

VISITOR ENGAGEMENT FAQ

ANSWERING THE BIG QUESTIONS
AROUND VISITOR ENGAGEMENT
IN 2024

kamloops
BOLDLY UNSCRIPTED

Tourism Kamloops believes in a visitor engagement approach. This means meeting visitors' where they are in their travel journey as opposed to offering a space for them to find us. When we connect with visitors and locals at events, or experience locations our interactions are more meaningful and offer valued support for a positive Kamloops experience.

HOW DOES TOURISM KAMLOOPS CONNECT WITH VISITORS TO ENSURE THEY KNOW ALL THE HOT SPOTS TO EXPLORE?

Great Question!

PHONE & EMAIL

We are happy to share the inside scoop and send helpful links.

POP-UP BOOTHS

Come find us at big events and local attractions regularly.

ARMY OF AMBASSADORS

We work with stakeholders to deliver Destination Ambassador Training, take them on FAM tours, and send weekly email updates on everything Kamloops.

COMMUNITY ACTIVATIONS

We love collaborating with local businesses and organizations to activate a booth and connect with a unique guest.

LET'S GET SOCIAL

Send your questions through a DM on Facebook or Instagram and we are happy to respond.

MONTHLY UPDATE

Our **consumer newsletter** is delivered regularly with all the latest exploration inspiration. It is delivered to over 9,000 subscribers.

HOW DO I FIND VISITOR INFORMATION FACE-TO-FACE IN KAMLOOPS?

Tourism Kamloops engages in mobile visitor engagement. We set up pop-up booths at major events and attractions around Kamloops year-round, swing by and say hello to our BOLD Street Team and Volunteer Visitor Ambassadors. Alternatively, our accommodation partners are amazing and well versed on all things Kamloops. Pop into a local accommodation provider for hot tips or directions.

HOW CAN I CONNECT WITH TOURISM KAMLOOPS VIRTUALLY FOR INFORMATION?

Tourism Kamloops provides digital visitor engagement from Monday to Friday, 9am to 4pm, year round through the following ways:

Phone:	250.372.8000
Email:	visitorcentre@tourismkamloops.com
Facebook:	@tourismkamloops
Instagram:	@tourismkamloops
Website:	tourismkamloops.com
ENewsletter:	delivered monthly

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WHERE CAN I FIND MAPS & BROCHURES?

VISITOR GUIDES, TRAIL GUIDES & KAMLOOPS MAPS:

All hotels & motels in Kamloops, Aberdeen Mall Guest Services Desk, and the Tourism Kamloops booth.

ROAD MAPS:

City Hall or Chapters

VISITOR GUIDES & MAPS FOR OTHER COMMUNITIES:

Please contact the visitor centres/visitor servicing teams in those communities directly.

WHERE CAN I FIND SOUVENIRS THAT HAVE "KAMLOOPS" WRITTEN ON THEM?

BC Wildlife Park Gift Shop
Wild Cave Gift Shop
Desert Rain Giftware

WHERE CAN I FIND INFORMATION ON EVENTS AND THINGS TO DO IN KAMLOOPS?

You may contact our BOLD Street Team, or check out the [Tourism Kamloops Event Calendar](#) on our website. Sign up for our weekly events newsletter for regular insights on all the happenings around Kamloops.

AM I ABLE TO BOOK EXPERIENCES AND ACCOMMODATIONS THROUGH TOURISM KAMLOOPS?

Tourism Kamloops does not book experiences on behalf of our stakeholders. Please contact the hotel or experience provider directly to book.

WHY IS THERE NOT A BRICKS AND MORTAR VISITOR CENTRE?

With the increased use of cell phones and online search tools, demand for in-person engagement has been declining. In alignment with our more focused visitor engagement approach, our team is able to connect with more people through pop-up booths and digital engagement strategies.

