



Year in Review

Annual Report
July 2024 - June 2025

TOURISM
kamloops

Tourism Kamloops is situated on the traditional lands of the Tkemlúps 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.



Contents

Vision, Purpose & Values	4
Our Board	5
Our Team	6
Message from the Chair	7
Message from the CEO	8
Brand & Marketing	9
Destination Development	14
Community First	19
Resilience & Advocacy	23
Economic Impact	28
Financials	30

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.



Our Board

Trish Morelli
Chair
Executive Director,
Kamloops Wineries Association

Bryan Pilbeam
Vice-Chair
Scott's Inn & Suites

Gary Yu
Treasurer
General Manager,
DoubleTree by Hilton Kamloops

Angela Tasker
Secretary
Director of Sales,
Coast Kamloops Hotel
& Conference Centre

Percy Amaria
Past Chair
Columbia Diner

Rob Mensinger
Director
Rocky Mountaineer

Pav Moore
Director
Thompson Hotel

James MacDonald
Director
Western Canada Theatre

Jocelyn Bennett
Director
Delta Hotels by Marriott

Dieter Dudy
Director
Thistle Farm Organics

Nikki Fraser
Tkemlúps te Secwépemc Representative
Tkemlúps te Secwépemc

Myron Thomas
Tkemlúps te Secwépemc Representative
Tkemlúps te Secwépemc

Sarah Candido
Liason
City of Kamloops

Katie Neustaeter
City Representative
City of Kamloops



Operations

Erik James Fisher
CEO

Tara Look
Corporate Operations Officer
(Maternity leave starting September 2024)

Pauline Piller
Office Administrator

Marketing

Vacant
Director, Brand & Marketing

Ashley Cox
Marketing Manager

Rachel Lewis
Graphic Design Specialist

Katy Morrison
Content Specialist

Tianna Dilley
Digital Marketing Specialist

Community

Lisa White
Director, Community Development
& Engagement

Meghan Lawson
Visitor Experience Specialist

Development

Lisa Strachan
Director, Destination Development
& Trade Relations

Nic Zdunich
Destination Development Manager

Jada Glen
Destination Development & Trade Specialist

Chloe Pasemko
Destination Events Specialist

Our Team

Message from the Chair

As I reflect on this past year, and the past three years as Chair, I feel a tremendous sense of pride and gratitude, not only for the meaningful progress that Tourism Kamloops has made, but also for the dedication, talent and leadership of the people behind it. Every initiative, conversation, and partnership this year has been guided by our purpose, and grounded in our values. At its core, our work continues to be about amplifying our community and celebrating the people and places that make Kamloops so special.

One of the year's standout achievements was the "Room to Roam" campaign. This marketing campaign captured the true essence of Kamloops - our wide-open spaces, our authentic adventures, and our genuine sense of welcome. Thoughtfully developed and beautifully executed, it resonated strongly with residents and visitors alike and aligned meaningfully with our

broader tourism strategies. Seeing the campaign recognized with a Marketing Canada Award was a proud milestone for our organization and a testament to the team's creative excellence.

Tourism Kamloops continues to evolve and grow, and together with our partners, we are building on this momentum. This past year, the 2024 Economic Impact Study reinforced the role tourism plays in our local economy and strengthened our ability to tell this story with confidence and clarity.

Significant progress was also made in destination development with the completion of the Iconic Attraction Feasibility Study, which identified several exciting and viable opportunities with the potential to enhance the visitor experience and strengthen our competitiveness for years to come.

This year also marked a meaningful milestone as we celebrated Tourism Kamloops' 20th anniversary. It was a pleasure to join our team, board colleagues, and industry partners in reflecting two decades of collaboration, innovation, and shared commitment to strengthening our visitor economy.

As a Board, our focus this year remained on strong governance, succession planning, and collaboration. We welcomed five new Directors - Bryan Pilbeam, Dieter Duty, Jocelyn Bennett, Councillor Katie Neustaeder (City of Kamloops appointee) and Councillor Nikki Fraser (T'kemplúps te Secwépemc appointee) - each bringing valuable experience, perspective and energy to our work. We engaged in governance training that informed several meaningful outcomes, including a restructuring of our standing committees to better align with strategic priorities and strengthen how we operate as a leadership team. I would like to acknowledge and thank our Board for your thoughtful engagement, shared passion and commitment to fulfilling our strategic and fiduciary responsibilities.

This was also a year of sound financial stewardship. The organization concluded the fiscal year in a strong financial position, with revenues exceeding the budget and expenses below forecast. This speaks to the organization's continued focus on accountability, measurable outcomes and disciplined management. With Erik Fisher now a year and a half into his tenure, his purpose-driven, accountable approach continues to strengthen the organization. We are very grateful for his leadership, his passion, and his drive for organizational excellence.

I would also like to extend my sincere gratitude to this year's outgoing Board members Anglea Tasker and James MacDonald, for their service, dedication and lasting contributions to the direction of Tourism Kamloops.

This message marks my final year as Chair. It has been my absolute honour to serve in this role and to work alongside such a passionate and skilled team. Tourism Kamloops is in great hands, with strong leadership, dedicated staff, and a Board deeply committed to guiding this organization with care and purpose.

As I move into the role of Past Chair, I do so with gratitude, pride, and unwavering confidence in the path ahead. The future of tourism in Kamloops is bright - built on collaboration, trust, and a shared belief that a thriving visitor economy benefits everyone who calls this city home.

Trish Morelli
Chair, Tourism Kamloops Board of Directors
Executive Director, Kamloops Wineries Association

Message from the CEO

This year has been one of momentum and measurable progress for Tourism Kamloops. We launched a fully refreshed brand campaign, Room to Roam, capturing what makes Kamloops distinct, the wide-open spaces, the places to explore, and the connections that happen here. The campaign was supported by a new website and a suite of digital assets designed to showcase Kamloops at its best.

Measurement has remained a priority across the organization. The 2024 Economic Impact Study confirmed the continued strength of our visitor economy and provided clear data to support the Tourism is Business campaign. This initiative, unveiled at the Rise and Shine Brunch, brought attention to the impact of tourism on our community and local businesses. At the same event, we introduced the Room to Shine spotlight series, recognizing individuals and organizations who champion Kamloops' tourism sector. These efforts reflect our purpose: amplifying people and spaces while keeping the community at the heart of everything we do.

We also advanced important destination development projects. The Economic Impact Study on mountain biking was completed and used to launch our Freeride campaign. This initiative highlights mountain biking as a key contributor to our regional tourism economy and supports efforts to close the gap between funding and the potential of this growing sector. It aligns with one of our core values, living with intention and protecting the spaces where we live and play.

Tourism Kamloops continued to perform strongly in the golf market. Bookings for the 2025 season, driven primarily from January through April, are on pace to exceed one million dollars in sales. We supported industry partners including the Thompson-Nicola Film Commission by hosting a location scout familiarization tour that showcased Kamloops as an ideal filming destination.

This year marked 20 years of Tourism Kamloops. It was an opportunity to reflect on two decades of collaboration, innovation, and growth while continuing to invest in learning and leadership. We launched the Learn the Loops Digital

Ambassador Certificate and new travel trade training tools, helping residents and industry partners confidently share Kamloops' story. We also began offering Tourism Kamloops-branded merchandise to help build community pride and grow our network of local ambassadors.

To expand the range of visitor experiences, Tourism Kamloops supported the development of guided snowmobile, hiking, biking, and foodie tours. These new bookable products are designed to increase overnight stays and enhance the overall visitor experience.

Improved accessibility also remained a priority. Tourism Kamloops helped establish YKA Link, a new partnership focused on attracting and expanding air service to and from Kamloops. In the business events sector, our efforts continued to generate results, supporting major conferences such as Gathering Our Voices. Host Kamloops and Tkemlúps te Secwépemc also advanced their partnership, contributing to significant events including the National Aboriginal Hockey Championships.

We concluded the year with the completion of a comprehensive Iconic Attraction Feasibility Study. This work identified the three most viable projects for future development and laid the groundwork for the next phase of collaboration and investment.

Tourism Kamloops' success is built on strong data, solid partnerships, and a clear focus on results. Our team, Board, and community partners continue to deliver outcomes that strengthen the local economy and enhance Kamloops' reputation as a place to visit, live, and invest.

Thank you to everyone who has contributed to our success this year. Together, we are creating lasting value for our community and a strong future for tourism in Kamloops.

Erik Fisher
CEO, Tourism Kamloops

Brand & Marketing

This year, Tourism Kamloops continued to strengthen its reputation as a creative and innovative destination marketing organization. Building on the momentum of the launch of our refreshed brand and website at the start of the fiscal, our marketing team focused on enhancing digital performance, expanding audience reach, and grounding every campaign in measurable outcomes.



Our work remained guided by a clear goal: to reach the right audiences, drive year-round visitation, and amplify Kamloops' identity as a place with room to explore, connect, and play.

With a renewed commitment to connecting locals and visitors alike, our approach blended creativity with community engagement. Through expanded email campaigns, partnerships, and social storytelling, we saw strong growth in our subscriber base and launched new channels to continue connecting with new audiences seeking inspiration and authentic adventure. The digital experience also evolved. Phase two of the website rollout introduced new features that made it easier than ever for users to plan and share their Kamloops experiences.

Attraction and Restaurant Listings:

Launched in February 2025, providing dedicated pages for local partners with imagery, business details, and referral links.

AI Chatbot:

Introduced in February 2025 to improve visitor servicing and engagement.

Online Store:

Kamloops-themed merchandise became available online and at The Station, giving visitors and locals a new way to connect with the brand.

SEO Optimization:

Beginning in December 2024, a comprehensive technical and content-based strategy was implemented to enhance organic search visibility through mid-2025.

These digital advances supported our always-on marketing model, ensuring Kamloops remains visible, accessible, and compelling across all touchpoints.



Room to Roam

A major milestone for the year was the launch of *Room to Roam*, the first full brand campaign under our refreshed visual identity. The initiative captured Kamloops' essence: wide-open landscapes, approachable adventures, and a spirit of freedom that defines how we live and explore here.

Room to Roam invited visitors from across BC and Alberta to experience Kamloops' space and simplicity. The campaign brought the destination's personality to life through cinematic visuals, community partnerships, and strong media placement. It reached audiences across Meta, Google, and YouTube, alongside digital out-of-home displays, podcast sponsorships, and a feature with the BC Lions that showcased Kamloops on the jumbotron at BC Place.

Collaborations with content creators and tourism partners extended the campaign's reach, sharing authentic stories of family hikes, local dining, and beverage trails in partnership with BC Ale Trail and the BC Wine Growers Association. Early campaign performance confirmed that the creative direction resonated, driving strong engagement and recognition for Kamloops as a welcoming, vibrant destination.

The campaign also set the stage for organization-wide storytelling. "Room to" has since become a foundation for departmental messaging, inspiring cross-departmental initiatives such as Room to Shine, Room to Invest, and others.



Andrew Shucriss



Mary Purnam

Seasonal Success

Following the fall launch, three seasonal campaigns brought Kamloops to life throughout the year.

Fall 2024 (August–October):

The inaugural *Room to Roam* campaign introduced the "Boundless Space" theme, featuring new video content on mountain biking, hiking, golf, and fishing.

Winter 2024–25 (December–February):

Showcased Kamloops as an affordable and approachable winter destination for families and adults, with themes of outdoor recreation and arts and culture.

Spring 2025 (April–June):

Focused on family, couples, and group travel with campaign videos and landing pages highlighting biking and hiking in Kamloops' natural landscapes.

Each campaign reinforced Kamloops' position as an inviting destination across all seasons, delivering consistent storytelling and measurable return on investment.

Tourism Kamloops' marketing efforts this year reflected creativity, collaboration, and discipline. With *Room to Roam* as the driving narrative, the organization strengthened its foundation, advanced its digital presence, and connected more deeply with both residents and visitors. These achievements have positioned Kamloops for continued success as an authentic and accessible destination with room for everyone.

We drove impact through brand & marketing:

 Room to Roam Fall Campaign

 Room to Roam Winter Campaign

 Taste Around

 Online Store

The Numbers

851,409

-14.5%

Website Sessions

4,002,819

+62%

Total Social Media Engagement

1,382,342

-14%

Website Page Views

216,200

+9%

#explorekamloops Uses

271,284

+22%

Referrals (External Link Clicks)

4,192

+8%

Newsletter Subscribers

Note: While both website sessions and views are slightly down, external link clicks increased which demonstrates that the website traffic we are attracting is higher quality and more likely to convert

Golf Kamloops

Golf Kamloops continued to be a powerful driver in one of our key target sectors, generating over \$1 million in sales in 2025. This year represented a cyclical high point for golf visitation, underscoring Kamloops' reputation as one of Canada's top golf destinations. A well-timed marketing mix and strong collaboration between courses, accommodations, and Tourism Kamloops contributed to exceptional results throughout the season.

To further enhance visitor experience, the consortium restructured its accommodation partnership model, opening participation to all Kamloops Accommodation Association members. This expansion increased availability and choice for visiting golfers while strengthening partnerships across our tourism community.

Strategic campaigns, including partnerships with Bell Media and The Weather Network, kept Kamloops top-of-mind for golfers across Western Canada. Influencer collaborations and new creative assets elevated how we showcased Kamloops' distinctive mix of challenge, scenery, and hospitality, qualities that continue to define a golf getaway here.



January 1 – October 31, 2025
through golfkamloops.com

\$1.07M **+51%**
in total sales

4,458 **+13.9%**
Golf rounds booked

723 **+36.4%**
Booking Inquiries

16.7%
increase in website
page views

251 **+53.1%**
Booked itineraries

Destination Development

Destination development is central to building a thriving and sustainable visitor economy. By shaping meaningful experiences and partnerships, Tourism Kamloops continues to enhance Kamloops' reputation as a dynamic destination that benefits both residents and visitors.



This year's work focused on advancing projects that inspire investment, elevate experiences, and reflect Kamloops' authentic character. Collaboration remained a cornerstone of these efforts as Tourism Kamloops strengthened relationships with community partners, municipal committees, and regional organizations.

Tourism Kamloops joined the Kamloops Heritage Society Board, supporting its vision to establish a Heritage Park that celebrates the city's diverse history, including its railway, Gold Rush, and cultural heritage. We also supported the development of the new Kamloops Christmas Market through both funding and staff resources, helping to bring a signature winter event to life.

Tourism Kamloops worked with the City of Kamloops, T'kém'lúps te Secwépemc and the Kamloops Sports Council as part of the newly formed Host Kamloops T'kém'lúps committee. This group has gained lots of traction in both sport and event tourism. Together with the Sports Council, we also presented to City Council to advocate for greater municipal support for sport and event tourism, receiving unanimous approval.

We continued to serve on the T'kém'lúps te Secwépemc Tourism Committee, the North Shore BIA Economic Development Committee, the Build Kamloops Engagement Committee, the Airport Society and the Kamloops Business Council, ensuring tourism remains part of the city's economic and community growth. Tourism Kamloops also worked with the Kamloops Chamber of Commerce to explore business development ideas and research opportunities and supported Thompson Rivers University's Innovation Lab to inspire new tourism business concepts from students.

Tourism Kamloops worked closely with the Thompson Nicola Film Commission this year to position Kamloops as a film destination. Work included a Familiarization Tour that welcomed location scouts to explore potential filming sites in Kamloops and surrounding areas.

The Spot, a new Finnish sauna and cold plunge experience at Paul Lake, officially opened this year after Tourism Kamloops supported its development from concept to completion. Additional product development included guided hiking, biking, and foodie tours, launched in summer 2025 in partnership with Adventuring Into Life and local culinary operators.

The Iconic Structure Feasibility Study, partially funded through ETSI BC, was completed this year and resulted in three lookbooks designed to inspire investment in unique, destination-defining infrastructure for Kamloops. Tourism Kamloops continued to work with partners to develop innovative concepts such as the Field of Light to make Kamloops more attractive to visitors. A collaborative familiarization tour to Victoria with representatives from Tourism Kamloops, T'kém'lúps te Secwépemc, Sc.wénwen and the Kamloops Chamber of Commerce provided inspiration for future developments and experiences in Kamloops and T'kém'lúps.

Tourism Kamloops continued to activate Riverside Park through partnership with the City of Kamloops and Kamloops Watersport Rentals, ensuring the concession and water recreation offerings serve both visitors and residents.

Through these partnerships and initiatives, Tourism Kamloops continues to foster collaboration, innovation, and long-term growth for Kamloops as a destination that balances visitor appeal with community benefit.



Experience Development

Events, festivals, and tournaments continue to drive tourism and community vibrancy in Kamloops. Tourism Kamloops supported more than 60 events and Local Sport Organizations this year through marketing partnerships and the Destination Events Support Fund.

The Host Kamloops/Tkémúlps Committee remained an important partnership, bringing together the City of Kamloops, the Sports Council, and Tkémúlps te Secwépemc to attract large-scale events and festivals. Participation at the Sport Event Congress with the City further strengthened Kamloops' position as a top event-hosting destination.



Event Highlights

ScotDance Canada Championship Series	July 7–11, 2024
Kamloops International Cup	July 25–August 18, 2024
Kamloops Firefit Championships	September 25–29, 2024
Brewloops Rhythm and Brews	September 28, 2024
Stars On Ice	December 13, 2025
Kamloops Film Festival	March 6–15, 2025
Long Blades Short Track Nationals	March 28–30, 2025
National Aboriginal Hockey Championships	May 5–10, 2025
BC Lions Fanfest	May 24, 2025
BC Flag Football Provincials	June 7–8, 2025
Kamloops Pride Week	June 9–15, 2025

Travel Trade

Tourism Kamloops expanded its international reach this year through trade shows including CITAP, Rendez-vous Canada, Explore BC, and Showcase Europe, connecting with more than 210 travel trade professionals. Additional webinars drew 110 live participants, and partnerships with Rocky Mountaineer and Dominion Tours brought 310 agents to Kamloops for firsthand experiences. In total, Kamloops engaged over 630 travel professionals worldwide.

Marketing efforts in Germany through CANUSA and SK Touristik promoted Kamloops across Hamburg transit networks and in new tour itineraries, while a new partnership with Newmarket Holidays secured 60 room nights for 2026. The online trade training program launched successfully, supported by a 40.7% open rate among 1,400 subscribers, demonstrating strong engagement and global interest.

Business Events & Meetings

Meetings, Incentives, Conferences, and Events (MICE) tourism continues to deliver strong off-peak visitation and economic impact for Kamloops. This year, Tourism Kamloops attended 15 industry trade shows, added 688 new planner contacts to its database, and generated 30 qualified leads for local partners, with 10 confirmed bookings. These activities produced an estimated \$1.83 million in direct economic impact.

Engagement through the [@meetinkamloops](#) Instagram account reached 25,104 users, while visits to the meetings page on [tourismkamloops.com](#) totalled 2,433. Kamloops' reputation as an accessible, scenic, and flexible meeting destination continues to strengthen thanks to consistent outreach and proactive relationship building.



We focused on Destination & Experience Development:



📍 Guided Tours

📍 Gathering Our Voices

📍 Field of Light Concept

📍 Film Familiarization Tour

📍 Iconic Structure Feasibility Study

📍 Riverside Park Activation Partnership

📍 Destination Event Support Fund

📍 E-bike Rentals

📍 Sport Event Congress

📍 Rendez-vous Canada

📍 The Spot at Paul Lake

The Numbers

Destination Development

60+

Local events supported

310

Agents hosted in Kamloops

630+

Travel professionals engaged

3

Iconic Structure lookbooks completed

210+

Trade show agents met

1

New market-ready experience launched

Business Events & Meetings

688

New meeting planner contacts

15

Trade shows attended

30

Leads generated

25,104

@meetinkamloops Instagram reach

10

Leads confirmed

2,433

Meetings web page views

\$1.83M

Estimated economic impact

Community First

Tourism Kamloops continued to put community at the heart of everything we do. This year was about strengthening relationships, creating opportunities to learn together, and celebrating the people and places that make Kamloops shine.



We hosted five Mug'n Muffin Partner Roundtables, casual and energizing coffee meet-ups where tourism industry partners connected, shared ideas, and explored opportunities for collaboration. These gatherings have become an important space for conversation, helping align efforts across the industry.

Partner learning remained a key focus. We delivered workshops on hiring best practices, digital marketing strategies, and respectful communications. Each session was designed to build capacity, encourage innovation, and support partners in adapting to a changing tourism landscape.

In April, we celebrated National Tourism Week with a lively brunch event that brought together partners, community members, and local leaders. The energy in the room reflected a renewed enthusiasm for tourism in Kamloops and an appreciation for the people who make it possible.

Our communication efforts also grew stronger. Monthly industry newsletters and a weekly events newsletter kept partners and frontline employees informed, while one-on-one meetings helped us better understand their priorities and identify new ways to work together.

Connecting with future tourism professionals was another highlight. The Kamloops Tourism Career Fair, hosted in partnership with Thompson Rivers University, welcomed more than 200 students eager to explore opportunities in our industry.

This year also marked the launch of Learn the Loops, a new digital ambassador training program that offers certification to locals and frontline workers who complete the course. The program helps build local knowledge and confidence, creating a stronger network of community ambassadors who share a genuine love for Kamloops.

To further celebrate local pride, Tourism Kamloops launched its first retail store, available online and through The Station, featuring Kamloops-branded merchandise. The store provides residents and visitors alike with a way to represent and support our destination.

Together, these initiatives highlight our commitment to collaboration, communication, and community connection. By investing in relationships and creating opportunities for engagement, we continue to strengthen the foundation of tourism in Kamloops and ensure that our industry thrives well into the future.

5

Mug'n Muffin Partner Roundtables

4

Industry Familiarization Tours

1

National Tourism Week Brunch

200+

Students at the Tourism Career Fair

1

Learn the Loops Program launched





Visitor Servicing

In summer 2024, Tourism Kamloops leaned fully into a mobile visitor servicing model. With The Station loaned to the City of Kamloops sustainability department to support their pilot downtown Bike Valet, the team shifted from a fixed downtown location to an entirely roaming approach. A team of four Visitor Experience Ambassadors represented Tourism Kamloops at every major event and community gathering, from the Kamloops Farmers' Market and Canada Day in Riverside Park to Overlander's Day, large sporting tournaments on the North Shore, and even provincial parks on long weekends. This flexible model allowed the team to meet people where they were, engaging visitors directly in the moments and places that make Kamloops memorable.

In spring 2025, The Station returned to Tourism Kamloops and was placed in the Sandman Centre outdoor plaza. Continuing its partnership with the City of Kamloops, The Station operated as a joint summer Visitor Centre and free bike valet service from May 7 to September 1, open seven days a week. This collaboration created longer operating hours, increased staff availability, and reduced costs for both teams while improving the visitor experience downtown.

Tourism Kamloops' volunteer ambassador program also grew significantly this year. The 2024–2025 volunteer season welcomed 24 new volunteers, bringing the total to 33 active members supporting community events, roaming teams, and visitor servicing initiatives.

January 1 – Dec 31, 2023

14,331 Face to face interactions
24 Volunteers

46% Locals **54% Visitor**

Summer Team of 6
 Kami Inn Station Location
 7 days a week – May to August

January 1 – Dec 31, 2024

6,616 Face to face interactions
33 Volunteers

60% Locals **40% Visitor**

Summer Team of 4
 Roaming engagement only
 6 days a week – May to August

We put community first:

 Hotel Deals

 Marketing Co-op Fund

 New Guest Survey

 Taste Around

 TK's Top Moments of 2024

 Tourism & Hospitality Career Fair

 New Digital Academy

 The Station

The Numbers

733

2024 NPS Responses

234

Online Store Orders

45.6%

Average Open Rate

+46

2024 NPS Score

\$9,528

Total Sales

7.1%

Average Click Rate

60

Learn the Loops
Course Completions

17

Industry Emails Sent

125,000+

LinkedIn Impressions

11,000+

Chatbot Interactions

537

Subscriber Base

9.9%

Engagement Rate

Resilience & Advocacy

Tourism Kamloops continued to demonstrate resilience through collaboration, leadership, and communication. This year's work focused on strengthening advocacy efforts, building data-driven insights, and amplifying the value of tourism across the community.





A major highlight was the launch of the new Room to Shine campaign, designed to celebrate and elevate Kamloops' tourism industry champions. The campaign featured two parts: the Room to Shine blog spotlight series, which profiled local leaders through written features and social storytelling, and the Tourism is Business video series, which shared the voices of entrepreneurs and employers describing how tourism supports their businesses and livelihoods. Together, these stories reached residents and decision-makers across the region, forming the foundation for a paid advertising campaign that reinforced tourism's vital role in Kamloops' economy.

Media engagement played an important role in Tourism Kamloops' advocacy this year. Strategic outreach, storytelling, and proactive media pitching generated strong results with more than 610 earned media mentions, 322.6 million impressions, and an advertising value equivalent (AVE) of \$20.6 million. Positive sentiment accounted for 65.7% of all coverage, demonstrating strong public and media confidence in Kamloops' tourism story. Coverage spanned across Canada and key international markets, with local outlets such as CFJC Kamloops and Castanet Kamloops among the most engaged.

Advocacy also extended to direct relationship-building. Tourism Kamloops prioritized meetings with municipal and provincial elected officials to align opportunities for collaboration, community investment, and destination development. These conversations underscored the shared understanding that a thriving visitor economy benefits residents, businesses, and the city.

Tourism Kamloops continued to anchor its resilience strategy in robust research and meaningful insights. Industry and resident sentiment studies remained core to understanding the evolving perceptions of tourism's value and guiding how benefits are shared across the community. In partnership with Larose Research & Strategy and Pacific Analytics, Tourism Kamloops advanced two major studies—the Value of Tourism study, with findings shared in spring 2025, and the Mountain Bike Socio-Economic Impact Analysis, completed in July 2025. Together, these initiatives deepened understanding of tourism's economic and social contributions, ensuring that future planning and reporting continue to deliver clear value for partners, residents, and shareholders.

Governance and leadership development remained a priority. The Board of Directors participated in formal governance training, helping strengthen strategic oversight and accountability. Board development efforts also evolved to ensure a full and diverse representation of voices from across the local tourism sector.

These efforts reflect Tourism Kamloops' commitment to advocacy rooted in transparency, collaboration, and continuous improvement. By connecting people, sharing data, and telling the stories that define Kamloops' visitor economy, the organization continues to build a strong and resilient foundation for the future.

We demonstrated resilience and advocacy through:

📍 Kamloops' Tourism Economy Holds Strong

📍 Welcome to the Station

📍 20 Years of Tourism Kamloops

📍 Room to Shine - Stephen Maricle

📍 Room to Shine - Dasha Borodina

📍 Room to Shine - Mitchell Forgie

📍 Room to Shine - Sarah Candido

📍 Room to Shine - Trish Morelli

The Numbers

142,000

Video Views

1,900

Website Visits

9

Press Releases

610

Total Media Mentions

322.6M

Impressions

\$20.6M

Advertising Value Equivalent (AVE)



Partner Survey Key Data Points

8/10

Shareholder satisfaction with
Tourism Kamloops (*5th consecutive year*)

7/10

Approval rating for Tourism Kamloops'
use of MRDT funds
(*consistent with the past two years*)

73%

Follow Tourism Kamloops on Instagram

56%

Receive the monthly industry newsletter

55%

Attended Tourism Kamloops events in 2024

2025 Resident Sentiment

40% increase in survey participation compared to 2024.

94% of residents agree tourism is an important local industry.

87% believe Tourism Kamloops should advocate for new experiences and infrastructure.

78% support attracting more live music and events to improve quality of life.

75% support waterfront investments.

78% support development of a future convention centre.

91% agree partnerships between Tourism Kamloops and the City positively impact tourism.

87% believe tourism helps create a more vibrant and welcoming community.

83% feel investments in beautification, events, and placemaking enhance quality of life.

Economic Impact

The 2024 Economic Impact Study confirmed the strength of Kamloops' visitor economy and its growing contribution to our community.

Produced by Larose Research & Strategy and Pacific Analytics, the report showed that in 2024, the city welcomed 1.87 million visitors. These visitors contributed \$316 million in direct spending in Kamloops and had an even larger impact for the region.

Visitor activity continues to provide significant benefits to residents. Spending by visitors generated approximately \$8.5 million in local government taxes, supporting essential municipal services and offsetting property taxes

by the equivalent of about \$210 per household. Tourism also supported 2,645 local jobs in 2024, underscoring the sector's role as a steady and reliable contributor to Kamloops' economic well-being.

These results reaffirm what we see daily: tourism fuels our economy, strengthens community, and enhances the quality of living for residents. As we continue to grow visitation throughout the year and focus on sustainable destination development, the value of tourism remains clear. It is a cornerstone of Kamloops' continued success and resilience.





2024 Economic Impact Highlights

January-December 2024

Source: Larose Research & Strategy and Pacific Analytics

1.87M

Visitors

\$316M

Direct visitor spending

2,645

Jobs supported by tourism

\$382M

Total economic impact for the Thompson-Nicola Region

\$528M

Total economic impact for British Columbia

\$8.5M

Local government taxes generated

\$79.2M

Total Tax Revenue

Federal: \$36.3M
Provincial: \$34.4M
Local: \$8.5M

\$210

Average property tax offset per household

Financials

After remarkable years in 2022 and 2023 coming out of the pandemic where occupancy and rate far surpassed expectations, the organization attained a surplus.

Seeing this as an opportunity, the board encouraged the organization to develop a plan that would utilize the funds to drive additional progress and growth in Kamloops in the 2025/25 fiscal year.

The organization did exactly that by building capacity to deliver great results on both impactful marketing campaigns and by working with the municipality, industry and of course residents to gain alignment and to push Kamloops to new heights in collaboration and as a destination.

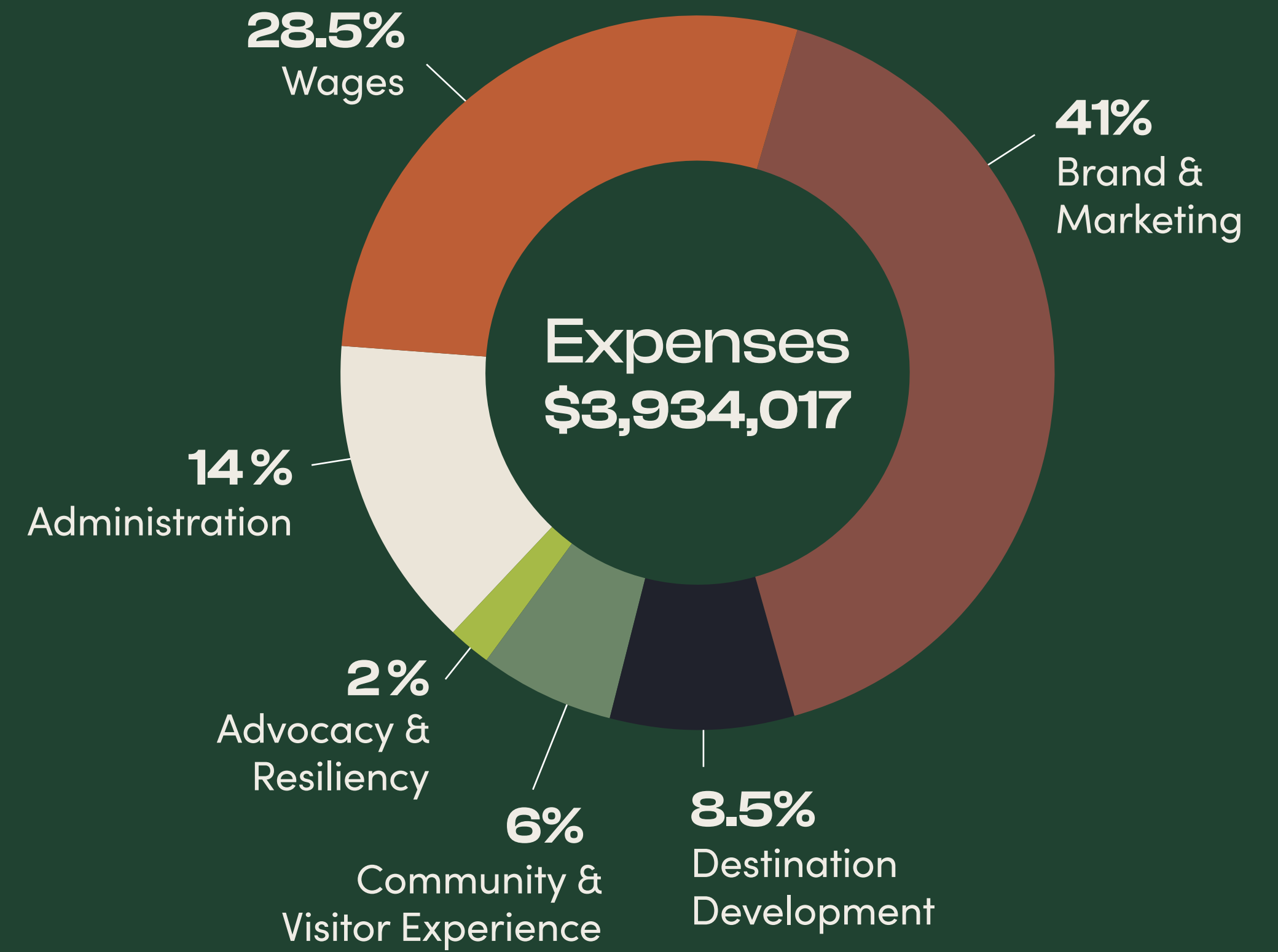
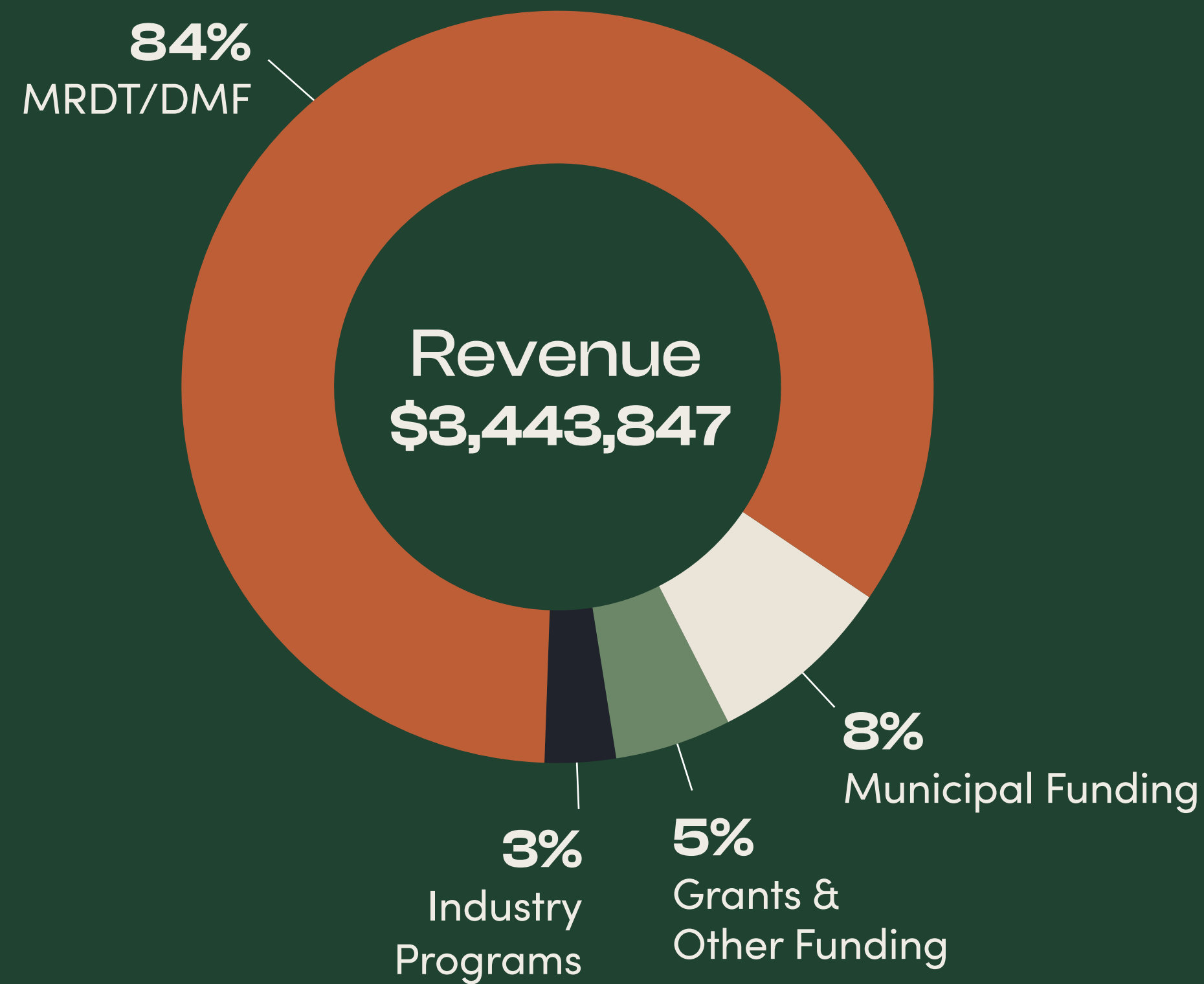
Another key aspect to Tourism Kamloops financial management, was its prudent use of funds. Not only did Tourism Kamloops stress value and performance with spends, but it was able to recognize a number of

organizational efficiencies this fiscal. While delivering this ambitious plan, the organization was able to finish the year 10% under budget in administration and labour collectively. These funds we then diverted to brand and marketing to produce even greater impact and value for interest holders.

Tourism Kamloops innovated with some new small revenue streams in 24/25 but relies heavily on both MRDT and Municipal service agreements to fulfil its meaningful work. These critical buckets make up over 90% of the organization's total revenue. Continued support for these revenue streams is vital for the organizations ability to both exist and provide immense benefit in growing Kamloops visitor economy and the community that supports it.



Tourism Kamloops Operating Statement





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