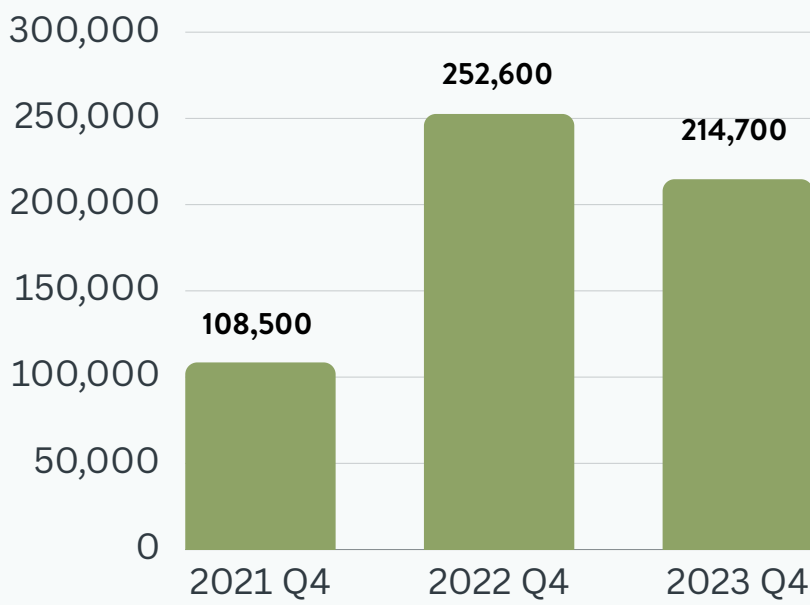


## Arrivals

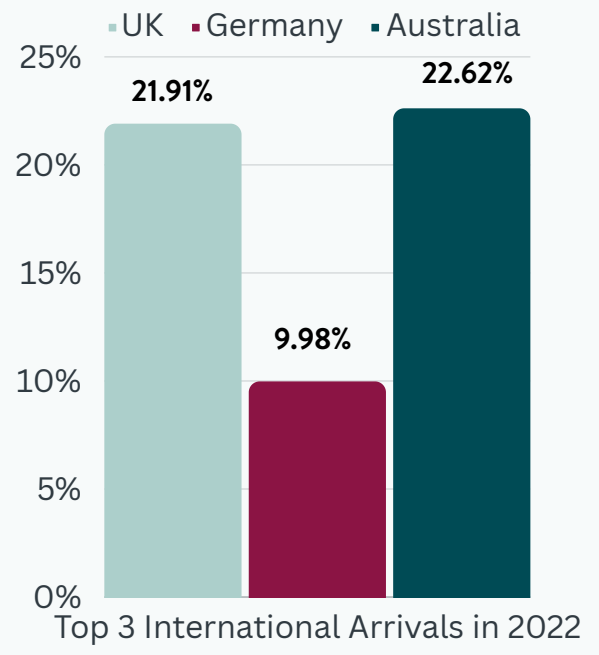
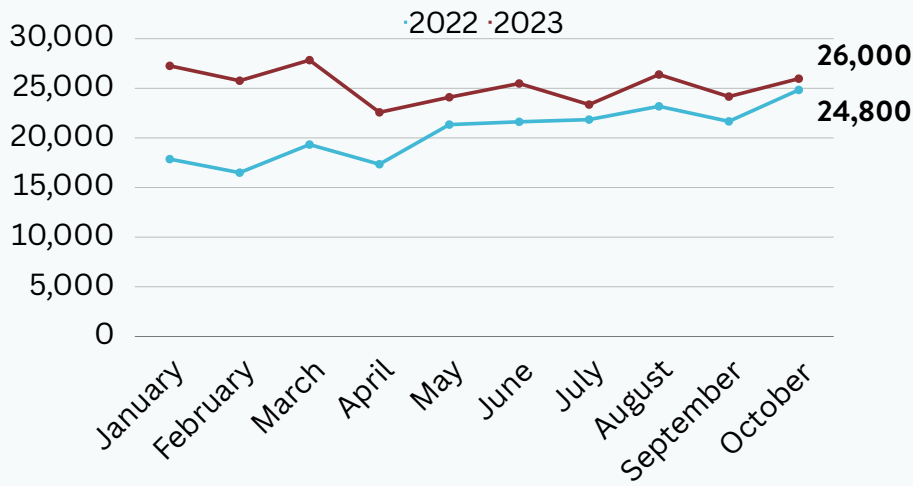
### Total arrivals into Kamloops by:



- Totals Arrivals YTD: **853.96K**
- 2023 Domestic Nights YTD **1.38**  
& International Nights YTD **10.99**

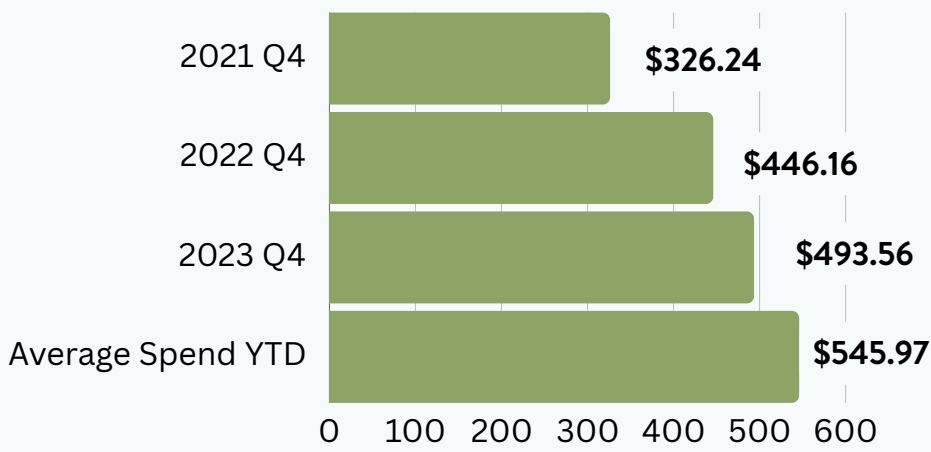
In 2023 Q4 the International Arrivals Forecast is **5,400** &  
Domestic Arrivals Forecast is **209,300**

### Kamloops Airport Volume:



## Visitor Spending

### Average Spend Per Visitor:

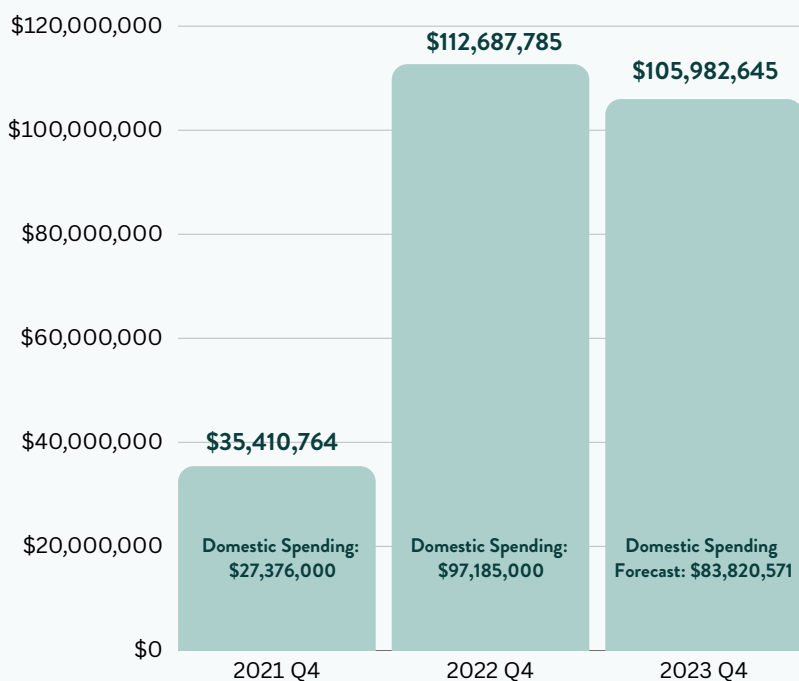


Total Spending  
YTD **\$466.23M**

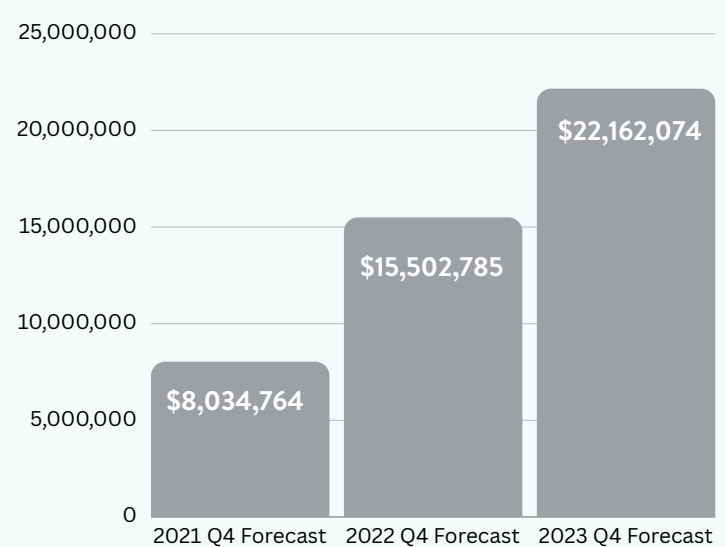
Domestic Spending  
2023 Q4 Forecast  
**\$83,820,571**

Average Spend  
YTD **\$545.97**

### Total Spending:

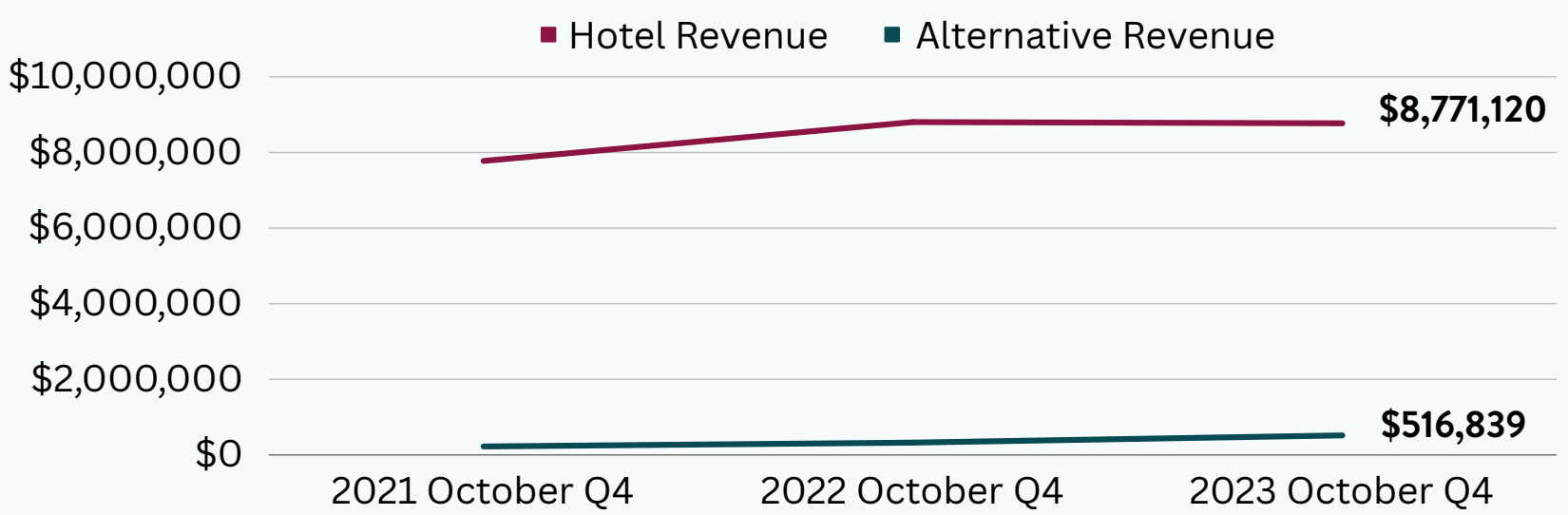
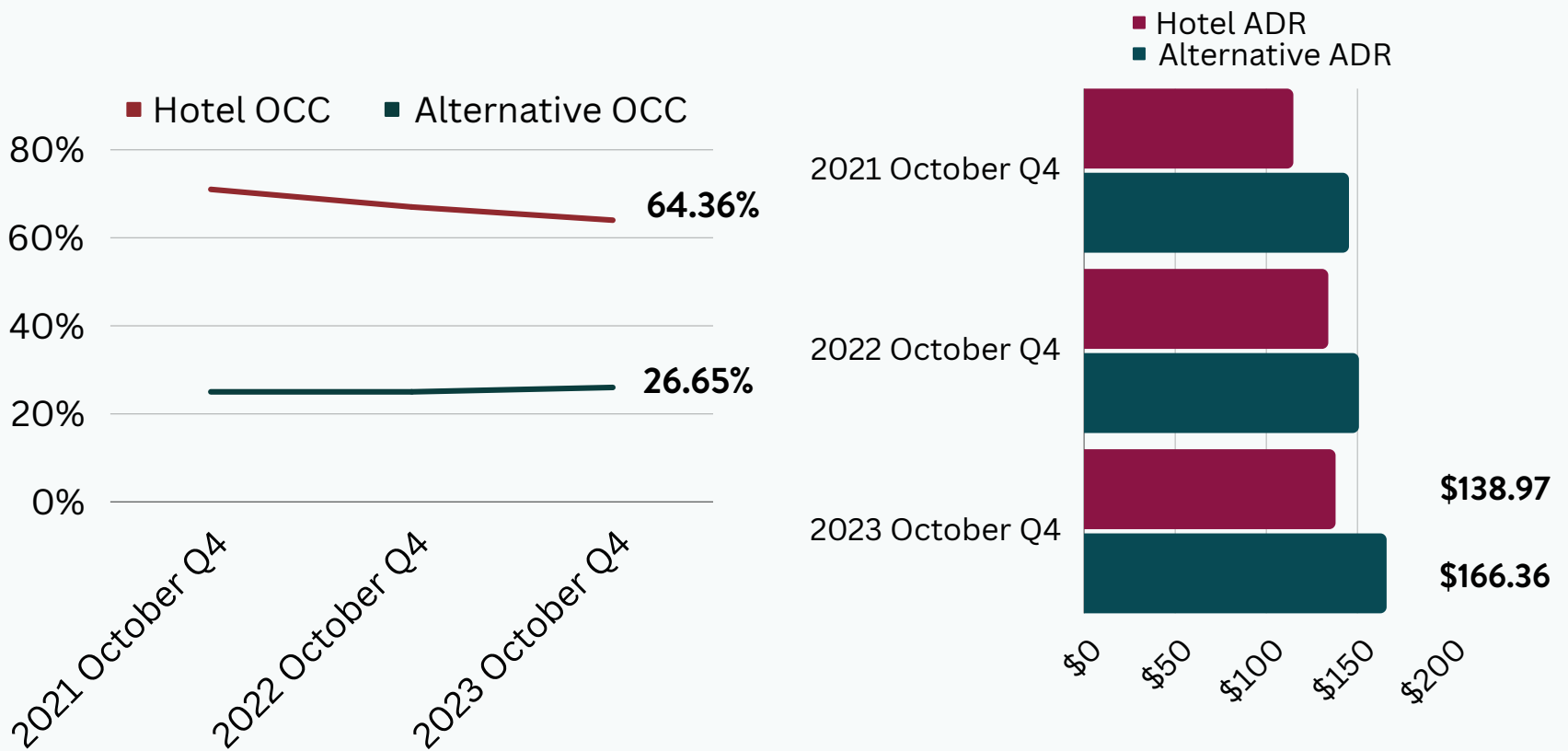


### International Visitor Spending



## Accommodation

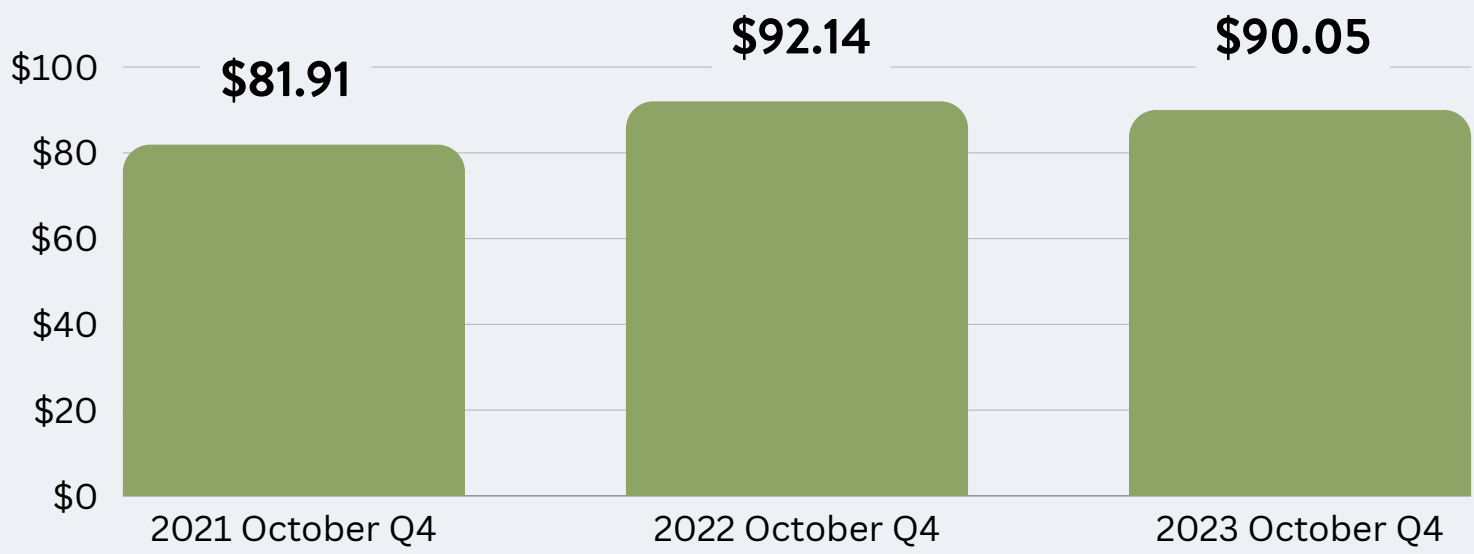
### Hotel vs Alternative:



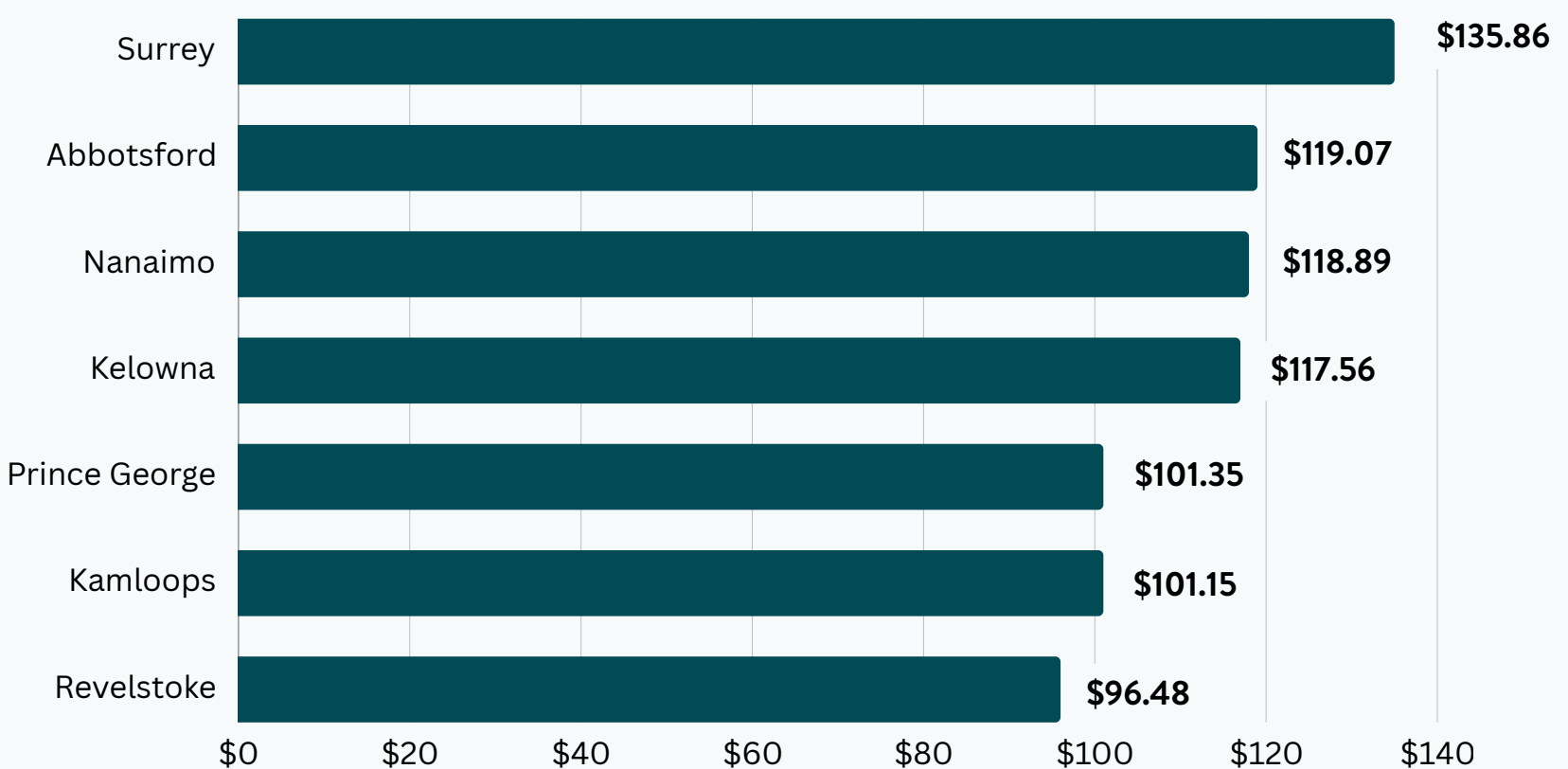
Revenue YTD was **\$113.17M**, the RevPAR YTD **\$114.29**

ADR YTD was **\$151.78**, and Occupancy was **73.21%**

### Hotel RevPAR:

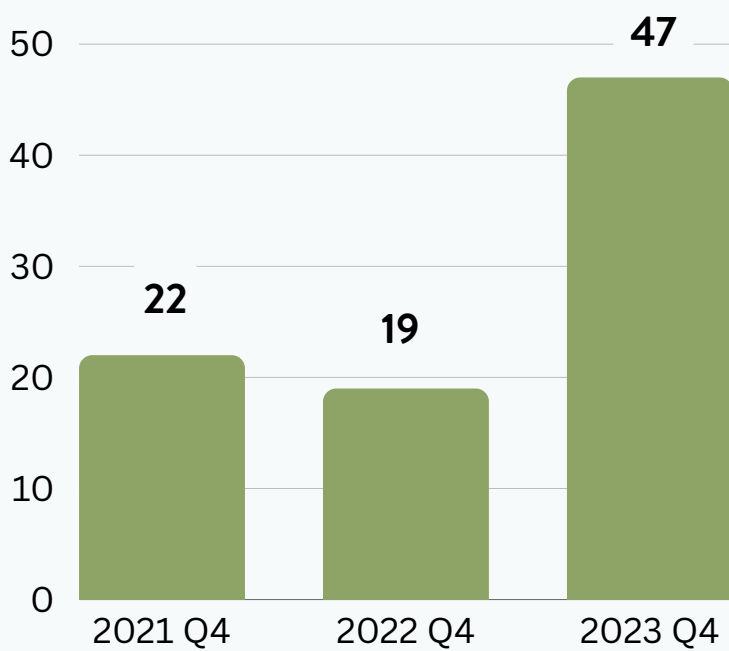


### October 2023 Q4 ADR Compset:

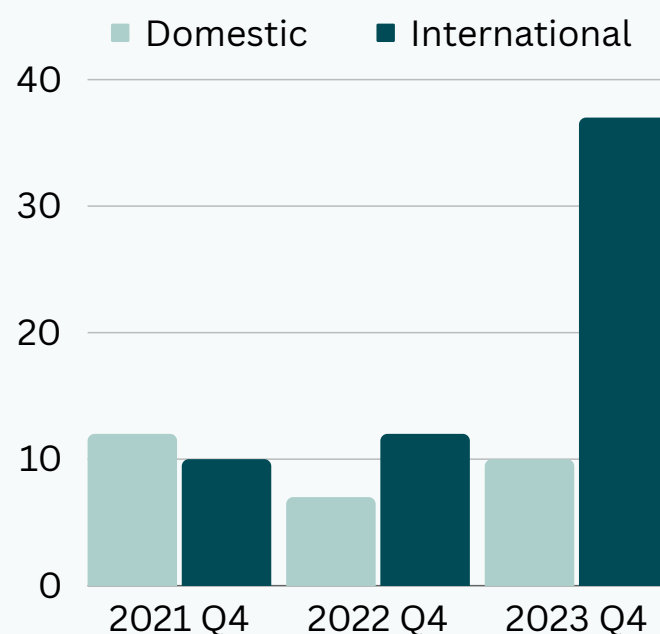


## Travel Trade Report

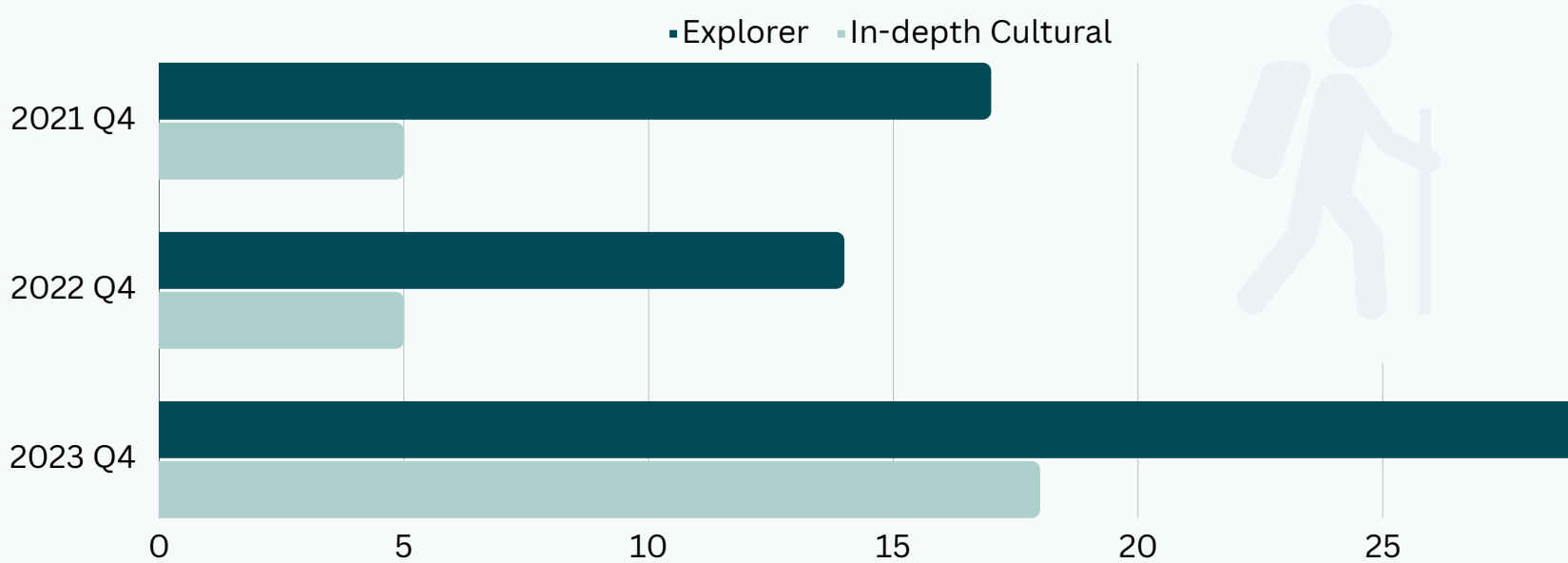
### Total Tour Package Arrivals:



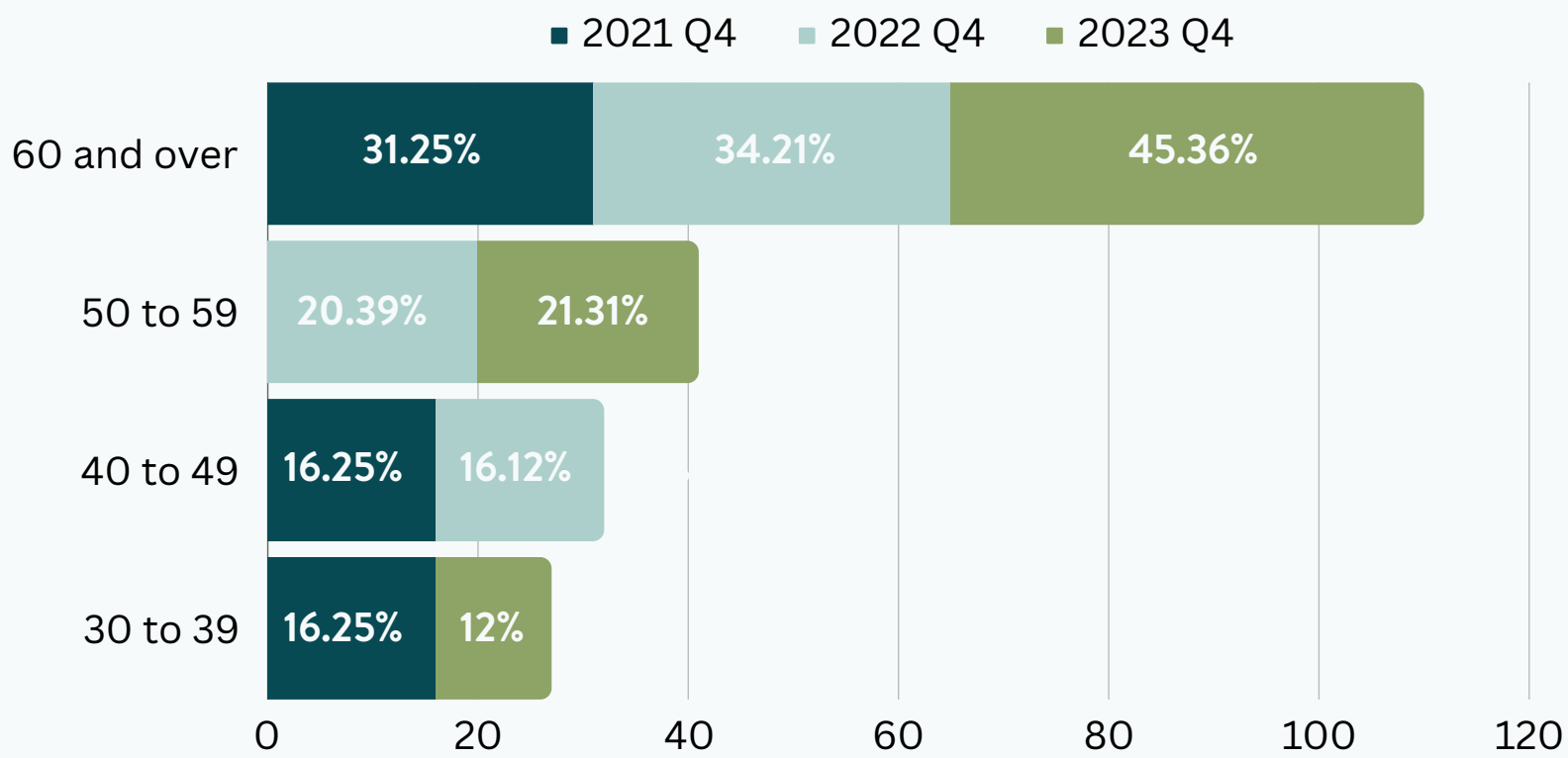
### Domestic vs International Tour Package Arrivals:



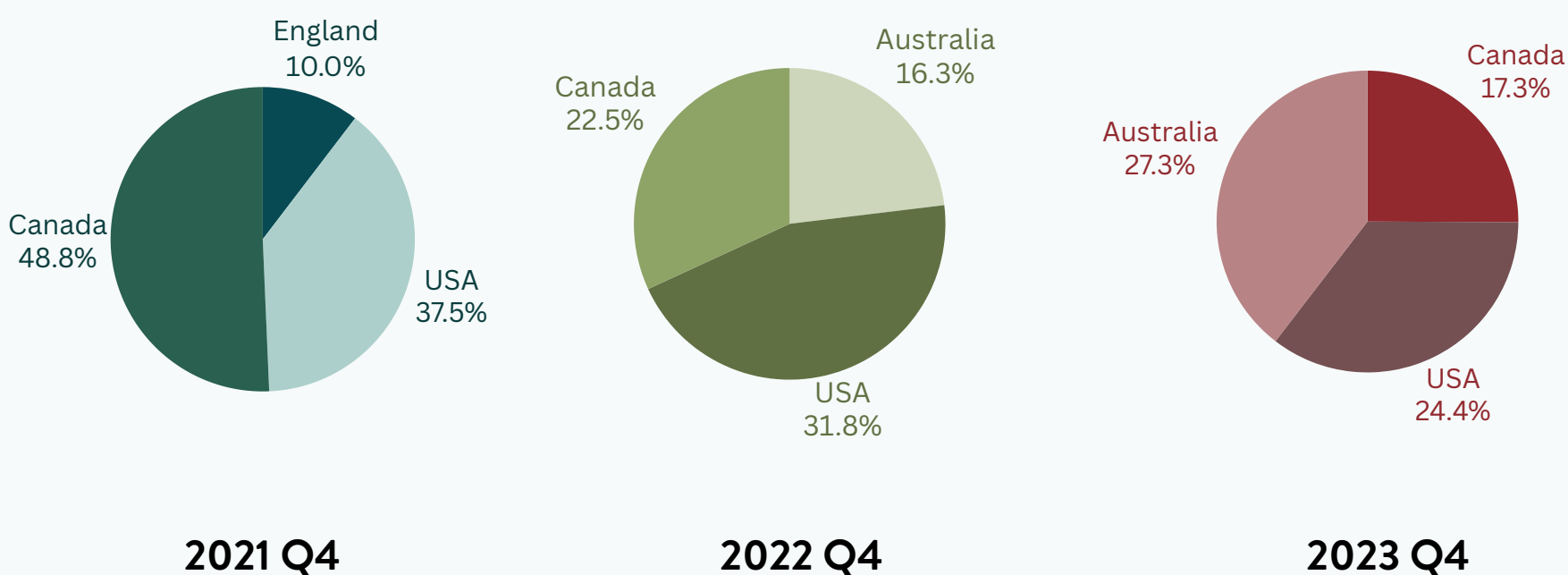
### Total Tour Package Arrivals by Tour Type:



### Tour Package Arrivals by Age:

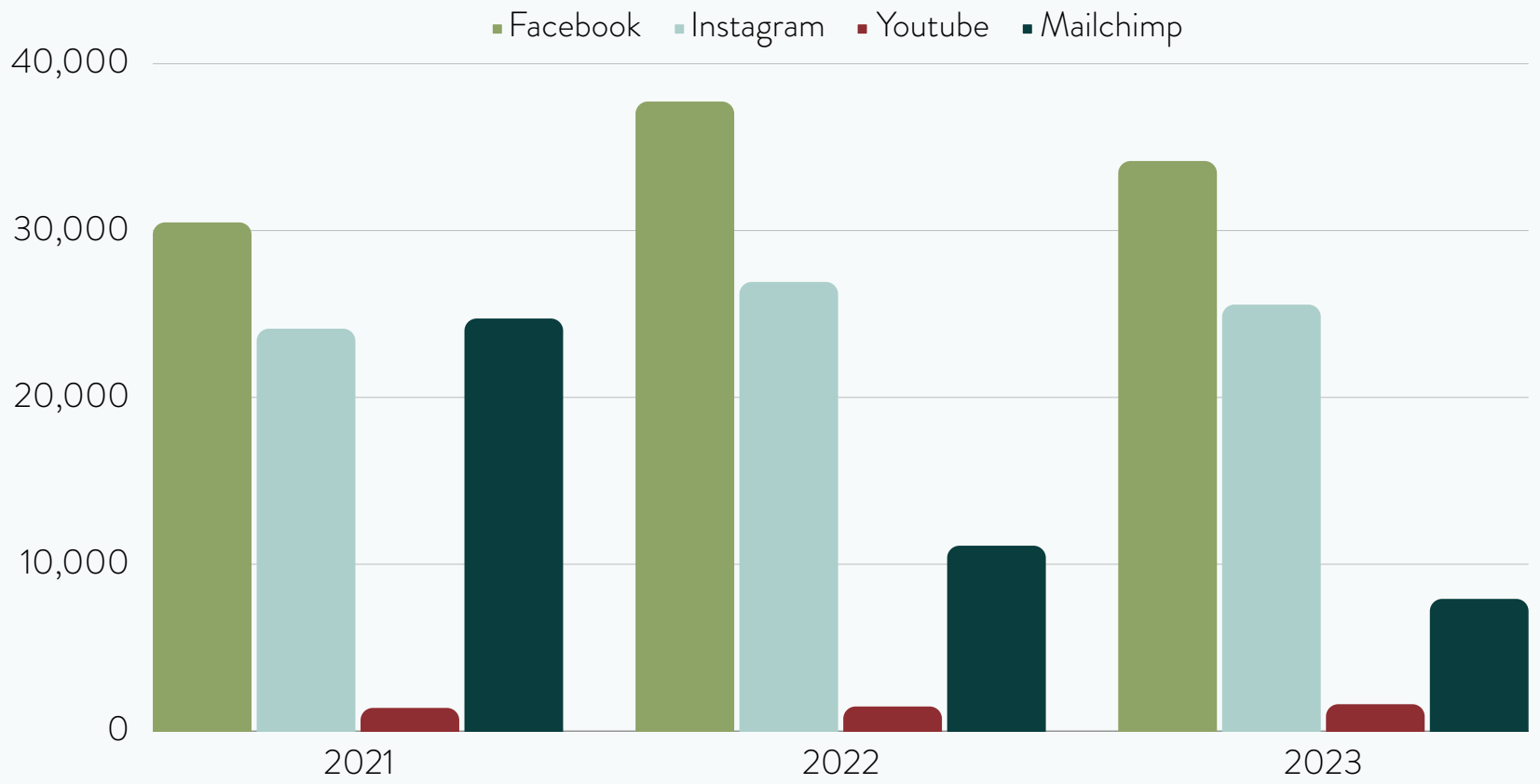


### Tour Package Arrivals by Country of Origin:



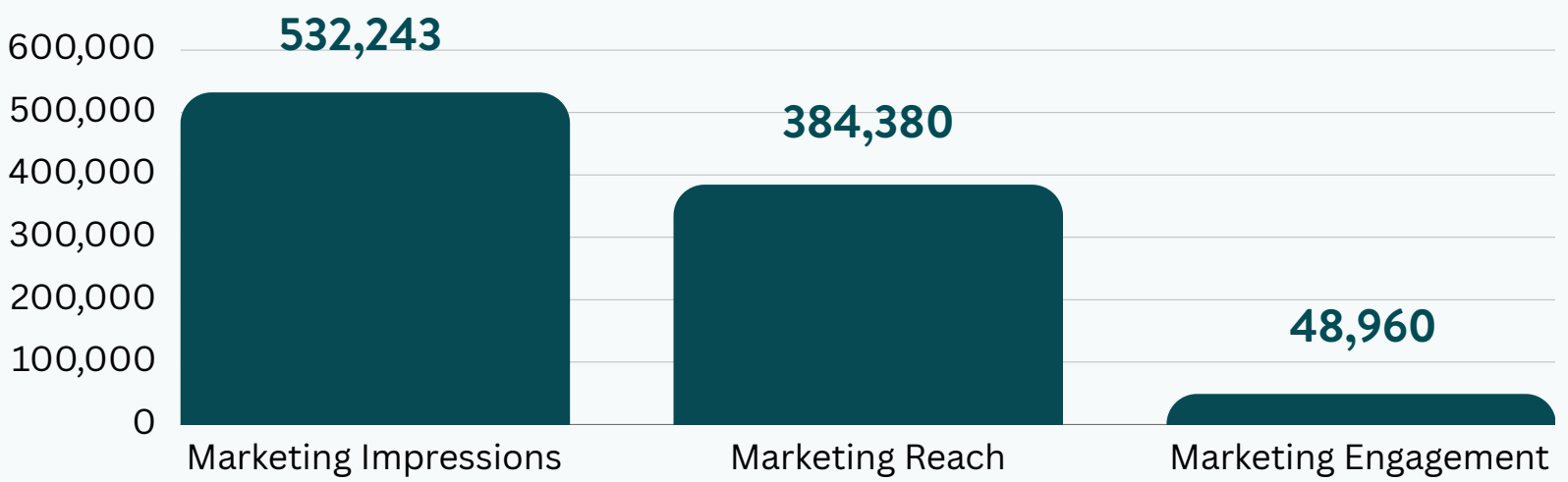
## Marketing

### Subscribers Q4 October:

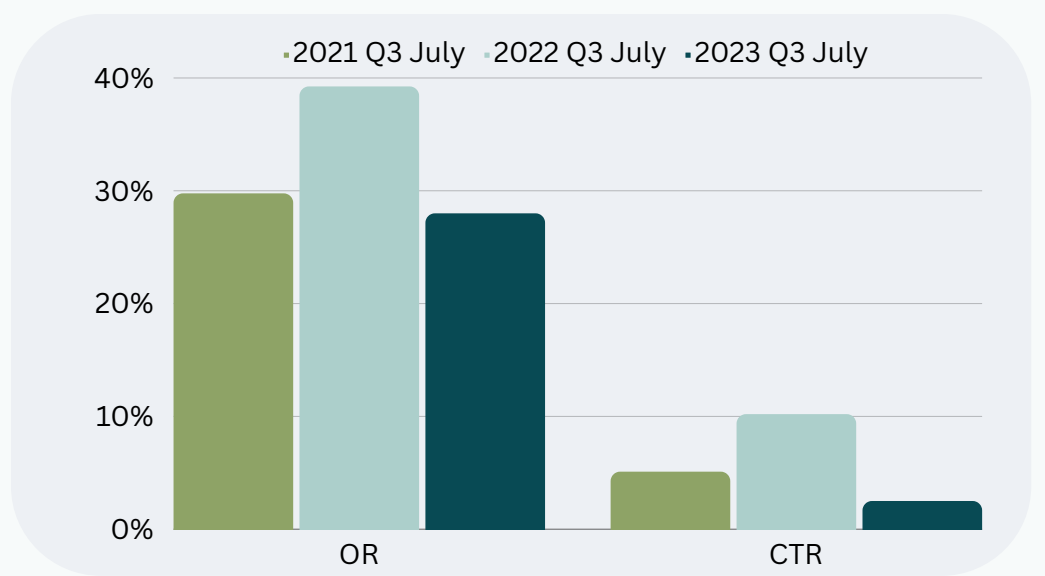


- Video views in 2023 August Q3 were **1,460**
- Website sessions & external links in 2023 July Q3 included **65,964** sessions & **20,926** through external links

### In 2023 Q4 October Impressions, Marketing Reach and Engagement were all organic:

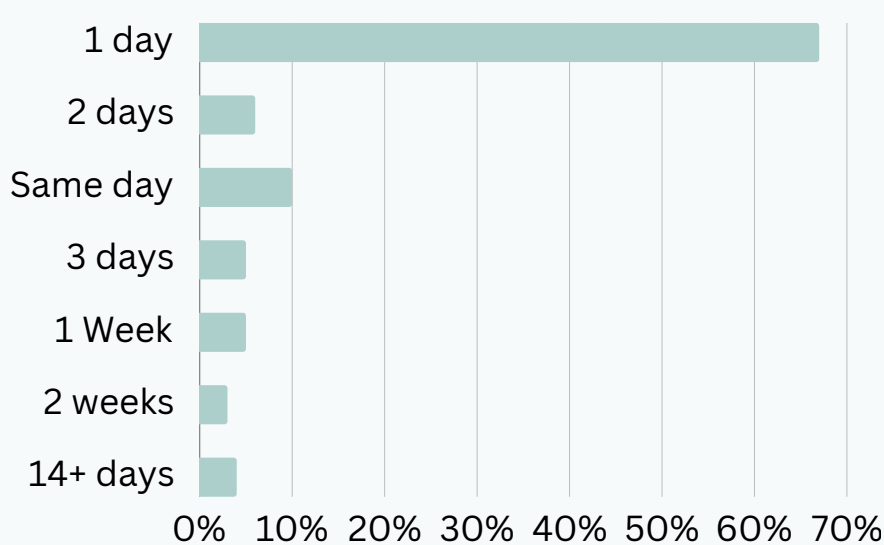


2023 Q3 September the MailChimp Open Rate was **37.6%** and Click Through Rate was **3.6%**

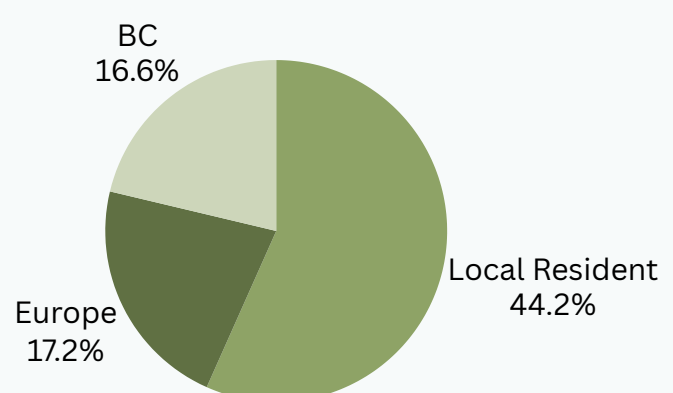


## Visitor Services\*

### Nights in Community in 2023:



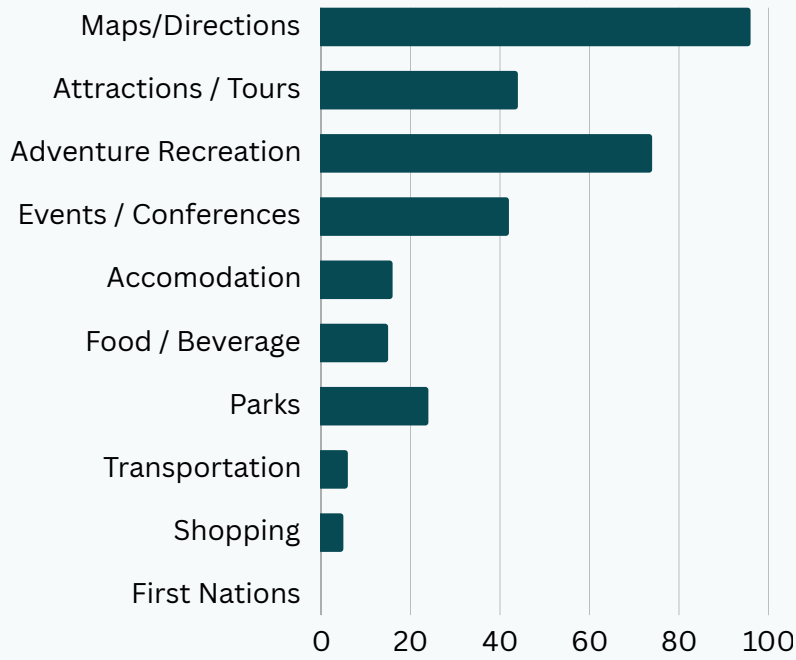
### Top 3 Visitor Origins in 2023:



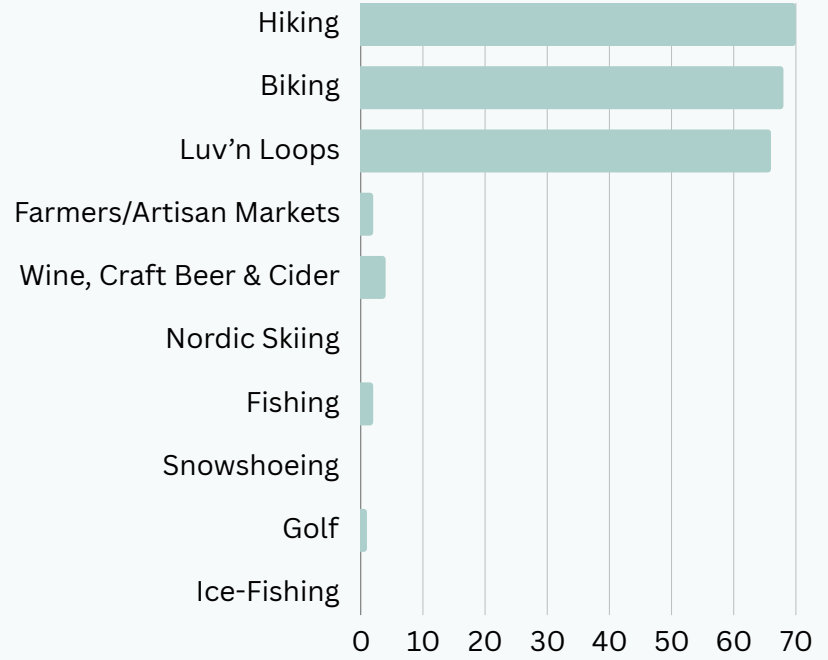
\* Data reflective of in-person interactions from our Tourism Kamloops Bold Street Team

## Visitor Services Continued\*

### Information Requested in 2023 Q4 October:



### Community specific Information Requested in 2023 Q4 October:



- 176
**Hours alt support**
- 6
**Mail/fax/email inquiries**
- 16
**Phone calls**
- 4
**Social media**

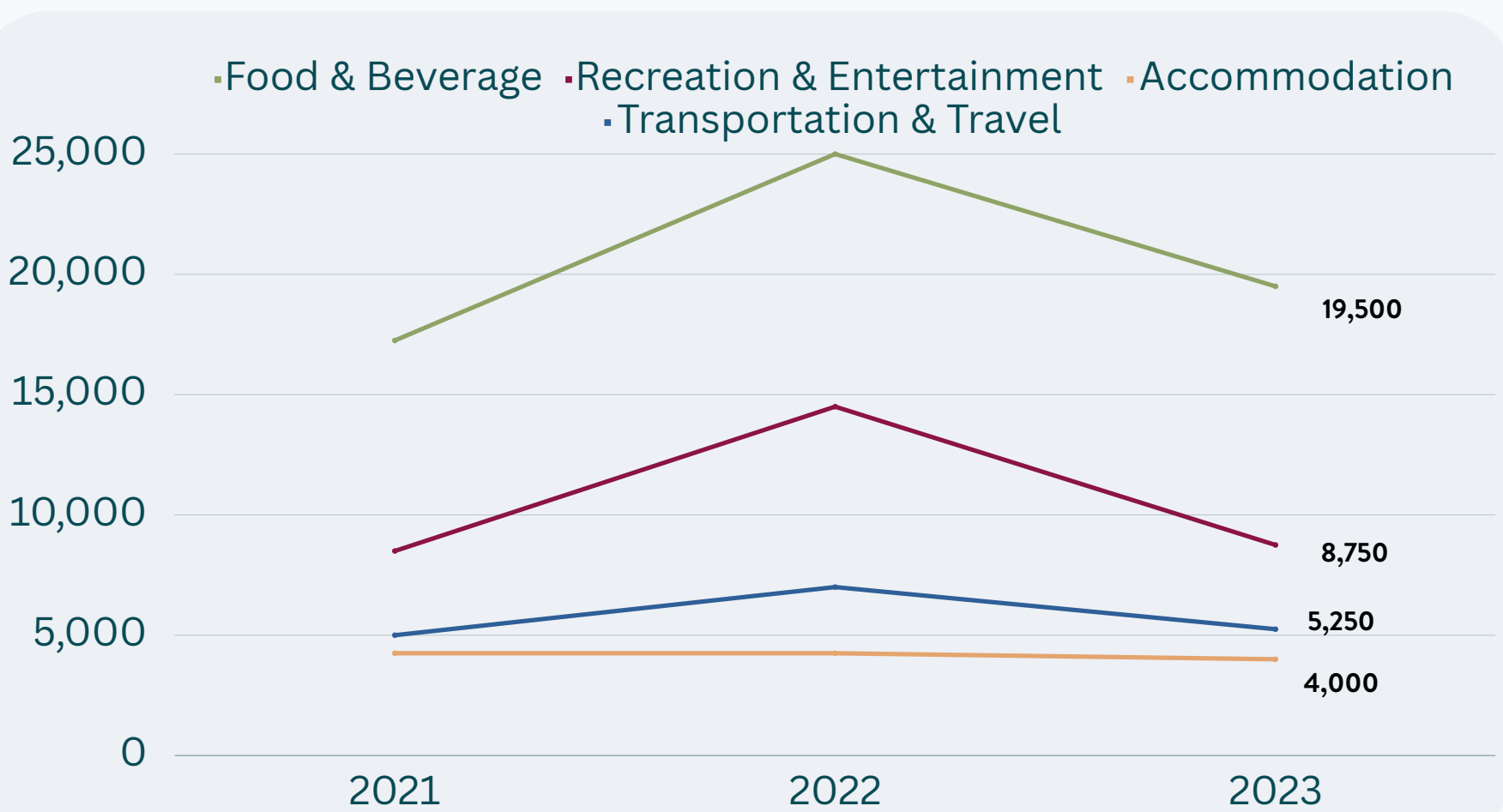
\* Data reflective of in-person interactions from our Tourism Kamloops Bold Street Team

## Employment

### 2023 Q4 October:

- Total Tourism Employment was **37,500**
- Tourism Unemployment Rate was **5.10%**
- Average Hours worked per week by Tourism Employees was **48.10**

### Tourism Employment by Sector in Q4 October:



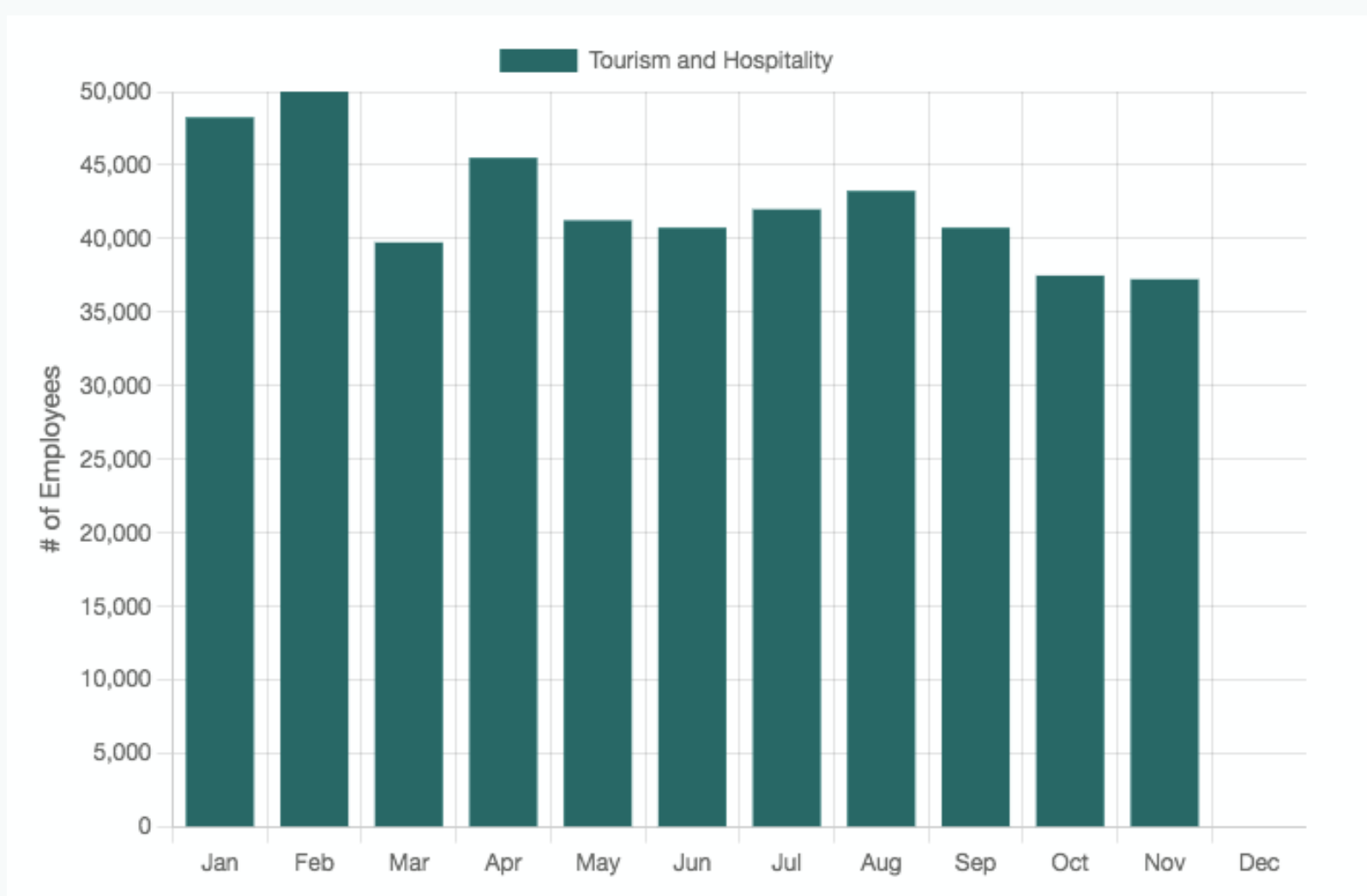
- Employment in BC's Tourism and Hospitality sector decreased by **5.0%** from **367,500** in August 2023 to **349,000** in September 2023. Tourism and Hospitality employment in BC has surpassed pre-COVID levels, with **12,000** more jobs compared to September 2019
- Employment change varied across all regions, increasing in Northern BC and Kootenay. Decreasing in Thompson Okanagan, Vancouver Island and the Lower Mainland regions and remaining unchanged in Cariboo.

## 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.

#### Thompson Okanagan Number of Employees 2023:



- 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. About **69%** 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 **31%** have a bachelor’s degree or higher.
- The unemployment rate in the Tourism and Hospitality sector in BC slightly decreased from **4.0%** in August 2023 to **3.7%** in September 2023. The unemployment rate fell below the pre-covid level (**5.0%** in September 2019 vs **3.7%** in September 2023). The quoted unemployment rate is also lower in comparison to the same month in 2020 and 2021.

Aggregate weekly hours worked in BC’s Tourism and Hospitality sector decreased from **11.0 million** hours per week in August 2023 to **9.8 million** hours per week in September 2023. The magnitude of the decrease is much more significant in the Accommodation sector. In terms of regions, the Lower Mainland region had the largest decrease.



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

## Destination Overview

Destination Canada is pleased to share that following the release of the 2023 annual Global Destination Sustainability-Index (GDS-Index) benchmarking results, there are now 20 Canadian destinations participating in the Index, representing the highest national concentration of GDS-Index destinations globally.

Achieved in collaboration with the 16 Canadian cities already participating in Destination Canada's Canadian Business Event Sustainability Plan, this milestone not only speaks to their commitment to be sustainable hosts for international events but signals the beginning of the final phase of the Plan.

### Kamloops Research Highlights:

**853.96K** total arrivals YTD

**\$466.23M** Total spending YTD

**\$151.78** ADR YTD

**73.21%** OCC YTD

The GDS-Index is the world's leading sustainability performance program for urban tourism and events destinations around the world. Used by over 100 cities globally, the GDS-Index benchmarks and improves the sustainability performance and strategies of the municipality, its tourism supply chain, and the destination management organization. "Participation in the GDS-Index by 20 business event destinations across Canada is the highest of any country in the world. It shows our sector's commitment to meaningful, long-term transformation that really matters. The GDS-Index will help track where our destinations are currently on their sustainability journey, and how to improve from there," says Marsha Walden, President and CEO, Destination Canada. "Understanding the results of the Index is just the beginning of an incredible movement to host exemplary events in Canada."

Recent findings show a one-point drop in the percentage of teens regularly using TikTok – from 69% in 2022 to 68% in 2023 – but those numbers don't change the fact that it is a dominant force in social content. Even now, there are so many more users on there than brands that 75% of marketers anticipate increasing their spending on the platform.

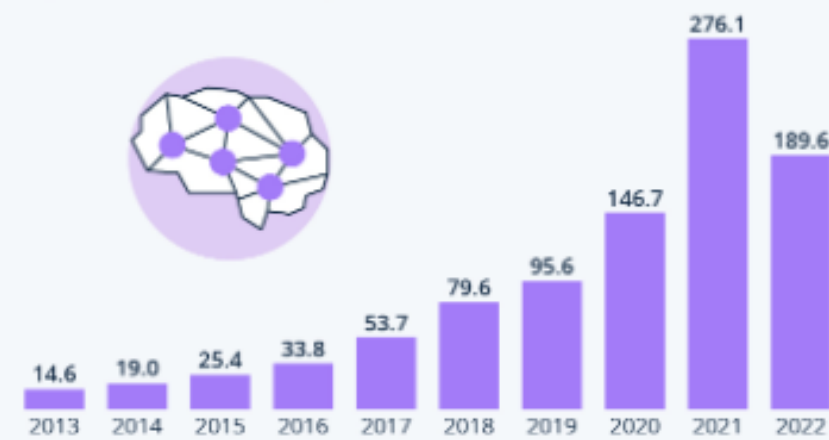
### Junction Consulting/The Brief - Black Friday/Cyber Monday:

- Total sales were up 7.5%
  - Some of the increase was driven by inflation, but that only accounted for about 3%, which was much less than last year.
- Buy Now Pay Later purchases were up 72% from last year
- Over half of all purchases were placed on mobile devices
  - This is the first time that mobile has officially eclipsed desktop as the dominant shopping platform.

- Indigenous Tourism Fund Micro and Small Business Stream to Help Indigenous Tourism. The Indigenous Tourism Association of Canada (ITAC) recently announced a \$10 million investment from the Government of Canada through its Indigenous Tourism Fund. At the core of this significant investment is the highly anticipated Indigenous Tourism Fund Micro and Small Business Stream, and the intake is now open to accept applications.

### How Much Are Companies Investing in AI?

Total global corporate investment in artificial intelligence\* (in billion U.S. dollars)



\* Mergers/acquisitions, minority stake investments, private investments, public offerings  
Source: Stanford University



### Global corporate investment in artificial intelligence has risen greatly over the past decade.

A Stanford University analysis estimates that total mergers and acquisitions, minority stake and private investments, and public offerings amounted to \$934.2 billion from 2013 to 2022.

As this chart shows, recent investment peaked in 2021, when \$276.1 billion was plowed into the sector by businesses around the world. A dip was observed in 2022, but with the release of OpenAI's generative AI tool ChatGPT in November last year, the view of AI as the next (really) big thing has since become widespread, with almost all of tech's major players now placing a heavy focus on the area

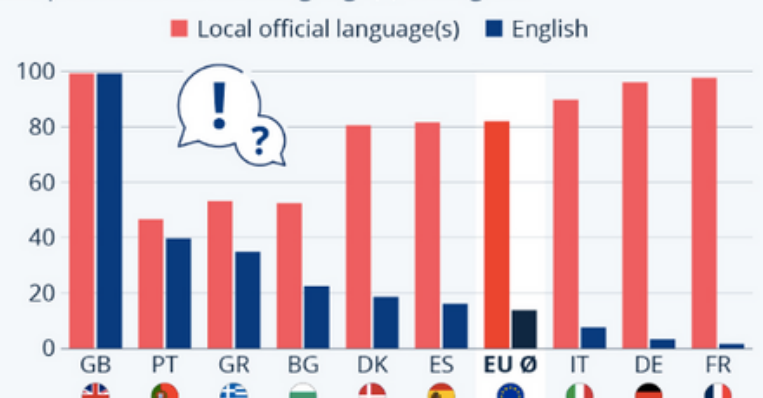
Destination B.C. Tourism Digital Academy Registration is open for the January intakes. This free online digital Marketing Program for tourism businesses is held over 8 weeks. Participants will learn practical, actionable guidance through video recordings, live sessions, one-on-one coaching, and audits.

There's also a self-guided version, if you prefer to complete a condensed version at your own pace.

[Learn more and Register](#) →

### Local Languages Are Crucial for Migrants to Master

Share of online job postings implying the need to speak local official language(s) or English\*



\* Selected European countries as of 2022  
Source: OECD

