

*** Please Note All Responses Are Published Exactly As They Were Submitted. ***

Name: Ivory Winston

Position Running For: Mayor

Campaign Website Provided: <https://winstonformayor.ca/>

1) What role do you see tourism playing in Kamloops' economic growth, and how would you support the sector?

I see tourism as an important contributor to Kamloops' economic growth. I believe in supporting Tourism Kamloops to do what it does best in promoting our city, while also looking for opportunities where the City can better support tourism-related businesses and encourage new tourism development.

If there are good ideas for how we can strengthen tourism, attract more visitors, or help local businesses benefit from that activity, I want to bring those ideas to the table and explore what role the City can play in making them happen.

2) How would you support events, sports tournaments, and other initiatives that attract visitors to Kamloops?

I would start by asking what support is actually needed. What are we doing well? Where are the gaps? Why might Kamloops be overlooked for certain events, tournaments, or experiences, and what could we do differently to attract them?

If there are practical ways the City can better support organizers, reduce barriers, or help bring more events and visitors to Kamloops, I believe we should be looking closely at those opportunities.

3) What infrastructure or municipal investments do you think are most important for supporting both residents and the Kamloops visitor economy?

I believe transportation, and investments that make it easier and more accessible for people to move around the city, are key to supporting both residents and visitors.

That includes simple but important infrastructure such as sidewalks, pedestrian connections, crossings, and wayfinding in areas like the downtown core, Rogers Way, and other places people are likely to explore on foot.

Beyond simply providing the infrastructure, I believe we should continue looking for ways to improve the overall experience through good urban design, with a focus on walkability, safety, accessibility, and creating public spaces that people actually enjoy spending time in.

4) What role do you believe the City of Kamloops should play in supporting the attraction, expansion, and long-term sustainability of air service at YKA to strengthen tourism, events and regional economic growth?

I believe the City of Kamloops should help create the conditions that make expanded air service at YKA viable and attractive to airlines. Ultimately, stronger and more sustainable air service depends on demand, so part of our role is continuing to make Kamloops a destination people want and need to travel to.

I also believe there is opportunity to better connect YKA to the city itself. Additional hotel development near the airport, improved transportation connections, and creating a stronger sense of place around YKA could help integrate the airport more fully into the fabric of Kamloops and support its growth as a regional hub for tourism, events, and business.

5) How would you work with Tourism Kamloops and local tourism businesses to strengthen Kamloops as a destination?

I would approach Tourism Kamloops as a key organization in our collective goal of promoting Kamloops as a destination. I would want Council to work collaboratively with Tourism Kamloops and local tourism businesses, listening to what is working, where the barriers are, and where the City can help.

The City's role should be to support that work through strong partnerships, practical solutions, and by helping create the conditions for tourism businesses and experiences to grow.

6) What do you see as the biggest opportunity for Kamloops' tourism sector over the next four years?

I see the greatest opportunity in giving people more reasons to come to Kamloops, stay longer, and experience more of what our community has to offer. That means expanding what we already do well while also creating new opportunities.

I would like to see some of our existing events grow into larger, multi-day experiences, supported by stronger local and broader promotion. I also believe we can do much more to strengthen Kamloops' sense of place and better connect visitors and residents with our natural environment.

To me, that includes expanding our river trail network, improving access to Kamloops Lake, and making it easier for people to experience the surrounding wilderness.

I would also love to see prominent "Welcome to Kamloops" signage that we can all be proud of—something that celebrates the character of



D-1420 Hugh Allan Drive
Kamloops, BC, Canada, V1S 1L8

Kamloops and welcomes visitors into our shared valley with Tk'emlúps te
Secwépemc.

.