

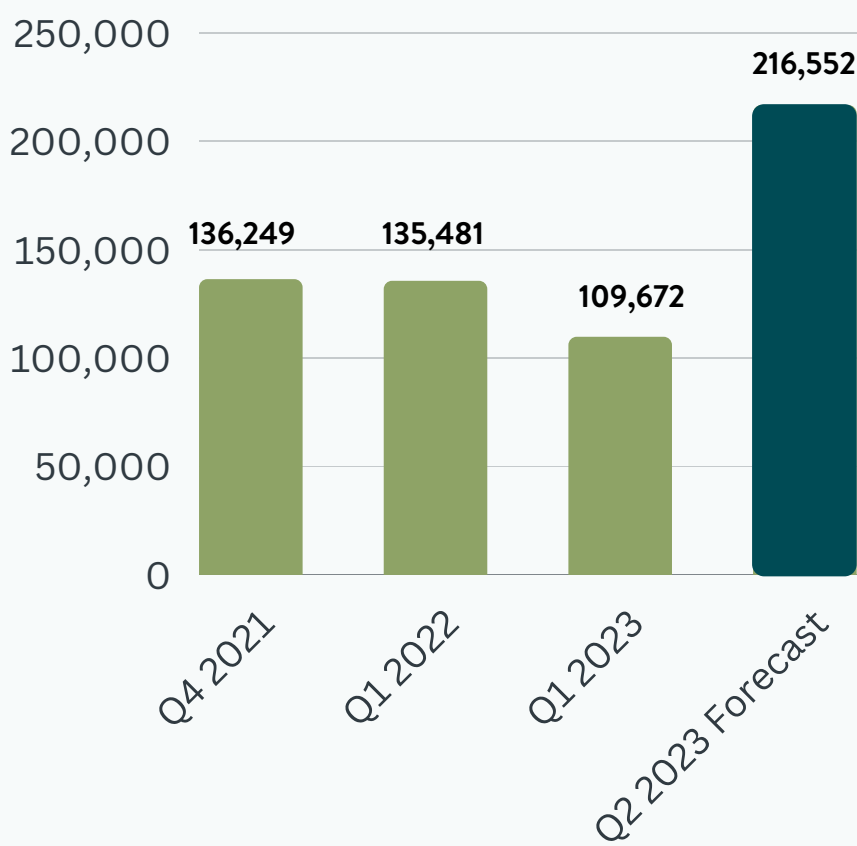
Arrivals

Kamloops Airport passenger Statistics indicated there were **104,400** Year-End travelers in 2021 and **257,400**

Year-End travelers in 2022



Total arrivals into Kamloops by:

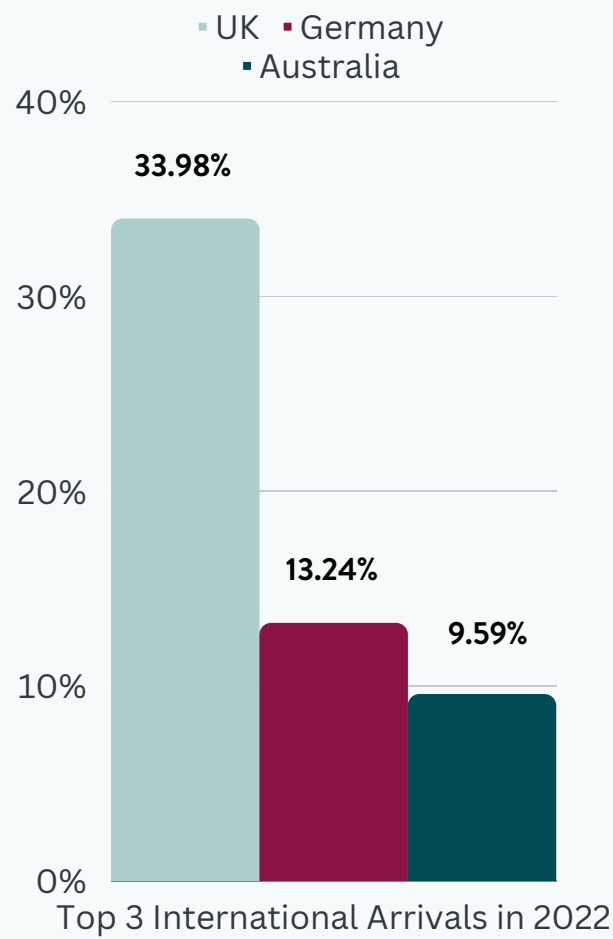
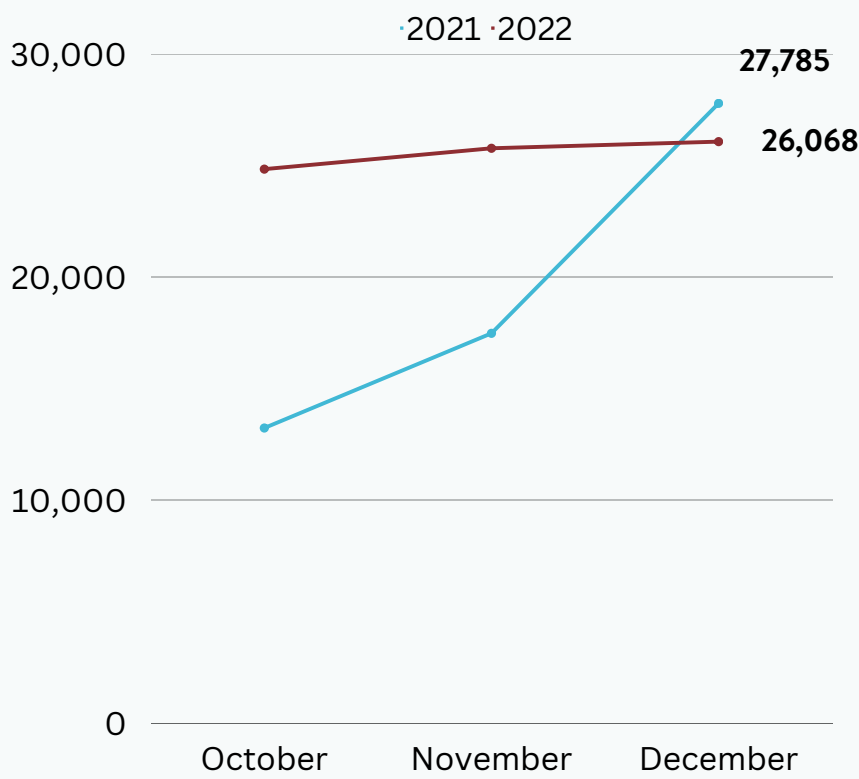


- Domestic arrivals were 8.8% from the Prairies, and 91.2% from the West Coast
- Totals Arrivals YTD: 857.41K
- Domestic Day Trips: 42.63%
- 2022 Q4 International Arrivals were 4,571

The 2023 Q2 arrival forecast is **216,552**

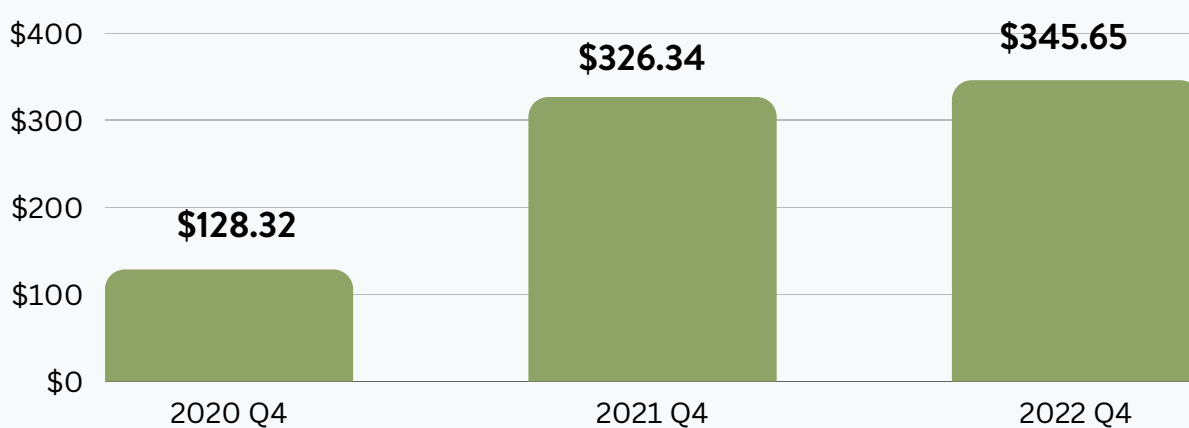


Kamloops Q4 Travelers:



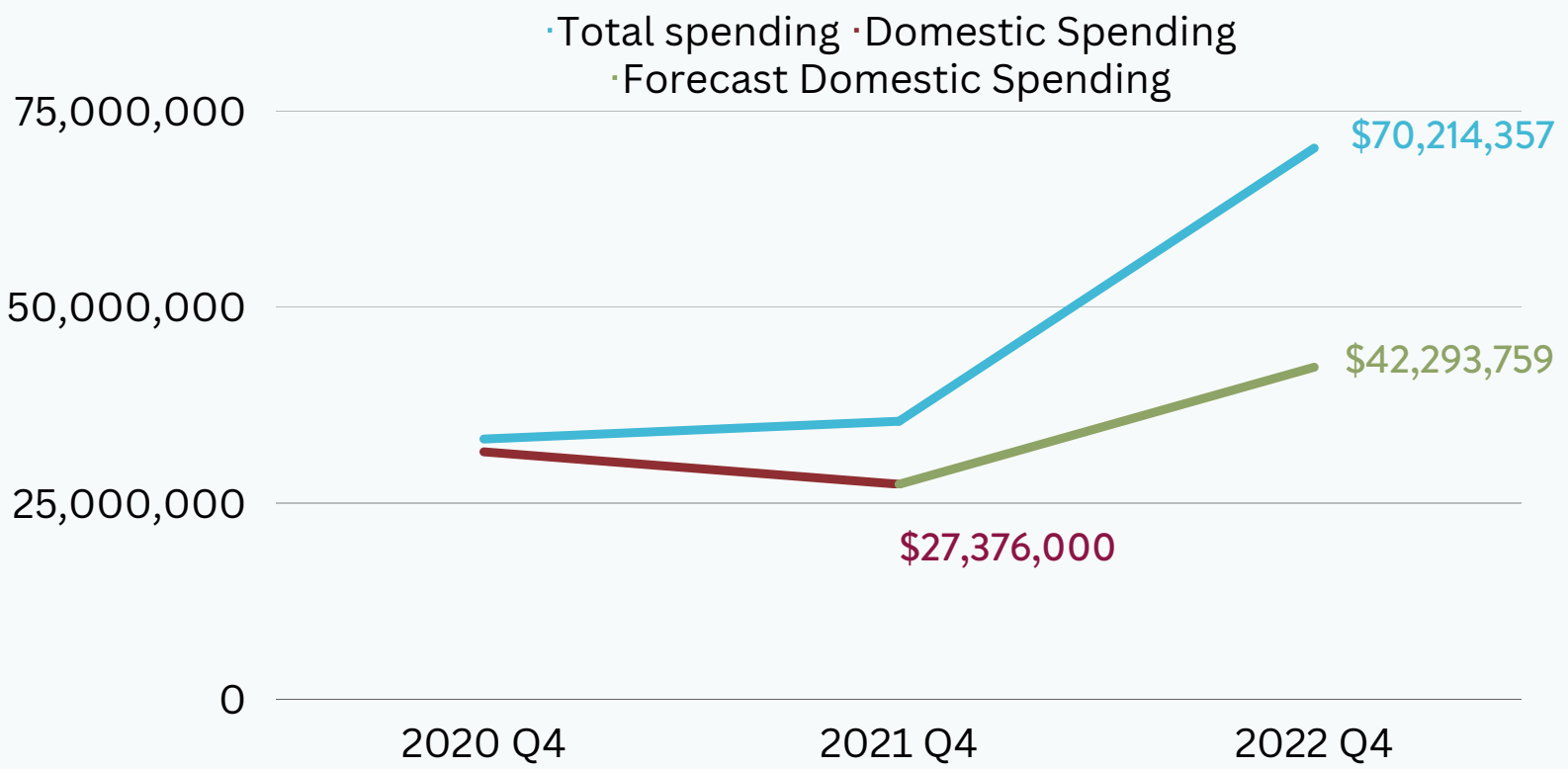
Visitor Spending

Average Spend Per Visitor:



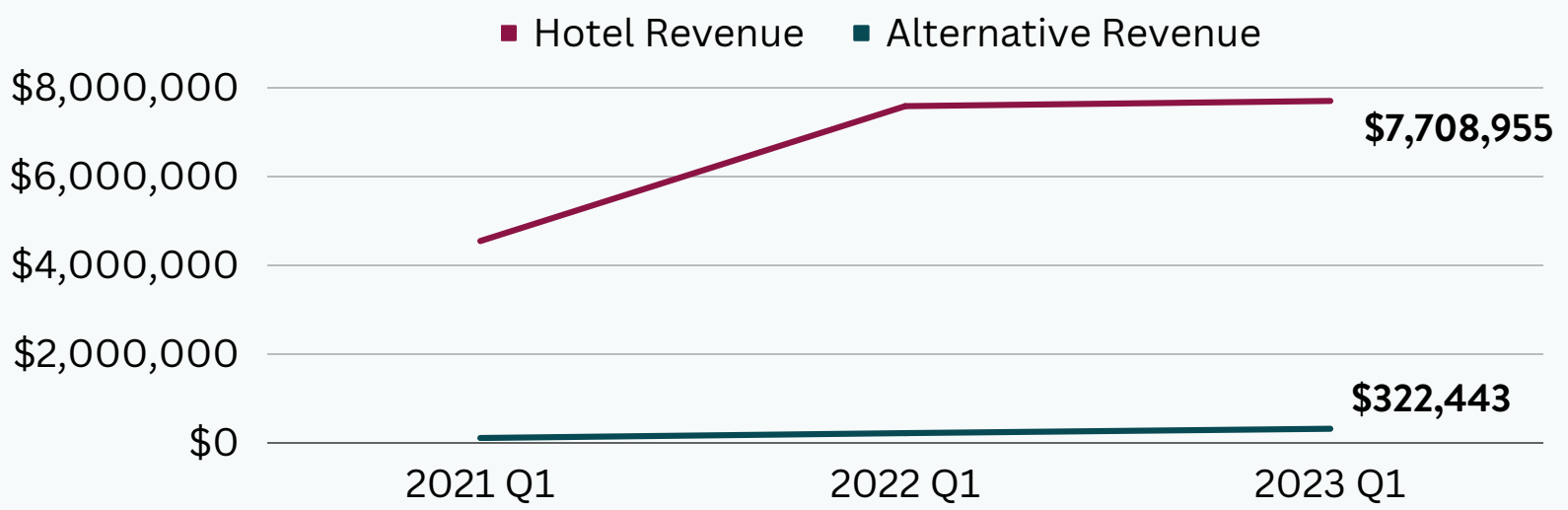
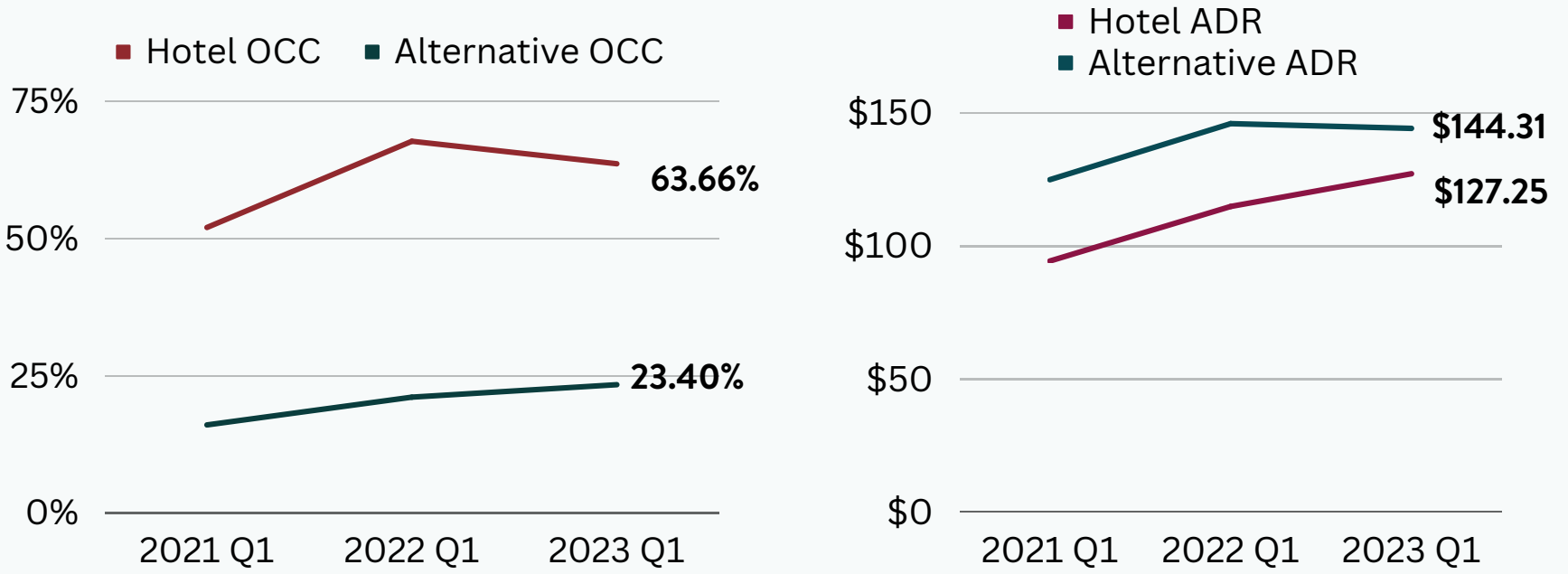
Total Spending YTD **\$339.85M**

Visitor Spending Continued



Accommodation

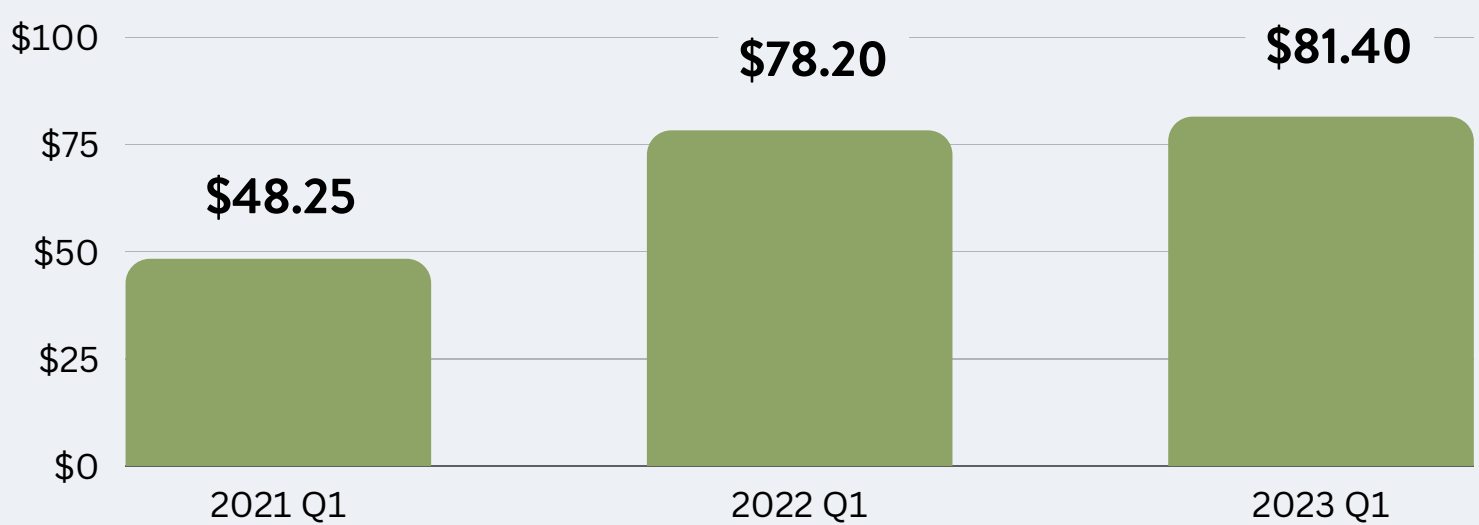
Hotel vs Alternative:



The Revenue YTD was **\$21.10M**

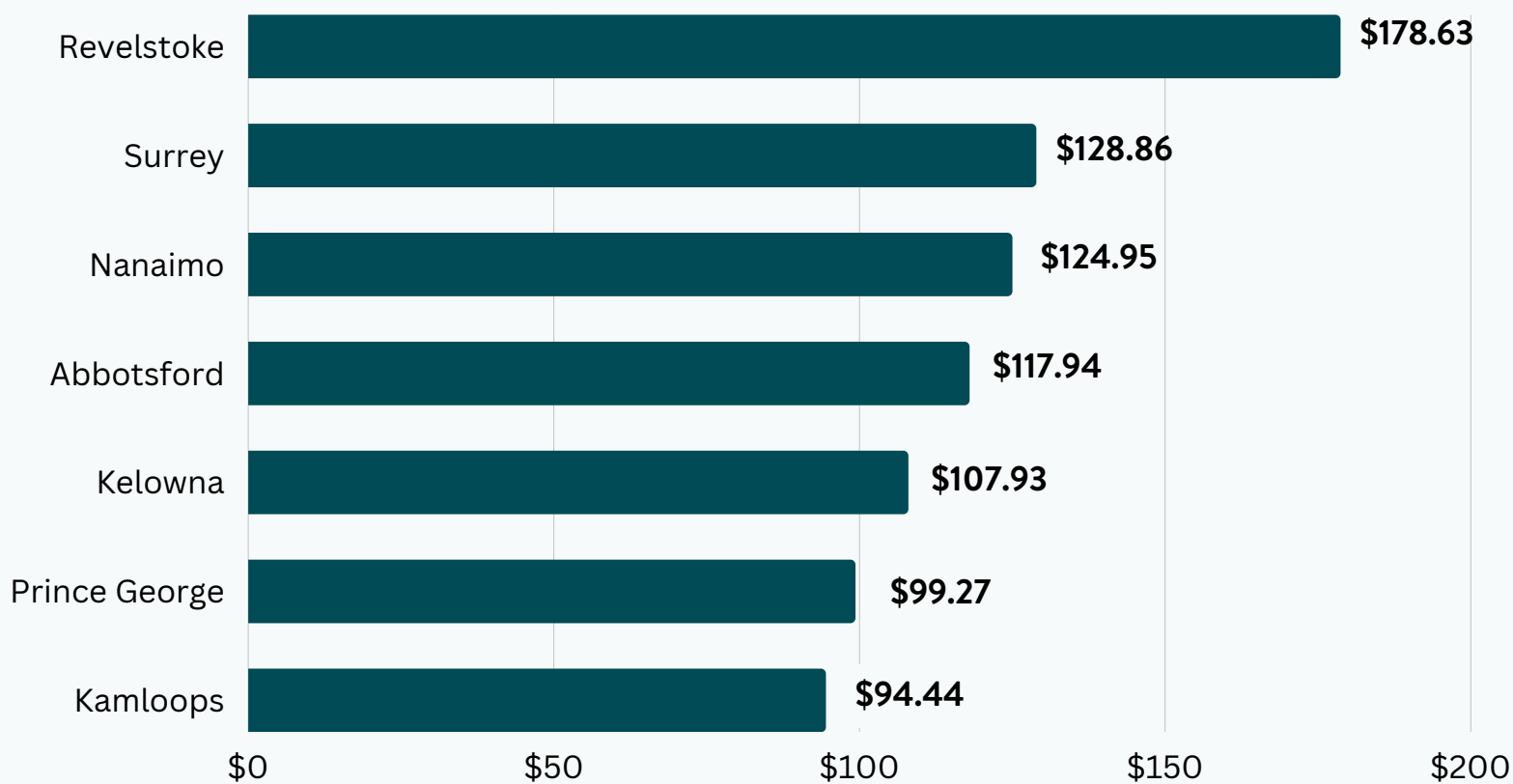
The ADR YTD was **\$122.78**, and the Occupancy was **58.86%**

Hotel RevPAR:



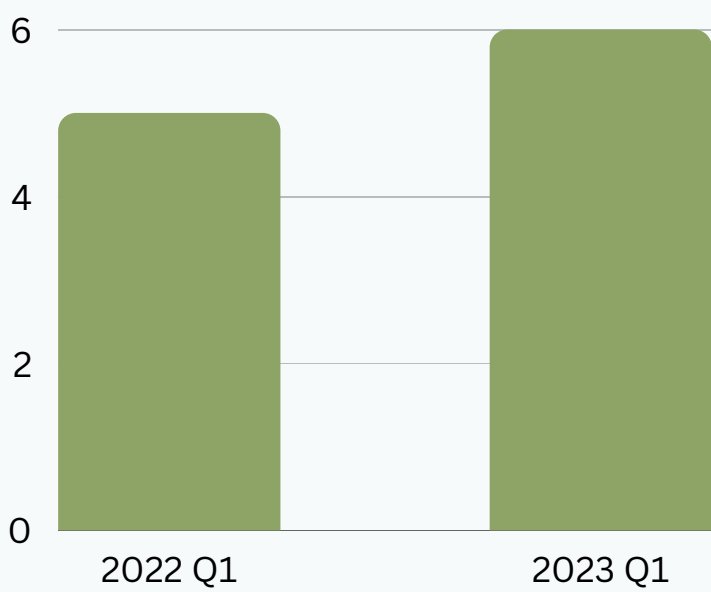
Accommodation Continued

March 2023 Q4 ADR Compset:

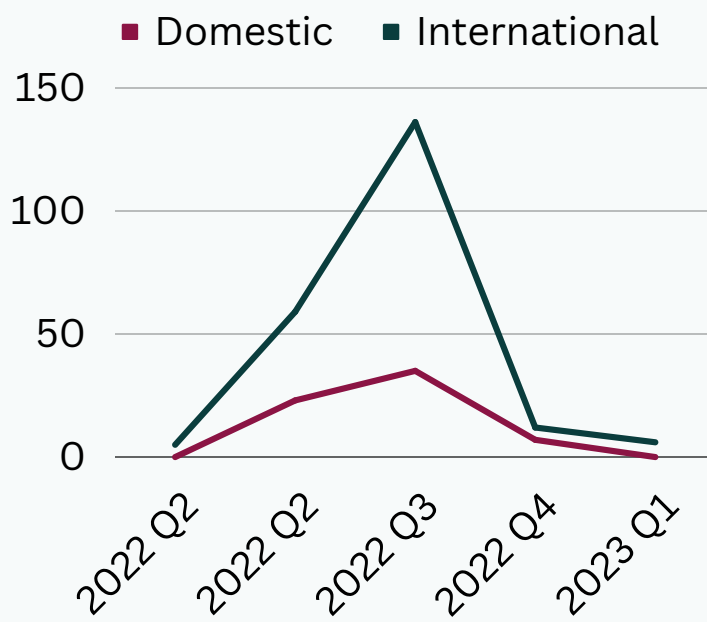


Travel Trade Report

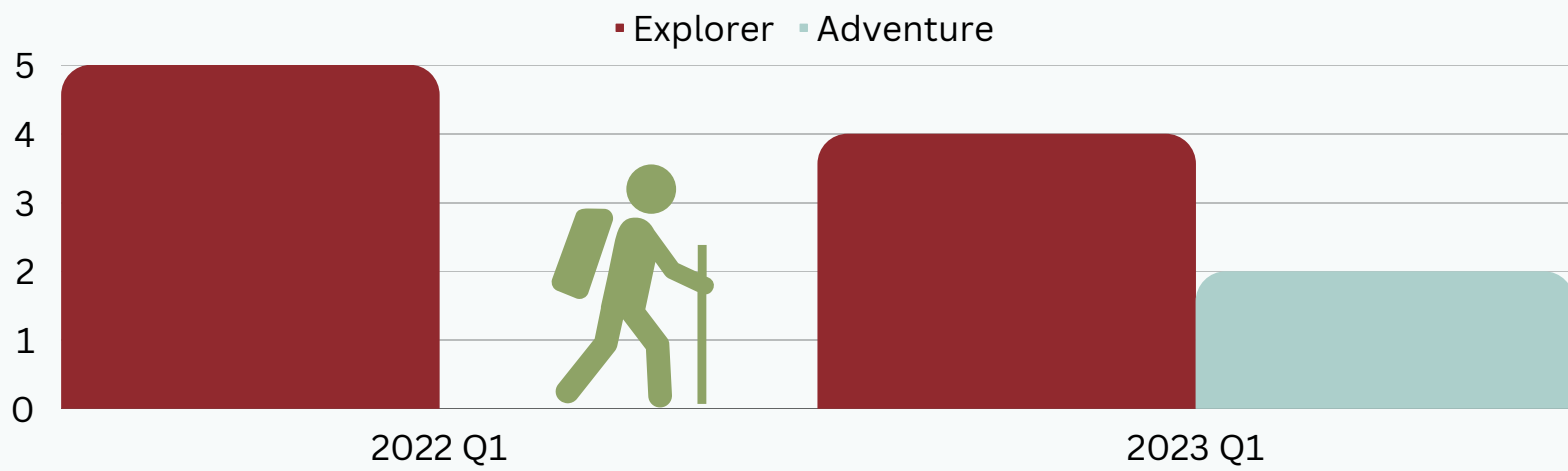
Total Tour Package Arrivals:



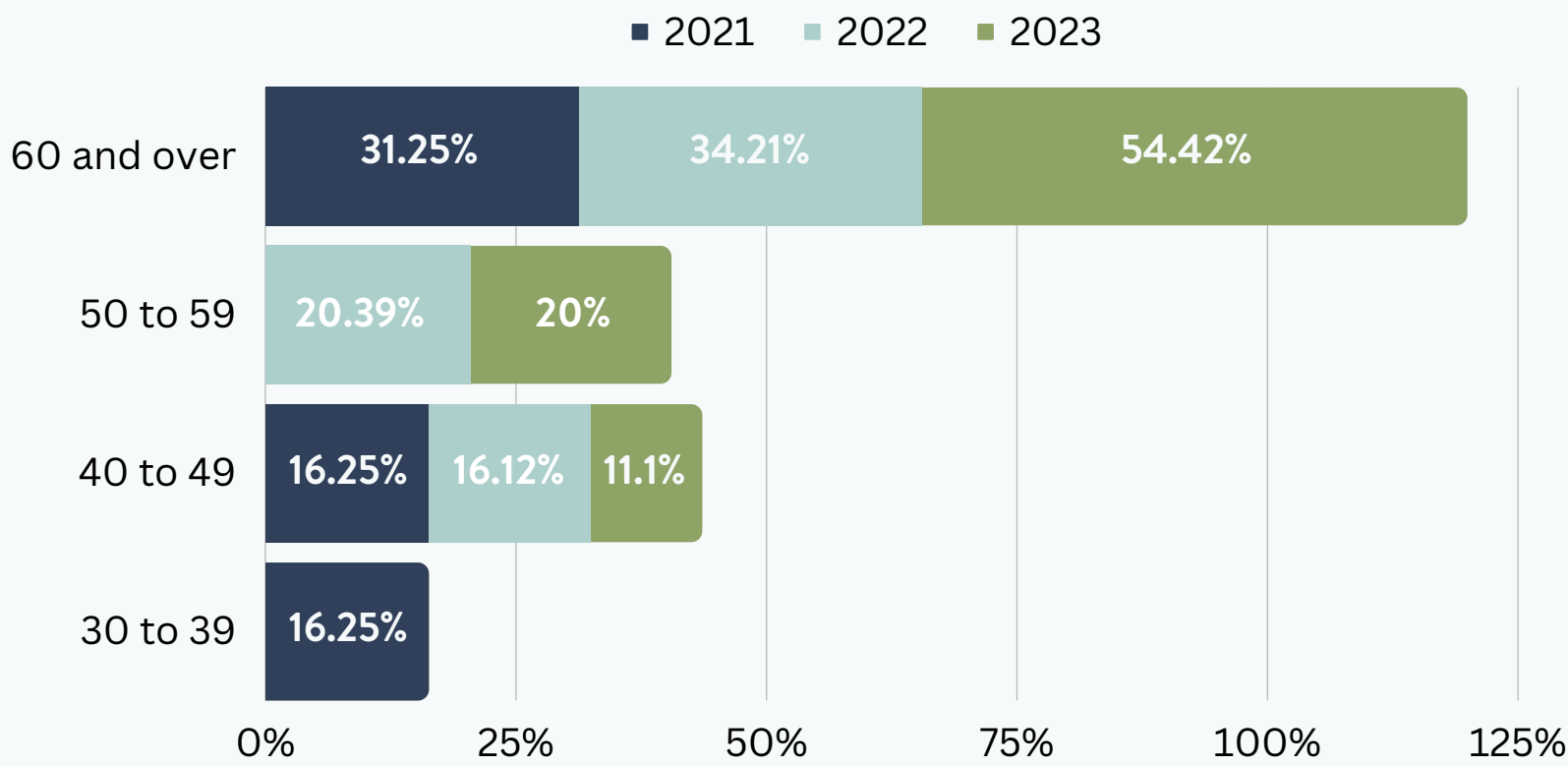
Domestic vs International Tour Package Arrivals:



Total Tour Package Arrivals by Tour Type:

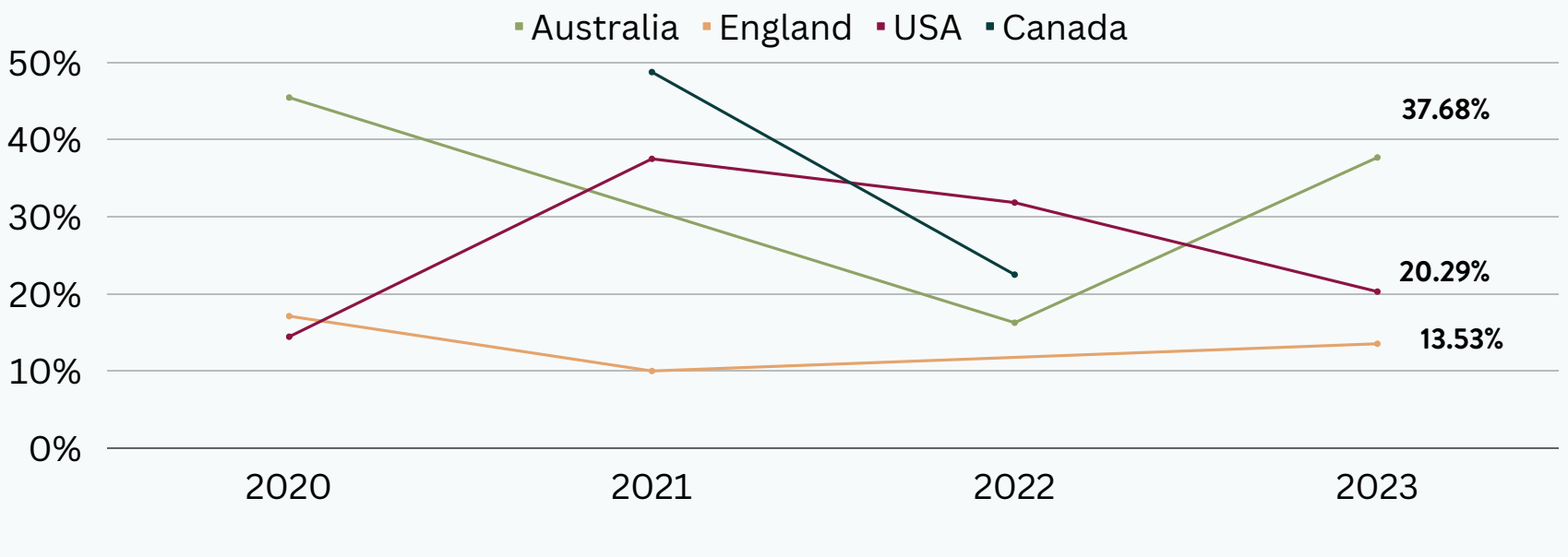


Tour Package Arrivals by Age:



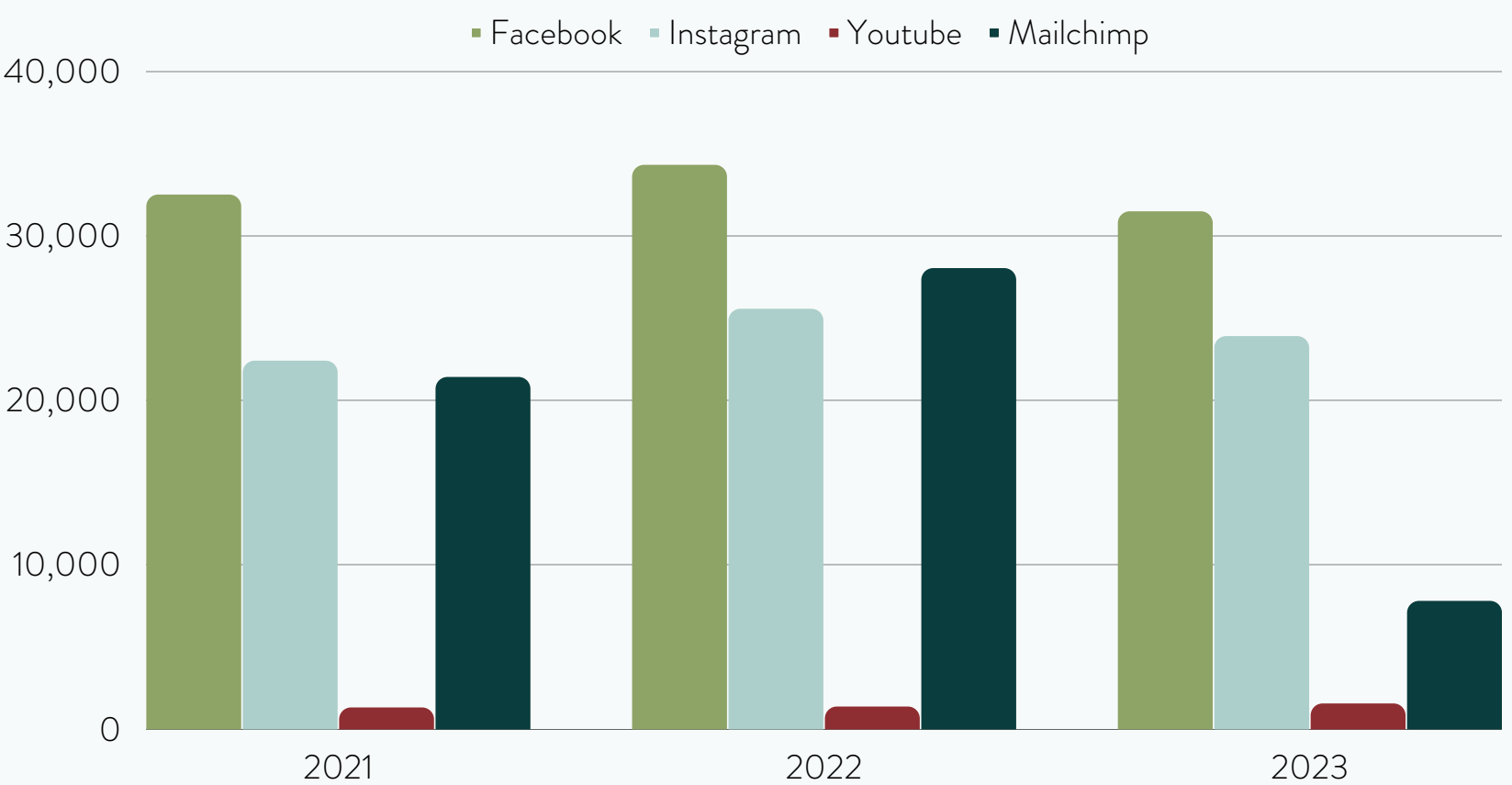
Travel Trade Report Continued

Tour Package Arrivals by Country of Origin:

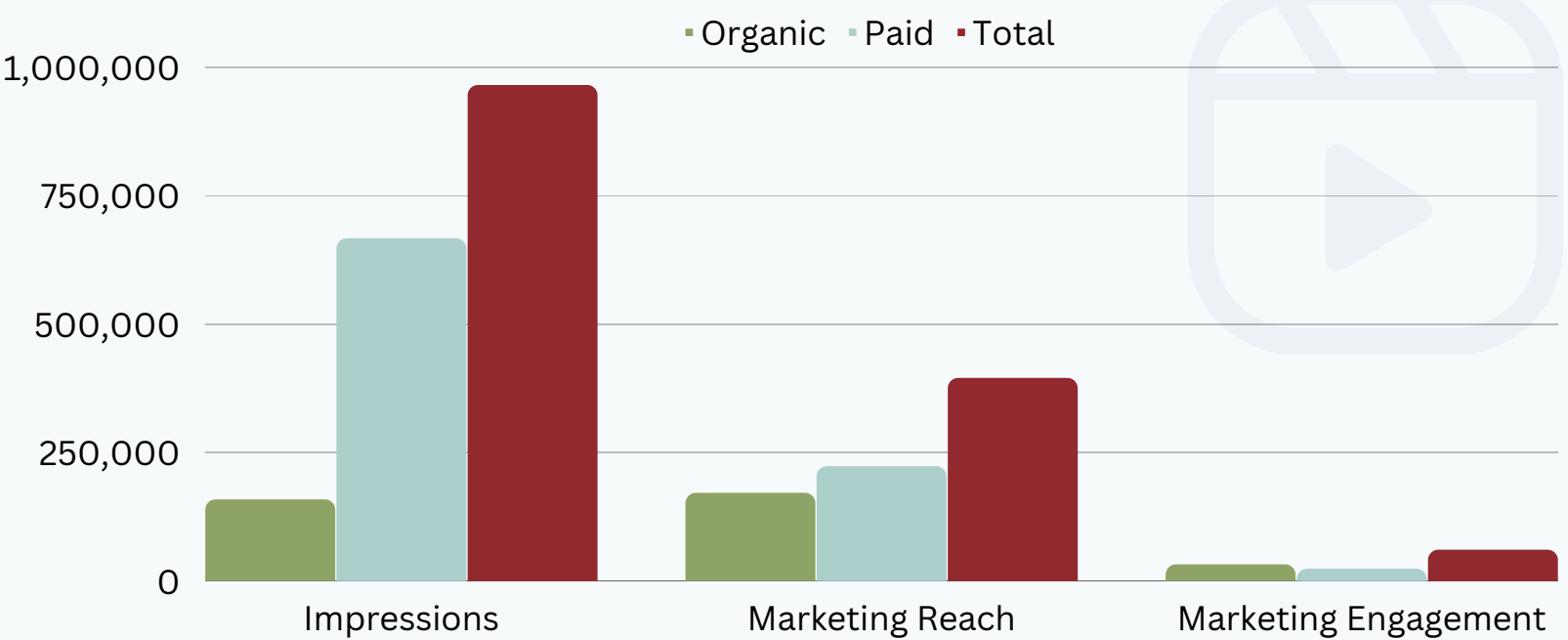


Marketing

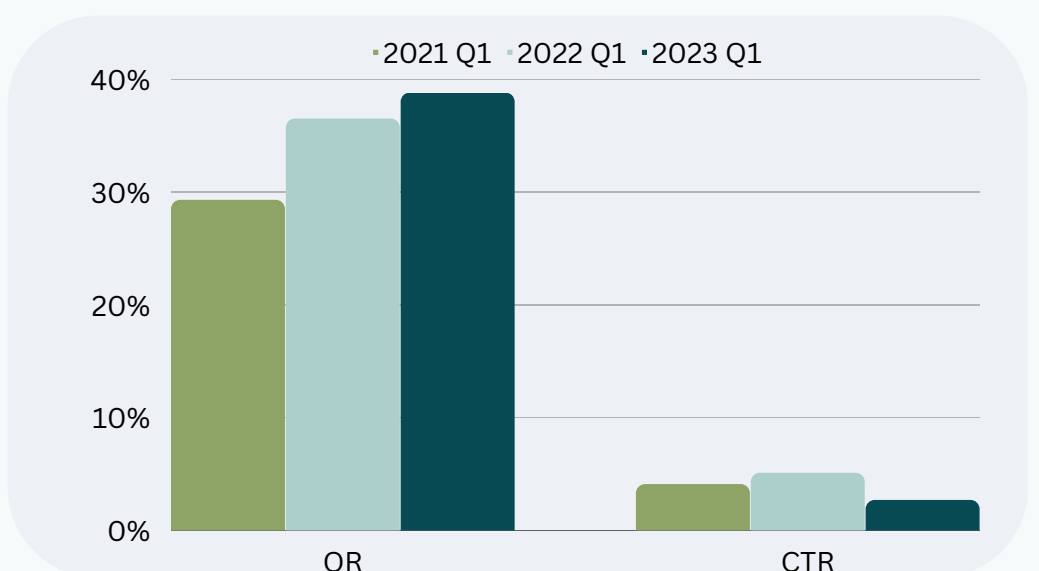
Subscribers Q1 March:



- Video views in March Q1 2023 were **3,299**
- Website sessions & external links in March Q1 included **34,094** sessions & **8,646** through external links

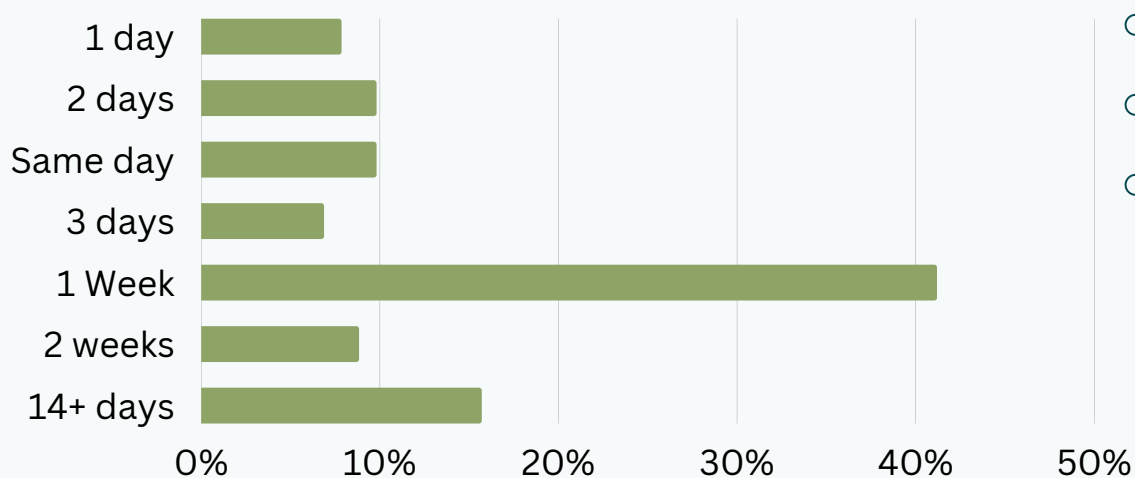


2023 Q1 March the MailChimp Open Rate was **38.8%** and Click Through Rate was **2.7%**



Visitor Services*

Nights in Community:

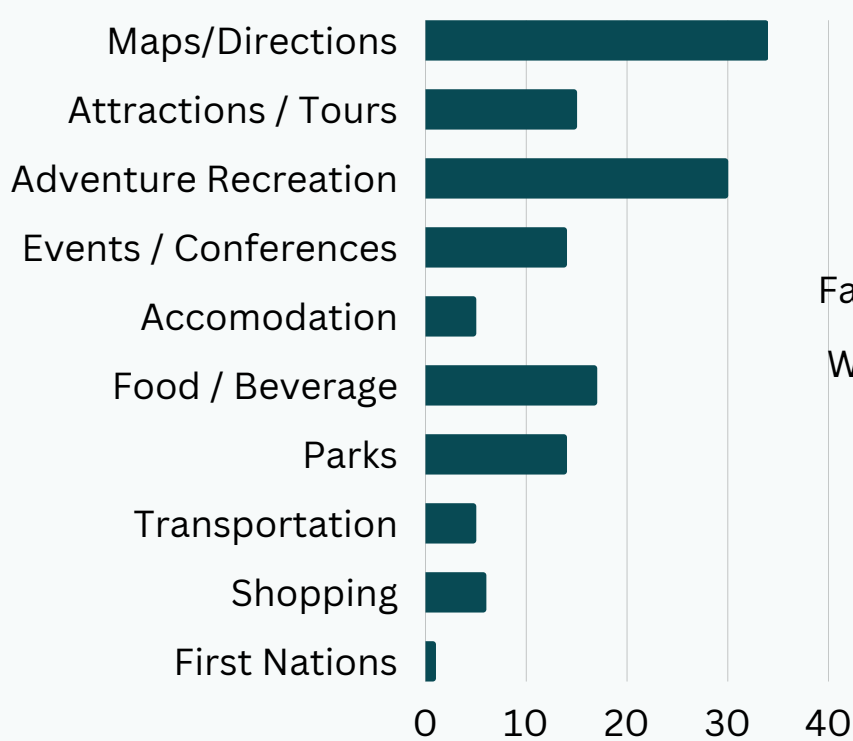


Top 3 Visitor Origins:

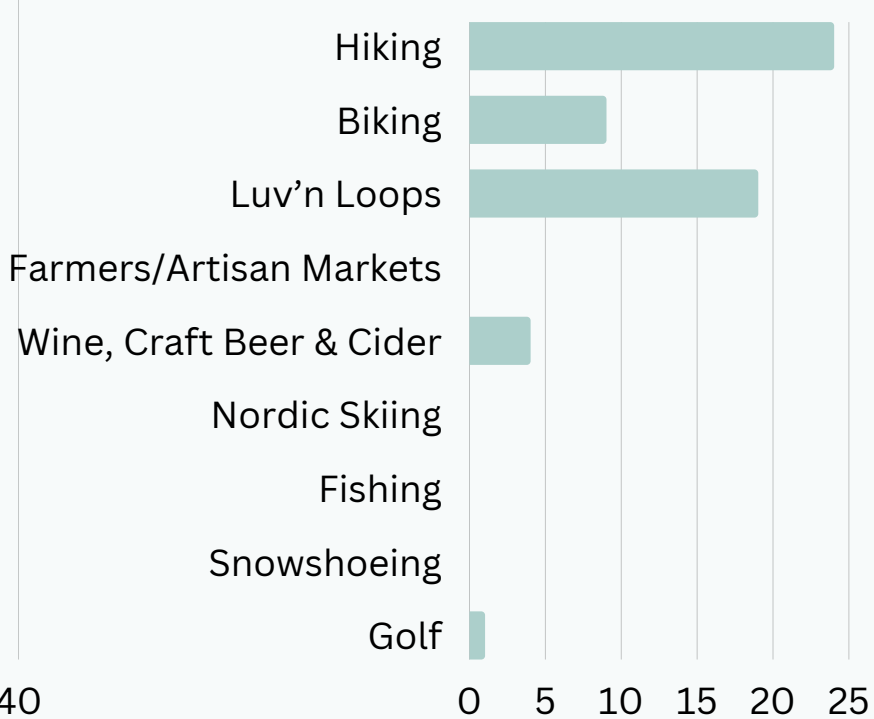
- Local Resident **48.6%**
- BC **38.5%**
- Other Canada **6.6%**

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

Information Requested in 2023 Q1 March:



Community specific Information Requested in 2023 Q1 March:

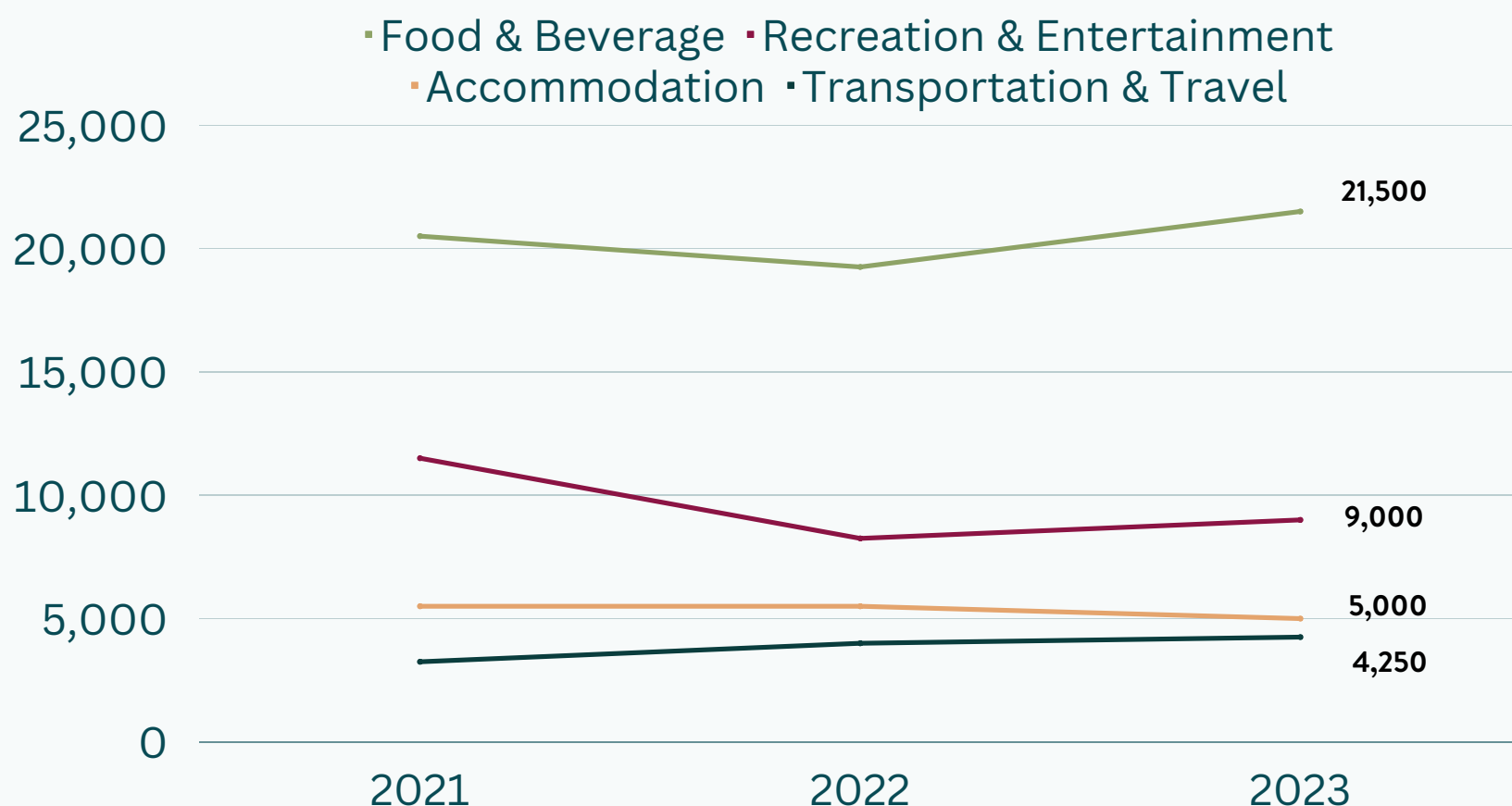


Employment

2023 Q1 March:

- Total Tourism Employment was **39,750**
- Tourism Unemployment Rate was **9.80%**
- Average Hours worked per week by Tourism Employees was **50.09**

Tourism Employment by Sector in Q1 March:

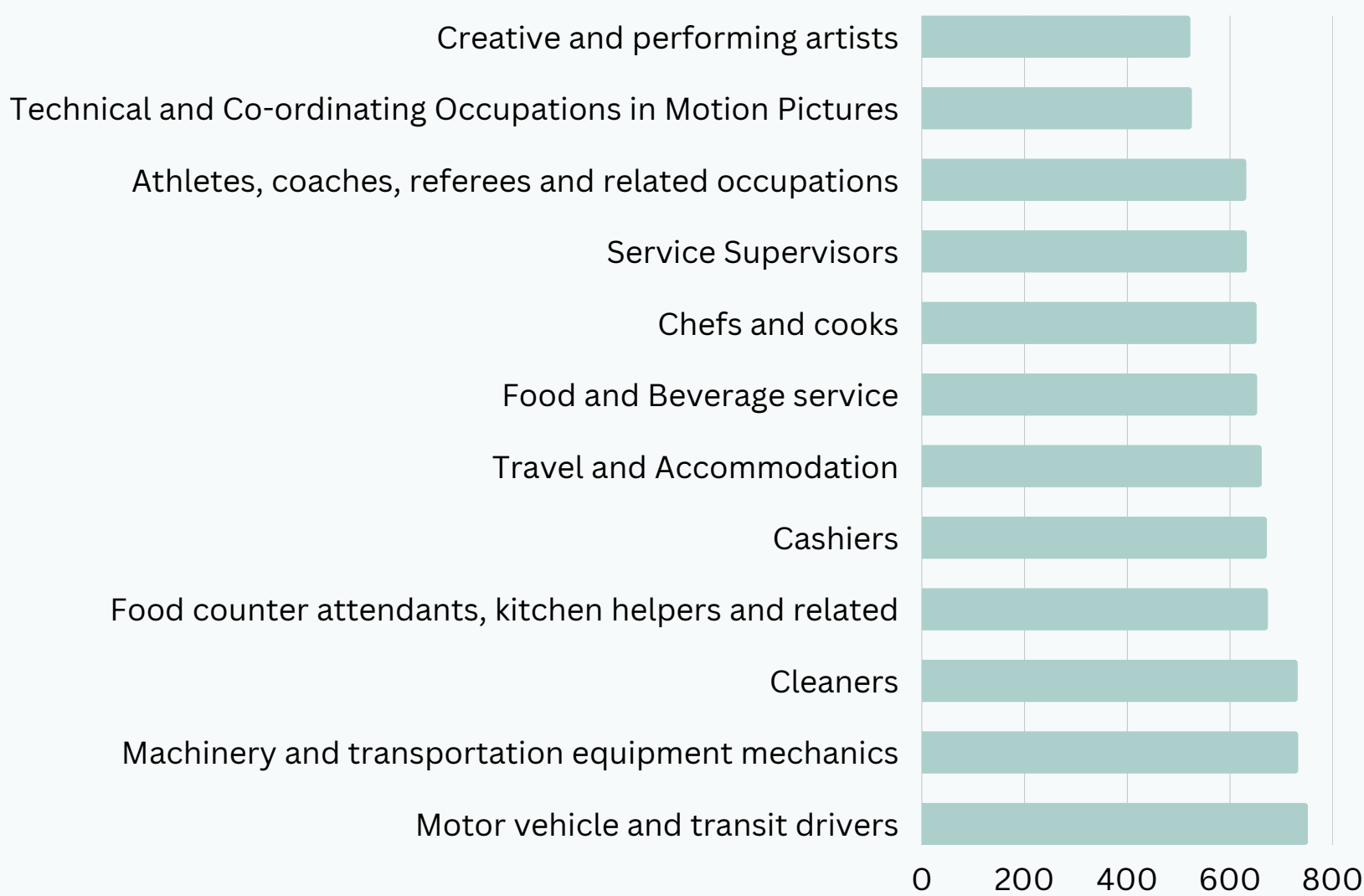


Employment Continued

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

- Employment in BC’s Tourism and Hospitality sector increased by **1%** from **330,250** in February 2023 to **332,500** in March 2023.
- Tourism and Hospitality employment in BC remained below pre-COVID levels, with **14,000** fewer jobs compared to March 2019.
- Employment in the Food and Beverage, and Recreation and Entertainment sectors had decreased by **1,250** and **4,500** respectively in March 2023, while Accommodation, and Transportation and Travel sectors had an increase of employment of **6,000** and **2,000** respectively.

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



- Employment levels in all regions had increased in March 2023 except the Thompson Okanagan and Kootenays.
- Of those employed in BC’s Tourism and Hospitality industry, **53%** are male and **47%** are female. The Transportation and Travel Services sector, has a higher concentration of males. About **73%** 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.

Among the employment in all Tourism and Hospitality sectors, only Food and Beverage, and Recreation and Entertainment sectors surpassed pre-COVID levels (March 2019).



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

Destination Overview

A quick look at three top needs of Canadian travelers

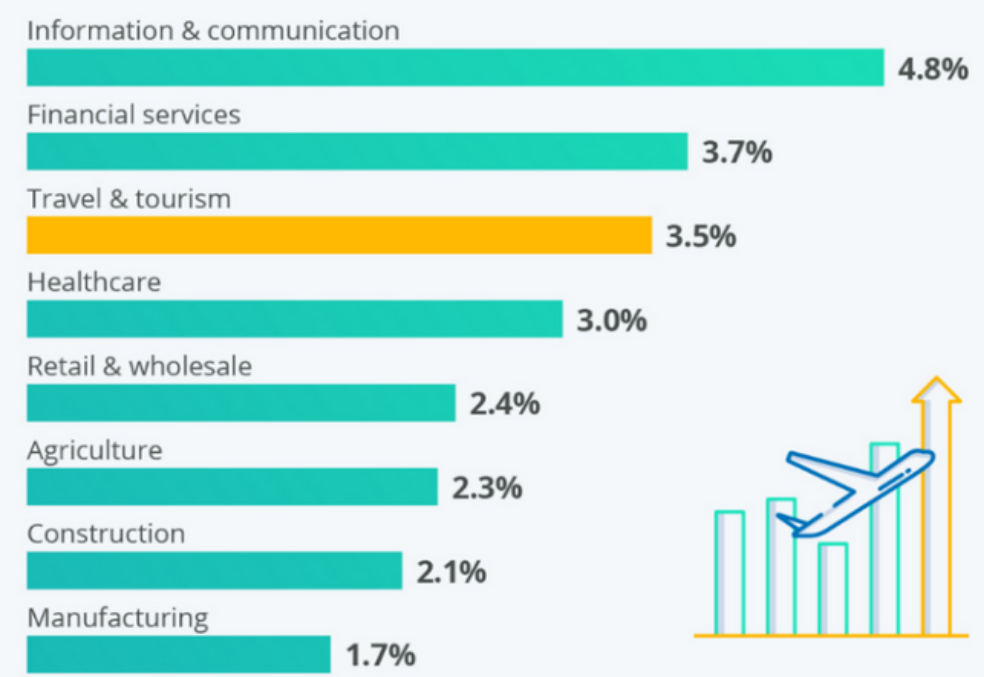
1. Canadians Seek Stability
2. Canadians Seek Green Escapes
3. Canadians Seek Normalcy and Routine

[Article Link](#)

For nine consecutive years before the COVID-19 pandemic, the growth of the global travel and tourism sector exceeded that of the global economy. As the damage to the tourism sector caused by the pandemic slowly subsides, the sector is forecast to pick up the pace again and grow by **5.8%** annually over the 2022 to 2032 period, more than twice as fast as the forecast global GDP. The sector is thus one of the main powerhouses of global economic growth.

TRAVEL AND TOURISM IS ONE OF THE FASTEST GROWING SECTORS

Global GDP growth by sector in the last pre-pandemic year (2019)



Source: World Travel & Tourism Council (WTTTC)



statista

- After suffering its first-ever revenue decline in 2022 in the face of growing competition from TikTok and strong economic headwinds, Facebook parent Meta Platforms returned to growth in the first three months of 2023. Driven by a **4%** increase in advertising revenue, partially offset by a **51%** drop in Reality Labs revenue, Meta posted overall revenue of **\$28.6 billion** for the first quarter of 2023, up **2.6%** from the same period a year ago.
- Ad impressions across the company's "Family of Apps", i.e. Facebook, Messenger, Instagram and WhatsApp, were up **26%** year-over-year, while the average price per ad decreased by **17%** due to strong impression growth in "lower monetizing surfaces and regions", foreign currency depreciation and lower advertising demand.

- **109.67K total arrivals YTD**
- **\$79.83M Total spending YTD**
- **\$122.78 ADR YTD**
- **58.86% OCC YTD**



Meta Returns to Growth After Challenging 2022

Year-over-year change of Facebook/Meta's revenue*



* Facebook was renamed Meta in October 2021
Source: Meta Platforms



statista

- One of the main challenges faced by Meta is the ongoing transition to short-form video content, or Reels, as a response to the growing popularity of TikTok. And while Reels and the AI-powered recommendations that push them into users' feeds are working - time spent on Instagram is up **24%** since their introduction in August 2020 - this is actually hurting revenue growth as it is drawing attention away from stories or the news feed, which are more easily monetizable.