

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

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Position Running For: Council

Campaign Website Provided: Electkellyhall.ca

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

Tourism Kamloops helps drive the bus on Kamloops Economic growth. We need to continue to see grow from our tourism industry. Events like the Kamloops Christmas Market are examples of how tourism will drive results into the Kamloops Economy. I'd like to see Councils continued support for tourism. I would be supportive of increasing the TK's opportunities for Kamloops by committing more to TK's value proposition for the City of Kamloops .

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

As the Chair for Build Kamloops, I see a direct link to supporting events and sports tournaments. When you invest in the infrastructure frontier we are building currently as well as the future Build Kamloops builds, you are investing in not only community development but you align with Supporting Events and Tournaments as well. The Tournament Capital Brand is a significant investment opportunity for all of Kamloops residents. We need to recognize the Economic impact that comes carrying that moniker.

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

Build Kamloops is paramount in supporting residents as well as Economy. I do see other opportunities as well . The economic lift Kamloops would get from a Conference centre as well as a Tourism Iconic Feature would pair well with all infrastructure builds that come through the Build Kamloops Initiative.

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?

TK needs to be at the table helping with marketing opportunities. Giving guidance . Helping KAAS through the lense of tourism. Is there an opportunity to Test the Kamloops market with Sun destination service in Jan. Feb. We need to find ways to drive down the rates in Kamloops. We need to offer a better menu. Lots of work/ opportunity here

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

We know that tourism is a connective landscape. TK does a good job of bringing in visitors to enjoy all tourism opportunities at our local level. Look at the over all health-of the tourism spend in Kamloops that is a-significant dollar.

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

Continue to grow the tourism spend in Kamloops . Continue to explore the Conference Centre and the Iconic feature. I learned at BCEDC that these opportunities are game changers. I also learned that our TK is very well



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respected among its peers.