# 2022 FACTS & FIGURES





#### Year in Review 2022



1.84 Million

**Unique Overnight Trips** 

2.8 Million

**Total Overnight Trips** 



1.7 Million

Passengers through YLW



\$149.2 Million

Room Revenue



60.4%

**Average Hotel Occupancy** 

\$190.24

Average Daily Rate (ADR)

\$114.94

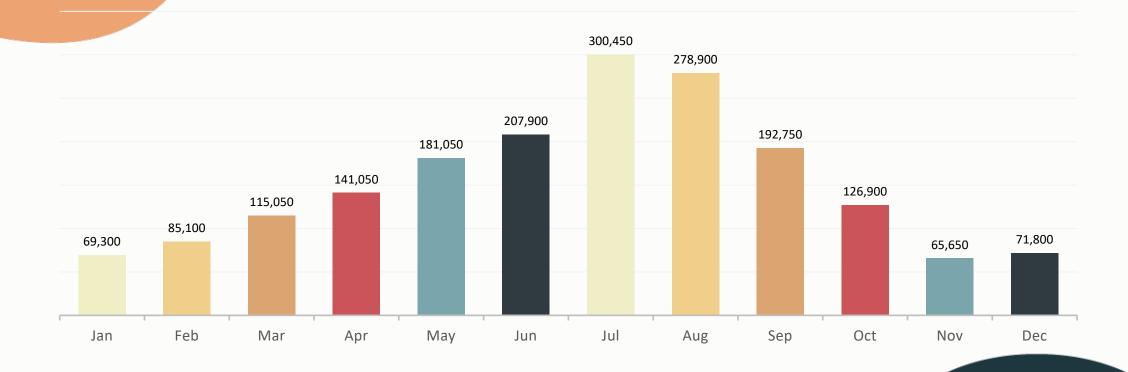
Revenue Per Available Room (RevPAR)



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



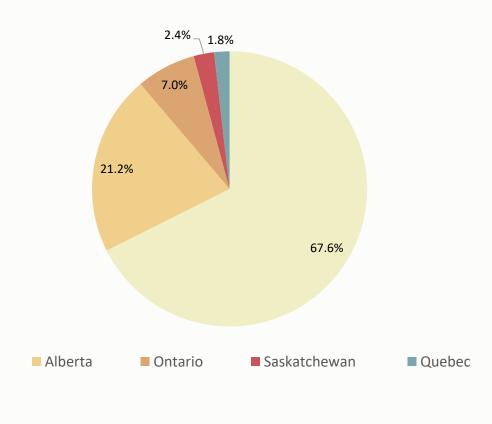
### Unique Overnight Trips 2022





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





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

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** 



#### Visitor Profile Information

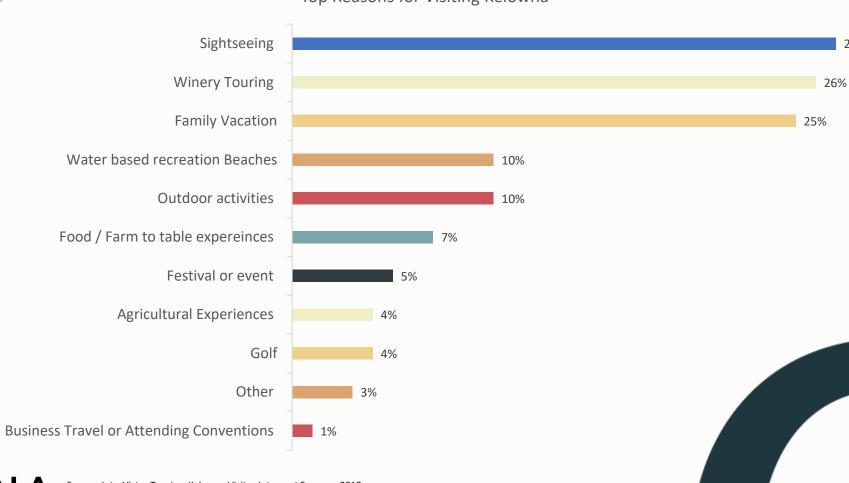




#### **Visitor Information**



27%

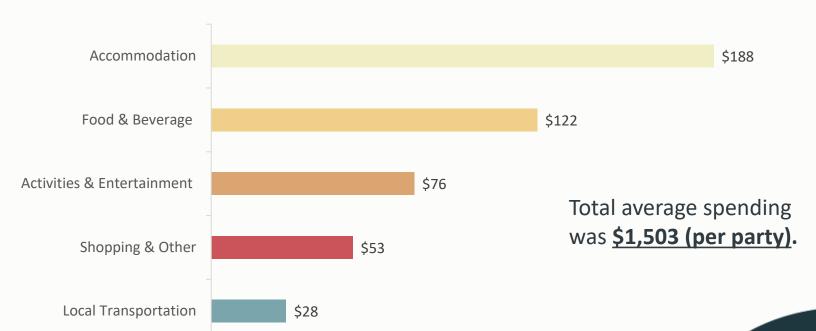




Source: InterVistas Tourism Kelowna Visitor Intercept Survey - 20

#### **Visitor Information**

Average Spending by Category per Visitor





Source: InterVistas Tourism Kelowna Visitor Intercept Survey - 201

# **Economic Impact**





#### 2022-23 Economic Impact Summary

Kelowna & Central Okanagan

\$2.4 Billion

Total economic output



\$1.2 Billion

**Total GDP** 











### Wine Industry in Kelowna

#### +40 Wineries

In Kelowna & Area



#### **222 Wineries**

In the Okanagan Valley



The Okanagan accounts for **86%** of BC's vineyard acreage



Average growing edgree days in the Kelowna area: **1,323** 



Acres of vines in the Okanagan:





## BC Wine Industry: Economic Impact

\$3.75 Billion

Total economic output



\$648 Million

Tax Revenue & Markups











# 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



Source: Tourism Kelowna

# BC Golf Industry: Economic Impact

\$2.3 Billion

In household income

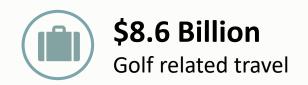


\$3.7 Billion

Towards BC's GDP











# Thank you!



