



THOMPSON OKANAGAN REGIONAL PROFILE

BUILDING TOURISM WITH INSIGHT

January 2010



This publication summarizes tourism indicators for the Thompson Okanagan (TO) tourism region and provides a general overview of the area. The most recent annual data, as well as historical trend data are presented, including visitor volume, accommodation and transportation indicators, and information about regional tourism products. Wherever possible, provincial data is provided to allow comparison between regional and provincial tourism performance.

Visitor Volume Indicators

REGIONAL CUSTOMS ENTRIES

- Year-end figures reveal a marginal increase in the number of overseas visitors in 2008 (up 3.3% compared to 2007), and a significant decrease in the number of overnight entries from the United States (U.S.) (down 18.7% over 2007). Overall, there was a decline of 18.4% for all entries to the region in 2008, compared to 2007. Despite experiencing growth in customs entries from 2000 to 2002, the region has witnessed an overall decline in customs entries of 5.7% from 2000 to 2008.
- The majority of customs entries for the region were through Osoyoos (47.2%), comprised largely of visitors from the U.S. (47.8% of all U.S. entries to the region were through Osoyoos). Cascade and Carson recorded the second and the third highest shares of all regional entries (25.9% and 11.5% respectively), while the greatest share of overseas entries for the region was through Kelowna (64.4%).
- Increases from the previous year were reported for only one of the eight entry points in the region, with a 3.4% increase in customs entries for Kelowna. The greatest decline in total customs entries compared to 2007 was for Carson (down 28.8%).

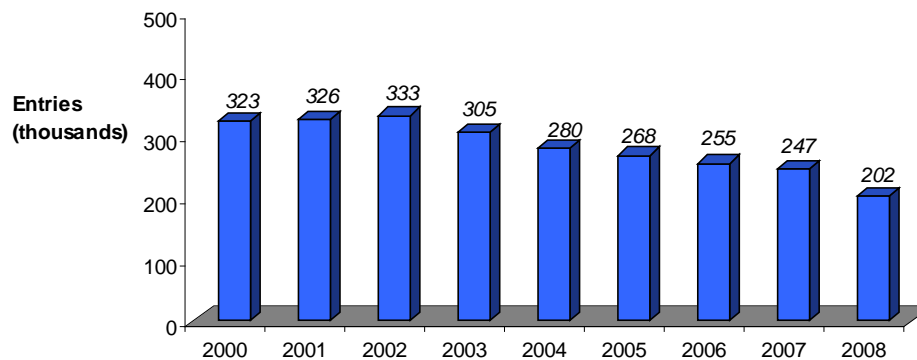
2008 Customs Entries Thompson Okanagan and British Columbia

Customs Entries	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2008
Thompson Okanagan U.S. Total	46,073	51,262	64,920	36,206	198,461
% change	-1.7%	-19.3%	-24.2%	-24.5%	-18.7%
Thompson Okanagan Overseas Total	913	494	1,156	636	3,199
% change	7.0%	-7.3%	-0.2%	14.8%	3.3%
Thompson Okanagan International Total	46,986	51,756	66,076	36,842	201,660
% change	-1.5%	-19.2%	-23.8%	-24.1%	-18.4%
Provincial International Overnight	703,890	1,242,581	1,831,748	679,305	4,457,524
Provincial % change*	-4.4%	-5.1%	-7.6%	-9.6%	-6.7%

Source: Statistics Canada

*All % change figures are for changes from same period of 2007.

Thompson Okanagan Customs Entries 2000 - 2008



Source: Statistics Canada

VISITOR CENTRES

- A total of 331,922 visitor parties visited the Visitor Centres (VCs) in the region in 2008, representing 21.1% of those visiting VCs province-wide.
- The number of visitor parties for the region peaked in August of 2008 (75,399 visitor parties), with over two thirds (68.2%) of total parties visiting between June and September. Decreases were seen in the first three quarters, relative to the same period of 2007. Overall, the total number of visitor parties at Thompson Okanagan regional VCs decreased 4.4% from 2007.
- VC use in the region fluctuated from 2000 to 2008, with 2005 and 2007 exhibiting the most significant growth. Overall, from 2000 to 2008, there has been an average annual decrease of 0.4% in the number of visitor parties using regional VCs.
- Caution is advised when interpreting these figures as they represent not only changes in visitation to the region, but also changes in the hours of operation for the VCs within the region.

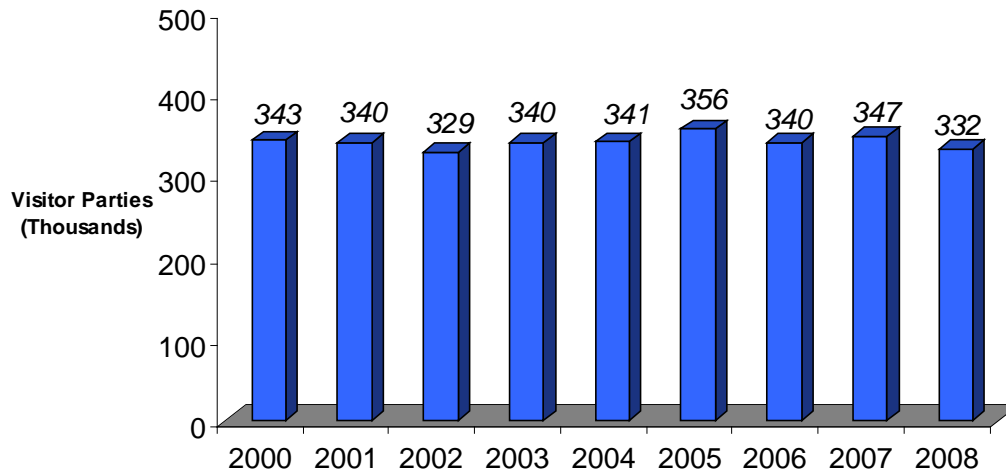
2008 Visitor Centre Visitor Parties - Thompson Okanagan and British Columbia

	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2008
Thompson Okanagan	28,299	84,619	182,977	36,027	331,922
% change	(11.2%)	(5.9%)	(3.8%)	2.9%	(4.4%)
British Columbia Total	176,471	421,275	776,243	198,863	1,572,852
% change	(4.9%)	(6.6%)	(8.2%)	5.6%	(5.8%)

Source: Tourism British Columbia

*All % change figures are for changes from same period of 2007.

Thompson Okanagan Visitor Centre Use 2000 – 2008



Source: Tourism British Columbia

Accommodation Indicators

ACCOMMODATION TYPE AND CAPACITY

- Of the 2,309 fixed-roof accommodation properties listed in the *2009 British Columbia Approved Accommodation Guide*, 548 or 23.7% are located in the Thompson Okanagan tourism region.
- Just over one third (36%) of all motels in British Columbia are located in this region, and over one quarter (27.8%) of all the province's resorts and lodges are found in the Thompson Okanagan tourism region.
- Within the region, inns and B&Bs constitute 35.9% of all properties, followed by motels at 34.5%. Hotels and motels combined account for over eighty percent (83.3%) of the total regional accommodation capacity.

Fixed-Roof Accommodation Facilities - Thompson Okanagan and British Columbia

	Thompson Okanagan	British Columbia	% of Provincial Total
Number of Facilities			
Inns and B&Bs	197	905	21.8%
Cabins	11	64	17.2%
Hotels	83	500	16.6%
Motels	189	525	36.0%
Resorts and Lodges	30	108	27.8%
Cottages	17	100	17.0%
Other*	21	107	19.6%
Total	548	2,309	23.7%
Number of Units			
Inns and B&Bs	708	3,700	19.1%
Cabins	80	435	18.4%
Hotels	8,585	51,091	16.8%
Motels	5,781	16,341	35.4%
Resorts and Lodges	1,746	4,091	42.7%
Cottages	125	698	17.9%
Other*	230	832	27.6%
Total	17,255	77,188	22.4%

Source: 2009 British Columbia Approved Accommodation Guide, Tourism British Columbia

*Includes hostels, houseboats, houses and guest suites.

ROOM REVENUE

- In 2008, total room revenue in the region increased 1.6% compared to 2007, totalling \$278 million. This accounted for 14.1% of the total provincial room revenue in 2008.
- Room revenue in the region demonstrated continuous growth from 2000 to 2008, with an average annual growth rate of 6.9%.

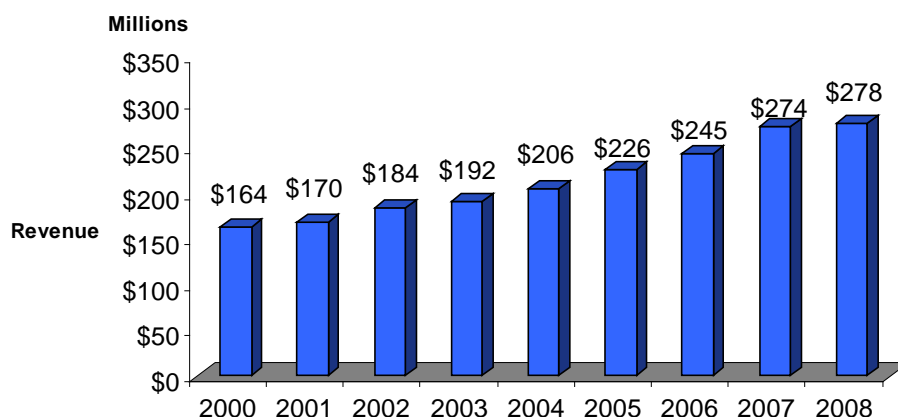
2008 Room Revenue - Thompson Okanagan and British Columbia (\$000s)

	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2008
Thompson Okanagan	51,536	68,579	116,644	41,522	278,281
% change*	1.3%	4.7%	1.3%	-2.4%	1.6%
British Columbia Total	436,326	503,985	687,844	350,859	1,979,015
% change*	5.3%	3.2%	-1.6%	-4.1%	0.6%
% of BC Total	11.8%	13.6%	17.0%	11.8%	14.1%

Source: BC STATS

*All % change figures are for changes from same period of 2007.

Thompson Okanagan Room Revenue 2000 – 2008



Source: BC STATS

- All but one of the regional districts posted room revenue growth in 2008 compared to 2007, room revenue declined by 2.0% in North Okanagan. The greatest percentage increase in room revenue was posted in the Okanagan-Similkameen district at 5.6%.
- Central Okanagan generated one third of the region's room revenue (34.3%) and Thompson-Nicola generated over one quarter of the region's room revenue (28.4%). Of the urban centres, Kelowna generated 86.7% of the room revenue in Central Okanagan, 29.7% of room revenue in the Thompson Okanagan and 4.2% of provincial room revenue. Penticton posted the greatest increase in room revenue (up 3.5% over 2007).

2008 Thompson Okanagan Room Revenue by Regional District** (\$000s)

	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2008
Okanagan-Similkameen	5,429	12,905	31,771	6,487	56,592
% change*	6.0%	5.3%	5.6%	6.4%	5.6%
Central Okanagan	19,015	24,865	36,640	14,816	95,336
% change*	2.4%	8.3%	-2.9%	1.3%	1.6%
North Okanagan	7,698	5,572	8,017	4,718	26,005
% change*	5.7%	0.0%	-5.3%	-9.7%	-2.0%
Thompson-Nicola	16,611	20,558	29,165	12,825	79,159
% change*	-2.9%	2.8%	6.2%	-4.4%	1.5%
Columbia-Shuswap	12,778	11,507	24,865	7,932	57,082
% change*	13.3%	3.6%	1.9%	-1.0%	4.2%

Source: BC STATS

*All % change figures are for changes from same period of 2007.

**Some regional districts straddle tourism regional boundaries; therefore, the sum of room revenue for the regional districts will not equal the tourism region room revenue total reported in the previous table.

2008 Thompson Okanagan Room Revenue by Urban Centre** (\$000s)

	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2008
Kamloops	13,848	15,181	20,162	9,707	58,897
% change*	-1.9%	5.2%	7.2%	-5.0%	2.3%
Kelowna	17,796	21,533	29,919	13,370	82,618
% change*	0.5%	6.0%	-4.2%	0.3%	0.0%
Vernon	7,561	5,262	7,126	4,279	24,228
% change*	6.1%	-0.7%	-5.1%	-12.1%	-2.3%
Penticton	3,361	6,984	15,160	3,762	29,267
% change*	11.1%	2.4%	1.9%	6.1%	3.5%

Source: BC STATS

*All % change figures are for changes from same period of 2007.

** Only the urban centres with data available from BC STATS are shown.

HOTEL OCCUPANCY RATES

- In 2008, hotel occupancy rates in British Columbia averaged at 65.7%, a 1.9 percentage point decrease over 2007. Hotel occupancy rates for the Thompson Okanagan region saw minor increases at all but one the reporting centres, with Kelowna decreasing 2.3 percentage points over 2007.

2008 Hotel Occupancy Rates Thompson Okanagan and British Columbia

	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2008
British Columbia	58.6%	70.0%	76.8%	57.5%	65.7%
point change*	-0.6	-0.7	-3.1	-3.3	-1.9
Kamloops	41.4%	66.2%	72.7%	48.9%	57.3%
point change*	-0.5	3.1	1.1	-0.3	0.8
Kelowna	46.8%	72.7%	81.9%	54.5%	64.0%
point change*	-4.3	0.5	-2.5	-2.9	-2.3
Penticton	36.2%	58.5%	80.0%	43.1%	54.5%
point change*	3.7	1.8	-0.6	0.9	1.5

Source: Pannell Kerr Forster Consulting

*All point change figures are for changes from same period of 2007.

AVERAGE DAILY ROOM RATES

- In 2008, provincial average daily room rates grew by 3.9% to \$134.69. The greatest gain in annual percentage change since 2007 was reported for Kamloops, a city that saw an annual percentage change of 9.9%.
- In 2008, annual average daily room rates for the region ranged from a high of \$122.51 in Kelowna to a low of \$96.84 in Kamloops, with all room rates remaining under the provincial average annual figure. All reporting centres in the region experienced overall increases in rates in relation to 2007. Similar among all reporting locations, room rates peaked during the summer months (July to September).

2008 Average Daily Room Rates - Thompson Okanagan and British Columbia

	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2008
British Columbia	\$126.87	\$135.35	\$148.81	\$127.74	\$134.69
% change*	6.2%	6.1%	2.0%	1.9%	3.9%
Kamloops	\$85.53	\$99.21	\$109.42	\$93.19	\$96.84
% change*	10.6%	11.4%	8.5%	9.4%	9.9%
Kelowna	\$91.31	\$126.42	\$160.08	\$112.23	\$122.51
% change*	8.2%	8.4%	1.9%	2.9%	4.9%
Penticton	\$85.66	\$114.13	\$158.19	\$105.65	\$115.91
% change*	5.5%	4.6%	5.1%	2.7%	4.5%

Source: Pannell Kerr Forster Consulting

*All % change figures are for changes from same period of 2007.

Transportation Indicators

REGIONAL TRANSPORTATION STATISTICS

- Over 1.6 million passengers travelled through the two airports in the Thompson Okanagan tourism region in 2008, with Kelowna comprising 86% of total passengers to the region. Yearly increases over 2007 were experienced at both the Kamloops airport (12.7%) and the Kelowna airport (2.3%).
- Route 5, North of Hope, Coquihalla saw an increase of 1.2% in vehicle volume over 2007.
- Route 16, East of Tete Jaune Cache saw a decrease of 1.1% in vehicle volume over 2007.

2008 Thompson Okanagan Transportation Passengers

	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2008
Kamloops Airport	70,884	50,114	47,495	57,648	226,141
% change*	23.4%	13.8%	10.3%	2.8%	12.7%
Kelowna Airport	383,349	323,132	353,070	334,732	1,394,283
% change	6.2%	0.2%	3.2%	-0.7%	2.3%
Route 5, N of Hope, Coquihalla (vehicle volume)**	18,468	29,955	41,547	22,924	112,894
% change*	26.9%	-3.8%	-3.4%	0.3%	1.2%
Route 16, E of Tete Jaune Cache (vehicle volume)	5,362	8,405	13,321	6,138	33,225
% change*	-0.4%	-4.4%	0.8%	-0.9%	-1.1%

Source: Regional airport authorities, Ministry of Transportation & Highways

*All % change figures are for changes from same period in 2007.

**January 2007 data not available.

Regional Tourism Products

OVERVIEW OF TOURISM PRODUCT OFFERING

- According to the *Characteristics of the Commercial Nature-Based Tourism Industry in British Columbia*, (available at www.tourismbc.com/research), published in January 2005, there were approximately 2,193 nature-based tourism businesses in the province in 2001, of which 11% operated in the Thompson Okanagan tourism region.
- Businesses offering land-based summer activities (49) were the most numerous in this region. Land-based summer activities include activities such as cycling tours (other than mountain biking), ATV experiences, bird-watching, nature-based cultural tourism, education, hang-gliding/para-sailing, hiking/backpacking, horseback riding, llama trekking, rock-climbing, day sailing and wildlife or nature observation including photography. Land-based winter activities were also popular, with 21 local businesses offering activities such as backcountry ski touring, cross-country skiing, winter education, snowmobiling and cat skiing/snowboarding.

Number of Commercial Nature-Based Tourism Businesses – Thompson Okanagan and British Columbia

	Thompson-Okanagan (Number of business)	British Columbia Total (Number of business)	% of BC Total
Lodge-Based			
Destination Lodges	13	95	13.8%
Guest Ranches	24	71	34.0%
Guide Outfitters	21	236	9.0%
Freshwater (FW) - Based			
FW Fishing Lodges	35	145	24.0%
FW Fishing (No Lodge)	16	116	14.0%
River Rafting	9	79	11.0%
FW Kayaking/Canoeing	11	40	28.0%
Marine/Saltwater (SW) - Based			
SW Fishing Lodges	1	132	1.0%
SW Fishing (No Lodge)	0	71	0.0%
SW (Ocean) Kayaking	4	137	3.0%
Boat Charters (most SW)	12	298	4.0%
Scuba Diving	2	54	4.0%
Marine Wildlife Viewing	0	41	0.0%
Sail Cruising	5	85	6.0%
Pocket Cruising	1	10	10.0%
Land - Based			
Land-Based Summer	49	407	12.0%
Mountain Biking	7	44	16.0%
Land-Based Winter	21	100	21.0%
Heli-Skiing	10	32	32.0%
Total	242	2,193	11.0%

Source: *Characteristics of the Commercial Nature-Based Tourism Industry in British Columbia*, Tourism British Columbia

*Include cycling tours (other than Mountain Biking), ATV experiences, bird-watching, nature-based cultural tourism, education, hang-gliding/para-sailing, hiking/backpacking, horseback riding, llama trekking, rock-climbing, day sailing and wildlife or nature observation including photography.

**Include backcountry ski touring, cross country skiing, winter education, snowmobiling and cat skiing/snowboarding.

CONFERENCE DELEGATE DAYS

- Information on the Penticton Trade and Convention Centre for 2008 indicates a total of 113,128 participants attending events (an increase of 30.3% over 2007) and 39,512 non-resident delegates attending events taking place in the centre (a decline of 8.9%).
- The volume for all participants is lowest during the first quarter and for non-residents it is lowest during the fourth quarter.
- It is important to note, however, that these figures are influenced by seasonal fluctuations, as well as the size and frequency of conference bookings in the region.

2008 Thompson Okanagan Conference Centre Delegate Days

Penticton Trade & Convention Centre	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2008
Total Event Participant Days*	24,283	32,629	28,449	27,767	113,128
% Change***	-0.9%	-5.3%	73.8%	142.0%	30.3%
Non Resident Delegate Days**	3,812	13,374	20,055	2,271	39,512
% Change***	-27.4%	-40.0%	43.8%	22.7%	-8.9%

Source: Conventions BC

*Total Event Participant Days consists of all participants attending events taking place in a centre.

** Non-Resident Delegate Days consists of all non-local delegates days attending Non-Resident Conventions (all events with one or more non-local delegates in attendance and two or more show days).

***All % change figures are for changes from same period in 2007.

FISHING

- Results from the 2005 *Survey of Recreational Fishing in Canada* show that the vast majority (88.4%) of those participating in recreational fishing in the region are from British Columbia. Further, anglers in the region reported spending an average of 11.5 days fishing in the region during 2005.
- Of anglers who fished in the Thompson Okanagan region, but resided outside of British Columbia, 56.3% made a single fishing trip to Thompson Okanagan during the year, 35.5% made two to five trips, while the remaining 8.2% made more than six trips. On average, this group spent a total of 13.9 days in the province.
- The Recreational Fishing survey is conducted every five years by the Department of Fisheries and Oceans.

2005 Average Days Fished and Spent in British Columbia

	Thompson Okanagan Anglers	All British Columbia Anglers
Fished in British Columbia	11.5	13.1
Spent in British Columbia*	13.9	12.0

Source: 2005 *Survey of Recreational Fishing in Canada*, Fisheries and Oceans Canada

*Only data for persons not residing in BC are presented.

2005 Thompson Okanagan Anglers

	% of Thompson Okanagan Anglers	% of British Columbia Anglers	% of BC Total 2005
Origin of Angler			
British Columbia	88.4%	79.2%	33.7%
Other Canadian	4.1%	10.1%	12.4%
United States and Other International	7.5%	10.7%	21.3%
Number of Trips Made to BC in 2005*			
1 trip	56.3%	71.9%	14.1%
2-5 trips	35.5%	22.9%	28.0%
6-10 trips	5.8%	3.1%	34.0%
11 or more trips	2.4%	2.1%	20.8%

Source: 2005 Survey of Recreational Fishing in Canada, Fisheries and Oceans Canada

*Only data for persons not residing in BC are presented.

SKIING AND SNOWBOARDING

- The Thompson Okanagan tourism region contains 28.3% of the province's total ski runs, with 512 runs. Sun Peaks Resort at Tod Mountain is the largest ski resort (122 runs), in terms of the number of ski runs, in the Thompson Okanagan and the second largest ski resort in British Columbia, representing 6.8% of provincial ski runs. Big White Ski Resort follows with 118 runs (6.5% of provincial ski runs) and then Silver Star Mountain Resort with 115 runs (representing 6.4% of provincial ski runs).

2008 Thompson Okanagan Ski Facilities

Ski Hill	Total Runs	% of Province (1,806 runs)
All Thompson Okanagan Mountains	512	28.3%
Apex Mountain Resort	67	3.7%
Big White Ski Resort	118	6.5%
Crystal Mountain Resort	23	1.3%
Harper Mountain	16	0.9%
Mount Baldy Ski Area	35	1.9%
Phoenix Mountain	16	0.9%
Silver Star Mountain Resort	115	6.4%
Sun Peaks Resort at Tod Mountain	122	6.8%

Source: Thompson Okanagan Tourism Association

PARKS AND CAMPING

- Camping and wilderness areas offered in Provincial Parks are an important component of the provincial tourism product. The BC Provincial Park network consists of 972 provincial parks, protected areas, recreation areas, or ecological reserves, covering 14.26% of the total provincial land base (13.05 million hectares). This network includes 333 vehicle accessible campgrounds offering a variety

of facilities, including 12,969 campsites, 136 boat launch areas, 24,301 day-use parking spots, 487 day-use areas (vehicle accessible), 250 parks with facilities for visitors with disabilities, and 3,000 kilometres of hiking trails. In 2006, there were 19,022,000 recorded visits to BC Provincial Parks. (Recorded visits are those recorded through campground registrations, trail and traffic counters, and visual counts).

- Just over one quarter (25.3%) of the total provincial campsites are located in the Thompson Okanagan region. Wells Gray Provincial Park is the region's largest provincial park, with approximately 540,000 hectares of designated land. Mount Robson Provincial Park, the second oldest park in British Columbia's park system, is protected as a World Heritage Site by UNESCO (United Nations Educational, Scientific and Cultural Organization). The park is most noteworthy for Mount Robson, the highest peak in the Canadian Rockies, at an elevation of 3,954 meters above sea level.
- There are seven national parks in British Columbia, none of which are in the Thompson Okanagan tourism region. However, Parks Canada is currently examining the feasibility of establishing a national park in the South Okanagan–Lower Similkameen National Park Reserve. In 2007 Parks Canada conducted research, consultation and community led public meetings. The project team is currently working hard to develop a detailed park proposal, and to assess its social, economic and environmental implications.
- A total of 28.1% of all private/municipal campsites are located in the Thompson Okanagan tourism region.

2008 Parks and Camping Facilities – Thompson Okanagan and British Columbia

	Thompson Okanagan	British Columbia	
Provincial Parks*			% of Provincial Total
Front Country Camping	42	166	25.3%
Back Country Camping	8	68	11.8%
Group Camping	7	39	17.9%
Youth Group Camping	7	39	17.9%
Marine Camping	3	37	8.1%
Total Camp Sites**	3,291	12,969	25.4%
National Parks			% of National Total
Number of Parks	0	7	0.0%
Front Country Camping	0	14	0.0%
Back Country Camping	0	27	0.0%
Group Camping	0	3	0.0%
Youth Group Camping	0	1	0.0%
Marine Camping	0	11	0.0%
Cabins/Huts	0	8	0.0%
Back Country Campsites	0	206	0.0%
Total Camp Sites	0	1,2618	0.0%
Private/Municipal Parks***			% of Private/Municipal Total
Number of Parks	103	365	28.2%
Total Camp Sites	6,297	22,409	28.1%

Source: BC Parks; Parks Canada and 2009 *British Columbia Approved Accommodation Guide*, Tourism British Columbia

*2007 data: Campgrounds provide a variety of campsites and special features; therefore, some campgrounds may be counted in more than one category. Other campgrounds do not provide information on their campsites or features. Therefore, this table does not represent an exhaustive list of all campgrounds in provincial parks.

**2008 data: Total does not include various walk-in and wilderness sites for which no information is available.

***Only includes facilities listed in the 2009 *British Columbia Approved Accommodation Guide*, Tourism British Columbia.

Campgrounds provide a variety of campsites and special features; therefore, some campgrounds may be counted in more than one

category. Other campgrounds do not provide information on their campsites or features. Therefore, this table does not represent an exhaustive list of all campgrounds in Private/Municipal Parks.

Regional Geographic and Demographic Information

GEOGRAPHY AND CLIMATE

- The Thompson Okanagan tourism region is characterized by lush valleys, rich in agricultural value, and by stunning mountain areas. In addition, the region contains thirteen major lakes providing visitors and residents alike with a vast array of recreational opportunities. The summers in the region are warm and dry (average maximum summer temperature is 28.4 C). The winters, though cooler than coastal areas of the province (minimum winter temperature of -8.8 C), remain substantially milder than more northern areas.
- In 2008, Tourism British Columbia, Thompson Okanagan Tourism Association (TOTA) and seven participating wineries in the Okanagan Valley collaborated to conduct research with visitors to the Okanagan wineries. Travellers were asked to identify what unique characteristics of the Okanagan Valley make it different from other wine destinations. Half (54%) indicated that the Okanagan Valley's beautiful scenery/unique geography make it different from other destinations, while a third (35%) cited its sunny, dry weather. (Available at www.tourismbc.com/research or click on the link below: http://www.tourismbc.com/Libraries/Okanagan_Valley_Wine_Consumer_Research_Study/Okanagan_Valley_Wine_Consumer_Research_2008.sflb.ashx).

Elevation and Climate Information for Major Centres in Thompson Okanagan*

City	Average Yearly Temp (°C)	Average Yearly Snowfall (cm)	Average Yearly Rainfall (mm)	Average Yearly Sunshine (hr)
Vernon	8.1	02.9	308.0	171
Kamloops	8.9	75.5	217.9	173
Salmon Arm	7.2	182.1	487.0	No Data Available
Penticton	9.2	67.2	279.6	163
Summerland	8.9	67.9	261.2	174
Kelowna	7.7	101.8	298.0	163

Source: Environment Canada. Based on a minimum of 15 years of data during the period 1971-2000.

*All temperature information presented in degrees Celsius.

DEMOGRAPHY

- The Thompson Okanagan tourism region, bordering with the U.S. state of Washington in the south and the province of Alberta in the northeast, comprises 10.2% of British Columbia's land area.
- The population of the Thompson Okanagan tourism region has grown 5.7% since the previous census in 2001, which is higher than the provincial rate of growth of 5.3% during the same time period. The Thompson Okanagan region constitutes 11.9% of the total population in British Columbia. Much of the regional population growth that has occurred has been centred in the Central Okanagan Regional District (up 9.8% from the 2001 census). This area includes the city of Kelowna, which contains 22% of the total regional population.
- The population structure in the region suggests that there are proportionately more people over the age of 65 than the provincial average, and this could be an indication of both an aging resident population and the region's appeal as a retirement destination.

- The average annual income of all residents reporting income was \$22,659, which is lower than the provincial average of \$25,722.

2006 Census Information – Thompson Okanagan and British Columbia

	Thompson Okanagan	British Columbia	% of Provincial Total
Land Area (km ²)	94,308	924,815	10.2%
Total Private Dwellings	227,377	1,788,474	12.7%
Population			
Population (2006)	491,479	4,113,487	11.9%
% Change (since 2001)	5.7%	5.3%	
Age			
0-19	22.3%	23.2%	11.5%
20-44	28.4%	33.8%	10.0%
45-64	30.1%	28.4%	12.7%
65-84	17.0%	12.7%	15.9%
85+	2.2%	1.8%	14.5%
Average Annual Earnings			Diff btwn regional & provincial earnings
All persons with reported income	\$22,659	\$25,722	-\$3,063
Only persons reporting full-time/full year	\$39,103	\$42,230	-\$3,127
Labour Force*			Diff btwn regional & provincial rates
Labour Force Participation rate	62.4%	65.6%	-3.18%
Employment rate	58.5%	61.6%	-3.08%
Unemployment rate	6.2%	6.0%	0.24%

Source: 2006 Census, Statistics Canada

*Participation rates are calculated based on participation in the labour force (both employed and unemployed) among the total population in working ages (over the age of 15), employment rates consider only those currently employed among the total population in working ages, and unemployment rates refer only to those currently unemployed and seeking employment in the labour force.

Note: The Thompson Okanagan tourism region includes the following Census Divisions: Central Okanagan, Columbia-Shuswap, North Okanagan, Okanagan-Similkameen and Thompson-Nicola.

For More Information Contact

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