



# 2021 FACTS & FIGURES

TOURISM  
**KeLOWNA**

# Year in Review 2021



**2.2 Million**

Overnight Trips to Kelowna

+18.2%



**829,804**

Passengers through YLW

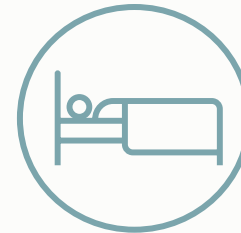
+12.4%



**\$98.3 Million**

Room Revenue (Hotel + Online Platforms)  
(Jan – Oct 2021)

+32.8%



**46.9%**

Average Hotel Occupancy

+6 pp

**\$169.6**

Average Daily Rate (ADR)

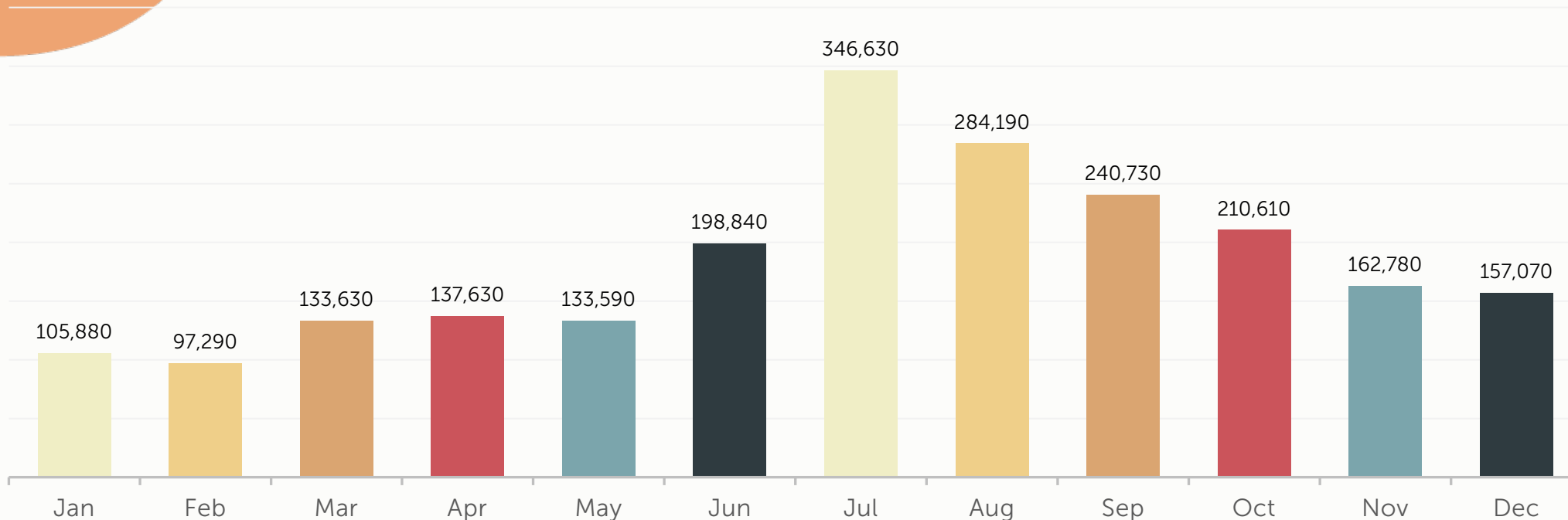
+10.2%

**\$79.5**

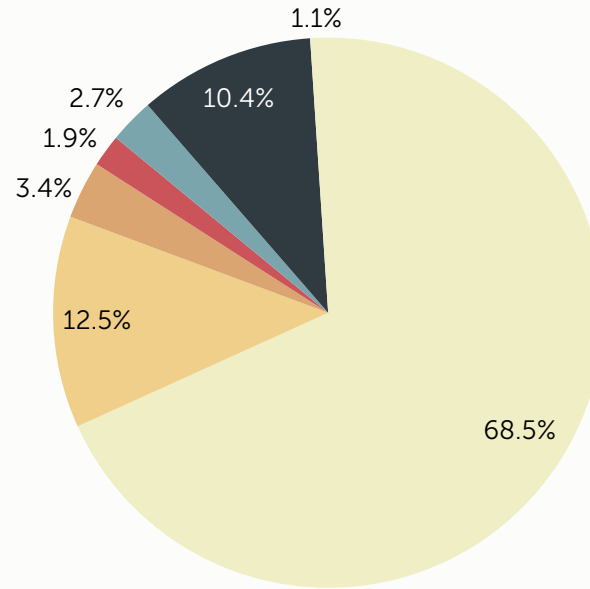
Revenue Per Available Room  
(RevPAR)

+26.4%

# Overnight Trips 2021



# Visitor Origin 2021



■ BC ■ Alberta ■ Ontario ■ Saskatchewan ■ Other Canada ■ US ■ Other Int'l

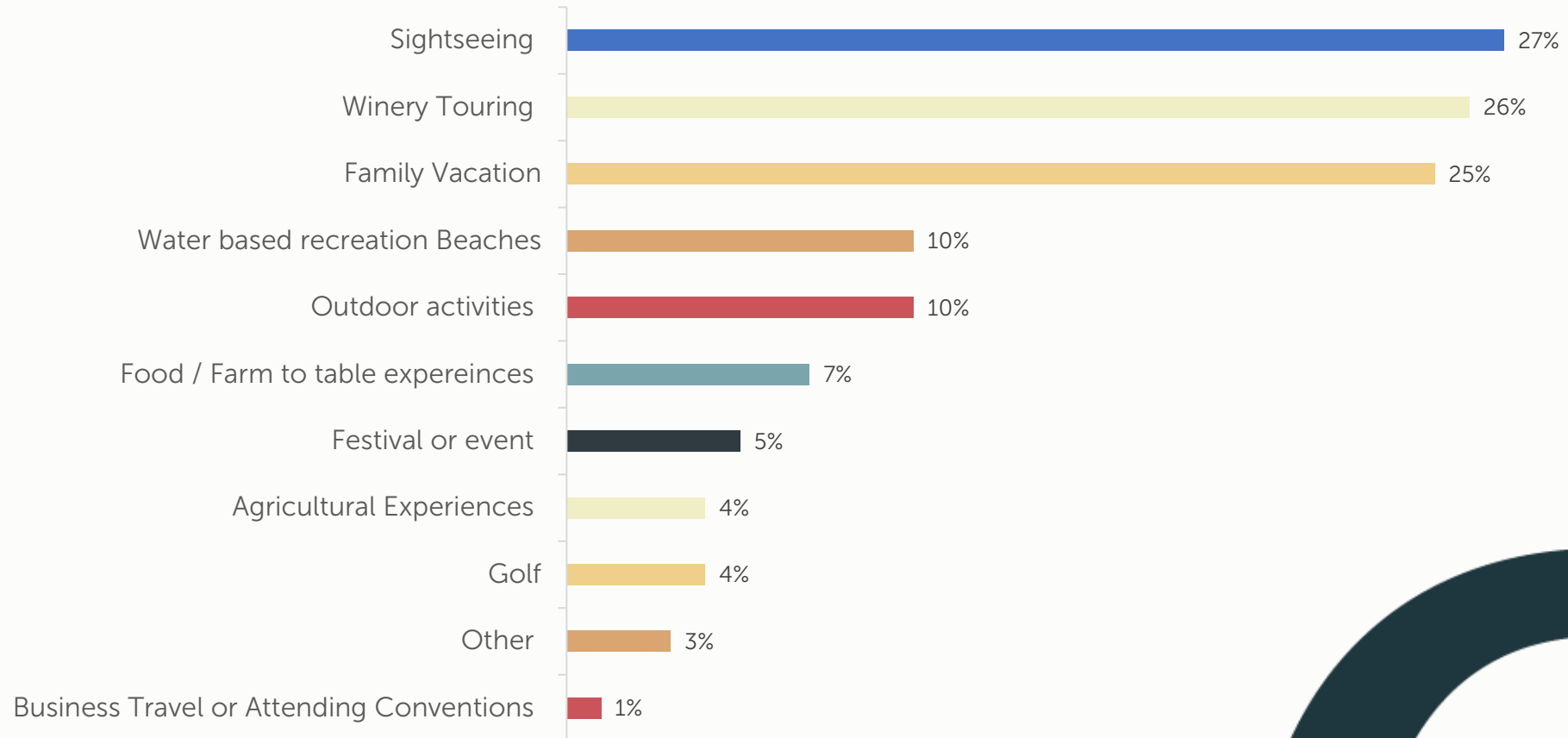


# Visitor Profile Information



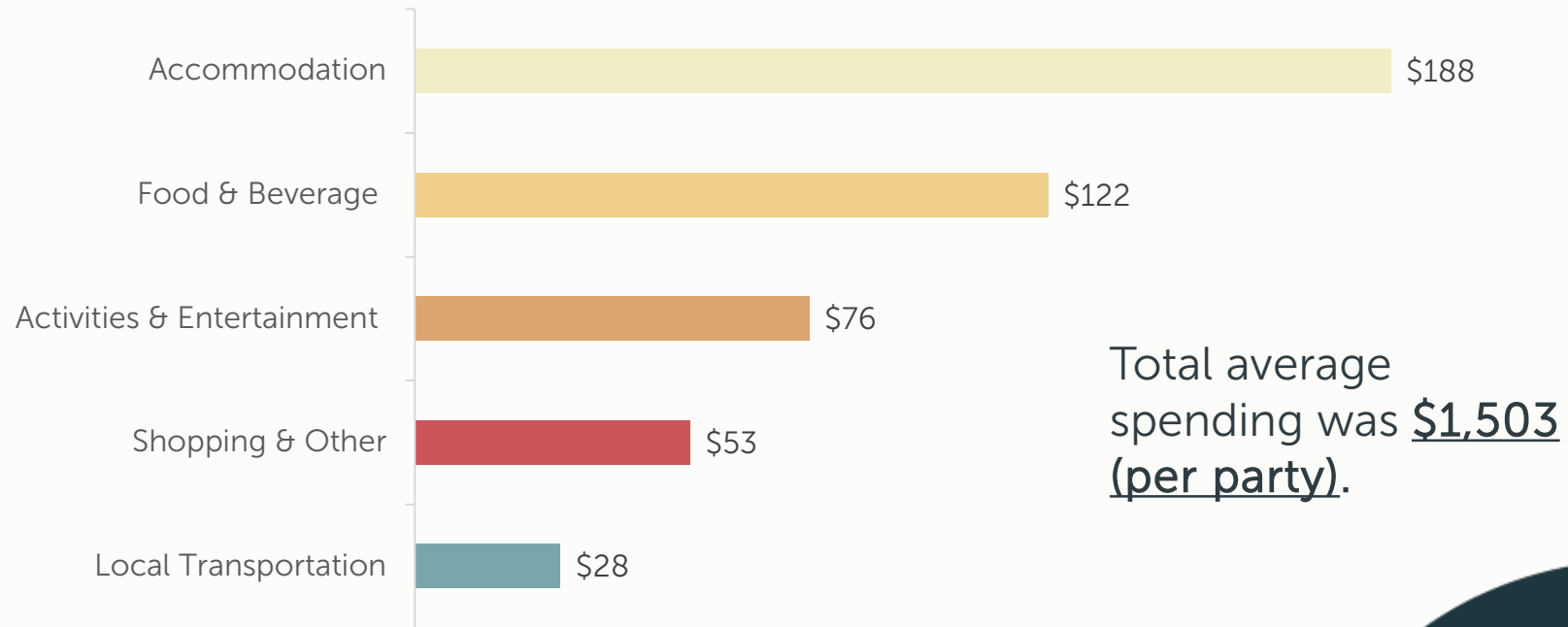
# Visitor Information

Top Reasons for Visiting Kelowna



# Visitor Information

Average Spending by Category per Visitor





# Economic Impact



# 2018/19 Economic Impact Summary

Kelowna & Central Okanagan

**\$2.1 Billion**

Total economic output



**\$1 Billion**

Total GDP



**12,970**

Jobs created



**\$443 Million**

Visitor spend



**\$204 Million**

Tax contributions

# BC Wine Industry: Economic Impact

**\$2.8 Billion**

Total economic output



**\$312 Million**

Tax Revenue Generated



**12,000**

Jobs created



**+900**

Vineyards



**+10,260**

Acres of land planted

# Wine Industry in Kelowna

**+44 Wineries**

In Kelowna & Area



**+185 Wineries**

In the Okanagan Valley



The Okanagan accounts for  
**84%** of BC's vineyard  
acreage



Average growing days  
in the Kelowna area:  
**1,330**



Acres of vines in the  
Okanagan:  
**8,830**

# BC Golf Industry: Economic Impact

**\$2.3 Billion**

In household income



**\$3.7 Billion**

Towards BC's GDP



**52,000**  
Jobs created



**\$858 Million**  
Tax contributions



**\$8.6 Billion**  
Golf related travel



# Golf Industry in Kelowna



**19 Golf Courses**



**18-Hole**  
17 Golf Courses



**9 Championship Courses**



**9-Hole**  
2 Golf Courses



**324 Golf Holes**



**+100,000**  
Yards of golf courses



Thank you

TOURISM  
KELOWNA