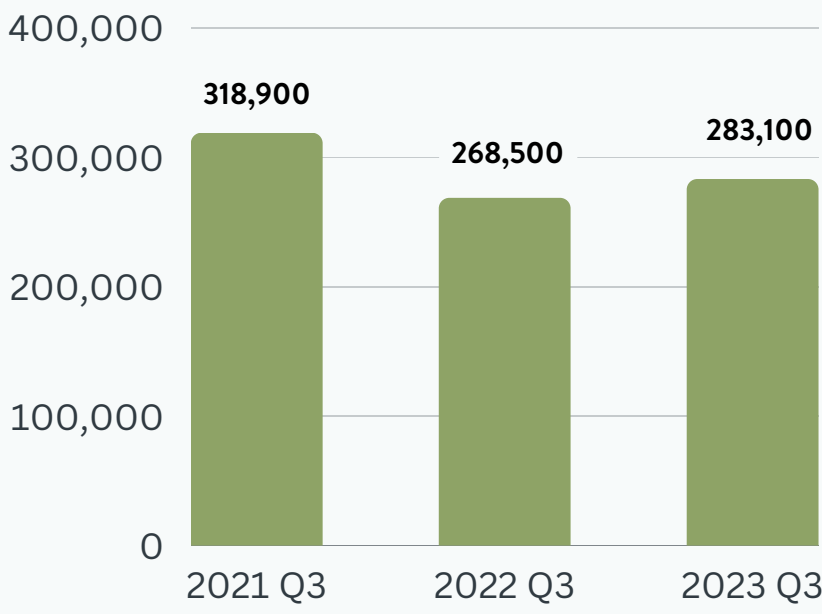


## Arrivals

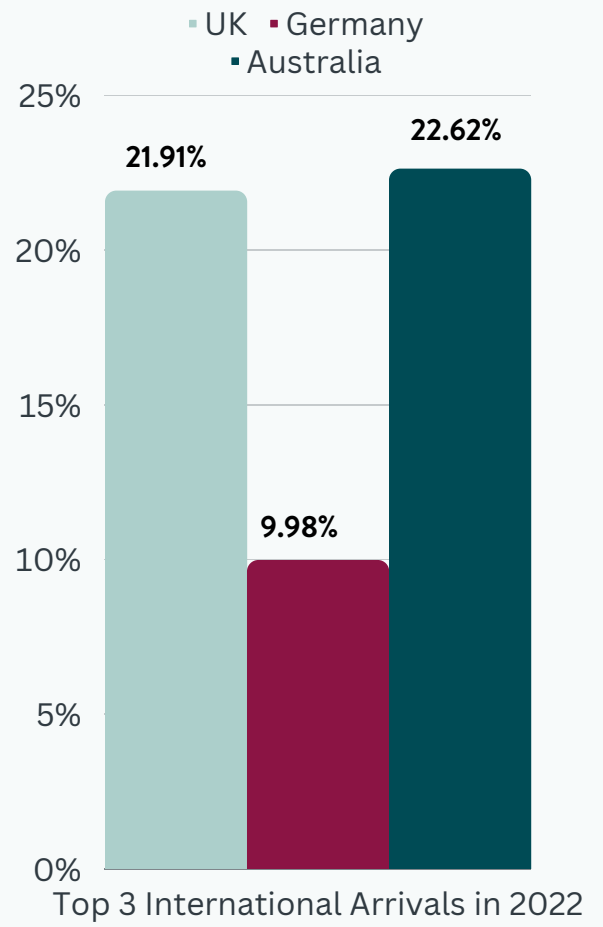
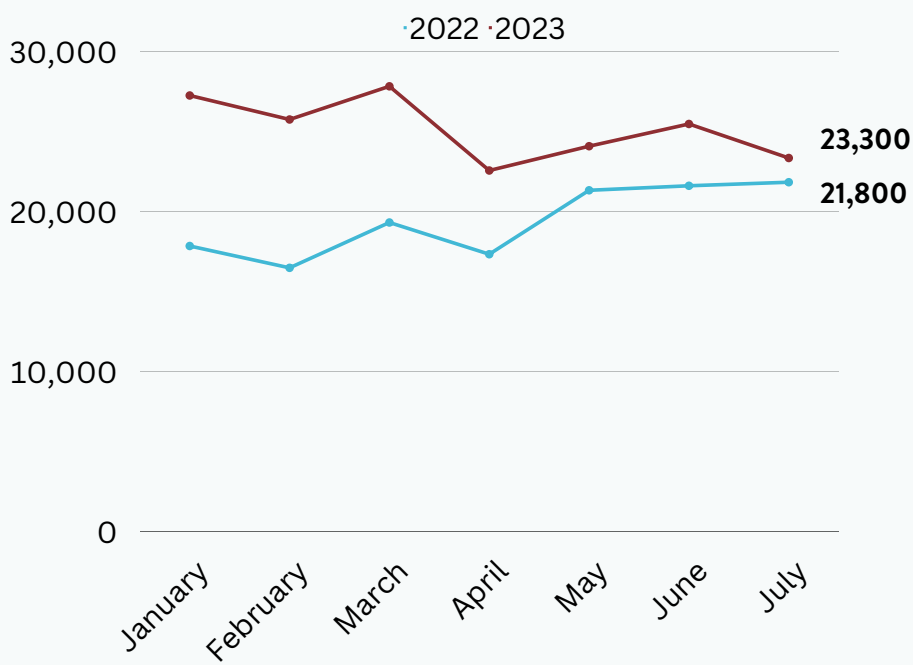
### Total arrivals into Kamloops by:



- Totals Arrivals YTD: 639.23K
- 2023 Domestic Nights YTD 1.53 & International Nights YTD 8.75

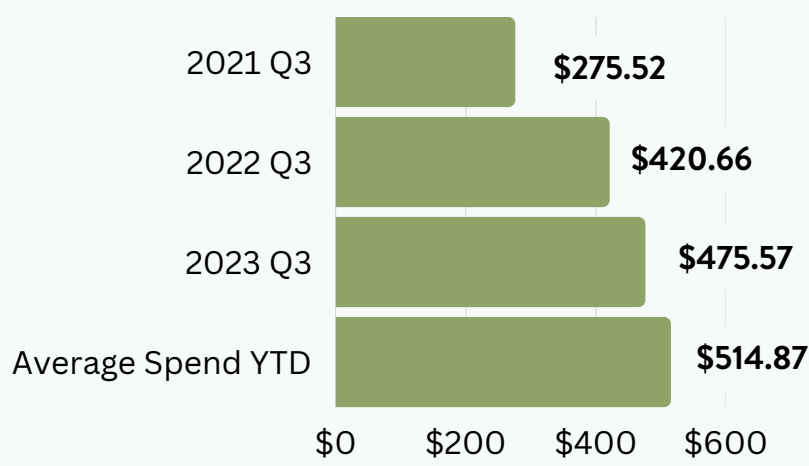
In 2023 Q3 the International Arrivals Forecast is **269,185** & Domestic Arrivals Forecast is **13,919**

### Kamloops Airport Volume:



## Visitor Spending

### Average Spend Per Visitor:

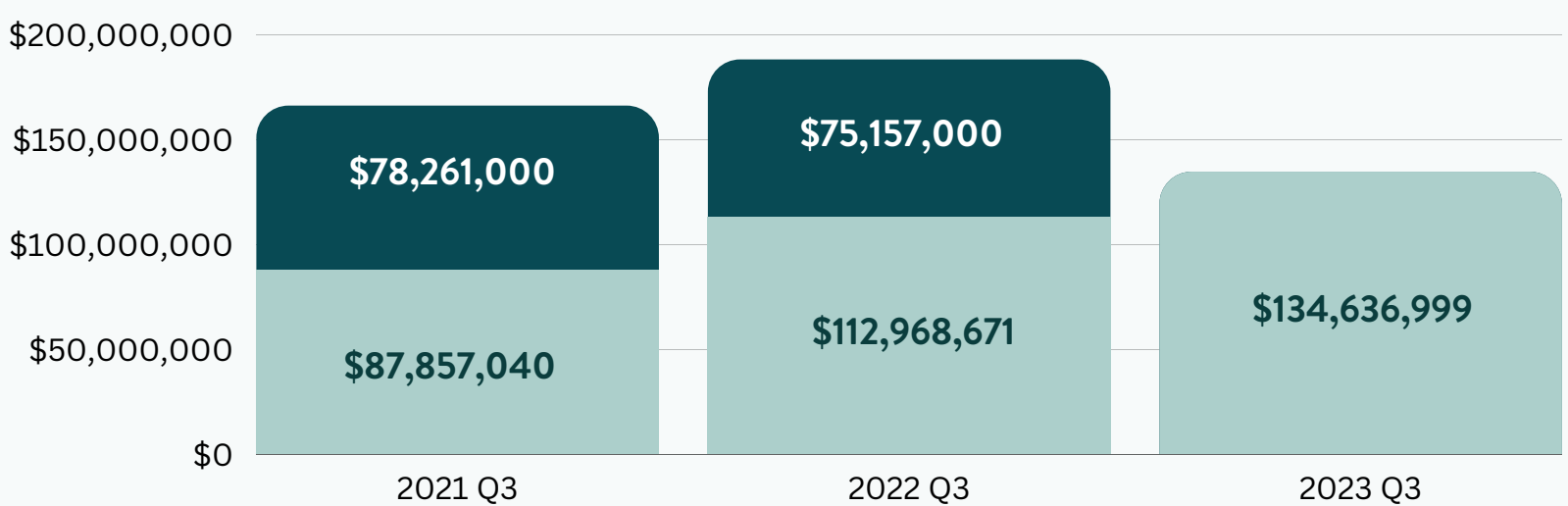


Total Spending YTD **\$329.12M**

Domestic Spending  
2023 Q3 Forecast **\$104,900,532**

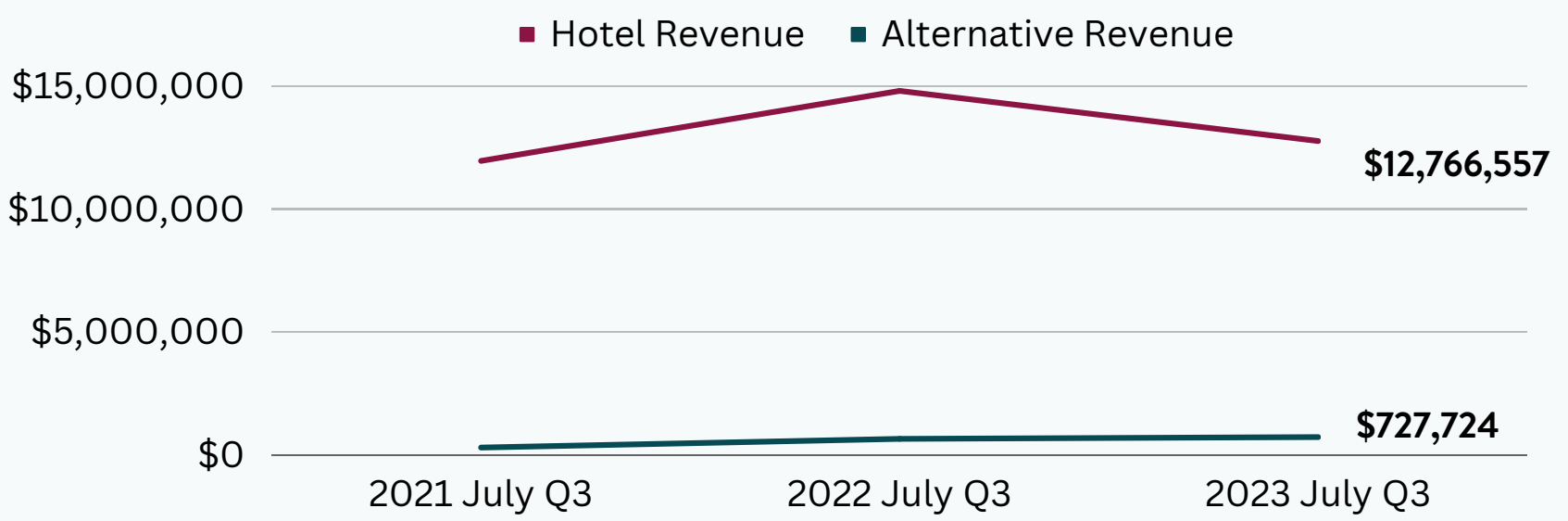
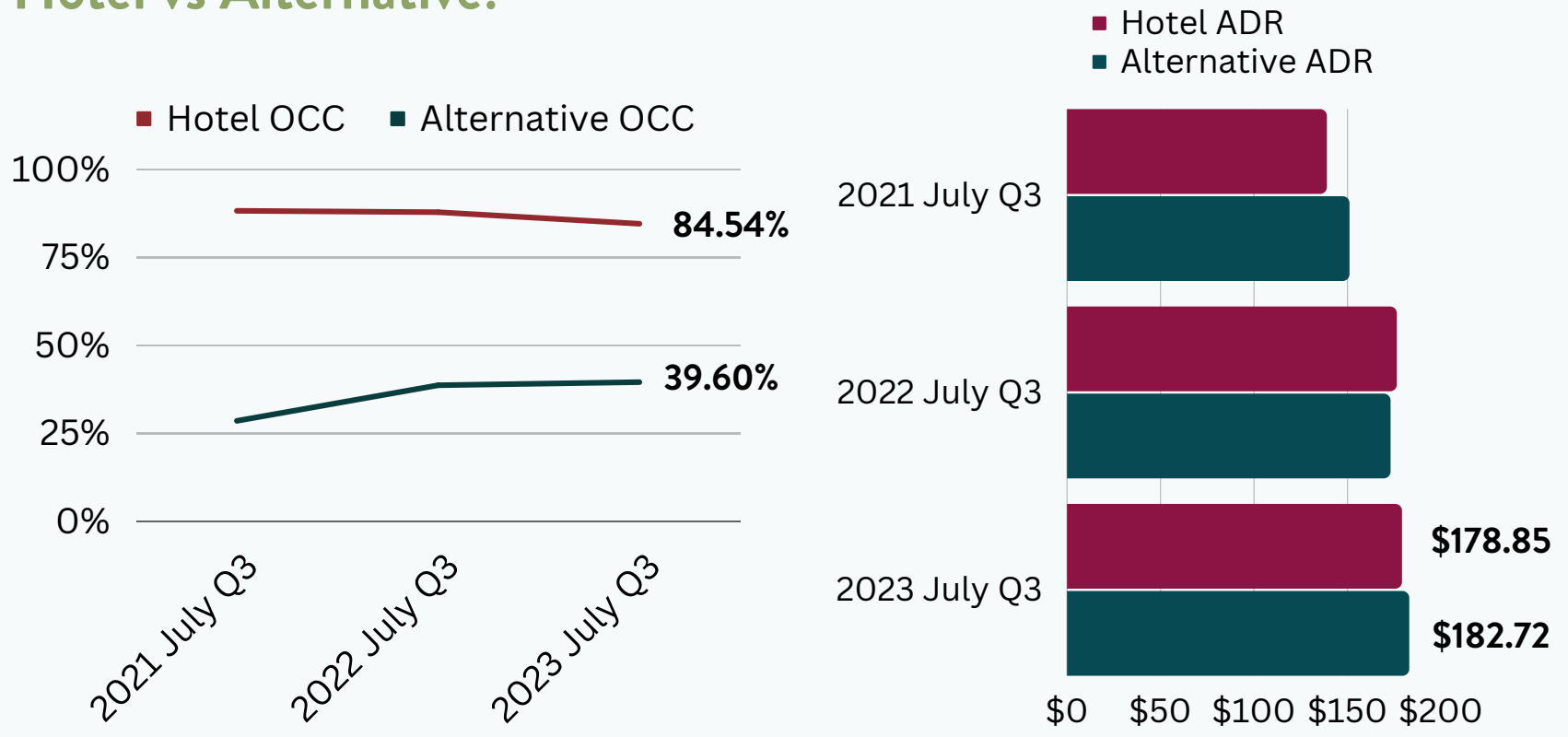
Total spending  
2023 Q3 **\$134,636,999**

### Total Spending:



## Accommodation

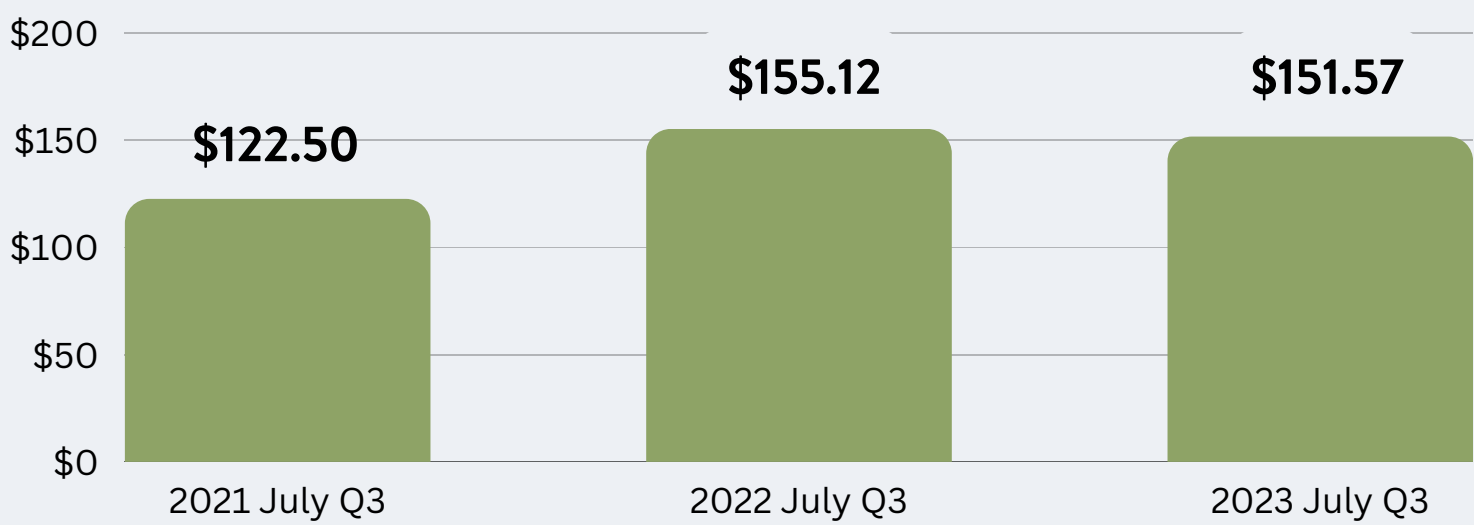
### Hotel vs Alternative:



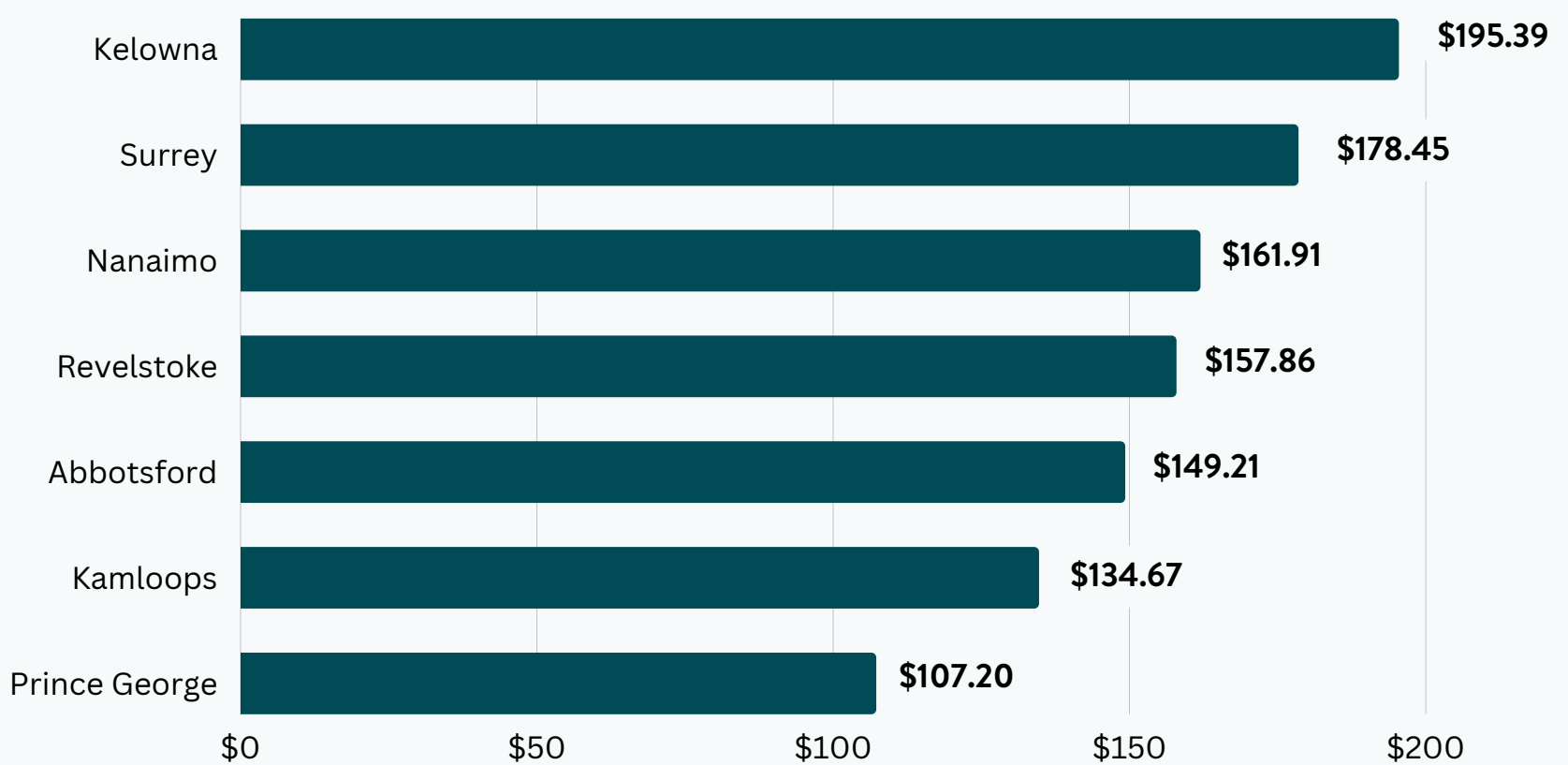
Revenue YTD was **\$74.37M**, the RevPAR YTD **\$108.37**

ADR YTD was **\$147.19**, and Occupancy was **71.32%**

### Hotel RevPAR:

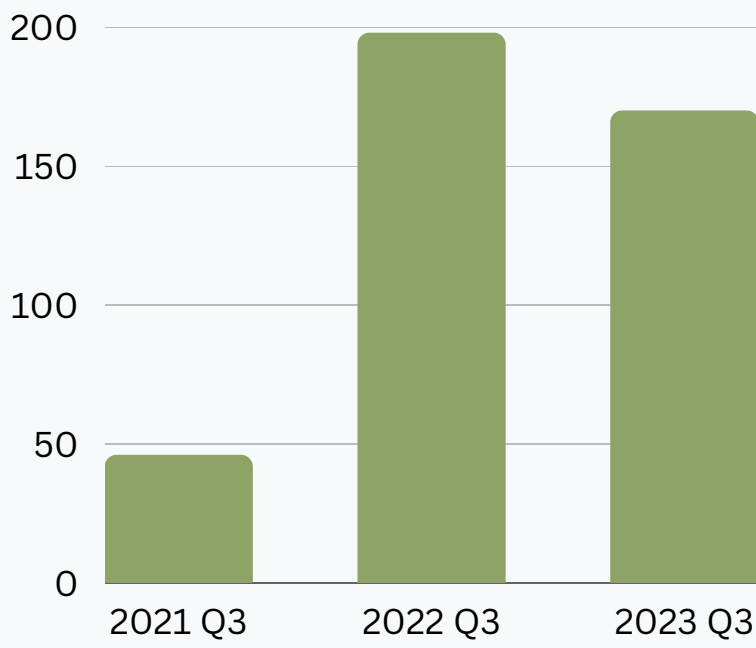


### July 2023 Q3 ADR Compset:

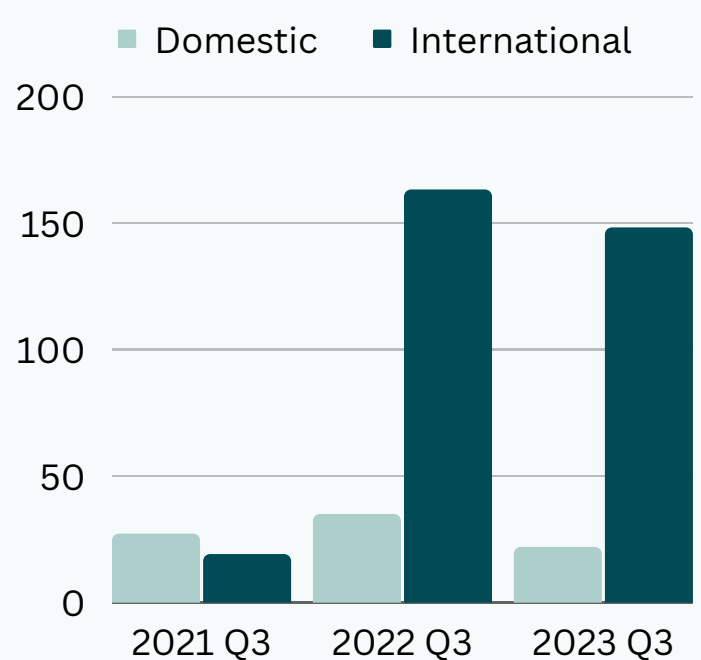


## Travel Trade Report

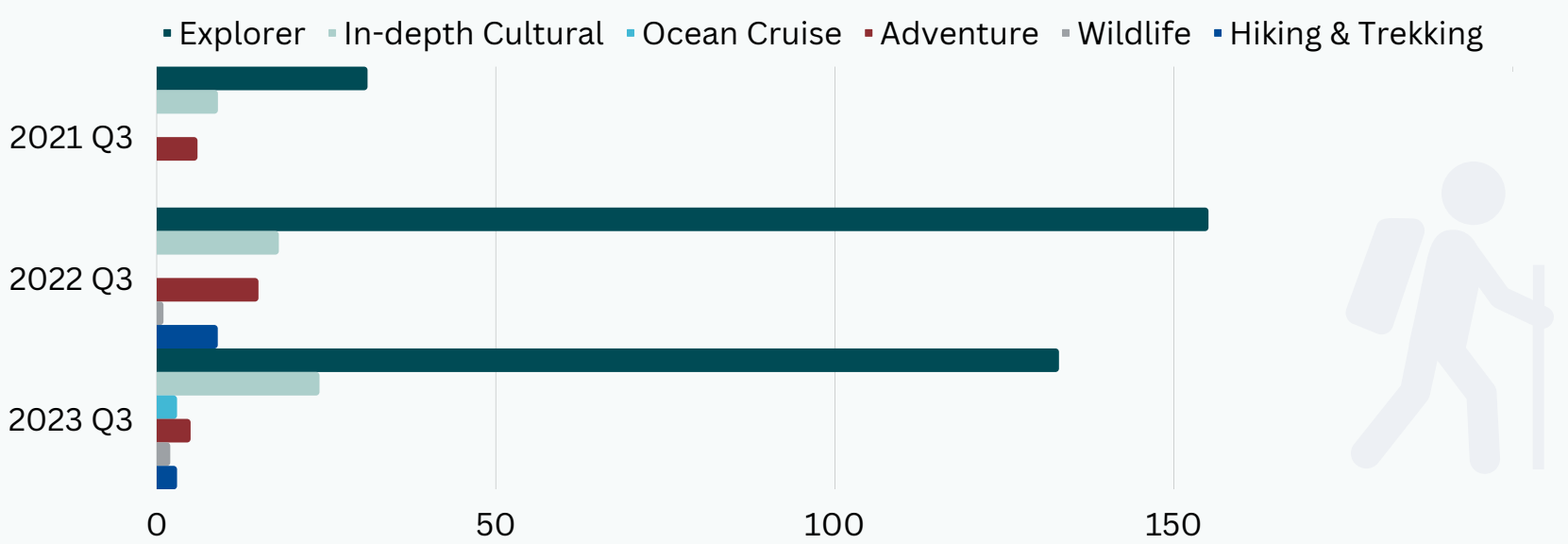
### Total Tour Package Arrivals:



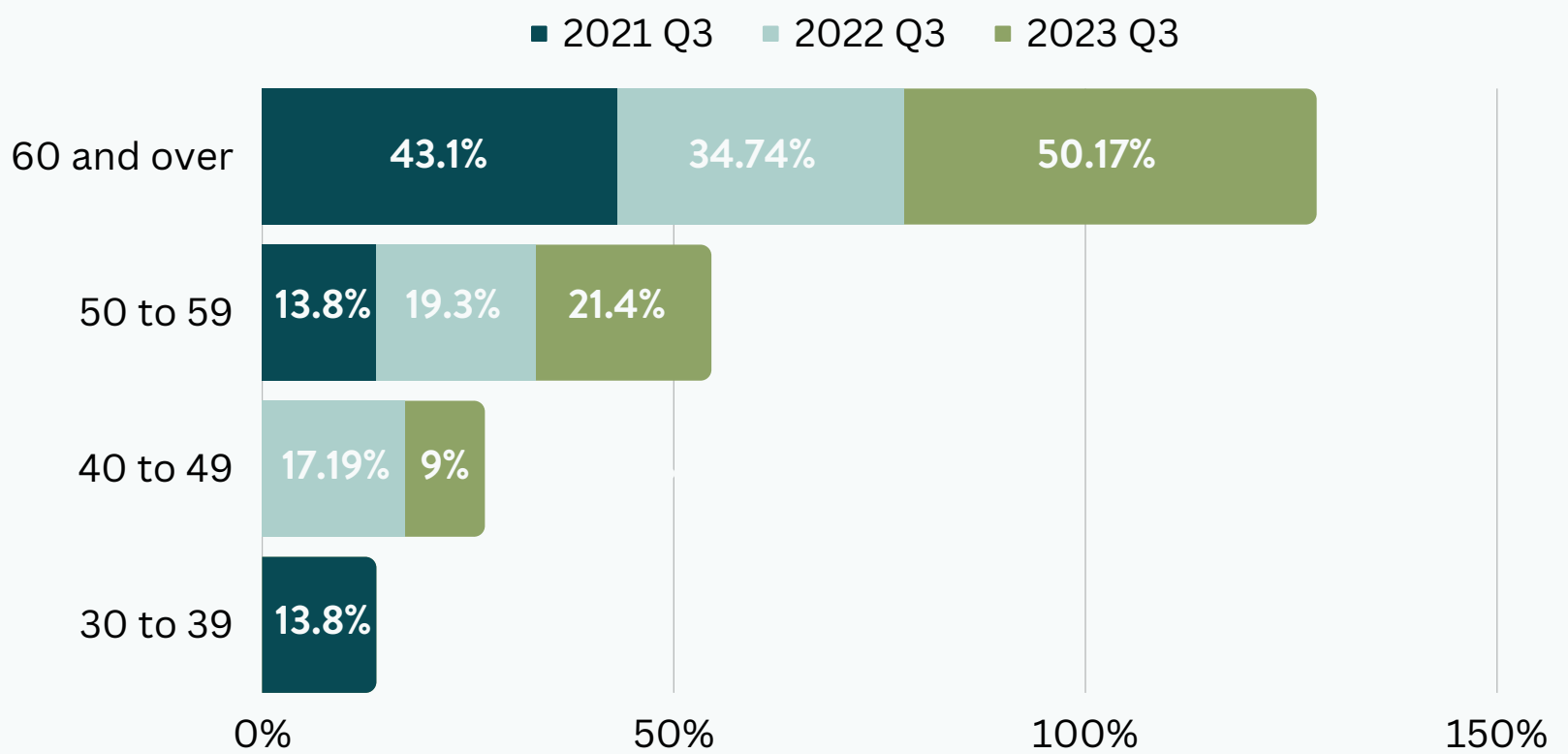
### Domestic vs International Tour Package Arrivals:



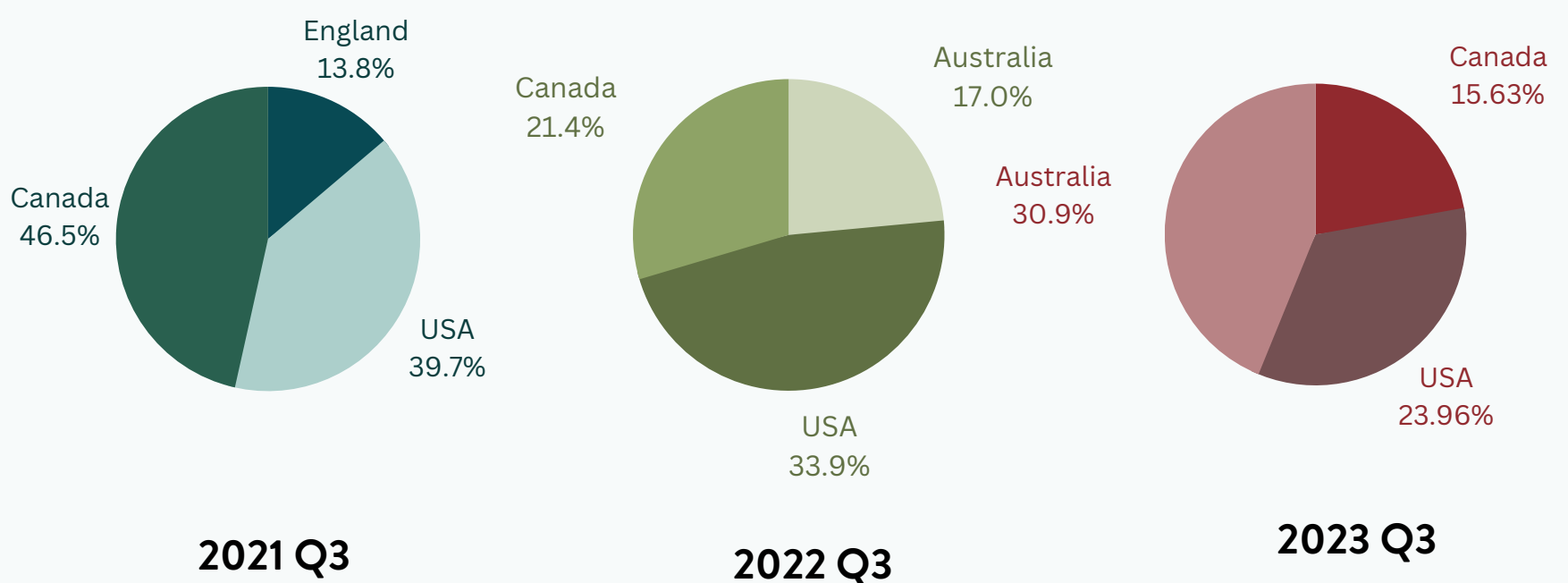
### Total Tour Package Arrivals by Tour Type:



### Tour Package Arrivals by Age:

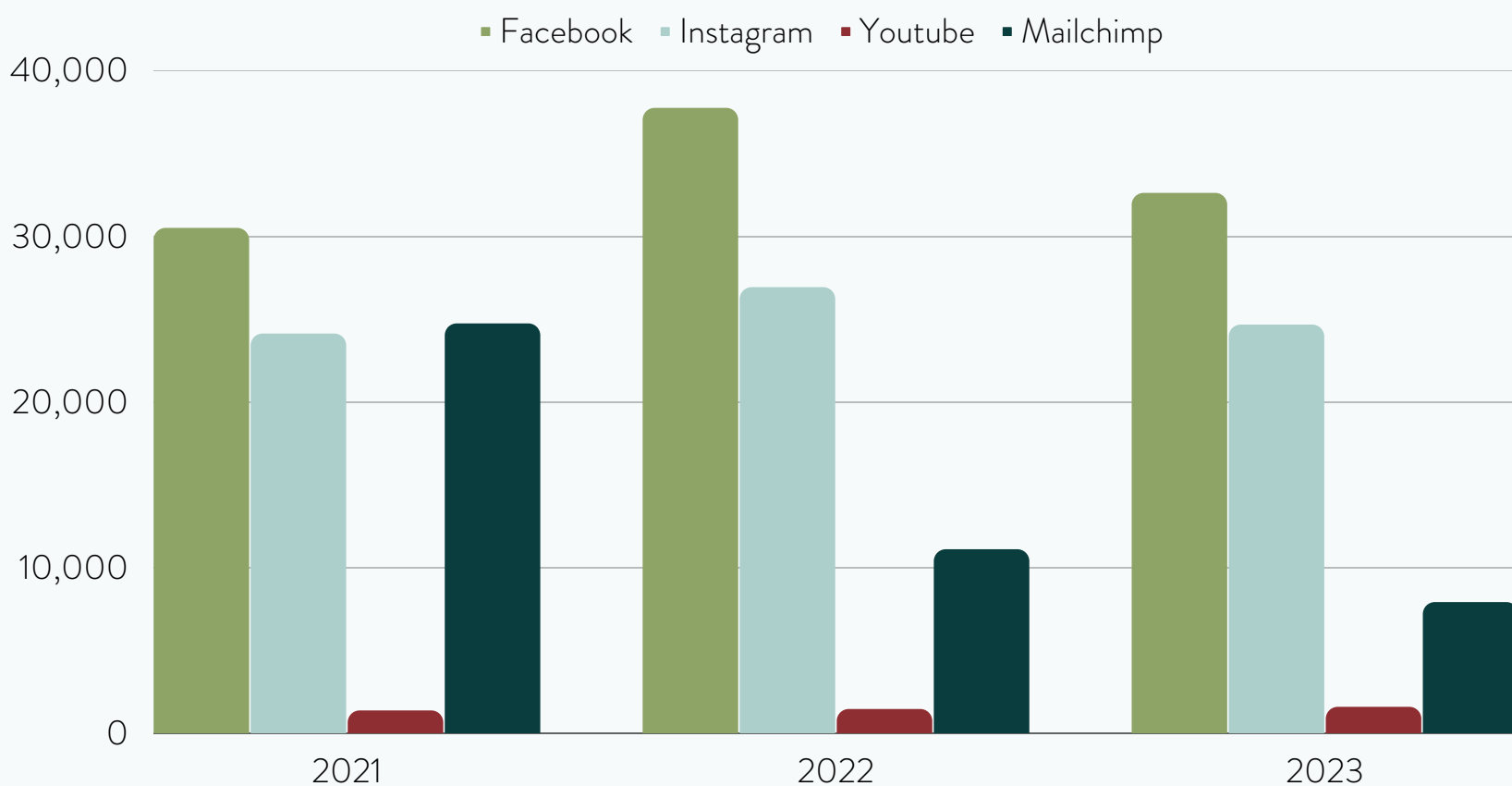


### Tour Package Arrivals by Country of Origin:



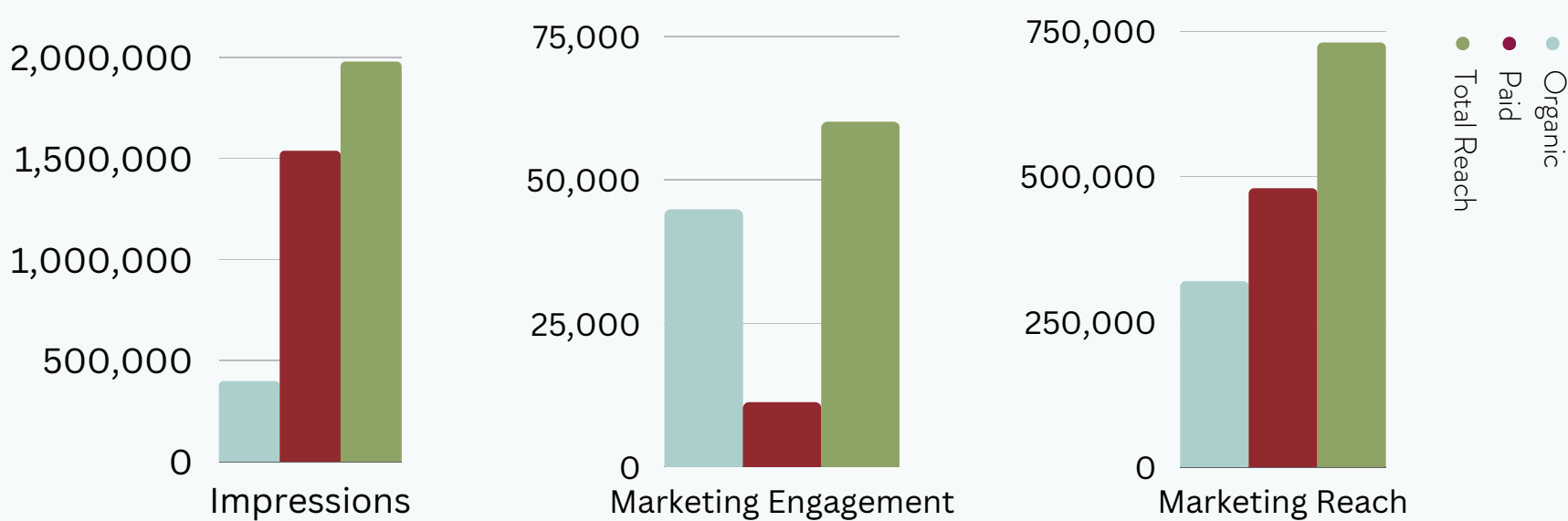
## Marketing

### Subscribers Q3 July:

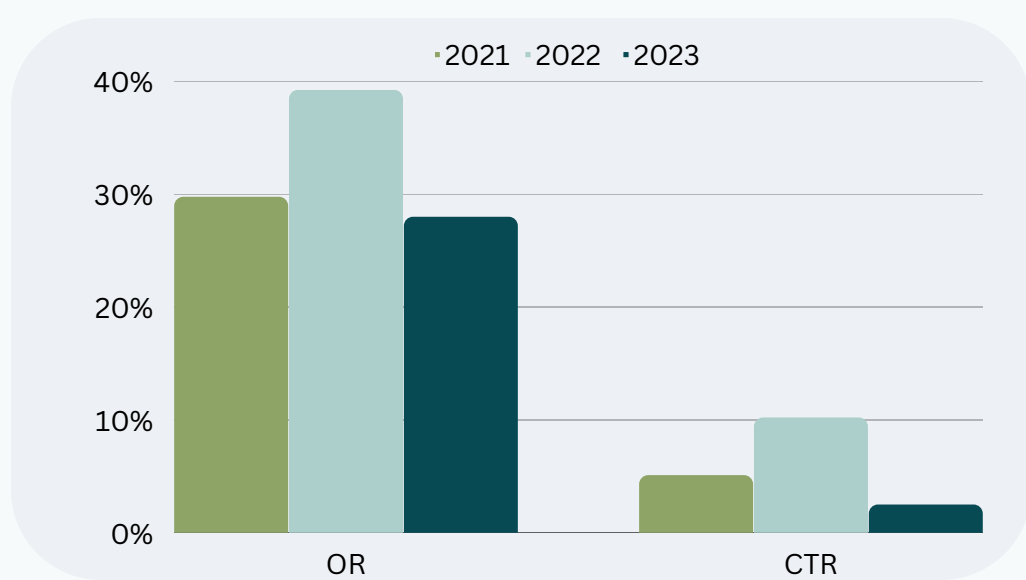


- Video views in 2023 July Q3 were **1,550**
- Website sessions & external links in 2023 July Q3 included **65,964** sessions & **20,926** through external links

### 2023 Q3 July Impressions, Marketing Reach and Engagement:

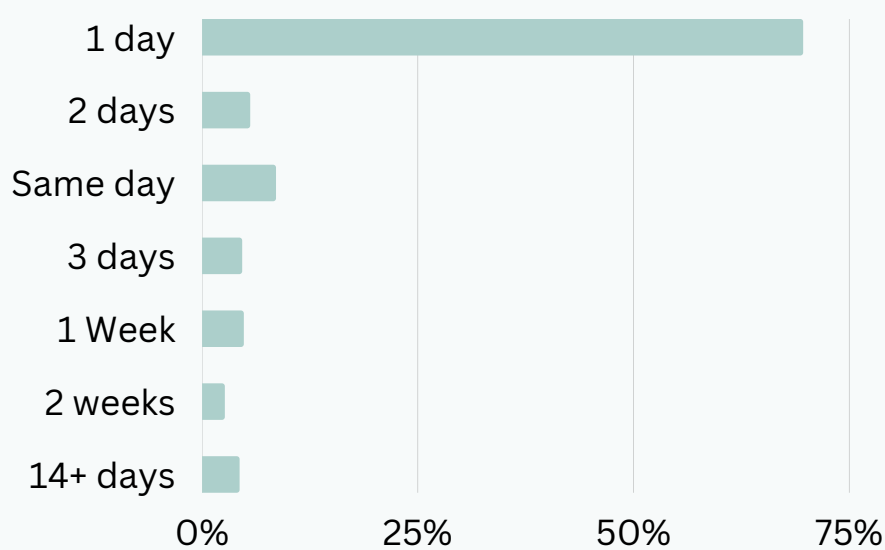


2023 Q3 July the MailChimp Open Rate was **28%** and Click Through Rate was **2.5%**

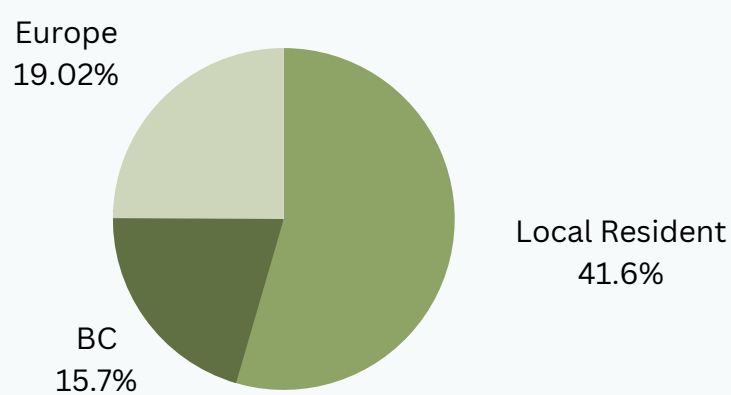


## Visitor Services\*

### Nights in Community:



### Top 3 Visitor Origins:



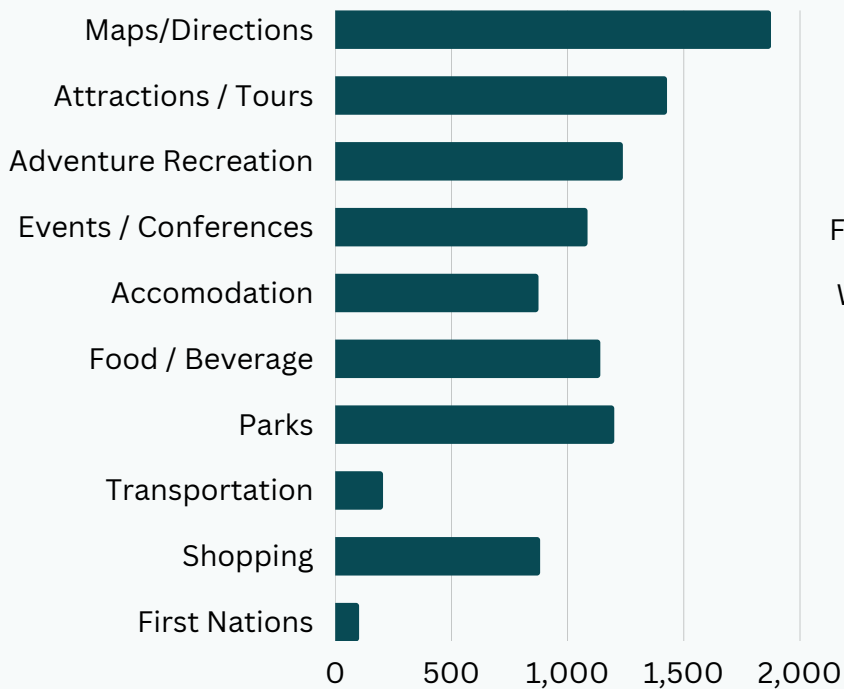
\* Data reflective of in-person interactions from our Tourism Kamloops Bold Street Team

## Visitor Services Continued\*

2566 parties mobile

81 Phone Calls

### Information Requested in 2023 Q3 July:



### Community specific Information Requested in 2023 Q3 July:



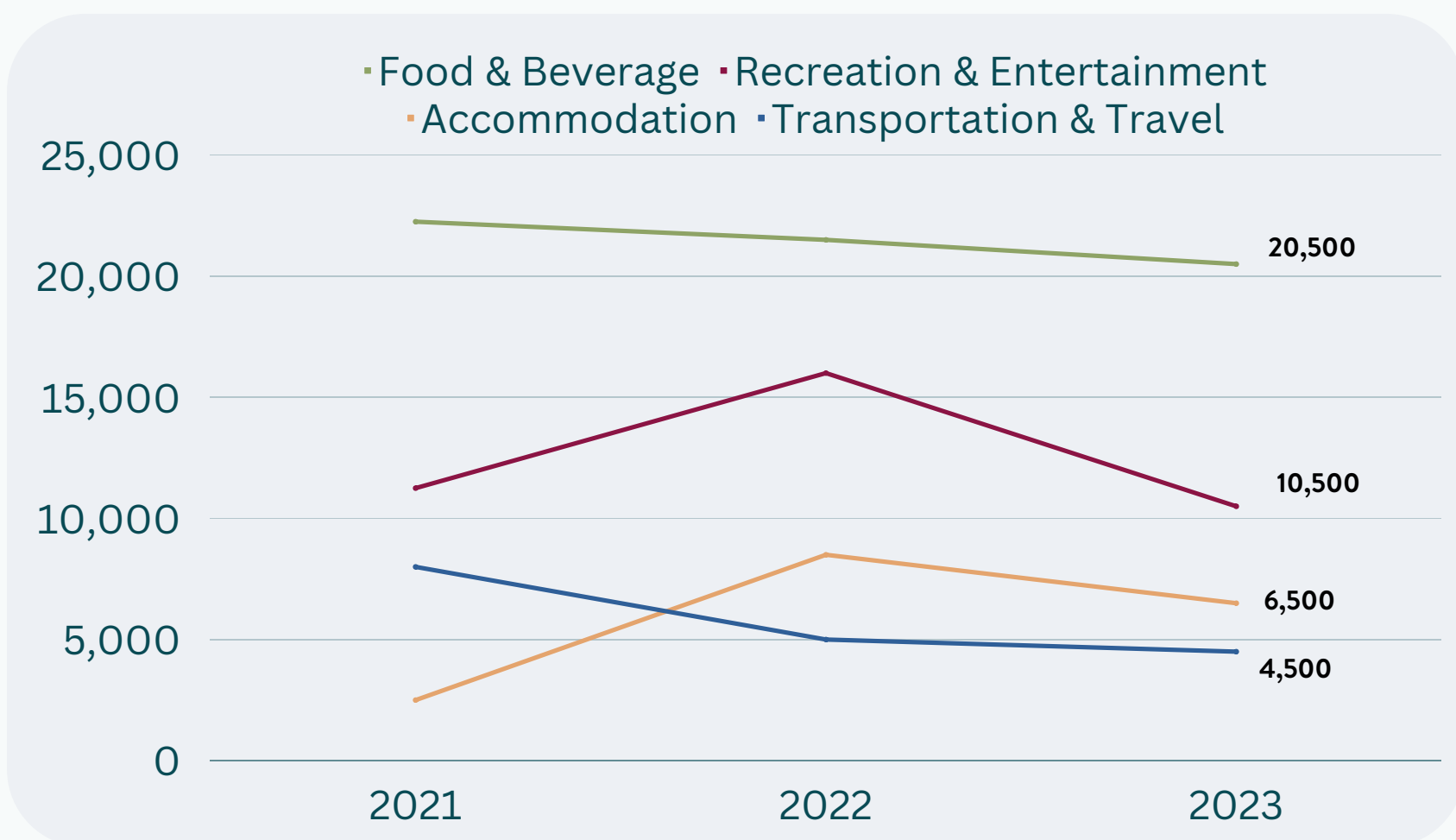
\* Data reflective of in-person interactions from our Tourism Kamloops Bold Street Team

## Employment

### 2023 Q3 July:

- Total Tourism Employment was **42,000**
- Tourism Unemployment Rate was **2%**
- Average Hours worked per week by Tourism Employees was **63.01**

### Tourism Employment by Sector in Q2 May:



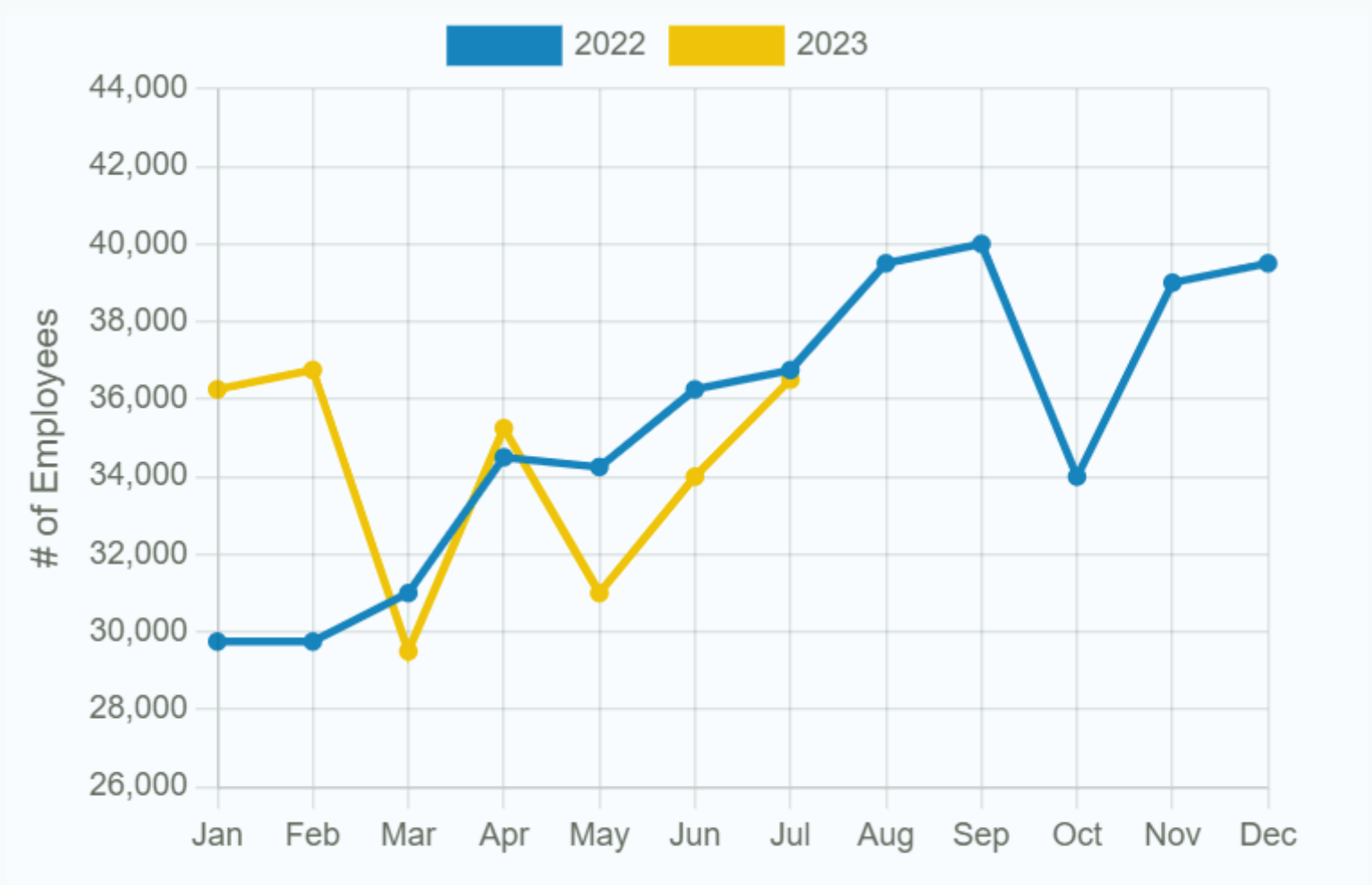
- Although employment levels among all four Tourism and Hospitality industry sectors have been impacted by COVID-19, leading occupations in Food and Beverage Services have recovered back to **90%** of the normal level. However, Travel and Accommodation Services occupations remained about **15%** below pre-COVID levels.

## Employment Continued

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

- In July 2023, employment in BC’s Tourism and Hospitality sector increased by **1.8%** from **355,500** in June 2023. Except for the Kootenay region, employment levels had increased in all other regions in July 2023.
- Employment in the Accommodation and Recreation and Entertainment sectors have **increased** in July 2023 while the Food and Beverage and Transportation and Travel sectors experienced a **decrease**.

#### Thompson Okanagan Employment 2021 vs 2022 vs 2023:



- Of those employed in BC’s Tourism and Hospitality industry, **54%** are male and **46%** are female. However, the Transportation and Travel Services sector has a higher concentration of males. About **70%** 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, **27%** have a degree or diploma below a bachelor’s, and **28%** have a bachelor’s degree or higher.
- In July 2023, Transportation and Travel led BC tourism sectors with approximately **88%** full-time workers, as compared to a low of **56%** full-time workers in the Food and Beverage sector.

The unemployment rate in the Tourism and Hospitality sector in BC slightly **decreased** from **4.6%** in June 2023 to **4.5%** in July 2023. The unemployment rate remained higher than its pre-COVID level (**4.5%** in July 2023 vs **3.0%** in July 2019).





## Destination Overview

To help employers navigate these challenging times, go2HR has curated a list of useful resources relating to wildfire preparation, the hazards of smoke exposure and mental health supports:

- [Wildfire Preparedness Guide \(PreparedBC\) \(includes a 'Grab-and-go Bag' list\)](#)
- [Working in Wildfire Smoke – FAQs \(WorkSafeBC\)](#)
- [Coping with Natural Disaster Stress \(CMHA-BC\)](#)

### Kamloops Research Highlights:

**639.23K** total arrivals YTD

**\$329.12M** Total spending YTD

**\$147.19** ADR YTD

**71.32%** OCC YTD

Propolis Cooperative Housing Society is raising **\$1.1 million** in community bonds to purchase the property for their first housing development. This project will bring **50 units** of affordable housing to Kamloops' North Shore, use sustainable and resilient net zero building strategies, and create more walkability, food security and economic development just a few blocks away from The Stir! Investors can earn up to **3.5%** interest while supporting this important project.

**The Thompson Okanagan Tourism Association (TOTA) and the British Columbia Hotel Association (BCHA) are working together to assess the immediate and long-term impacts on Thompson Okanagan tourism stakeholders from Accommodation Travel Restrictions (Southern Intern Areas) Order by the Province of BC, originally effective August 19 - September 4, 2023.**

- TOTA and BCHA are conducting a survey to collect details on the impacts of the order on tourism operations to present a summary of the findings to the BC Ministry of Tourism, Art, Culture, and Sport (MTACS) to share with the other ministries.
- The survey will take approximately 20 minutes to complete. Your input is critical to understanding the impact of the order on businesses.
- If you represent more than one business, please complete additional surveys for each business so that we have a better understanding of the impact of the order.

To complete the survey, go to <https://TOTABC.org/Survey>.

## Google Consumer Insights

- Seventy-two percent of consumers say they're being more thoughtful about what they spend their money on, and **62%** are being more thoughtful about where they shop.
- On average, **73%** of consumers say they are willing to continue buying from companies that increase their prices if they feel valued as a customer.
- Across surveyed markets, **53%** of consumers say they are more likely to buy for durability versus affordable products that may need to be replaced more frequently.

TikTok has been running a partnership with Shopify called TikTok Storefront that allows brands to sell to TikTok users directly from their Shopify inventory. TikTok Storefront is being discontinued, as TikTok says it's looking to build a more robust e-commerce platform of its own. Meanwhile, TikTok Shop is launching, which will contain the entire checkout process within the TikTok app. Shopify, along with other e-commerce platforms like BigCommerce, Lightspeed, and Square will be able to hook into TikTok Shop to connect their inventory and analytics

For a few years now, we've been able to use the Meta Ads Transparency tool to check out the ads that other companies in our industry are running. Now they've added the ability to see which content creators they're working with. Meta has a tool called Branded Content that facilitates connections and transactions between brands and creators, but there has been no way to track those relationships, except to scroll through their feeds looking for the branded content tag. Now, you can search for any company that's using Meta's branded content and see not only who they're working with, but also what they've posted together.