

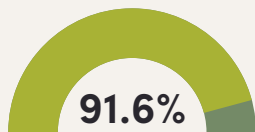
2024 Resident Sentiment Survey Snapshot

Survey completed June 2024

Tourism Kamloops' 2024 resident polling indicates a positive outlook on the value of tourism in our community.



Results demonstrate a consistent understanding of the importance of tourism in Kamloops. For the fourth year in a row, over 90% of residents believe tourism is an important industry for Kamloops.



91.6% of residents believe the tourism industry has a positive impact on Kamloops' economy.

Residents see the importance of infrastructure investments for the community.

When asked about investments in community activations, over 75% of residents believe that these investments will have a positive impact on their lives as Kamloops residents.

Over 80% of residents said that money spent to attract more tourism to Kamloops is a good investment.



Tourism sector seen as a strong employment source

When asked, over 75% of residents felt that the tourism industry provides good employment opportunities to Kamloops residents.



472
Total Respondents

This surveying is part of Tourism Kamloops' commitment to demonstrating the Value of Tourism to the community. These results offer valuable insight into the dynamics between the local population and the thriving tourism industry.