



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
- 11th 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

TOURISM
KeLOWNA

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%

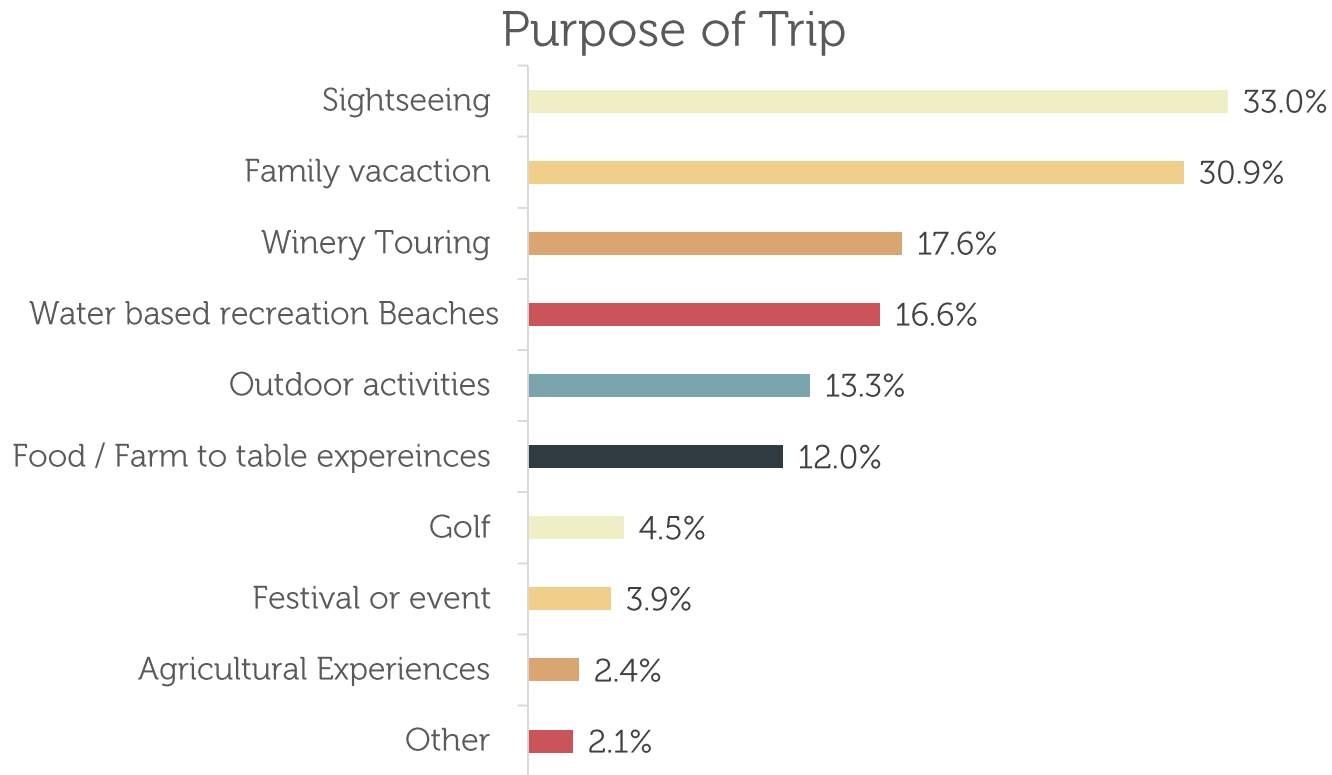
Main Market International

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

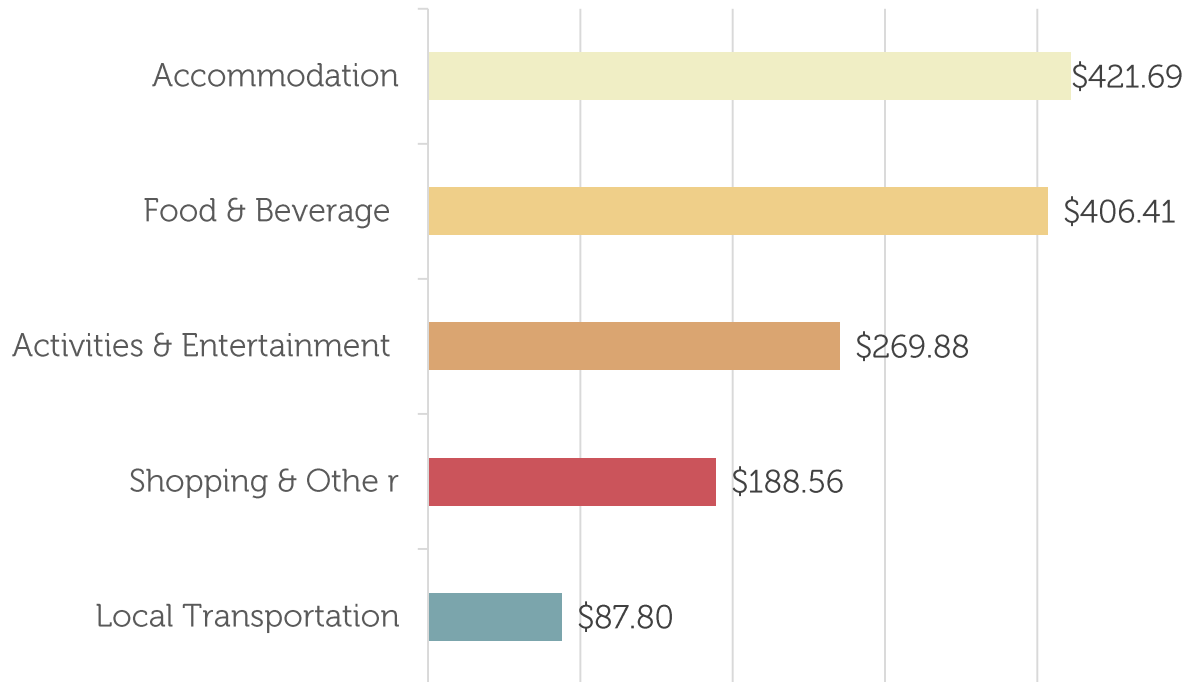
Visitor Information



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

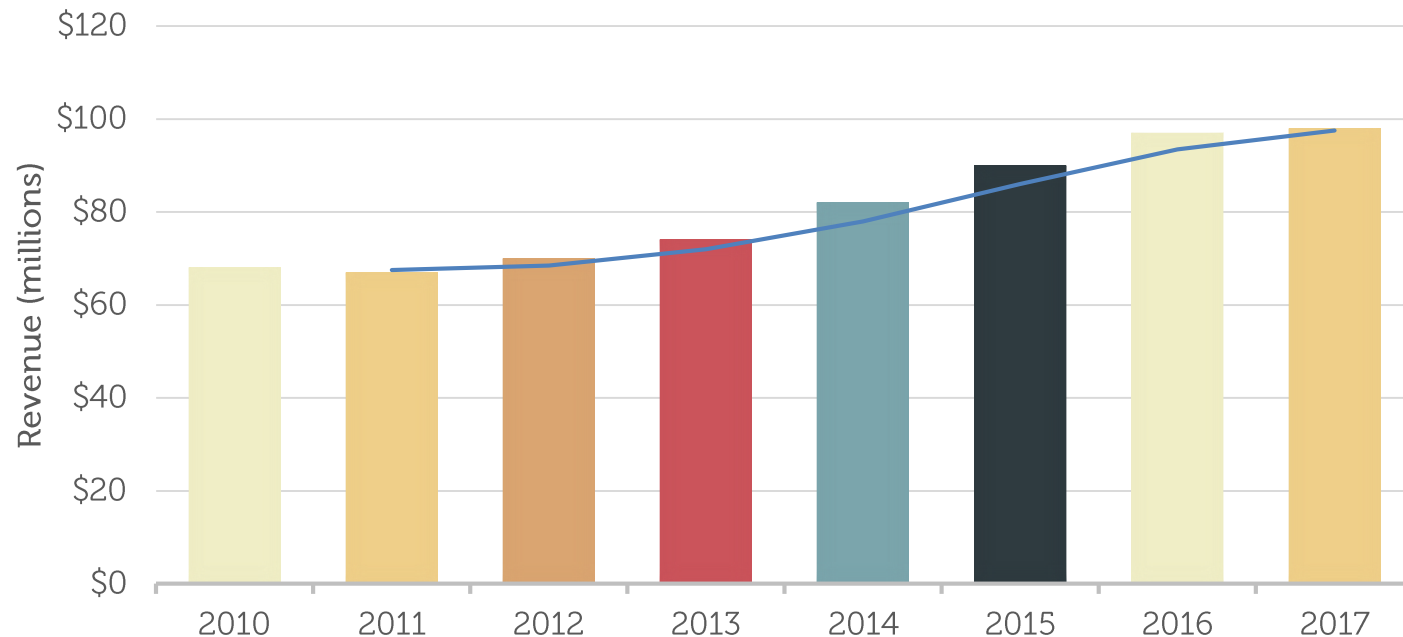
6.7 nights
Average Length
of Stay (2016)

Source: CBRE Hotels, BC Stats and InterVistas Tourism Kelowna Visitor Intercept Survey

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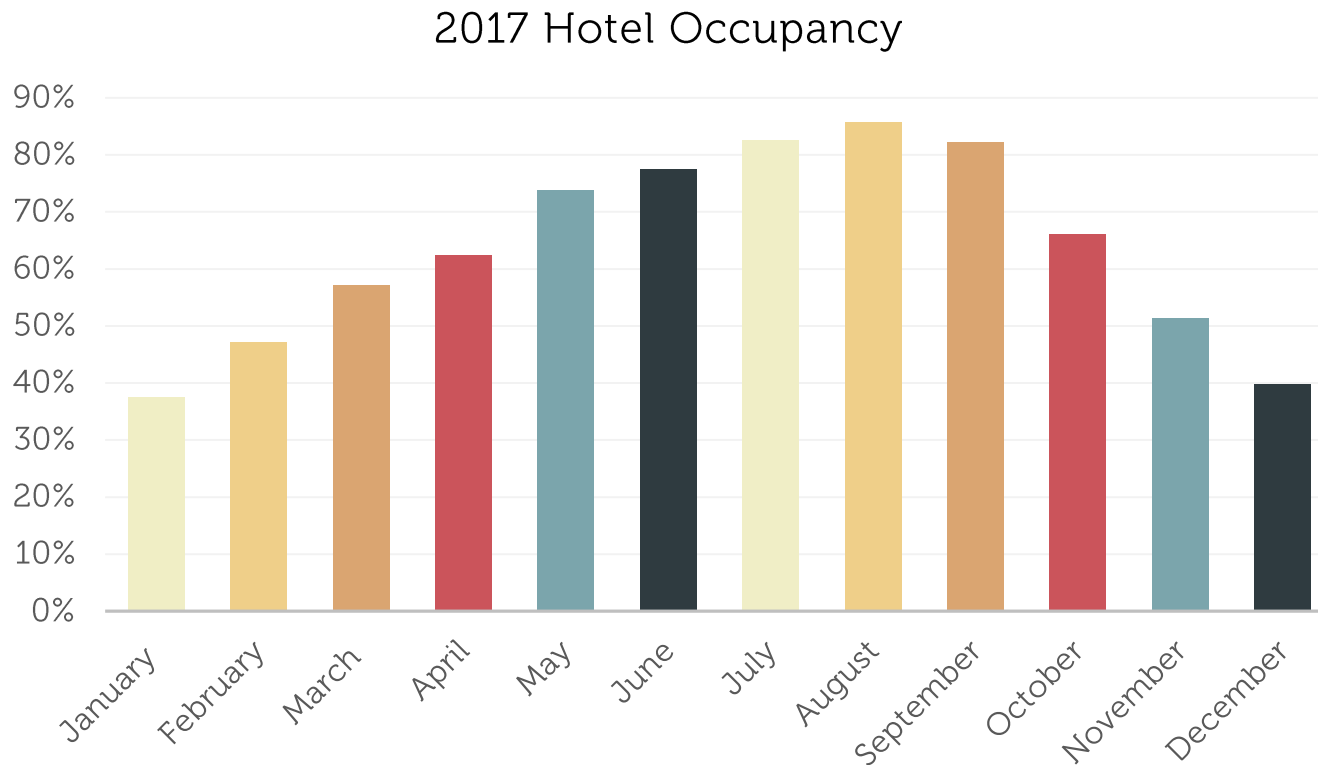
Accommodation 2017

Room Revenue 2011 - 2017



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

Accommodation 2017



Source: CBRE 2017 Hotel Occupancy

Connectivity 2017 ✈️

**YLW International
Airport**

11th 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

TOURISM
KELOWNA

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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