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Name: Kathrine Blair- Wunderlich

Position Running For: Council

Campaign Website Provided: pivotkamloops.com

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

Tourism is an important economic driver for Kamloops. It brings outside dollars into our community and supports hotels, restaurants, retailers, attractions and many small businesses.

Kamloops already has a lot to offer through sports tourism, outdoor recreation, arts and culture, events and our location as a transportation hub. I would focus on getting more value from what we already have by encouraging visitors to stay longer, spend locally and come back.

I support working with Tourism Kamloops and the tourism sector, while ensuring existing public dollars are being used effectively and producing measurable results.

Tourism should be part of a broader strategy to grow our economy and our tax base without continually putting the burden on existing taxpayers.

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

Kamloops has built a strong reputation as Canada's Tournament Capital, and we should continue building on that.

I would like to see Tourism Kamloops and Venture Kamloops working more closely together to identify and attract businesses that complement our tourism sector and give people more reasons to come and stay.

I support events, tournaments and festivals that fill our hotels and restaurants and support local businesses. That means maintaining what we have, removing unnecessary barriers and getting measurable economic value from our investment.

Tourism should be part of our broader strategy to attract investment, create jobs and grow our tax base.

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

The best investments are the ones that serve residents first while also making Kamloops a better place to visit.

That means maintaining our roads, sidewalks, parks, recreation and sports facilities, transit and core infrastructure. We also need to protect and maintain the facilities we already have before taking on more.

If Kamloops is safe, accessible, clean and well maintained for the people who live here, it will also be attractive to visitors.

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?

The City should be an active partner in growing air service at YKA, because a strong airport supports tourism, business, events and our entire regional economy.

Working with the airport, airlines, Tourism Kamloops and the business community to build passenger demand, attract new routes and improve

connections to major hubs.

We should also look at the bigger picture and including opportunities for aviation-related businesses, training and maintenance services that can create good local jobs and strengthen YKA for the long term.

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

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

I think our biggest opportunity is to turn more people already travelling through Kamloops into longer-stay visitors.

We have the advantage of being at the crossroads of two major highways, but we need to give people a reason to get off the highway and stay.

We already have sports, golf, fishing, hiking, biking, arts and culture and great events. I would also like to see us expand festivals that celebrate our history and heritage and bring back Spoolmak Days. It was part of Kamloops for many years and gave both residents and visitors something uniquely Kamloops to experience.



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The opportunity is to package and market these experiences better so one night becomes two or three.