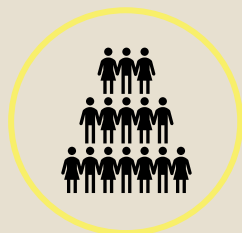




KELOWNA
TOURISM

2024 FACTS & FIGURES

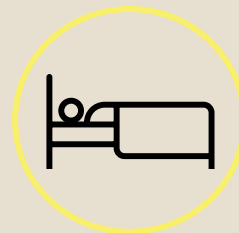
Kelowna & the Central Okanagan



2.12 MILLION

-0.9% CHANGE FROM 2023

Trips to Kelowna



6.40 MILLION

+0.1% CHANGE FROM 2023

Nights from Trips to Kelowna



\$1.17 BILLION

+1.6% CHANGE FROM 2023

Visitor Spending



63.4%

+6.3% CHANGE FROM 2023

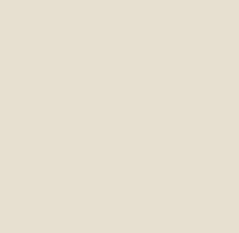
Average Hotel Occupancy



2.13 MILLION

+5% CHANGE FROM 2023

Passengers through YLW



\$188.58

+3.3% CHANGE FROM 2023

Average Daily Rate (ADR)

\$125.61

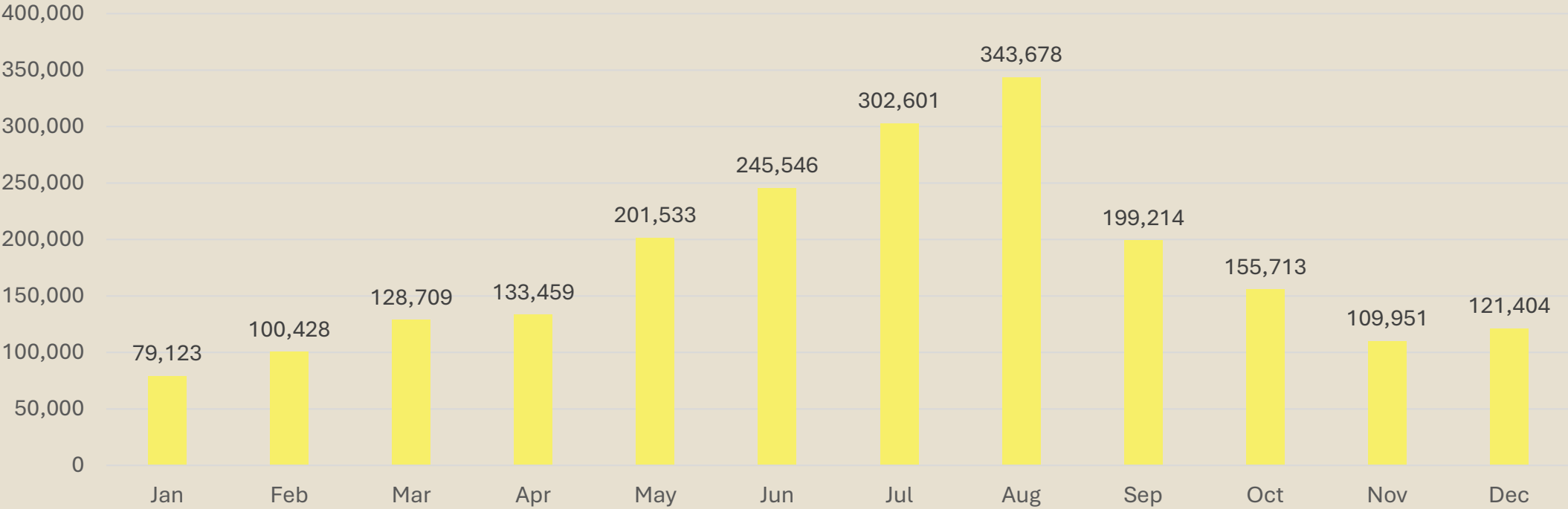
+10.3% CHANGE FROM 2023

Revenue Per Available Room (RevPAR)

Sources: Kelowna International Airport. Visitation data sourced from Destination BC (April 2025); published by Environics. BC Stats. STR, INC. Reproduction or other re-use of this data without the express written permission of STR is strictly prohibited. Estimated spend data is derived from Destination Canada's Lodging Spend Reporting (April 2025). Use, distribution, or republication of these estimates requires Destination Canada's written consent.



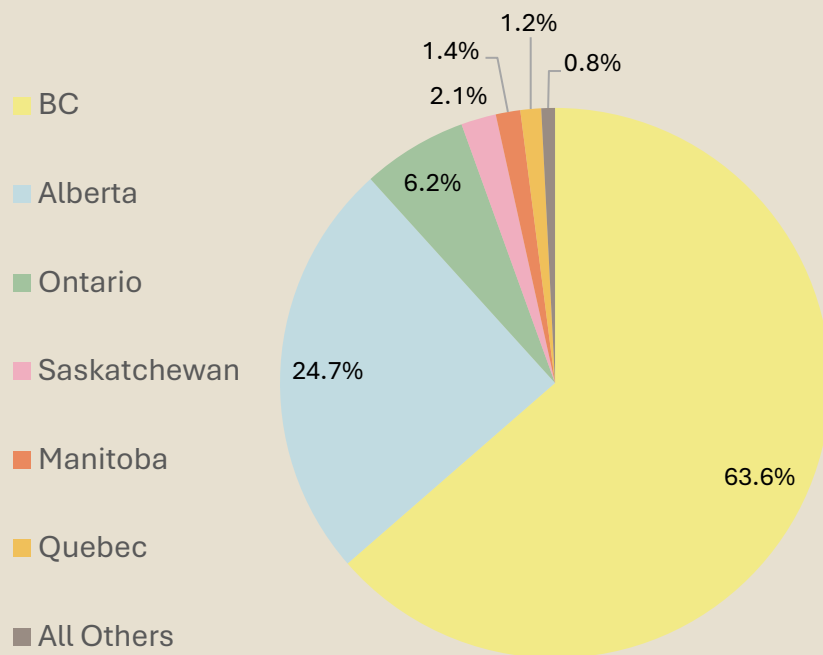
VISITATION



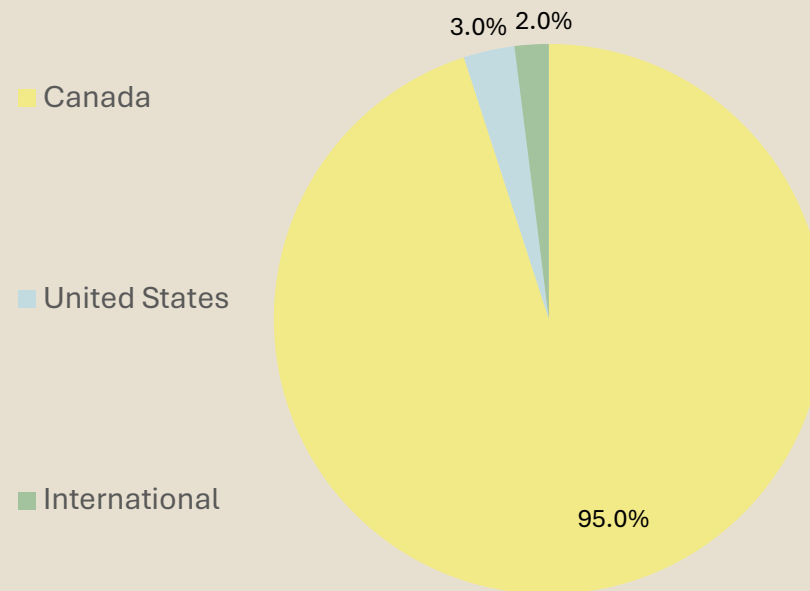
Source: Visitation data sourced from Destination BC (April 2025); published by Environics.



Domestic

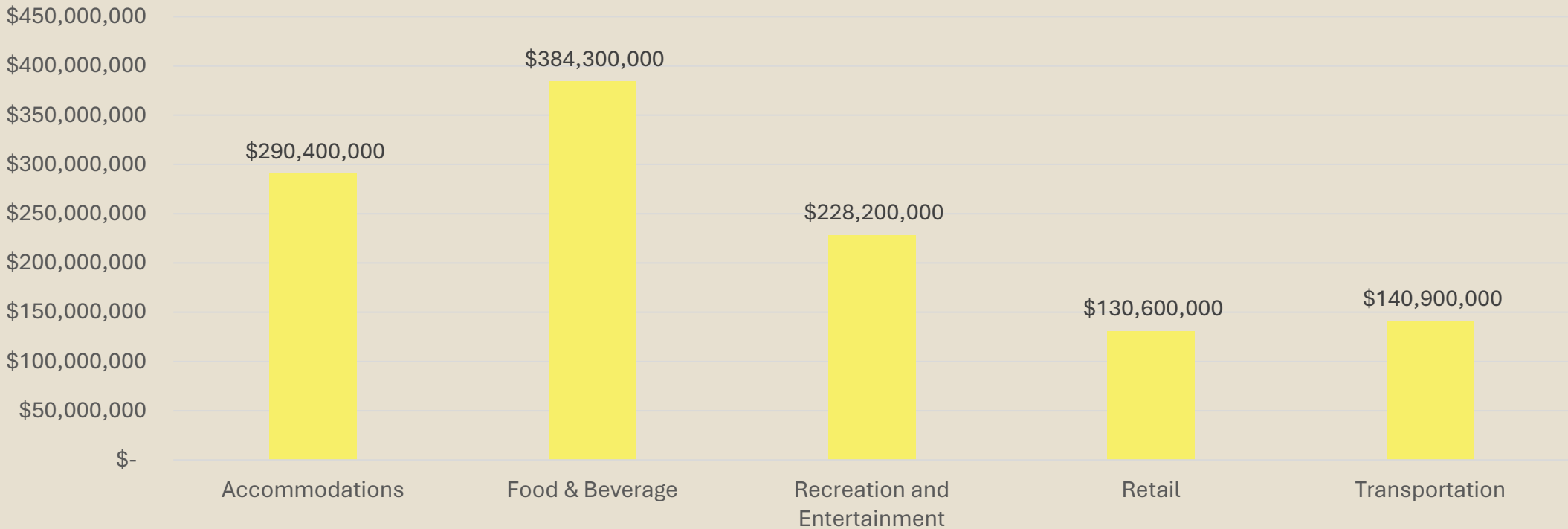


Total



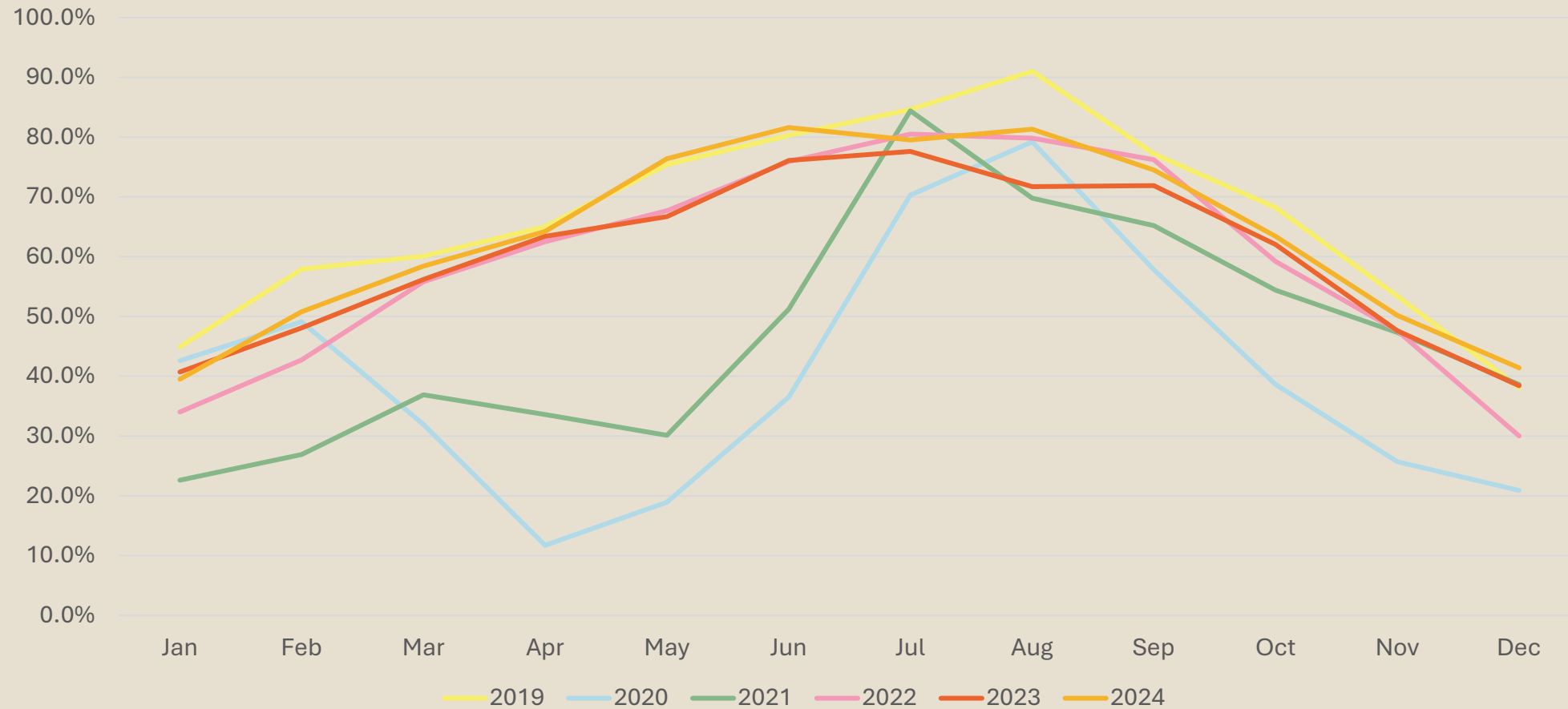
Source: Visitation data sourced from Destination BC; published by Environics.

VISITOR SPENDING BY CATEGORY 2024



Source: Estimated spend data is derived from Destination Canada's Lodging Spend Reporting (April 2025). Use, distribution, or republication of these estimates requires Destination Canada's written consent.



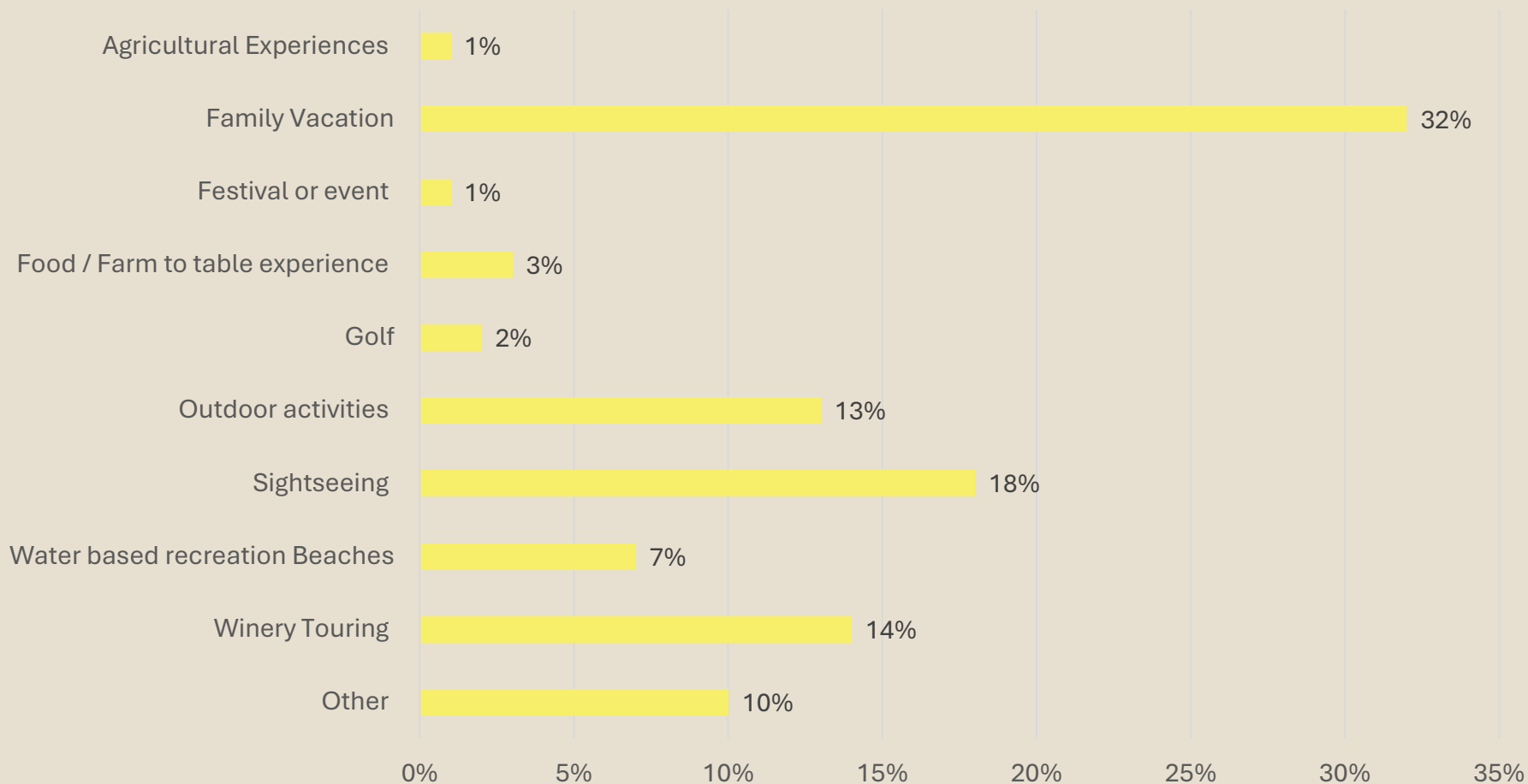


Source: Hotel data provided by STR, LLC / STR Global, Ltd.



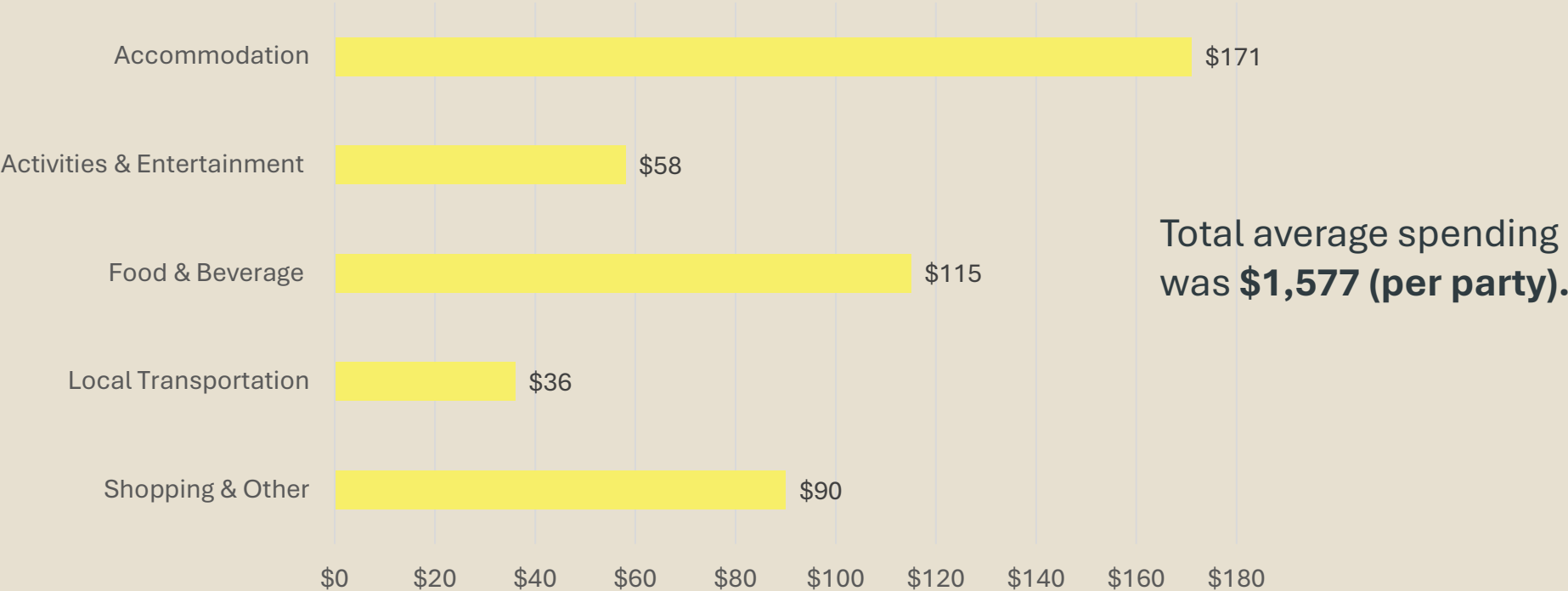
VISITOR PROFILE INFORMATION

TOP REASONS FOR VISITING



Source: InterVistas Tourism Kelowna Visitor Intercept Survey - 2022-23

AVG. SPENDING BY CATEGORY PER VISITOR



Source: InterVistas Tourism Kelowna Visitor Intercept Survey - 2022-23

ECONOMIC IMPACT

KELOWNA & CENTRAL OKANGAN

2022-2023

Economic Impact
Summary



\$ 2.4 BILLION

Total economic output



12,630

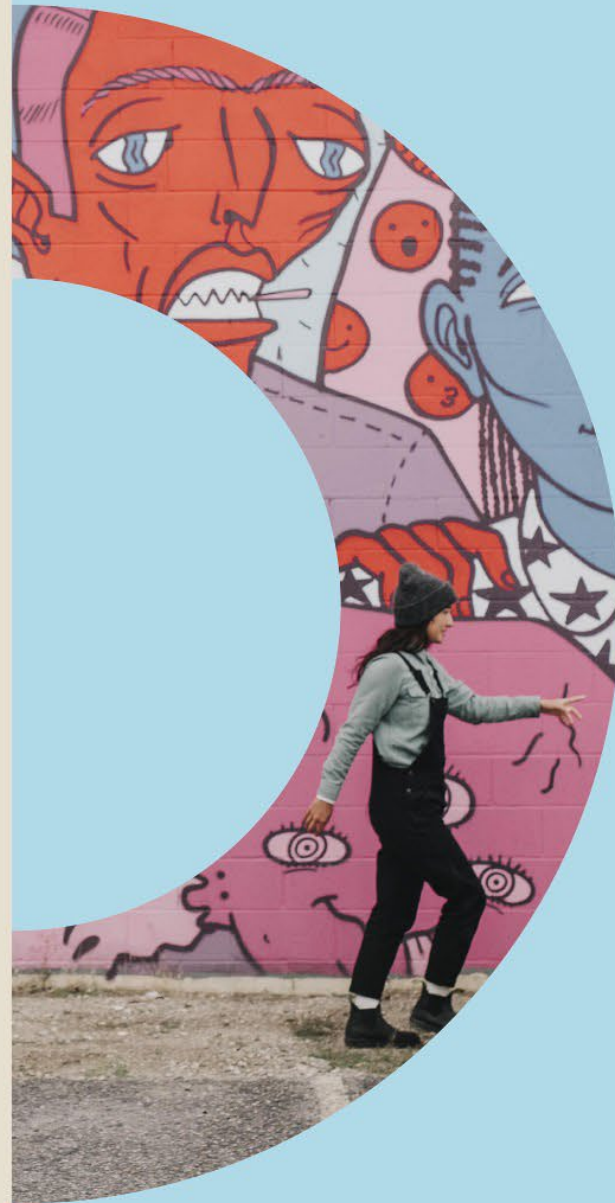
Jobs created



\$ 226 MILLION

Tax contributions

Source: InterVistas Economic Impact of Tourism in Kelowna & the Greater Kelowna Area 2022-23



THANK YOU

TOURISM
KELOWNA

Tourism Kelowna would like to thank Westbank First Nation and Okanagan Indian Band for the privilege to live, work, and play on the *tríxwúla?xw* (land), that is the unceded and traditional territory of syilx Okanagan peoples, the original stewards of these lands and to whom we give thanks to as our hosts

