

## Overview

In 2010, overnight tourism in British Columbia generated 15.7 million person-visits\* and \$8.1 billion in related spending. The Thompson Okanagan, one of six tourism regions in the province, represents 19% of provincial overnight visitation and 14% of related spending.

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

## Top markets for Thompson Okanagan

British Columbia residents make up the largest share of overnight visitation (62%) and spending (48%) in the Thompson Okanagan. Over 80% of all overnight visitation to the region can be attributed to Alberta and British Columbia residents, and 74% of related spending.

Top five markets of origin (2010)	Share in Thompson Okanagan	
	Visitation	Spending
1 British Columbia	62%	48%
2 Alberta	19%	26%
3 Washington	3%	3%
4 United Kingdom	2%	2%
5 Ontario	1%	3%

## About this tourism region

The Thompson Okanagan covers 94,000 km<sup>2</sup> 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 continues to grow and is characterized by an older demographic than the province as a whole, with 51% aged 45 years or older compared to the province average (46%).



The region	2011	% change (2006-11)	Age groups <sup>1</sup>	2011	% change (2006-11)
Population <sup>1</sup>	520,803	6%	0-19 years	20%	-3%
Population as % of BC	12%	+0.1 point change	20-44 years	28%	3%
Avg annual earnings (2006) <sup>2</sup>	\$22,659	n/a	45-64 years	31%	11%
Unemployment rate <sup>3</sup>	8%	+3 point change	65+ years	20%	12%

Tourism industry	2012	% of BC
Businesses (2011) <sup>4</sup>	2,176	12%
Employment (2011) <sup>4</sup>	14,012	11%
Accommodation sector revenue (\$000s) <sup>4</sup>	\$483,050	15%
Room revenue (\$000s) <sup>4</sup>	\$188,724	n/a
Campsites		
Private/municipal <sup>5</sup>	6,671	26%
Provincial <sup>6</sup>	3,633	30%
National <sup>7</sup>	0	0%
Custom entries <sup>8</sup>	139,035	2%
Visitor centre parties <sup>9</sup>	312,785	22%

Transportation	2012	% change (2011-12)
Airport passengers <sup>10</sup>		
Kamloops	275,424	5%
Kelowna	1,441,132	4%
Penticton	82,205	4%
Highway traffic volume (000s) <sup>11</sup>		
Route 5	3,897	-1%
Route 97	3,825	1%

Please see page 4 for data sources

\*A traveller may visit several locations on one trip to British Columbia; each stay represents a person-visit.

## Trip characteristics by origin

The Thompson Okanagan received 3.3 million overnight person-visits in 2010 and generated \$1.1 billion in related spending. Domestic overnight travellers accounted for 85% of visitation and 80% of related spending. International travellers accounted for 15% and 20%, respectively.

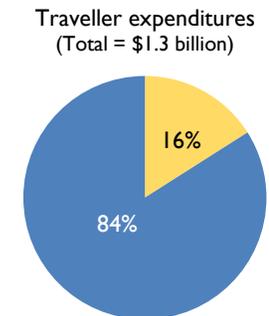
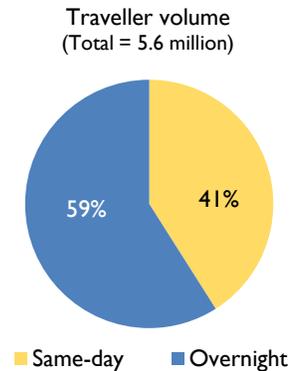
On average, domestic travel parties in the Thompson Okanagan stayed 3.5 nights and spent \$127 per night during their trip. US travel parties stayed 3.3 nights and spent \$237 per night during their trip, and Other international travel parties stayed 5.3 nights and spent \$141 per night during their trip in the Thompson Okanagan region.

### 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 41% of visitor volume and 16% of visitor expenditures in the Thompson Okanagan region.

	Overnight visitors (000s)	Total		% change (2009-2010)			Share of total		
		Spending (\$000s)	Nights (000s)	Overnight visitors	Spending	Nights	Overnight visitors	Spending	Nights
All travellers in Thompson Okanagan	3,309	\$1,098,024	11,932	2%	-6%	-4%	100%	100%	100%
BC residents	2,052	\$528,379	6,200	2%	-9%	1%	62%	48%	52%
Other Canadian residents	753	\$351,685	3,515	3%	-0.2%	-7%	23%	32%	29%
US residents	227	\$81,443	740	6%	4%	6%	7%	7%	6%
Other international residents	278	\$136,517	1,476	-1%	-10%	-18%	8%	12%	12%
Leisure travellers in Thompson Okanagan	1,799	\$727,122	6,545	3%	-3%	-1%	100%	100%	100%
BC residents	1,007	\$348,123	3,375	-1%	-11%	-1%	56%	48%	52%
Other Canadian residents	461	\$229,239	2,062	13%	8%	-1%	26%	32%	32%
US residents	141	\$58,617	413	7%	8%	5%	8%	8%	6%
Other international residents	190	\$91,144	695	3%	0.1%	-7%	11%	13%	11%



## Accommodation

Nearly half of all traveller nights in the Thompson Okanagan were spent in the residences of friends and family for all markets of origin. US and Other international residents spent more nights in hotels than other markets of origin. BC and Other international travellers were more likely to use camping or RV park facilities compared to other markets of origin.

\*Accommodation while in the region

Primary accommodation	BC residents	Other Canadians	US residents	Other international
Friends and family	49%	47%	39%	50%
Hotel	10%	14%	24%	29%
Motel	3%	3%	19%	6%
Other commercial fixed roof	10%	10%	10%	1%
Camping/RV parks	13%	9%	5%	13%

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

## Seasonality

Most people travelled in the Thompson Okanagan during the peak summer months, particularly Other Canadian, US, and Other international travellers. Over one-quarter of travellers visited during the spring months from April to June, particularly Other international residents (37%). British Columbia residents were more likely to travel to the region during the winter months than other markets of origin.

Visitors to the Thompson Okanagan by quarter

Season of travel	BC residents	Other Canadians	US residents	Other international
January to March	15%	8%	14%	11%
April to June	25%	24%	25%	37%
July to September	39%	56%	49%	45%
October to December	21%	12%	12%	6%

## Trip activities

Overnight travellers who spent one or more nights in the Thompson Okanagan took part in a number of outdoor activities during their trip, including visiting a beach, visiting national/provincial parks, hiking/backpacking, and boating. Some cultural activities, including visiting historic sites and museums/art galleries, also ranked as top trip activities for non-British Columbia residents.

\*Top activities on the trip

	BC residents	Other Canadians	**US residents	**Other international
1	Beach	Beach	National, provincial or nature park	National, provincial or nature park
2	Camping	National, provincial or nature park	Historic site	Historic site
3	Boating/canoeing/kayaking	Hiking or backpacking	Museum or art gallery	Museum or art gallery
4	Hiking or backpacking	Boating/canoeing/kayaking	Boating	Zoo or aquarium
5	National, provincial or nature park	Wildlife viewing or bird watching	Performance such as a play or concert	Boating

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

\*\*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.

### Data sources for travellers in the Thompson Okanagan

The International Travel Survey (ITS) and the Travel Survey of Residents of Canada (TSRC) are ongoing surveys conducted by Statistics Canada in partnership with the Canadian Tourism Commission and some provinces, including British Columbia.

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.

The data are based on the 2010 results for those who travelled in Canada and spent at least one night in the Thompson Okanagan. For more information, please visit [www.statcan.gc.ca](http://www.statcan.gc.ca).

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

## Regional comparisons

Travel characteristics by region	Total			% change (2009-2010)			Regional share of total		
	*Overnight visitors (000s)	*Spending (\$000s)	Nights (000s)	Overnight visitors	Spending	Nights	Overnight visitors	Spending	Nights
All travellers in BC	15,729	\$8,070,235	74,216	6%	3%	3%			
Cariboo Chilcotin Coast	484	\$105,301	1,835	15%	-1%	8%	3%	1%	3%
Kootenay Rockies	1,581	\$521,582	5,679	-1%	-1%	-2%	9%	7%	8%
Northern BC	919	\$383,027	3,575	5%	-4%	-9%	5%	5%	5%
Thompson Okanagan	3,309	\$1,098,024	11,932	2%	-6%	-4%	19%	14%	17%
Vancouver, Coast & Mountains	7,182	\$4,086,981	34,703	11%	10%	9%	42%	54%	48%
Vancouver Island	3,736	\$1,435,306	14,577	4%	-0.1%	5%	22%	19%	20%
Leisure travellers in BC	8,286	\$4,565,658	36,009	4%	2%	3%			
Cariboo Chilcotin Coast	280	\$75,405	1,252	7%	-0.2%	14%	3%	2%	4%
Kootenay Rockies	1,072	\$401,642	3,826	-4%	-0.2%	-2%	12%	9%	11%
Northern BC	442	\$204,415	1,839	12%	-4%	-2%	5%	5%	5%
Thompson Okanagan	1,799	\$727,122	6,545	3%	-3%	-1%	19%	17%	19%
Vancouver, Coast & Mountains	3,669	\$2,066,686	13,787	9%	10%	8%	40%	47%	40%
Vancouver Island	1,975	\$876,645	7,462	0.1%	-2%	3%	21%	20%	21%

\*Please note the visitation of all regions will not equal the provincial total as travellers can visit multiple regions on one trip and the spending of all regions will not equal the provincial total as the "unspecified" region is not included in the table.

### Sources

1. 2011 Census, Statistics Canada
2. 2006 Census, Statistics Canada
3. BC Stats
4. Tourism Statistics, BC Stats
5. Destination BC
6. BC Parks
7. Parks Canada
8. Statistics Canada
9. Destination BC
10. Individual airports
11. BC Ministry of Transportation

Data tables are based on Statistics Canada microdata which contain anonymised data collected in the Travel Survey of Residents of Canada (pooled) and/or the International Travel Survey 2009/2010. All computations on these microdata were prepared by Research Resolutions & Consulting Ltd. on behalf of Destination BC and the responsibility for the use and interpretation of these data is entirely that of the author(s).

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