

# OUR EVOLUTION

TOURISM KAMLOOPS 2019



**kamloops**  
BOLDLY UNSCRIPTED



# OVERVIEW

- Industry Context
- Today's Tourism Challenges
- The Tourism Kamloops Evolution
- Our Support
- Sustainability
- Tourism Advocacy





# INDUSTRY CONTEXT

A wide-angle landscape photograph taken from an elevated position. The foreground is filled with dense, dark green foliage, possibly shrubs or small trees, which are slightly out of focus. In the middle ground, a city is visible, with various buildings and structures illuminated by the warm, golden light of the setting sun. The city is nestled between rolling hills and mountains. In the background, a range of dark, silhouetted mountains stretches across the horizon. The sky is dramatic, with large, dark clouds and a bright, glowing area where the sun is setting, creating a strong contrast and casting long, soft light across the scene.



**+4%**

**INTERNATIONAL  
GROWTH  
IN TOURISM**

**1.3 BILLION**

**INTERNATIONAL  
TOURISTS  
IN 2017**

**393 MILLION**

**MORE  
INTERNATIONAL  
TRAVELLERS  
BETWEEN 2008 AND  
2017**

# INTERNATIONAL CONTEXT

\*Source: 2017 Annual Report, World Tourism Organization



**PRESENT**

# NATIONAL CONTEXT

**2013**

Note: Data for overseas tourists entering Canada between 1961 and 1963 are not available. \*Source: Statistics Canada, CANSIM table 427-0004 and *Travel Between Canada and Other Countries*





## NATIONAL CONTEXT



2017

**20.8 MILLION**

TOURISTS  
STAYING ONE  
OR MORE NIGHT



2018

**21.13 MILLION**

TOURISTS  
STAYING ONE  
OR MORE NIGHT



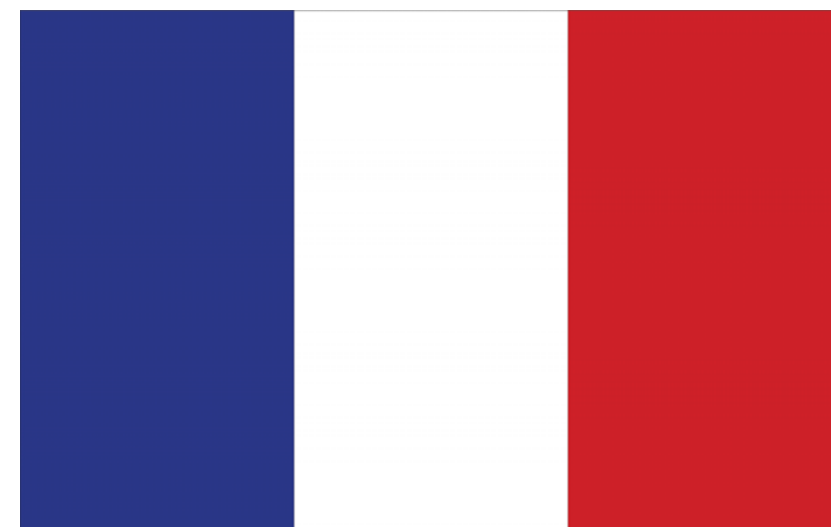
# NATIONAL CONTEXT

Record breaking number of tourists coming to Canada.



**CHINA**

**737,379**



**FRANCE**

**604,166**



**MEXICO**

**404,402**



**INDIA**

**287,416**



**US**

**14,440,000**

\*Sources: 2017 Best Year Ever Report, Destination Canada; 2018 Best Year Ever Report, Destination Canada



# NATIONAL CONTEXT

## TOURISM IN CANADA

**475,300**  
JOBS

**\$102.5B**  
ECONOMIC  
BENEFIT

**\$27B**  
TAX  
REVENUE



\*Sources: 2017 Best Year Ever Report, Destination Canada; 2018 Best Year Ever Report, Destination Canada





# NATIONAL CONTEXT

\*Source: Dec 2018, Provincial Tourism Indicators, Destination BC



**BC 2018**

**↑ 7.1%**

**OVERNIGHT  
INTERNATIONAL**



**BC 2018**

**↑ 6.3%**

**OVERNIGHT  
US**



# PROVINCIAL CONTEXT

\*Source: Dec 2018, Provincial Tourism Indicators, Destination BC

**\$10  
BILLION**

**SPENT ON  
FOOD + DRINK  
IN 2018**



# PROVINCIAL CONTEXT

Tourism Indicators – Accommodation

–

ROOM REVENUE ESTIMATES | YTD

1

**VANCOUVER**

\$727,541,000 | ↑ 19%

2

**WHISTLER**

\$271,406,000 | ↑ 26.4%

3

**VICTORIA**

\$168,986,000 | ↑ 26.4%

4

**TOFINO**

\$47,527,000 | ↑ 6.3%

5

**KAMLOOPS**

\$52,396,000 | ↑ 9.3%

\*Source: Dec 2018, Provincial Tourism Indicators, Destination BC





# PROVINCIAL CONTEXT

## Tourism Indicators – Accommodation

–

### HOTEL OCCUPANCY RATES | YTD

1

AIRPORT

**RICHMOND**

84.2% | ↑ 0.7%

2

DOWNTOWN

**VANCOUVER**

82.7% | ↑ 1.5%

3

GREATER

**VANVOUVER**

82.2% | ↑ 0.7%

4

**CAMPBELL RIVER**

82.1% | ↑ 5.9%

5

GREATER

**VICTORIA**

76.9% | ↑ 4%

12

**KAMLOOPS**

66% | ↑ 1.6%

\*Source: Dec 2018, Provincial Tourism Indicators, Destination BC



# PROVINCIAL CONTEXT

Tourism Indicators – Accommodation

-

PASSENGER VOLUME TO REGIONAL AIRPORTS | YTD

1

**VICTORIA**

1,732,495 | ↑ 6.4%

2

**KELOWNA**

1,720,726 | ↑ 9.4%

3

**ABBOTSFORD**

672,369 | ↑ 16.6%

4

**PRINCE GEORGE**

419,400 | ↑ 2.1%

5

**NANAIMO**

362,942 | ↑ 21.4%

7

**KAMLOOPS**

285,856 | ↑ 11%

\*Source: Dec 2018, Provincial Tourism Indicators, Destination BC





# PROVINCIAL CONTEXT



## PROVINCIAL TAX TOURISM REVENUE



**\$1.2 BILLION**

**+5.8%**

OVER 2016

**+40.3%**

SINCE 2007



# LOCAL CONTEXT



\*Sources: Tourism Kamloops; Value of Tourism in Kamloops (2018) – January 2019

## EXPENDITURES



2015	\$227 million
2017	\$270 million
2018	\$282 million

## VISITORS

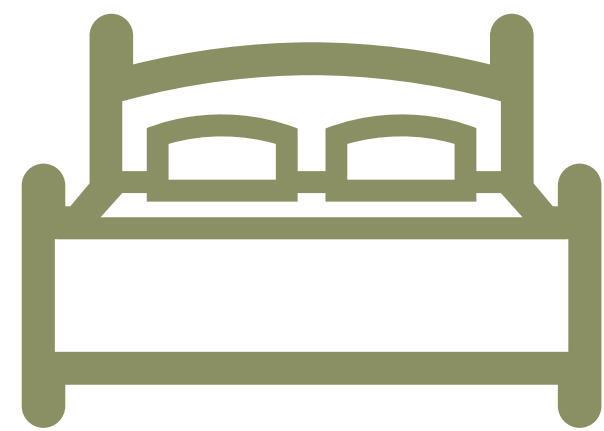


2015	1,640,000
2017	1,791,000
2018	1,836,000



# LOCAL CONTEXT

2018 = 3<sup>rd</sup> consecutive year of tourism growth in Kamloops.



2018  
**ACCOMMODATION  
REVENUES**

↑ 6.3%



2018  
**OVERALL  
VISITATION**

↑ 4.5%



2018  
**INDEPENDENT  
TRAVEL**

↑ #.##%



2018  
**GROUP  
TRAVEL**

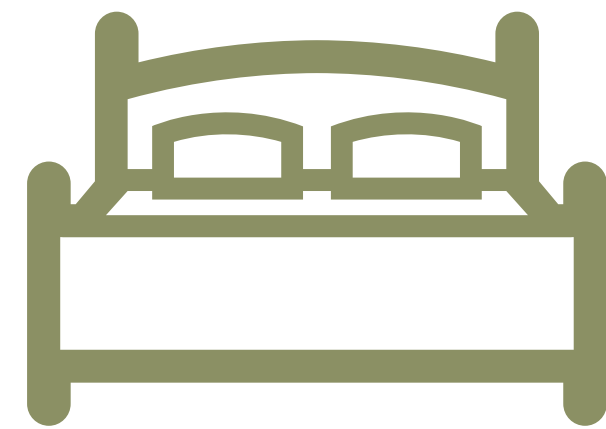
↑ #.##%

\*Sources: Tourism Kamloops 2018



# LOCAL CONTEXT

2018 = 3<sup>rd</sup> consecutive year of tourism growth in Kamloops.



2018  
**ACCOMMODATION  
REVENUES**  
↑ 6.3%



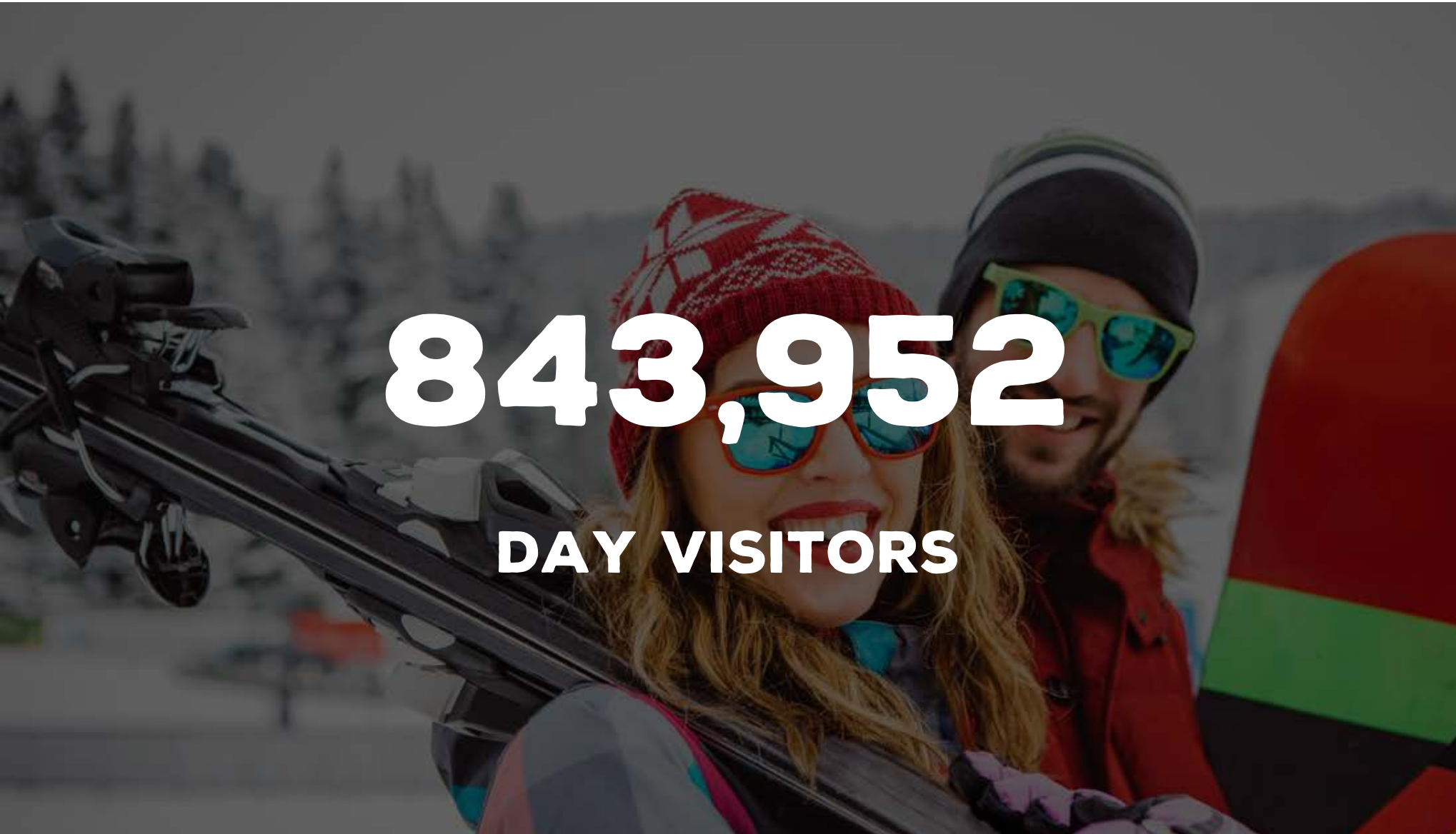
2018  
**OVERALL  
VISITATION**  
↑ 4.5%

\*Sources: Tourism Kamloops 2018





# LOCAL CONTEXT



843,952

DAY VISITORS



556,292

LEISURE



87,305

CAMPING & RV



172,372

VISITING  
FRIENDS/FAMILY



175,730

BUSINESS



# LOCAL CONTEXT



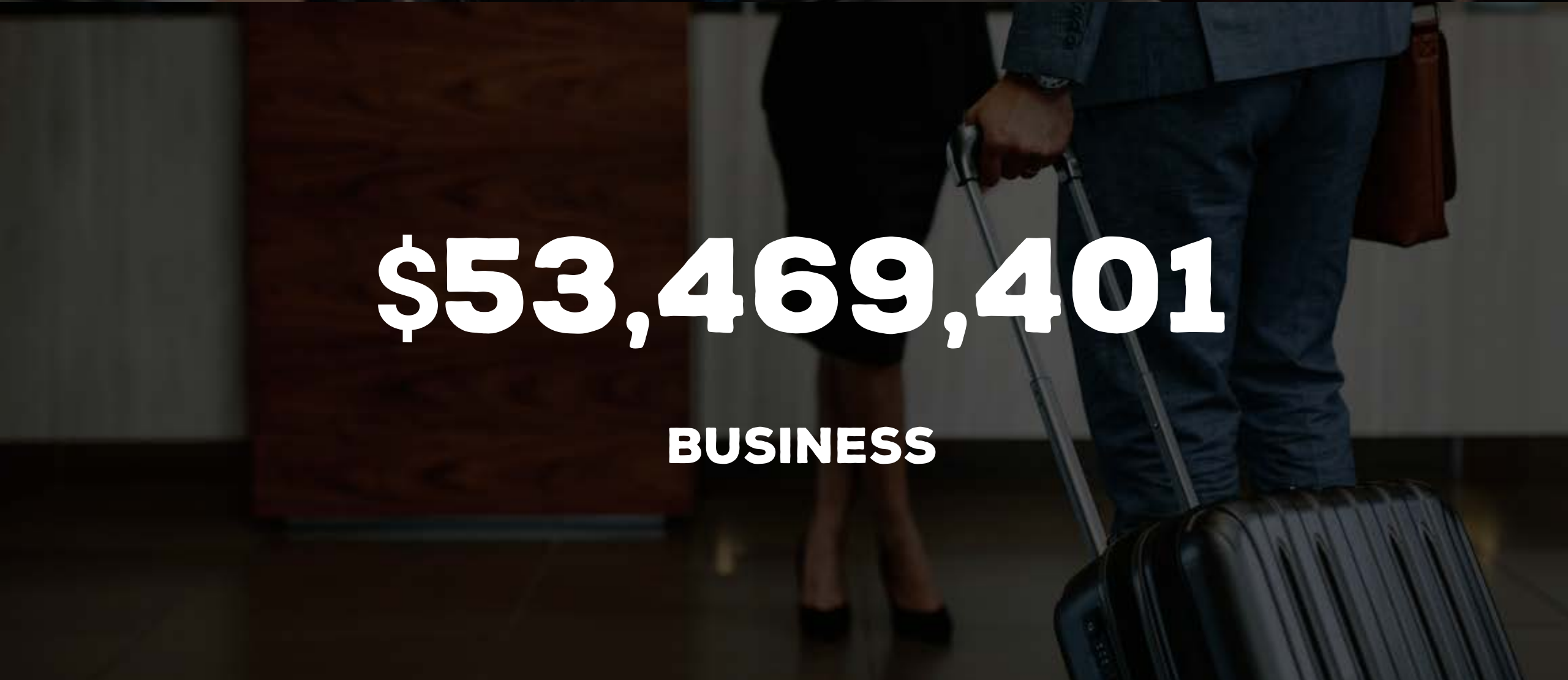
**\$29,137,607**

**VISITING  
FRIENDS/FAMILY**



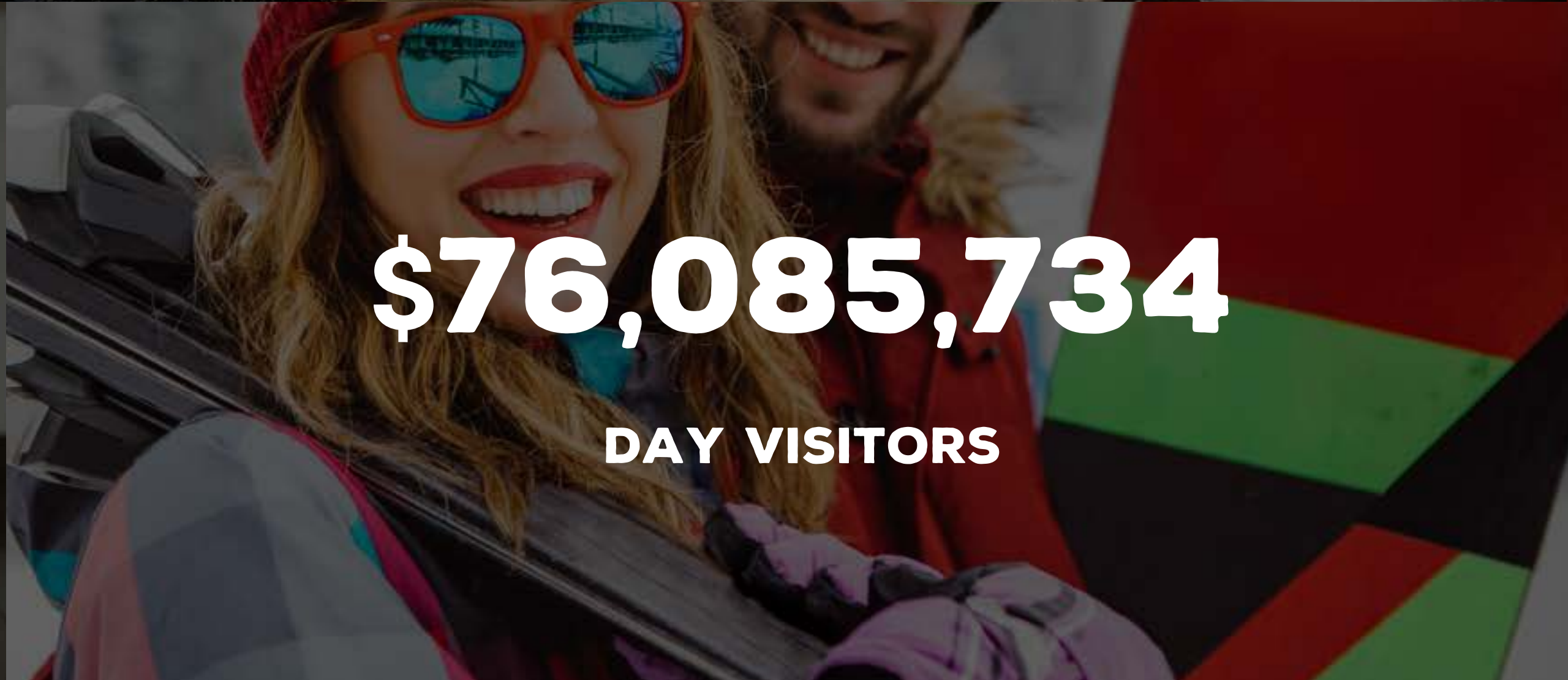
**\$123,298,749**

**LEISURE**



**\$53,469,401**

**BUSINESS**

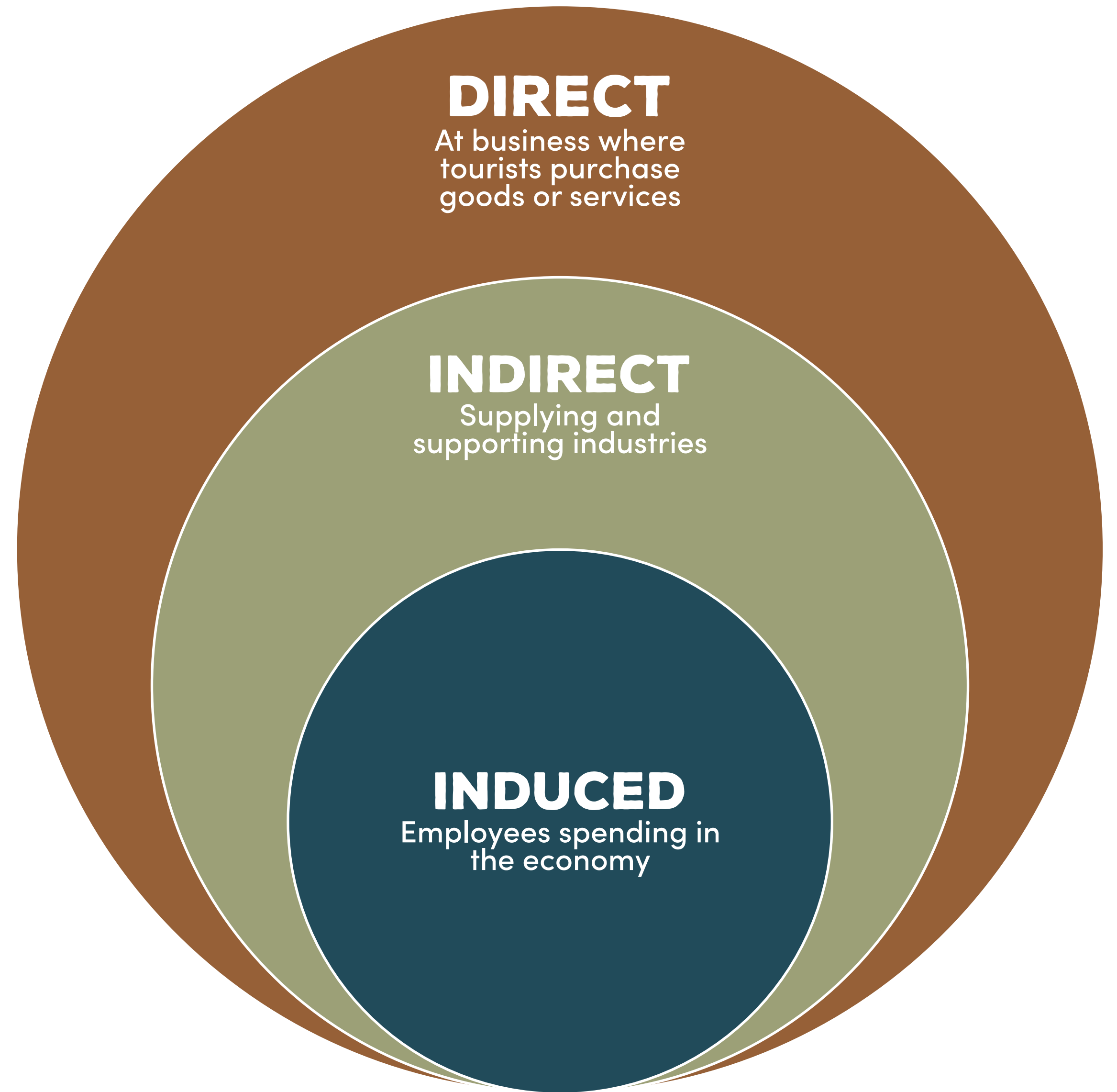


**\$76,085,734**

**DAY VISITORS**



# LOCAL CONTEXT

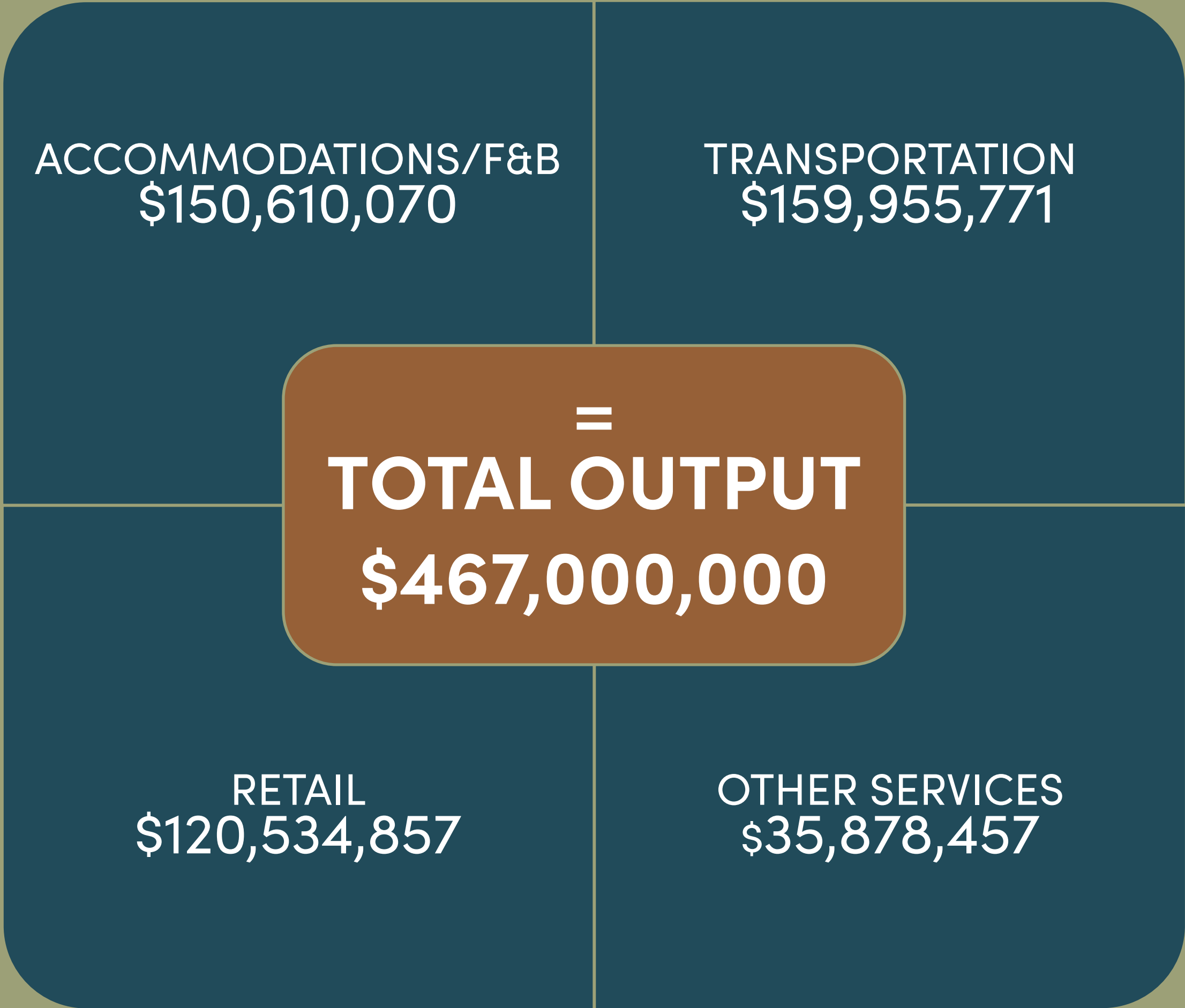




# LOCAL CONTEXT



## TOTAL ECONOMIC IMPACTS

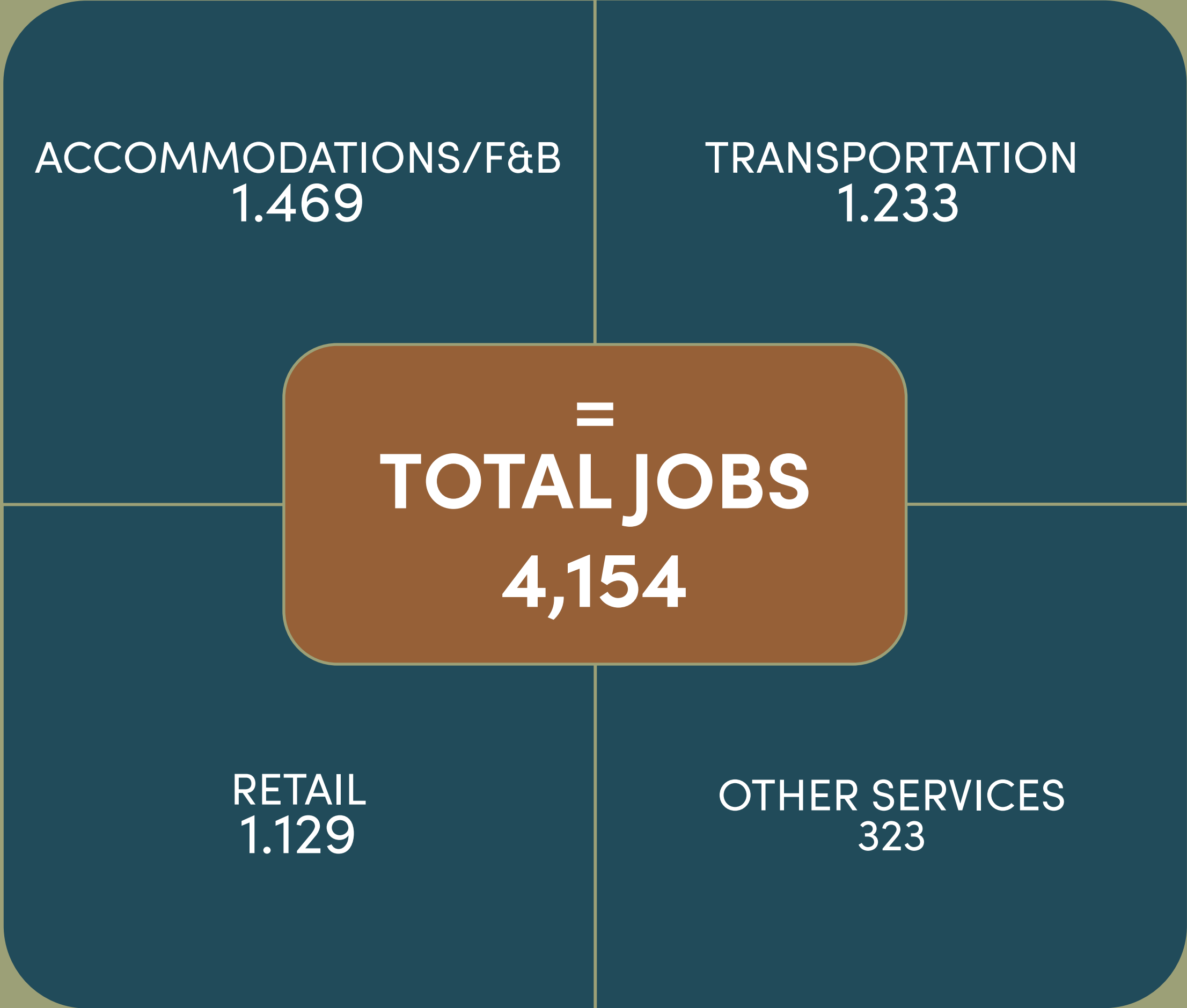




# LOCAL CONTEXT



## GDP AND JOBS





# LOCAL CONTEXT



## 2018 KAMLOOPS TAX REVENUES

ACCOMMODATIONS/F&B  
\$11.9M  
(14%)

TRANSPORTATION  
\$4.1M  
(5%)

=  
\$25.2M tax  
revenues in 2017  
& \$21.9M in 2017

RETAIL  
8.2M  
(12%)

OTHER SERVICES  
\$1M  
(5%)



# TODAY'S TOURISM CHALLENGES





# CHALLENGES

1

**MARKET  
PLACE**

2

**DECISION  
MAKING**

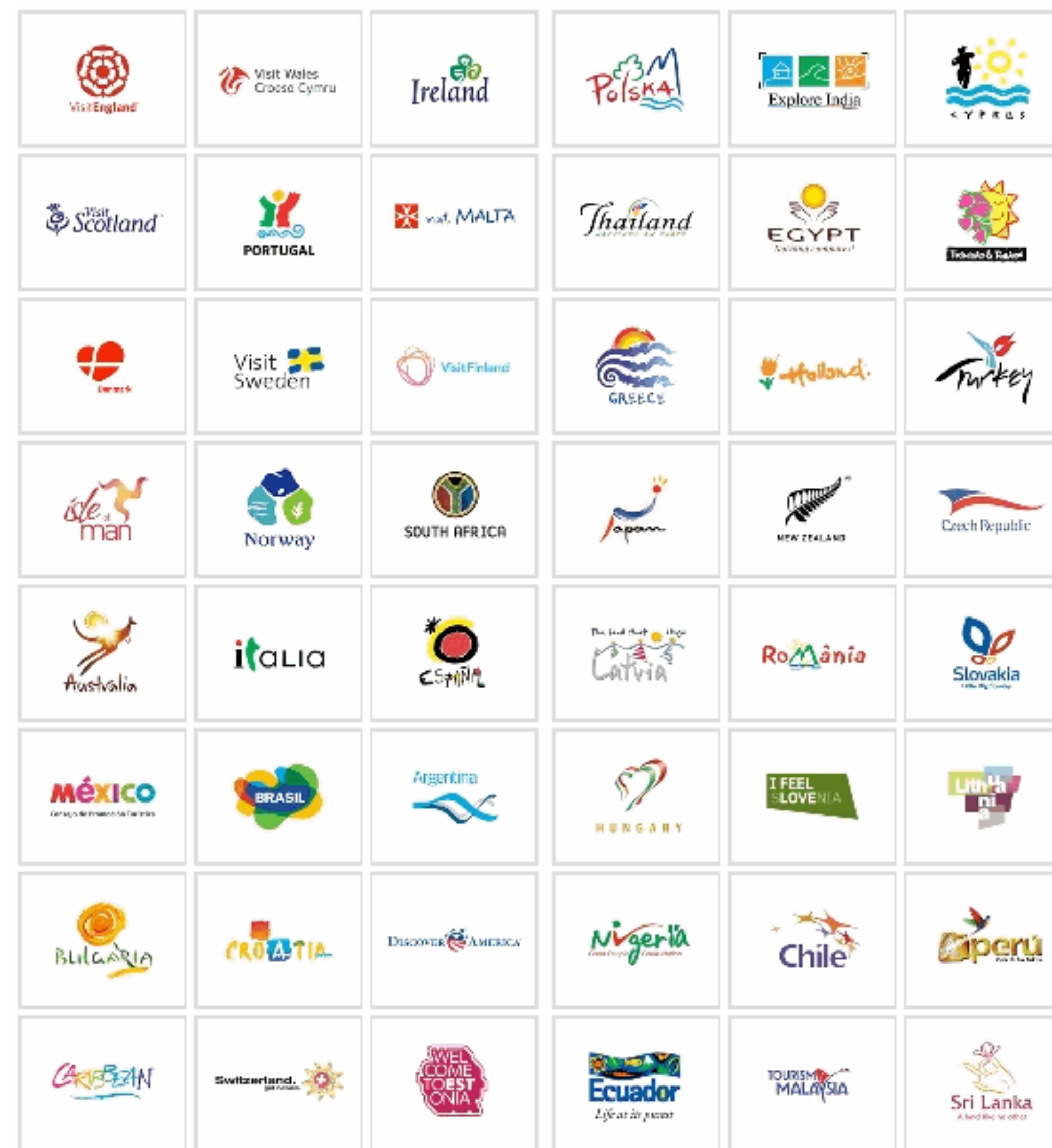
3

**ENVIRONMENTAL  
ISSUES**



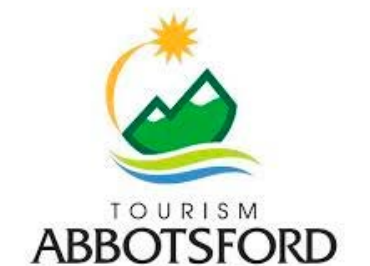


# THE CHALLENGES





# THE CHALLENGES





# THE CHALLENGES

TRAVEL  
**Penticton**

TOURISM  
**Sun Peaks**

TOURISM  
**KeLOWNA**  
tourismkelowna.com

**Osoyoos**  
Canada's warmest welcome®\*



 **SHUSwap**  
Beautiful. Casual. Down-to-earth.

CITY OF  
**Quesnel**

 **TOURISM  
Vernon**

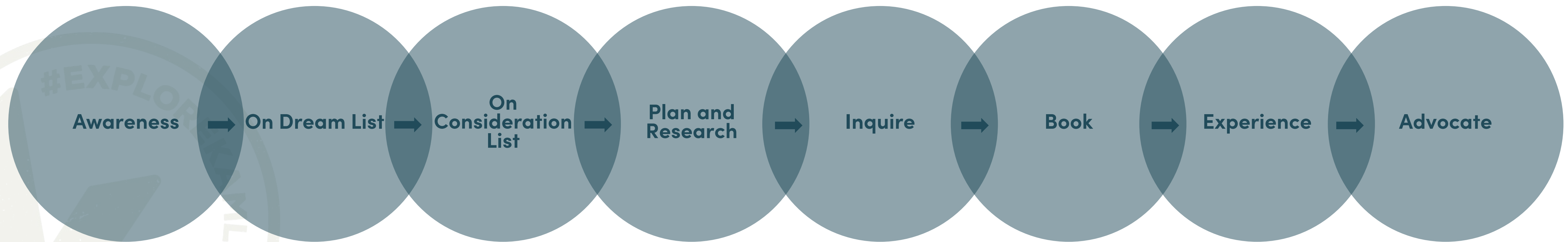
BRITISH COLUMBIA  
 **Oliver  
tourism**





# THE CHALLENGES

## TRADITIONAL WAY





# THE CHALLENGES

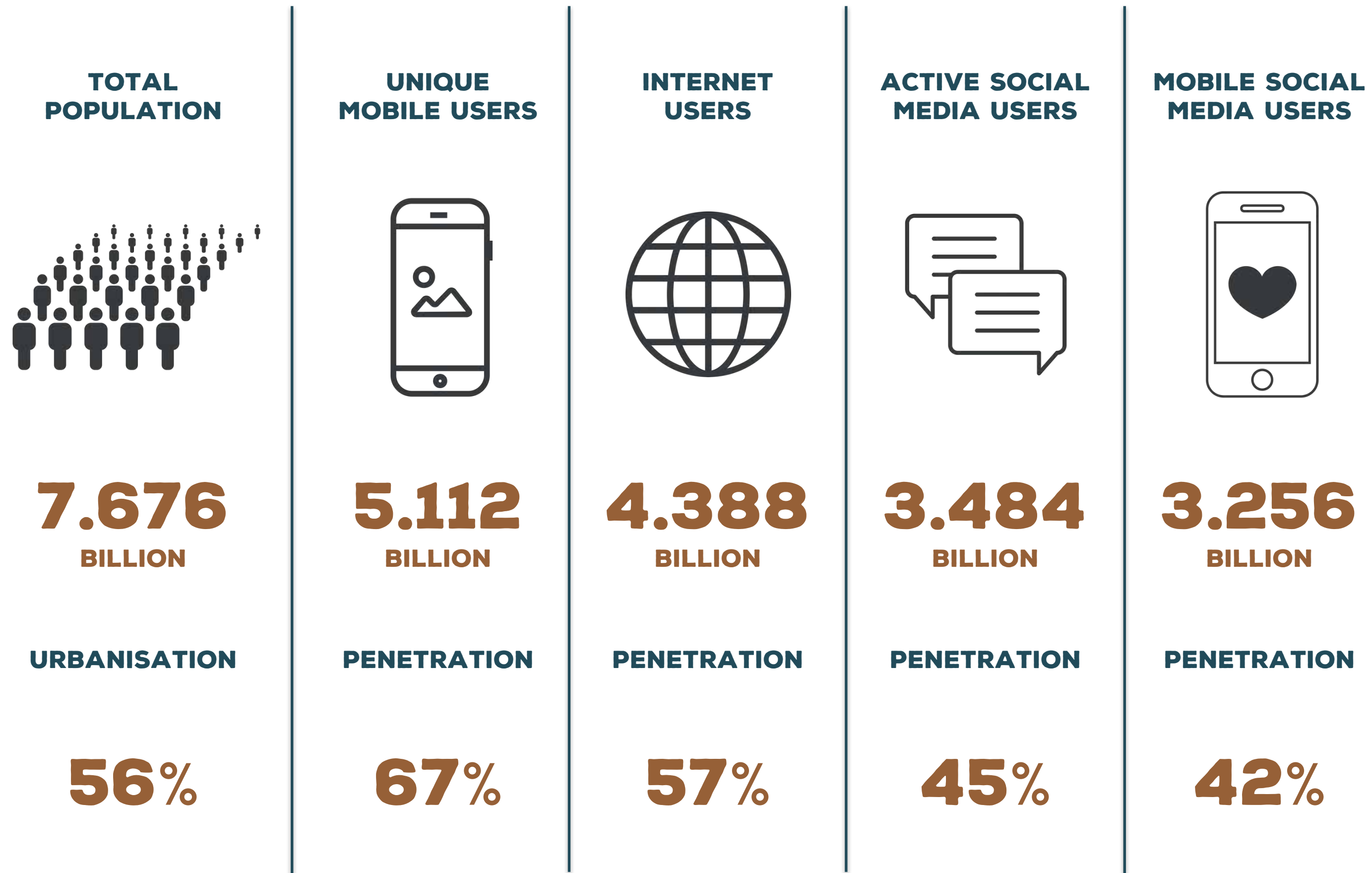


## TODAY'S WAY





# THE CHALLENGES





# THE CHALLENGES

A minute on the internet – 2019.



**\$996,956**  
**SPENT ONLINE**

**1M**  
**TWITCH VIEWS**



**3.8M**  
**REQUESTS**

**4.5M**  
**VIDEOS WATCHED**



**347,222 SCROLLS**  
**46,200 POSTS**

**1M**  
**LOGGING IN**



**2.1M**  
**SNAPS TAKEN**

**1.4M**  
**SWIPES**



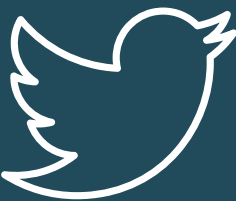
**4.8M**  
**GIFS SERVED**

**188M**  
**EMAILS SENT**



**41.6M**  
**MESSAGES SENT**

**87,500**  
**TWITTER USERS**



**694,444**  
**HOURS WATCHED**

**390,030**  
**APPS DOWNLOADED**





# THE CHALLENGES

Booking travel is changing.

**94%**

**TRAVELERS SWITCH  
BETWEEN DEVICES  
FOR BOOKING**

**31%**

**LEISURE TRAVELERS  
BOOK ON  
SMARTPHONES**

**53%**

**BUSINESS TRAVELERS  
BOOK ON  
SMARTPHONES**

**88%**

**TRAVELERS WILL  
LEAVE APP IF NOT  
SATISFIED**

**45%**

**TRAVELERS WILL  
SWITCH SITES IF  
PROCESS IS TOO LONG**

**52%**

**TRAVELERS WILL  
SWITCH SITES IF POOR  
LOAD TIMES**

\*Source: Think with Google, Travel Booking Trends 2016



# THE CHALLENGES

Kendra had over 700 digital travel touchpoints over the course of 5 months.

**52**  
**GOOGLE SEARCHES**

**5**  
**AIRLINES**

**8**  
**ACCOMMODATION  
BRANDS CONSIDERED  
PRIOR TO BOOKING**

- 41% Google Maps
- 18% Flight provider
- 14% Hotel provider
- 10% Car provider
- 7% Google search
- 6% Online Travel Agency
- 2% Credit card awards
- 2% Lifestyle
- 0.4% Social



# THE CHALLENGES

## Wildfires consuming less forest in the Kamloops Fire Centre this year

By Greg Fry

August 21, 2018 - 1:54pm



The Snowy Mountain fire south of Keremeos

Image Credit: BC Wildfire Service

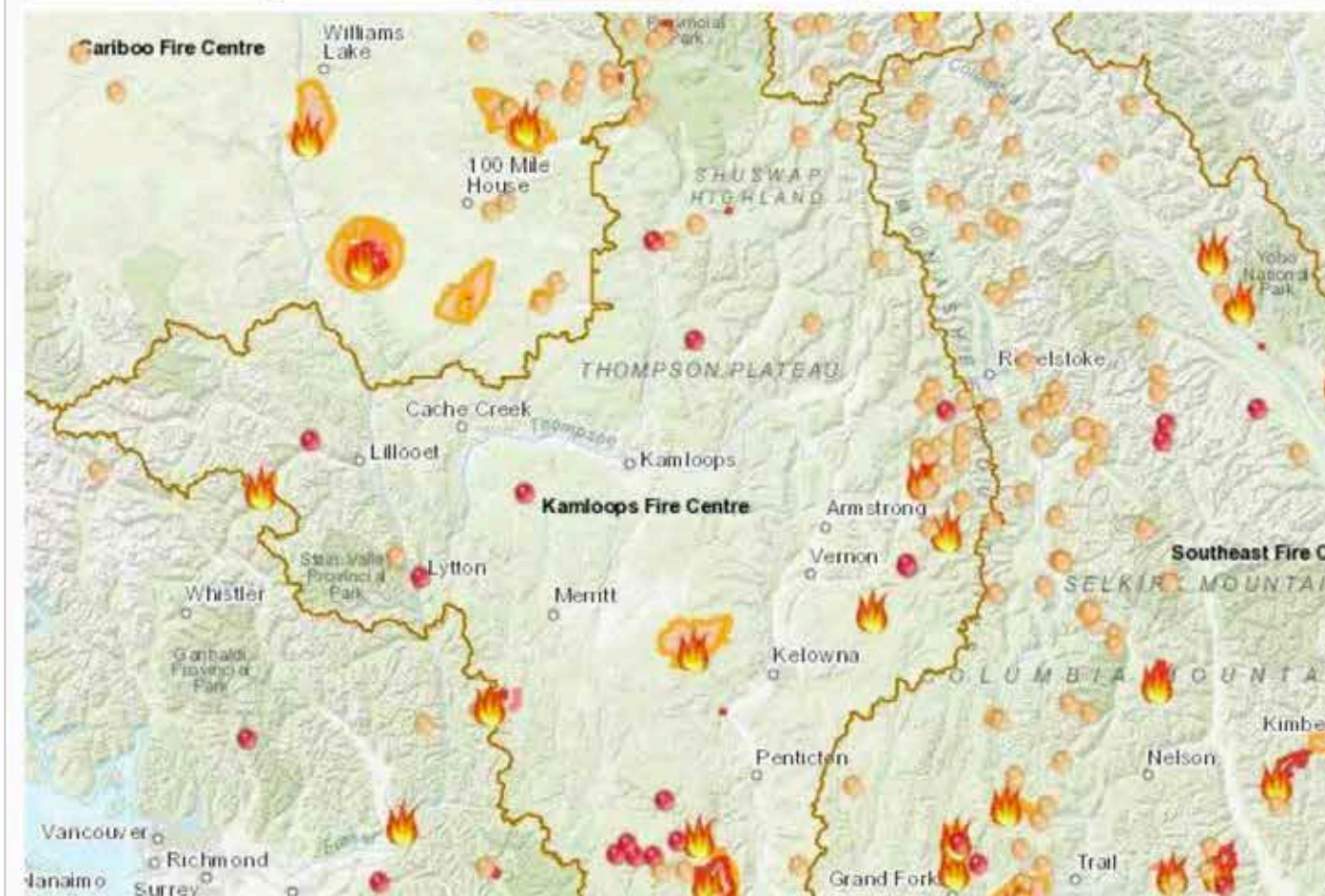
**K**AMLOOPS — Wildfire crews in the Kamloops Fire Centre have been busy battling more blazes this year, though those fires have been significantly smaller than last year.

## BC Wildfire Service puts Kamloops Fire Centre blazes on top of priority list



By Doris Maria Bregolis  
Anchor/Reporter Global News

Comments Facebook Twitter Email Print ...



Wildfire map of Kamloops Fire Centre Aug 16, 2018.

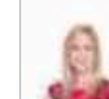
BC Wildfire Service/ Global Okanagan

Listen

- A A +

Numerous new fire starts in the Kamloops Fire Centre on Thursday, and a change in the weather, have prompted the BC Wildfire Service to prioritize fires in this provincial zone.

## Fire crews on high alert across B.C. as Kamloops wildfire still smoldering



By Amy Judd  
Online Supervisor BC Global News

Comments Facebook Twitter Email Print ...



The fire-danger rating is on the rise across the province this weekend. The hot temperatures are putting pressure on wildfire crews. Just east of Kamloops, a blaze that broke out Thursday has grown quickly. Paul Haysom reports.

Listen

- A A +

The fire-danger rating is on the rise across B.C. this weekend.

The hot temperatures are putting pressure on fire crews.



A scenic landscape of a lake at dawn or dusk. The water is calm, reflecting the soft, golden light of the sky. In the background, rolling hills are covered with sparse evergreen trees. On the right side of the image, a person is standing on a rocky shore, fishing with a rod. The overall atmosphere is peaceful and serene.

# THE TOURISM KAMLOOPS EVOLUTION



# CHALLENGES

1

**BRAND**

2

**MARKETING**

3

**STAKEHOLDERS**

4

**COMMUNICATIONS**

5

**PARTNERSHIPS**





**kamloops**  
BOLDLY UNSCRIPTED

**TAGLINE**

When used on materials that are viewed, distributed or used in Kamloops and when the tagline isn't already being used in a headline

Used for corporate materials

Can be used in promotional materials

**kamloops**  
BRITISH COLUMBIA

**BRITISH COLUMBIA**

When the tagline is being used as a headline

When used outside of Kamloops in regional and international marketing and communications

Can be used in promotional materials

USAGE

**THE 'K' ICON**

To support the Tourism Kamloops workmark, a secondary icon was created to enhance our materials. We wanted to have an icon that looked like a stamp, perhaps like a stamp of approval or maybe even like a cattle brand to tie in our rich farm history.

There are 3 versions of the icon that will vary in use. The versions are available in both a rough version (as showcased) as well as a clean version for promotional materials and when the icon will appear small.

**TILT**

The icon should always appear at an angle of 10° to the left.

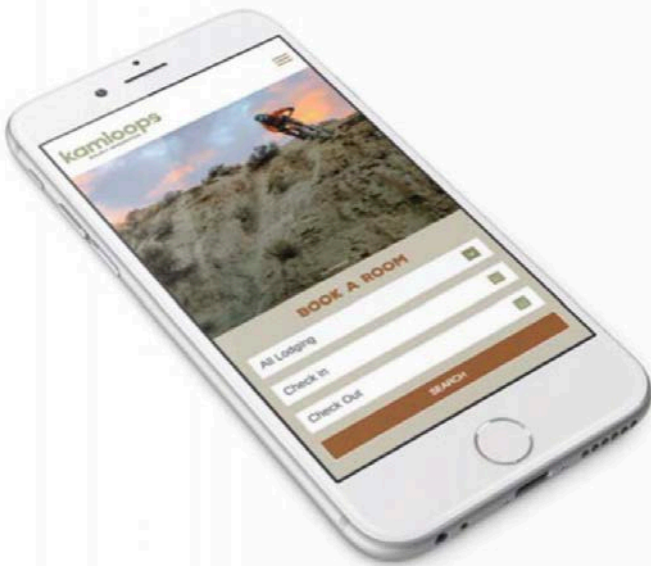
**PLACEMENT**

When used in advertising the icon should be slightly placed off the page without cutting off the text within the circle.



ICON

**TOURISM KAMLOOPS**  
For use on materials when the Tourism Kamloops logo is not present.





# OUR EVOLUTION

2017 & 2018

**MARKET  
RESEARCH**

**DIGITAL  
ADVERTISING**

**NEW  
WEBSITE**

**UNDERSTANDING  
NEW MARKETS**

**SEO & SEM**

**SOCIAL  
REALIGNMENT**

**IN HOUSE  
RESOURCING**

**REDESIGN**

**FOCUSED  
NEWSLETTERS**



# OUR EVOLUTION



GOLF



FISHING



MOUNTAIN BIKING



SPORTS GAMES + TOURNAMENTS



WINTER ADVENTURE



# OUR EVOLUTION

2018 & 2019 Stakeholder Focus

**ANNUAL  
SUMMIT**

**TRIP ADVISOR**

**ONLINE  
RESOURCES**

**TRAINING**

**INCLUSION**

**BOLD  
HOSPITALITY  
AWARDS**





# OUR EVOLUTION

## 2018 COMMUNICATIONS FOCUS: MEDIA - RESULTS

**37**

**MEDIA  
HOSTED**

**23**

**FAM TOURS  
HOSTED**

**107**

**MEDIA VISITS  
AT**

**4**

**MEDIA  
DINNERS**

**51**

**APPOINTMENTS  
AT**

**2**

**MARKET  
PLACES**

**40**

**LOCAL STORIES  
FROM**

**8**

**PRESS  
RELEASES**

## 2019 COMMUNICATIONS FOCUS: INFLUENCERS





# OUR EVOLUTION

## PARTNERSHIPS



**ROCKY MOUNTAINEER®**

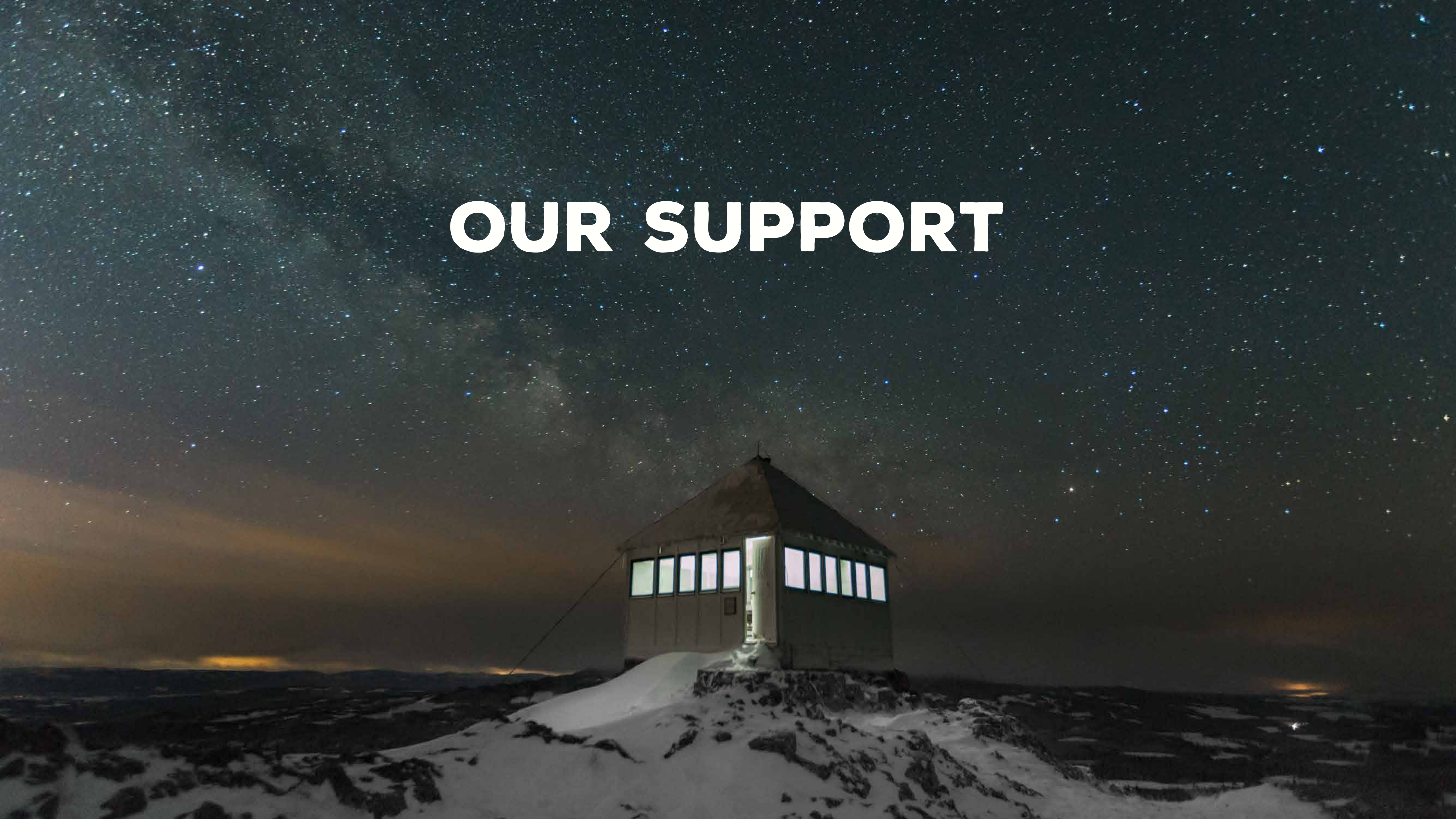


Canada's Tournament Capital





# OUR SUPPORT





# 2018 PUBLIC POLL

**90.8%**

said tourism is an important industry in Kamloops

**94.5%**

said that the tourism industry has a positive economic impact on Kamloops' economy

**76.7%**

said that the tourism industry provides good employment opportunities to Kamloops residents

**60%**

were unsure if the City of Kamloops and the tourism industry are working together effectively to increase tourism to the region

**94.5%**

were either unsure or believed that Kamloops did not have sufficient infrastructure and attractions to be considered a desirable tourism destination

**80%**

were supportive of an infrastructure project, like a civic centre, that would allow Kamloops to host large conferences, tradeshows, and public events





# STAKEHOLDER SURVEY



**22%**

of respondents were  
from the  
accommodations space

**20%**

of respondents were  
from recreation

**16%**

of respondents worked in  
the food and beverage  
industry

**12%**

of respondents  
represented an attraction



# STAKEHOLDER SURVEY

**52%**

of respondents listed a need for destination development

**44%**

of respondents listed the lack of activity in the shoulder seasons was a stumbling block to growth

**1 / 3**

of respondents said that the tourism industry needed to focus on business tourism development in order to enable growth

**44%**

said that access to Kamloops was one of the largest barriers (including direct flights)

**39%**

said awareness of the destination and its offering needed to increase

**20%**

believed that an increase in competition from similar destinations inhibits growth

**38%**

of respondents believed that there are still negative perceptions of the area effecting growth



A close-up photograph of a person in traditional Native American regalia. The person has red face paint around their eyes and a large feathered headdress. They are holding a wooden paddle. The word "SUSTAINABILITY" is overlaid in white text across the center of the image.

**SUSTAINABILITY**



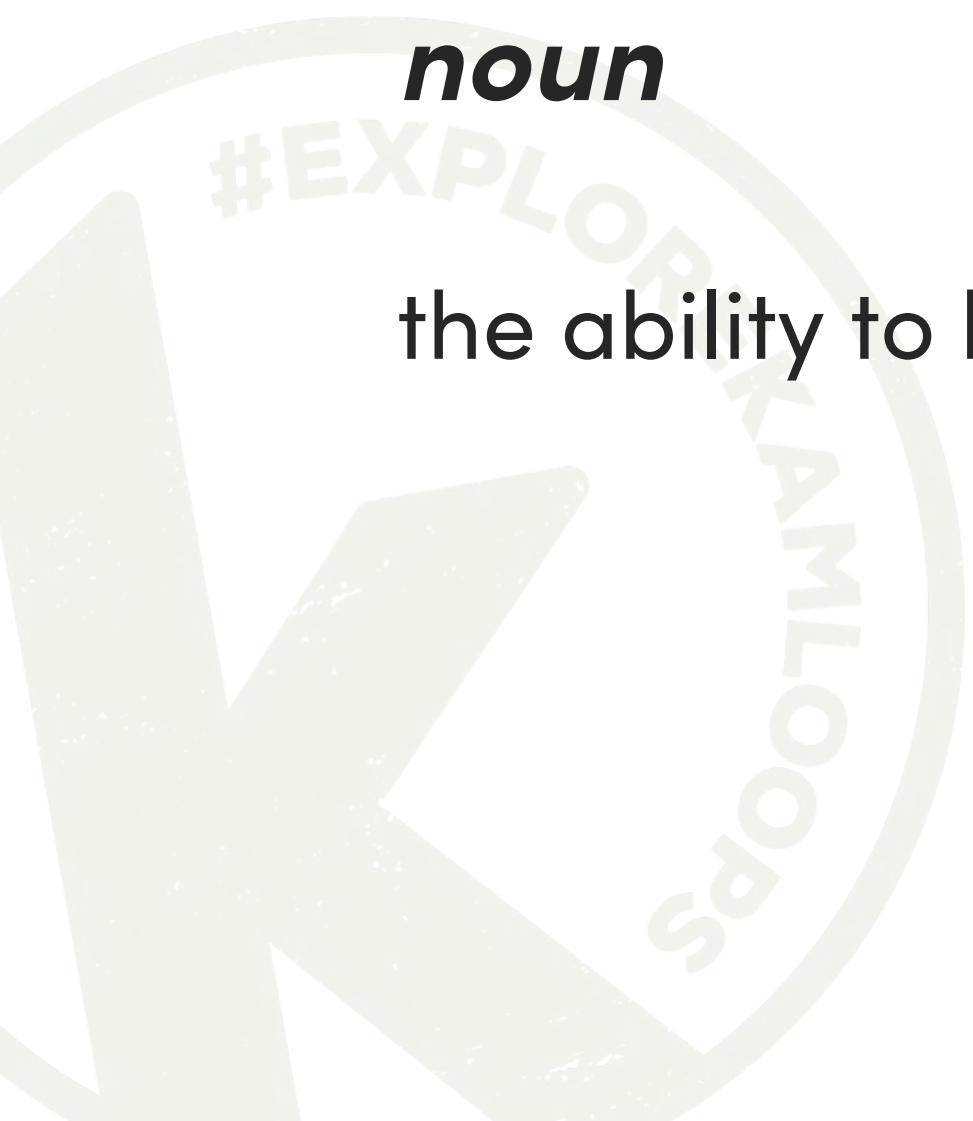
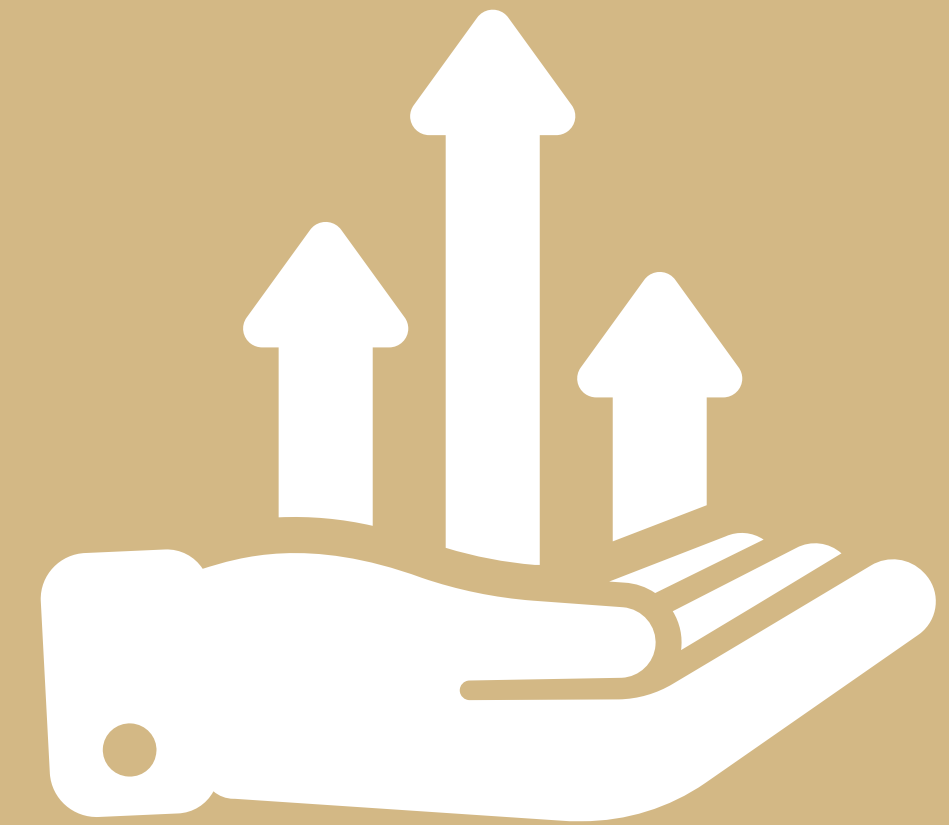
# SUSTAINABILITY

**sus·tain·a·bil·i·ty**

/səˌstānəˈbilədē/

***noun***

the ability to be maintained at a certain rate or level.



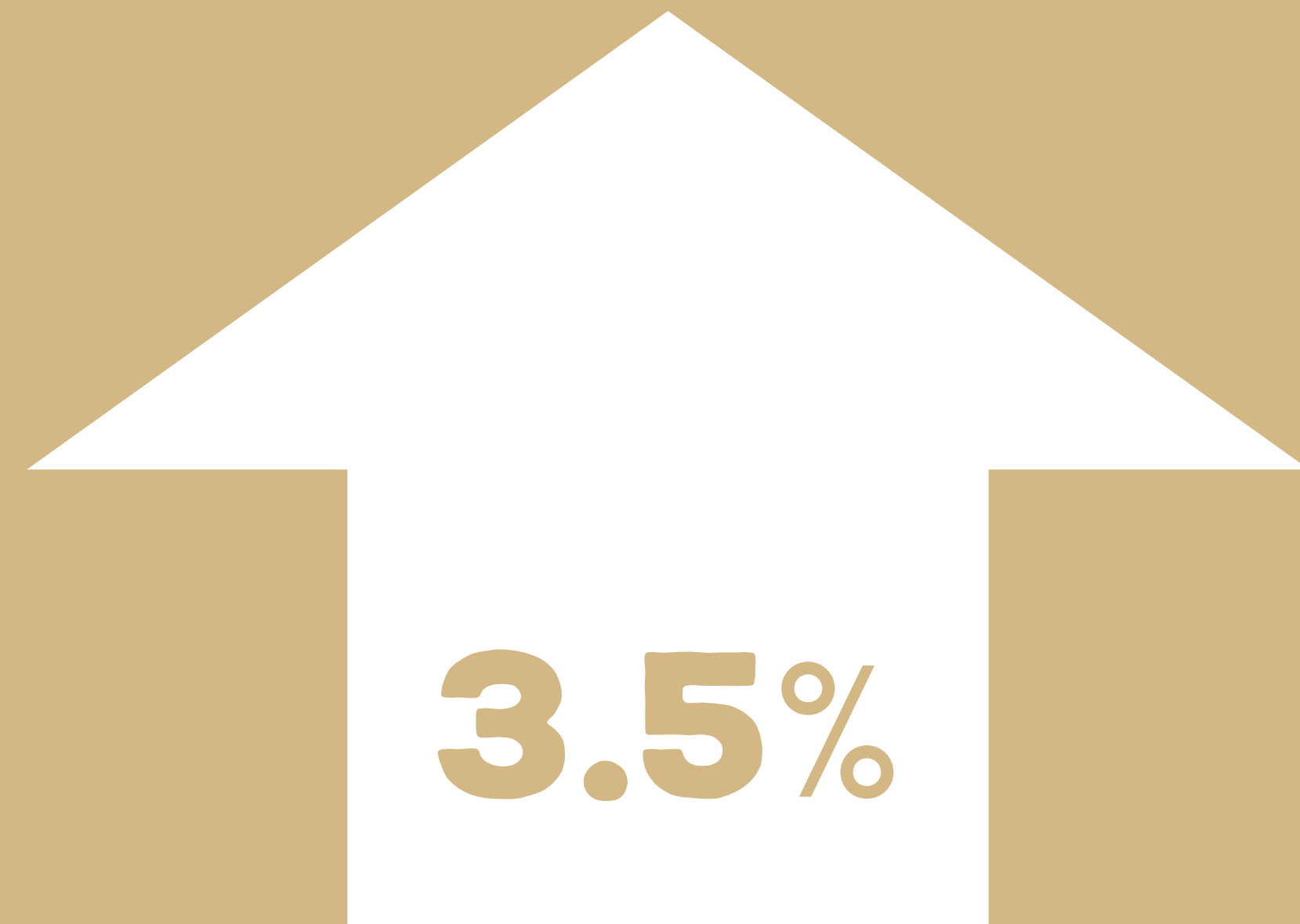


# SUSTAINABILITY



Source: Tourism Kamloops; <https://www.kamloopsthisweek.com/news/kamloops-tourism-performance-surpasses-2018-targets-1.23557526>; <https://infotel.ca/newsitem/tourism-related-revenues-continue-to-increase-in-kamloops/it58267>

**2019 GOAL**



**KAMLOOPS  
MRDT REVENUE**



# SUSTAINABILITY

1

**LONG TERM PARTNERSHIPS**



# SUSTAINABILITY

2

DESTINATION DEVELOPMENT



# SUSTAINABILITY DESTINATION DEVELOPMENT

Event Participant and Non-Resident Delegate Days – 2018 YTD

**75,828**

**WHISTLER CONVENTION  
CENTRE**

**236,268**

**VICTORIA CONFERENCE  
CENTRE**

**148,648**

**PENTICTON TRADE &  
CONVENTION CENTRE**

**93,811**

**PRINCE GEORGE CIVIC  
CENTRE**

**1,110,991**

**VANCOUVER CONVENTION  
CENTRE**





An aerial photograph of a large, open public space, likely a plaza or park, filled with many people walking. The ground is paved with large, light-colored tiles arranged in a geometric pattern. The people are scattered throughout the area, some walking in groups, others alone. The overall scene suggests a vibrant, active community space.

# **SUSTAINABILITY DESTINATION DEVELOPMENT**

**Civic Centre**

\*Source: Dec 2013: Provincial Tourism Indicators, Destination BC; Meetings mean Business, Destination Canada.



# SUSTAINABILITY

3

**NEW MARKETS**





# SUSTAINABILITY NEW MARKETS

**Business Traveler**





# SUSTAINABILITY NEW MARKETS

International Traveler





# SUSTAINABILITY

4

FOCUS ON DATA



# SUSTAINABILITY

5

**GOOD GOVERNANCE**





# SUSTAINABILITY

6

## VISITOR ENGAGEMENT EVOLUTION





**VISITOR  
SERVICES CENTRE**



**WIFI**



**TRAVEL GUIDE**



**DOG RUN**



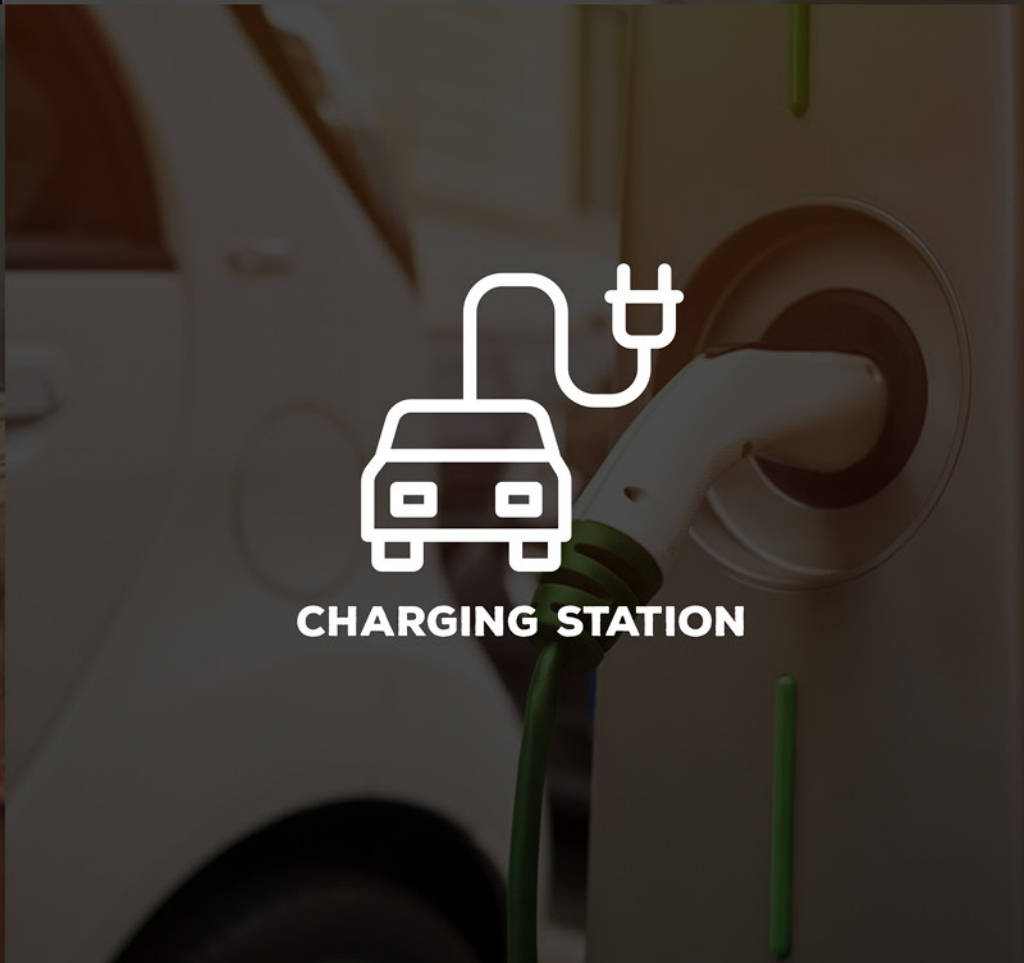
**WASHROOMS**



**SANI STATION**



**SOUVENIRS**



**CHARGING STATION**



**RECOMMENDATIONS  
& DIRECTIONS**

# VISITOR SERVICES

**When we think of Visitor Services we think of  
the standard bricks and mortar.**

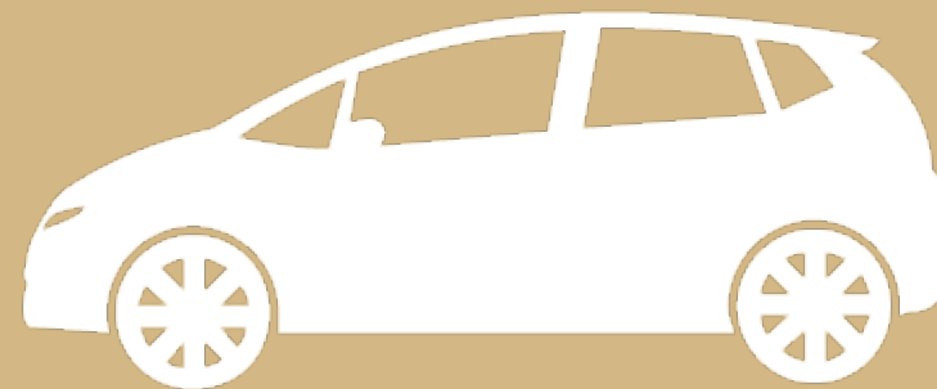


# VISITOR SERVICES IS EVOLVING - BECAUSE TRAVELERS ARE EVOLVING.

When visitors feel engaged with the community they  
are visiting they:



STAY LONGER



COME BACK



TELL THEIR FRIENDS



**VISITOR  
SERVICES**

**=**

**VISITOR  
ENGAGEMENT**







VISITOR  
SERVICES CENTRE



SANI STATION



SOUVENIRS



WASHROOMS



DOG RUN



WIFI



TRAVEL GUIDE



CHARGING STATION

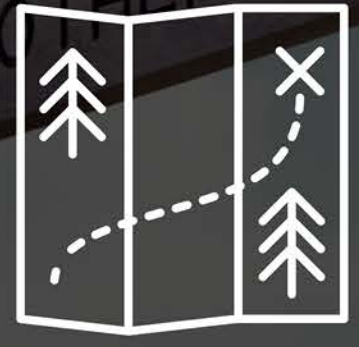


RECOMMENDATIONS  
& DIRECTIONS

# VISITOR ENGAGEMENT



MOBILE ENGAGEMENT  
TEAM



WAYFINDING



MOBILE  
TRANSPORTATION



CONTESTING  
& PRIZING



SOCIAL MEDIA  
ENAGEMENT & OUTREACH



SURVEYING &  
DATA COLLECTION

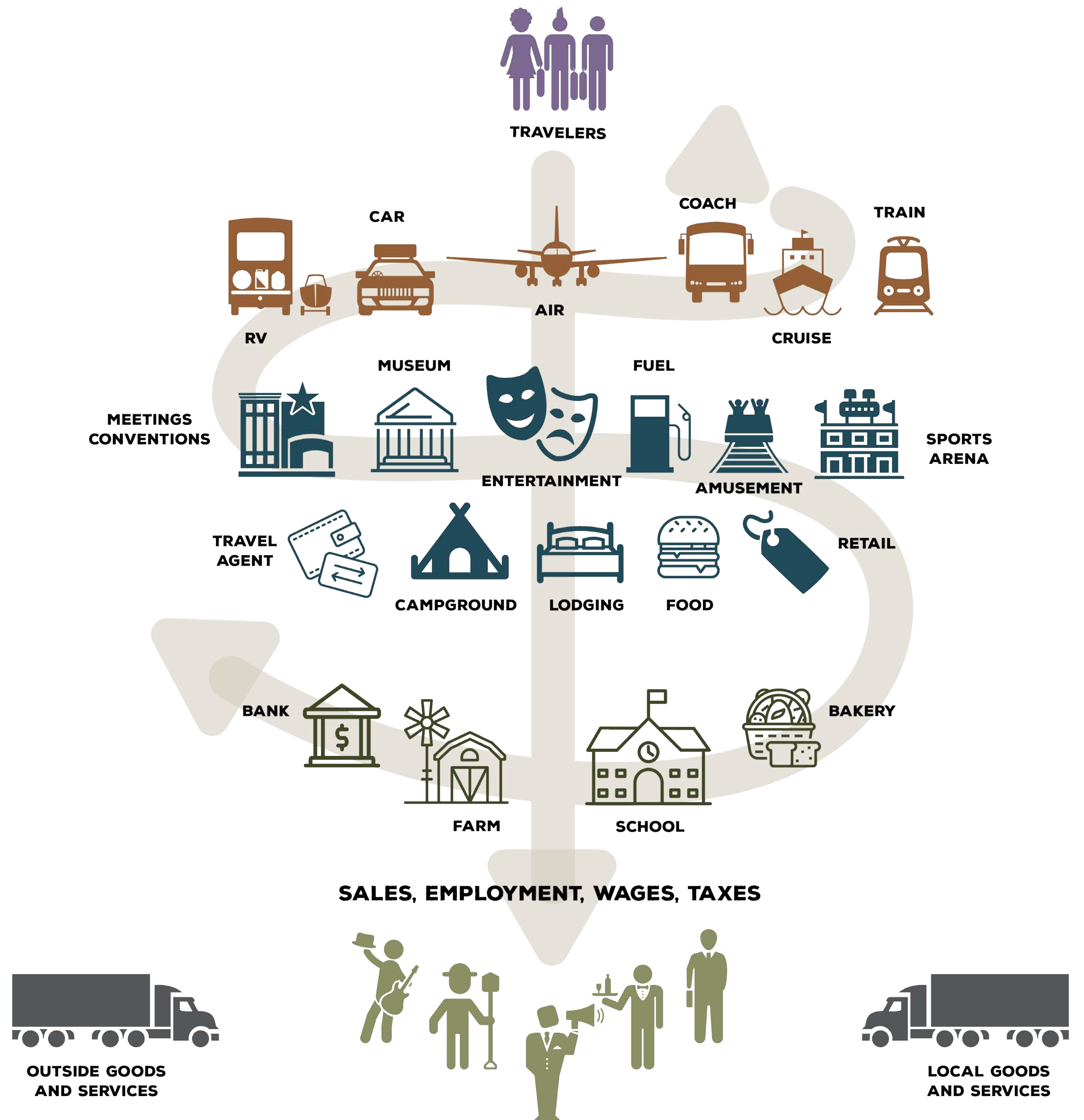


# TOURISM ADVOCACY





# TOURISM ADVOCACY





# TOURISM ADVOCACY



TOGETHER IN TOURISM



LUV'N THE LOOPS



COMMUNITY  
ENGAGEMENT

CANDACE LEWIS



# TOURISM ADVOCACY

Stakeholders to engage and speak up for all ways that will keep our tourism economy sustainable.

**LONG TERM  
PARTNERSHIPS**

**DESTINATION  
DEVELOPMENT**

**NEW  
MARKETS**

**GOOD  
DATA**

**GOOD  
GOVERNANCE**

**VISITOR  
ENGAGEMENT**

