





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)

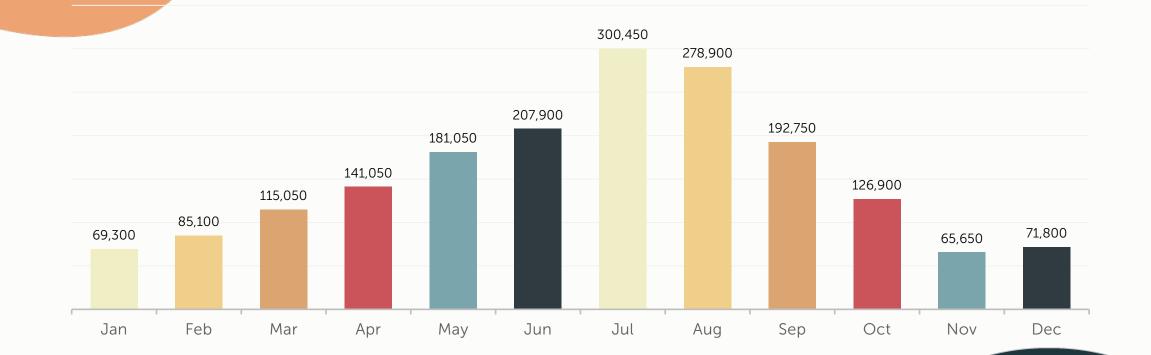
\$114.94

Revenue Per Available Room (RevPAR)



Sources: STR Limited, YLW Website , Telus Insights, BC Stats STR, INC. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

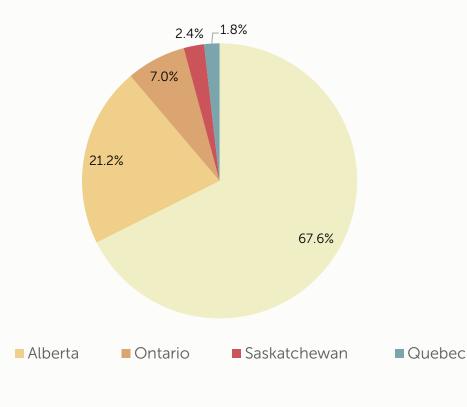
Unique Overnight Trips 2022





Source: Telus Insights. TELUS has implemented industry-leading Privacy by Design standards to ensure that privacy is not compromised. All the data analyzed by TELUS Insights is strongly de-identified, meaning it cannot be traced back to an individual. It is also aggregated into large data pools to reveal mass-movement patterns and trends, and extrapolated to be representative of the total Canadian population as a further means of ensuring that privacy is fully protected at all times. For further information, please visit: telus.com/insights or email

Visitor Origin 2022 – DOMESTIC





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BC

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



City of Kelowna Business Licenses.



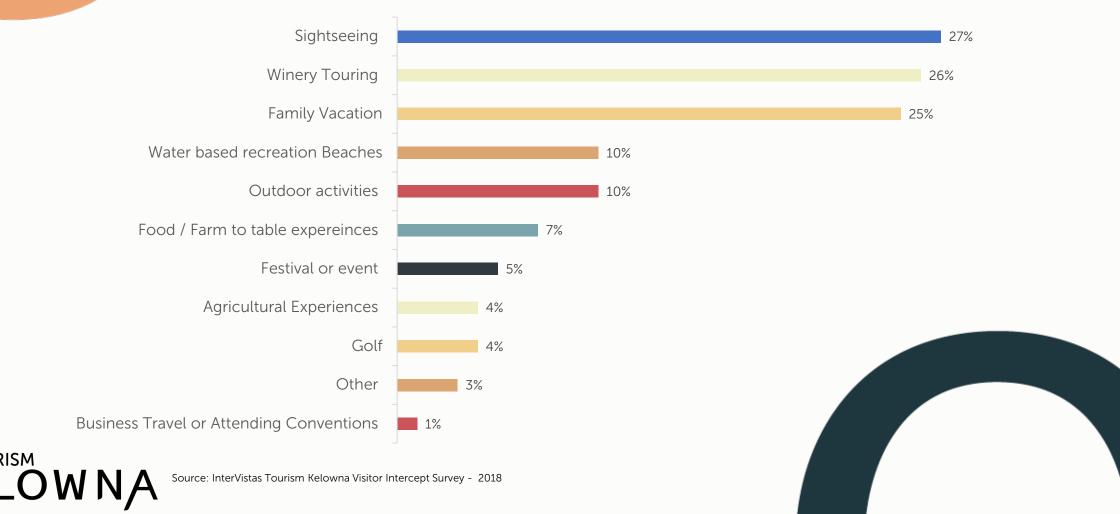


Visitor Profile Information

Visitor Information



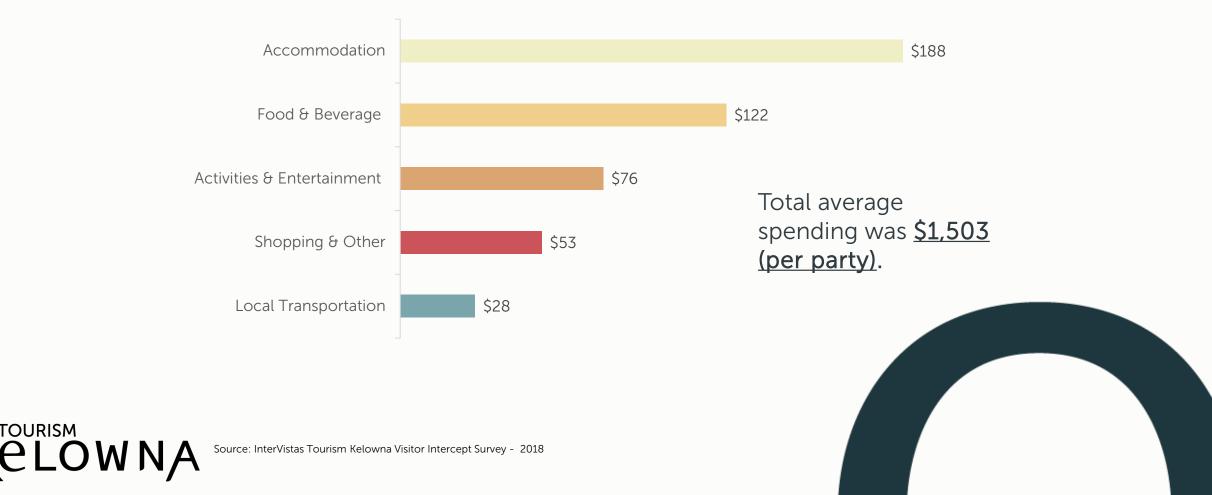
TOURISM



Visitor Information

Average Spending by Category per Visitor

TOURISM





Economic Impact





2018/19 Economic Impact Summary

Kelowna & Central Okanagan



Total economic output









\$443 Million Visitor spend





Source: InterVistas Economic Impact of Tourism in Kelowna & the Greater Kelowna Area 2018/2019

Wine Industry in Kelowna

+44 Wineries

In Kelowna & Area





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





Tax Revenue Generated



+900 Vineyards +10,260 Acres of land planted



Source: Economic: The Economic Impact of the Wine and Grape Industry in Canada 2015

Golf Industry in Kelowna



19 Golf Courses





9 Championship Courses



9-Hole 2 Golf Courses





+100,000 Yards of golf courses



Source: Tourism Kelowna

BC Golf Industry: Economic Impact

\$2.3 Billion

In household income





Towards BC's GDP



\$858 Million Tax contributions





Source: Economic Impact of Golf in BC, Based on the Economic Impact of Golf in Canada 2019

%





Thank you!

