

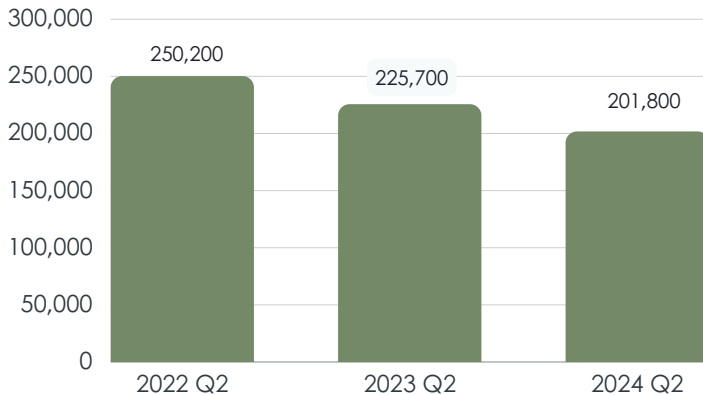
## Top Highlights

- **332K** Total Arrivals YTD
- **\$217.33M** Total Spending YTD
- **\$140.51** Hotel ADR YTD
- **60.24%** Hotel OCC YTD
- Hotel RevPAR in 2024 **increased** by **5% (\$6.99)** compared to 2023
- Instagram Followers in 2024 **increased** by **10.8% (2653)** followers) compared to 2023
- After **Maps & Directions**, visitors were most interested in **Parks**
- Tourism and Hospitality employment in Thompson Okanagan in June 2024 was **above** pre-COVID levels, and compared to 2023, it **increased** by **6,500** employees.

## Arrivals

Source: Statistics Canada, Environics, Kamloops Airport

Total arrivals into Kamloops by:



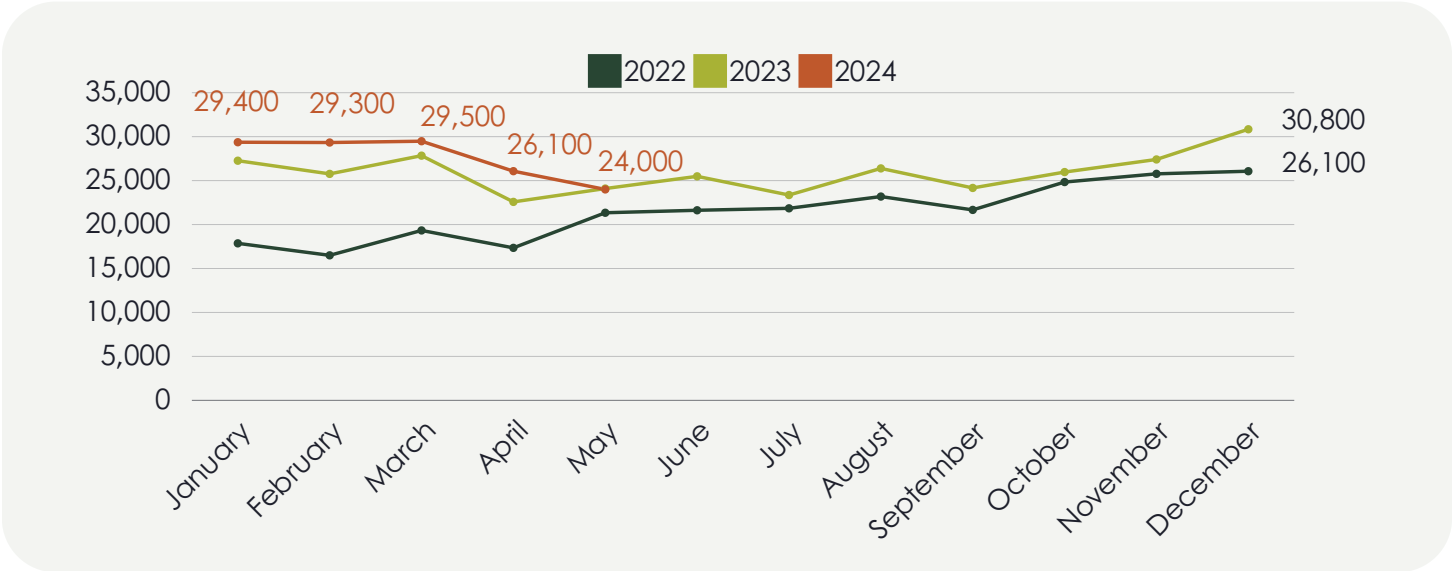
In 2024 Q2 the International Arrivals Forecast was **13,800** & Domestic Arrivals Forecast was **188,100**



- Totals Arrivals YTD: **332K**
- 2024 Q2 International Nights **9.79**
- Top 3 International Arrival by Country in 2023; Australia (**14.04%**), United Kingdom (**13.83%**), Germany (**8.17%**)

## Arrivals Continued

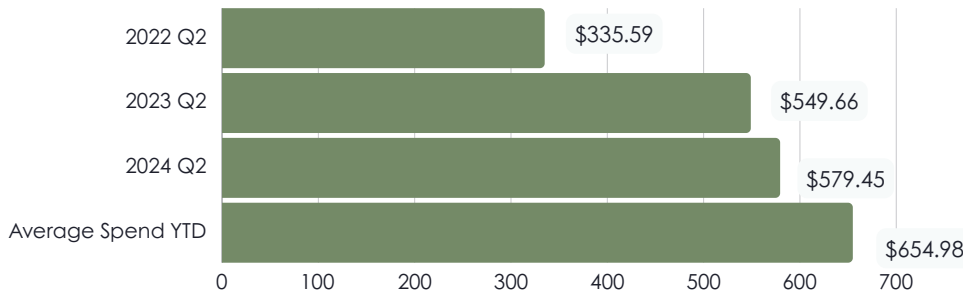
Kamloops Airport Volume:



## Visitor Spending

Source: Statistics Canada

Average Spend Per Visitor:

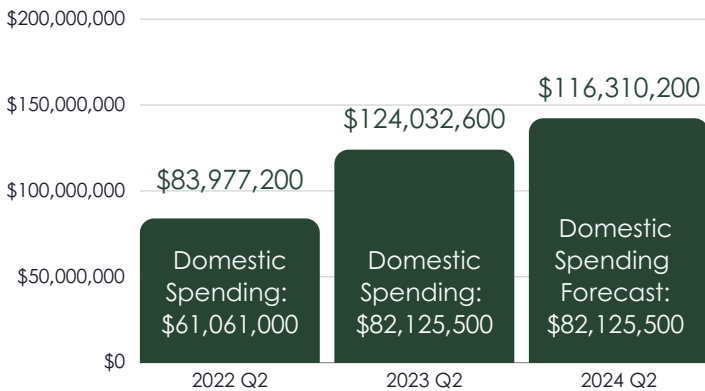


Total Spending YTD  
**\$217.3M**

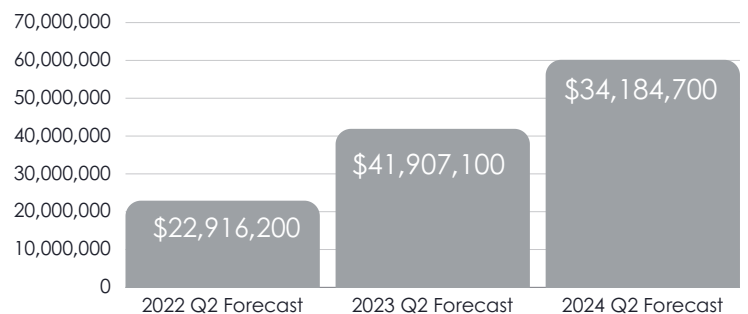
Domestic Spending 2024 Q2 Forecast  
**\$82,125,500**

Average Spend YTD **\$654.98**

Total Spending:



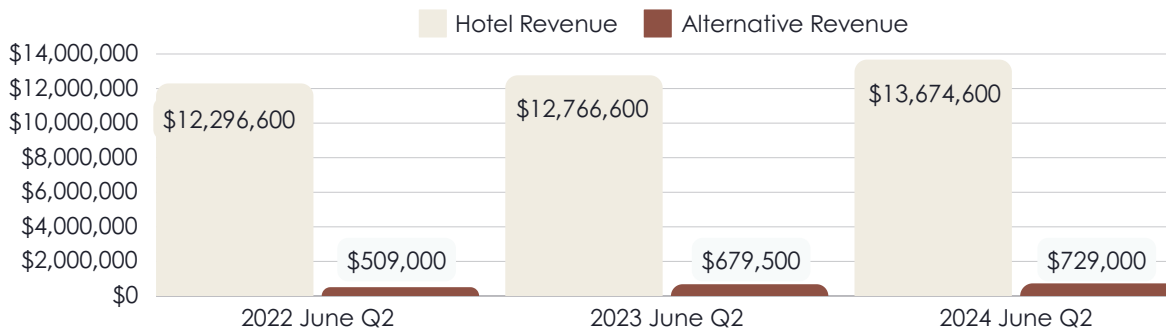
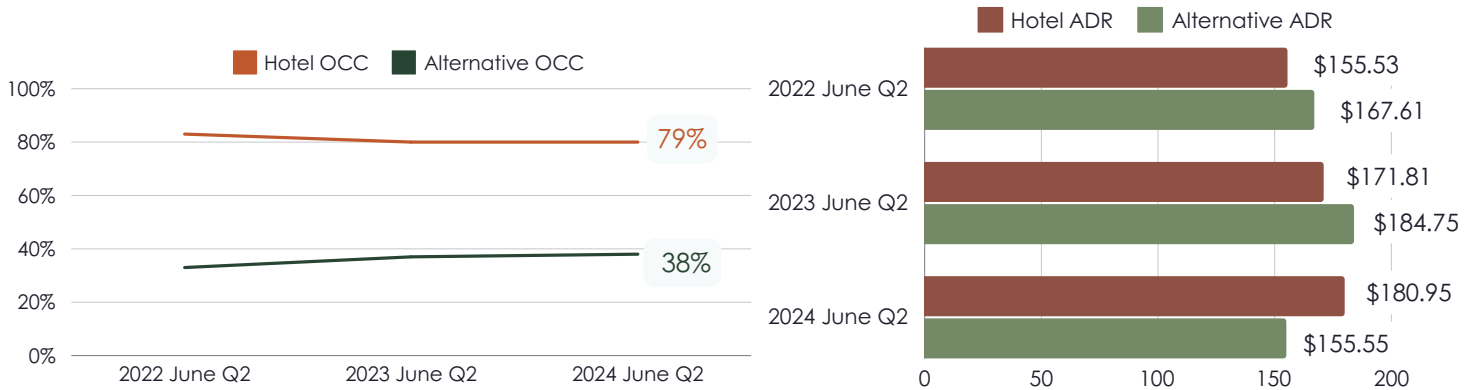
International Visitor Spending:



## Accommodation

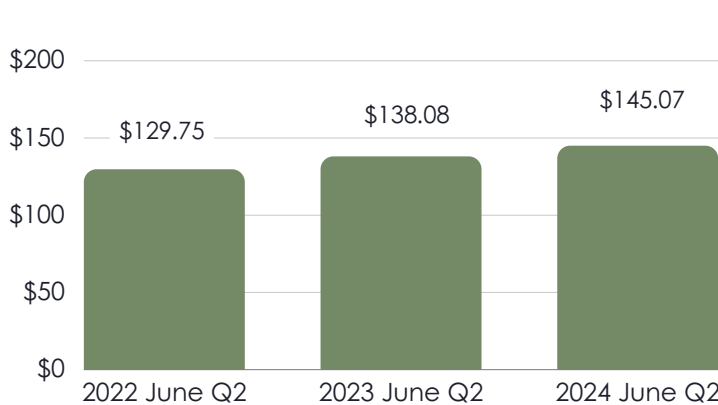
Source: STR, AirDNA

### Hotel vs Alternative:

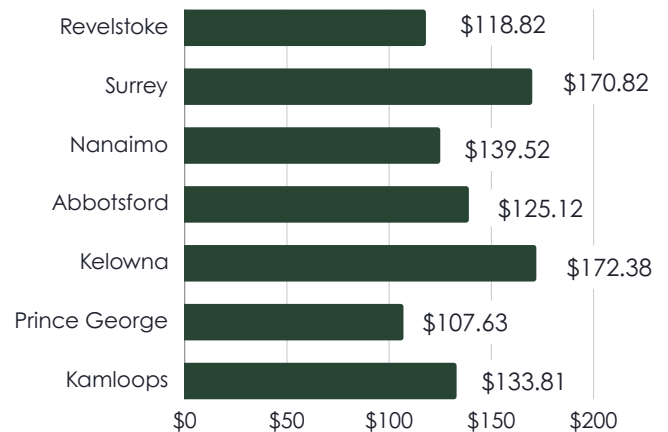


Hotel Revenue YTD was **\$52.25M**, Hotel RevPAR YTD **\$91.77**  
 Hotel ADR YTD was **\$140.51**, Hotel Occupancy was **60.24%**

### Hotel RevPAR:



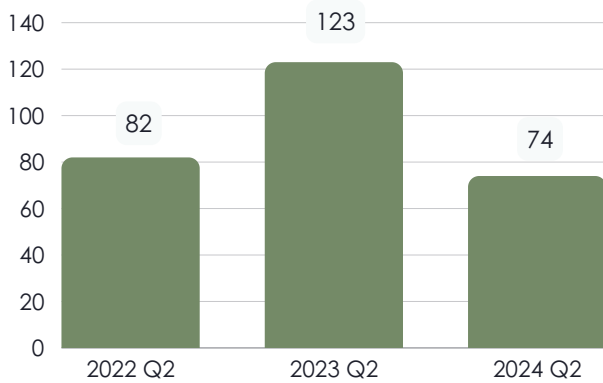
### ADR Compset:



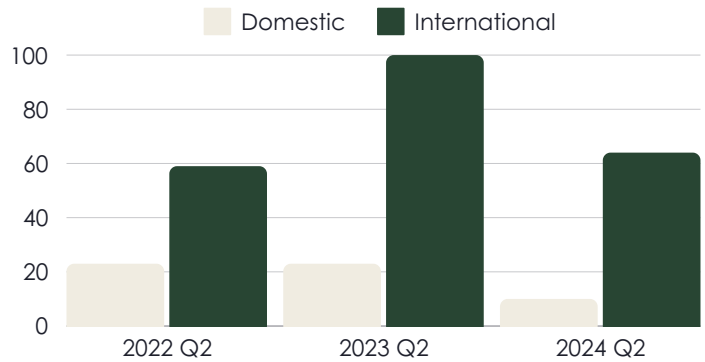
# Travel Trade

Source: TourRadar

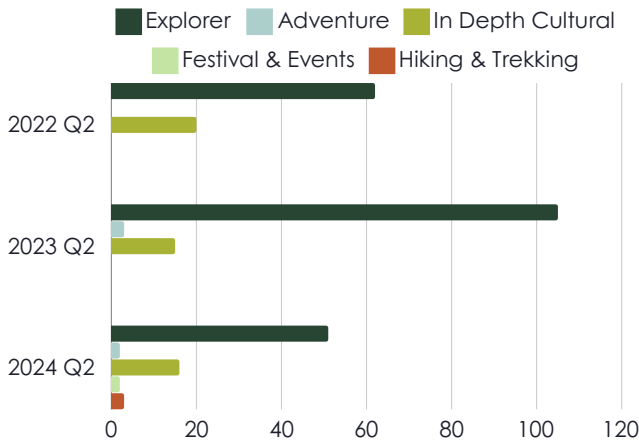
Total Tour Package Arrivals:



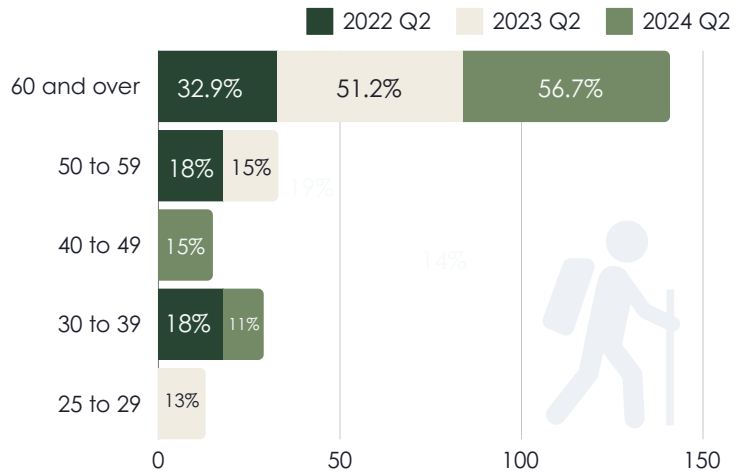
Domestic vs International Tour Package Arrivals:



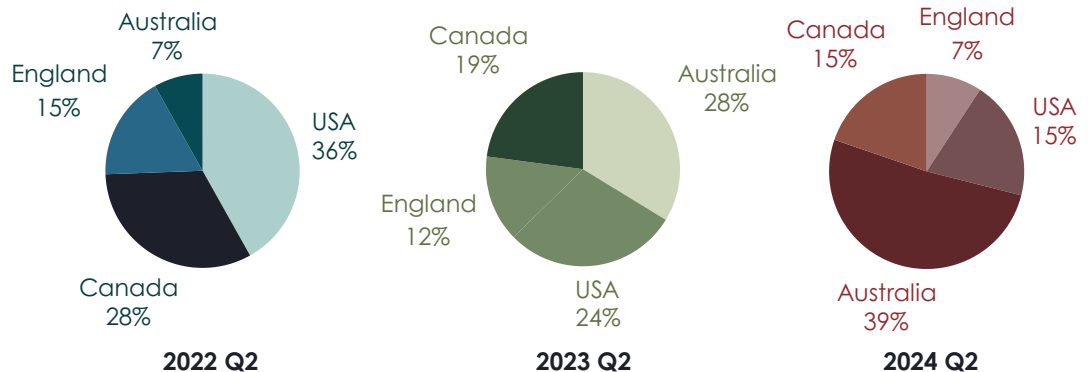
Total Tour Package Arrivals by Tour Type:



Tour Package Arrivals by Age:



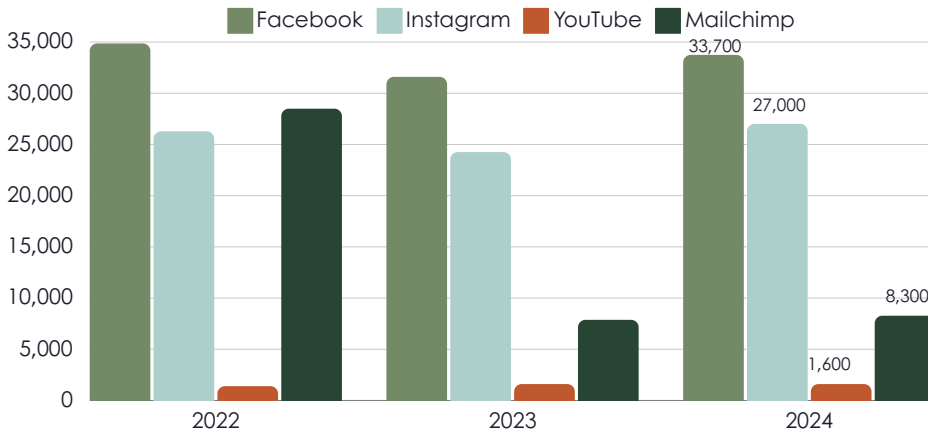
Tour Package Arrivals by Country of Origin:



## Marketing

Source: Social Media Analytics Report

### Subscribers Q2 June:

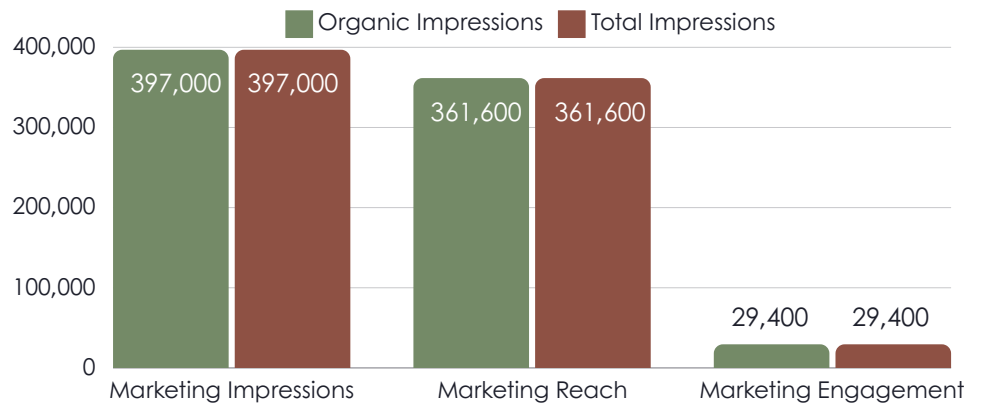


Video views in 2024 May Q2 were **805,800**

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 **24.7%** and Click Through Rate was **2.7%**

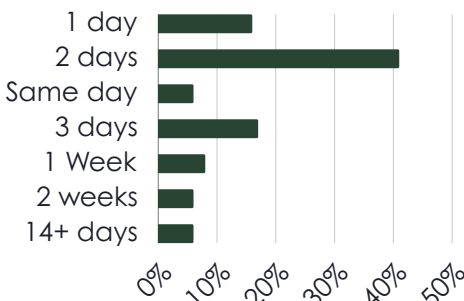
### 2024 Q2 June Impressions, Marketing Reach and Engagement:



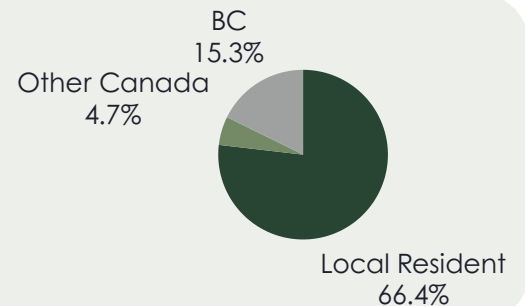
## Visitor Services

Source: Tourism Kamloops Bold Street Team

### Nights in Community in 2024:

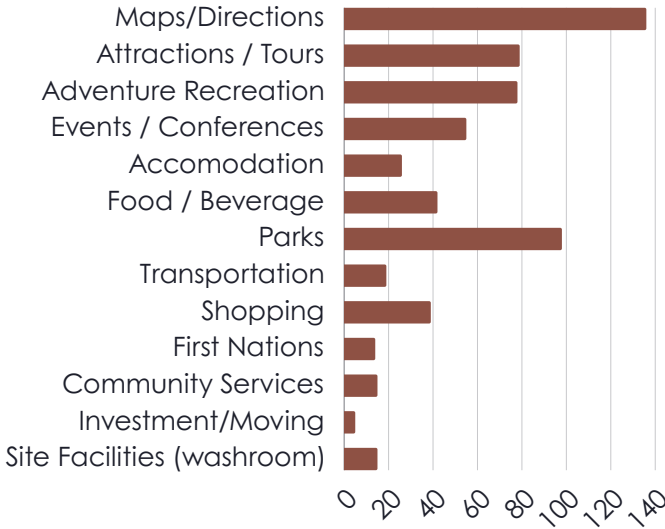


### Top 3 Visitor Origins in 2024:

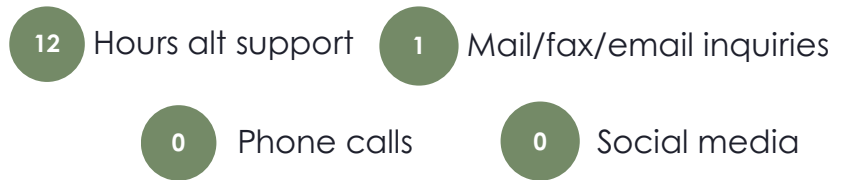
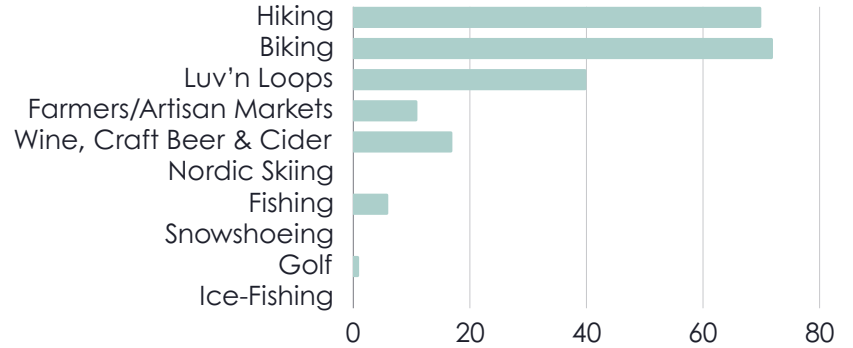


## Visitor Services Continued

Information Requested in  
2024 Q2 June:



Community specific Information Requested  
in 2024 Q2 June:



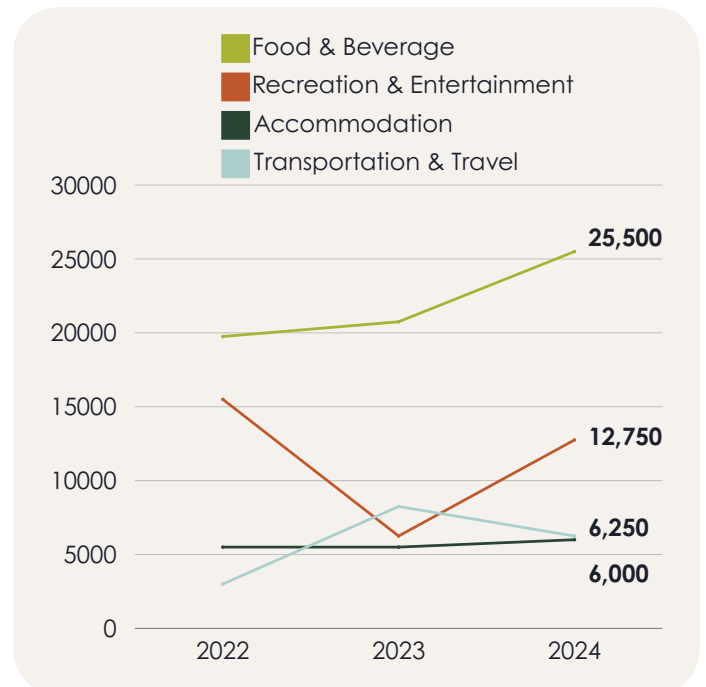
## Employment

Source: Go2HR

2024 Q2 June Highlights:

- Total Tourism Employment was **50,500**
- Average Hours worked per week by Tourism Employees was **52.00**
- Tourism Unemployment Rate was **6.40%**
- Employment in BC's Tourism and Hospitality sector **increased** by **2.2%** from **334,000** in May 2024 to **341,250** in June 2024. However, tourism and Hospitality employment in BC is **lower** than pre-COVID levels, with **2,500 fewer** jobs compared to June 2019 (**341,250** in June 2024 vs. **343,750** in June 2019).
- From May 2024 to June 2024, employment **increased** in the Food and Beverage, recreation, and Entertainment sectors but **decreased** in the Accommodation, transportation, and Travel sectors.
- In June 2024, tourism and Hospitality employment in the Cariboo, Lower Mainland, and Northern BC regions remained **below pre-COVID levels**, while employment in the Thompson Okanagan, Kootenay, and Vancouver Island regions was **above pre-COVID levels**.

Employment by Sector in Q2 May:

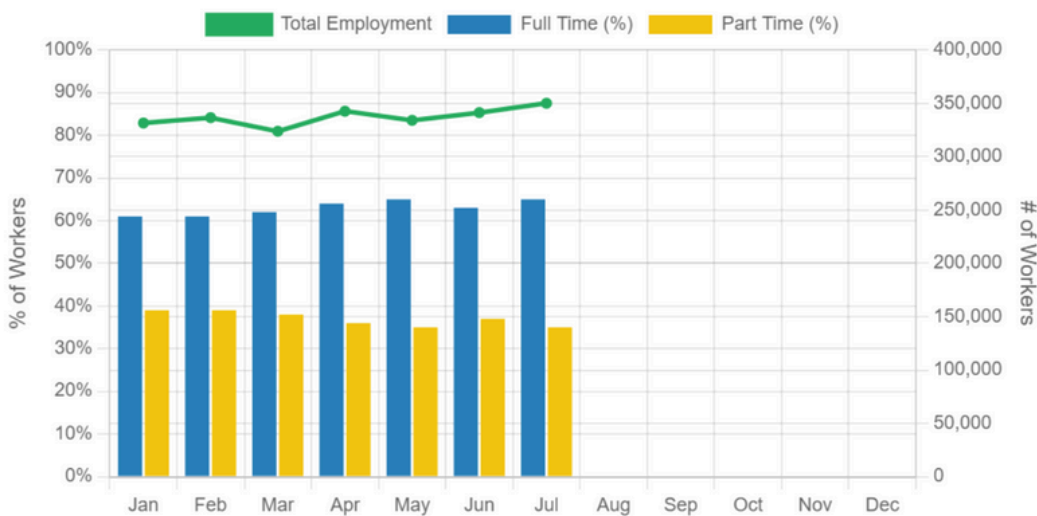


## Employment Continued

### Go2HR BC Tourism and Hospitality Labour Market Information - Employment Tracker

- Leading occupations (those that reported a greater employment weight) in the Tourism and Hospitality industry in BC include Creative and performing artists; Photographers, graphic arts technicians and technical and coordinating occupations in motion pictures, broadcasting and the performing arts; Athletes, coaches, referees and related occupations; Service Supervisors; Chefs and cooks; Occupations in food and beverage service; Occupations in travel and accommodation; Cashiers; Food counter attendants, kitchen helpers and related support occupations; Cleaners; Machinery and transportation equipment mechanics; and Motor vehicle and transit drivers.

### 2024 Employment in Tourism and Hospitality By Job Status:



In June 2024, Accommodation led BC tourism sectors with approximately **82% full-time workers**, as compared to a low of **52% full-time workers** in the Food and Beverage sector.

- Of those employed in BC's Tourism and Hospitality industry, **53%** are **male** and **47%** are **female**. The Transportation and Travel Services sector, however, has a higher concentration of males. About **71%** of workers are between 15 to 44 years of age. Most workers in BC's Tourism and Hospitality industry have at least a High School Diploma, **30%** have a degree or diploma below a bachelor's, and **24%** have a bachelor's degree or higher.



### Year Over Year Employment in Thompson Okanagan:

