

OVERVIEW

In 2014, tourism in British Columbia generated 18.9* overnight visits** and \$9.2* billion in related spending. The Thompson Okanagan, one of six tourism regions in the province, represents 20% of provincial overnight visitation and 15% of related spending.

This profile provides an overview of the region and summarizes the latest data available about overnight travellers visiting the Thompson Okanagan.

TOP MARKETS FOR THOMPSON OKANAGAN

BC residents make up the largest share of overnight visitation (61%) and spending (44%) in the Thompson Okanagan region. Alberta residents make up the second largest share of overnight visitation (19%) and spending (28%).

Top five markets of origin (2014)	Share in Thompson Okanagan	
	Visitation	Spending
1 British Columbia	61%	44%
2 Alberta	19%	28%
3 United Kingdom	2%	3%
4 Australia	2%	4%
5 Ontario	2%	3%

ABOUT THIS TOURISM REGION

The Thompson Okanagan region covers 94,000 km² of the province, which is characterized by distinctive landscapes that range from desert and arid grasslands to abundant valleys, lakes, forested highlands, and alpine meadows. The population of the Thompson Okanagan region continues to grow and is characterized by an older demographic than the province as a whole, with 53% aged 45 years or older compared to the provincial average of 46%.



The region	2015	% change (2014-15)
Population ¹	546,586	1%
Population as % of BC	12%	+0.06 point
Unemployment rate ¹	6%	+0.1 point

Age groups ¹	2015	% change (2014-15)
0-19 years	19%	0%
20-44 years	29%	0%
45-64 years	30%	0%
65+ years	22%	0%

Tourism industry	2015	% of BC
Businesses ¹	2,423	13%
Employment ¹	14,200	11%
Room revenue (000s) ¹	256,621	13%
Campsites		
Private/municipal ²	8,229	30%
Provincial/National ²	2,956	26%
Customs entries ³	151,592	2%
Visitor centre parties ²	314,015	25%

Transportation	2016	% change (2015-16)
Airport passengers ⁴		
Kamloops	322,429	-1%
Kelowna	1,730,930	9%
Highway traffic volume (000s) ⁵		
Route 97	1,128	3%

¹Due to the use of pooled data files to produce regional profiles, visitation and spending estimates for BC will not match values published in other Destination BC reports.

²A traveller may visit several locations on one trip to British Columbia

TRIP CHARACTERISTICS BY ORIGIN

The Thompson Okanagan received 3,721,000 overnight visits in 2014 and generated over \$1.4 billion in related spending. Domestic overnight travellers accounted for 85% of visitation and 83% of related spending. International travellers accounted for 15% and 17%, respectively.

On average, travellers to the Thompson Okanagan region stayed 3.6 nights and spent \$105 per night. BC travellers stayed 3.0 nights and spent \$90 per night during their trip. Other Canadian travellers stayed 4.9 nights and spent \$123 per night.

	Total			% change (2013-2014)			Share of total		
	Overnight visitors (000s)	Spending (\$000s)	Nights (000s)	Overnight visitors	Spending	Nights	Overnight visitors	Spending	Nights
All travellers in the Thompson Okanagan*	3,721	\$1,405,721	13,430	-1%	-2%	-3%	100%	100%	100%
BC residents	2,271	\$615,428	6,824	-4%	-9%	-2%	61%	44%	51%
Other Canadian residents	903	\$546,025	4,451	5%	5%	-5%	24%	39%	33%
US residents**	171	\$53,939	474	-12%	-33%	-9%	5%	4%	4%
Other international residents**	376	\$190,329	1,683	15%	15%	3%	10%	14%	13%

	Average spending per visitor	Average nights	Average spending per visitor per night
All Travellers in the Thompson Okanagan	\$378	3.6	\$105
BC residents	\$271	3.0	\$90
Other Canadian residents	\$605	4.9	\$123
US residents**	\$315	2.8	\$114
Other international residents**	\$506	4.5	\$113

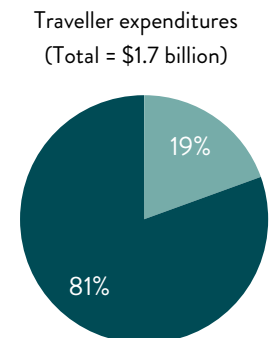
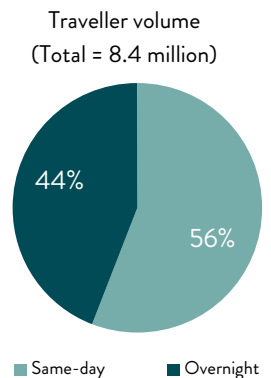
*Travellers main purpose of the trip to Thompson Okanagan is classified as Leisure (48%), Visiting Friends and Relatives (43%), Business (4%), and Other (6%).

** Due to small unweighted sample size, please use extreme caution when interpreting.

OVERNIGHT VS SAME-DAY TRAVEL

Same-day travel encompasses travellers who enter and leave a destination (i.e. region) in less than 24 hours.

Same-day travellers accounted for 56% of visitor volume and 19% of visitor expenditures in the Thompson Okanagan region.



ACCOMMODATION

Half of BC residents and more than a third of other Canadians visiting the Thompson Okanagan region stayed with friends and family. The most popular accommodation for international visitors was staying with friends and family, followed by hotels.

Primary accommodation*	BC residents	Other Canadians	US residents**	Other international**
Friends and family	50%	37%	39%	44%
Hotel	14%	17%	20%	28%
Motel	3%	5%	8%	8%
Other commercial fixed roof***	6%	8%	1%	10%
Camping / RV parks	18%	21%	8%	8%

*Please note the sum will not equal 100% for each market as other accommodation is not included in the table.

**Due to small unweighted sample size, please use extreme caution when interpreting.

***Other commercial fixed roof could include B&Bs, wilderness lodges, or commercial vacation rentals.

SEASONALITY

Most people travelled in the Thompson Okanagan during the peak summer months (July to September). Over half of US, other international and other Canadian residents visited in the summer. Visits by BC residents are relatively more spread throughout the year.

Season of travel	BC residents	Other Canadians	US residents*	Other international*
January to March	14%	8%	16%	7%
April to June	24%	18%	19%	37%
July to September	45%	61%	54%	51%
October to December	18%	12%	11%	5%

*Due to small unweighted sample size, please use extreme caution when interpreting.

TRIP ACTIVITIES

Overnight travellers who spent one or more nights in the Thompson Okanagan region took part in a number of outdoor activities during their trip*, including boating, visiting beaches, hiking, camping, and visiting parks. Some cultural activities, including visiting historic sites and museums/art galleries, also ranked as top trip activities among international visitors.

	BC residents	Other Canadians	US residents***	Other international**
1	Beach	Beach	National/provincial or nature park	National/provincial or nature park
2	Hiking or backpacking	Boating	Historic site	Wildlife viewing or bird watching
3	Camping	Hiking or backpacking	Wildlife viewing or bird watching	Historic site
4	Boating	National/provincial or nature park	Museum or art gallery	Museum or art gallery
5	National/provincial or nature park	Camping	Hiking or backpacking	Hiking or backpacking

*Please note that the activities listed could have taken place anywhere on the trip, not just in the Thompson Okanagan.

**Due to small unweighted sample size, please use extreme caution when interpreting.

***Please note that the following activities were not included in this analysis: visit friends or family, shopping, sightseeing, bar/night club, sport/outdoor activity unspecified.

Notes on data for travellers to Thompson Okanagan

The International Travel Survey (ITS) and the Travel Survey of Residents of Canada (TSRC) are ongoing surveys conducted by Statistics Canada.

The ITS and TSRC provides statistics on the volume and demographics of domestic and international travellers and on characteristics of their trips such as activities, expenditures, places visited, accommodations and length of stay. For more information, please visit www.statcan.gc.ca.

The data used in this profile are based on tabulations from the 2013 and 2014 ITS, and 2013-2014 and 2014-2015 pooled TSRC data for those who travelled in Canada and spent at least one night in Thompson Okanagan.

Other data sources are noted where appropriate and listed on page 4.

REGIONAL COMPARISONS

Travel characteristics by region	Total			% change (2013-2014)			Regional share of total		
	Overnight visitors (000s)*	Spending (\$000s)	Nights (000s)	Overnight visitors	Spending	Nights	Overnight visitors	Spending	Nights
All travellers in BC	18,944	\$9,221,492	84,961	1%	2%	5%			
Cariboo Chilcotin Coast	528	\$169,715	1,719	19%	24%	2%	3%	2%	2%
Kootenay Rockies	2,070	\$654,286	6,700	-3%	-10%	-8%	11%	7%	8%
Northern BC	936	\$412,398	4,105	3%	6%	21%	5%	4%	5%
Thompson Okanagan	3,721	\$1,405,721	13,430	-1%	-2%	-3%	20%	15%	16%
Vancouver, Coast & Mountains	9,225	\$4,812,306	43,179	3%	4%	9%	49%	52%	51%
Vancouver Island	4,430	\$1,767,065	15,828	8%	6%	13%	23%	19%	19%

*Please note the visitation of all regions will exceed the provincial total as travellers can visit multiple regions on one trip.

CONTACT

DESTINATION BRITISH COLUMBIA, Research, Planning & Evaluation:
 Email: TourismResearch@DestinationBC.ca | Website:
DestinationBC.ca/Research.aspx

THOMPSON OKANAGAN TOURISM ASSOCIATION:

Email: info@totabc.com | Phone: 250.860.5999 | Websites: www.totabc.org/
 (corporate) Facebook: [facebook.com/TOTABCnews](https://www.facebook.com/TOTABCnews) | Twitter:
[@TOTABCNews](https://twitter.com/TOTABCNews)

WANT MORE INFORMATION?

To sign up for updates, invites and our industry newsletter, *Destination BC News*, click here: DestinationBC.ca/Subscribe.aspx

SOURCES

1. BC Stats
2. Destination BC
3. Statistics Canada
4. Individual Airports
5. Ministry of Transportation

© 2017 – Destination BC Corp. – All rights reserved. “DESTINATION BRITISH COLUMBIA” is an Official Mark of Destination BC Corp.