

Visitors

**2.1 Million**  
people visited Kelowna



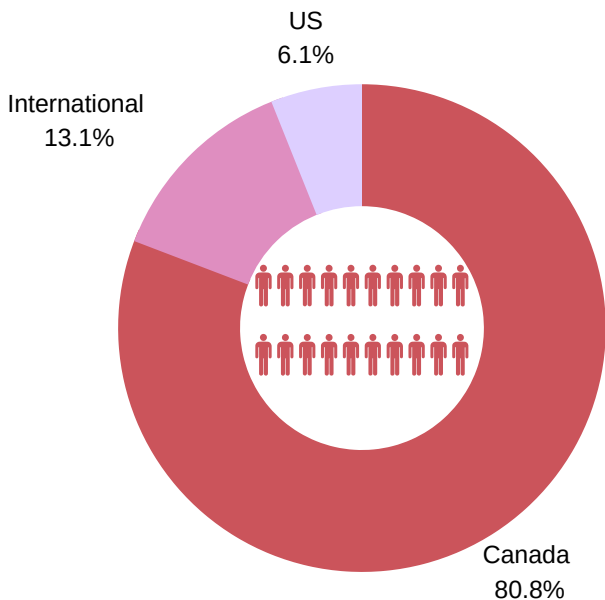
**3.8** visitors make up the average party size

**55%**  
Travel for Leisure

**37%**  
Stay in a Hotel/Motel

**52%**  
drive to Kelowna

2018 Visitor Area of Origin



- 1. BC 37%
- 2. AB 24%
- 3. Ontario 9%
- 4. Other 10%



- 1. Washington 2%
- 2. California 1%
- 3. Other 2%



- 1. Asia-Pacific 4%
- 2. UK 2%
- 3. Germany 1%
- 4. Other 6%

Average length of stay is **4.5** nights

Visitor Spending



**\$337 Million**  
in total visitor spending  
2016 Data



The average party spends **\$1,503**

Average Spend per Person per Trip  
**\$452**

## Purpose of Visit



**55%** Travel for Leisure

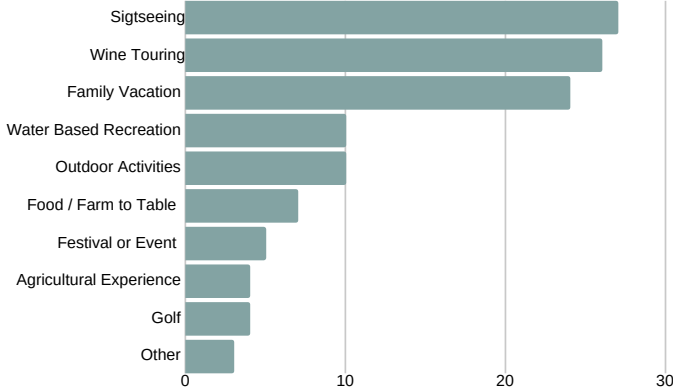


**35%** Visit Friends & Family

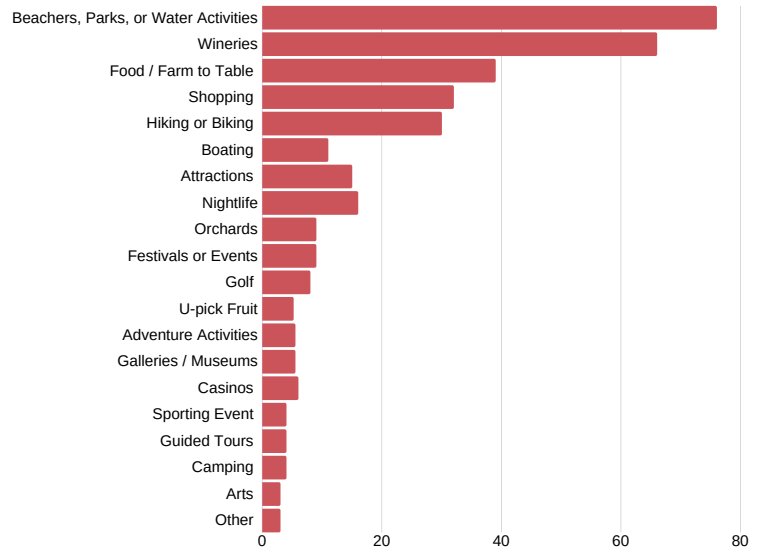


**9%** Business Travel & Conventions

### Top reasons for trip



### Activities participated in during the visit



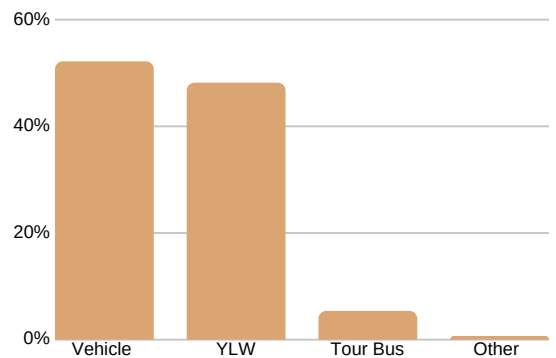
## Type of Visitor



Repeat Visits  
64%

First Time Visit  
36%

### Mode of Transportation



## Economic Impact (2016)

**\$1.25 Billion**

in Total Economic Output

**11,890**

total jobs created

**\$142 Million**

in tax revenues

**\$620 Million**

in total GDP

Sources:

Tourism Kelowna, 2018 Visitor Intercept Survey. InterVistas  
Tourism Kelowna, 2016 Economic Impact of Tourism. InterVistas

