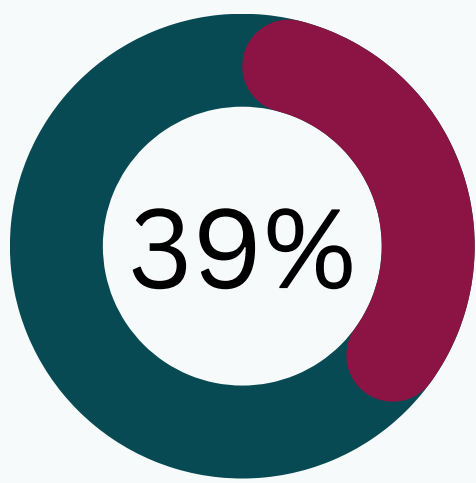


Destination Overview



Travellers with mobility difficulties make up 39% of the older traveller segment

By 2050, older persons will outnumber those ages 15 to 24, and one in six people will be over 65. Tourism businesses will have to adapt to this demographic which will inevitably form a greater part of the customer base.

Flair Airlines has announced a new service between Kamloops and Edmonton; this new route reconnected the two cities with new direct flights in 6 years.

Ed Ratuski, Managing Director of Kamloops Airport, said, "The Kamloops to Edmonton route has long been on the community's air service wish list. Beyond the convenience for visiting friends and relatives, this non-stop service enhances opportunities for tourism and trade development at both ends of the route."

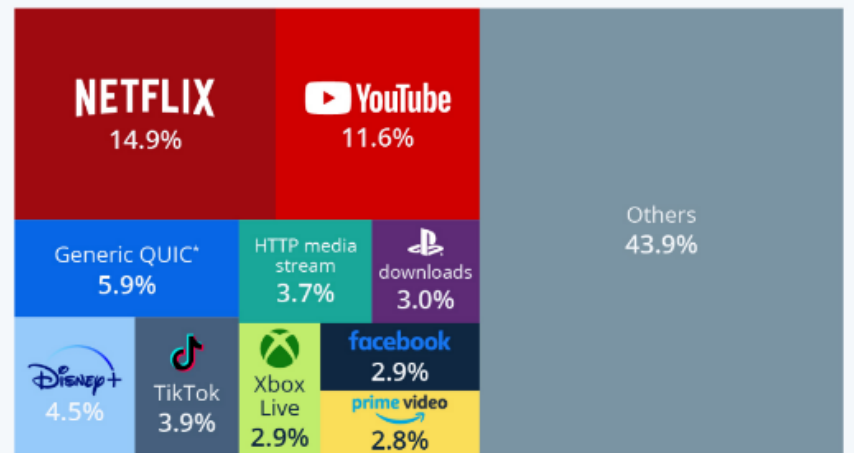
Kamloops Airport had significant increases in 2022 Q4, which can be attributed to the return of both business and leisure travel, as well as the lifting of all travel restrictions related to the pandemic.

The only slight drop in December to airport traffic was related to direct widespread travel disruptions and cancellations due to weather and ongoing crew availability issues in the days leading up to Christmas.



Netflix Is Responsible for 15% of Global Internet Traffic

Distribution of worldwide downstream internet traffic in 2022, by application



* Network protocol designed to speed up online web applications
Source: Sandvine | The Global Internet Phenomena Report

Arrivals

- Total arrivals into Kamloops by 2022 Q4 was 165,196
- The 2023 Q1 arrival forecast is 204,928
- The domestic arrivals were 6.41% from the Prairies and 93.59% from the West Coast

The largest international market at the end of Q4 was a strong lead by the UK at 35.52%, followed by Germany at 13.76%, and Australia previous country leader at 8.41%

- More than 257,374 year-end passengers travelled through the Kamloops Airport between January and December, 2022. The 2022 Q4 statistics indicated there were 76,673 travellers, a +146% increase compared to Q4 2021.

Visitor Profiles

- Females slightly outnumbered Males travelling to Kamloops by **53.8%**
- The top two age segments of visitors are almost tied:
 - **22.71%** of those 65 years & over
 - **22.04%** of those 55-64 years of age
- Almost half of all domestic visitors, **42.63%** have incomes of **\$100,000** and over



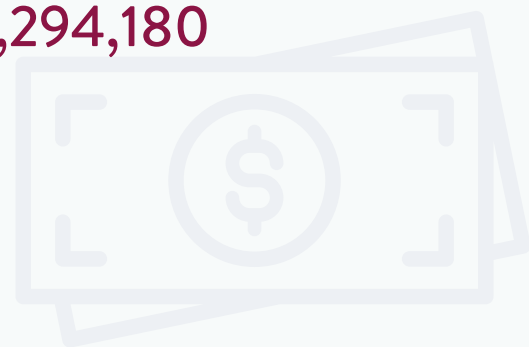
Visitor Spending

Total spending through 2022 Q4 was **\$73,356,653.95**

The average spend per visitor in Q4 2022 was **\$444.06**

The average spend in YTD is **\$416.57**

2022 Q4 Domestic Spending Forecast is \$49,062,473 and International Spending Forecast is \$24,294,180



Accommodation

- In January 2023, BC had a **55.8%** occupancy, up **34.3%** from 2022
- The BC ADR in January 2023 was **\$205**
- The BC Average RevPAR for January 2023 was **\$114**



Thompson Okanagan had a 44.3% occupancy for January 2023

BC had an average occupancy of **51%** for January in alternative accommodations with comparable ADR of **\$219** and RevPAR of **\$115**

Accommodation Continued

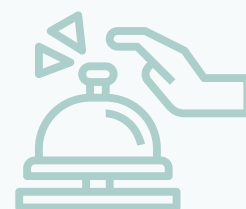
December 2022 ADR Compset:

- Revelstoke leading at \$165.09
- Surrey at \$112.55
- Nanaimo at \$108.02
- Abbotsford at \$102.99
- Kelowna at \$101.40
- Prince George at \$93.94
- Kamloops at \$87.27



The YTD Review:

- Revenue YTD \$121.81 M
- ADR YTD \$137,62
- Occupancy 72.83%



Hotel revenues for Q4 (December):

- \$5,686,076.08 for hotels
- \$329,634.50 for alternative accommodation

ADR for December:

- \$117.35 for hotels
- \$153.81 for Alternative accommodation

Hotel Occupancy for December 2022:

- 50.71% for hotels
- 25.63% for Alternative occupancy

RevPAR for December 2022:

- \$60.04 for hotels reducing from November at \$69.41

Stakeholder Sentiment

(Dashboard most recent data 2021)

In 2021, stakeholders were most familiar with Tourism Kamloops activities through Lovin' the Loops, followed by the website and then Facebook

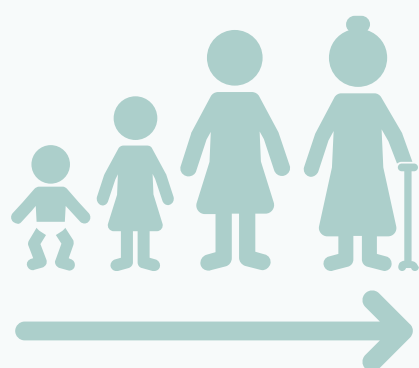
40% In 2021 marketing spent outside of Tourism Kamloops investments showed that 40.66% spent more than \$10K. And almost 20% more spent \$5-\$10K

10% From 2020 and the pandemic, industry rallied around the efforts of Tourism Kamloops with a 10% increase leap in recognized value, which grew into 2021

Seasonality:

In 2021, the summer continued to be the primary season for revenue generated, with 35.06%. The second strongest revenue generator was fall at 23.06%, closely followed by winter 22.2% and spring at 20.56%. This shows an enviable balance of revenues, and greatly reduces the challenge with seasonality

Travel Trade Report



- Arrivals for Tour Packages by age was led by 60 years + at **34.21%**
- The second largest segment was 50-59 year olds representing **20.39%**

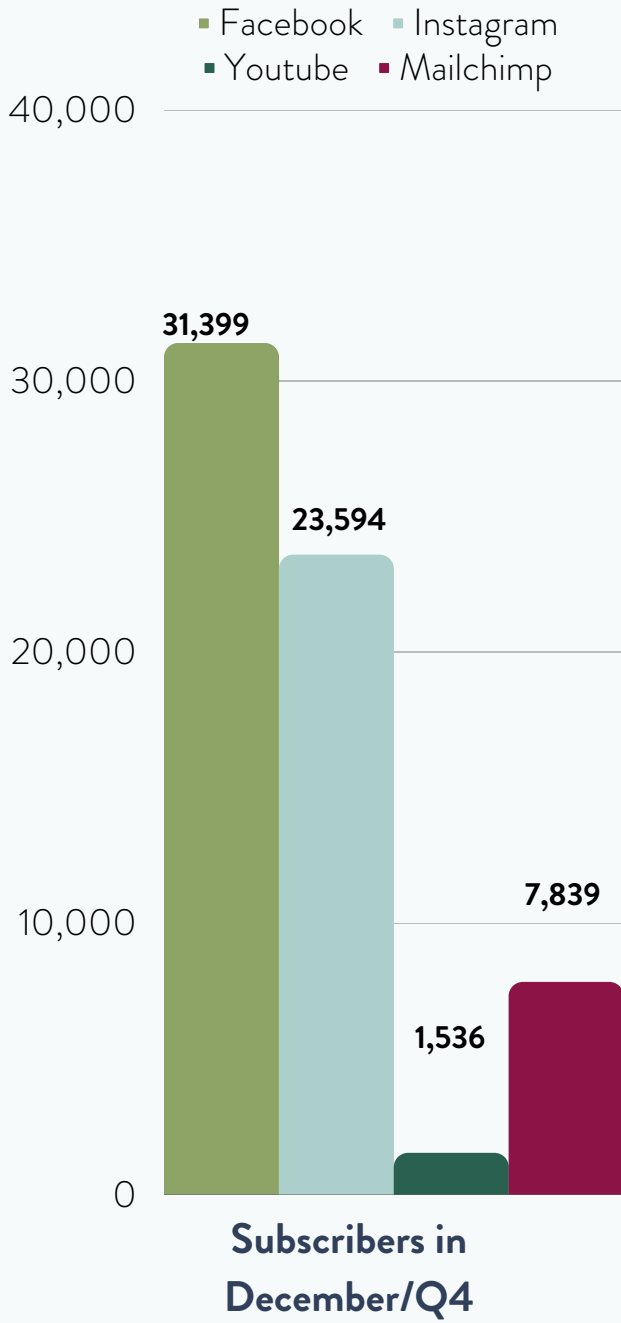
The top three tour types for October was dominated by Explorer at 236 passengers followed by In-depth Cultural at 43, and third coming in at Adventure with 15 passengers

The number one tour package arrivals market, out-pacing Canada was the United States at **31.83%**
Canada represented **22.49%**

- In October there were **19** tour package arrivals
- In October there were **7** Domestic and **12** International Tour Package Arrivals; **14** were Explore and **5** were In-depth Cultural

Marketing

The Marketing Reach on December 2022, Q4, was Organic **309,524**, Paid Reach was **212,702** and Total Reach **522,226**



Impressions In December 2022:

- Organic Impressions were **311,048**
- Paid Impressions were **641,223**
- Total Impressions were **1,077,882**

For comparison, in December 2021, the Organic Impressions peaked at 266,949; the Paid Impressions were 2,514,115; and the Total Impressions were 3,368,744

Marketing Engagement In December/Q4:

- Organic Engagement was **98,162**
- Paid Engagement was **13,734**
- Total Engagement was **143,288**

Website sessions & external links in December/Q4:

- **38,027** sessions
- **8,729** through external links

Video views in December/Q4 2022 were **83,978**

MailChimp in December/Q4 had an average OR of **38.00%** & the average CTR of **2.20%**

The 2022 YTD impressions were **50.71M**, with **3.28M** total engagements YTD, and **1,194** total posts YTD

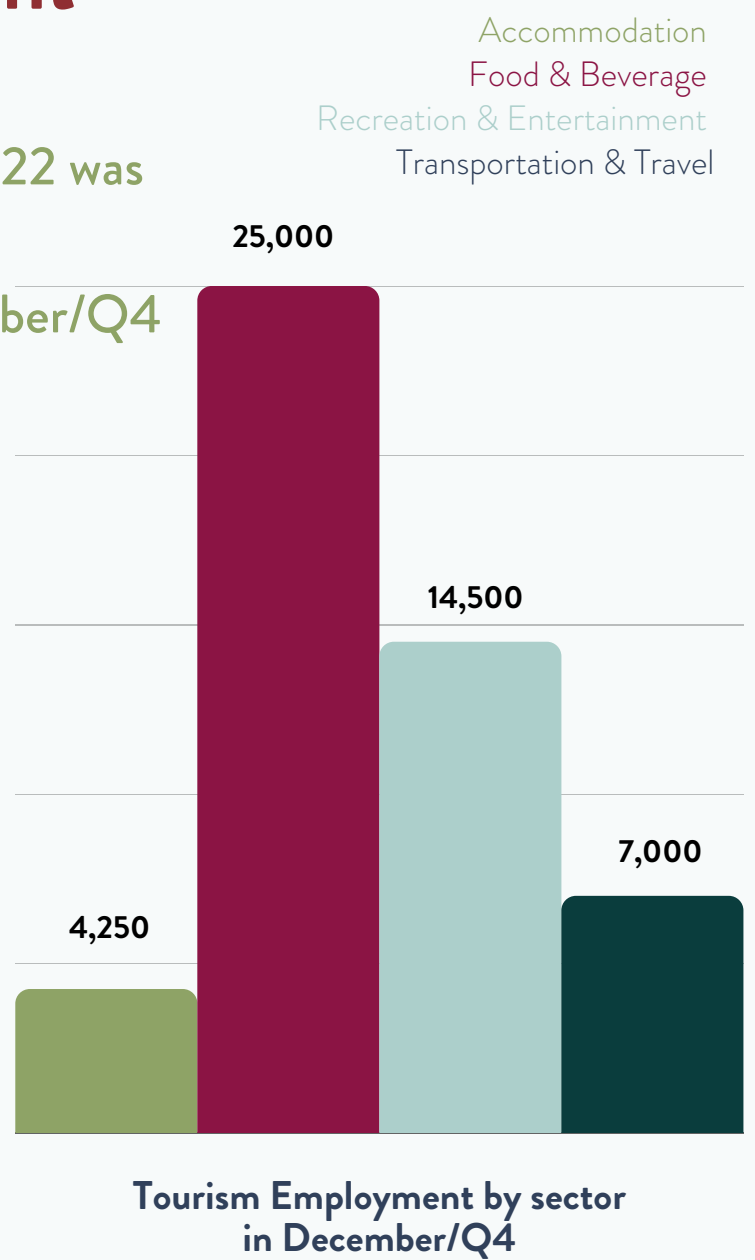
Employment

- The unemployment rate as of December 2022 was **2.50%**
- Total employment was **50,750** as of December/Q4 and was **46,250** as in October/Q4



Full-time employment in BC's Tourism and Hospitality sector rose in January 2023, from **64%** to **66%**

Tourism and Hospitality employment in January 2022 in all BC regions except Thompson Okanagan and Vancouver Island remained below pre-COVID levels in January 2019



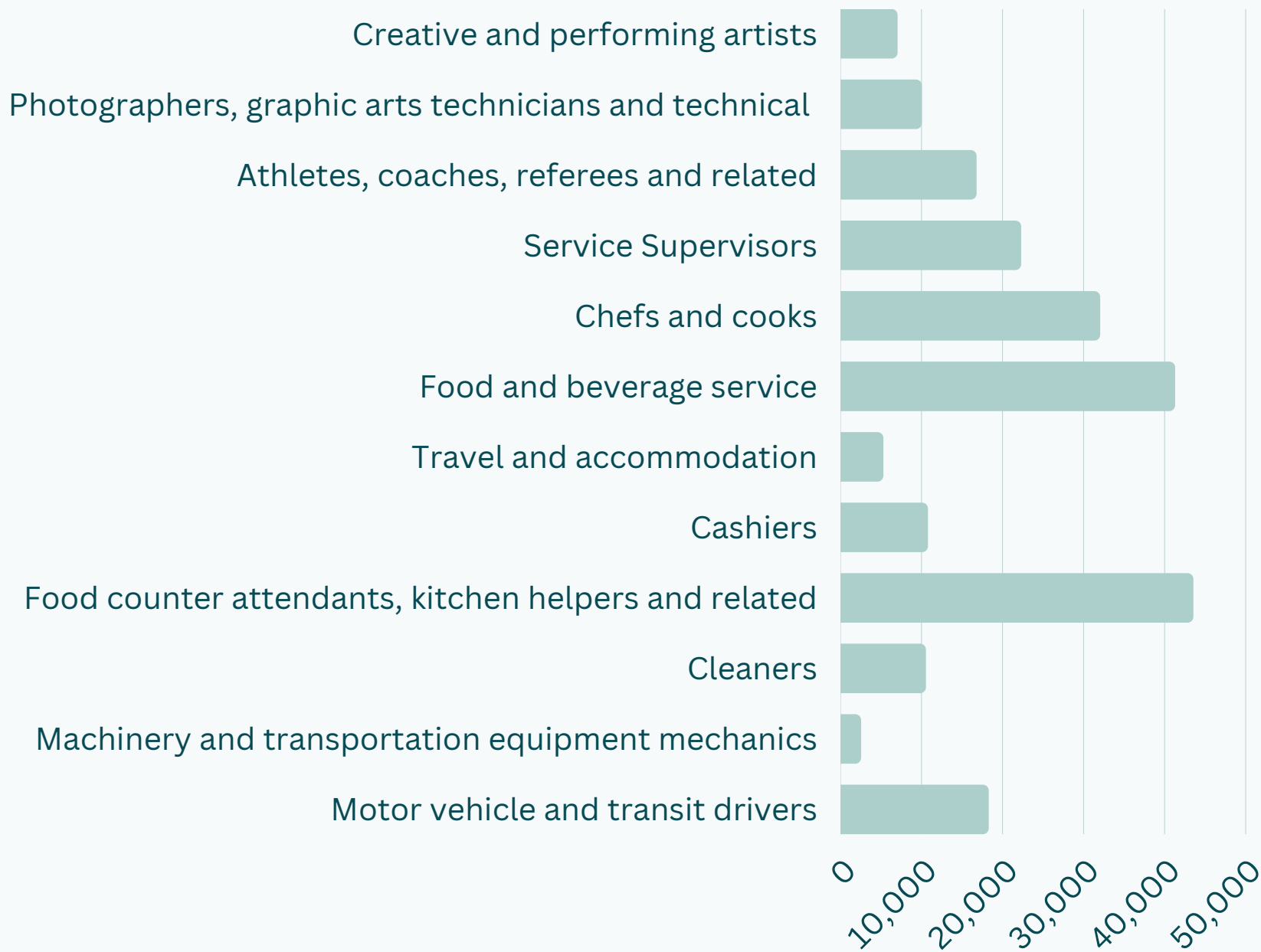
Leading occupations in Food and Beverage Services have recovered back to nearly **78%** of the normal level; however, occupations in Travel and Accommodation Services remained about **72%** below pre-COVID levels.



A collaboration between: Tourism Kamloops, Klevr Places, and Symphony Tourism Services

Employment Continued

Leading occupations (those that reported a greater employment weight) in the Tourism and Hospitality industry in BC



Employment in BC's Tourism and Hospitality sector decreased by 1% from 335,750 in December 2022 to 334,000 in January 2023. Tourism and Hospitality employment in BC remained below pre-COVID levels, with 12,750 fewer jobs compared to January 2019



Average Hours Worked peaked in May/Q2 at an average of 57.77. In December/Q4 that reduced to an average of 42.81 hours worked

In January 2023, Transportation and Travel led BC tourism sectors with approximately 89% full-time workers, as compared to a low of 55% full-time workers in the Food and Beverage sector.

Employment in the Food and Beverage, and Transportation and Travel sectors had decreased by 2,750 and 6,750 respectively in January 2023, while Accommodation, and Recreation and Entertainment sectors had an increase of employment of 3,500 and 4,250 respectively.