



# 2018 FACTS & FIGURES

Kelowna & Central Okanagan

TOURISM  
Kelowna



## Quick Facts

- Kelowna is BC Interior's largest community
- Population of 131,600 and a metro population of almost 200,000
- 10<sup>th</sup> busiest International Airport
- 400kms 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

**55% visitors  
travel for  
leisure**

**38% visitors  
stay in a  
hotel/motel**

**52% visitors  
drove to  
Kelowna**

## **Main Market Domestic**

BC	37%
Alberta	24%
Ontario	9%
Other	10%

**Total Canada 80%**

## **Main Market US**

Washington	2%
California	1%
Texas	1%
Other US	2%

**Total US 6%**

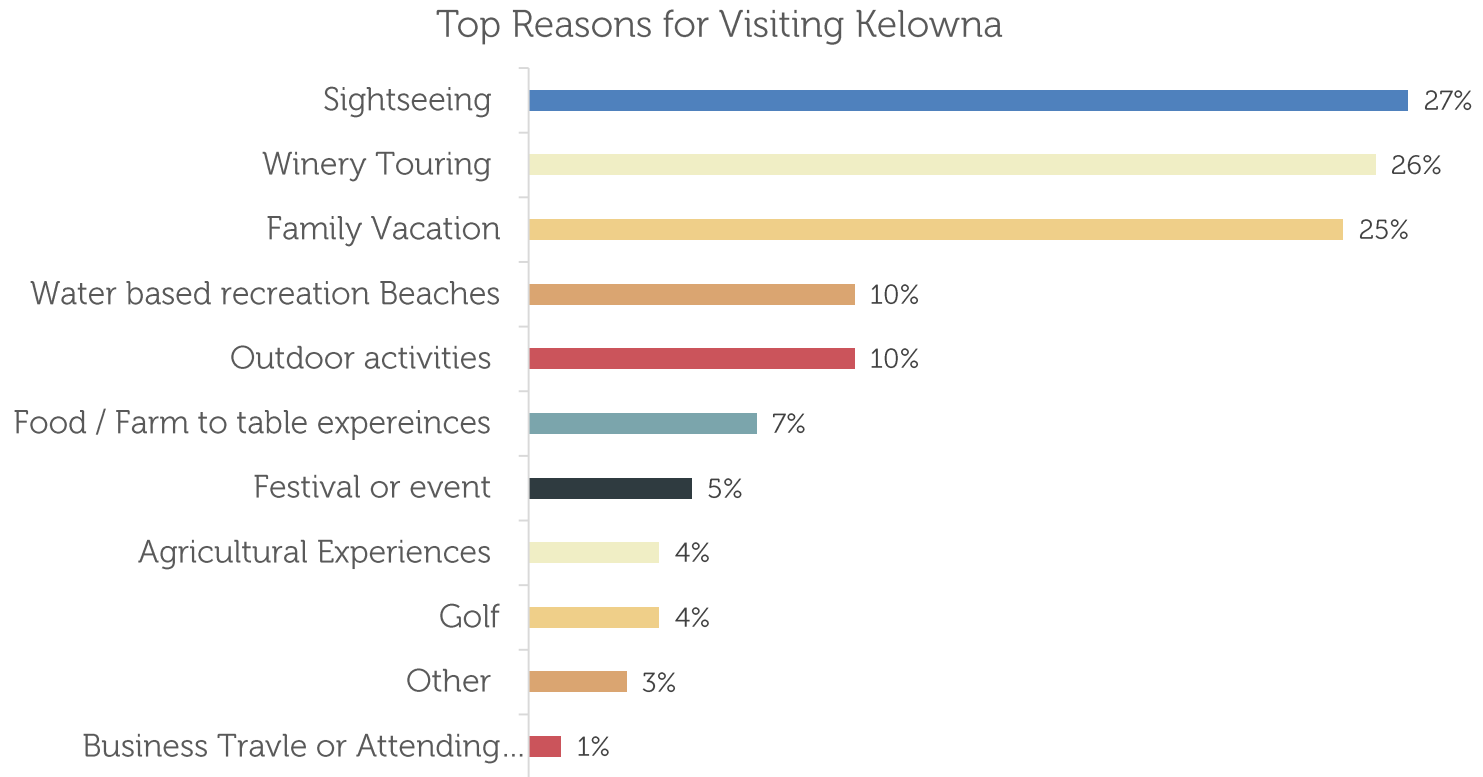
## **Main Market International**

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

**Total Int 13%**

Source: InterVistas Tourism Kelowna Visitor Intercept Survey - 2018

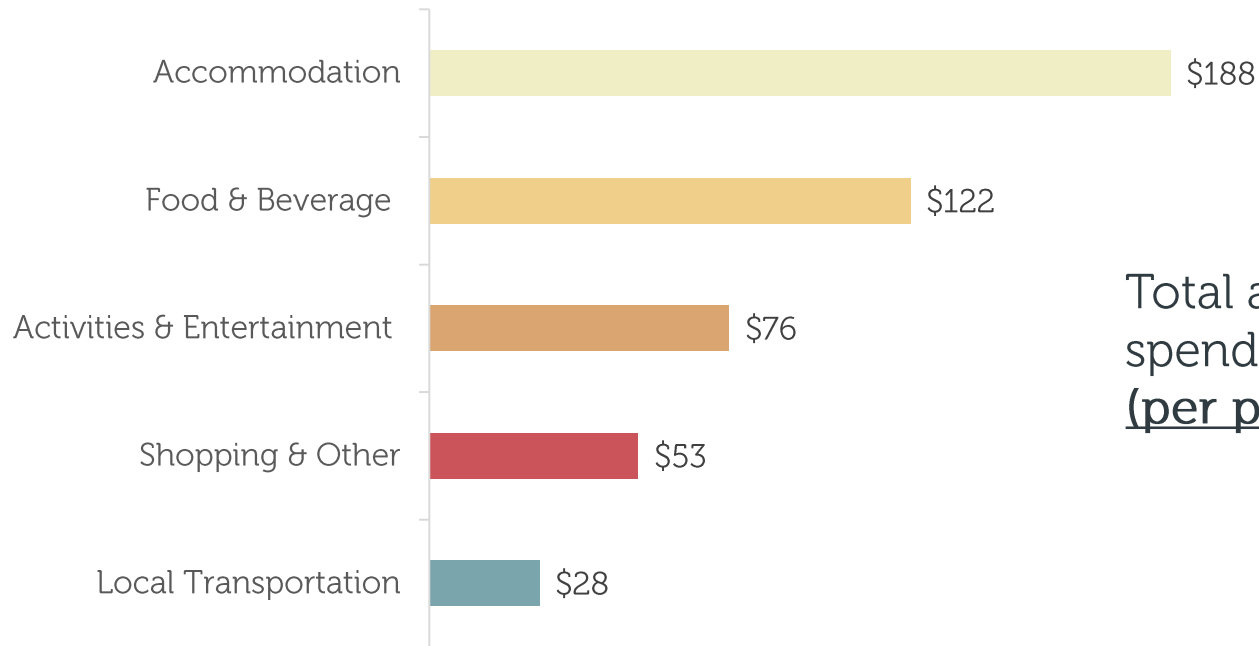
# Visitor Information



Source: InterVistas Tourism Kelowna Visitor Intercept Survey - 2018

# Visitor Information

Average Spending by Category per Visitor



Total average spending was **\$1,503** (per party).

Source: InterVistas Tourism Kelowna Visitor Intercept Survey - 2018



# Accommodation 2018

Occupancy

**63.7%**

0.0pp

ADR

**\$153.65**

+4%

RevPAR

**\$97.84**

+3.9%

+ 44 Hotels & Motels

+ 60 B&B's

+ 3 Hostels

+ 32 Campgrounds

\* Kelowna and Area

**\$98 Million**

Room Revenue

+0.12% (2016)

**+4,500**

Guest rooms available

**4.5 nights**  
Average Length  
of Stay

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

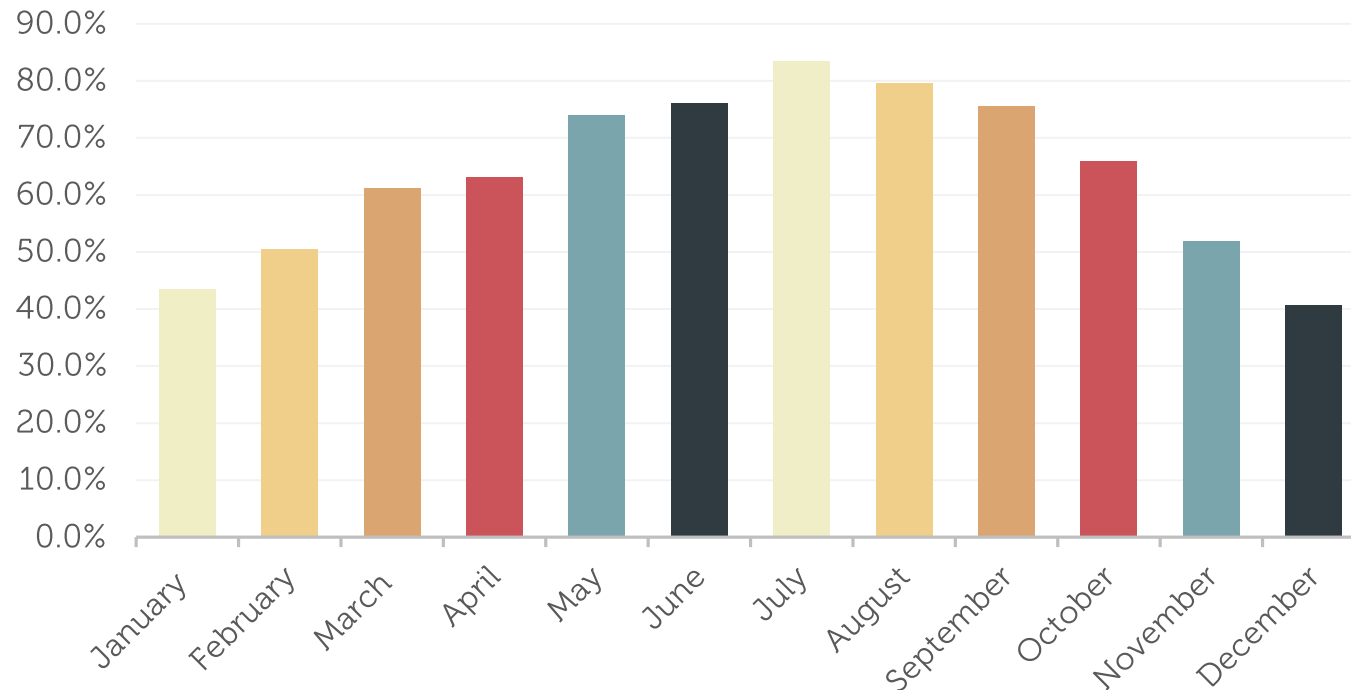
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BC Stats - <https://www2.gov.bc.ca/gov/content/data/statistics/business-industry-trade/industry/tourism>

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# Accommodation 2018

2018 Hotel Occupancy



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# Connectivity 2018 ✈️

**YLW International  
Airport**

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

**+2  
million**  
passengers

**9** Airlines  
servicing YLW

**15**  
direct destinations

**+ 70**  
flights a  
day

Source: YLW Statistics

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**KELOWNA**

# Connectivity 2018 ✈️



- Air Canada
- WestJet
- Pacific Coastal Airlines
- Flair Airlines
- Alaska Airlines
- Air North, Yukon's Airline
- Central Mountain Air
- Sunwing Airlines
- Swoop

# 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

**+30 Unique Event Venues**

**+110,000 sq ft**  
of meeting space

**+26,300**  
Total Lead  
Room  
Nights

**122 Total**  
Leads

**9** Fam Tours &  
**17** participants

**19**  
Tradeshows,  
Sales  
Missions, &  
Events  
attended

Source: Tourism Kelowna

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# 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**  
Major Event  
Leads

Source: Tourism Kelowna

# Wine Industry in Kelowna

**+ 44 Wineries  
in the Kelowna area**

**185 wineries in  
the Okanagan**

**5 distinct wine  
trails in Kelowna:**

Lake Country Scenic Sip  
Lakeshore Wine Route  
Kelowna's Southeast Bench  
Downtown Kelowna  
Westside Wine Trail

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

Average growing  
days in the Kelowna  
area: **1,330**

**8,619  
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 in Kelowna

**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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