



2019 FACTS & FIGURES

Kelowna & Central Okanagan

TOURISM
KELOWNA



Quick Facts

- Kelowna is BC Interior's largest community
- Population of 142,000 and a metro population of almost 215,000
- 10th busiest International Airport
- 400kms from Vancouver & 600kms from Calgary

Year in Review 2019



Occupancy

65.7%

+2.1 pp

ADR

\$159.2

+3.6%

RevPAR

\$104.6

+6.9%

**Total
Overnight
Visitors
1.8M**

\$104 Million

(2018)

Room Revenue +2.5%

+3836

Guest rooms
available

**4.5 nights
Average Length of
Stay**

Source: CBRE Limited with reproduction and use of information subject to CBRE Limited Disclaimer / Terms of Use as detailed at www.cbre.ca

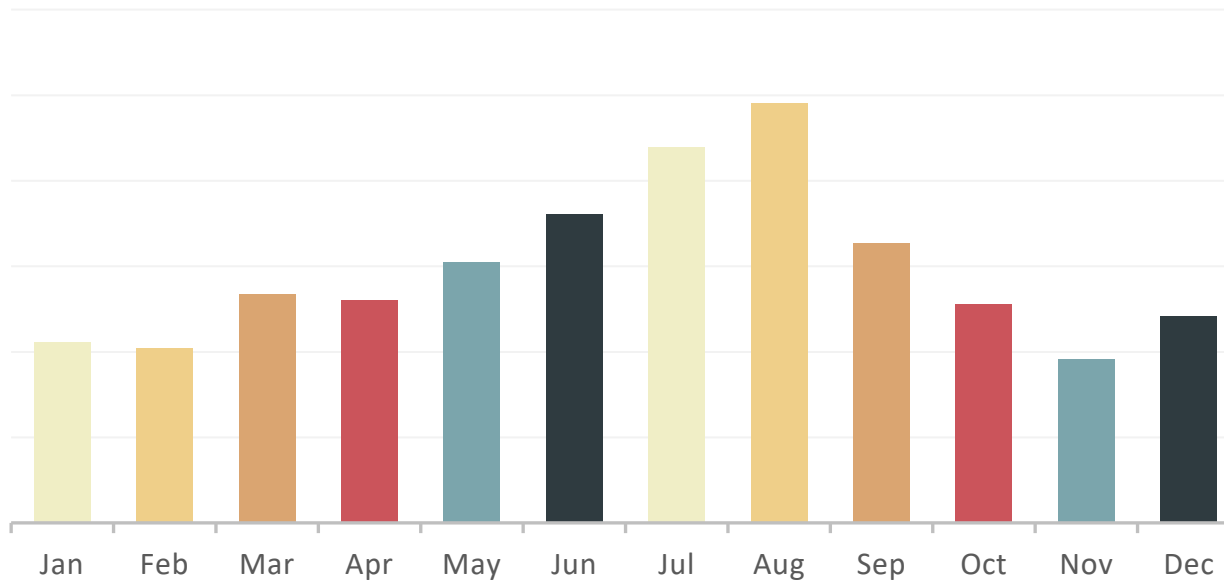
BC Stats - <https://www2.gov.bc.ca/gov/content/data/statistics/business-industry-trade/industry/tourism>

TOURISM
KELOWNA

Visitation 2019

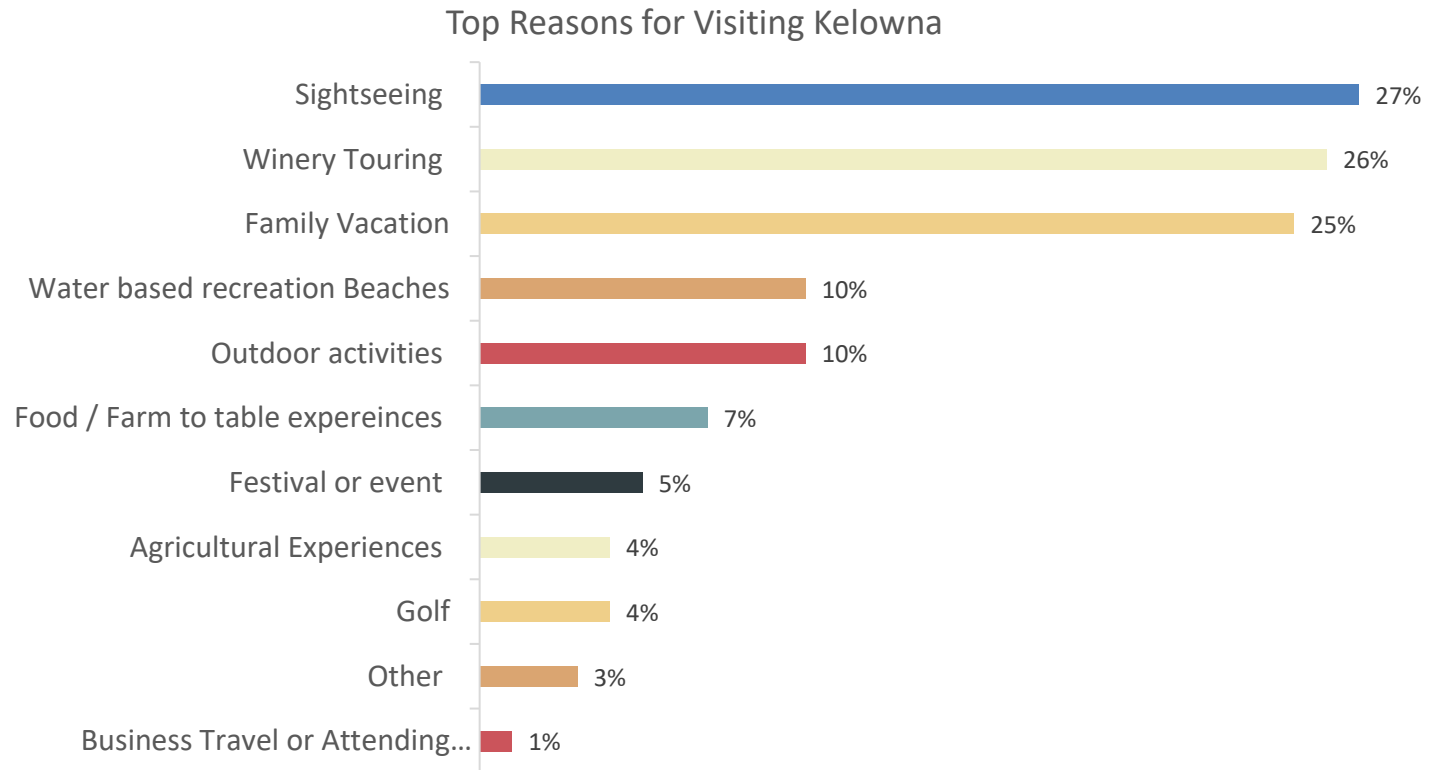


Overnight Visitor Trips to Kelowna



Source: Telus Insights. TELUS has implemented industry-leading Privacy by Design standards to ensure that privacy is not compromised. All the data analyzed by TELUS Insights is strongly de-identified, meaning it cannot be traced back to an individual. It is also aggregated into large data pools to reveal mass-movement patterns and trends, and extrapolated to be representative of the total Canadian population as a further means of ensuring that privacy is fully protected at all times. For further information, please visit: telus.com/insights or email

Visitor Information

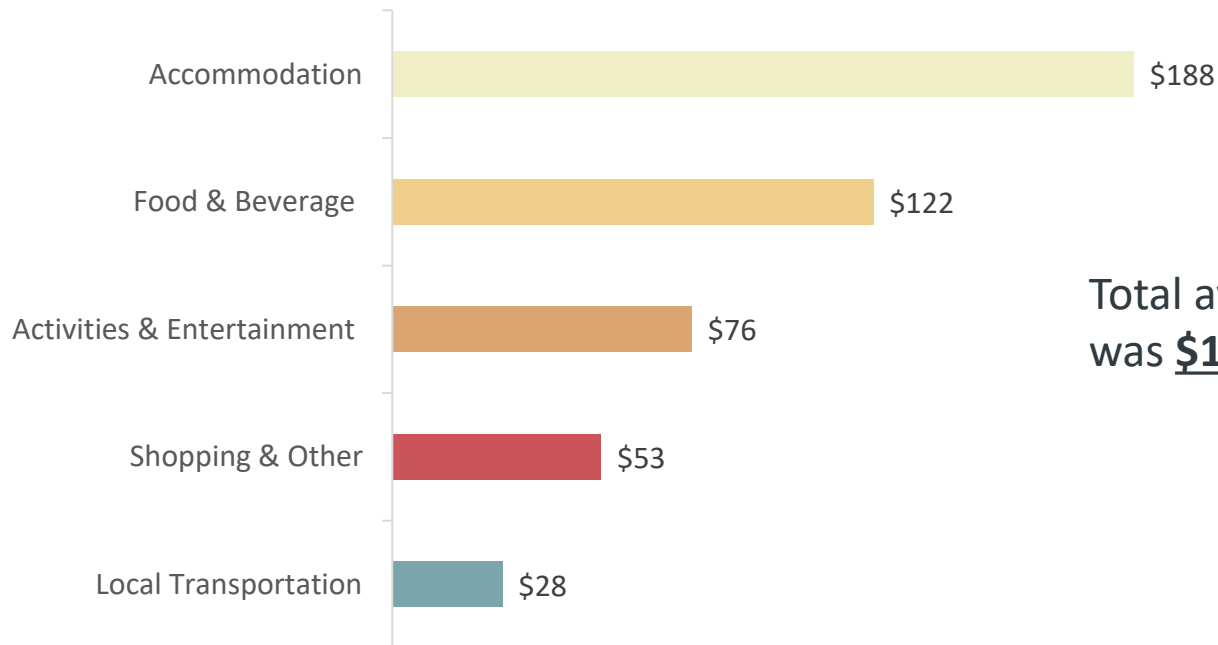


Source: InterVistas Tourism Kelowna Visitor Intercept Survey - 2018

Visitor Information



Average Spending by Category per Visitor



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

Source: InterVistas Tourism Kelowna Visitor Intercept Survey - 2018

2016 Tourism Economic Impact

\$1.25 Billion total Economic Output



\$337 Million
visitor **spending**



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

Connectivity 2019



**YLV International
Airport**

10th busiest
airport in Canada

+2 million
passengers

9 Airlines
servicing YLV

15
direct destinations

+ 70
flights a
day

Source: YLV Statistics

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Connectivity 2019



- Air Canada
- Air North
- Alaska Airlines
- Central Mountain Air
- Flair Airlines
- Pacific Coastal Airlines
- Sunwing Airlines
- Swoop
- WestJet

Meetings & Conferences



+30 Unique Event Venues

+110,000 sq ft of meeting space

\$25.9M
Total Economic Impact

Source: Tourism Kelowna

Sports & Events



+40 events a
year including national & international

\$3.3M
Total Economic Impact

Prospera
Place:
7,000
seat arena

Source: Tourism Kelowna

Wine Industry in Kelowna



+ 44 Wineries in
the Kelowna area

185 licensed wineries
in the Okanagan

5 distinct wine
trails in
Kelowna

Okanagan accounts for
84% of BC's vineyard
acreage

Average growing days in
the Kelowna area:
1,330

8,830
acres
of vines in the
Okanagan

Source: Wine BC

BC Wine Industry



Economic Impact

\$2.8 billion Economic Impact

12,000 jobs created

929 vineyards with more than **10,260** acres of planted land

1 Million visitors to BC Wineries

\$312 million in Tax Revenue

BC Wine Industry Tourism generated

\$246 million in revenue

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

Contributing **\$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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