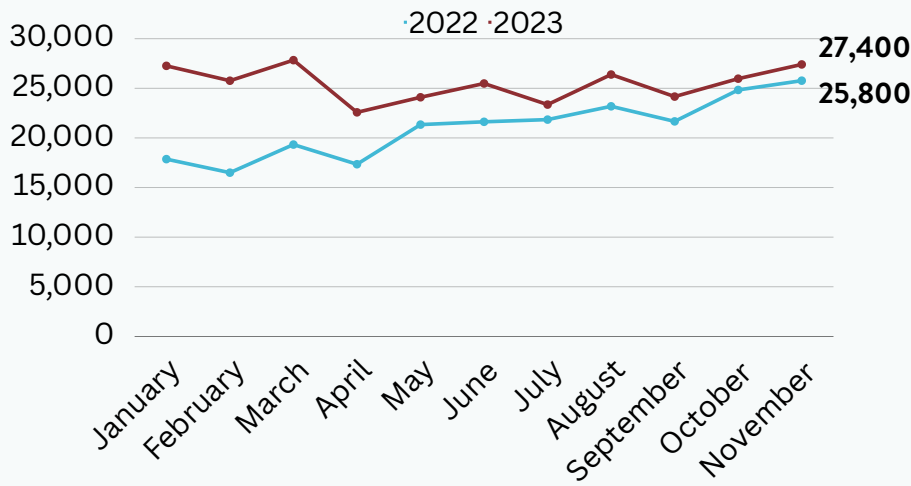
Total arrivals into Kamloops by:



- Totals Arrivals YTD: **854K**
- 2023 Domestic Nights YTD **1.38**
& International Nights YTD **10.99**

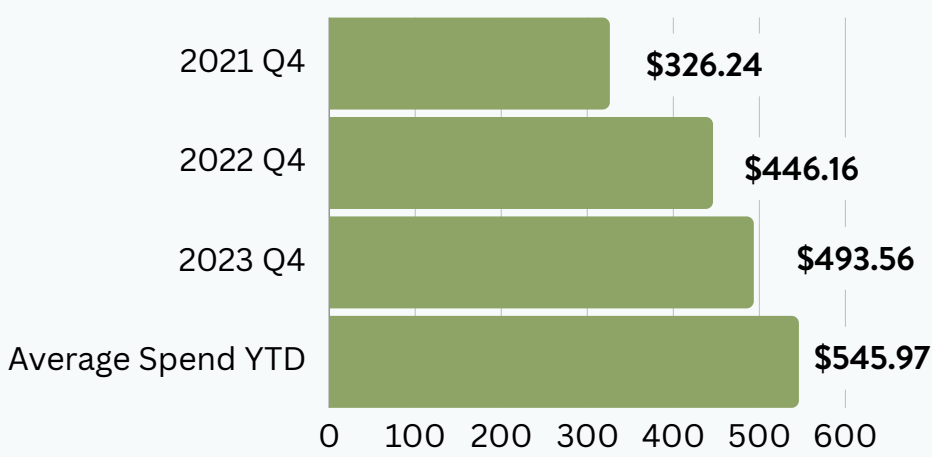
In 2023 Q4 the International Arrivals Forecast is **5,400** &
Domestic Arrivals Forecast is **209,300**

Kamloops Airport Volume:



Visitor Spending

Average Spend Per Visitor:

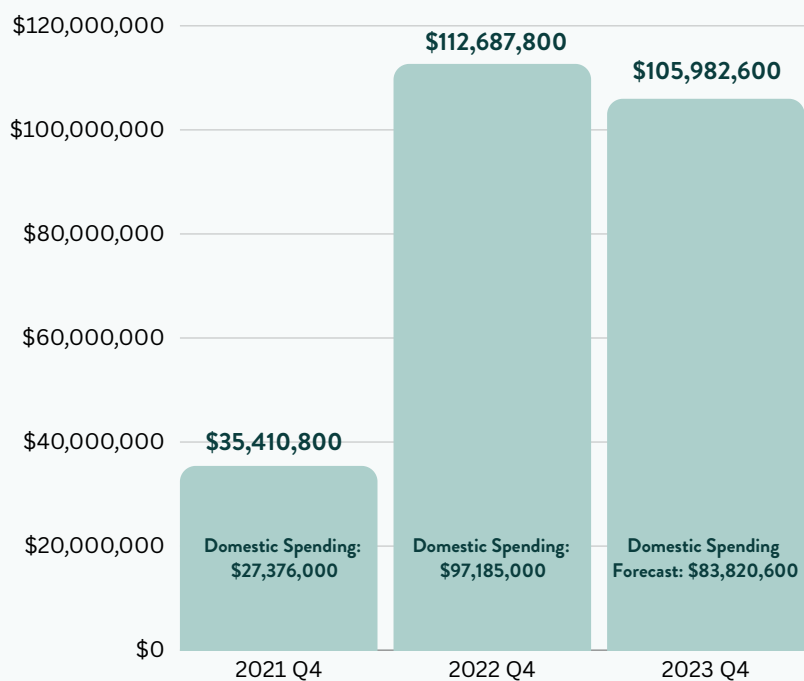


Total Spending YTD \$466.23M

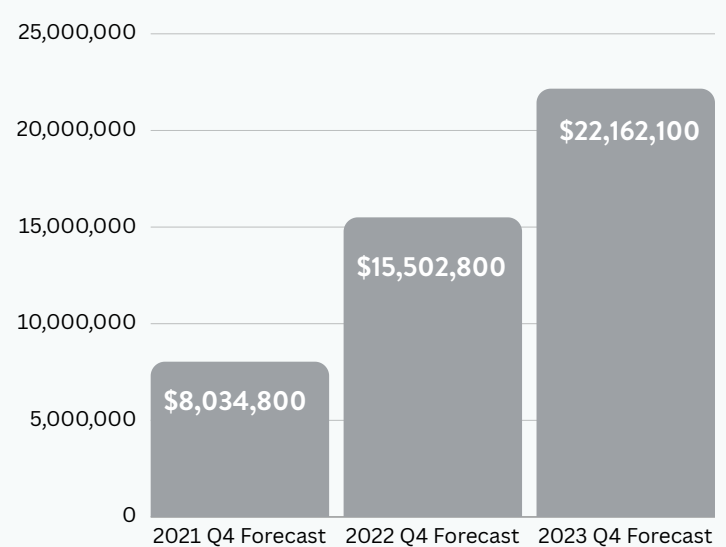
Domestic Spending 2023 Q4 Forecast \$83,820,600

Average Spend YTD \$545.97

Total Spending:

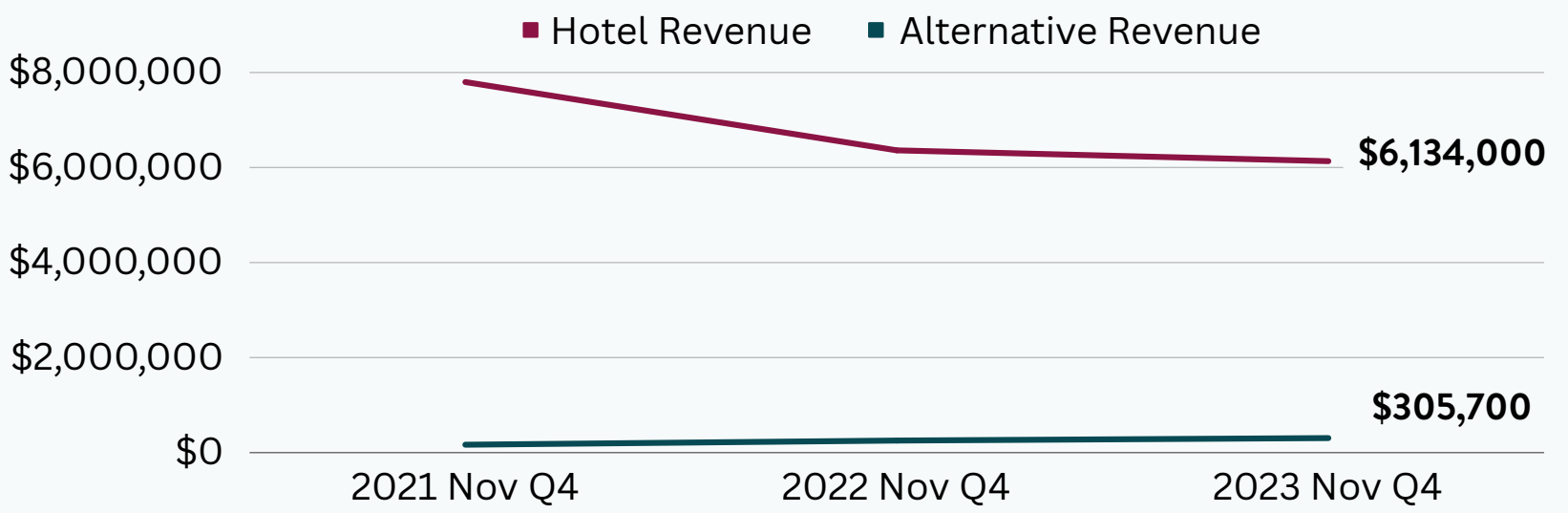
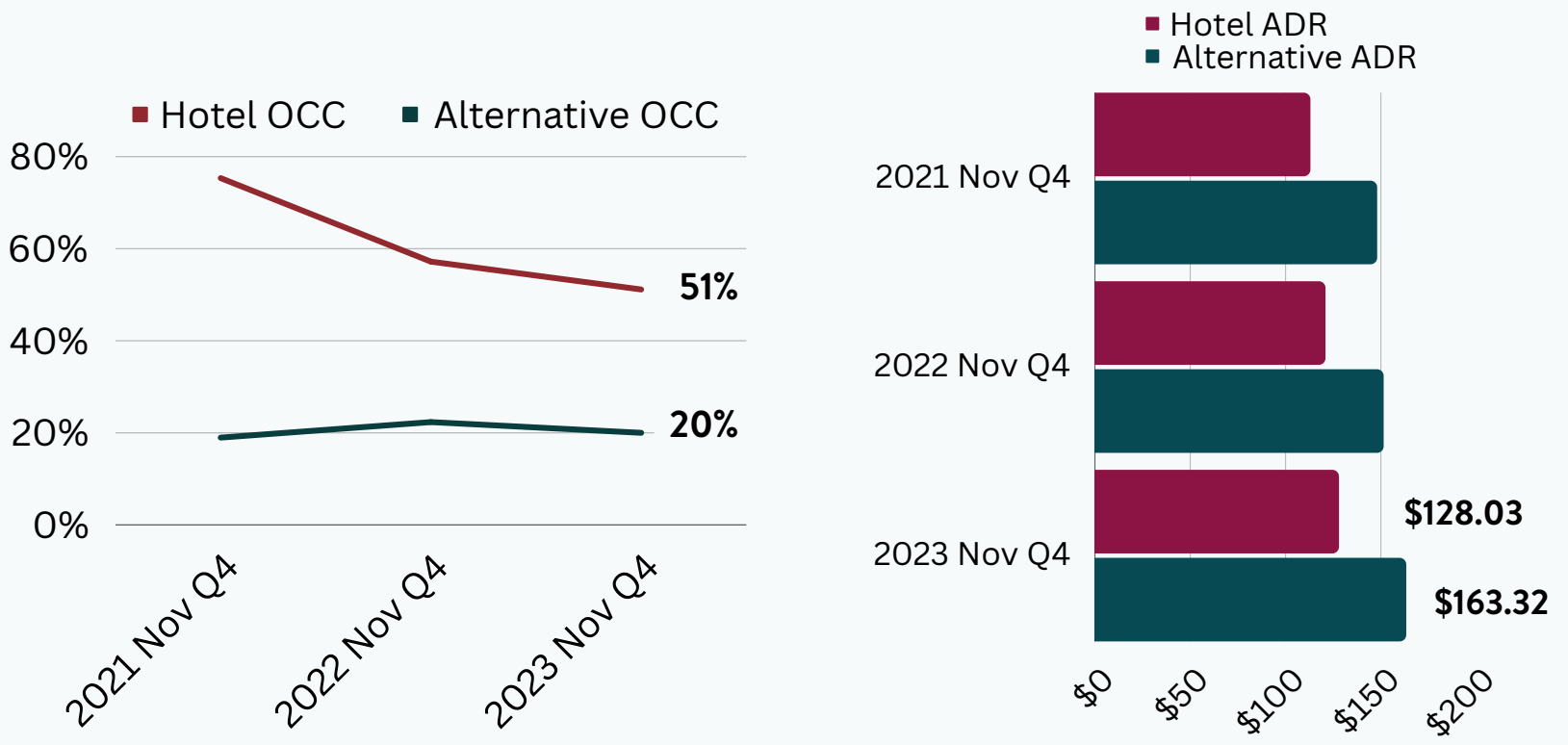


International Visitor Spending



Accommodation

Hotel vs Alternative:



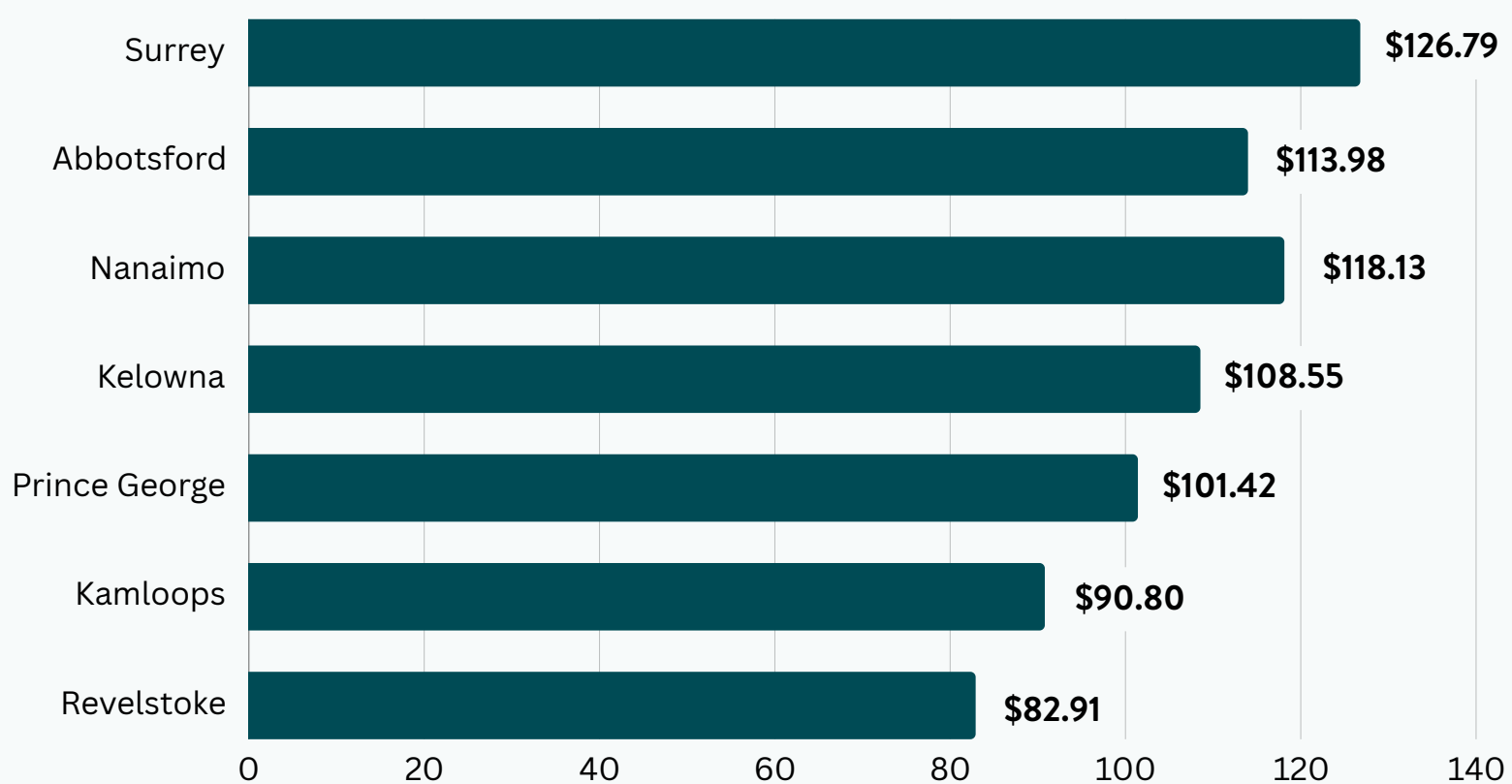
Revenue YTD was **\$113.67M**, the RevPAR YTD **\$109.92**

ADR YTD was **\$149.64**, and Occupancy was **71.22%**

Hotel RevPAR:

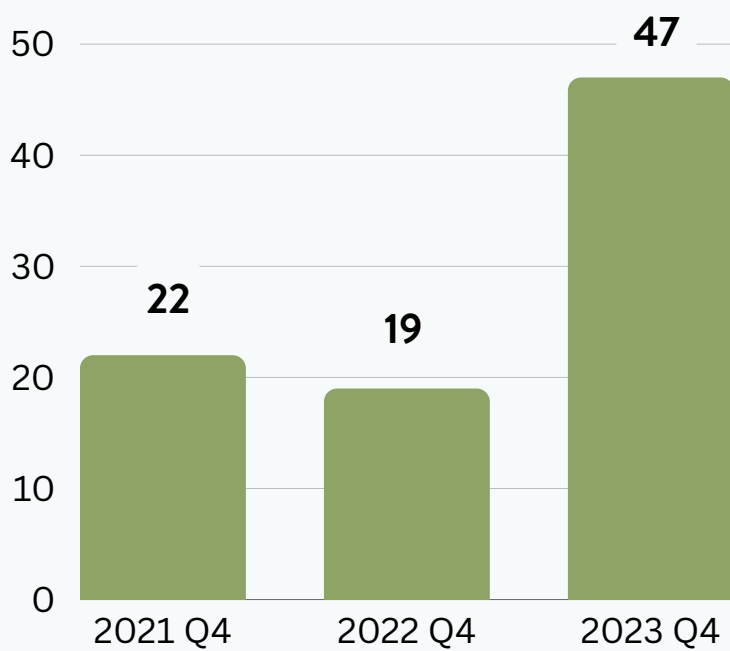


November 2023 Q4 ADR Compset:

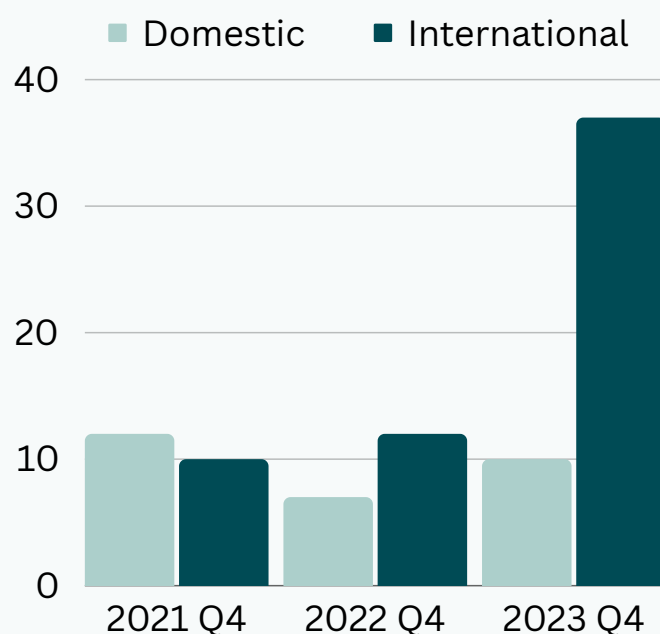


Travel Trade Report

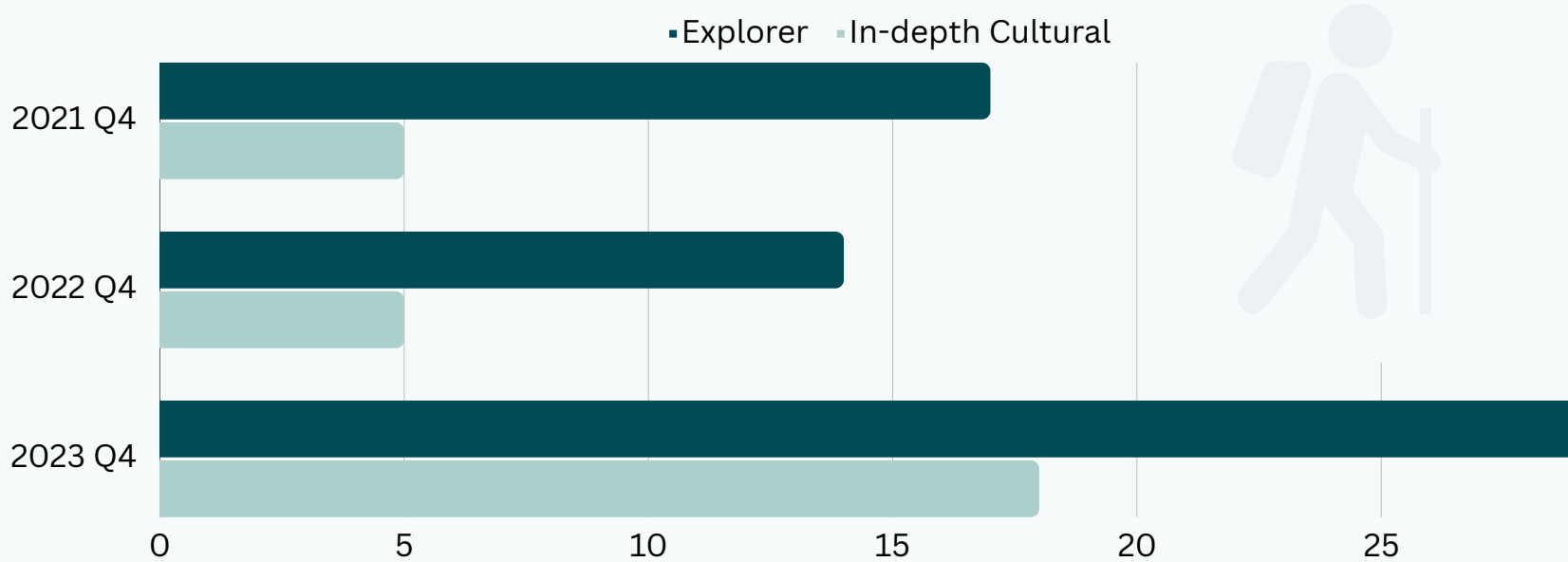
Total Tour Package Arrivals:



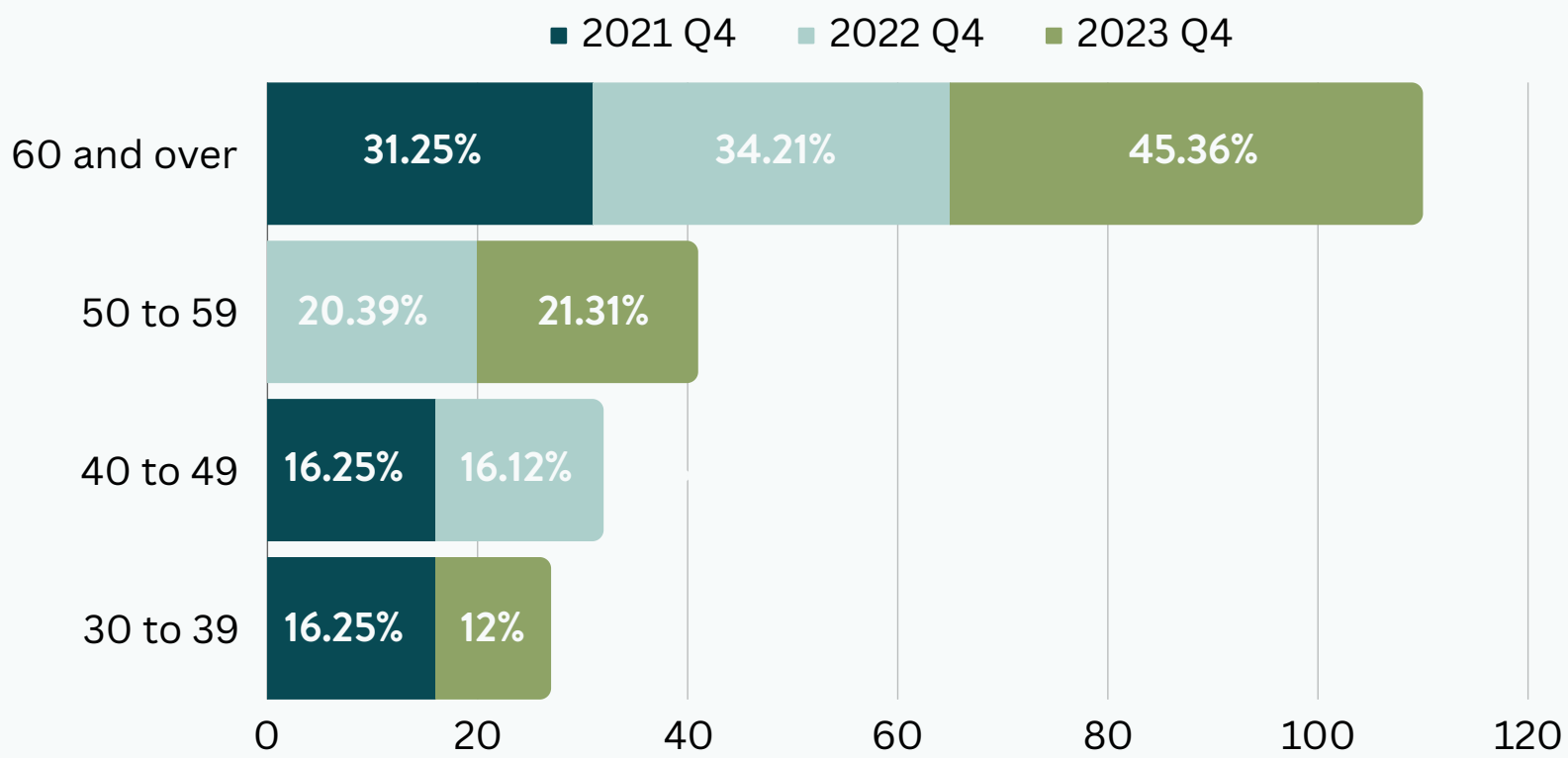
Domestic vs International Tour Package Arrivals:



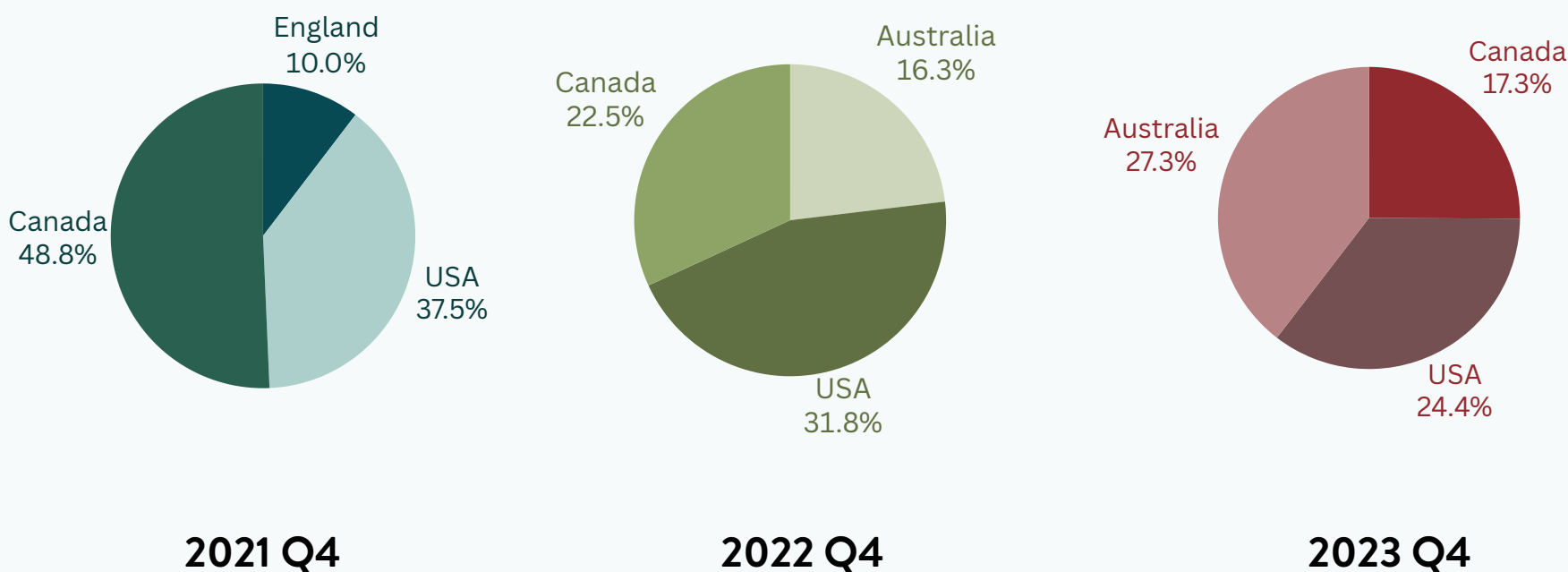
Total Tour Package Arrivals by Tour Type:



Tour Package Arrivals by Age:

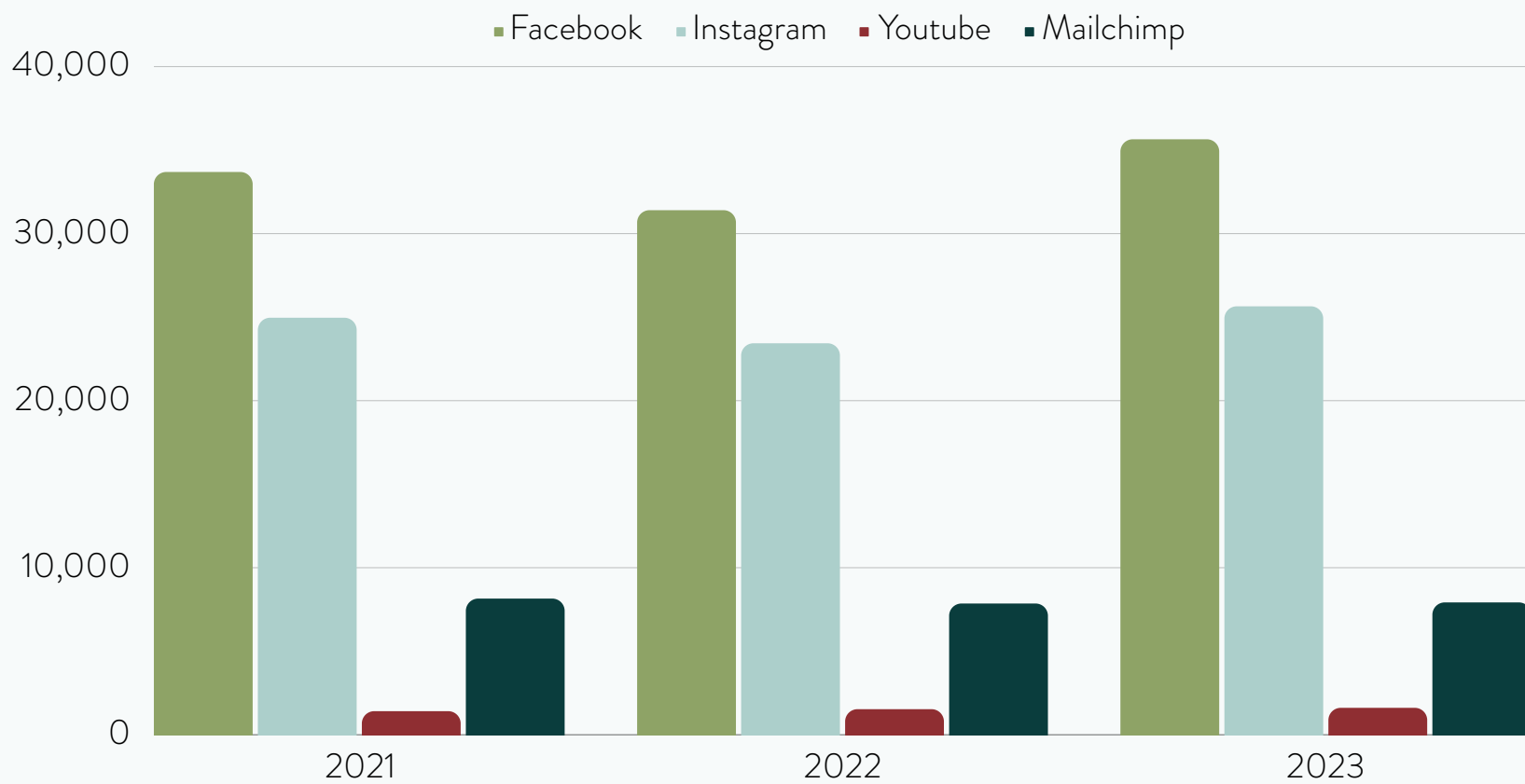


Tour Package Arrivals by Country of Origin:



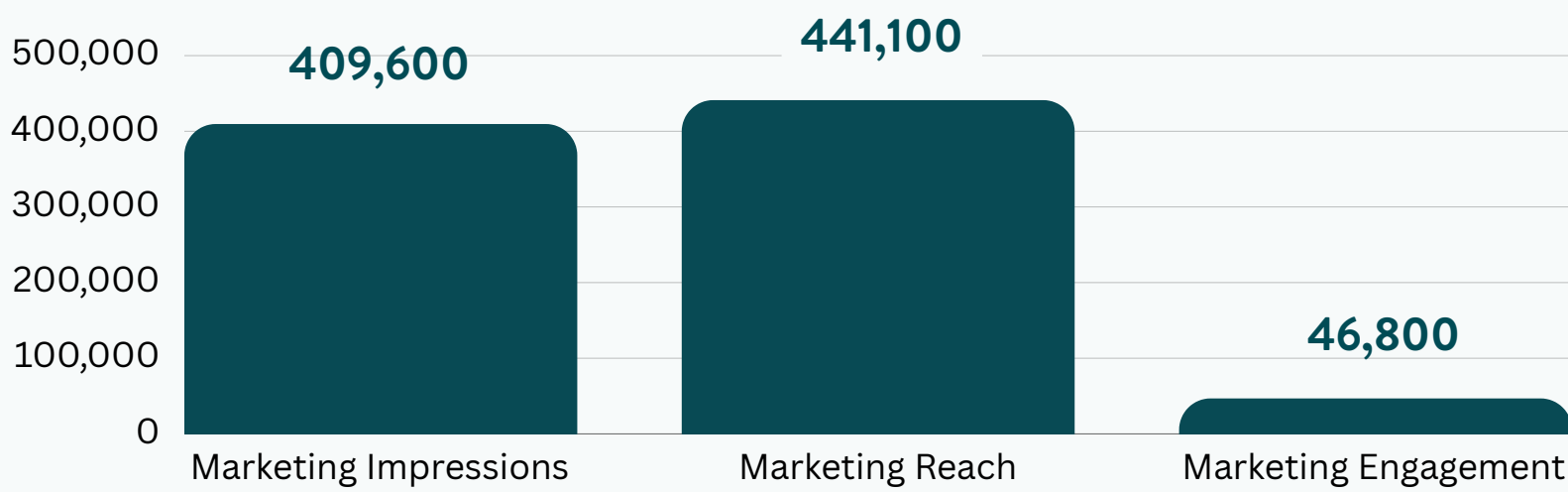
Marketing

Subscribers Q4 November:

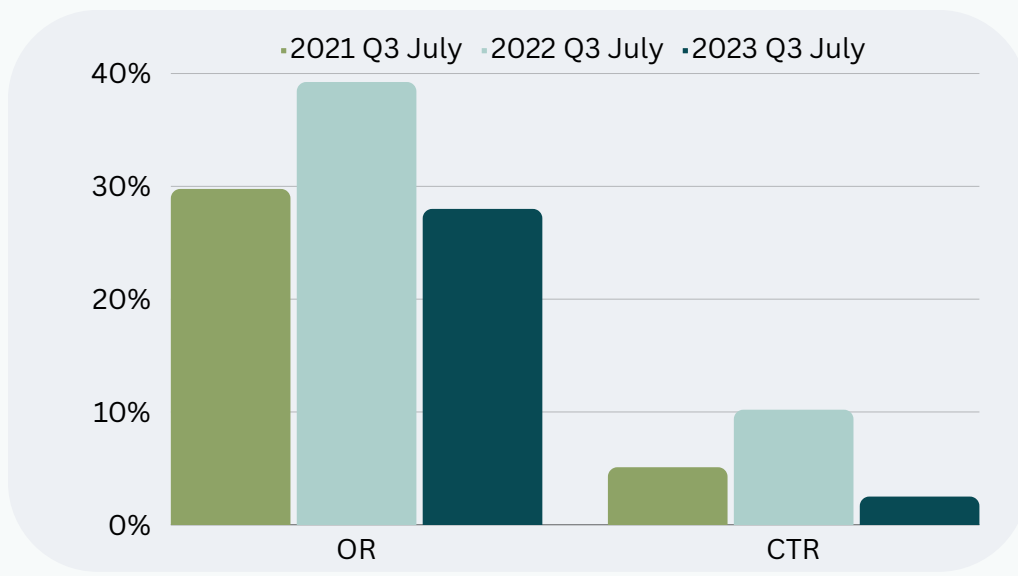


- Video views in 2023 August Q3 were **1,500**
- Website sessions & external links in 2023 July Q3 included **66,000** sessions & **21,000** through external links

In 2023 Q4 November Impressions, Marketing Reach and Engagement were all organic:

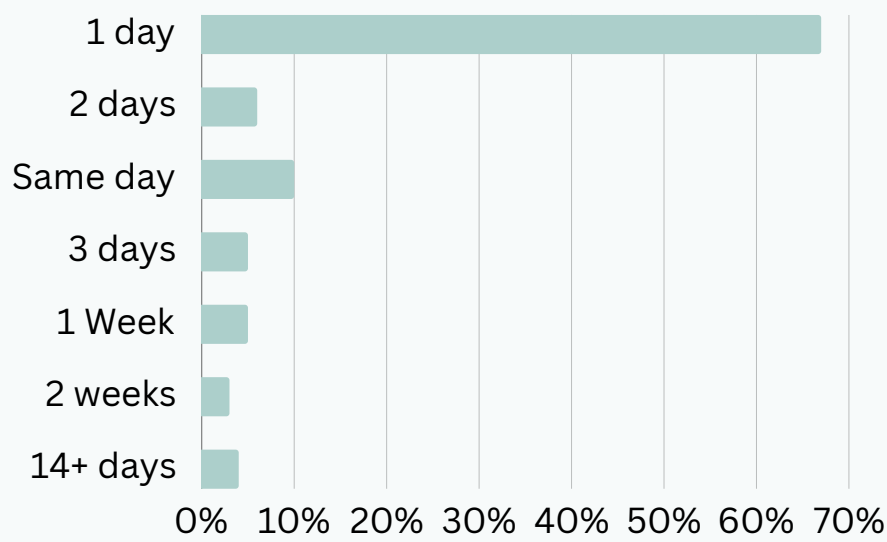


2023 Q3 September the MailChimp Open Rate was **37.6%** and Click Through Rate was **3.6%**

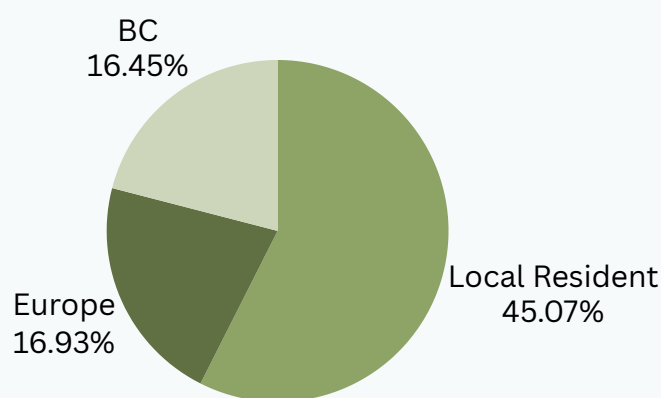


Visitor Services*

Nights in Community in 2023:



Top 3 Visitor Origins in 2023:



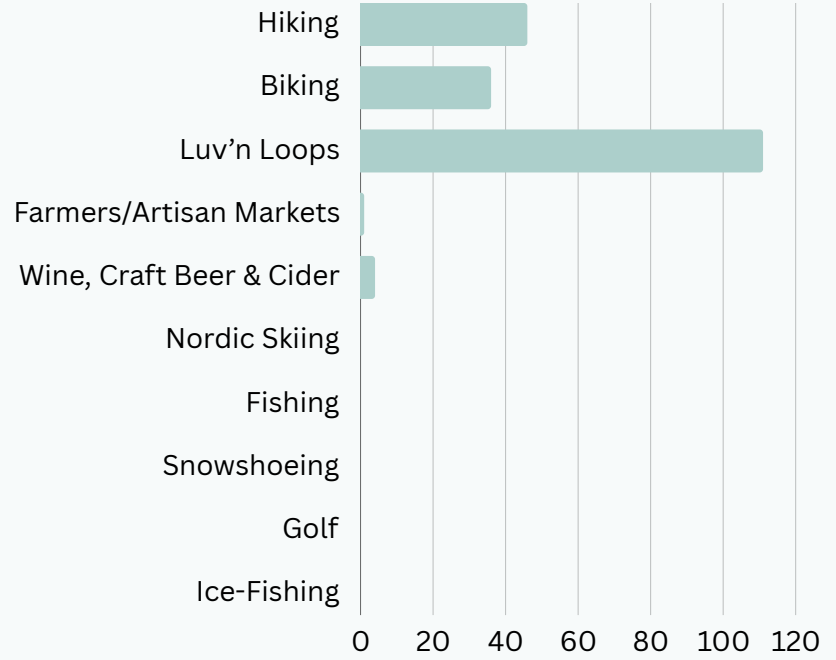
* Data reflective of in-person interactions from our Tourism Kamloops Bold Street Team

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

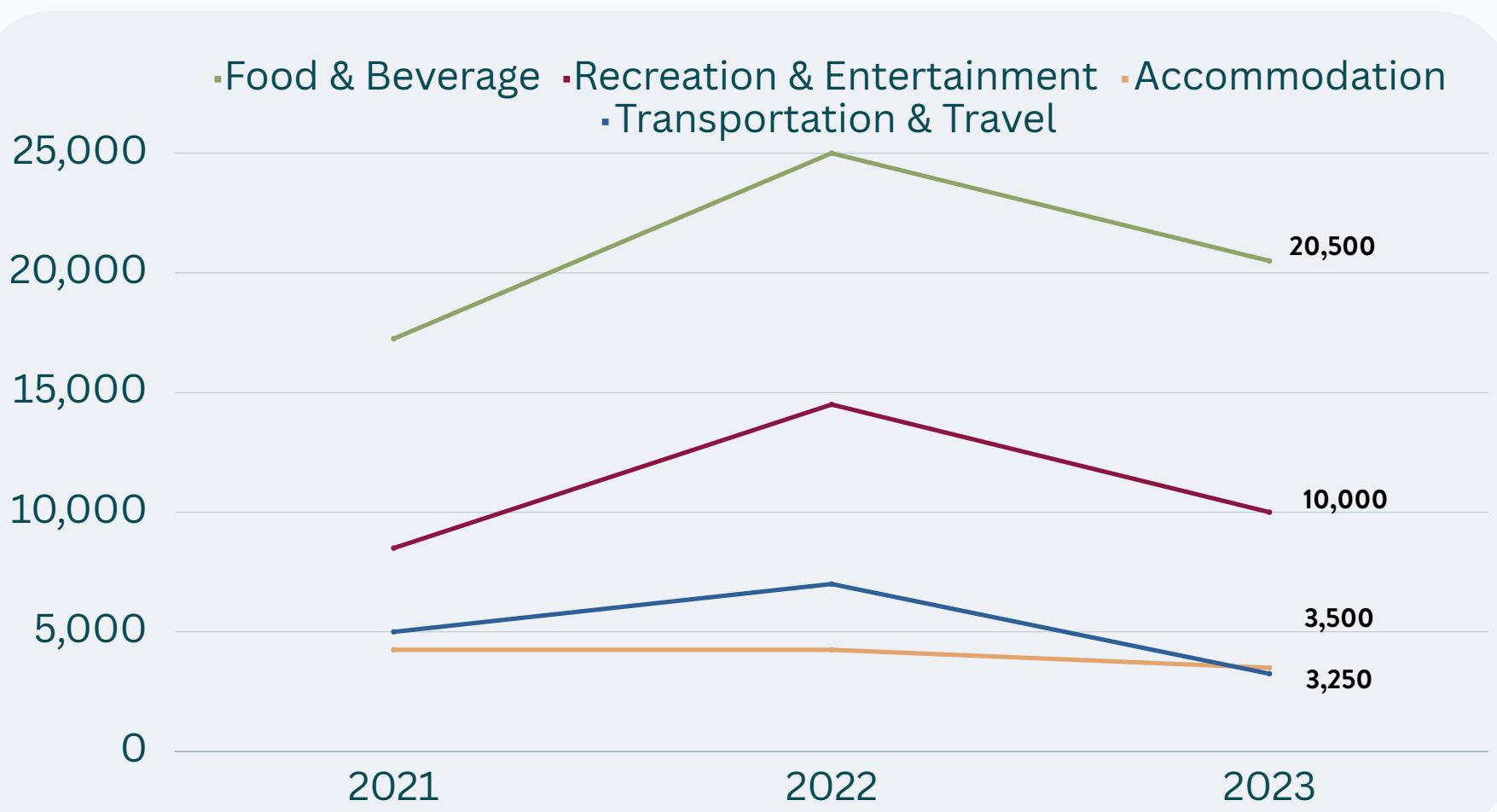
* Data reflective of in-person interactions from our Tourism Kamloops Bold Street Team

Employment

2023 Q4 November:

- Total Tourism Employment was **37,520**
- Tourism Unemployment Rate was **2.40%**
- Average Hours worked per week by Tourism Employees was **53.66**

Tourism Employment by Sector in Q4 November:



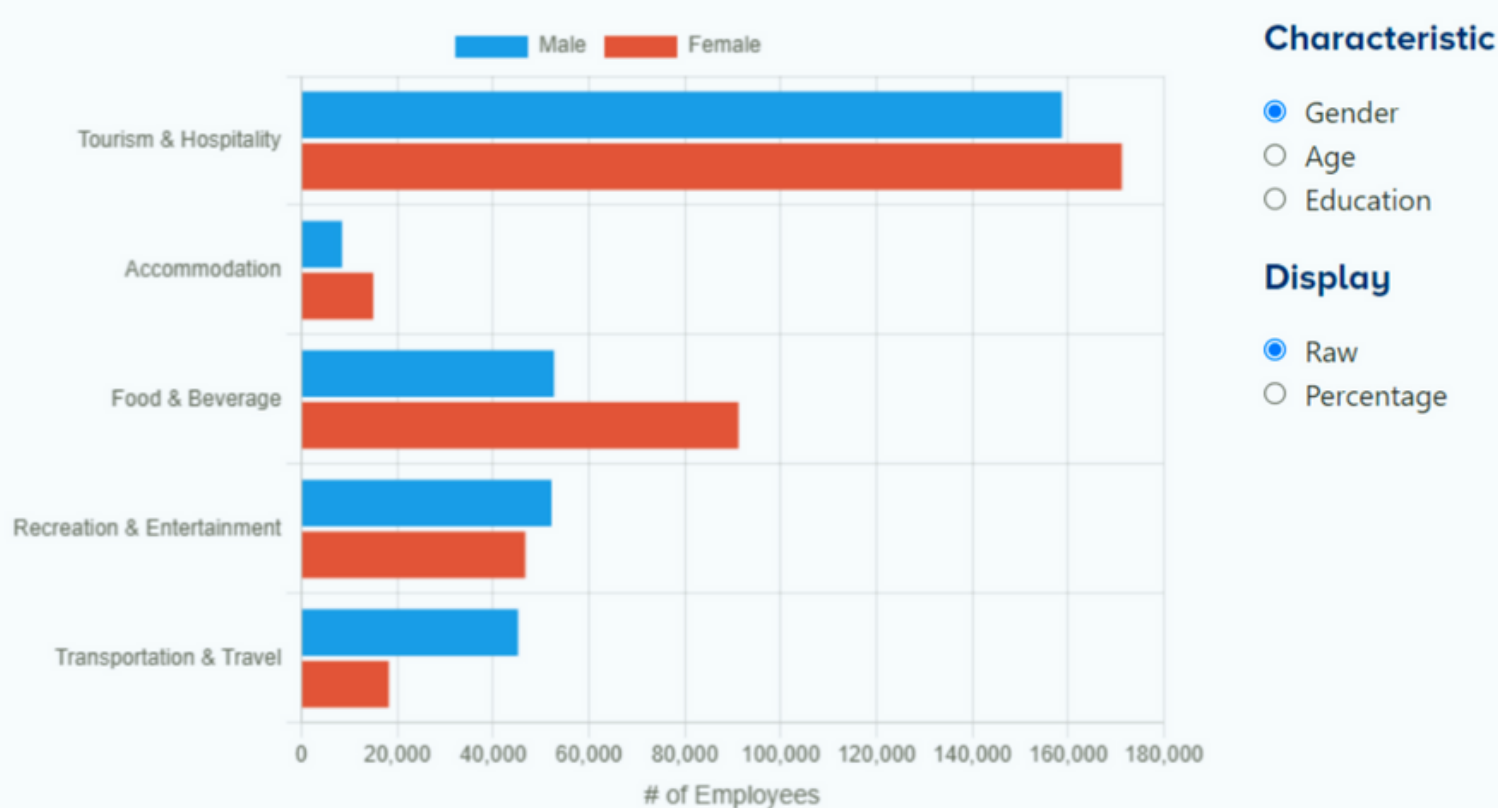
- Employment in BC's Tourism and Hospitality sector decreased by **3.9%** from **343,250** in October 2023 to **330,000** in November 2023. Tourism and Hospitality employment in BC is lower than pre-COVID levels, with **12,000** less jobs compared to November 2019 (**330,000** in November 2023 vs **342,000** in November 2019).
- Employment change varied across all regions, **increasing** in the Cariboo, Northern BC, and Thompson Okanagan regions, and **decreasing** in the Lower Mainland, Kootenay, and Vancouver Island regions.

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 co-ordinating 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.

Of those employed in BC's Tourism and Hospitality industry, **48%** are male and **52%** are female. The Transportation and Travel Services sector, however, has a higher concentration of males.



- About **71%** 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, **26%** have a degree or diploma below a bachelor's, and **29%** have a bachelor's degree or higher.
- Average hourly earnings in BC's Tourism and Hospitality sector have been steady with some fluctuation between **\$23 to \$28** over the past two years. Average hourly earnings by sector ranged from **\$21 to \$41** in November 2023; the Transportation sector had the highest average hourly earnings while the Food and Beverage sector reported the lowest.

Employment in all sectors, except Recreation and Entertainment, have decreased from October 2023 to November 20



Destination Overview

Economic indicators

- 1.8%** The total population of City of Kamloops in 2022 increased from previous year by **1.8%** to **103,200**
- 3.4%** The unemployment rate in Dec 2023 in Thompson-Okanagan economic region increased from previous month by **0.3** percentage points
- 18.3%** Number of airport passengers in Dec 2023 increased from the same period in Dec 2022 by **18.3%**



Are we ready for an aging population?

Residents aged 65 and older are part of the fastest-growing age group in Canada today. The rapid growth expected among Canada’s senior population in the coming years is one of the “most significant demographic trends” in the country’s history, says demographer Doug Norris. While this growth may present some challenges for younger generations, industry experts say it will also offer opportunities to pave the way for a better future.

Kamloops Research Highlights:

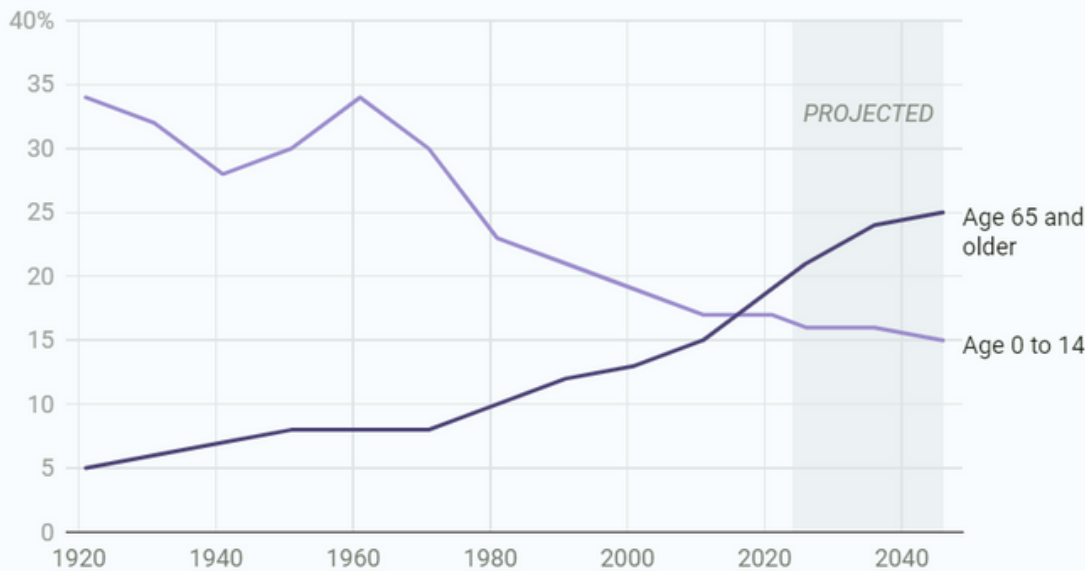
854K Total arrivals YTD

\$466.23M Total spending YTD

\$149.64 ADR YTD

73.22% OCC YTD

Age trends and projections in Canada (1921–2046)



Based on recent immigration trends, data from a special analysis conducted by Environics Analytics for CTVNews.ca shows the senior population is expected to exceed 11 million people by 2043. [Read More.](#)

What are some of the ways that businesses can take action right now to either capitalize on those insights, or stay ahead of the trends?

1. **Adopt Sustainable Practices:** Incorporate eco-friendly options and sustainability into your offerings. Highlight these practices in your marketing to appeal to the eco-conscious buyer.
2. **Focus on Unique Experiences:** Develop and promote unique, authentic experiences. Leverage local culture and lesser-known attractions to cater to the demand for new and immersive experiences.
3. **Leverage Digital Tools:** Invest in AI and digital solutions for customer service, personalized offerings, and efficient operations. Ensure a strong online presence and seamless digital payment options.
4. **Engage with Influencers:** Collaborate with influencers whose scale matches that of your business and those who can help you to reach wider audiences. Choose influencers who align with your brand values and can authentically represent your offerings.
5. **Adapt to Social Media Trends:** Stay updated with the latest social media trends. Specifically pay attention to the following three.
 - **Short-Form Video Content:**
 - Trend: The rise of platforms like TikTok and Instagram Reels has popularized short-form video content. This format is engaging, easy to consume, and highly shareable.
 - Adaptation: Create concise, captivating videos that tell a story or showcase your offerings in an engaging way. Utilize features like Instagram Reels or TikTok challenges to increase visibility.
 - **Authentic and Relatable Content:**
 - Trend: Audiences are leaning towards content that feels genuine and relatable, moving away from overly curated and polished posts.
 - Adaptation: Share behind-the-scenes content, real stories, and testimonials. Emphasize human elements and authenticity in your branding and social media narrative.
 - **Interactive and Immersive Experiences:**
 - Trend: Features like AR filters, interactive polls, and live streaming are gaining traction, offering immersive experiences to users.
 - Adaptation: Use AR features for virtual try-ons or tours. Engage audiences with polls, Q&A sessions, and live streaming events to foster a sense of community and interaction.