

# 2022 FACTS & FIGURES



# Year in Review 2022



**1.84 Million**

Unique Overnight Trips

**2.8 Million**

Total Overnight Trips



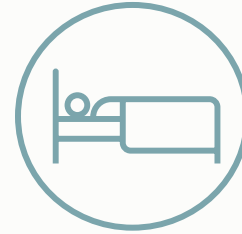
**1.7 Million**

Passengers through YLW



**\$149.2 Million**

Room Revenue



**60.4%**

Average Hotel Occupancy

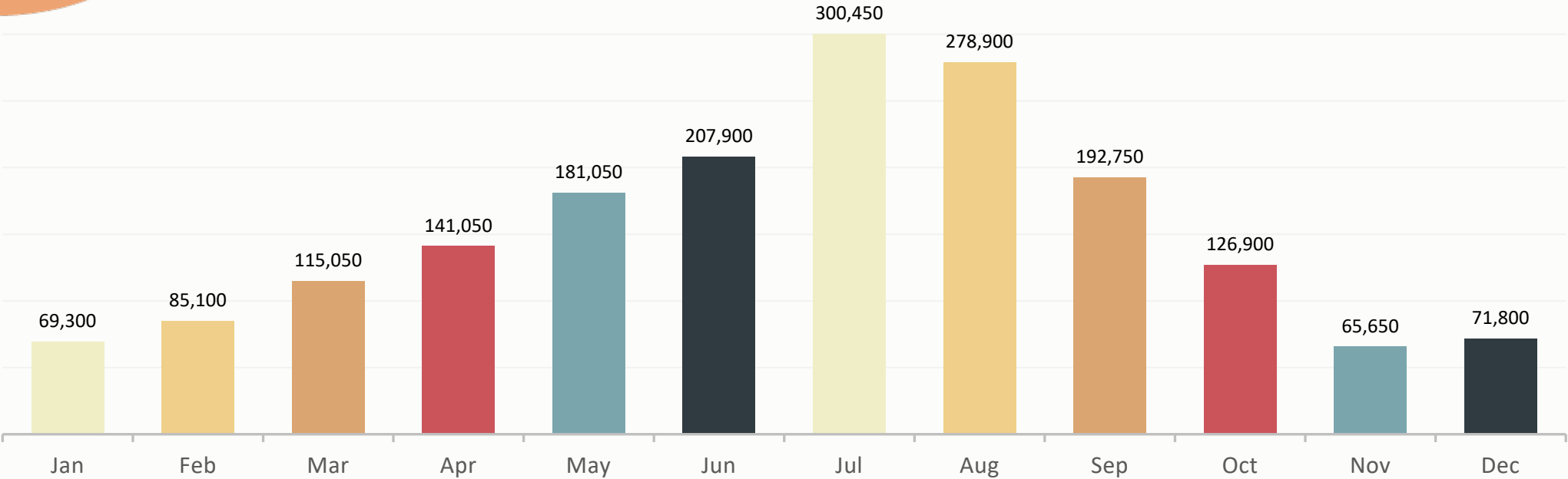
**\$190.24**

Average Daily Rate (ADR)

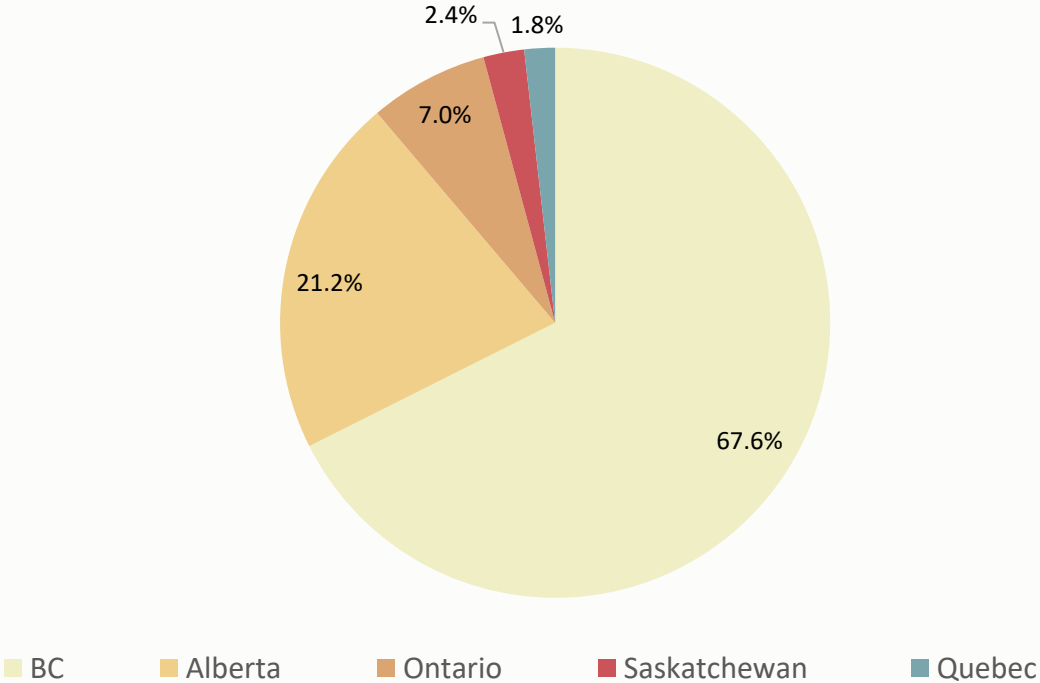
**\$114.94**

Revenue Per Available Room  
(RevPAR)

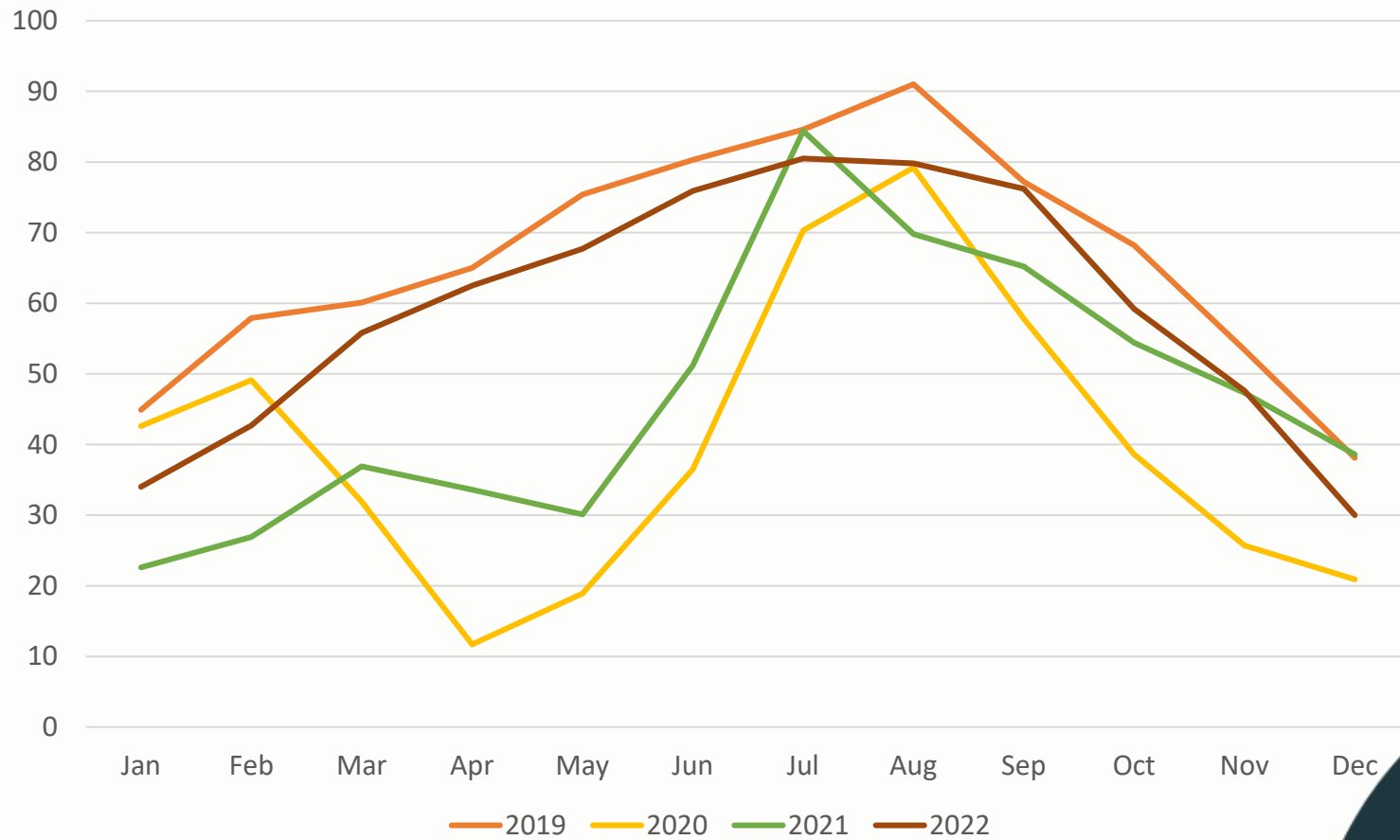
# Unique Overnight Trips 2022



# 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



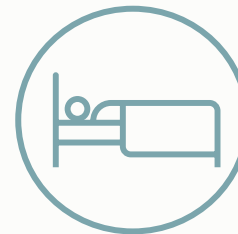
**4,500+**

Approximate Hotel Rooms in the Central Okanagan



**2,500+**

Tourism related businesses in Kelowna



**40+ Wineries**

**20+ Craft Breweries**

**9<sup>th</sup> busiest airport**

**19 Golf Courses**

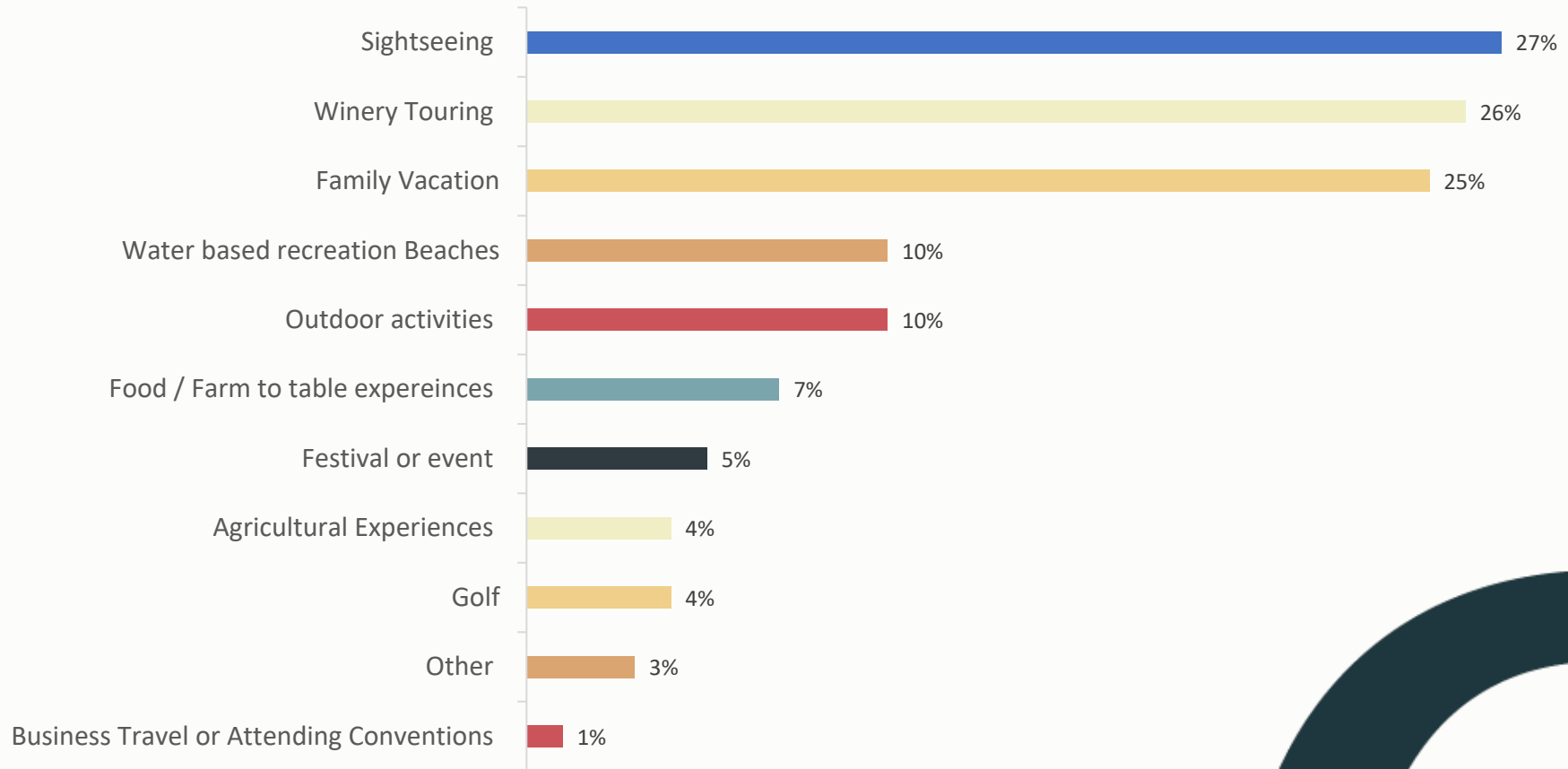


# Visitor Profile Information



# Visitor Information

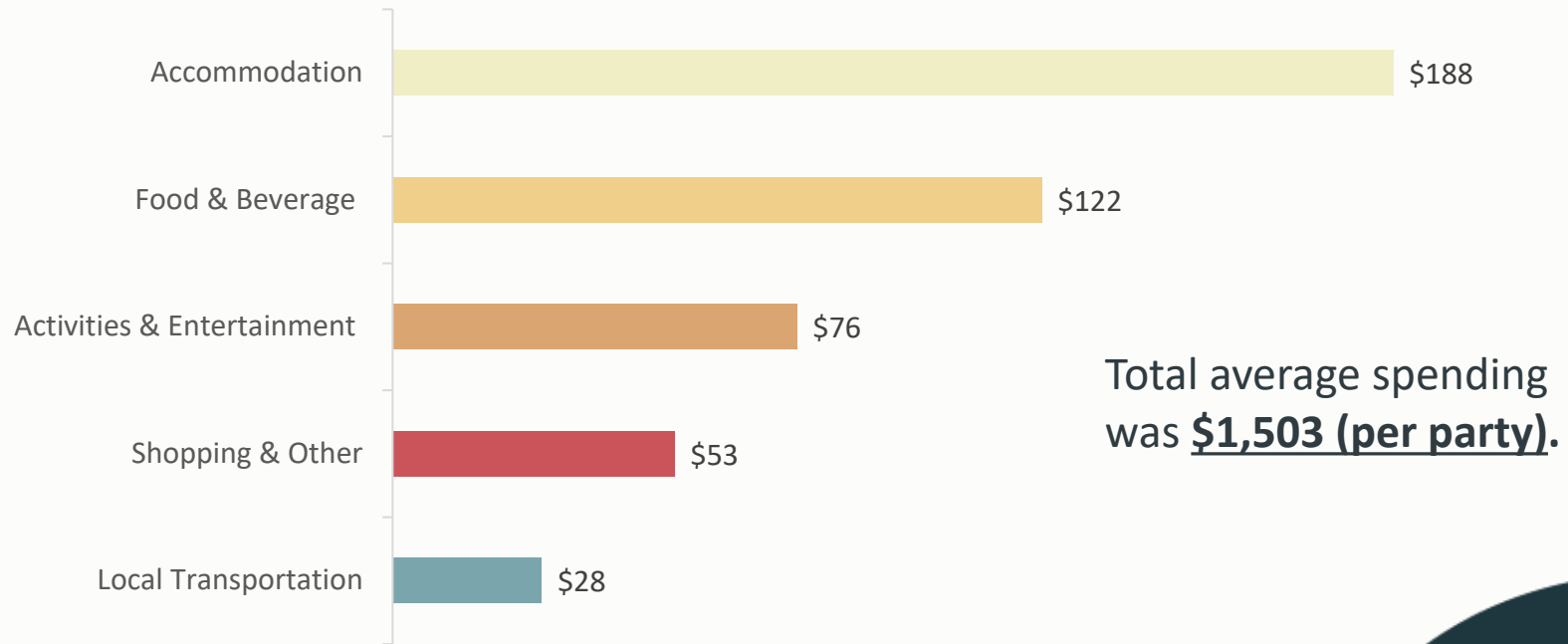
Top Reasons for Visiting Kelowna





# Visitor Information

Average Spending by Category per Visitor





# Economic Impact

# 2022-23 Economic Impact Summary

Kelowna & Central Okanagan

**\$2.4 Billion**

Total economic output



**\$1.2 Billion**

Total GDP



**12,630**

Jobs created



**\$540 Million**

Visitor spend



**\$226 Million**

Tax contributions

# 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:  
**10,920**

# BC Wine Industry: Economic Impact

**\$3.75 Billion**

Total economic output



**\$648 Million**

Tax Revenue & Markups



**14,000**

Jobs created



**284**

Wineries



**11,086**

Grape-Bearing Acres

# 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!

TOURISM  
KeLOWNA

