

2024 Economic Impact Snapshot



A resilient, high-impact year despite challenges in the B.C. Interior

Despite a year marked by significant challenges—from wildfire threats to inflation—the local visitor economy remained resilient and continues to be a major contributor to the region’s prosperity. Travellers spent more per person, reinforcing the value and strength of Kamloops as a tourism destination.

Visitor volume

1.87m total visitors in 2024



Direct visitor spending

\$316m direct spending

The highest ever recorded!



Employment impact

2,645 jobs supported by tourism



Tax revenue generated

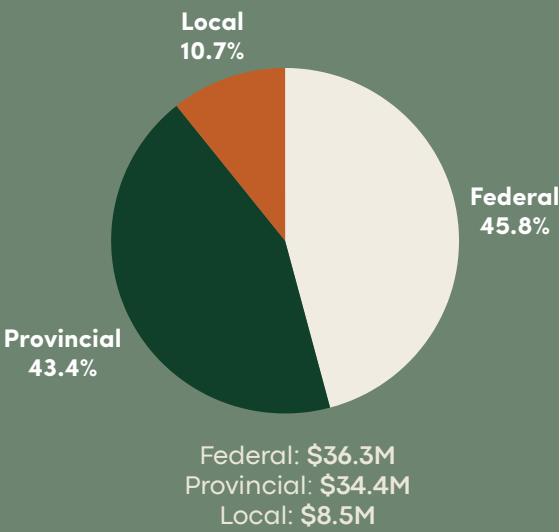
\$8.5m in local government taxes

This reduces the average household’s property tax burden by approximately

\$210

Total tax generated at all levels:

\$79.2m



Total economic impact

\$528m total economic impact for BC

\$382m was realized in the Thompson-Nicola Regional District (TNRD) alone.



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