

2023 FACTS & FIGURES



Year in Review 2023



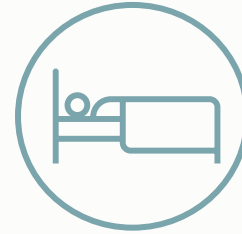
2.2 Million
Overnight Trips to Kelowna



2.03 Million
Passengers through YLW



\$171 Million
Room Revenue

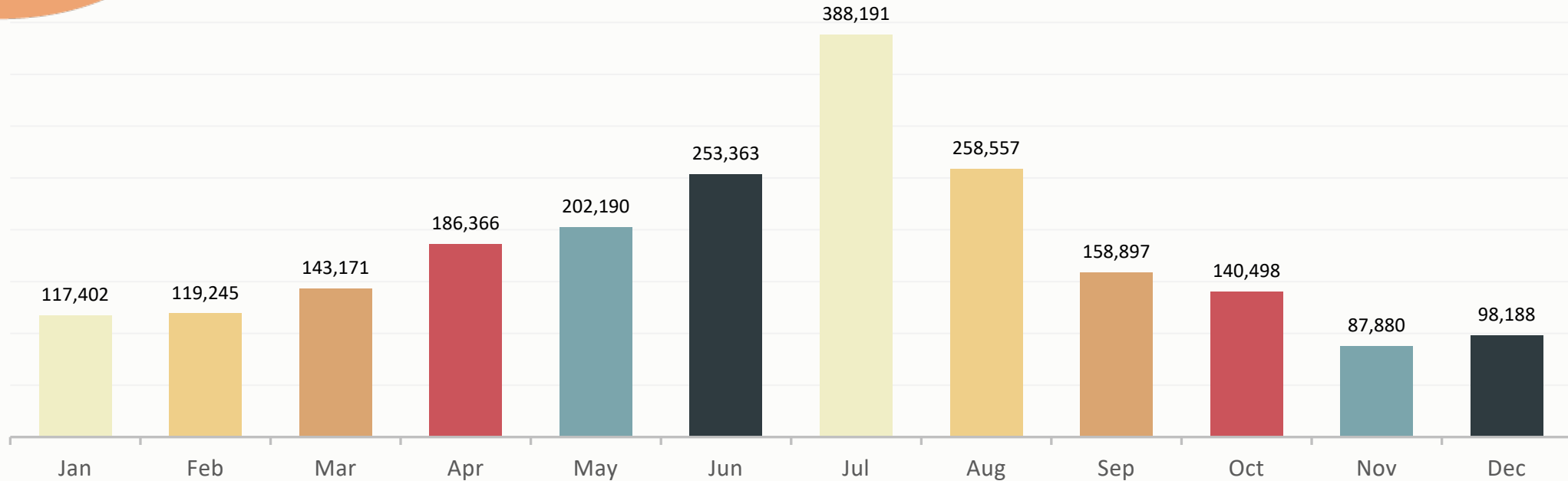


60.03%
Average Hotel Occupancy

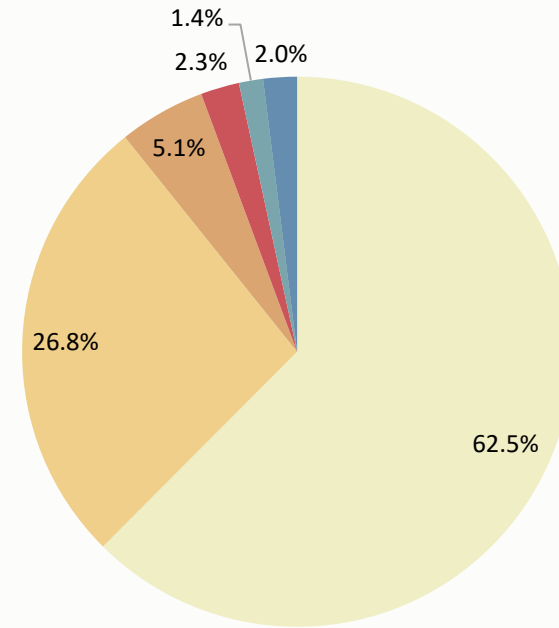
\$179.53
Average Daily Rate (ADR)

\$112.56
Revenue Per Available Room
(RevPAR)

Overnight Trips by Month 2023

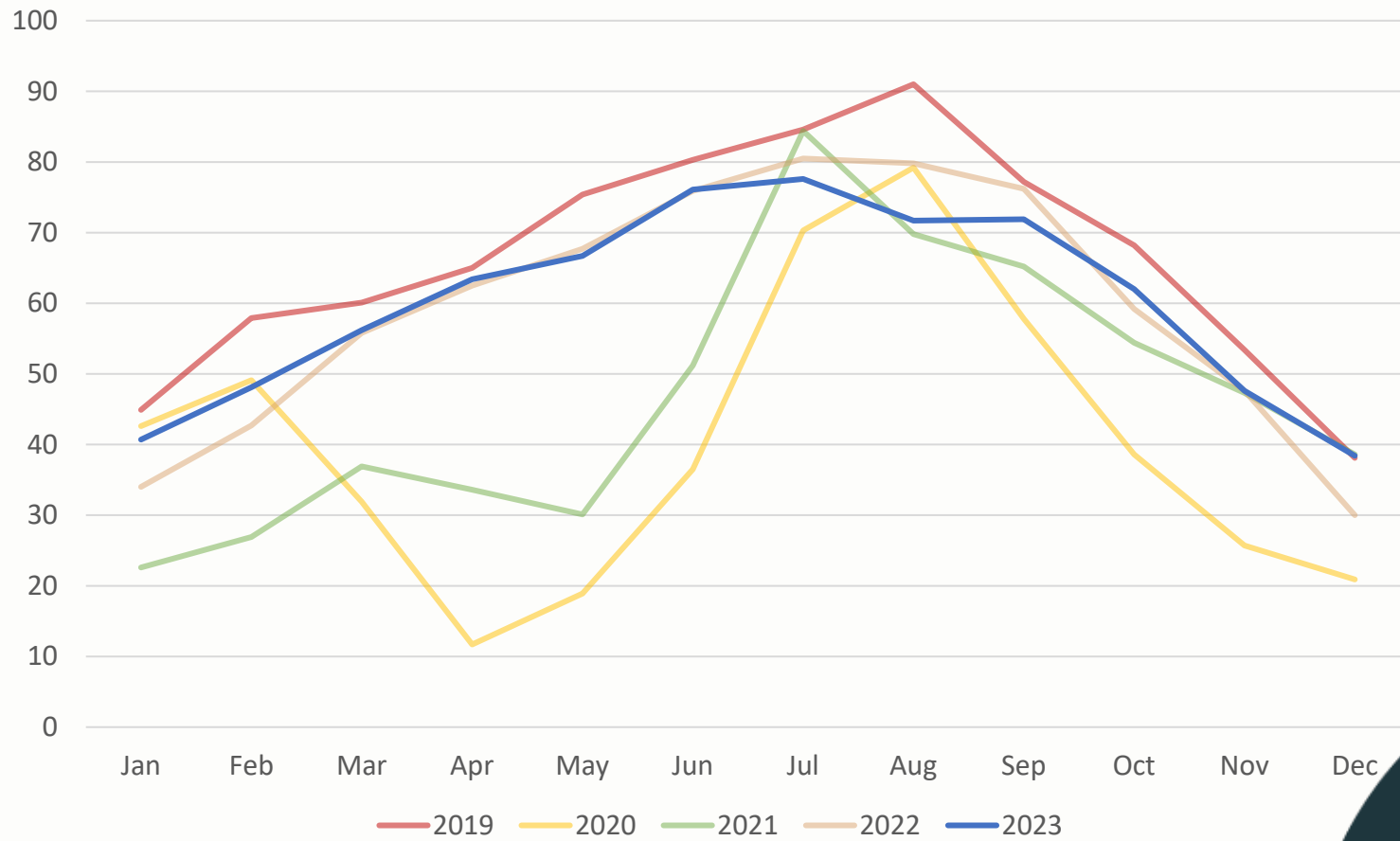


Visitor Origin 2023 – Domestic



BC Alberta Ontario Saskatchewan Manitoba All Other

Hotel Occupancy (2019-2023)



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



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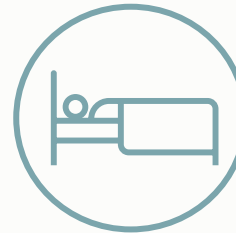
4,500+

Approximate Hotel Rooms in the Central Okanagan



2,500+

Tourism related businesses in Kelowna



40+ Wineries

20+ Craft Breweries

9th busiest airport

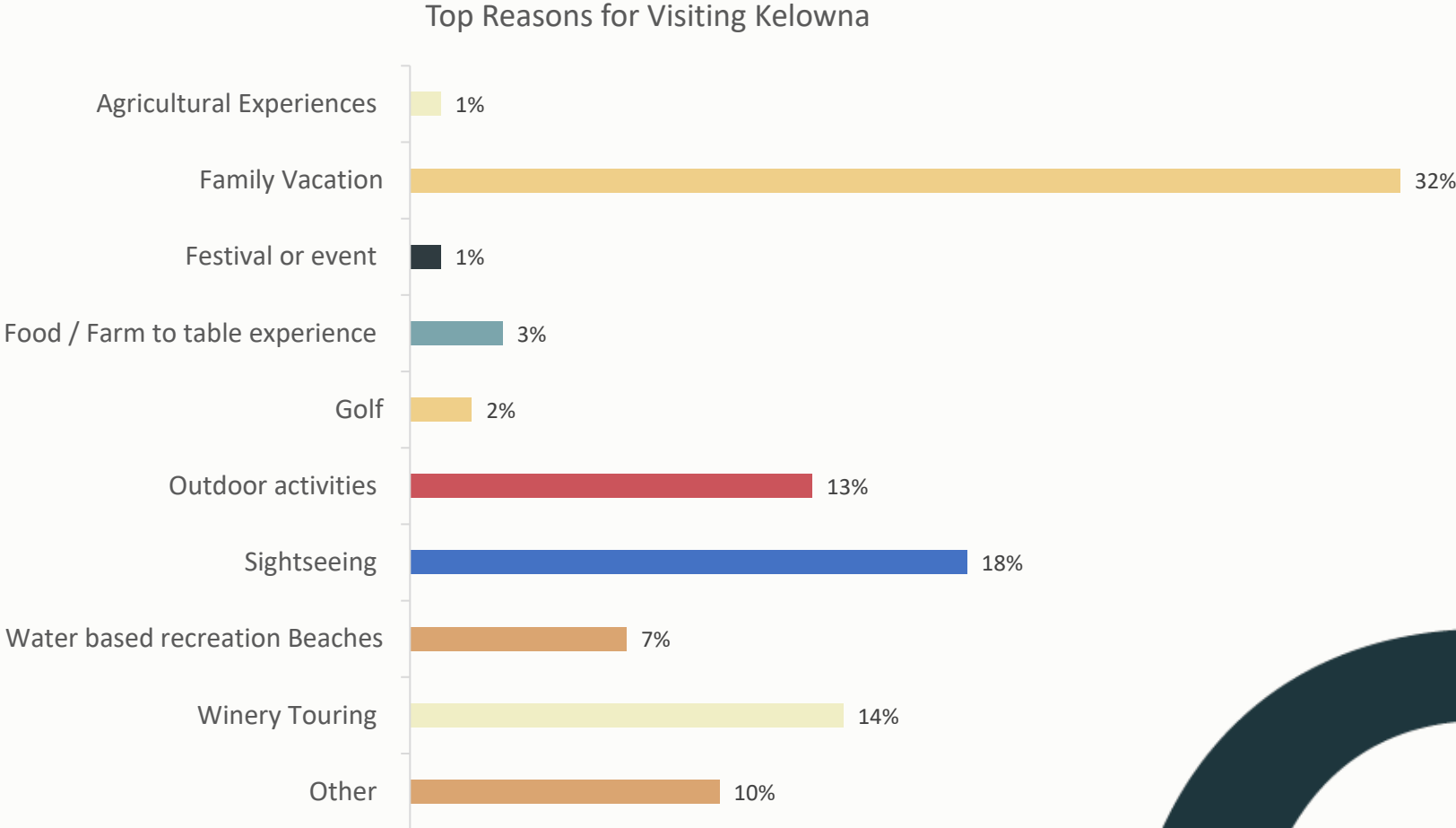
19 Golf Courses



Visitor Profile Information

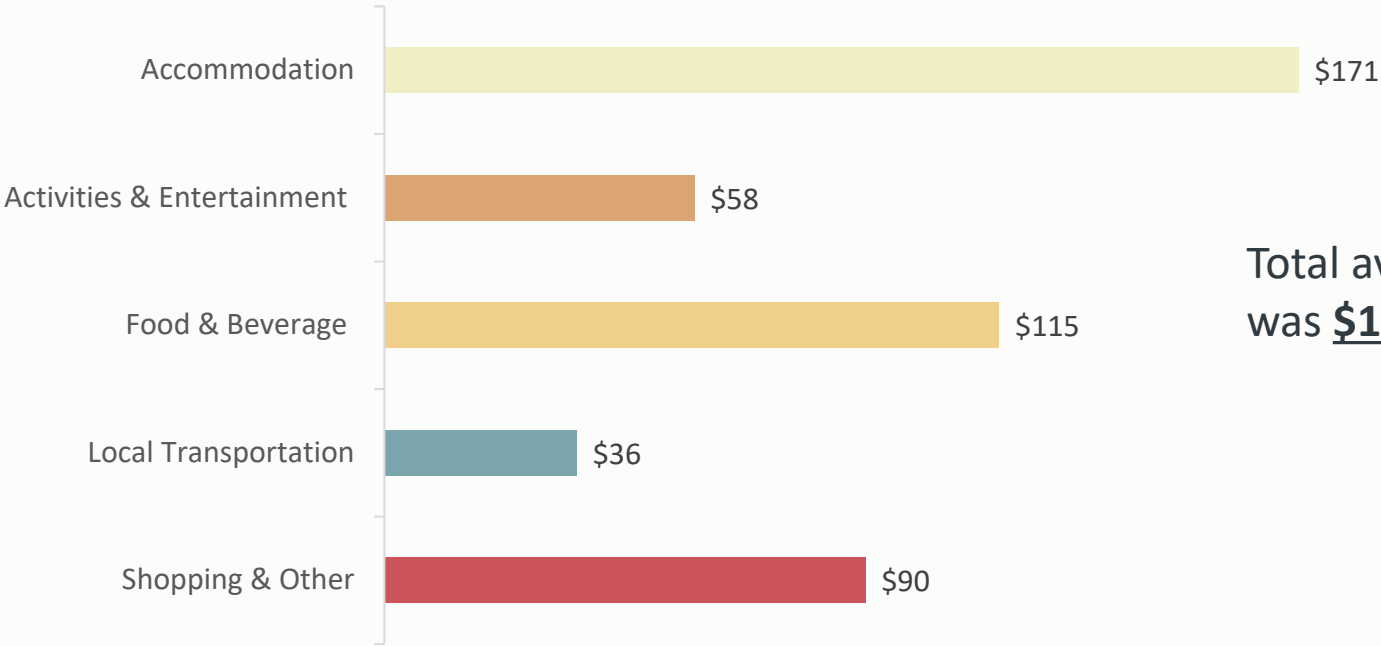


Visitor Information



Visitor Information

Average Spending by Category per Visitor



Total average spending was **\$1,577 (per party)**.



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 degree
days in the Kelowna
area: **1,323**



Acres of planted 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

