

Top Highlights

- **200.35K** Total Trips
- **\$332.44M** Total Spending YTD
- **\$148.97** Hotel ADR YTD
- **63.45%** Hotel OCC YTD

- Trips in Q1 2024 compared to 2023 decreased by **16%**, with 2024 seeing **200,350** trips, compared to 2023 which saw **234,180** trips.
- Kamloops' ADR is catching up to be on par with Revelstoke. Only a **\$11.63** difference.
- 60 and over continues to be the leading tour package market, with **60.7%** in Q3 2024.
- During 2024 Q1, domestic visitors spent an average of **2.4** nights in Kamloops, USA visitors **3.5** nights, and International visitors spent a lengthy **9.7** nights.

Arrivals

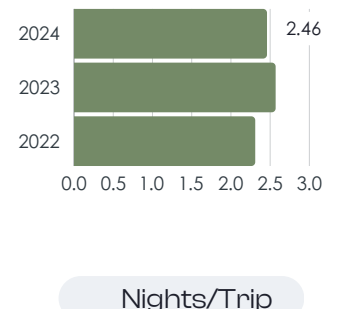
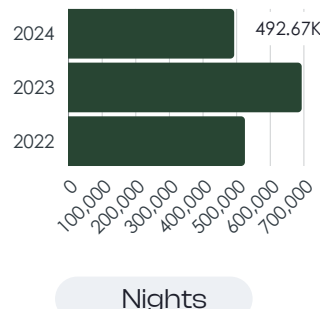
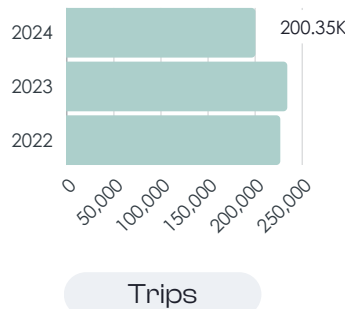
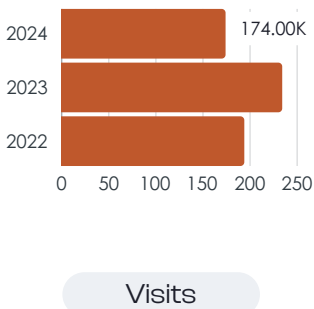
Source: Statistics Canada, EnviroNics, Kamloops Airport



2024 Jan - March Total arrivals into Kamloops by:

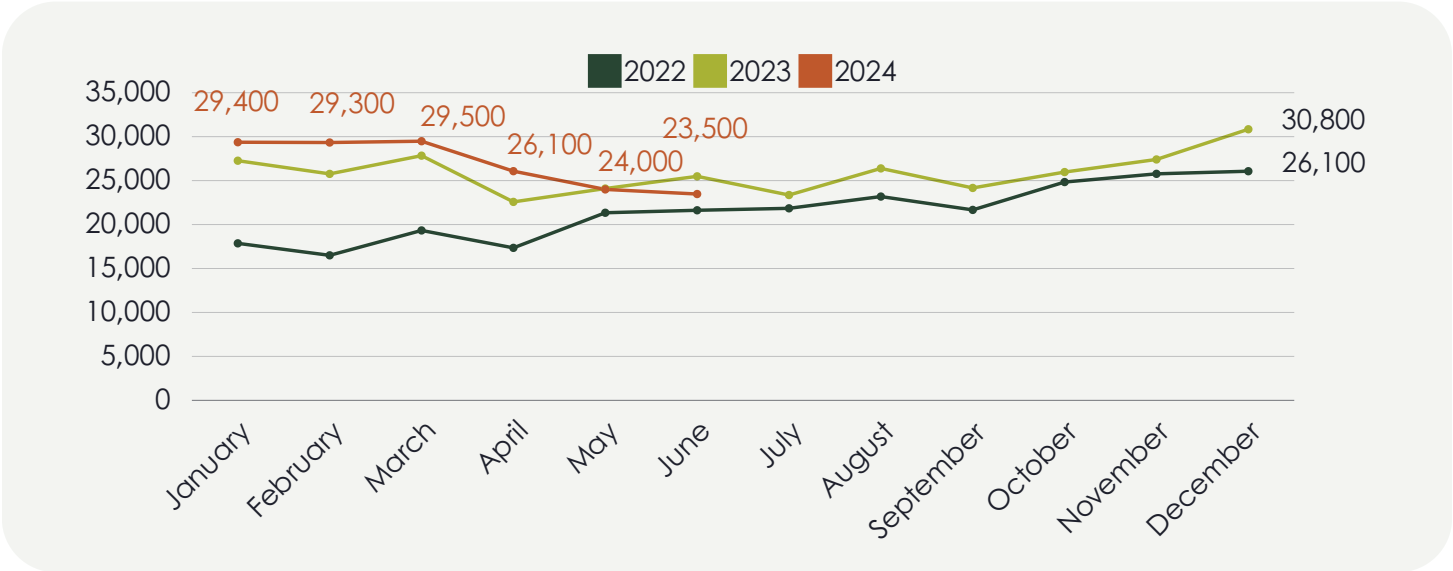


Q1 Year Over Year:



Arrivals Continued

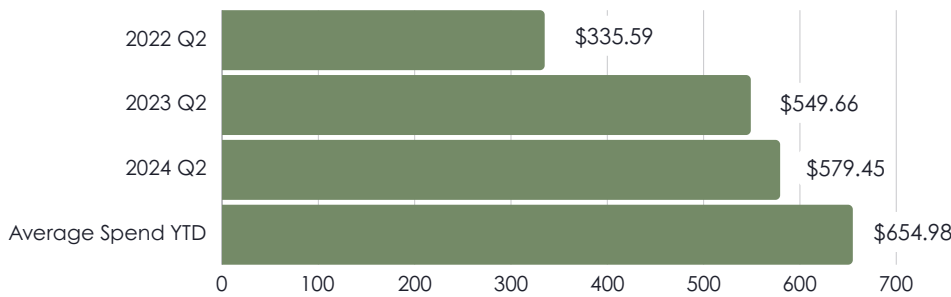
Kamloops Airport Volume:



Visitor Spending

Source: Statistics Canada

Average Spend Per Trip:

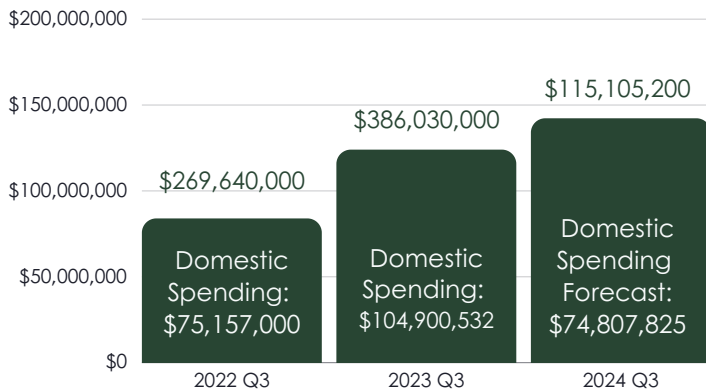


Total Spending YTD
\$332.44M

Total Domestic Spend
\$230.27M

Average Spend YTD
\$654.98

Total Spending:



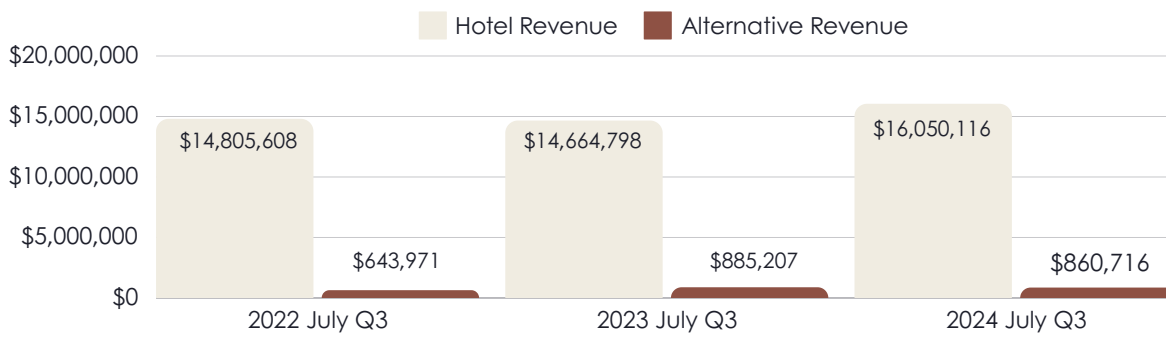
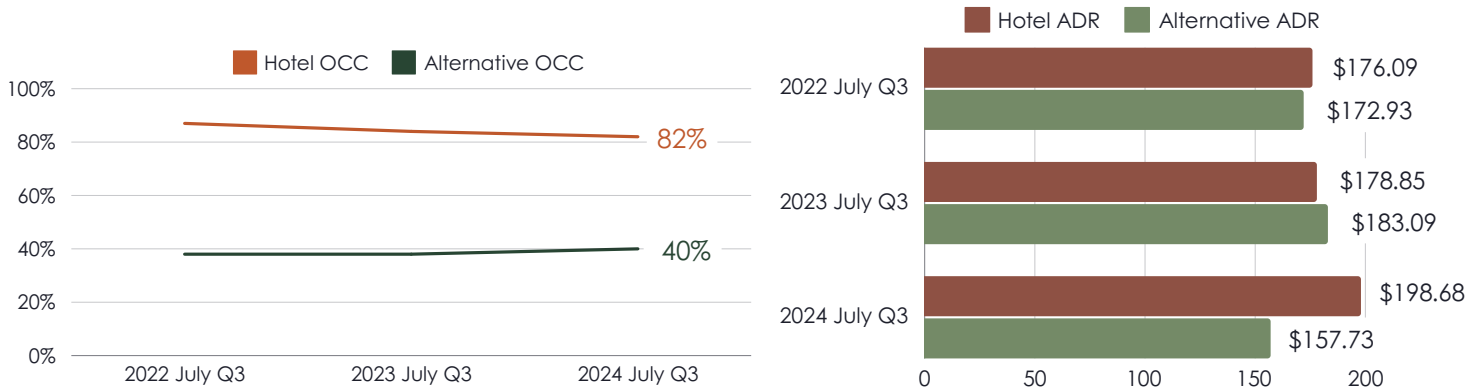
International Visitor Spending:



Accommodation

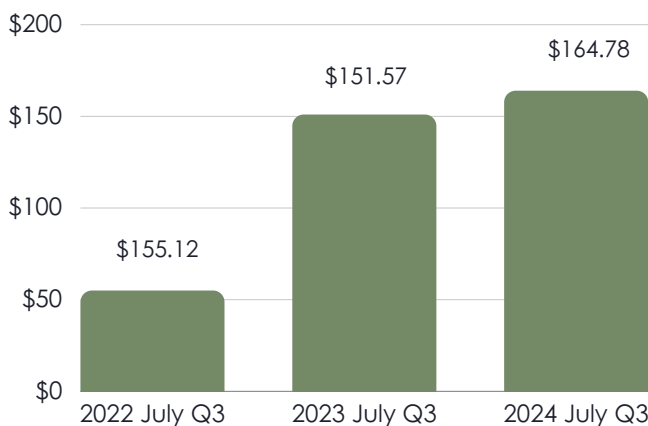
Source: STR, AirDNA

Hotel vs Alternative:

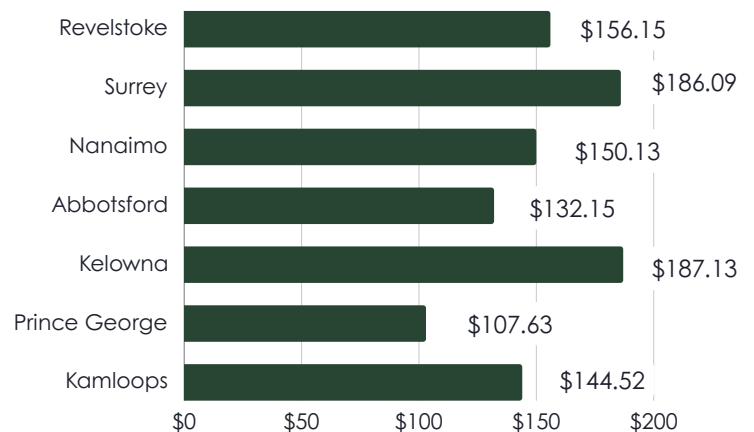


Hotel Revenue YTD was **\$63.30M**, Hotel RevPAR YTD **\$102.39**
 Hotel ADR YTD was **\$147.97**, Hotel Occupancy was **63.45%**

Hotel RevPAR:



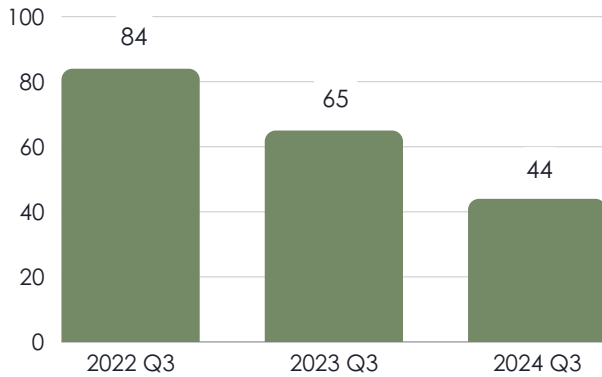
ADR Compset:



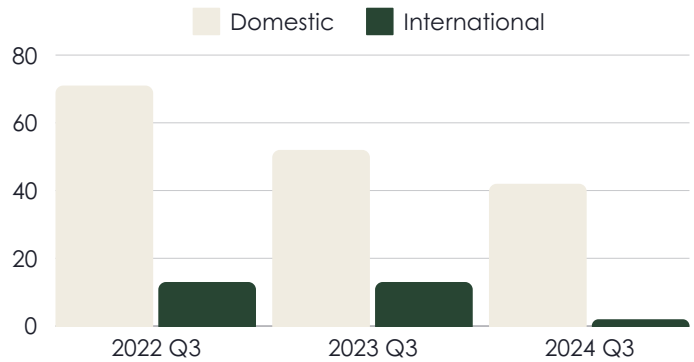
Travel Trade

Source: TourRadar

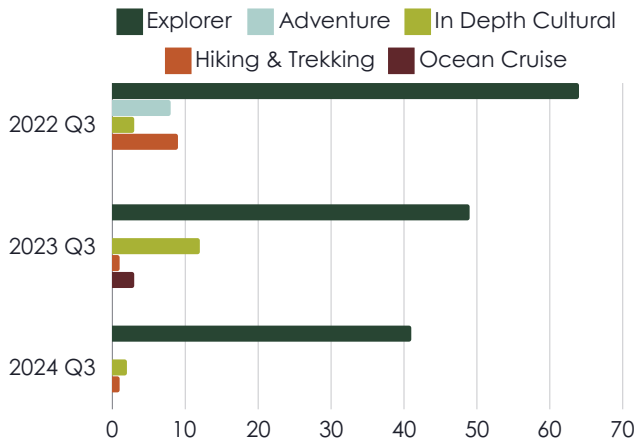
Total Tour Package Arrivals:



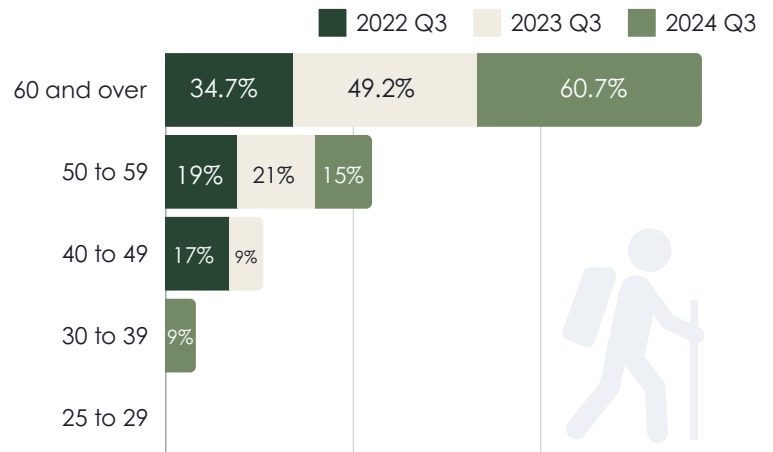
Domestic vs International Tour Package Arrivals:



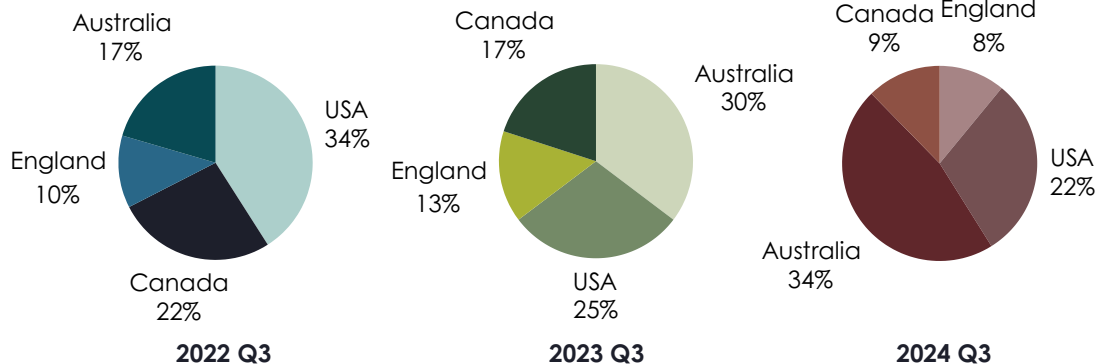
Total Tour Package Arrivals by Tour Type:



Tour Package Arrivals by Age:



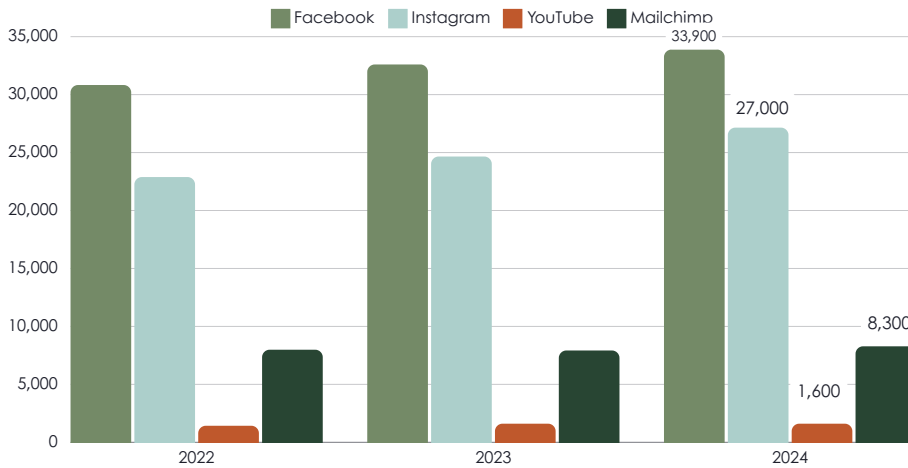
Tour Package Arrivals by Country of Origin:



Marketing

Source: Social Media Analytics Report

Subscribers Q3 July:



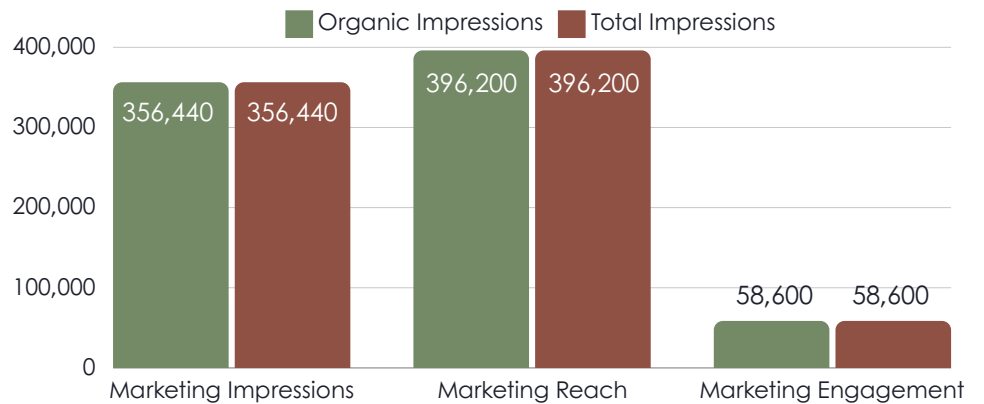
Video views in 2024 May Q2 were **805,800**

Website sessions & external links in 2024 May Q2 included **147,700** sessions & **17,700** through external links

2024 June Q2 the MailChimp Open Rate was **24.4%** and Click Through Rate was **3.1%**

2024 Q3 July Impressions, Marketing

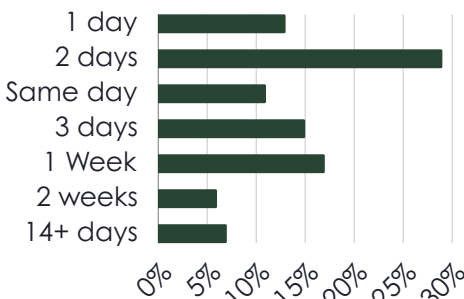
Reach and Engagement:



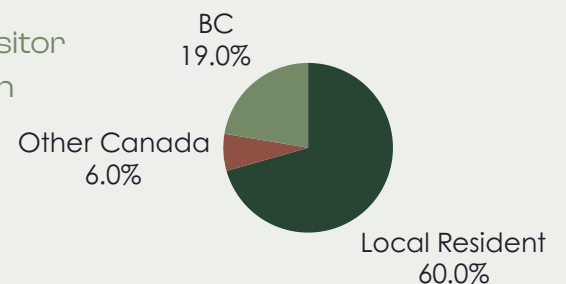
Visitor Services

Source: Tourism Kamloops Bold Street Team

Nights in Community in 2024:

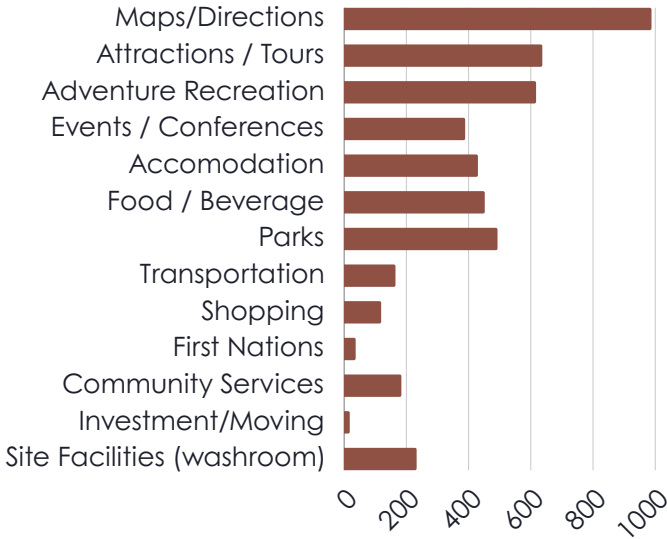


Top 3 Visitor Origins in 2024:

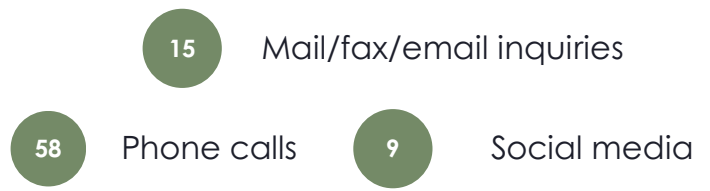
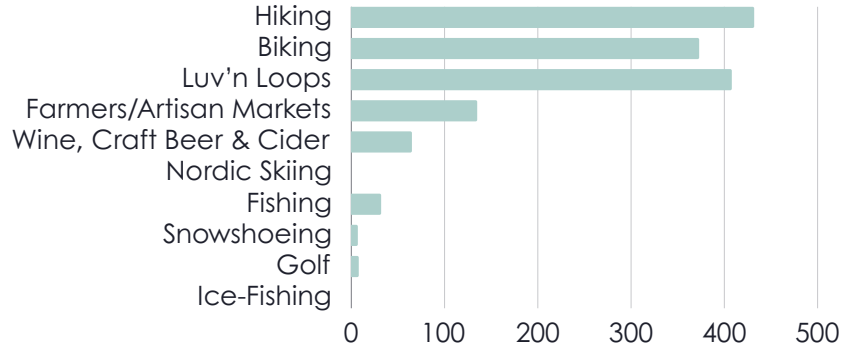


Visitor Services Continued

Information Requested in
2024 Q3 July:



Community specific Information Requested
in 2024 Q3 July:



Tourism Business

Source: Go2HR

2024 July Highlights:

- Total Tourism Employment was **47K**
- Average Hours worked per week by Tourism Employees was **59.84**
- Tourism Unemployment Rate was **6.30%**

Employment by Sector in Q3 July:

