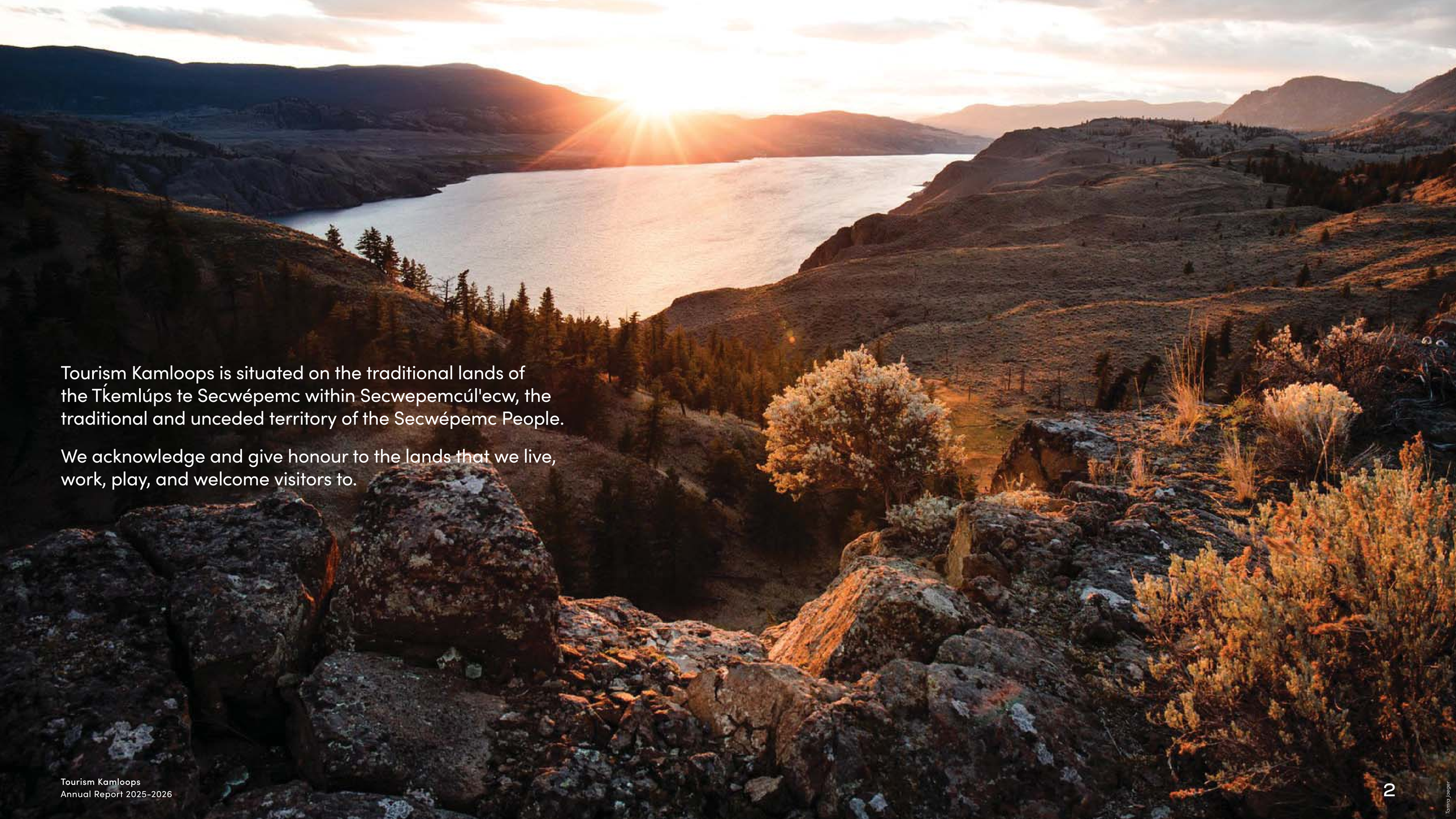
Year in Review

Annual Report

July 2025 - June 2026

TOURISM kamloops





Tourism Kamloops is situated on the traditional lands of the Tk̓emlúps te Secwépemc within Secwepemcúl'ecw, the traditional and unceded territory of the Secwépemc People.

We acknowledge and give honour to the lands that we live, work, play, and welcome visitors to.

Tanna Jaeger

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Vision

Come share the experience and play like a local.

Purpose

Amplify our community with intention, unleashing the power of our BOLD, REAL people and spaces.

Values

Be Real. Be Bold. Be You.
Act Inclusively, live diversely.

Our community is our soul. Create greatness together.
Be the voice for this valley. If you are loud enough, it will echo.

Live with intention and respect.
Fiercely protect the spaces we live and play in.



Destination BC/Cari Medig

Our Board

Bryan Pilbeam
Chair
Scott's Inn & Suites

Gary Yu
Vice Chair
Holiday Inn & Suites

Trish Morelli
Past-Chair
Executive Director,
Kamloops Wineries Association

Rob Mensinger
Treasurer
Canadian Railway Services (CRWS)

Pav Moore
Secretary
The Thompson Hotel

Jocelyn Bennett
Director
Delta Hotels by Marriott

Dieter Dudy
Director
Thistle Farm Organics

Jennifer Krohn
Director
Best Western Plus

Max Borodin
Director
Fairfield by Marriott

Andrea Li
Director
Thompson Rivers University

Richard Marken
Director
M4 Hospitality

Nikki Fraser
Tk̓emlúps te Secwépemc Representative
Tk̓emlúps te Secwépemc

Myron Thomas
Tk̓emlúps te Secwépemc Alternate
Tk̓emlúps te Secwépemc

Katie Neustaeter
City Council Representative
City of Kamloops

Sarah Candido
City Liaison
City of Kamloops

Birtin Baidya
City Liaison Alternate
City of Kamloops



Our Team

Operations

Erik James Fisher
CEO

Helen Saur
Office Manager

Marketing

Carmen Herman
Director, Brand & Marketing

Ashley Cox *(Maternity Leave)*
Marketing Manager

Rachel Lewis
Graphic Design Specialist

Katy Morrison
Content Specialist

Development

Johnathan Clarkson
Director, Business Development

Mitchell Forgie
Destination Development Manager

Jada Glen
Destination Development
& Trade Specialist

Chloe Pasemko
Destination Events Specialist

Community

Lisa White
Director, Community Development
& Engagement

Justin Tarasoff
Visitor Experience Specialist

Meghan Lawson *(Maternity Leave)*
Visitor Experience Specialist

Special Recognition

Tourism Kamloops extends a heartfelt thank you to Lisa Strachan for 17 years of dedication and service. Her leadership, commitment, and contributions have played a significant role in shaping the organization and its accomplishments.

Message from the Chair

It is an incredible honour to serve as the Board Chair of Tourism Kamloops. As I look back on this past year, I am filled with pride in what has been accomplished and tremendous excitement about where we are headed.

Tourism Kamloops is an organization with a strong foundation, an exceptional team and a bright future. What makes that future so exciting is not simply the strength of our tourism product, but the people behind it: people who believe in Kamloops, see its potential and are committed to sharing our story with the world.

I would like to recognize Past Chair Trish Morelli for her leadership and continued support as I stepped into this role. I am also grateful to my fellow Board members, whose experience, enthusiasm and different perspectives make this a strong and effective Board. It is a privilege to work alongside people who share a genuine passion for the future of our destination.

To our CEO, Erik Fisher, thank you for your vision and leadership. Erik has an ability to see not only where Kamloops is today, but where it can go tomorrow. His energy, creativity and willingness to think ambitiously continue to move Tourism Kamloops, and our city, forward.

Most importantly, I want to recognize the entire Tourism Kamloops team. The work you do every day has a meaningful impact on our community. From promoting our destination and supporting tourism businesses to developing new opportunities and helping visitors discover what makes Kamloops special, your passion is evident in everything you do.

As proud as we should be of what has been accomplished, I believe the most exciting part of our story is still ahead.

Kamloops is changing. Our community is growing, new investment is taking place, and there is a renewed sense of momentum and possibility across our city and region. I want to recognize the City of Kamloops for its continued partnership and investment in our community. Through Build Kamloops and other initiatives, we are preparing for the next decade of growth while creating amenities and experiences that enhance quality of life for residents and strengthen Kamloops as a destination.

A great destination is first and foremost a great place to live. Investments in recreation, culture, events, infrastructure, public spaces and amenities do not just benefit visitors. They make Kamloops a better place for all of us. When we create a community people are proud to call home, we create a place others want to experience.

One opportunity I am particularly excited about is strengthening Kamloops as a four-season destination, with a renewed focus on winter. We have an incredible story to tell, from skiing, snowshoeing, skating and winter adventures to restaurants, breweries, shopping, arts and culture, sporting events and entertainment.

The Kamloops Christmas Market is a great example of what is possible. It creates energy, brings people together and gives visitors a reason to experience Kamloops during a traditionally quieter tourism period. But it is only one piece of a much bigger opportunity.

We can change the way people think about Kamloops in winter, from a place they pass through to a place they intentionally choose to visit. Doing that will take more than one campaign or event. It will take collaboration among tourism operators, businesses, event organizers, community partners, the City and the many people who make this region such a great place to experience.

As I look ahead, I am incredibly optimistic. We have an extraordinary natural setting, a growing collection of experiences, a passionate business community, strong leadership and a city investing in its future. Most importantly, we have people who believe in Kamloops.

Our responsibility is to build on that momentum, think bigger and continue working together to ensure Kamloops reaches its full potential as both a destination and a community.

Congratulations to the entire Tourism Kamloops organization on another outstanding year. Thank you to our Board, our team, our partners and everyone who continues to champion Kamloops.

The next decade has the potential to be transformative for our community, and I believe our best years are still ahead.

Bryan Pilbeam
Chair, Tourism Kamloops Board of Directors

Message from the CEO

This past year was another big one for Tourism Kamloops. We continued to grow our reach, expand our role in destination development, and find new ways to demonstrate the value tourism brings to our community. Our marketing continued to evolve in both scale and sophistication. We saw excellent growth in exposure and engagement with Tourism Kamloops content while expanding to new platforms and advertising partners to reach new audiences within key traveller segments.

At the same time, we are looking beyond traditional measures of impressions and clicks to understanding the visitor journey and what marketing is most effective. Through verified visitor data and our work with other partners, we can see that connection more clearly than ever now, which allows us to be more focused.

Evolutions in technology and consumer behaviour is also changing how we think about our audiences. Our marketing strategy is expanding beyond traditional business-to-consumer efforts to include business-to-business and increasingly business-to-bot. As travellers embrace AI and large language models to plan trips, discover destinations and make decisions, we need to ensure Kamloops is showing up in those conversations.

To support marketing efforts and destination appeal, we continued to grow the depth and breadth of bookable experiences in Kamloops. We have stunning, wide-open landscapes and rich cultural offerings, but great destinations need to give people compelling experiences to be competitive.

Hosting also remains one of Kamloops' greatest strengths. This year, we collaborated on significant sporting events that drew thousands of visitors, supported opportunities in film and other high-impact sectors. We also played a major role in community events including the FIFA Caravan and Watch Parties, and the inaugural Kamloops Christmas Market.

This past fiscal, we completed important research for improved destination intelligence. We completed a Convention Centre feasibility study. We completed a Live Music and Events Strategy and advanced research and development on potential attractions and transportation assets. We also completed important work on how we measure effectiveness, looking beyond just traditional economic indicators to better understand tourism's contribution to community, culture, wellbeing, and quality of life. Our work in mountain biking is another notable example of destination development and stewardship coming together. With the completion of our mountain bike economic and social impact study, we were able to build the case for greater investment in the trail networks that both residents and visitors enjoy. From there, we launched the Freeride Fund and supported it with a powerful collection of video assets, major media exposure, and grassroots activations.

Our partnership with the City of Kamloops allowed us to move visitor servicing into Riverside Park through the Loops Explorer Station. The response has been phenomenal. Being in the heart of one of our busiest gathering spaces has allowed us to connect with more visitors and residents while supporting the Bike Valet, expanding Kamloops merchandise and wearables, and creating new opportunities such as winter skate rentals. It is a much more active and integrated approach to visitor servicing.

Beyond Kamloops, our team was active across Canada and internationally. Our Business Events team attended key tradeshows across the country, positioning Kamloops as a compelling place to meet. One of my favourite examples was welcoming the Outdoor Recreation Council of BC's 50th anniversary conference, where the province launched B.C.'s Outdoor Recreation Strategy. It was an incredibly fitting discussion to be happening right here in Kamloops. Our travel trade work also took us to FOCUS Australia in Sydney, Rendez-vous Canada, CITAP and other regional and national marketplaces. While those sales opportunities matter, I am particularly proud of the work happening behind the scenes to help our own tourism partners develop export-ready experiences that can be sold to travellers around the world.

Tourism is changing, and so is Tourism Kamloops. We are marketers, hosts, researchers, conveners, experience developers, and destination stewards. Our role is increasingly about connecting the pieces and helping build the Kamloops we want to see tomorrow. There is tremendous opportunity ahead of us. We have momentum, we have great partners and we have an incredibly talented team that continues to push what is possible. I could not be more excited about where we go next.

Erik Fisher
CEO, Tourism Kamloops

Brand & Marketing

This year, Tourism Kamloops continued to evolve its brand and strengthen its position as a creative, community-driven and data-informed destination marketing organization.

Building on the *Room to Roam* platform, Brand & Marketing focused on reaching the right audiences, creating stronger connections with Kamloops experiences and stories, and demonstrating measurable impact across the visitor journey.



Taylor Burk / @taylormichaelburk

Evolving Room to Roam

The Room to Roam brand continued to mature this year, moving beyond a campaign platform into a broader foundation for destination storytelling.

Tourism Kamloops developed 'Into the Valley of Adventure' as a new creative direction for spring and the following campaigns. The campaign expanded the brand experience beyond traditional advertising, including the launch of Tourism Kamloops' first Spotify playlist.

Partner-driven storytelling remained an important part of the approach. Examples include The Vin Van/Guides Of video series and Sip, Swirl, and Stay content created new opportunities to showcase local wineries and position the Thompson Valley as a compelling wine destination.

The organization also continued to explore new ways to express Kamloops' personality and broaden the destination's appeal.



Tanna Jaeger



Tourism Kamloops
Annual Report 2025-2026

Olsen Imaging

Stronger performance through digital marketing and data

Tourism Kamloops' digital campaigns generated 15.5 million impressions, 293,816 ad clicks, 182,006 website sessions and 36,449 tracked conversions. Campaigns also drove 80,424 tracked website actions, including event visits, directions, outbound links and newsletter signups.

Campaigns featuring timely experiences and signature destination stories delivered strong results. The Christmas Market led with 16,480 tracked conversions, followed by Freeride Mountain Bike (4,957), Holiday Events (3,902), Taste Around (2,133) and Arts & Culture (1,942).

Investments in mobile movement, visitor spending and accommodation performance data strengthened Tourism Kamloops' understanding of visitor behaviour, spending patterns and accommodation trends. Together, these efforts are improving the ability to measure marketing impact, understand what motivates visitors and make evidence-informed decisions that support visitation, visitor spending and destination growth.

Campaign results

293,816
Ad clicks

15.5 M
Impressions

182,006
Campaign-attributed website sessions

**War Room reporting period: October 1, 2025–June 30, 2026.*

A more engaged digital audience

Full-year GA4 data shows that the Tourism Kamloops digital audience became more engaged throughout 2025/2026.

Total users were 532,516, with returning users increasing 38.68%, engaged sessions per active user increasing 27.33%, and total event activity increasing 22.94%.

Key events increased 74.91%, while the user key event rate increased 34.42%. Together, these results indicate stronger engagement and action from audiences interacting with Tourism Kamloops' digital channels, even as overall audience volume softened.

Organic Search remained a significant source of new audiences, generating 144,939 users, up 11.37% year-over-year. Paid Search also grew substantially, generating 79,111 users, an increase of 132.88% over the previous year.

This increasingly data-informed approach is helping Tourism Kamloops better understand where audiences come from, how they engage with the destination and which marketing activity moves them from inspiration toward action.

Digital Performance at a Glance

532,516
Total users

+74.91%
Key events

+132.88%
Paid search users



Royce Stills

Freeride Lives Here: Brand with purpose

The Freeride Lives Here campaign continued to build Kamloops' identity as the birthplace of freeride mountain biking while connecting destination marketing with tangible investment in the local trail network.

The campaign generated 7.5 million impressions, including 1.192 million impressions through the Pinkbike takeover. Freeride Fund content generated 99,100 video views, while Freeride Dreams reached 120,600 views.

The campaign's impact extended beyond marketing. Tourism Kamloops worked with local bike clubs to identify trail areas requiring maintenance and continued to connect the Freeride story with investment in the riding community.

The strength of the initiative was recognized provincially, with Tourism Kamloops named a finalist for the 2026 BC Tourism Industry Awards Community Contribution & Impact Award.



Campaign Results

7.5 M
Impressions

1.192 M
Impressions through Pinkbike.com takeover

99,100
Freeride Fund video views

120,600
Freeride Dreams video views

Dylan Sherrard





Brand personality and community connection

Tourism Kamloops continued to find opportunities to express the destination's personality through social media, partnerships and timely cultural moments.

The 2026 *Taste Around* campaign leveraged the popularity of *Heated Rivalry* and Kamloops' connection to actor Hudson Williams to generate significant social engagement and media attention. A locally curated gift package sent to Williams sparked coverage from CBC Montreal and local media, while influencer partnerships extended the story through content featuring the downtown skating rink and Food on Film programming at the Paramount Theatre.

Marketing also supported major community experiences throughout the year. The inaugural *Kamloops Christmas Market* attracted more than 23,000 attendees and generated an estimated $2.6 million in economic impact. Tourism Kamloops supported the market through promotion, partnerships and the Loop Explorer Station, creating an additional opportunity for visitors and locals to connect with the destination brand.

Tourism Kamloops also supported the FIFA Canada Celebrates Fan Experience, bringing daily football watch parties to Riverside Park and creating opportunities for residents and visitors to gather around a major international sporting moment.

Building the brand through collaboration

Over the year, partnerships remained an important part of extending Tourism Kamloops' reach and bringing the brand to life in authentic ways. Content creators, tourism businesses, community organizations and industry partners helped amplify stories across outdoor recreation, food and beverage, arts and culture and major community events.

The result was a marketing approach that increasingly connects brand storytelling, community participation and measurable digital action rather than treating them as separate activities.

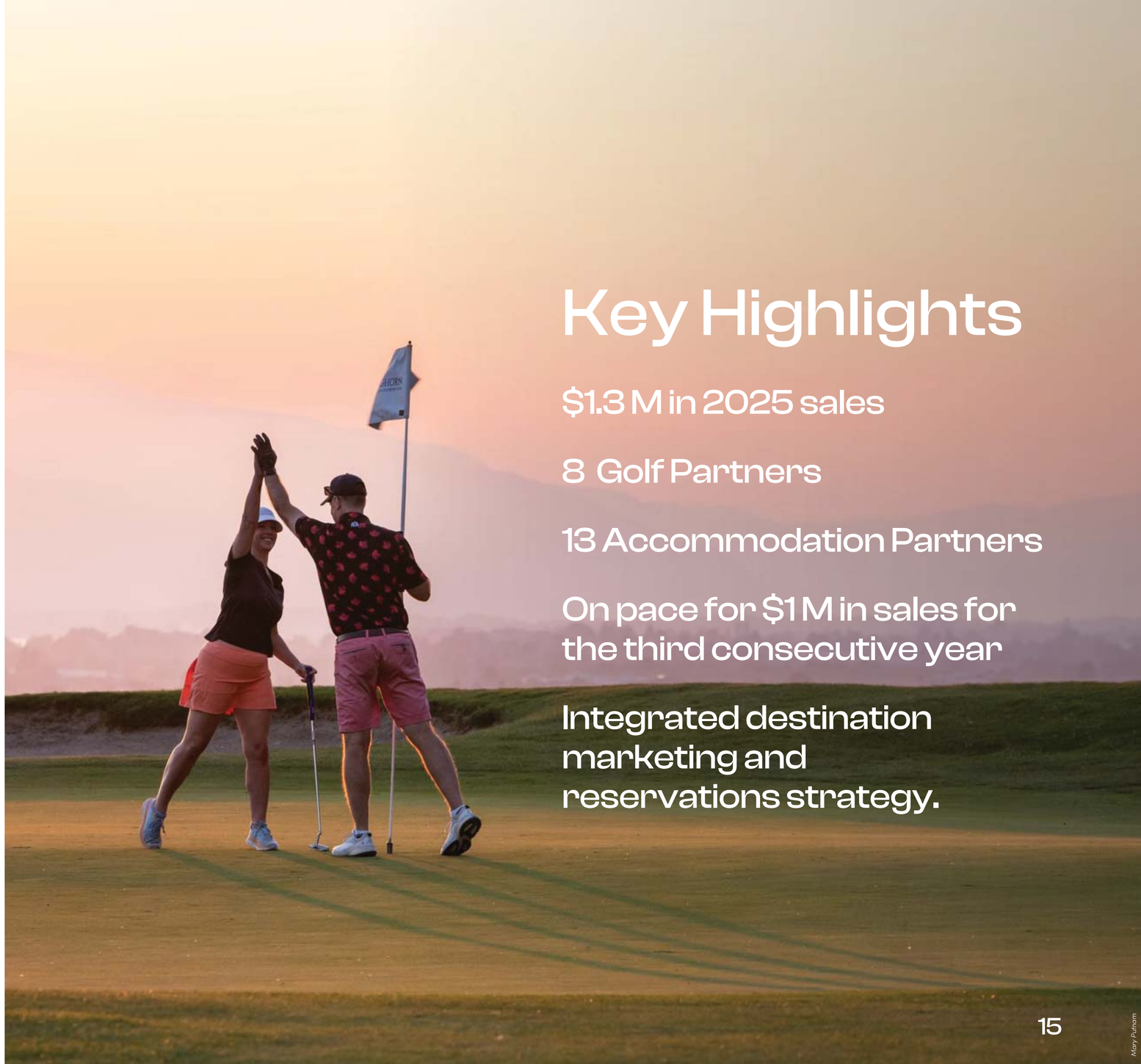
Golf Kamloops

Tourism Kamloops oversees the Golf Kamloops Marketing Consortium, bringing together eight golf partners, 13 accommodation partners, and Central Reservations to collectively market Kamloops and drive destination golf visitation. Through this collaborative model, partners combine resources and expertise to build awareness, generate overnight stays and convert interest into bookings.

Following a strong 2025 season that generated more than $1.3 million in total sales, including bookings through the Golf in British Columbia provincial co-op, Golf Kamloops is once again on pace to surpass $1 million in sales for the third consecutive year.

Throughout the year, an integrated marketing approach kept Kamloops in front of golfers across key markets through paid and organic social media, Google campaigns, twice-monthly e-newsletters, The Weather Network, Bell Media, Global News, and SCOREGolf. New video and photography assets further strengthened our ability to showcase the diversity of golf experiences available across the region.

Strategic collaborations also helped showcase more of the destination beyond the fairways. Partnerships with the Kamloops Wine Trail and activations around the CCMAs connected golf with the broader experiences that make Kamloops a compelling stay-and-play destination.



Key Highlights

$1.3 M in 2025 sales

8 Golf Partners

13 Accommodation Partners

On pace for $1 M in sales for the third consecutive year

Integrated destination marketing and reservations strategy.

Mary Putnam

Destination Development

Destination development creates more reasons to visit Kamloops, stay longer and return, while enhancing the places and experiences our community enjoys. In 2025–2026, Tourism Kamloops focused on attracting investment, advancing feasibility work, supporting tourism entrepreneurs, and strengthening partnerships that reflect Kamloops' character and benefit residents and visitors.



Our Room to Invest campaign brought landmark attraction concepts into conversations with prospective developers and operators, including opportunities for an AdventureTower and Nordic Spa. The Iconic Structure Project received the BCEDA Tourism & Economic Development Award, recognizing our approach to destination-led investment attraction. Representation at MIPIM and being the featured destination at BC Business House help spotlight Kamloops on big stages and to have more meaningful discussions about investment attraction.

Tourism Kamloops completed the Convention Centre Market Feasibility Study with CBRE and a local working group, presenting the findings to senior City staff and Council's Committee of the Whole. This work strengthened the foundation for discussions about larger convention facilities, and could help Kamloops attract more conferences and generate off-peak visitation.

We also commissioned an early feasibility assessment for a proposed gondola connecting McArthur Island and Thompson Rivers University. Discussions with TRU, City staff and industry specialists helped identify further technical, land and partnership considerations. A learning visit to Squamish Canyon and the Sea to Sky Gondola with Sc.wén̓wen Economic Development Corporation provided insight into established attractions and potential opportunities for our region.

Local experience development continued across the seasons. With Adventuring Into Life, we expanded guided hiking and mountain biking tours to additional locations and introduced guided snowshoe experiences, although poor winter conditions shortened the season. We also continued developing downtown foodie experiences to showcase Kamloops' local culinary scene..

Our partnership with TRU's Innovation Lab supported emerging tourism entrepreneurs through coaching, pilot development, and pitch evaluations. Projects included a photography tour, cultural foodie experiences, a floating sauna concept, and self-guided film-location itineraries. Collaboration with the Thompson-Nicola Film Commission continued to support Kamloops' development as a film destination through Familiarization Tours with Film Industry Representatives.

Heritage partnerships remained a priority. Tourism Kamloops supported the Kamloops Heritage Society with strategic planning and a new social media presence to advance its Heritage Park vision. We also worked with the Kamloops Heritage Railway on revitalization opportunities, including Caboose Cocktails and train-car experiences.

Event development created new opportunities to strengthen year-round visitation. The inaugural Kamloops Christmas Market earned recognition through the BCRPA Events and Festivals Excellence Award and the EDAC Tourism Marketing Campaign of the Year Award. Building on this momentum, we also advanced discussions around future large-scale events and art exhibitions to further enhance Kamloops' event offerings.

Through Host KTK, Tourism Kamloops worked with the City, T̓kemlúps te Secwépemc and the Kamloops Sports Council to pursue major event opportunities and develop a dedicated website. Participation in tourism, economic development, public realm and community planning committees helped keep the visitor economy part of broader growth discussions.

Our contributions to the KAMPLAN process helped embed tourism in the updated Official Community Plan.

Public-space activation also progressed. Tourism Kamloops designed and implemented the Thompson Hotel mural project, with both painting and lighting installation completing before fiscal year-end. The illuminated mural adds to downtown's evening appeal and demonstrates how public art can enhance the experience for residents and visitors. At Riverside Park, work with the City and and others supported winter skating on Kamloops new skating path, concession services and expanded summer recreation offerings that included roller-skating, canoe, kayak and paddleboard rentals.

To improve access, we worked closely with YKA Link to pursue and promote new air service to Kamloops. The addition of a seasonal WestJet flight was a good example of progress.



Olsen Imaging

Experience Development

Events, festivals, and sport continue to play an important role in attracting visitors to Kamloops while creating memorable experiences for residents and visitors alike. This year, Tourism Kamloops supported more than 60 events and organizations through marketing partnerships, asset development, board representation, and the Destination Events Support Fund.

Collaboration through the Host Kamloops Tk'emlúps Committee continued to strengthen Kamloops' event-hosting efforts, bringing together Tourism Kamloops, the City of Kamloops, the Kamloops Sports Council, and Tk'emlúps te Secwépemc. Kamloops proudly hosted the U-17 Soccer Nationals while planning began for the Kamloops 2026 55+ BC Games.

Tourism Kamloops also joined the City of Kamloops and Kamloops Sports Council at Sport Event Congress in Mississauga, Ontario, building relationships with event organizers and showcasing Kamloops as a strong destination for future sporting events, festivals, and tournaments.

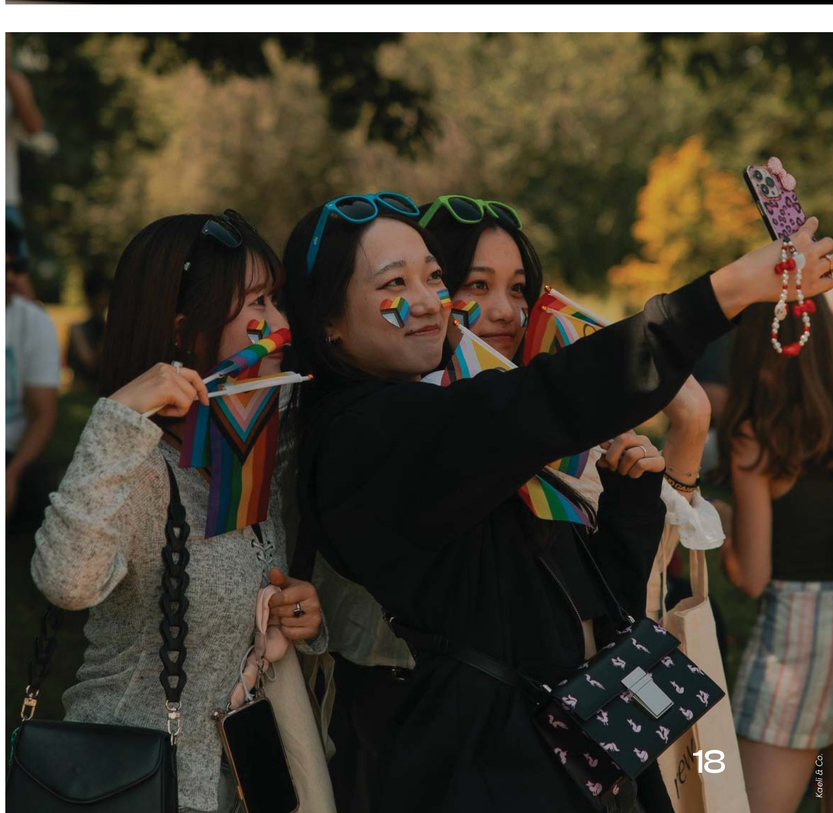
To help guide future growth, Tourism Kamloops worked to develop a comprehensive events strategy. The work provided a deeper understanding of Kamloops' current events landscape, identifying key gaps, opportunities for growth, and ways events can continue to support community vibrancy and drive year-round visitation.

Event Highlights

International Cup	**July 22 – August 4, 2025**
International Buskers Festival	**July 24 – 27, 2025**
Ribfest + Hot Nite in the City	**August 8 – 10, 2025**
Indigenous Film Festival	**September 26 – 28, 2025**
Brewloops Music & Craft Beverage Festival	**October 3 – 4, 2025**
Canada Soccer U-17 Nationals	**October 8 – 13, 2025**
Diwali with Vikram Vij	**October 24 – 25, 2025**
Inaugural Kamloops Christmas Market	**November 21 – 30, 2025**
Taste Around *(Tourism Kamloops first time booking a live entertainment event – Ali Hassan comedy show!)*	**January 21 – February 8, 2026**
Kamloops Film Festival	**March 5 – 14, 2026**
Boogie the Bridge	**April 26, 2026**
Kamloops Pickleball Open	**May 29 – 31, 2026**
Tattoo Show	**June 12 – 14, 2026**
Kamloopa Powwow	**June 26 – 28, 2026**



Tracey Moursey Photography


Kiwi & Co.



Travel Trade

Tourism Kamloops continued to expand its international reach this year through CITAP's Summer and Winter events, Rendez-vous Canada, the BC Tourism Export Accelerator, and FOCUS Australia. Across these events, the team connected directly with more than 200 travel trade professionals through one-on-one meetings, while FOCUS Australia provided an additional opportunity to showcase Kamloops to an audience of more than 200 industry professionals.

Partnerships also created valuable opportunities to bring the travel trade directly to Kamloops. Through Rocky Mountaineer, Tourism Kamloops hosted and connected with more than 240 agents from around the world. In partnership with Destination BC and the Thompson Okanagan Tourism Association, 12 representatives from DERTOUR Germany experienced Kamloops firsthand through a familiarization tour featuring export-ready experiences. Tourism Kamloops also hosted CRD Touristik's product manager during a visit to the destination.

International education and marketing further extended Kamloops' reach. UK trade webinars generated more than 275 live registrations, with recordings reaching more than 4,500 travel professionals and generating over 10,600 plays. A Destination Canada Australia e-newsletter reached more than 1,000 industry professionals with an average open rate above 45%, while Tourism Kamloops' bi-annual Travel Trade Newsletter continued to reach more than 1,400 subscribers, maintaining an open rate above 45% and a click rate above 7%.

Product development also translated into new opportunities for international sales, with four Kamloops experiences added to the Jonview tariff: Inspire Trails, mountain biking tours, hiking tours, and foodie tours. This expanded the range of bookable Kamloops experiences available to international travel trade partners.

Closer to home, Tourism Kamloops partnered again with the Downtown Kamloops CAP Team to offer complimentary Thursday evening guided tours for Rocky Mountaineer guests. More than 40 visitors participated, creating another opportunity to explore the community and experience Kamloops during their stay.

Business Events & Meetings

Business events and meetings continue to create opportunities to bring visitors to Kamloops outside the peak summer season and support local tourism businesses. In 2025–2026, Tourism Kamloops added 420 new planner contacts, generated 33 leads and recorded 19 confirmed bookings, with an estimated economic impact of $1.72 million. Several confirmations grew from relationships built over multiple years, demonstrating the value of consistent outreach and follow-up.

Our team strengthened Kamloops' national market presence through industry events, sales appointments and the Outside the Box BC partnership with Penticton and Nanaimo. Working alongside local partners, we supported planners with proposals, site visits, accommodation coordination, and event servicing. Digital outreach also extended our reach with @meetinkamloops.

Kamloops has lost several larger opportunities when planners require meeting space, exhibits, meals and accommodation under one roof or within a walkable cluster. This lost business reinforces the need for a larger convention centre, as identified in the Convention Centre Feasibility Study, with nearby accommodation and amenities to support larger conferences and events.

With an active sales pipeline extending through 2029, our focus remains on turning planner interest into confirmed business and delivering a welcoming, well-supported experience for meetings and events in Kamloops.



Mary Putnam

Riverside Park Activation
Summer and Winter concession Partnership – roller skates and ice skate rentals

New Guided Tours
Including a revamped Foodie Tour, 4 new Hiking Tour locations and Snowshoe Tours

TRU Innovation Lab Partnership
Successfully launched Rugged Light Photography Tours

Thompson Hotel Mural
Line//Light completed, adding to the Illuminate Kamloops initiative

Grants

Awarded $25,000 from the Public Realm Improvement Fund for the Thompson Hotel Mural

Awarded $12,500 from ETSI-BC for a Balanced Framework Measurement Study.

Awarded $24,000 from Destination Events Program for a beer and music festival

The Numbers

Destination Development

70+
Local events supported

200+
Trade show agents met

7,500+
Travel professionals engaged across webinars, shows, newsletters, and destination hosting

253
Agents hosted in Kamloops

Business Events & Meetings

420
New meeting planner contacts

16
Trade shows attended

33
Leads generated

76,343
@meetinkamloops Instagram reach

19
Leads confirmed

1,983
Meetings web page views

Community First

Tourism Kamloops continues to place community at the heart of everything we do, recognizing that the people who live, work and welcome visitors here are the soul of our destination. We focused on strengthening relationships, building industry capacity and creating meaningful opportunities for our tourism community to connect, learn and celebrate together.



Mary Putnam

Our Mug’n Muffin Partner Roundtables continued every two months, bringing 46 industry participants together over the fiscal year for casual conversations, shared learning and collaboration. Seasonal professional development remained an important part of our support for partners, including a Digital Marketing Workshop in December and a Hiring Best Practices Workshop alongside our annual Tourism Career Fair in February. The Career Fair, hosted in partnership with Thompson Rivers University, connected 19 local businesses with approximately 120 job seekers.

Building stronger local ambassadors was another important focus. We hosted two Industry Familiarization Tours, including a winter experience in January and a spring tour in May for our ROAM summer team and participating industry partners. Our Learn the ’Loops Digital Academy also continued to grow, reaching 128 completions, or 256% of our annual target, and helping residents and frontline workers build the knowledge and confidence to share Kamloops with visitors.

Community pride and connection carried through the year. Mingle in the Market brought industry partners together alongside the inaugural Kamloops Christmas Market, while National Tourism Week in April included a Trailhead Cleanup Day and continued recognition of frontline employees through our Room to Shine Spotlight Series. In May, nearly 30 industry partners joined us for the Tee the Loops Tourism Industry Golf Tournament, followed by more than 120 industry and community members at our June Chamber of Commerce Social, helping kick off the peak summer tourism season together.

From partner conversations and professional development to FAM tours, workforce connections and community celebrations, our Community First approach is about building a tourism industry that is connected, knowledgeable and proud of the place we call home. By investing in our people and partners, we strengthen the visitor experience and create greater value for the entire community.

Key Numbers

5
Mug’n Muffin Partner Roundtables

46
Mug’n Muffin Partner Participants

2
Industry FAM Tours

19
Businesses at the Tourism Career Fair

120+
Career Fair job seekers

128
Learn the Loops completions

256%
Of annual Learn the ’Loops target achieved

25+
Tee the Loops Industry Golf Tournament participants

120+
Attendees at the Kamloops & District Chamber of Commerce June Social, Hosted by Tourism Kamloops.

Visitor Servicing

Visitor servicing continued to evolve, bringing Tourism Kamloops closer to the places where residents and visitors naturally gather. The Loops Explorer Station found a permanent home in central Riverside Park, creating a highly visible hub for visitor information, destination promotion, merchandise and community connection. In partnership with the City of Kamloops, the Station also became home to the Bike Valet, bringing visitor servicing and active transportation together in one central location.

The Station's versatility was on display throughout the year. During the inaugural Kamloops Christmas Market, it relocated to the Heritage House parking lot and became a retail hub for the ten-day event before returning to Riverside Park. The Christmas Market alone generated merchandise sales, helping introduce Tourism Kamloops products to new audiences and build momentum for a growing retail program.

That program expanded significantly throughout the year. Alongside online and Station sales, we introduced a Retail Resale Partner Program, making it easier for local accommodation partners and businesses to carry Kamloops-branded merchandise. New products and collaborations helped drive $29,633 in retail sales during the fiscal year, reaching 169% of our annual target.

By May and June, the Loops Explorer Station was hitting its stride in its new Riverside Park home. In just two months, the team welcomed 2,190 Station visitors, a 48% increase over the previous year, and recorded 4,746 face-to-face engagements, already reaching 53% of the annual engagement target. The model continues to demonstrate the value of meeting visitors where they are while creating a welcoming community space for residents as well.

Our visitor experience extends well beyond the Station. The Volunteer Ambassador Program was refined this year with a greater focus on knowledgeable, reliable volunteers and high-impact locations. A network of 19 active volunteers supported approximately three community booths each month, extending Tourism Kamloops' presence into events and gathering places across the city.

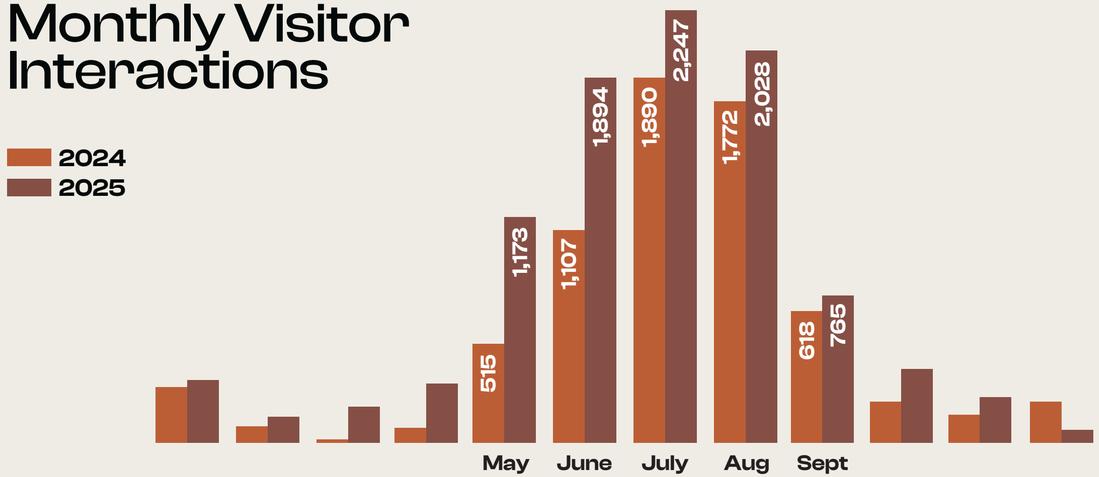
Visitor feedback also continued to demonstrate a strong Kamloops experience. Based on 749 responses collected during the 2025 calendar year, Kamloops achieved a Net Promoter Score of +49, improving from +46 in 2024.

Together, our Station, ambassadors, retail program and mobile engagement continue to evolve visitor servicing beyond simply answering questions. They create opportunities to connect people with local businesses and experiences, build community pride and give visitors the confidence to explore more of Kamloops.

Overall Visitors



Monthly Visitor Interactions



Resilience & Advocacy

A resilient visitor economy is built on strong community support, informed advocacy and a clear understanding of the value tourism creates for Kamloops. Throughout 2025/2026, Tourism Kamloops strengthened this foundation through sustainability, storytelling, enhanced research and advocacy that connects tourism success with the economic strength and quality of life of our community.



Dylan Sherrard

A major milestone was achieving Biosphere Certification in October 2025, recognizing our commitment to responsible destination management. Building on this achievement, we partnered with Thompson Rivers University to explore barriers to sustainability, assess the environmental footprint of major events and develop practical tools to help local operators advance their own sustainability efforts.

We continued to put a face to Kamloops' visitor economy through our Room to Shine Spotlight Series and Tourism is Business campaign, sharing the stories of local champions and entrepreneurs whose businesses and livelihoods are strengthened by visitation. This storytelling expanded through a targeted Value of Tourism campaign and op-ed series, connecting tourism with local jobs, trails, events, placemaking and the amenities that contribute to a vibrant community.



Building a stronger research foundation

This year also marked an important evolution in how Tourism Kamloops measures and communicates impact. We invested in mobile movement data to provide greater insight into visitation patterns and visitor movement throughout the Kamloops area. A new data analysis partnership also brought key indicators together into monthly reporting, including visitation, hotel occupancy, average daily rate, marketing performance and social media engagement.

While there have been early learnings in bringing these different data sources together, the foundation is now in place. We have begun translating this research into regular blogs and insights for industry partners, creating a stronger connection between the data we collect and the decisions our industry makes.

We also launched a third-party research project to broaden how we define and measure tourism's impact. Moving beyond traditional economic indicators, the framework examines tourism through five lenses: economic impact, sustainability, community and partner impact, resident impact, and cultural and Indigenous relations impact. Expected to be completed in fall 2026, this work will help Tourism Kamloops tell a more complete story about what tourism growth and destination development mean for our community.

Annual industry and resident sentiment research continues to complement this work. Industry partners reported strong satisfaction with Tourism Kamloops, while residents overwhelmingly recognized tourism as an important economic driver and supported continued advocacy for destination development.

Together, these initiatives are building a more resilient and informed visitor economy. By combining stronger data, local voices, sustainability and storytelling, Tourism Kamloops is developing a clearer picture of not only how tourism is performing, but what tourism is building for Kamloops.

The Numbers

2025
Biosphered Certified

10
Local champions featured through Room to Shine

77,130
Value of Tourism LinkedIn impressions

5.22%
LinkedIn campaign click-through rate

610
Earned media mentions

322.6 M
Earned media impressions

$20.6 M
Advertising Value Equivalent (AVE)



Resident & Industry Sentiment

Understanding how our residents and industry partners view tourism is an important part of shaping Tourism Kamloops' priorities.

Each year, we make a point of checking the pulse of our community, listening to the people who live here and the businesses and organizations that make up our visitor economy.

These insights help ensure our work remains relevant, responsive and grounded in the needs of Kamloops, while identifying opportunities to strengthen partnerships, advocate for future development and demonstrate the value tourism brings to our community.



Downtown Kamloops/Pepper

Resident Sentiment

Our 2026 Resident Sentiment Survey heard from 727 Kamloops residents, providing important insight into how our community views tourism and its role in shaping the city.

92.8%	Agree tourism has a positive economic impact on Kamloops.
89.8%	Agree tourism is an important industry in Kamloops.
82.7%	Want Tourism Kamloops to advocate for new tourism development projects.
81.8%	Agree tourism helps create the kind of community they want to live in.
74%	Support investment in placemaking and initiatives that enhance our community.





By Hand: Leather Notebook workshop, April 2025. Photo by Kristin Monahan.

Industry Partner Sentiment

Our annual Industry Partner Survey provides an important opportunity to hear directly from our tourism industry and understand how well Tourism Kamloops is supporting its partners. In 2025, 70 partners participated, with results showing strong satisfaction and growing engagement with Tourism Kamloops.

8/10	Industry partner satisfaction with Tourism Kamloops.
8/10	Satisfaction with Tourism Kamloops' use of MRDT funds, up from 7/10 in 2024.
8/10	Average rating for the support Tourism Kamloops provides to businesses, up from 7/10 in 2024.

Together, these results reinforce the importance of staying connected, listening and creating opportunities for residents and industry partners to help shape the future of tourism in Kamloops.

Economic Impact

Tourism continues to be an important economic driver for Kamloops, supporting local businesses, employment, municipal revenues and the amenities that contribute to a vibrant community.

Tourism Kamloops completes a comprehensive Economic Impact Study every two years, with the 2024 study remaining our most recent benchmark. That research demonstrated the significant reach of the visitor economy, from direct spending in local businesses to employment, tax generation and economic activity extending throughout the region and province.

Since that study, other indicators point to continued strength. Fiscal 2025/2026 delivered strong hotel performance across all three key accommodation measures, with occupancy, average daily rate and revenue per available room all increasing year over year. RevPAR saw the strongest gain at 8.9%, reflecting the combined impact of stronger occupancy and room rates.

That performance also contributed to an important milestone. Tourism Kamloops received the highest MRDT funding contribution in the organization's history. Because MRDT is generated through visitor-paid accommodation stays, this record contribution provides another measure of the strength of overnight visitation in Kamloops.

Beyond the numbers, a healthy visitor economy creates a cycle of reinvestment. Visitor spending supports businesses and jobs, accommodation revenues generate resources for destination marketing and development, and tourism activity helps sustain the experiences, events and amenities that contribute to Kamloops' quality of life.



Dylan Sherrard

Visitor Economy at a Glance

2024 Economic Impact

Source: Larose Research & Strategy and Pacific Analytics

1.87 M
Visitors

$316 M
Direct visitor spending

$528 M
Total economic impact for British Columbia

2,645
Jobs supported by tourism

$79.2 M
in total tax revenue, including $8.5 million locally

$210
Average property tax offset per household



The Vista Inn

2025/2026 Fiscal Hotel Performance

66.7% +4.3% YoY
Average occupancy

$160.67 +4.3% YoY
Average daily rate

$111.42 +8.9% YoY
RevPAR

Highest MRDT funding contribution in Tourism Kamloops history

Financials

Tourism Kamloops concluded the 2025/2026 fiscal year with a substantially balanced budget, reflecting strong financial management, resourcefulness and a continued commitment to maximizing the impact of available resources.

Throughout the year, the organization demonstrated creativity and initiative in securing grant funding, diversifying revenue streams and strengthening existing sources of income. Retail sales, guided experiences, and event and facility rentals all experienced growth. While these efforts contributed positively to the organization's financial position, the Municipal and Regional District Tax (MRDT) and the City of Kamloops Service Agreement continued to account for more than 90% of total revenue. Notably, MRDT revenue reached its highest level in Tourism Kamloops' history, marking a significant milestone for the organization.

Marketing remained the organization's largest area of investment, reinforcing our commitment to destination promotion and growing Kamloops' visitor economy. Through operational efficiencies and strategic resource allocation, Tourism Kamloops was able to redirect savings from other areas into marketing, ensuring that destination awareness and visitor attraction remained central priorities.

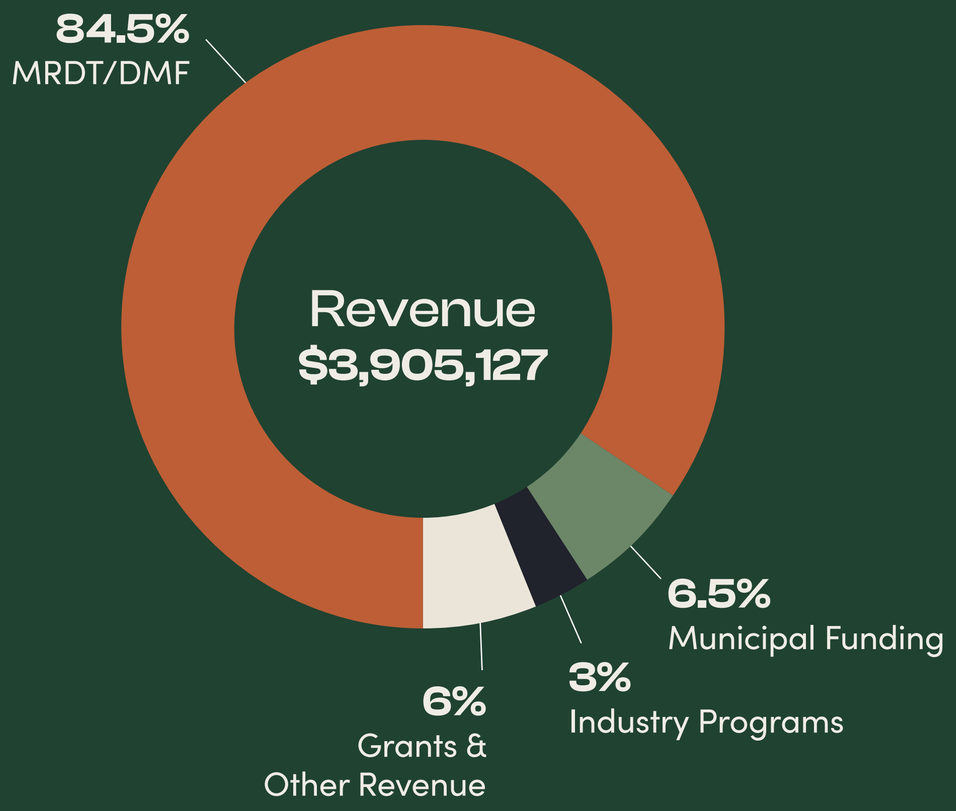
At the same time, the organization made meaningful progress beyond its core marketing mandate. Significant investments in destination research, the advancement of key destination development initiatives, and efforts to strengthen community engagement helped position Kamloops for long-term tourism growth. These activities also created valuable opportunities to bring the community together, build local pride and celebrate the broader economic and social contributions of tourism.

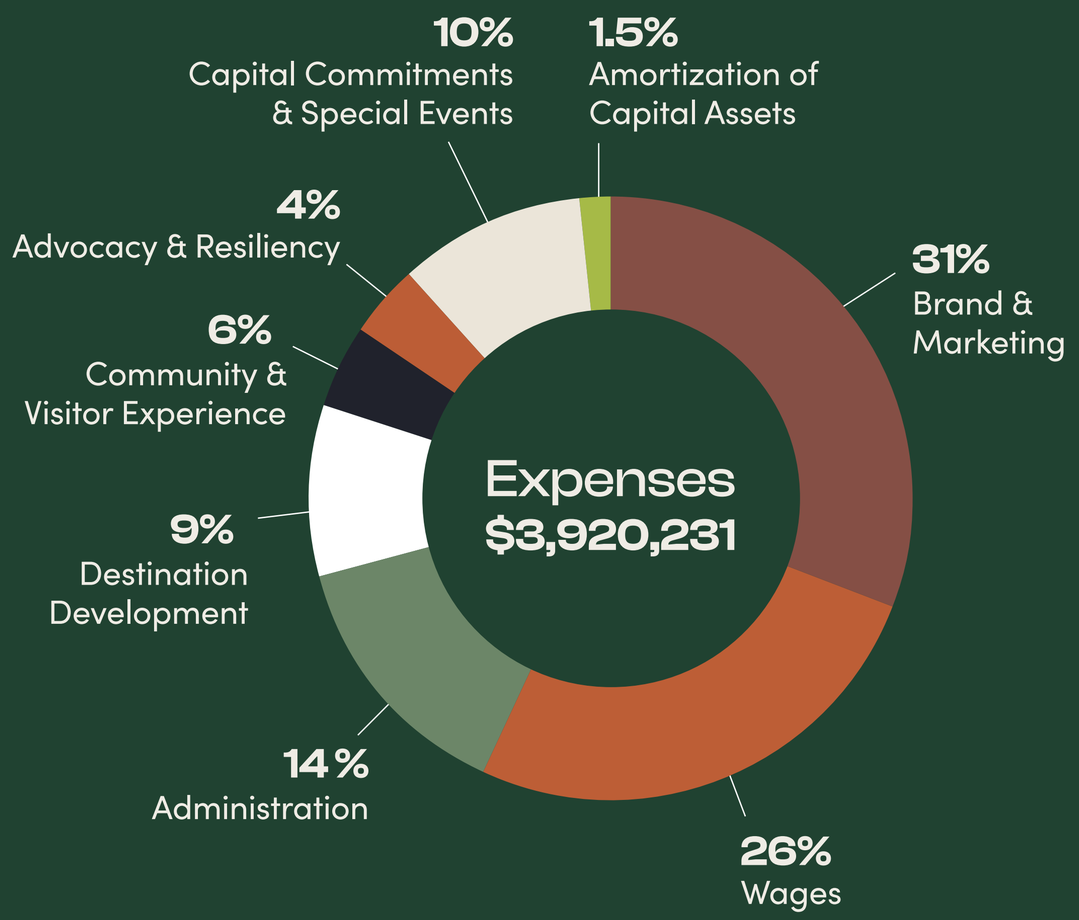
Overall, Tourism Kamloops delivered a strong year of financial stewardship and organizational achievement. With expenditures closely aligned to revenues, the organization maintained a substantially balanced financial position while advancing strategic priorities, strengthening community partnerships and investing in the future of Kamloops as a destination.



Photo: RGR Films

Tourism Kamloops Operating Statement





TOURISM kamloops

tourismkamloops.com