



# 2017 FACTS & FIGURES

Kelowna & Central Okanagan

TOURISM  
KELOWNA



## Quick Facts

- BC Interior's largest community
- Population of 128,000 and a metro population of almost 200,000
- 11<sup>th</sup> busiest International Airport
- 400 kms from Vancouver & 600kms from Calgary

# 2016 Tourism Economic Impact



**1.9 Million**  
visitors

**\$337 Million**  
visitor **spending**



**\$1.25 Billion**  
total  
**economic**  
output



**11,890**  
total **jobs**

**\$142 Million**  
tax **revenues**

**\$620**  
**Million**  
total GDP



Source: InterVistas Economic Impact of Tourism in Kelowna & the Greater Kelowna Area 2016

# Visitor Information

**59%** visitors travel for leisure

**47%** visitors stay in a hotel/motel

**70%** visitors drove to Kelowna

## Main Market Domestic

|         |       |
|---------|-------|
| BC      | 38.6% |
| Alberta | 26.0% |
| Ontario | 7.5%  |
| Other   | 10.0% |

**Total Canada 82.1%**

## Main Market US

|            |      |
|------------|------|
| Washington | 0.7% |
| California | 0.7% |
| Oregon     | 0.4% |
| Other US   | 3.6% |

**Total US 5.4%**

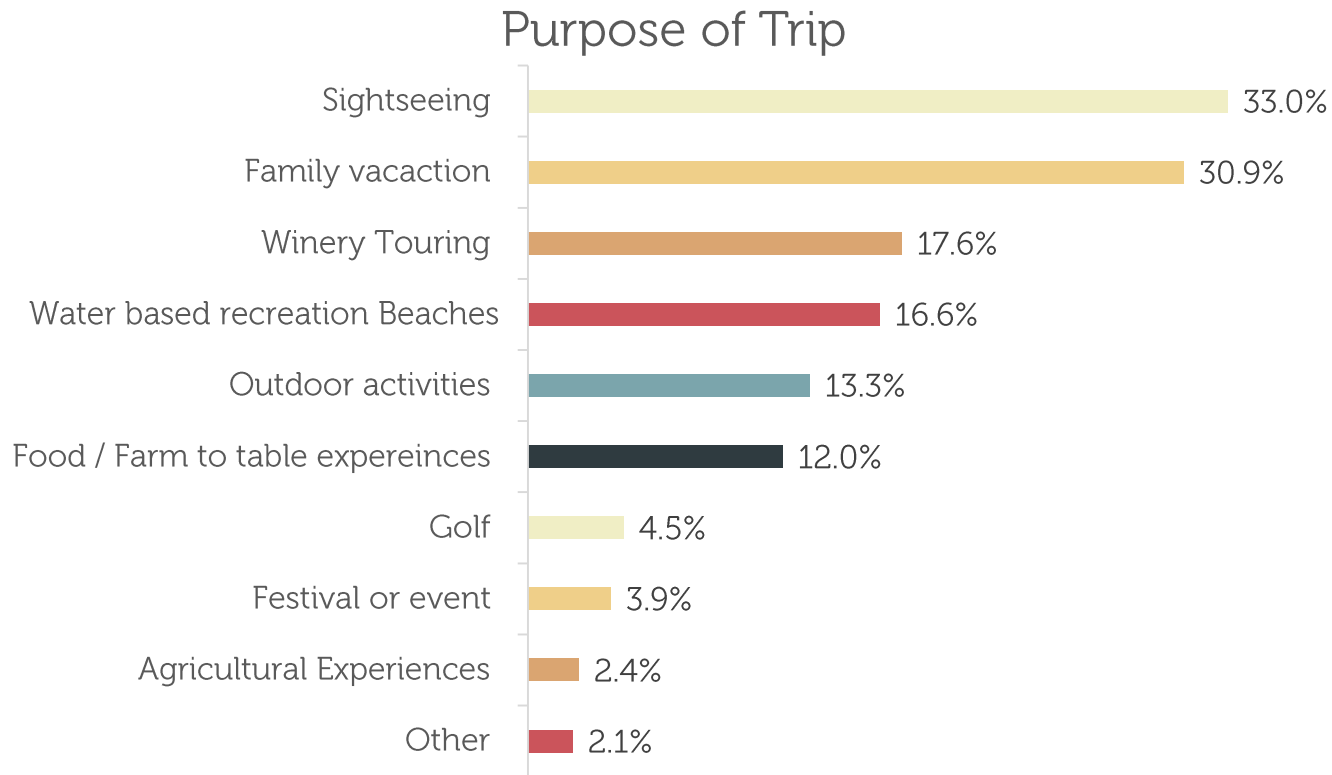
## Main Market International

|              |      |
|--------------|------|
| Asia-Pacific | 3.4% |
| UK           | 2.3% |
| Germany      | 1.4% |
| Other        | 5.3% |

**Total Int 12.4%**

Source: InterVistas Tourism Kelowna Visitor Intercept Survey - 2016

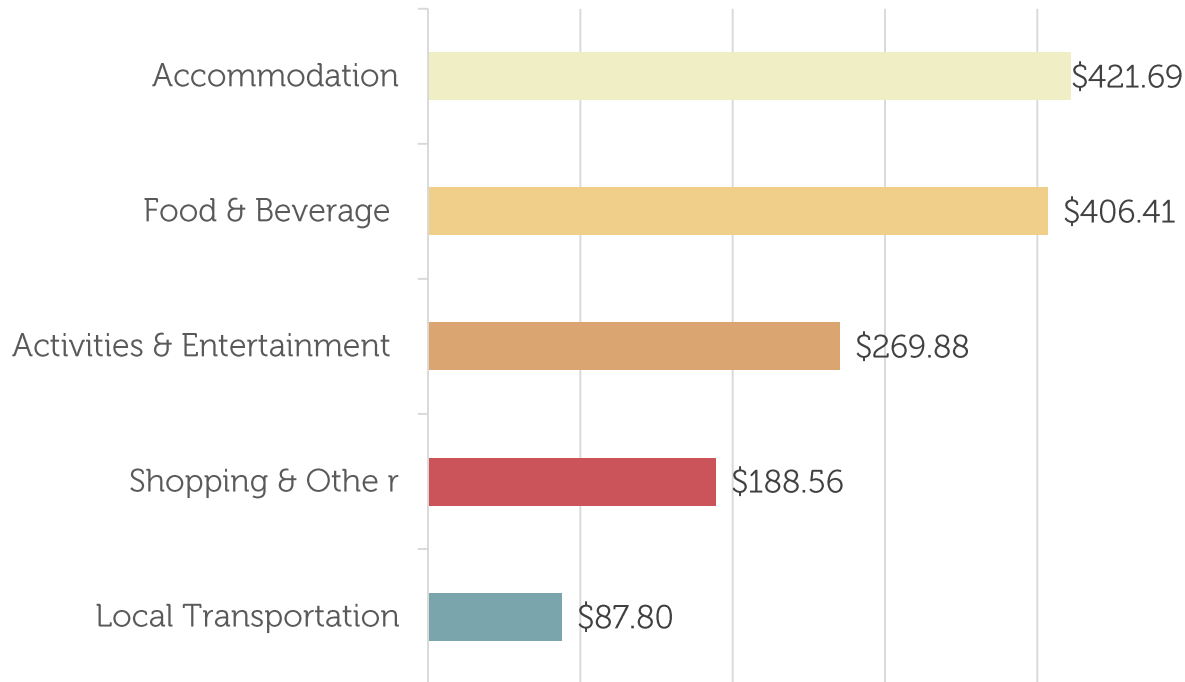
# Visitor Information



Source: InterVistas Tourism Kelowna Visitor Intercept Survey - 2016

# Visitor Information

Average per Trip Spending by Category per Party



Total average spending was **\$1,370.**

Activities & Entertainment grew by **+409,68%** from 2011

Source: InterVistas Tourism Kelowna Visitor Intercept Survey - 2016

# Accommodation 2017

Occupancy

**63.7%**

-0.3

ADR

**\$147.74**

+3.8%

REV.PAR

**\$94.17**

+ 3.2%

+ 44 Hotels &  
Motels

+ 61 B&B's

+ 3 Hostels

+ 32 Campgrounds

\* Kelowna and Area

**\$98 Million**

Room Revenue

+0.12% (2016)

**+4,500**

Guest rooms available

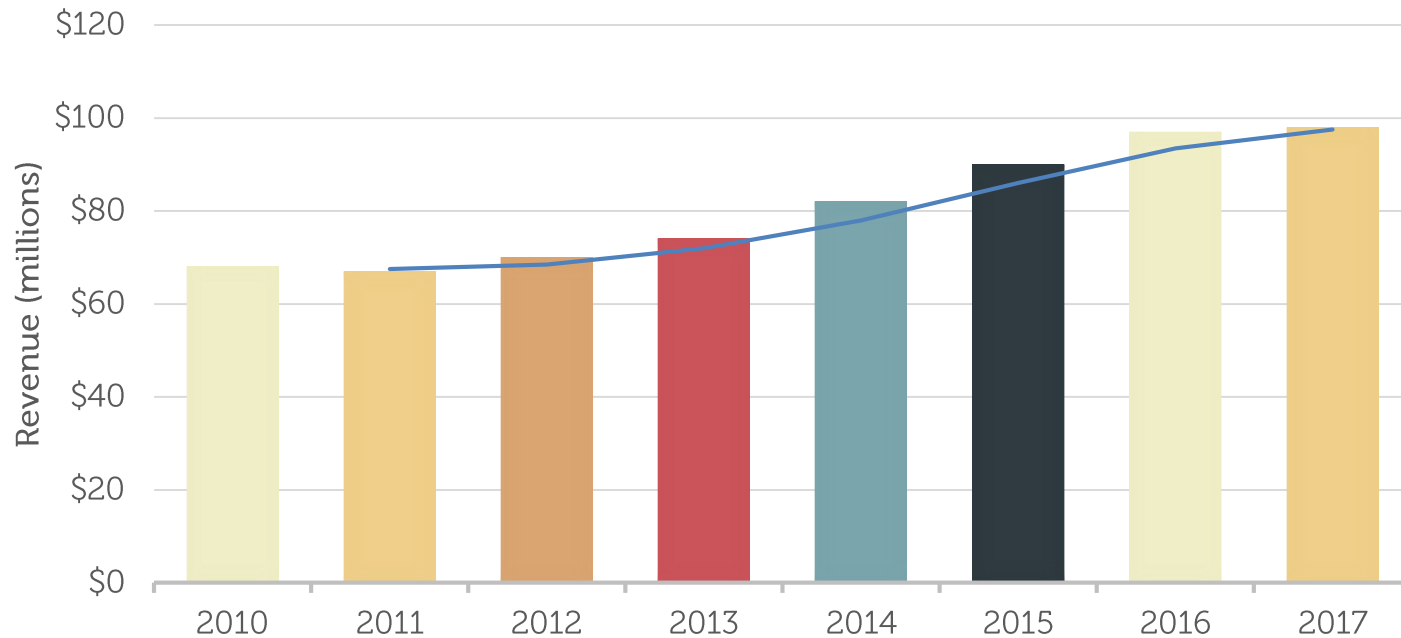
**6.7 nights**  
Average Length  
of Stay (2016)

Source: CBRE Limited with reproduction and use of information subject to CBRE Limited Disclaimer /  
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# Accommodation 2017

Room Revenue 2011 - 2017

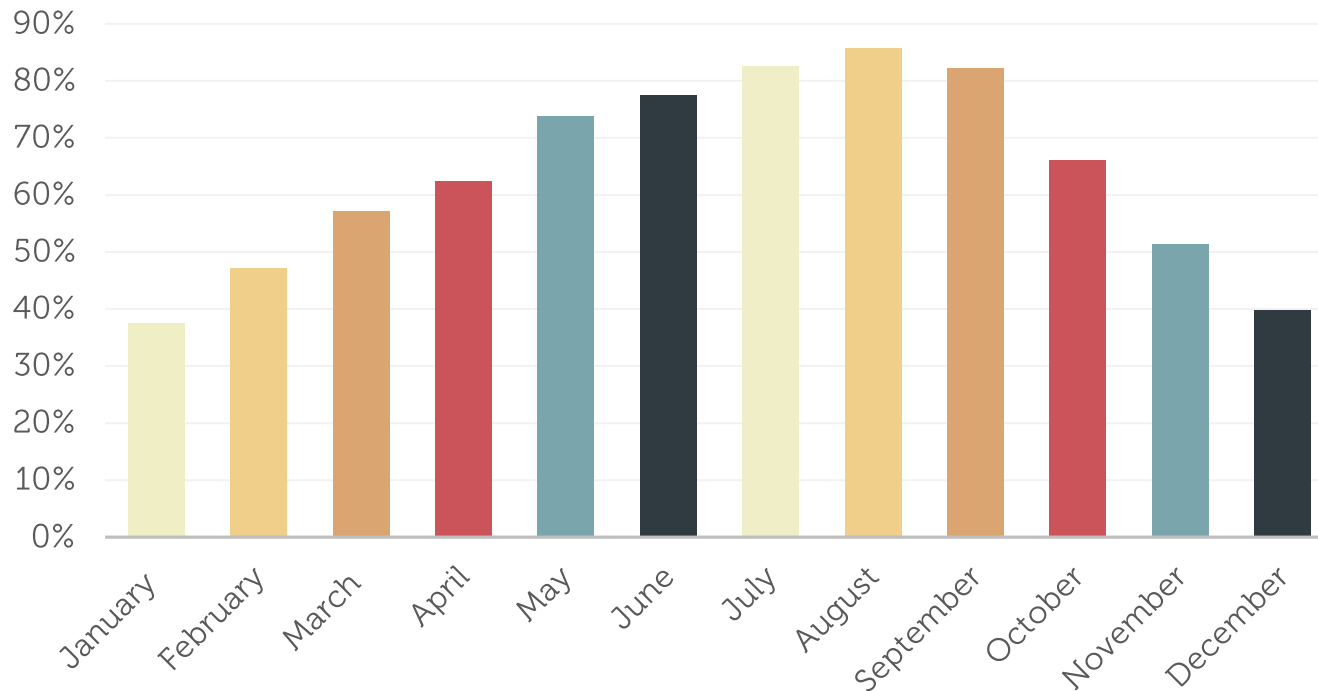


Source: Room Revenue by Municipal Jurisdiction. BC Stats and Ministry of Finance,



# Accommodation 2017

2017 Hotel Occupancy



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# Connectivity 2017 ✈️

**YLW International  
Airport**

**11<sup>th</sup>** busiest  
airport in Canada

**1,9  
million  
passengers**

**9** Airlines  
servicing YLW

**15**  
direct destinations

**+ 65  
flights a  
day**

Source: YLW Statistics

TOURISM  
**KELOWNA**

# Connectivity 2017 ✈️



- Air Canada
- WestJet
- Pacific Coastal Airlines
- Flair Airlines
- Alaska Airlines
- Air North
- Central Mountain Air
- Air Transat
- Sun Wing

# Connectivity

## Top Domestic Markets

1. Vancouver
2. Calgary
3. Edmonton
4. Toronto Area
5. Victoria

## Top Transborder & International Markets

1. Las Vegas\*
2. Los Angeles\*
3. Phoenix
4. Cancun
5. Puerto Vallarta

\*Unserved Markets

Source: YLW Air Service Development Update. 2018 Strategy & Action Plan

# Connectivity

## Top markets by season

### Domestic – Summer

|    |           |         |
|----|-----------|---------|
| 1. | Calgary   | 117,595 |
| 2. | Vancouver | 113,855 |
| 3. | Edmonton  | 95,039  |
| 4. | Toronto   | 74,970  |
| 5. | Winnipeg  | 25,427  |

### Domestic – Winter

|    |           |         |
|----|-----------|---------|
| 1. | Vancouver | 121,625 |
| 2. | Calgary   | 115,668 |
| 3. | Edmonton  | 65,668  |
| 4. | Toronto   | 60,152  |
| 5. | Victoria  | 27,816  |

### Int'l & TB – Summer

|    |               |        |
|----|---------------|--------|
| 1. | Las Vegas     | 25,971 |
| 2. | Los Angeles   | 14,710 |
| 3. | Phoenix       | 7,874  |
| 4. | Seattle       | 7,007  |
| 5. | San Francisco | 6,478  |

### Int'l & TB – Winter

|    |                 |        |
|----|-----------------|--------|
| 1. | Las Vegas       | 33,881 |
| 2. | Phoenix         | 23,361 |
| 3. | Los Angeles     | 19,071 |
| 4. | Cancun          | 17,591 |
| 5. | Puerto Vallarta | 15,954 |

Source: YLW Air Service Development Update. 2018 Strategy & Action Plan

# Meetings & Conferences

**26 Special Event Venues**

**+100,000 sq ft of meeting space**

**+30,000 Total Lead Room Nights**

**132 Total Leads**

**20** Fam Tours &  
**45** participants

**9** Tradeshows, Sales Missions, & Events attended

Source: Tourism Kelowna

# Sports & Events 🏆

**+ 40** events a  
year including national & international

**+10,000**  
Total Lead  
Room  
Nights

**26** Total  
Leads

**7,000** seat  
arena: Prospera  
Place

**4**  
Sports &  
Events  
Tradeshows  
attended

Source: Tourism Kelowna

# Wine Industry

**+ 40 Wineries**  
in the Kelowna area

182 wineries in  
the Okanagan

**5 distinct wine  
trails in Kelowna:**

Lake Country Scenic Sip  
Lakeshore Wine Route  
Kelowna Fab Five  
Downtown Grapes to Grains  
Westside Wine Trail

Okanagan accounts  
for **84%** of BC's  
vineyard acreage

Average growing  
days in the Kelowna  
area: **1,200**

**8,620**  
**acres**  
of vines in  
the  
**Okanagan**

Source: Wine BC



# BC Wine Industry

## Economic Impact

**\$2.8 billion**  
Economic Impact

**12,000 jobs**  
created

BC has a combined  
acreage of  
**10,260**  
grape bearing  
acres

**1 Million**  
visitors to BC  
Wineries

**\$312 million**  
in Tax Revenue

BC Wine  
Industry  
Tourism  
generated  
**\$246**  
million

Source: Economic: The Economic Impact of the Wine and Grape Industry in Canada 2015

# Golf Industry

**19** golf courses

**+2,000**  
hours of sun

**18 Hole  
Courses: 17**

**9 Hole  
Courses: 2**

**9**  
Championship  
Courses

**324 Golf  
Holes**

**+110,000**  
yards of  
golf  
courses

Source: Tourism Kelowna

# BC Golf Industry

## Economic Impact

**2,08 Billion**  
toward BC's GDP (2014)

**+44,000**  
Jobs

**\$849 million**  
generated by golf  
courses &  
associated  
facilities

Net Promoter  
Score:  
**80**

**\$465 Million**  
in Taxes

**\$1,27**  
Billion  
in  
Household  
Income

Source: Economic: NAGA May 2014. Economic Impact of Golf in Canada



THANK YOU

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