

2025 Resident Sentiment Survey Snapshot

TOURISM
kamloops

Survey conducted June 2025 | Respondents: 799

Tourism Kamloops' 2025 resident polling reveals a continued upward trend in community support for tourism. With nearly 800 responses, this year's data shows that Kamloops residents strongly believe in the power of tourism to shape a vibrant, connected city, and they want to be part of its future.



94%

of residents say tourism is
an important industry
▲ from 90.8%



92%

believe tourism has a
positive economic impact



87%

support TK advocating
for new experiences
and infrastructure
▲ from 76.3%



78%

support a future
convention centre



75%

support a
waterfront investment



79%

say more live music and
events would positively
impact their lives



83%

believe community
activations like beautification
and placemaking improve
quality of life



91%

believe collaboration
between TK and
the City positively
impacts tourism



83%

say tourism helps
create a vibrant,
welcoming community



87%

say tourism provides
good employment
opportunities
▲ from 77.7%