



2020 FACTS & FIGURES

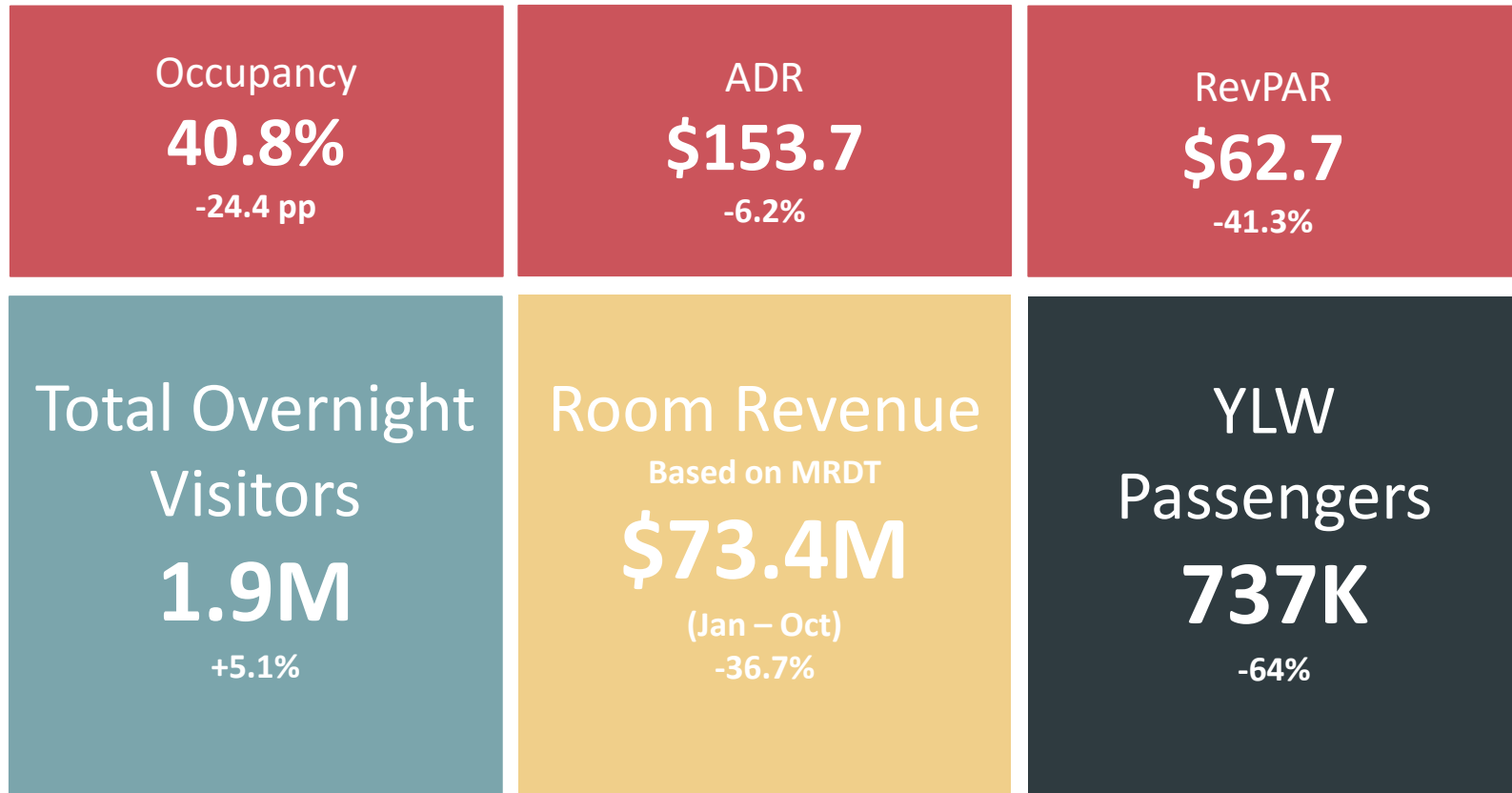
Kelowna & Central Okanagan

TOURISM
KeLOWNA

Year in Review 2020

- In March 2020, the World Health Organization declared a global pandemic due to the COVID-19 virus.
- The travel and tourism industry was significantly impacted by the pandemic.
- Travel and movement restrictions were imposed in March of 2020 impacting regional, provincial, national, and international travel.

Year in Review 2020

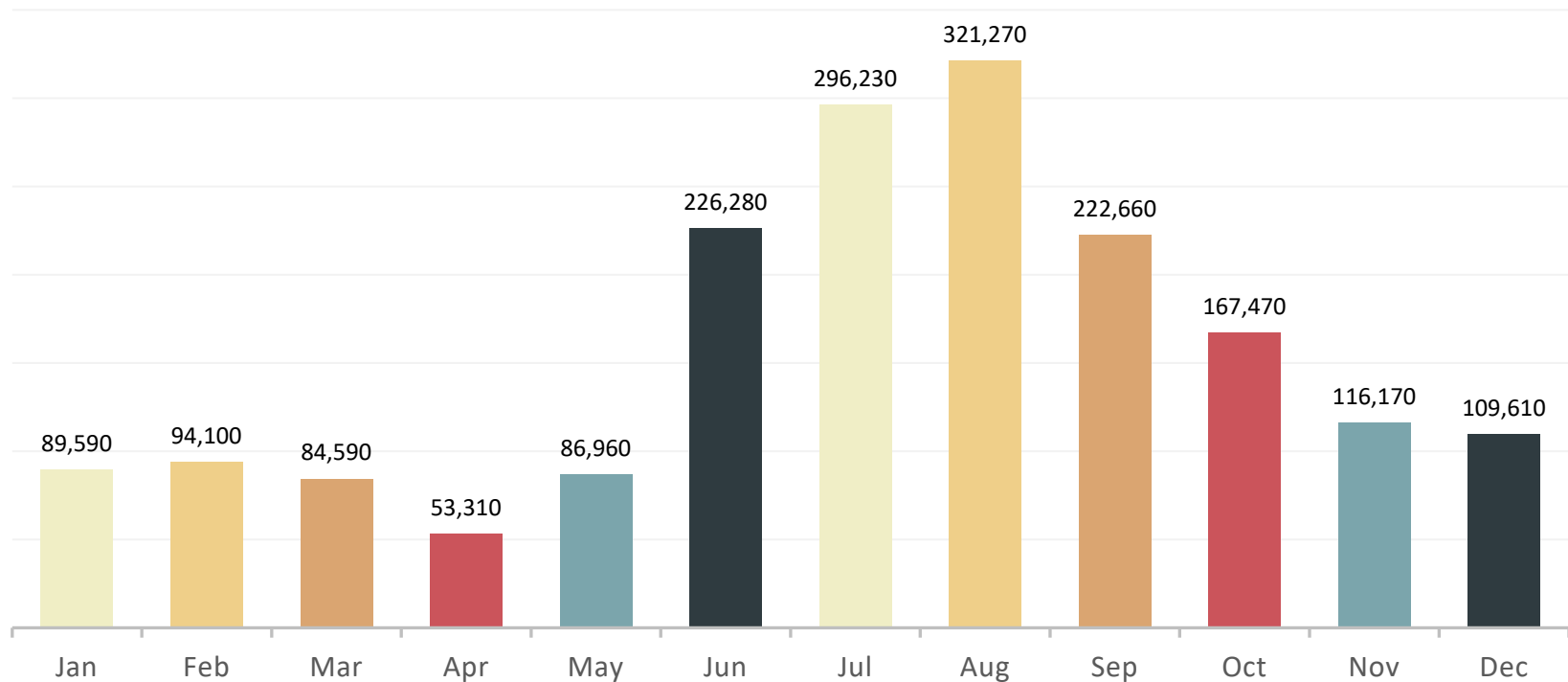


*Year over year decreases attributed to the effects of travel restrictions due to Covid-19

Visitation 2020

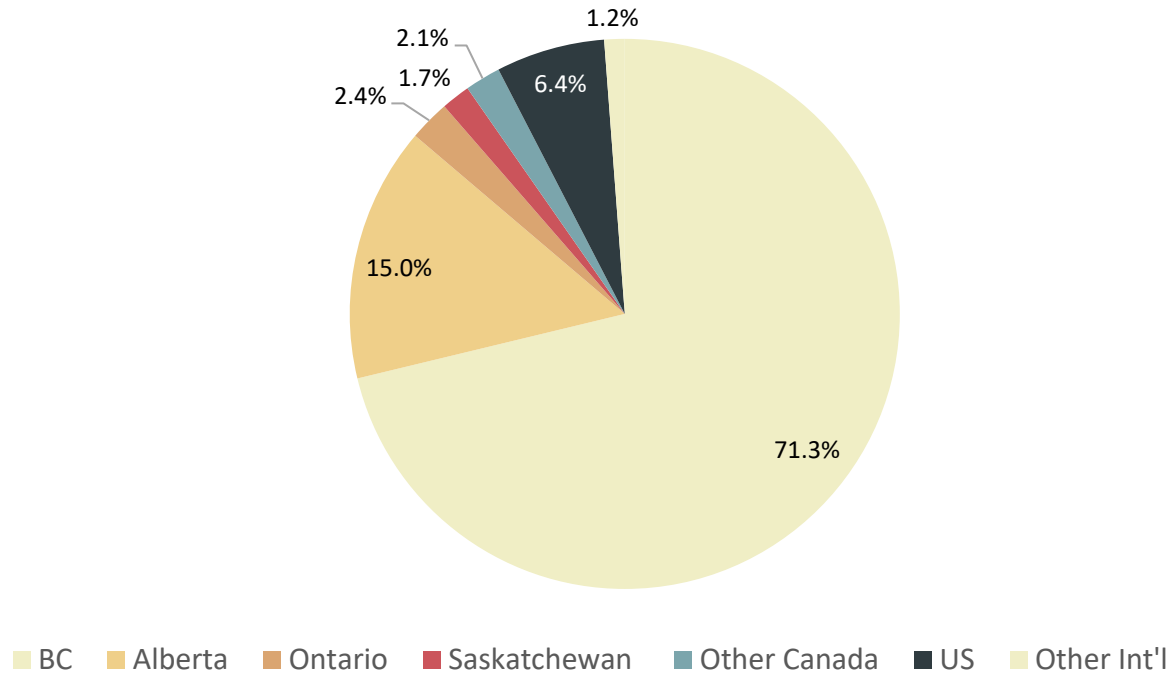


Overnight Visitor Trips to Kelowna



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 Origin 2020

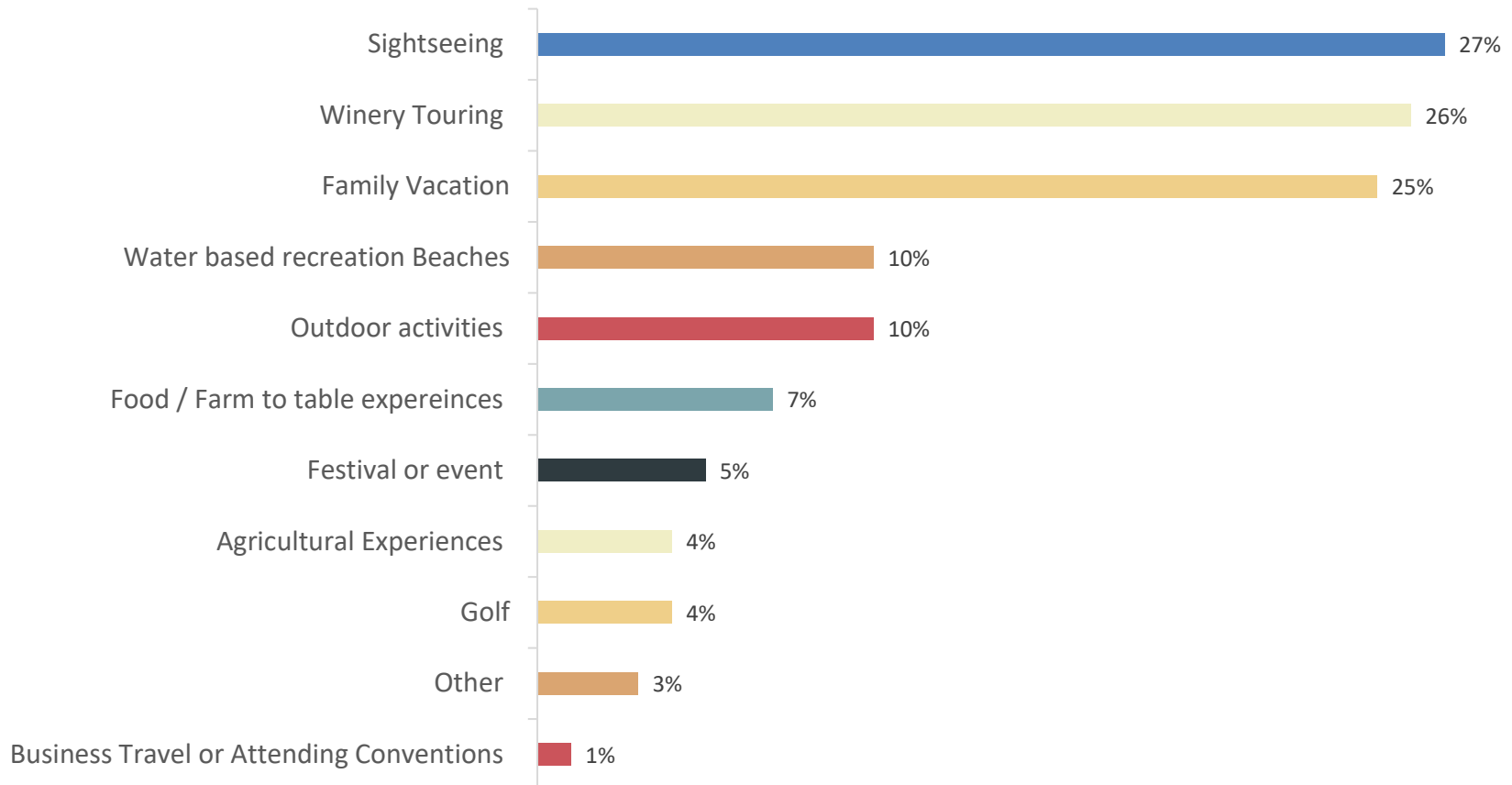


Source: Telus Insights. TELUS has implemented industry-leading Privacy by Design standards to ensure that privacy is not compromised. All the data analyzed by TELUS Insights is strongly de-identified, meaning it cannot be traced back to an individual. It is also aggregated into large data pools to reveal 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



Top Reasons for Visiting Kelowna

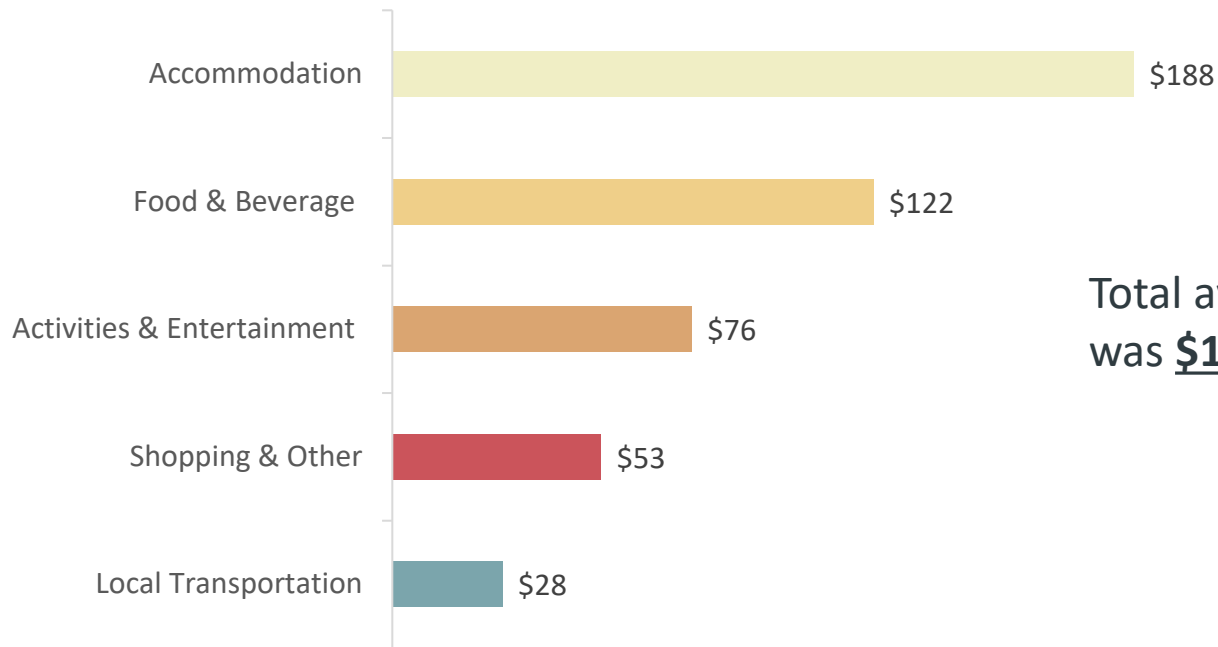


Source: InterVistas Tourism Kelowna Visitor Intercept Survey - 2018

Visitor Information



Average Spending by Category per Visitor



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

Source: InterVistas Tourism Kelowna Visitor Intercept Survey - 2018

2018/19 Economic Impact Summary

Kelowna & Central Okanagan

\$2.1B

total economic output

Total in visitor
spending

\$443M

12,970

total jobs generated

\$1 Billion

total GDP

Contribution to
Tax Revenues

\$204M

Source: InterVistas Economic Impact of Tourism in Kelowna & the Greater Kelowna Area 2018/2019

TOURISM
KELOWNA

Connectivity 2020



YLW International Airport

737,467
passengers
-64%

10th
busiest airport
in Canada

*Year over year decreases attributed to the effects of travel restrictions due to Covid-19

Source: YLW Statistics

Wine Industry in Kelowna



+44 wineries

+185 wineries
in the Okanagan

5
distinct
wine trails

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

\$2.8B

total economic impact

12,000

jobs created

+900

vineyards

+10,260

acres of planted land

\$312M

tax revenue
generated

BC Wine Industry Tourism
generated

\$246M

in revenue

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

Golf Industry in Kelowna



19

golf courses

9

championship courses

18-hole

courses: 17

9-hole

courses: 2

324

golf holes

+100,000

yards of
golf courses

Source: Tourism Kelowna

BC Golf Industry



Economic Impact

\$3.7B

toward BC's GDP

+52,000

jobs

\$8.6B

in golf related
travel

\$858M

contributed
in taxes

\$2.3B

in household
income

Source: Economic Impact of Golf in BC, Based on the Economic Impact of Golf in Canada 2019



THANK YOU

TOURISM
KeLOWNA