

# VISITOR ENGAGEMENT FAQ

ANSWERING THE BIG QUESTIONS  
AROUND VISITOR ENGAGEMENT  
IN 2024

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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.

