



TOURISM
KELOWNA

2025 FACTS & FIGURES

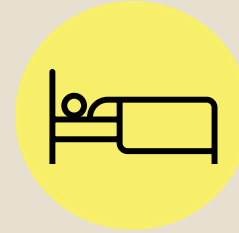
Kelowna & the Central Okanagan



2.2 MILLION

+5.2% CHANGE FROM 2024

Trips to Kelowna



5.5 MILLION

+0.7% CHANGE FROM 2024

Nights from Trips to Kelowna



\$1.2 BILLION

+2.1% CHANGE FROM 2024

Visitor Spending



66.7%

+3.4% PERCENTAGE POINT CHANGE FROM 2024

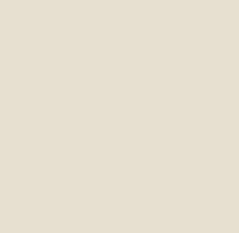
Average Hotel Occupancy



2.3 MILLION

+8.5% CHANGE FROM 2024

Passengers through YLW



\$208.17

+6.3% CHANGE FROM 2024

Average Daily Rate (ADR)

\$138.89

+12% CHANGE FROM 2024

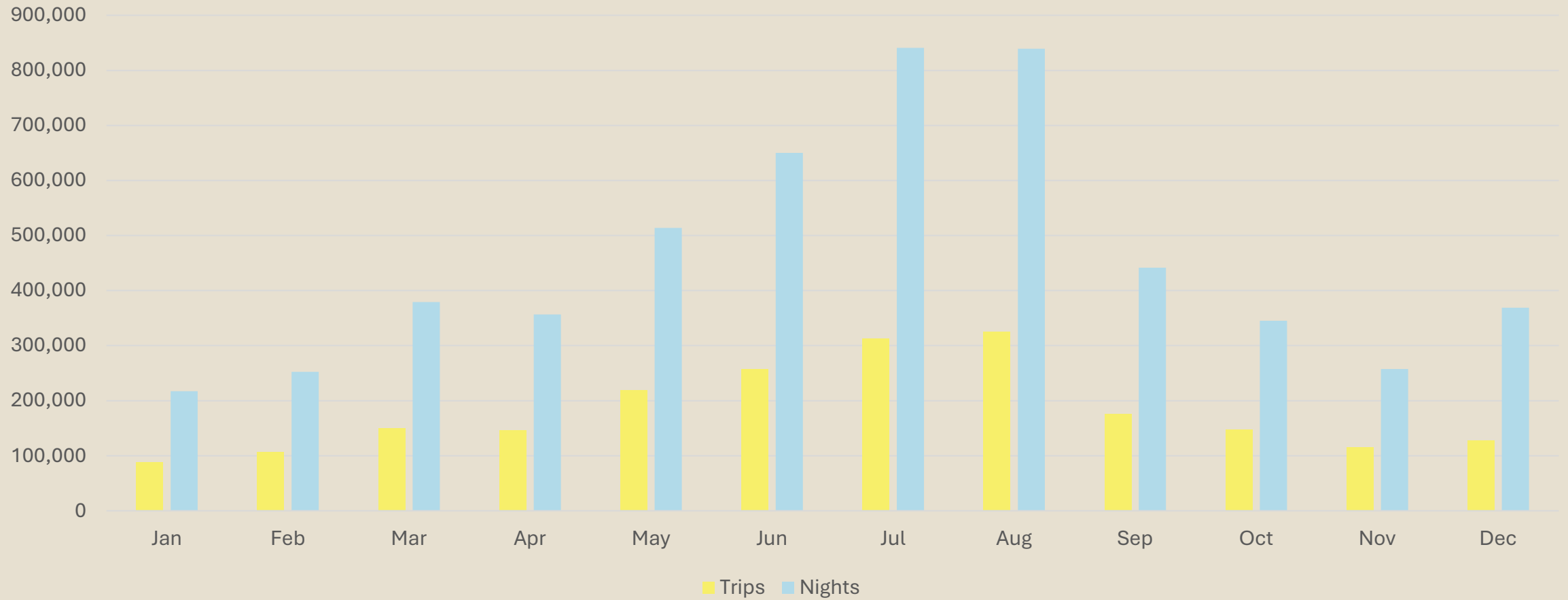
Revenue Per Available Room (RevPAR)

Sources: YLW passengers sourced from Kelowna International Airport. Visitation data sourced from Destination BC (March 2026); published by Environics. Hotel data sourced from CoStar (March 2026). Estimated spend data is derived from Destination Canada's Lodging Spend Reporting (March 2026). Use, distribution, or republication of these estimates requires Destination Canada's written consent.





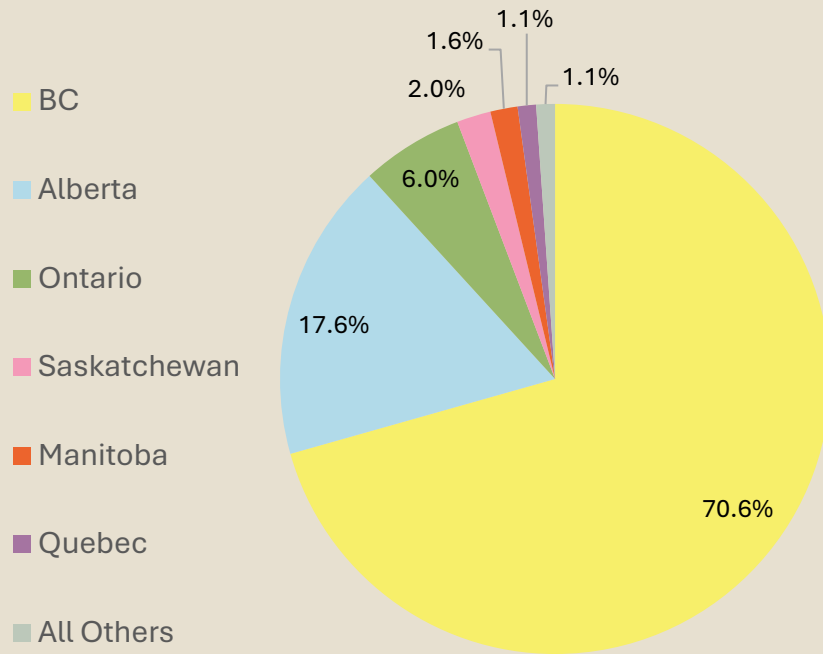
VISITATION



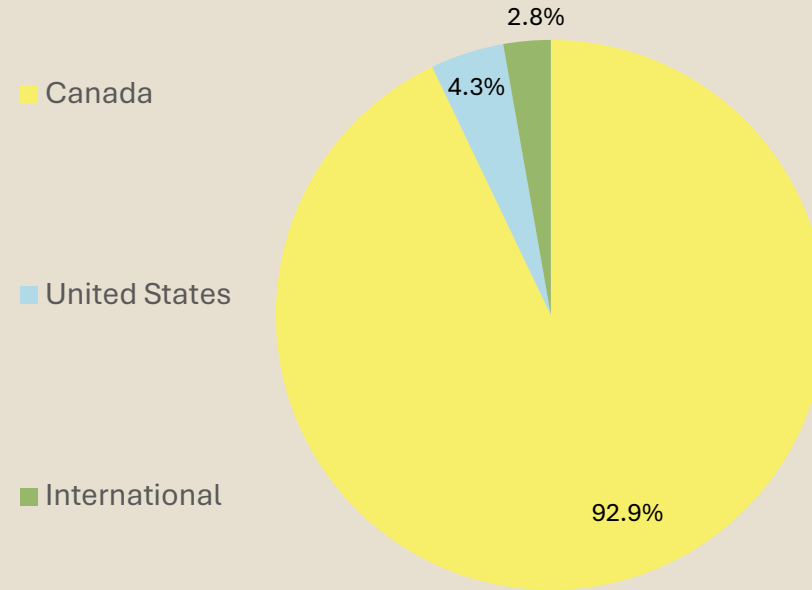
Source: Visitation data sourced from Destination BC (March 2026); published by Envirionics.



Canada



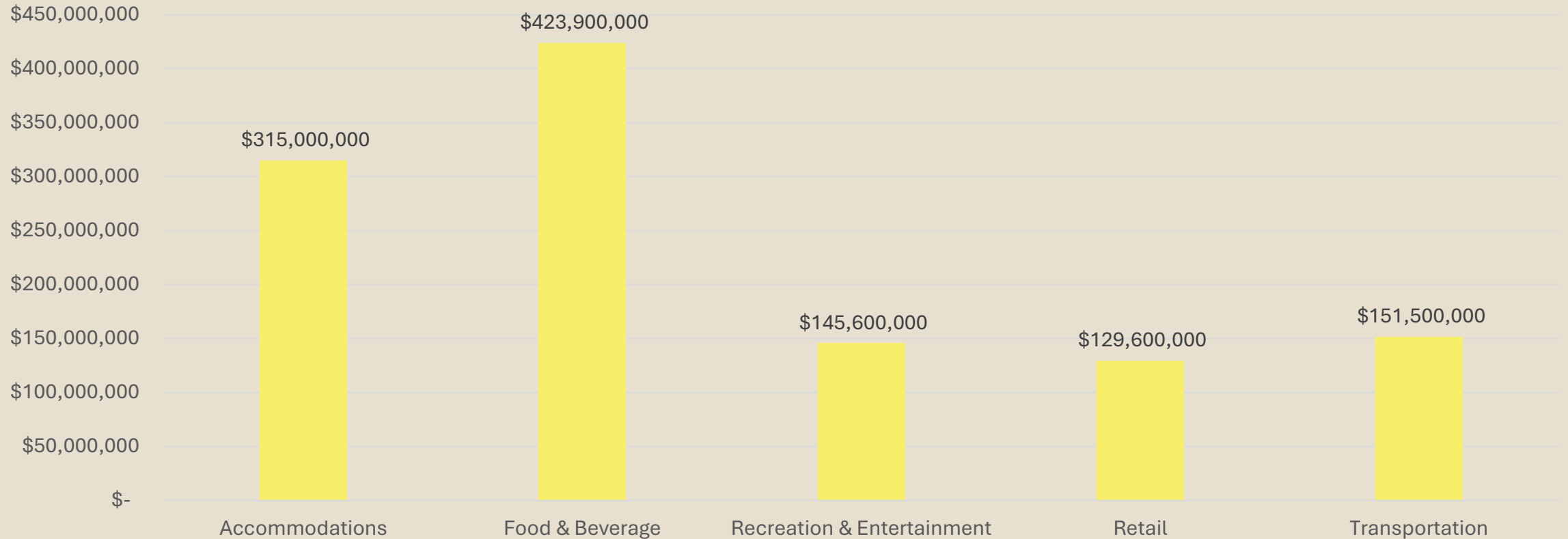
Total



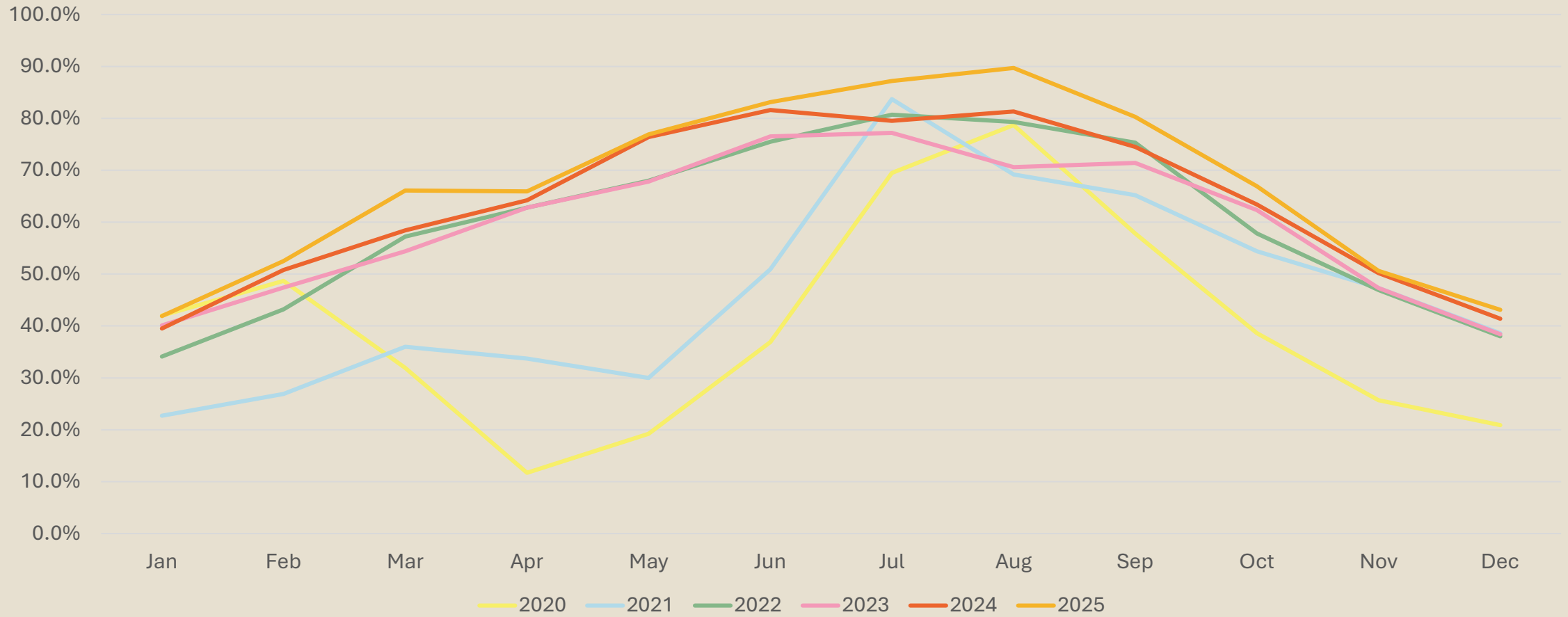
Source: Visitation data sourced from Destination BC (March 2026); published by Envirionics.



VISITOR SPENDING BY CATEGORY 2025



Source: Estimated spend data is derived from Destination Canada's Lodging Spend Reporting (March 2026). Use, distribution, or republication of these estimates requires Destination Canada's written consent.

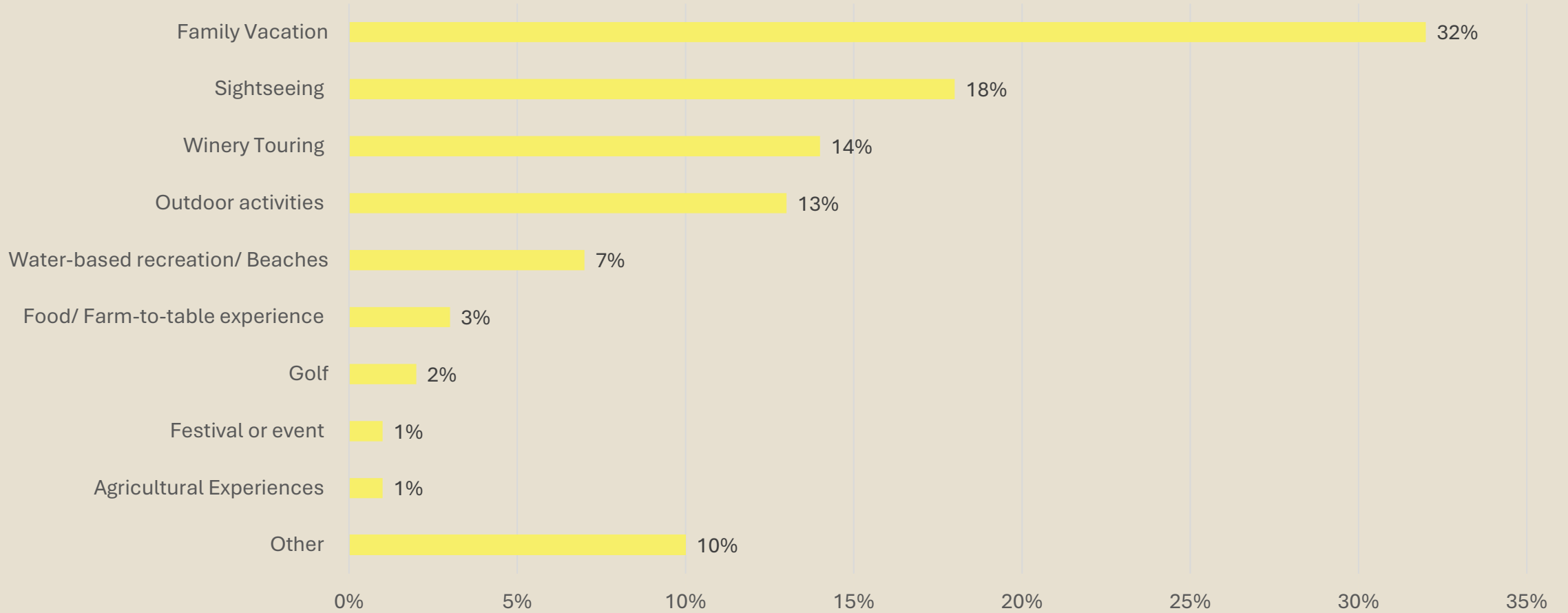


Source: Hotel data sourced from CoStar.



VISITOR PROFILE INFORMATION

TOP REASONS FOR VISITING



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





ECONOMIC IMPACT

TOURISM KELOWNA

KELOWNA & CENTRAL OKANAGAN

2022-2023

Economic Impact
Summary



\$2.4 BILLION

Total economic output



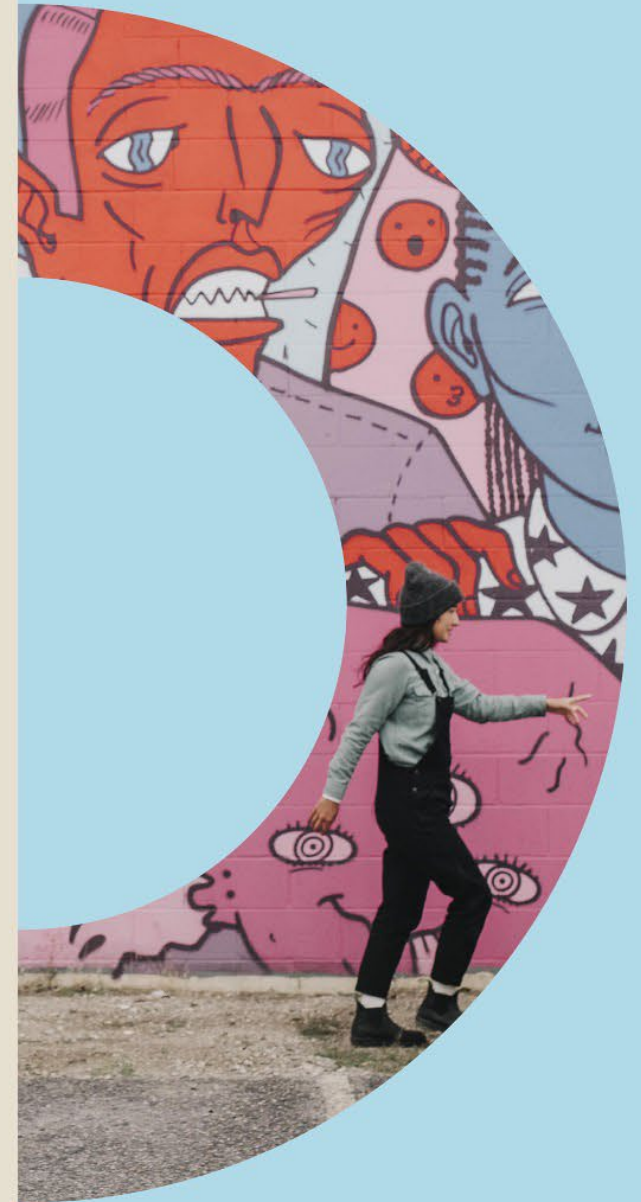
12,630

Total Jobs created



\$226 MILLION

Tax contributions



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

DATA NOTES

The industry indicators reported draw on multiple third-party data sources, which are periodically updated. The organizations providing these industry indicators may also refine their modelling methodologies over time, which may result in previously reported data being revised. The industry indicators listed represent the best available estimate at the time of reporting.

DATA SOURCES:

- Hotel data sourced from CoStar.
- YLW passengers sourced from Kelowna International Airport.
- Estimated visitor spend data is derived from Destination Canada's Lodging Spend Reporting. Distribution or republication of these estimates requires Destination Canada's written consent.
- Visitation data sourced from Destination BC, published by Environics.
- Visitor Profile Information data published by InterVistas.
- Economic Impact data published by InterVistas.



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 *tr̓x̓w̓úlaʔx̓w̓* (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

