

2022 FACTS & FIGURES



Year in Review 2022



1.84 Million

Unique Overnight Trips to Kelowna



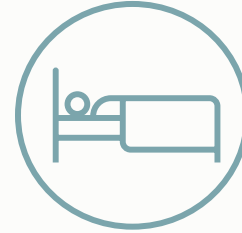
1.7 Million

Passengers through YLW



\$149.2 Million

Room Revenue



60.4%

Average Hotel Occupancy

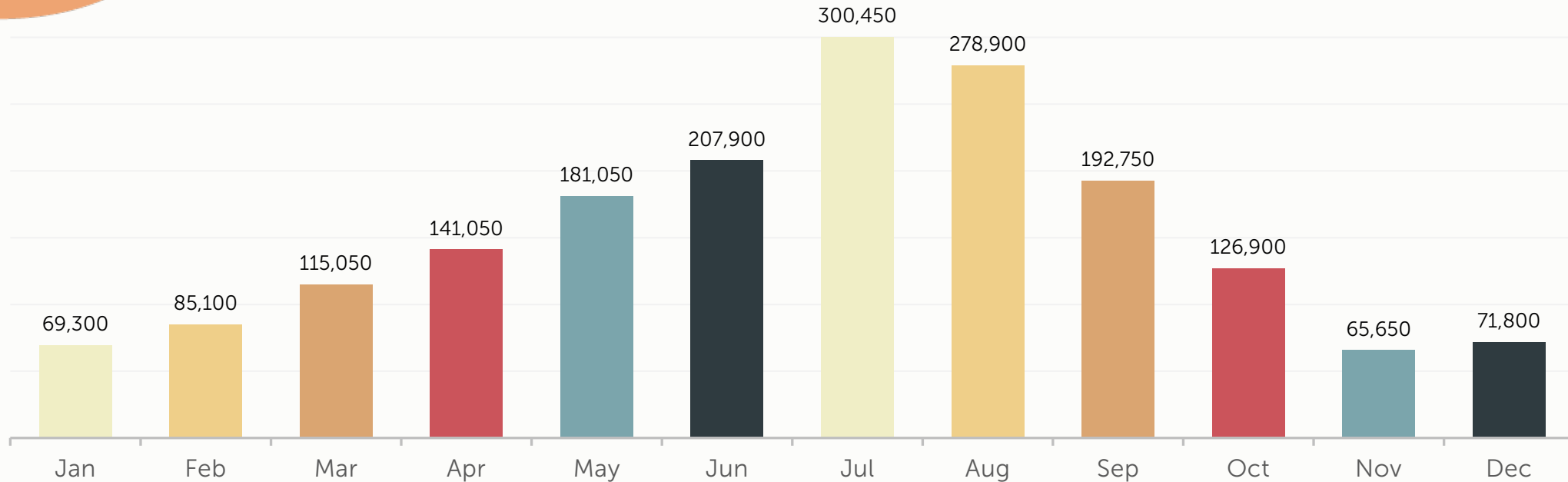
\$190.24

Average Daily Rate (ADR)

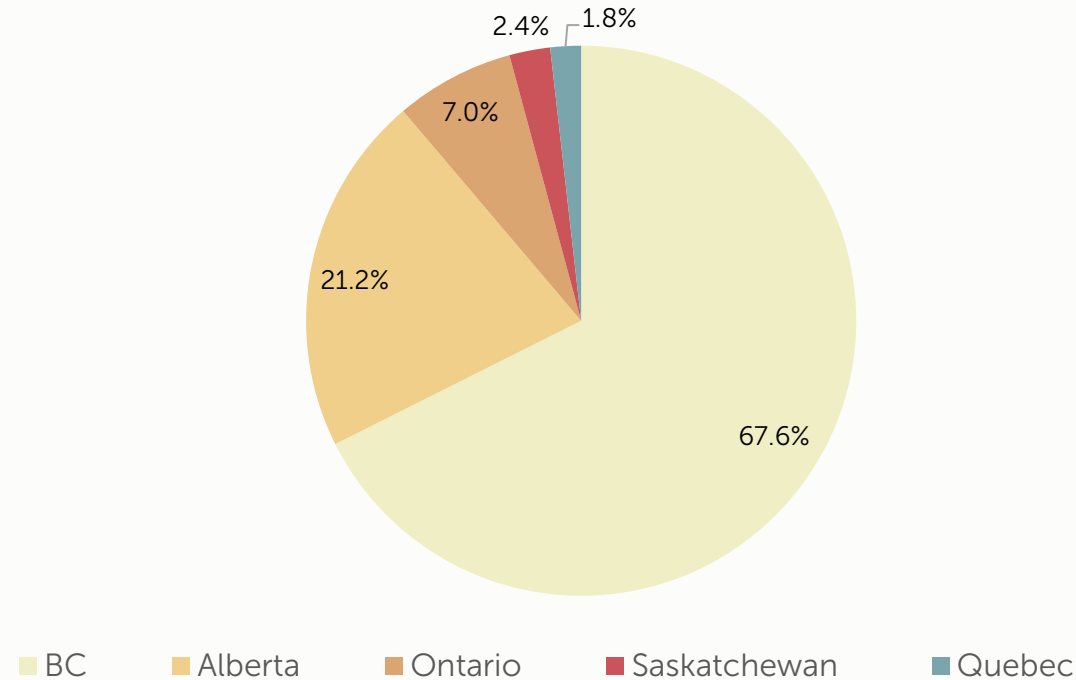
\$114.94

Revenue Per Available Room (RevPAR)

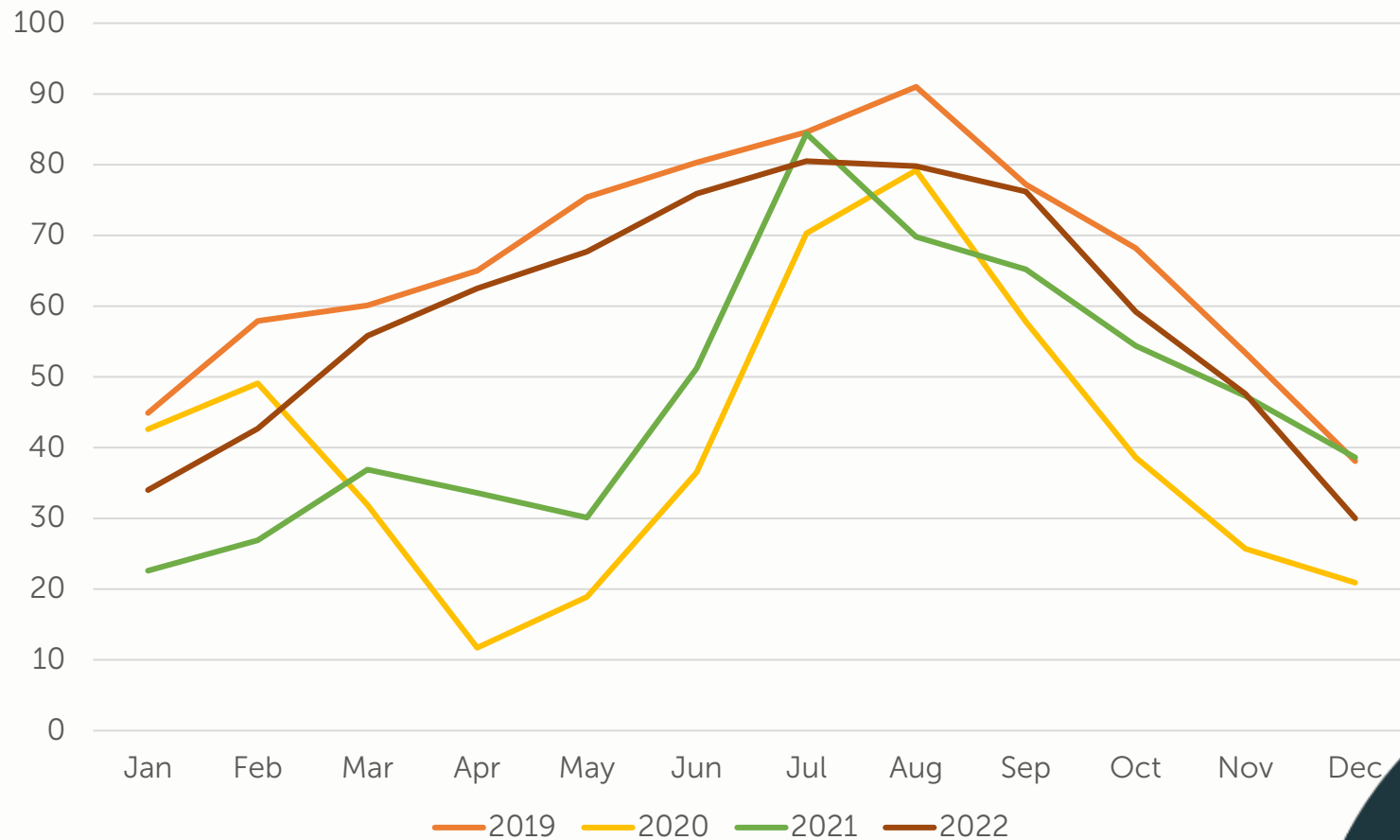
Unique Overnight Trips 2022



Visitor Origin 2022 – DOMESTIC



Hotel Occupancy (2019-2022)



Source: Hotel data provided by STR, LLC / STR Global, Ltd. Trading as "STR"



Year in Review 2022



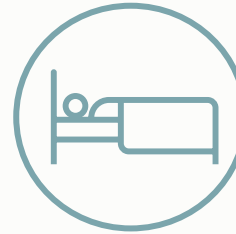
4,500+

Approximate Hotel Rooms in
the Central Okanagan



2,500+

Tourism related
businesses in Kelowna



40+ Wineries

20+ Craft Breweries

9th busiest airport

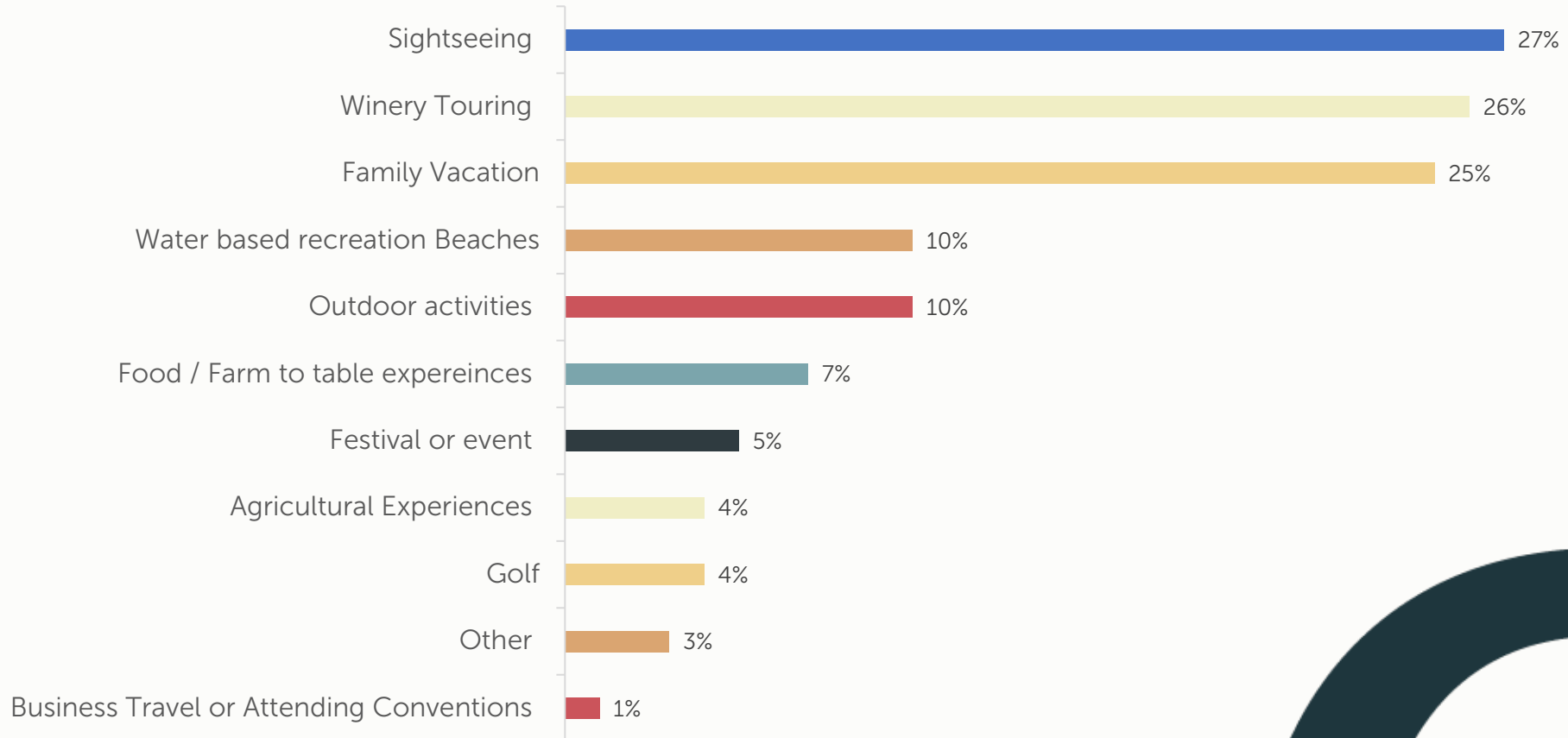
19 Golf Courses



Visitor Profile Information

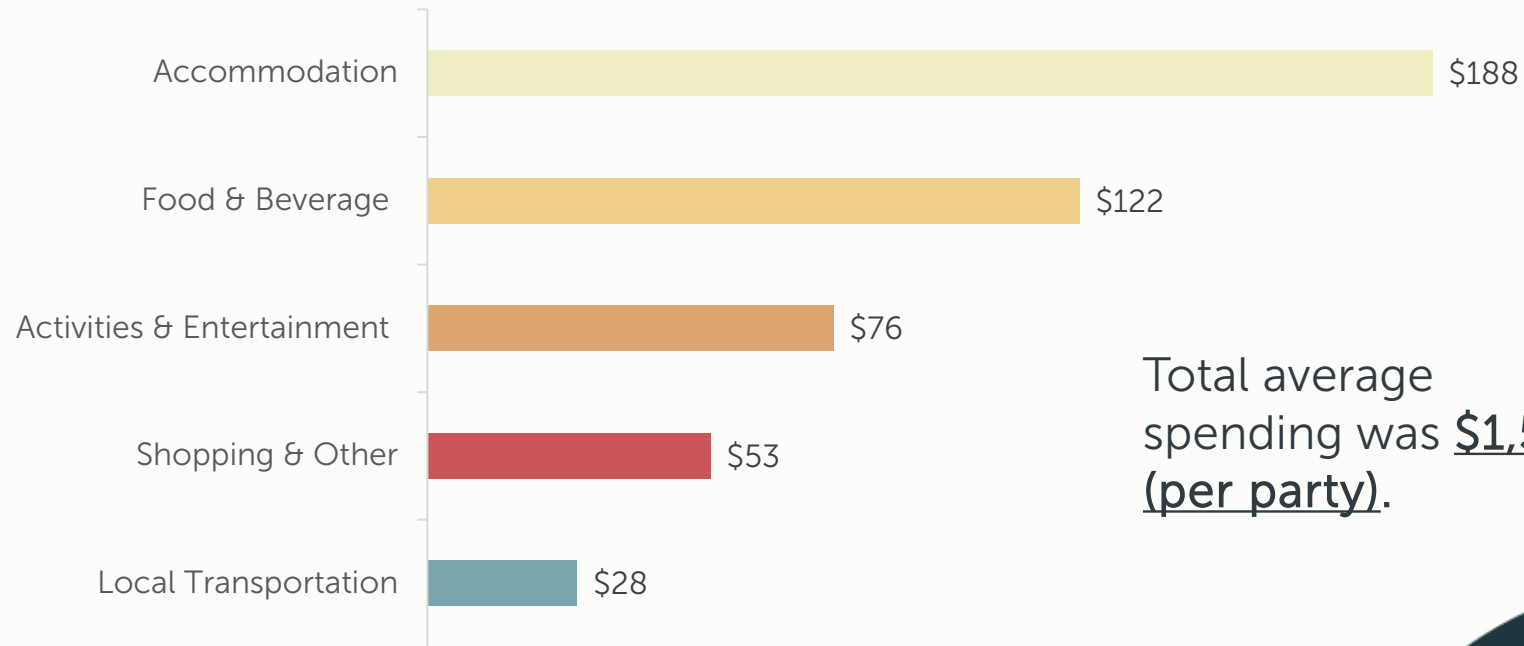
Visitor Information

Top Reasons for Visiting Kelowna



Visitor Information

Average Spending by Category per Visitor



Total average spending was \$1,503 (per party).



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

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 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

Golf Industry in Kelowna



19 Golf Courses



9 Championship Courses



324 Golf Holes



18-Hole

17 Golf Courses



9-Hole

2 Golf Courses



+100,000

Yards of golf courses

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

Thank you!

