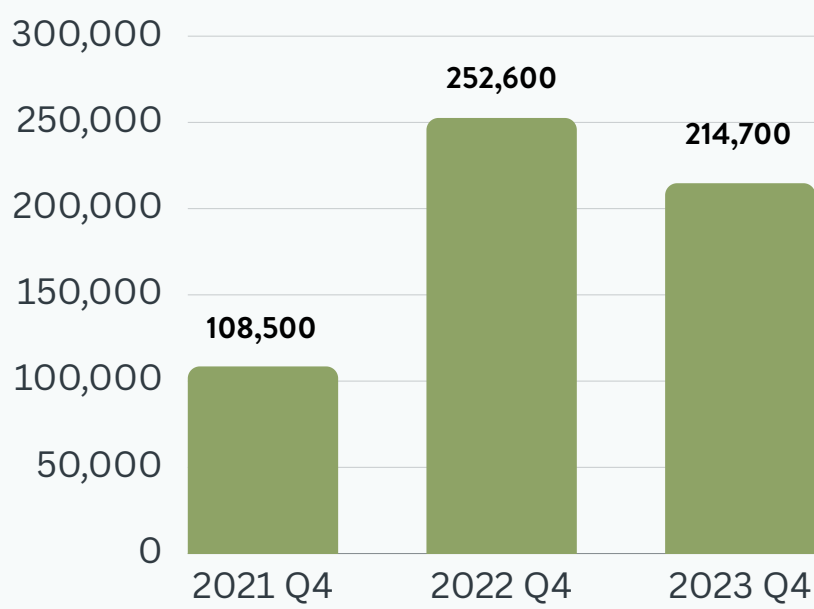


Arrivals

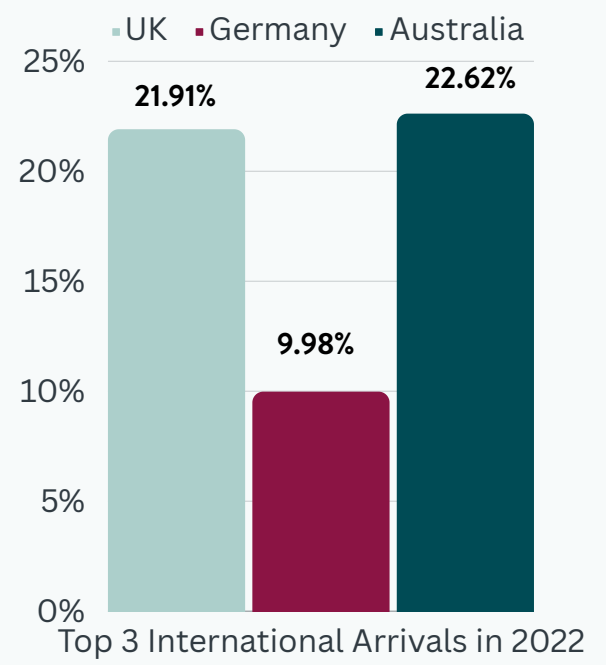
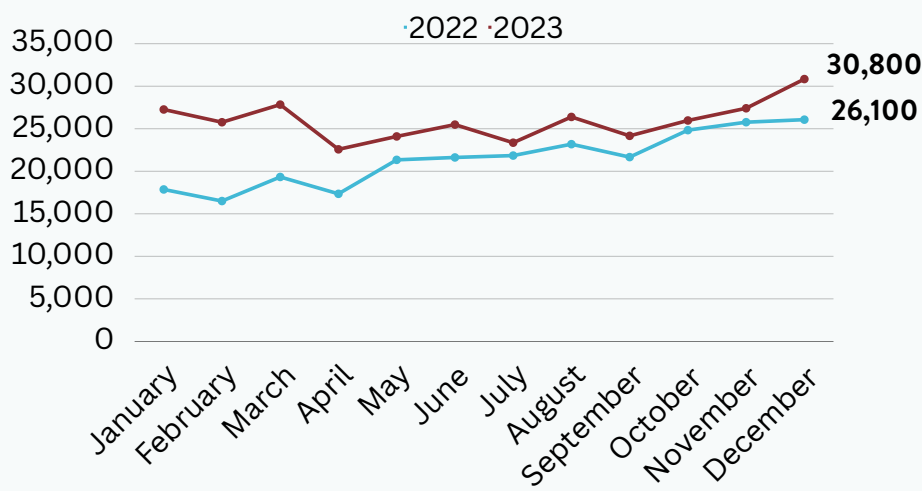
Total arrivals into Kamloops by:



- Totals Arrivals YTD: **854K**
- 2023 Domestic Nights YTD **1.38**
& International Nights YTD **10.99**

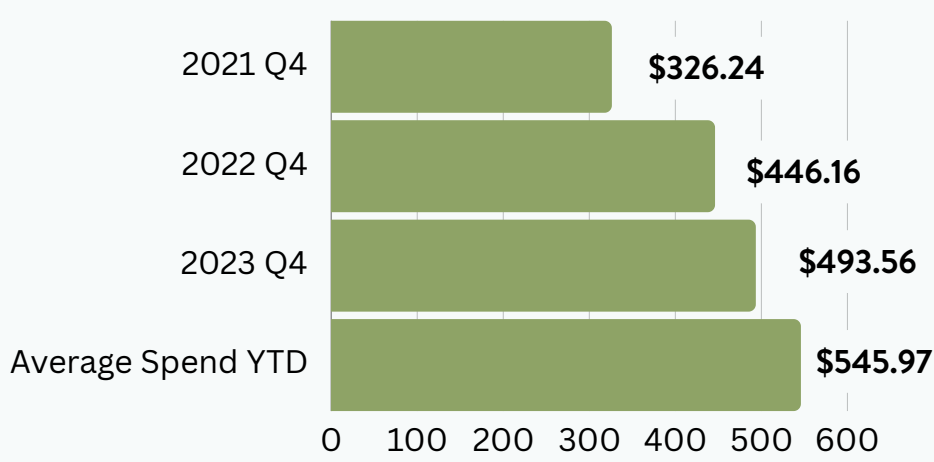
In 2023 Q4 the International Arrivals Forecast is **5,400** & Domestic Arrivals Forecast is **209,300**

Kamloops Airport Volume:



Visitor Spending

Average Spend Per Visitor:

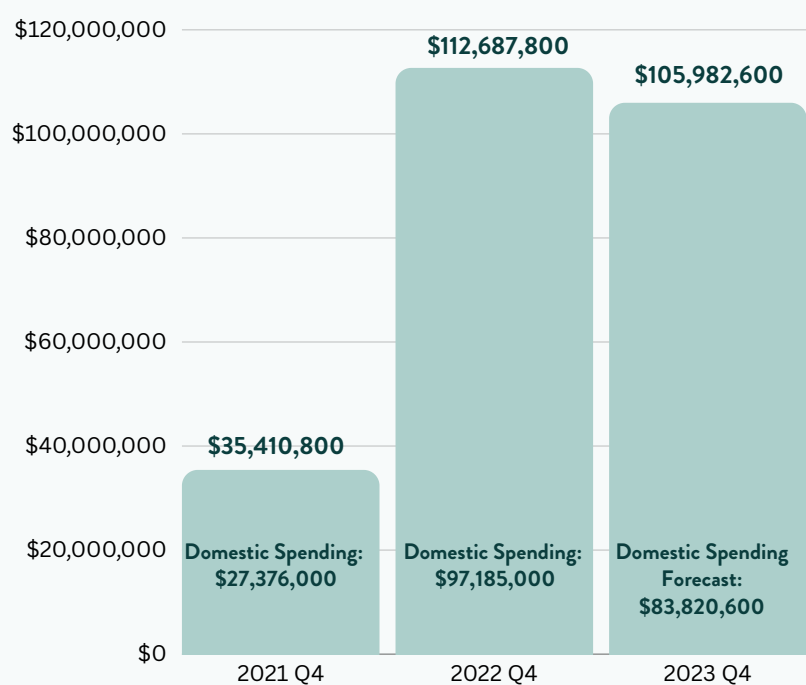


Total Spending YTD \$466.23M

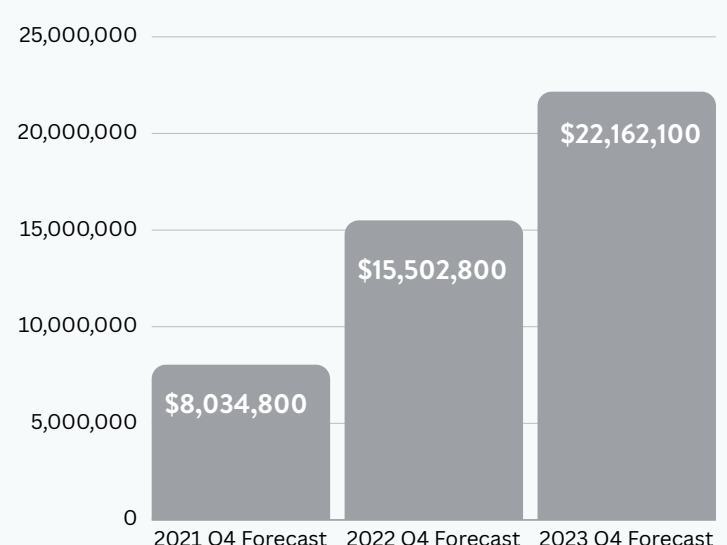
Domestic Spending 2023 Q4 Forecast \$83,820,600

Average Spend YTD \$545.97

Total Spending:

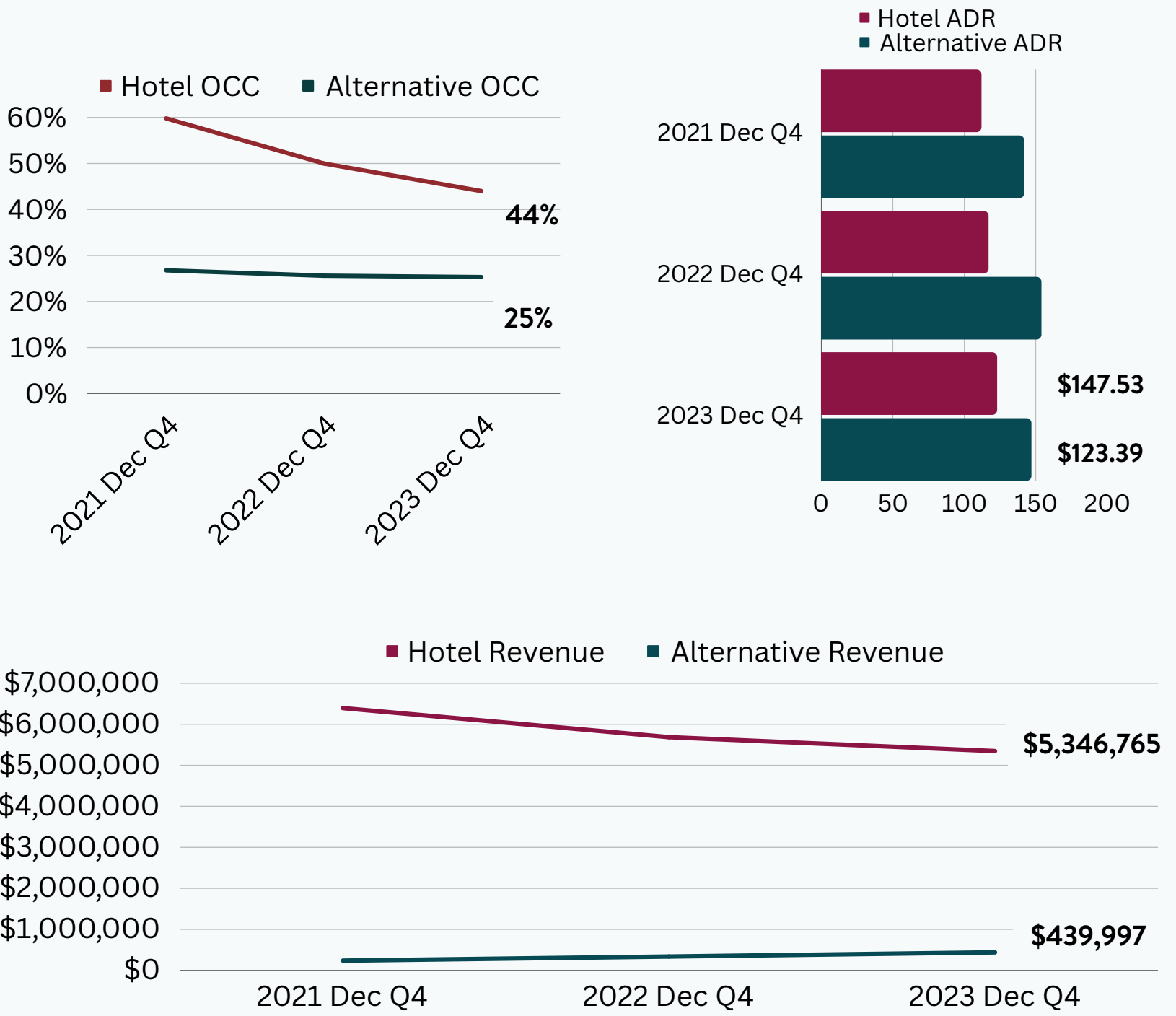


International Visitor Spending:



Accommodation

Hotel vs Alternative:



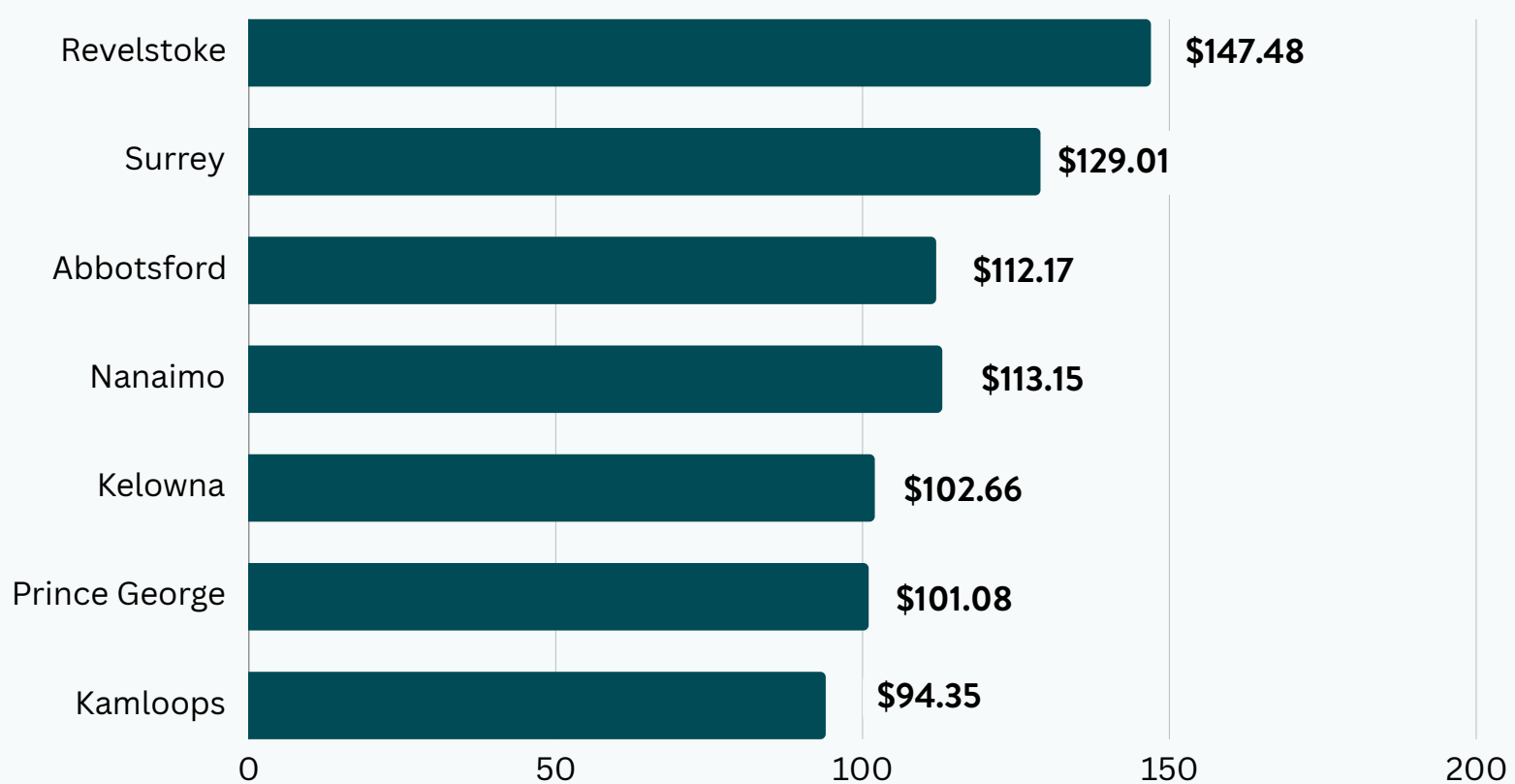
Hotel Revenue YTD was **\$119.02M**, Hotel RevPAR YTD **\$105.29**

Hotel ADR YTD was **\$147.41**, Hotel Occupancy was **68.92%**

Hotel RevPAR:

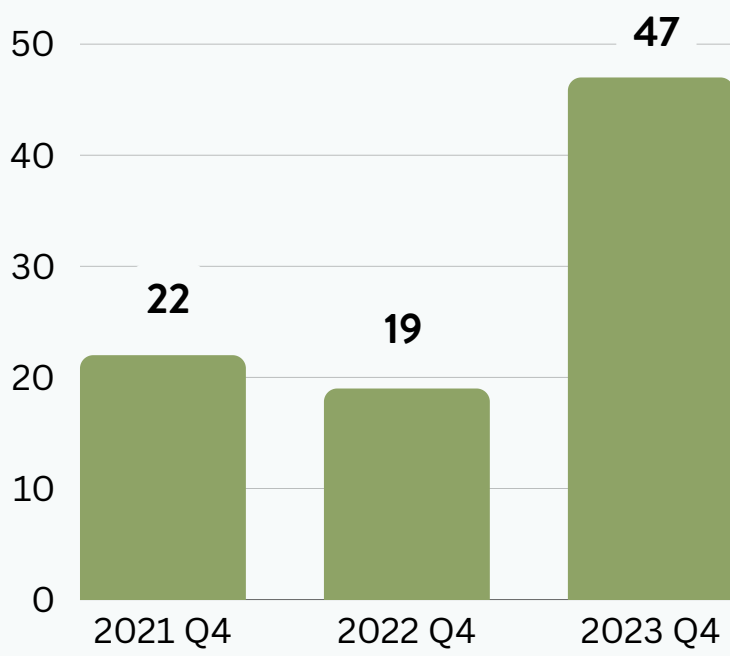


December 2023 Q4 ADR Compset:

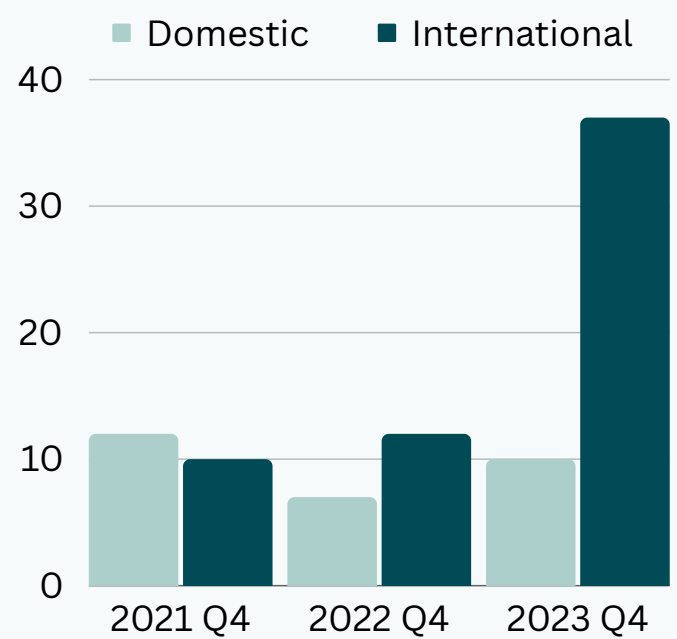


Travel Trade Report

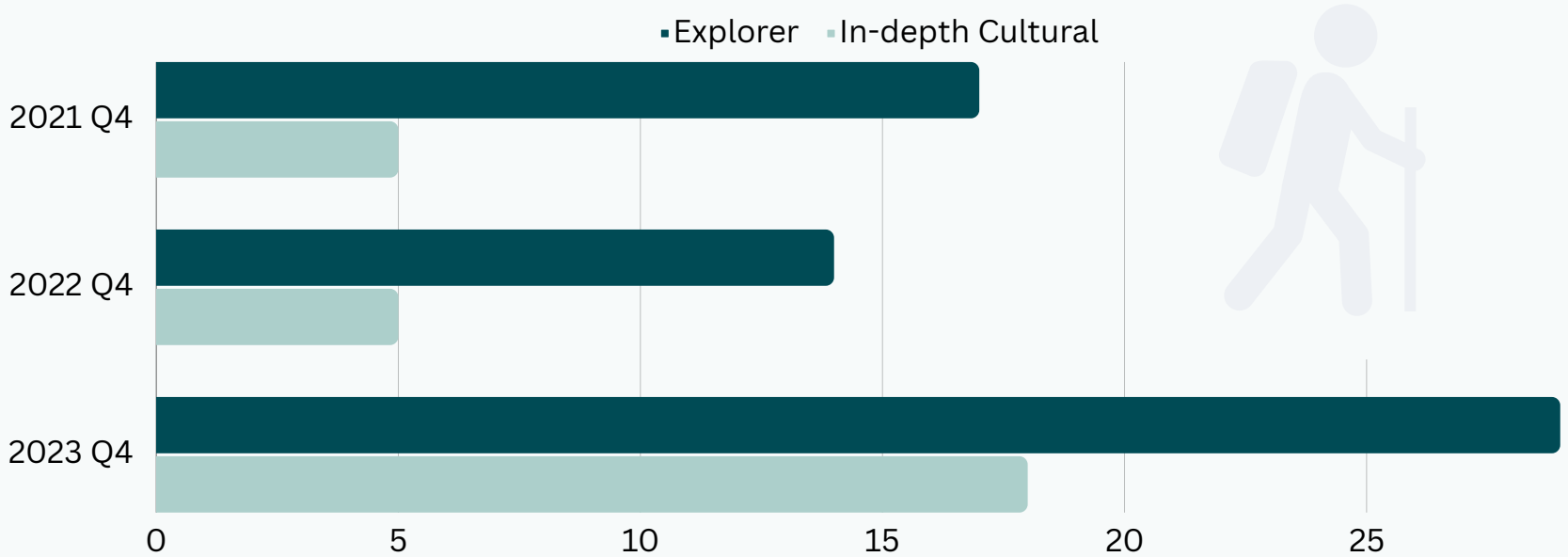
Total Tour Package Arrivals:



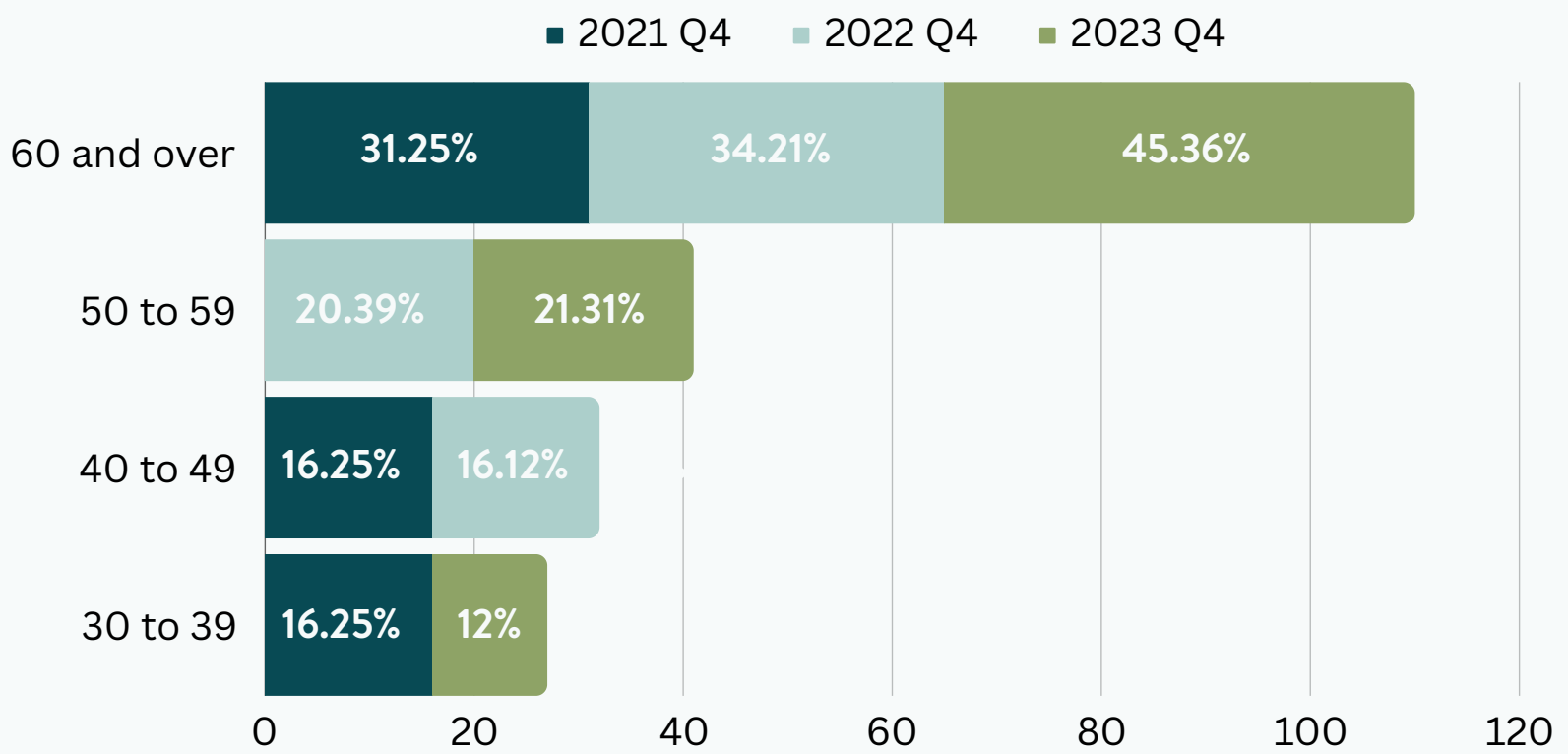
Domestic vs International Tour Package Arrivals:



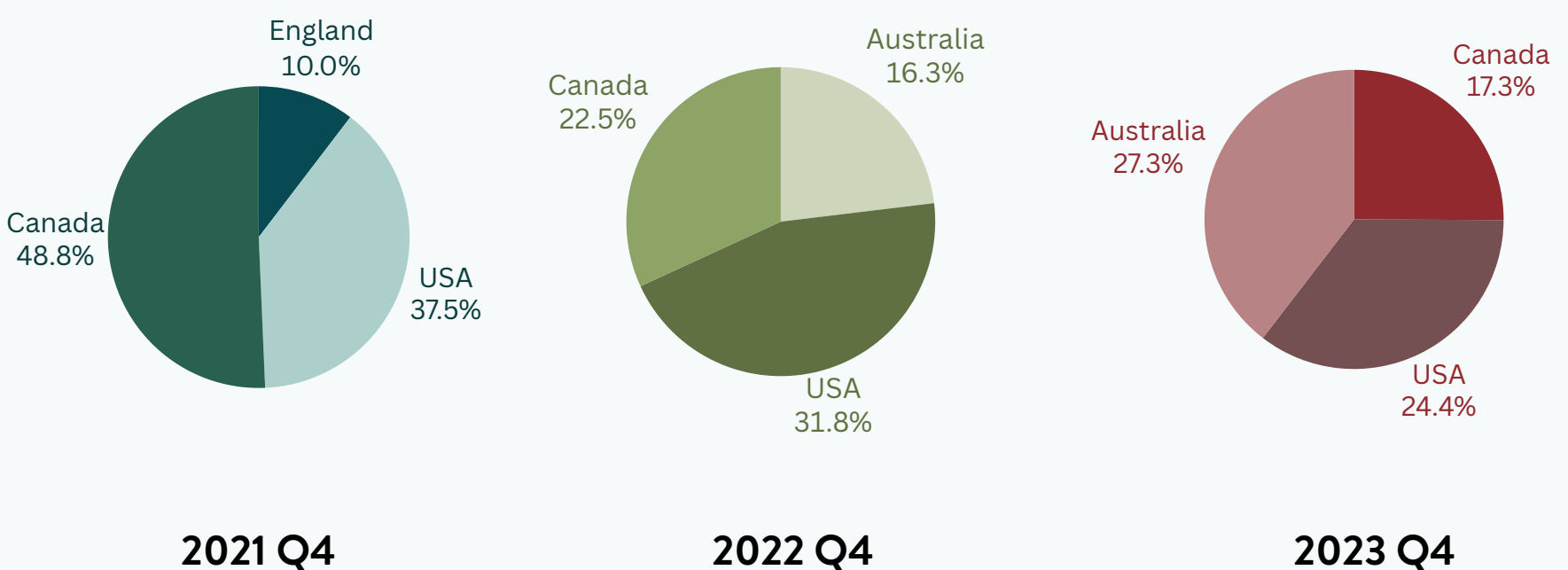
Total Tour Package Arrivals by Tour Type:



Tour Package Arrivals by Age:

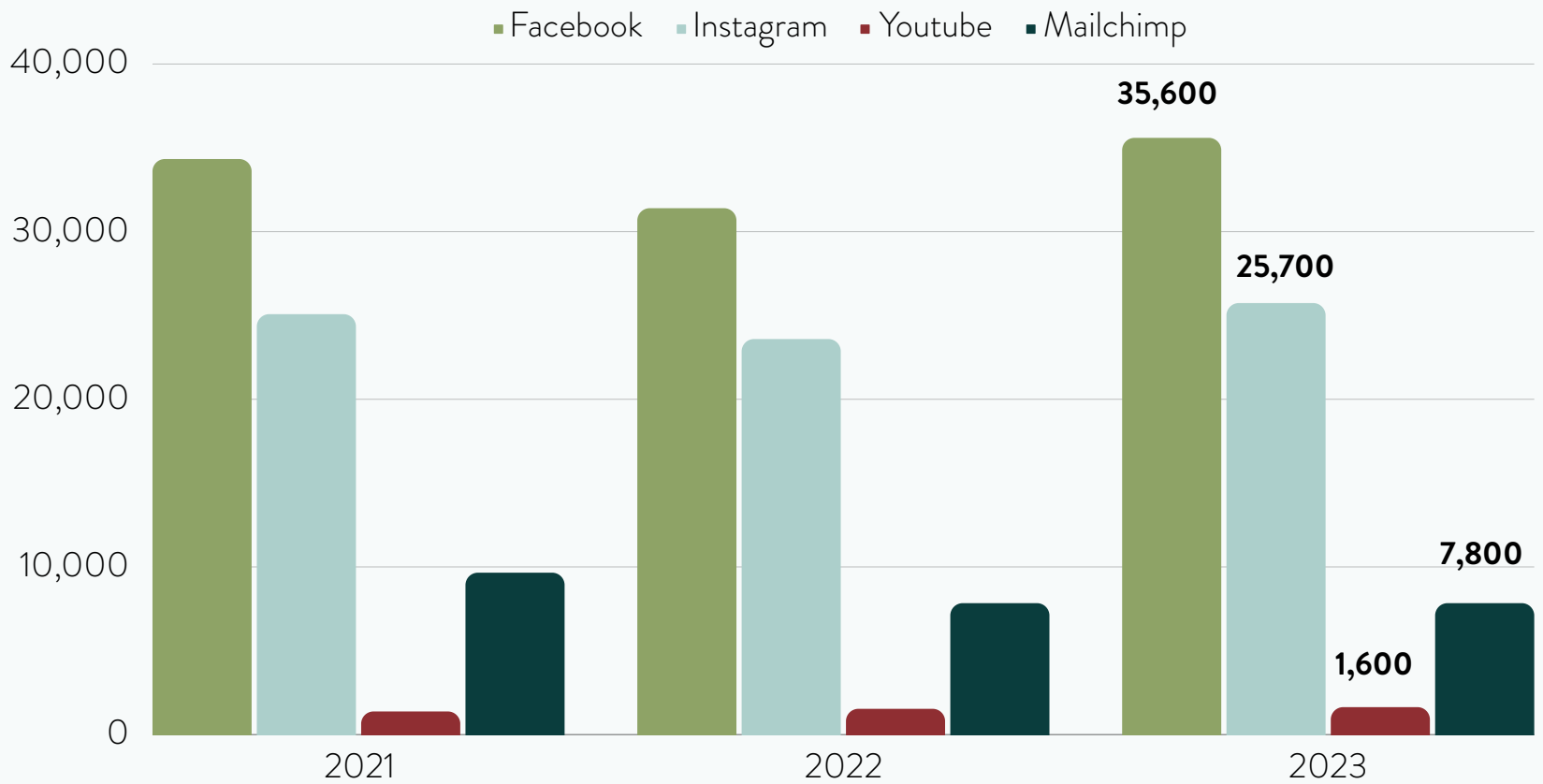


Tour Package Arrivals by Country of Origin:



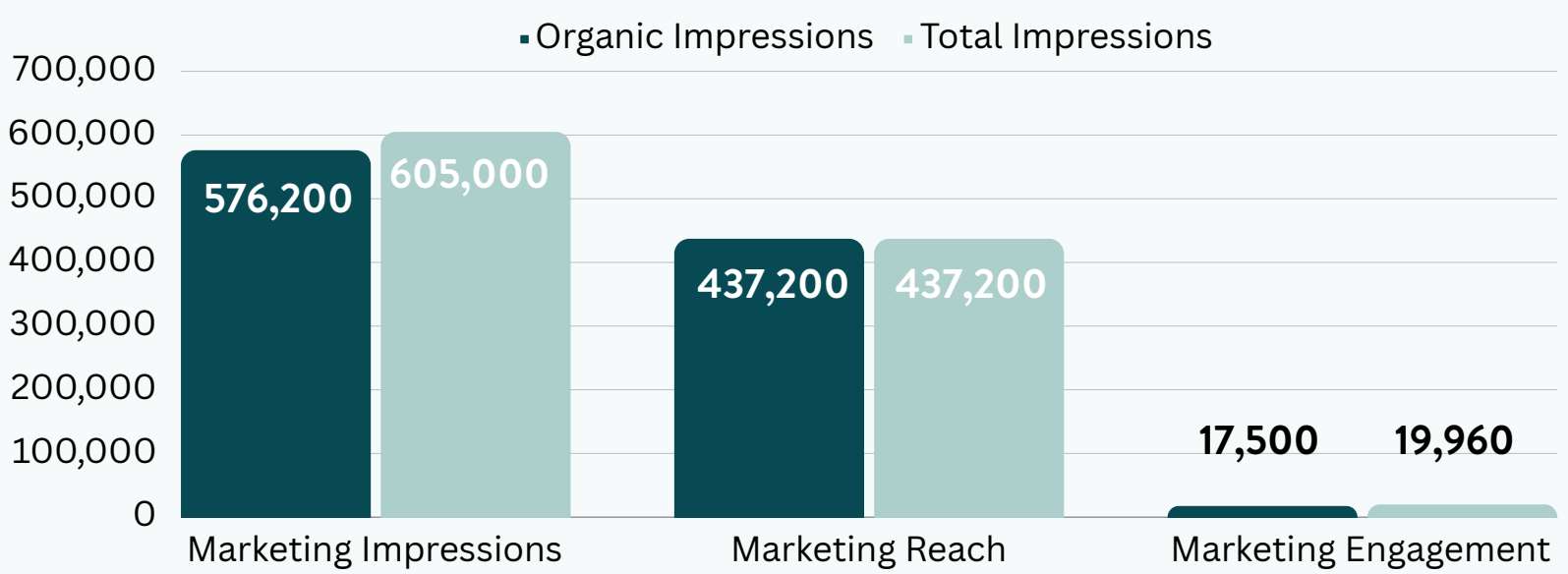
Marketing

Subscribers Q4 December:

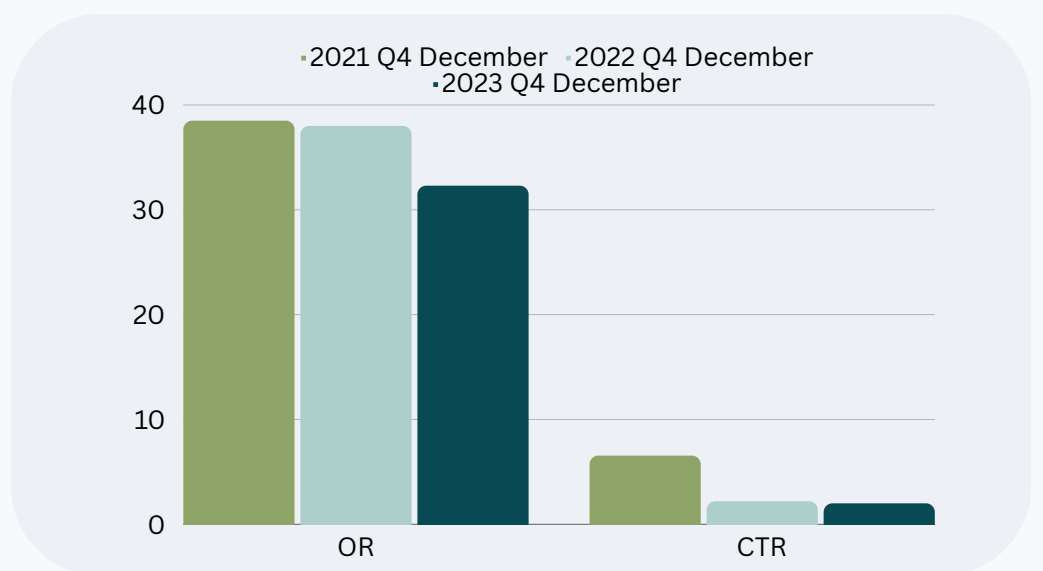


- Video views in 2023 December Q4 were **1,740**
- Website sessions & external links in 2023 December Q4 included **65,500** sessions & **8,100** through external links

2023 Q4 December Impressions, Marketing Reach and Engagement:

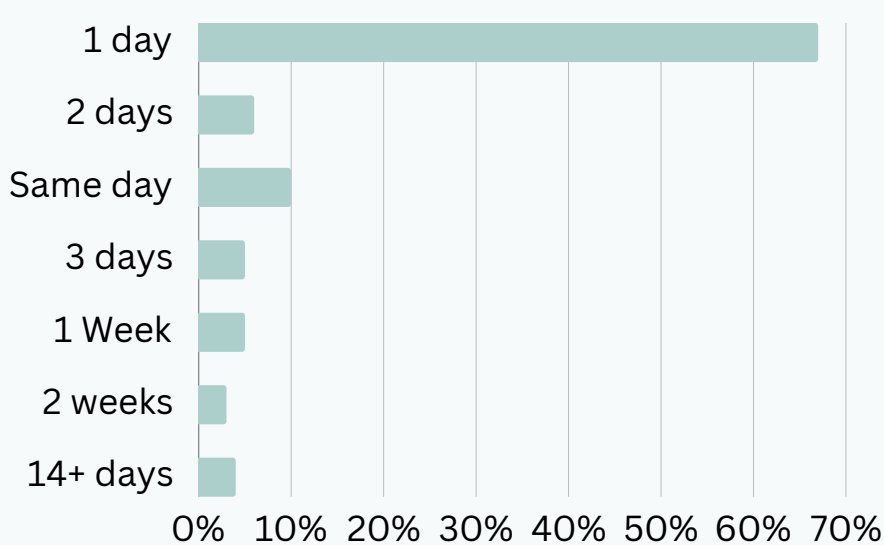


2023 Q4 December the MailChimp Open Rate was **32%** and Click Through Rate was **2%**

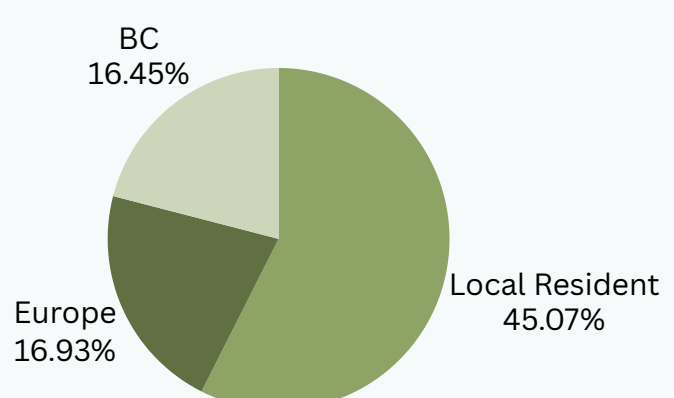


Visitor Services*

Nights in Community in 2023:



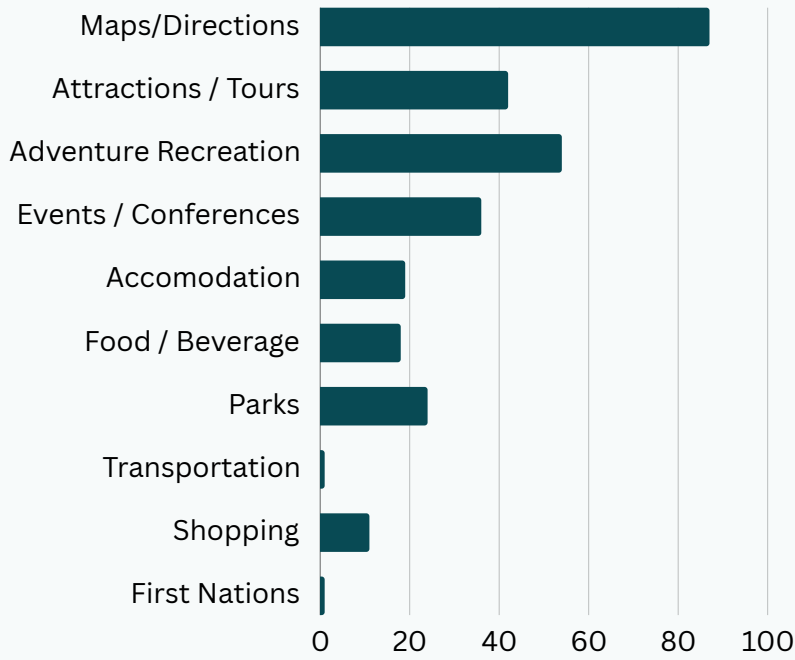
Top 3 Visitor Origins in 2023:



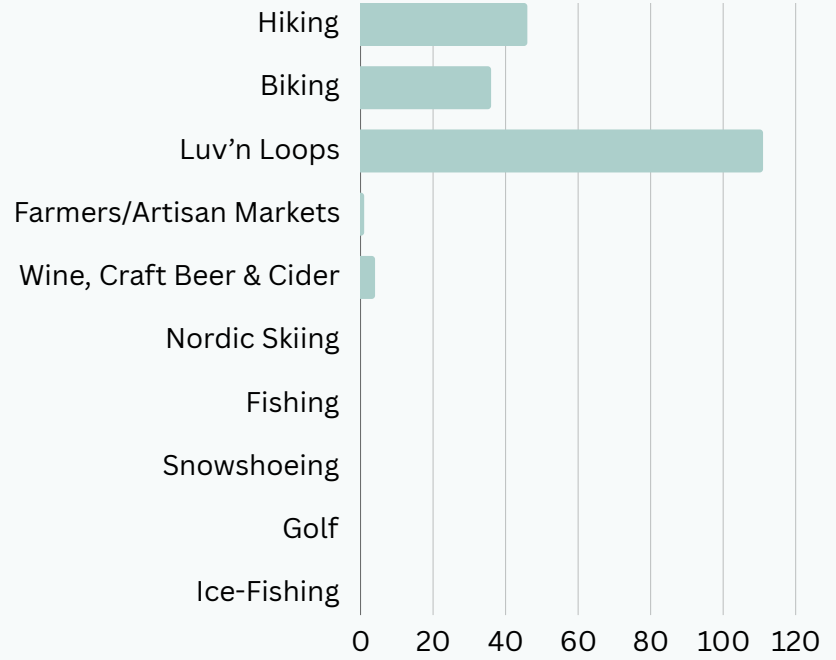
* Data reflective of in-person interactions from our Tourism Kamloops Bold Street Team

Visitor Services Continued*

Information Requested in 2023 Q4 November:



Community specific Information Requested in 2023 Q4 November:



- 176
Hours alt support
- 5
Mail/fax/email inquiries
- 9
Phone calls
- 4
Social media

* Data reflective of in-person interactions from our Tourism Kamloops Bold Street Team

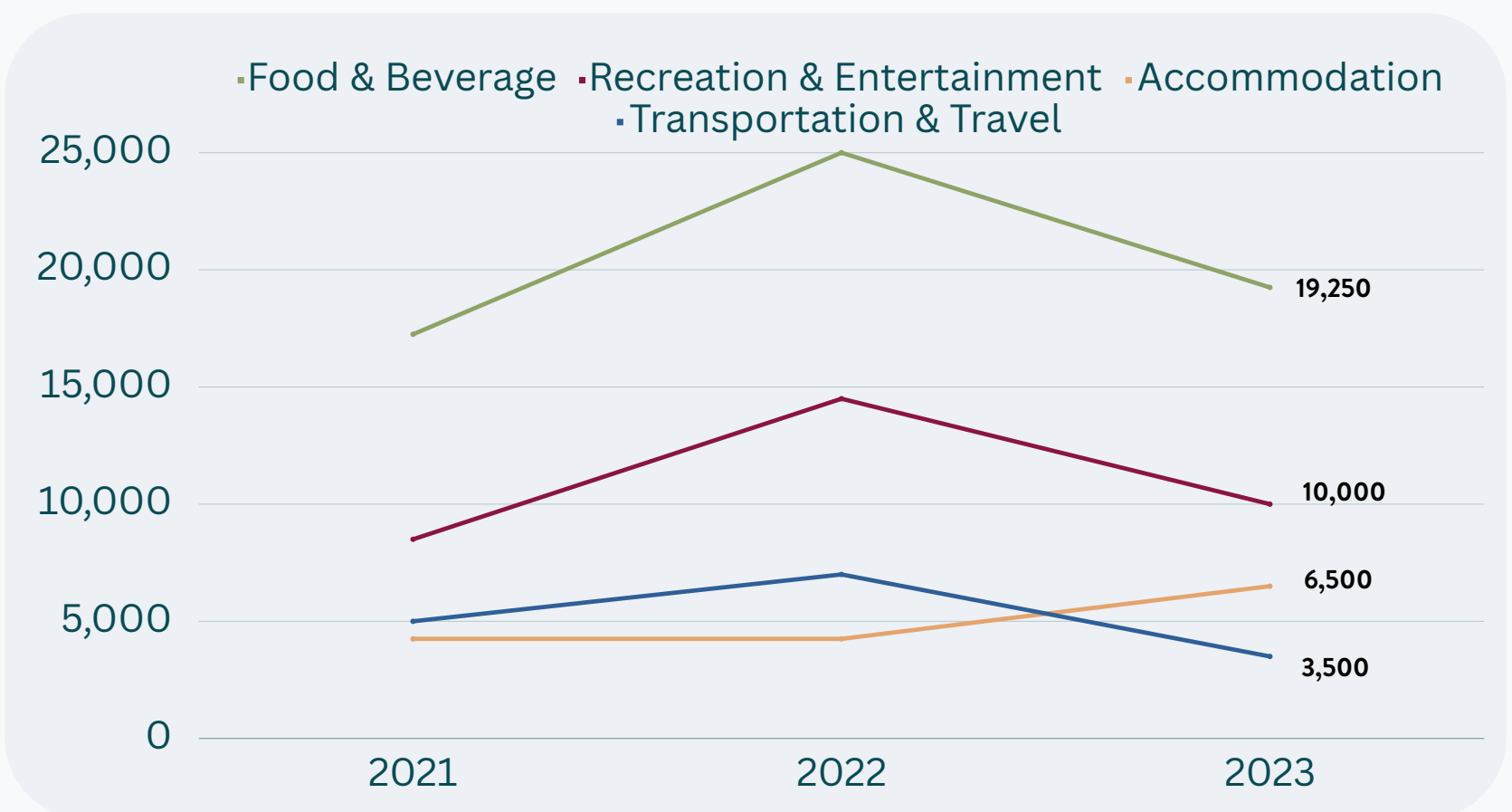
Employment

2023 Q4 December:

- Total Tourism Employment was **39,250**
- Tourism Unemployment Rate was **0.80%**
- Average Hours worked per week by Tourism Employees was **51.35**



Tourism Employment by Sector in Q4 December:



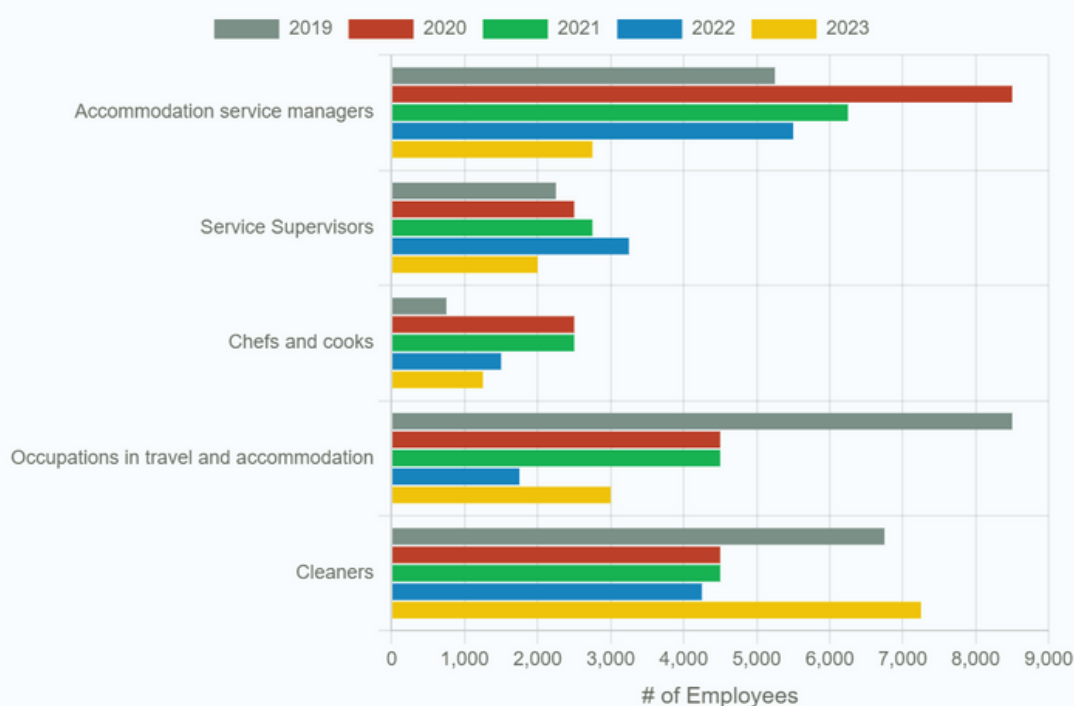
- Employment in BC's Tourism and Hospitality sector increased by **4.3%** from **330,000** in November 2023 to **344,250** in December 2023. Tourism and Hospitality employment in BC is lower than pre-COVID levels, with **8,000** less jobs compared to December 2019 (**344,250** in December 2023 vs **352,250** in December 2019).
- Employment change varied across all regions, **increasing** in the Lower Mainland, Thompson Okanagan, and Kootenay regions, **decreasing** in the Cariboo and Northern BC regions, and remaining unchanged in the Vancouver Island region.

Employment Continued

Go2HR BC 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 co-ordinating 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.

Accommodation Employment in BC Year Over Year shows a increase of Cleaners in 2023.



- 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, **26%** have a degree or diploma below a bachelor's, and **29%** have a bachelor's degree or higher.
- Average hourly earnings in BC's Tourism and Hospitality sector have been steady with some fluctuation between **\$23 to \$28** over the past two years. Average hourly earnings by sector ranged from **\$21 to \$41** in December 2023; the Transportation sector had the highest average hourly earnings while the Food and Beverage sector reported the lowest.

Of those employed in BC's Tourism and Hospitality industry, **49%** are male and **51%** are female. The Transportation and Travel Services sector, however, has a higher concentration of males.



Destination Overview

Economic indicators:

1.8%

The total population of City of Kamloops in 2022 increased from previous year by **1.8%** to **103,200**

3.4%

The unemployment rate in Dec 2023 in Thompson-Okanagan economic region increased from previous month by **0.3** percentage points

18.3%

Number of airport passengers in Dec 2023 increased from the same period in Dec 2022 by **18.3%**

77%

Total housing starts in November 2023 in Kamloops decreased from the previous month by **76.9%**



Total Labour Force

299,200

in Thompson-Okanagan Economic region as of December 2023

Unemployment Rate

3.4%

in Thompson-Okanagan Economic region as of December 2023

Kamloops Research Highlights:

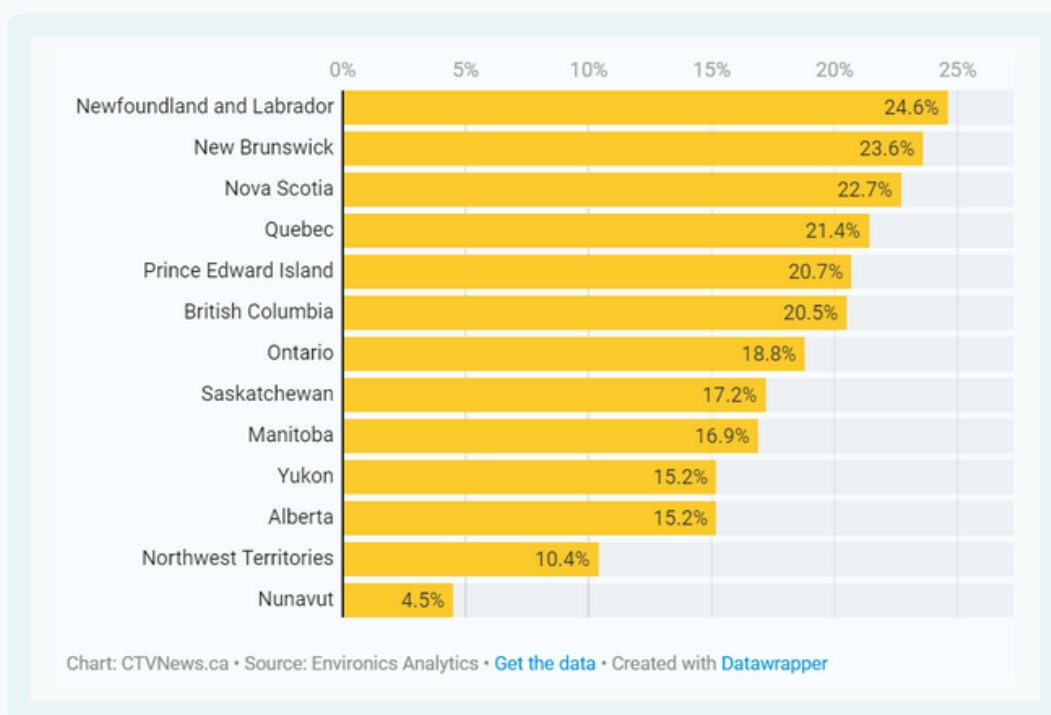
854K Total arrivals YTD

\$466.23M Total spending YTD

\$149.64 ADR YTD

73.22% OCC YTD

Senior population in Canada, by province/territory (2023)



Based on recent immigration trends, data from a special analysis conducted by Environics Analytics for CTVNews.ca shows the senior population is expected to exceed 11 million people by 2043. [Read More.](#)

Although most Canadian seniors are non-immigrants based on data from 2021, those who immigrated to Canada make up **29%** of the senior population, with most having moved before 1980.

Tourism 2024: Seven Challenges to Anticipate in the New Year

1. Spread of Artificial Intelligence

Artificial intelligence will be an ally and a foe, depending on how you embrace it. Destination marketers need to continue learning how to master it and anticipate its applications in 2024 and beyond. It can produce faulty itineraries to lead travelers astray, but can also generate marketing materials that can save time for destination marketing professionals.

2. Increased International Conflicts

International conflict is a scary deterrent for many would-be travelers. Tourism in 2024 will need to confront these challenges and market strategically to help calm fears

3. Changing Consumer Trends

Digging through the research to find out what travelers are seeking and how they are booking, or conducting your own primary research, is just one essential step to staying up to date.

5. Demands for Diversity, Equity, Inclusion & Accessibility

Consumers want to feel seen and represented wherever they visit. This push for representation has led us, rightly so, to be more thoughtful about accessibility.

6. Evolutions through Digital Marketing

While digital marketing isn't new, it doesn't always mesh well with an industry full of in-person sales professionals who resist digital change.

7. Expectations of Changing Workforce

The workforce is changing. With more retirees in certain sectors and a younger pool of talent that wants more, building a successful staff is trickier than ever. Tourism in 2024 is also the year that will leave us all questioning when we will truly need to invest in in-person business traveling, and when remote meetings are more strategic.

[Read the Full Article by Development Counsellors International](#)