



THOMPSON  
OKANAGAN

**Sustainable Tourism Observatory:  
Thompson Okanagan, Canada  
Annual Report: 2022**

Published by

**TOTA**

THOMPSON OKANAGAN  
TOURISM ASSOCIATION

July 2023



World Tourism Organization  
International Network  
of Sustainable Tourism  
Observatories

**Thompson Okanagan Tourism Association (TOTA)**

**Sustainable Tourism Observatory**

**Annual Report - 2022 edition**

E. Walker Matthews, M. Overend, E. Layman, S. Guilbeau

We thank the International Network of Sustainable Tourism Observatories (INSTO) from the United Nation World Tourism Organisation (UNWTO), chaired by Dr. Dirk Glaesser and coordinated by Ms. Cordula Wohlmuther, for the continued knowledge exchange through this network. We also thank our partners and colleagues at TOTA that kindly shared data and advice.

2280-D Leckie Road

Kelowna, British Columbia, V1X 6G6

Phone: +1 250-860-5999

[Info@TOTABC.com](mailto:Info@TOTABC.com)

[TOTABC.org](http://TOTABC.org)

## Acknowledgements

The INSTO team at TOTA would like to express gratitude to all those who provided their time and expertise towards the completion of this year's report, including:

### Contributors from the Thompson Okanagan Tourism Association:

- Mike Overend, Director of Destination Development and Stewardship, is a member of the INSTO team and has contributed to the organisation, management, and writing of this report. Mike provided insights on the Destination Economic Benefits section.
- Eve Layman, Destination Development & Stewardship Specialist, is a member of the INSTO team and has contributed to the organisation, management, and writing of this report. Eve contributed to the Climate Action section.
- Sonja Gaudet, Access & Inclusion Liaison, is a retired Paralympic athlete and gold medalist. Her knowledge and lived experience as an active and independent daily wheelchair user allows TOTA to offer wheelchair accessibility consultations, including assessments of key priority features for individuals who have low vision, hard of hearing, and sensory requirements. Sonja gave the report a true understanding on the accessibility section.
- Jamie Bourne, Indigenous Tourism Specialist, provided insights on Indigenous communities.
- Nitin Bhadri, Data Project Manager, coordinates the Thompson Okanagan Tourism Impact Portal, a project related to INSTO. Thanks to his knowledge he permits this report to have data in order to make an analysis of the current situation in the region.
- Robb MacDonald, Managing Director, is a research-based, outcomes-oriented strategic planner, facilitator, and project manager, and business owner committed to promoting community economic development through sustainable tourism. Robb was very helpful to organise the report, its management, and for the section Destination Economic Benefits.
- Harshit Srivastava, Energy Analyst, analyses energy management for tourism businesses and contributed to the content and analysis of the energy section of this report.
- Wendelin 'Lenny' Giesler was an intern at TOTA and studied the impact of climate change on mountain recreation. He helped to provide information for the section on climate change.
- Chelsea Traverso, Corporate Communications Specialist, helped in this report to write the community participation in the tourism section.

### Contributors from Other Organisations

- Ginger Brunner is a Certified Human Resources Professional with 20 years experience in management and human resources, primarily in the tourism and hospitality industry. Ginger contributed to the employment section using data provided by go2HR, British Columbia's tourism and hospitality employment tracking tool.
- Scott Boswell is the Program Manager at Okanagan Collaborative Conservation Program (OCCP). He contributes to the section tourism as a contribution to nature conservation and gives precise information.
- Anna Warwick Sears is Executive Director of the Okanagan Basin Water Board (OBWB). Anna contributed to the report by providing an in-depth analysis of the water situation in the region for the section on water and wastewater management.
- Joanna Jagger is the president and founder of WORTH Association (Women Of Recreation, Tourism & Hospitality). Joanna provides a clear comprehension of Gender equity in the region. WORTH was incorporated in 2018 and it is the only British Columbia society dedicated to advancing women in the recreation, tourism and hospitality industries. WORTH missions are to educate, elevate and empower women of recreation, tourism and hospitality to work collectively to move the dial for equality.

Thank you to these contributors for investing in this project. Their help was invaluable and much appreciated. The INSTO team would like to express its sincere gratitude for making this work possible.

## Table of Contents

<b>Foreword</b> .....	<b>1</b>
<b>Executive Summary</b> .....	<b>2</b>
<b>A. General information</b> .....	<b>4</b>
A.1. Population’s characteristics.....	4
A.2. First Nation communities population.....	6
A.3. Natural area.....	7
<b>B. Tourism seasonality</b> .....	<b>8</b>
B.1. Measuring Degree of seasonality.....	9
B.2. Strengthening shoulder season and low season tourism.....	14
B.3. Short term and seasonal employment.....	15
<b>C. Employment</b> .....	<b>16</b>
C.1. Number and quality of employment in the tourism sector.....	16
<b>D. Destination economic benefits</b> .....	<b>23</b>
D.1. Employment.....	23
D.2. Tourism revenue.....	25
D.3. Community expenditures.....	30
D.4. Changes in cost of living.....	30
<b>E. Energy management</b> .....	<b>34</b>
E.1. Measuring energy use and conservation.....	34
E.2. Use of renewable energy sources.....	34
<b>F. Water management and wastewater management</b> .....	<b>36</b>
F.1. Conservation initiatives and results.....	36
<b>G. Solid waste management</b> .....	<b>37</b>
G.1. Managing total waste collected in a destination.....	37
G.2. Reducing waste produced.....	41
G.3. Providing waste collection services.....	41
G.4. Hazardous substances (reduction, handling).....	44
<b>H. Climate action</b> .....	<b>45</b>
H.1. Level of damage related to extreme climatic events.....	45
H.2. Level of exposure to risk.....	47
H.3. Degree of planning for climate change impacts.....	47
H.4. Impact on mountains.....	47
H.5. Impact on wildlife and biodiversity.....	48
H.6. Greenhouse gas emission by the destination and by the tourism component.....	48
H.7. Energy consumption related to temperature control.....	52
H.8. Coverage of natural areas.....	52
<b>I. Accessibility</b> .....	<b>53</b>
I.1. Access throughout the destination.....	54
I.2. Access to accommodations and tourist services.....	56
I.3. Access to tourist attractions.....	59
I.4. Access to tourist experiences.....	60

---

I.5. Assistance when needed.....	61
I.5.1. Distance to nearest hospital (Km) or medical facility.....	61
<b>J. Local satisfaction.....</b>	<b>62</b>
J.1. Community attitudes to tourism.....	62
J.2. Housing issues.....	69
J.2.1. Number of new housing starts and % for local residents.....	69
J.3. Community demographics.....	73
<b>K. Community participation in tourism.....</b>	<b>74</b>
K.1. Availability of information.....	74
<b>L. Indigenous people and communities.....</b>	<b>75</b>
L. Legislative basis for protection.....	75
L.3. Threats to the integrity and authenticity of the property.....	77
L.4. Communities.....	79
L.5. Economy.....	79
<b>M. Tourism as a contributor to nature conservation.....</b>	<b>81</b>
M.1. Measuring potential impact of tourism on the natural environment.....	81
M.2. Source of financing for biodiversity conservation and maintenance of protected.....	81
M.3. Economic alternative for local people to reduce exploitation of wildlife and resources.....	81
M.4. Constituency building which helps promote biodiversity conservation by tourists.....	83
M.5. Provision of opportunities for participation by tourists in conservation.....	84
<b>N. Gender equity.....</b>	<b>85</b>
N.1. Equal opportunities in formal employment.....	86
<b>Conclusion and Outlook.....</b>	<b>88</b>
<b>Sources.....</b>	<b>90</b>
<b>Appendix.....</b>	<b>92</b>
Appendix A: Study Area showing major lakes and boundaries.....	92
Appendix B: Wildlife viewing.....	93
Appendix C: Kamloops Land & Resource Management Plan.....	94
Appendix D: Okanagan-Shuswap Land & Resource Management Plan.....	95
Appendix E: Okanagan-Shuswap Land & Resource Management Plan.....	96
Appendix F: Okanagan-Shuswap Land & Resource Management Plan.....	97
Appendix G: Eight Peaks Sustainable Resource Management Plan.....	98
Appendix H: Eight Peaks Sustainable Resource Management Plan.....	99
Appendix I: Valemount to Blue River Sustainable Resource Management Plan.....	100

## Foreword

Rich in Indigenous culture, the Thompson Okanagan region lies on the unceded, ancestral, and traditional territory of three Interior Salish nations: the Syilx, Secwépemc, and Nlaka'pamux peoples.

Thompson Okanagan Tourism Association (TOTA) is committed to working towards truth and reconciliation by collaborating with Indigenous tourism companies and communities in the Thompson Okanagan region and beyond. As an organisation and team, we continuously reflect on our relationship with the land and our commitment to reconciliation. We pledge to be an ally to the Indigenous peoples and communities in these territories and in our travels.

TOTA is a not-for-profit society governed by an elected Board of Directors representing business and community tourism interests throughout the Thompson Okanagan region.

Thompson Okanagan is one of British Columbia's six Regional Destination Management Organisations (RDMO), which reflect the strategic direction of the Province of British Columbia Ministry of Tourism, Arts, Culture, and Sport; Destination British Columbia; and the needs and priorities of tourism stakeholders.

In October 2019, the Thompson Okanagan region became the first Canadian destination to join the World Tourism Organisation's (UNWTO) International Network of Sustainable Tourism Observatories (INSTO). The report submission concerns the Thompson Okanagan region, located in the Southern Interior of British Columbia, Canada.



The primary objective of this Observatory is the continued implementation of measurement and management practices to ensure the long-term viability and sustainability of the region. As a result of TOTA's work to date and the March 2020 Regional 10 year strategy update, the following objectives have been identified for continued monitoring and development:

- Strengthen the delivery of responsible tourism with a focus on Biosphere sustainability, accessibility, and Indigenous tourism
- Create alignment and synergy through strengthened partnerships and further cross industry collaboration
- Utilise big data through data collection, cross referencing, validation, analysis, and interpretation
- Crisis management through monitoring, mitigation, planning, and communications
- Strategic marketing and communications through research, education, and feedback mechanisms
- Influence change through municipal, provincial, and federal advocacy and resident awareness

## Executive Summary

### Reflecting on 2022

The Thompson Okanagan tourism industry continued to face many challenges in 2022. Collectively these issues are of serious concern to tourism industry stakeholders and partners, both today and well into the future. That being said, the Thompson Okanagan region saw positive growth in numerous areas and is positioned to see a full recovery from pandemic lows. Regardless, numerous issues still persist which hinder the industry from reaching a more economically and environmentally sustainable future.

Following 2021, which saw COVID restrictions continue, 2022 saw an easing of business and travel restrictions. Due to the easing of restrictions the Thompson Okanagan region had an increase in overall visitation, however numbers still remained below pre-pandemic levels. As was the case in 2021, tremendous labour shortages persisted affecting most industries, but was significantly felt in all tourism-related businesses. Accommodators continued to close rooms, limit days open to arrivals, and greatly reduced services. Similarly restaurants and attractions shortened their hours and/or opened fewer days per week. Overall, the Thompson Okanagan region was not as impacted as other regions of British Columbia that rely more directly on international markets. Stakeholders focused on serving domestic visitors and while staying in contact with and welcoming the return of international travellers.

TOTA, engaging with partners, took 2022 as a year to redefine regional sustainability goals and the tools utilised to address industry challenges, including our approach to INSTO reporting and the province wide online Impact Portal. This past year TOTA in collaboration with other regional Destination Management Organisations launched the Tourism Impact Portal. The Impact Portal is an active online dashboard that tracks tourism related data, focusing on three core areas: Economic, Socio-Cultural and Environmental. Furthermore, TOTA also saw growth in our Biosphere Commitment Program. The commitment program has approx. 85 companies that track and actively participate in sustainability initiatives. The growth of the commitment program is a core component of the Thompson Okanagan tourism industry making progress towards the Sustainable Development Goals. As there continues to be a deeper appreciation for the business case for sustainability, the opportunity to reduce operating costs and implement more sustainable practices as part of the recovery process strengthens.

The following INSTO report highlights areas of growth and areas that require further improvements as TOTA continues to champion sustainability for regional tourism stakeholders.





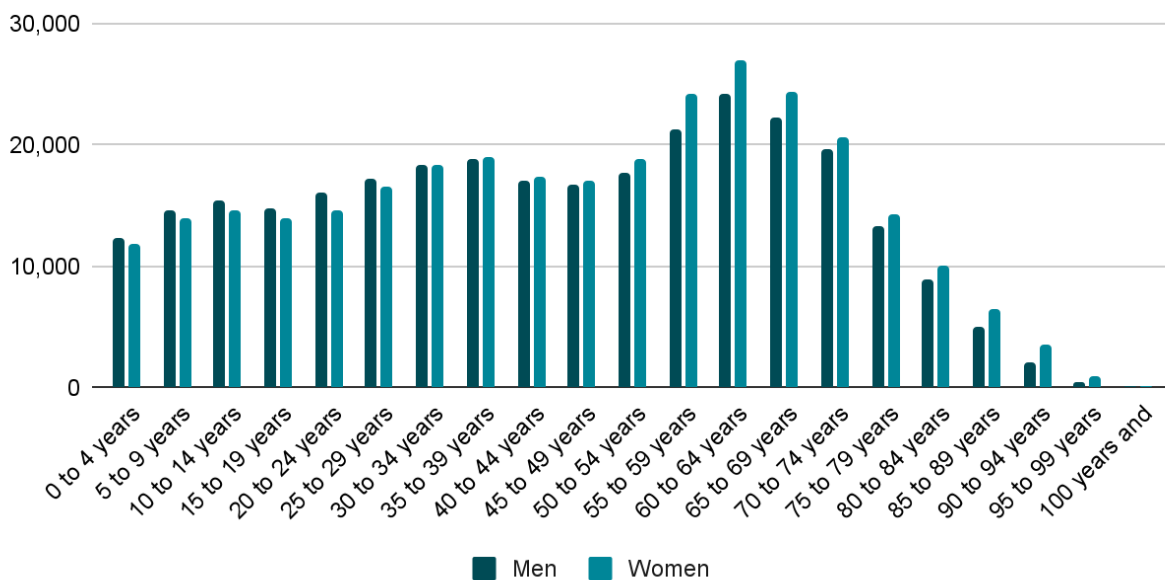
## A. General information

Located in the Southern Interior of British Columbia (BC), Canada, the Thompson Okanagan region covers approximately 94,000 km<sup>2</sup>. Its name is derived from two major geographic features: the Thompson River and Okanagan Lake. The diverse landscape of the Thompson Okanagan ranges from the alpine of the tallest peak in the Canadian Rockies in the north to the semi-arid steppe of the Okanagan Desert in the south.

The population was estimated in 2021 at 604,651 which gives a population density per square kilometre of 6.4, and is home to over 90 communities, 33 Indigenous communities and 3,500 tourism businesses. It is a region rich in Indigenous culture, located on the traditional and unceded territories of the Syilx, Nlakápmux and Secwépemc First Nations people.

### A.1. Population's characteristics

#### A.1.1. Age groups of the population between men and women in 2021



A.1.2. Total distribution (%) of the population by broad age groups in 2021

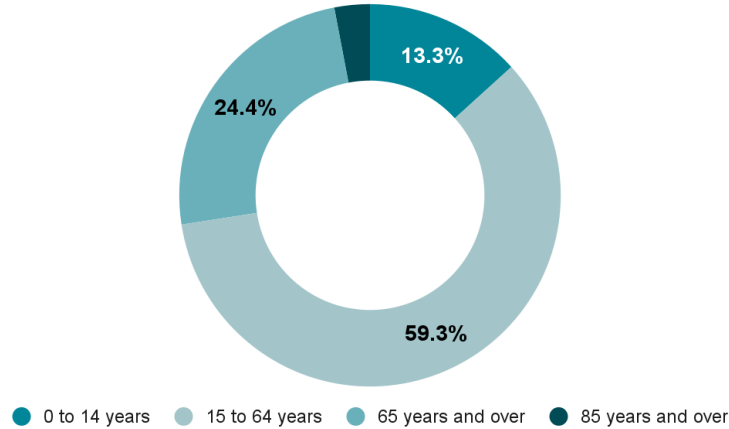


Figure A.1.2. shows that the majority of the population is aged between 15 and 64 (59.3%), the second largest group is aged 65 and over (24.4%), the third is aged between 0 and 14 (13.3%) and only 3% of the population is aged 85 and over.

A.1.3. Distribution (%) of the population by broad age groups between men and women in 2021

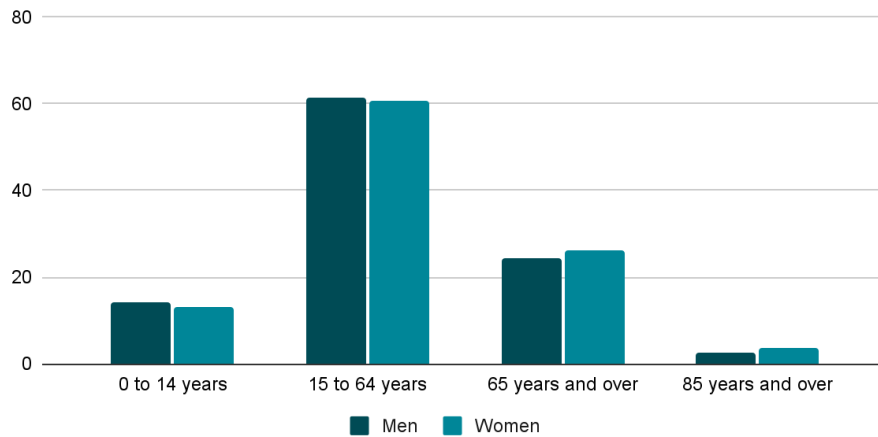


Figure A.1.3. shows the distribution of the population between men and women. Men tend to be more numerous between the ages of zero and 64, and women between 65 and over.

A.1.4. Total first official language spoken in 2021

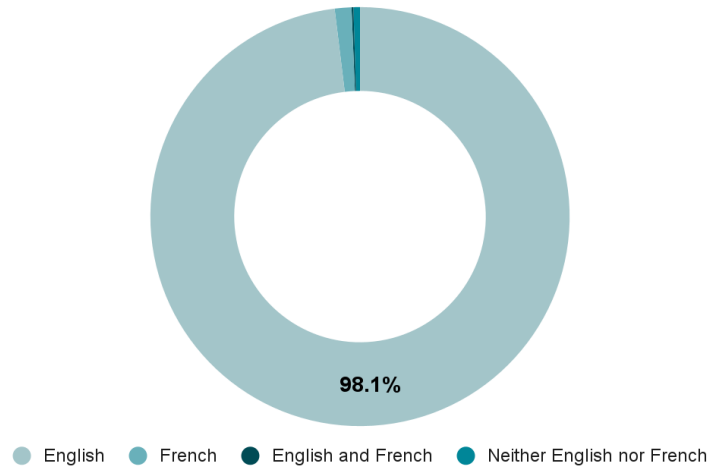


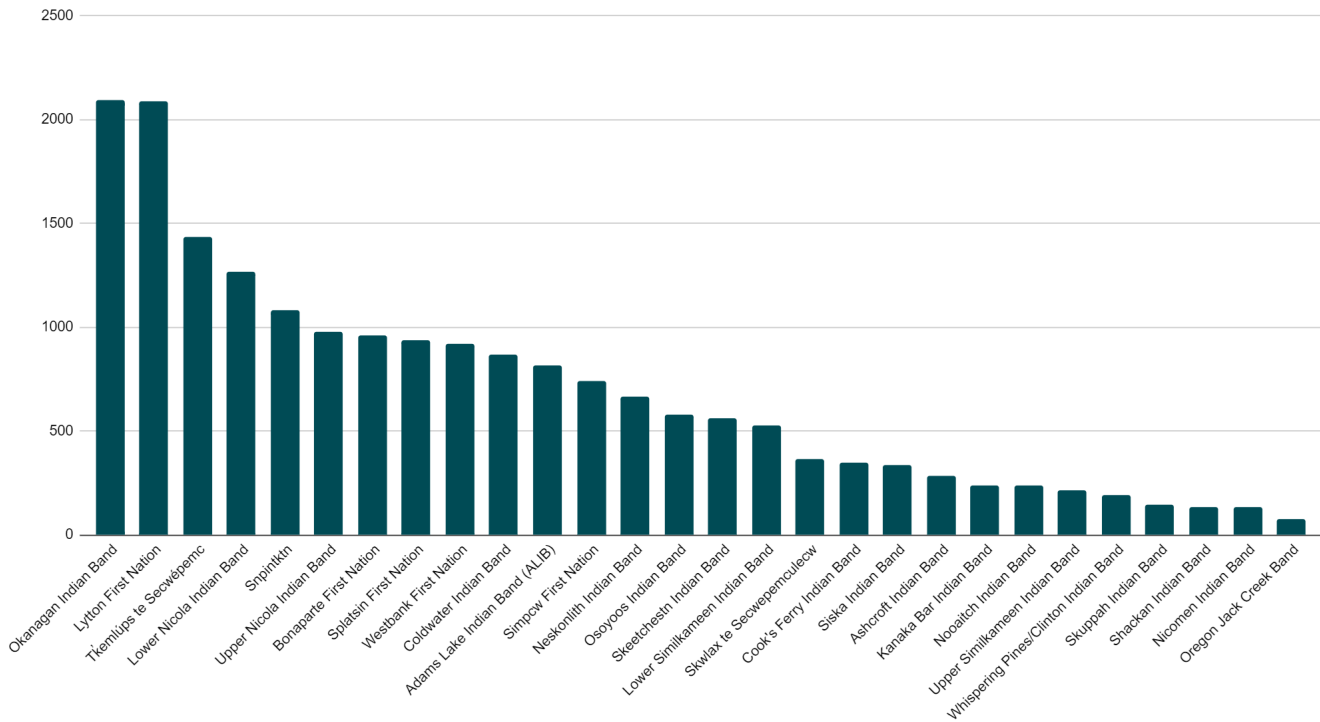
Figure A.1.4. explains that in total, there are 585,570 English speakers which represents the majority, 7,705 French speakers, 2,995 people who speak neither English nor French and only 855 English and French speakers.

## A.2. First Nation communities population

The Thompson Okanagan region is home to the traditional, unceded territory of three Interior Salish nations: the Syilx, Secwépemc, and Nlaka'pamux peoples.

Indigenous people have lived in the area now known as B.C. for more than 10,000 years. They developed their own societies, cultures, territories and laws. When European explorers and settlers first came to B.C. in the mid-18th century, the province was home to thousands of Indigenous people. Some estimates are modest, ranging from 80,000 to 100,000. Others are as high as 350,000, and there are outlier estimates in excess of 1 million. Indigenous people have lived in the area and there are 33 Interiors Salish Nations. Figure A.1.2. shows some of the First Nations communities by population size.

A.2.1. First nation communities population



**A.3. Natural area**

The Thompson Okanagan is characterised by distinctive landscapes that range from deserts and arid grasslands to abundant valleys, lakes, forested highlands, and alpine meadows, and by hot, dry summers and relatively mild winters. The region’s diverse environment, cultural heritage, and mosaic of communities have contributed to a range of distinctive experiences and activities. These range from wine and culinary tourism to soft and extreme nature-based adventure, and from extensive golf and winter opportunities to Indigenous cultural tourism, diverse festivals and events, and wellness opportunities.

## B. Tourism seasonality

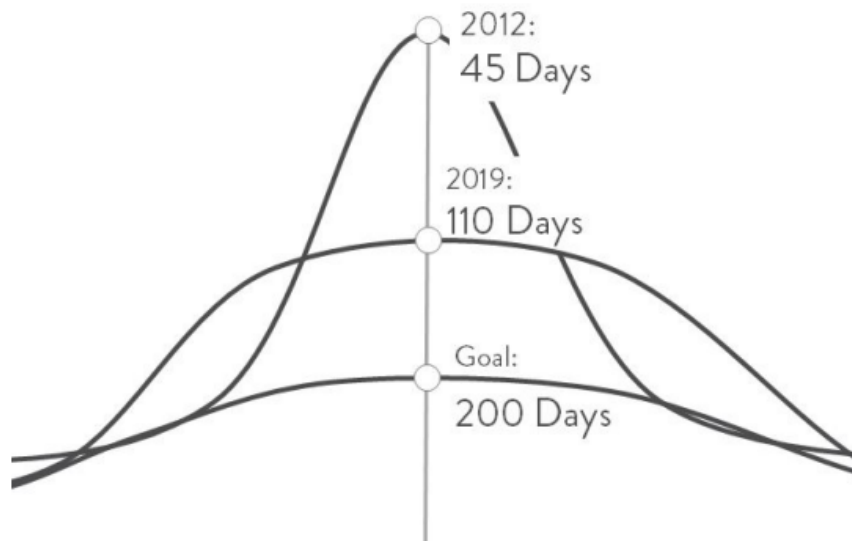
Like many tourist destinations, the region experiences distinct tourism seasonality patterns that greatly influence visitor numbers and activities throughout the year. Understanding these seasonal fluctuations is essential to optimising tourism management and enhancing the overall visitor experience.

The summer months are the peak season, attracting a wave of visitors from June to September. The warm, sunny weather during this period creates ideal conditions for outdoor activities. September to November is harvest season in the vineyards with local festivals celebrating food, wine, and local culture. Winter is a paradise for winter sports enthusiasts, from December to February. Spring is a time of transition. From March to May, visitors can admire the region's blossoming orchards and explore nature.

By understanding the different seasonality patterns of tourism in the Thompson Okanagan, stakeholders can better plan and manage resources, ensuring that visitors have memorable experiences, whatever the time of year.

While widely recognized as a “sun and fun destination,” this seasonality was not economically sustainable for the Thompson Okanagan tourism industry or for individual businesses, especially in the case of a fire, flood, or poor weather conditions. Pre pandemic (2019), the Thompson Okanagan region was on track to reach our goal of 80% of revenue in 200 days, having attained a rate of 80% of revenue in 110 days annually.

B. Seasonality patterns

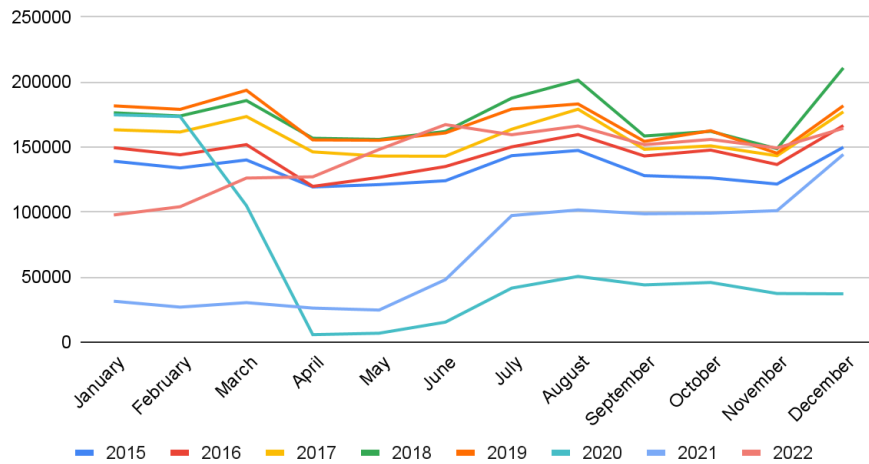


To address the challenge of seasonality, the Regional Strategy was based on five core experience-based themes: identifying the iconic, revealing the story, enriching local flavours, expanding personal horizons, and building authenticity.

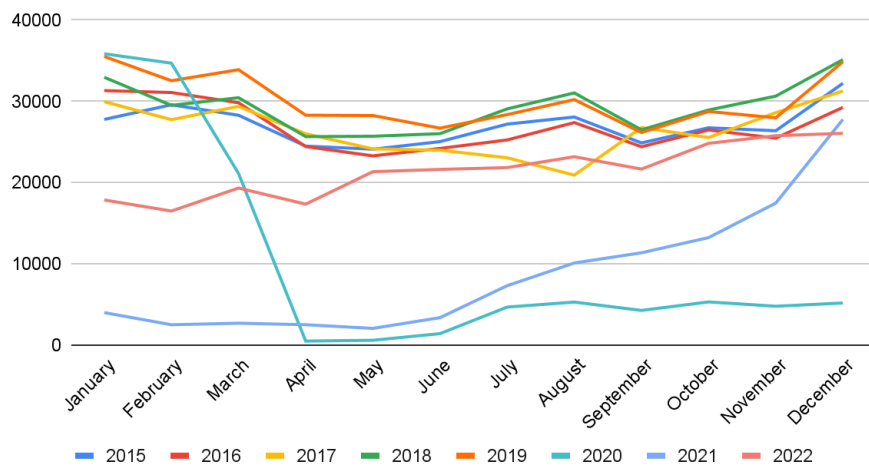
**B.1. Measuring Degree of seasonality**

**B.1.1. Tourist arrivals by month or quarter**

B.1.1.1. Kelowna Airport passenger volumes

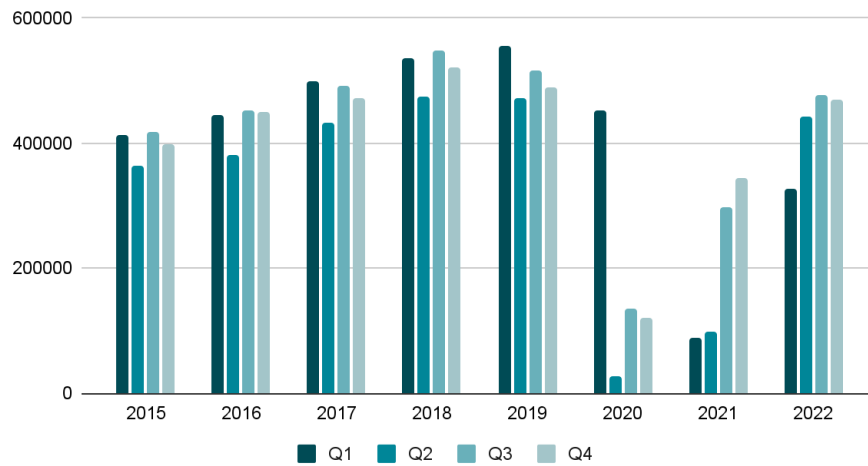


B.1.1.2. Kamloops airport passenger volumes

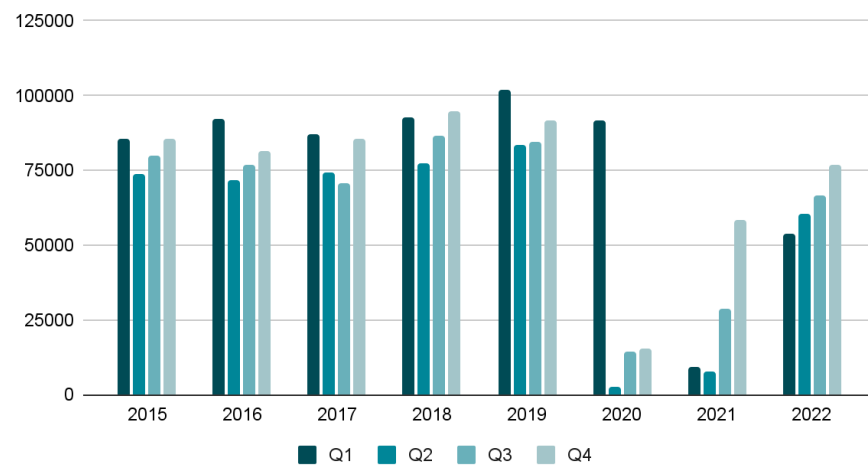


Figures B.1.1.1. and B.1.1.2. show that by 2022, the number of passengers at airports increased compared to the previous 2 years. The lowest volume was in January and the highest was during the peak season. Kelowna Airport experienced a significant increase in passengers in 2022 and is in line with the average for the years prior to covid-19. In 2022 the airport passenger volume in Kamloops increased from January until December without a strong peak season during the summer months.

B.1.1.3. Kelowna airport passenger volumes by quarter



B.1.1.4. Kamloops airport passenger volumes by quarter



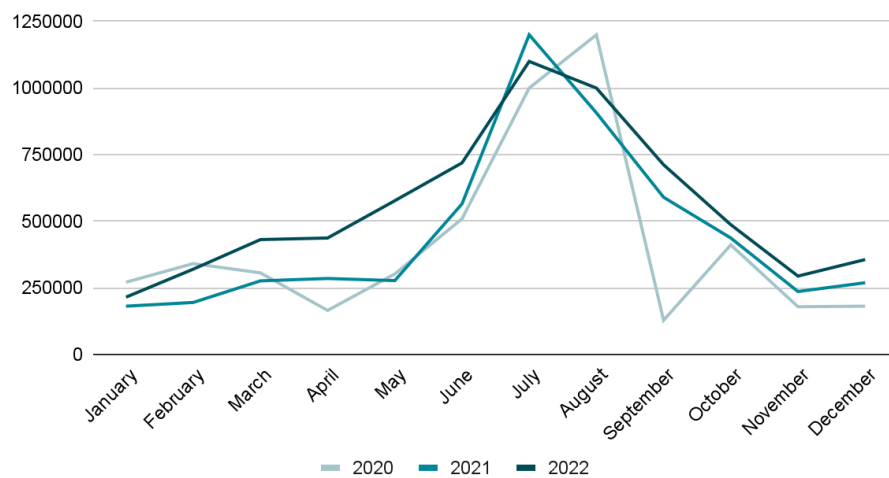
Figures B.1.1.3. And B.1.1.4. shows the seasonality of the airport passenger volume in Kelowna was still moderate in 2022. At the Kamloops airport the seasonality grew quarter after quarter with a peak season in the fourth quarter.



B.1.1.5. Total domestic arrivals with overnight stays for visits



B.1.1.6. Total domestic arrivals with overnight stays for trips



B.1.1.7. Total domestic arrivals with overnight stays for stays



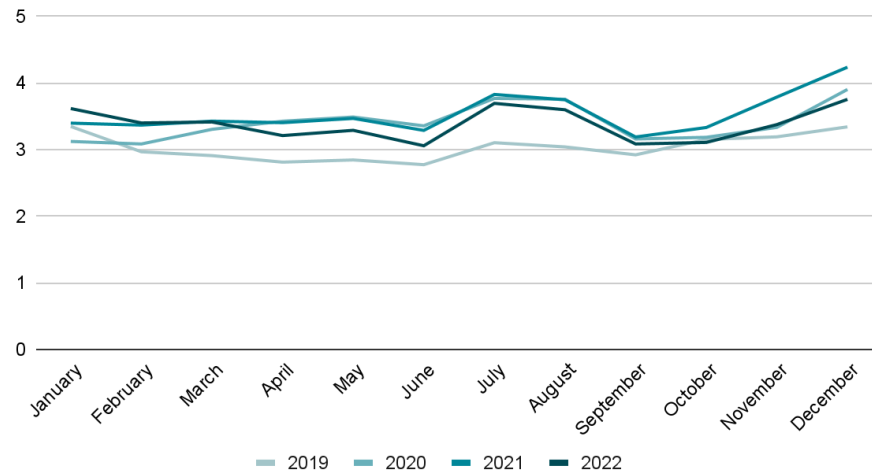
Figures B.1.1.5. explains the total number of domestic arrivals with overnight stays in Thompson Okanagan shows a very strong seasonal trend. Visits: approximate number of unique domestic travellers who spent one or more nights in the destination. Excludes repeat visits, i.e. visitors are counted once per month even if they have visited the destination twice. Includes travellers to the region who travelled 60 km or more from home to stay overnight. Figure B.1.1.6. shows that trips represent approximately the number of trips made by domestic travellers who stayed one or more nights over a given period as part of an ongoing visit to the destination. Repeat visitors, i.e. visitors who came twice in one month, are counted as two trips. Figure B.1.1.7. shows that stays are an approximate count of the total number of nights spent by domestic visitors in the destination over a certain period. The figures are estimated on the basis of samples of mobile devices observed during the period in question.

**B.1.2. Ratio of number of tourists**  
(in peak month to lowest month)

In 2022, July accounted for 5.7 times the number of visitors than January had witnessed.

**B.1.3. Occupancy rates for licensed (official) accommodation by month**  
(distribution throughout the year)

B.1.3.1 Average length of stay for domestic overnight visitors



B.1.3.2. Hotel occupancy rates

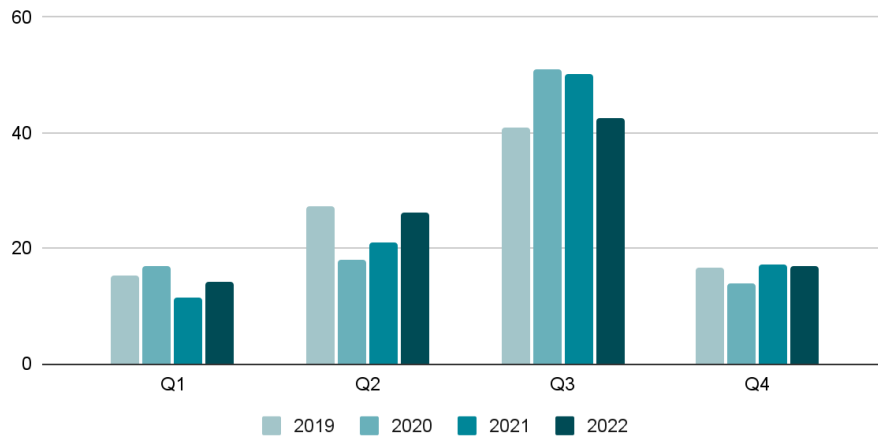


Figure B.1.3.1. presents the average length of stay of domestic visitors in 2022 and during the previous years, it was fairly consistent throughout the year, with a slight increase during the high season and at the end of the year.

Figure B.1.3.2. shows hotel occupancy in 2022 and compared it with the year 2021. 2022 began to be less seasonal than in 2021, but still showing a pattern of high occupancy in the summer.

**B.1.4. % of all occupancy in peak quarter**

B.1.4.1. Share of domestic annual visitors with overnight stays in the peak and quarter



The third quarter of the calendar year (July, August, September) remains the most important quarter each year for overnight domestic visitors according to figure B.1.4.1.

**B.2. Strengthening shoulder season and low season tourism**

**B.2.1. Number of facilities offering alternative activities (during shoulder and low season (capacity and use levels per activity type)**

The shoulder season in the Thompson Okanagan is between April/May and October/November. During these periods, various facilities offer alternative activities to those of winter and summer. These include cycling, boating, fishing, hiking, golf, arts, and heritage activities, shopping, dining, wellness, nature, and wildlife activities.

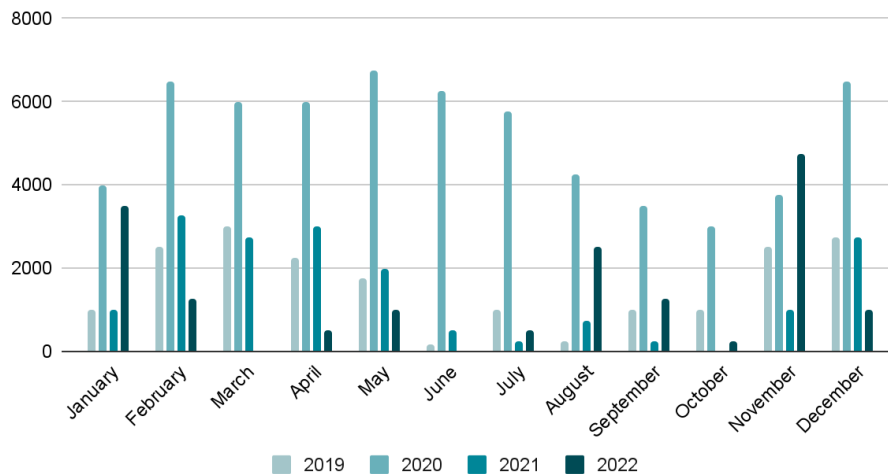
**B.2.2. Special events (e.g. festivals, conferences) held during shoulder and low season (number of events, participants)**

Special events are held during the shoulder season. Numerous communities within the TOTA region have event calendars that are highlighting shoulder season activities. These include festivals mostly related to drinks such as beers, ciders, wine, or related to the indigenous culture.

**B.3. Short term and seasonal employment**

**B.3.1. Local unemployment rate in shoulder season**

B.3.1.1. Total unemployment in the tourism sector



The shoulder season in the Thompson Okanagan is considered to run from April to May and October to November. In 2022, according to the figure B.3.1.1. the shoulder season can be considered to have been slightly affected by unemployment in February, March, April and December. In contrast, the summer season has a very low number of unemployed, as in June, July, August, September and October.

**Conclusion**

Ensuring the sustainability of tourism seasonality in the Thompson Okanagan is critical to its long-term preservation. Although the region experiences peaks and valleys in visitor numbers throughout the year, it is essential to manage these fluctuations in a way that minimises negative impacts and maximises positive outcomes. TOTA manages these challenges by diversifying the tourism offerings to encourage visitation during shoulder seasons, promoting low-impact activities, and developing infrastructure and services that respect the environment and culture.

## C. Employment

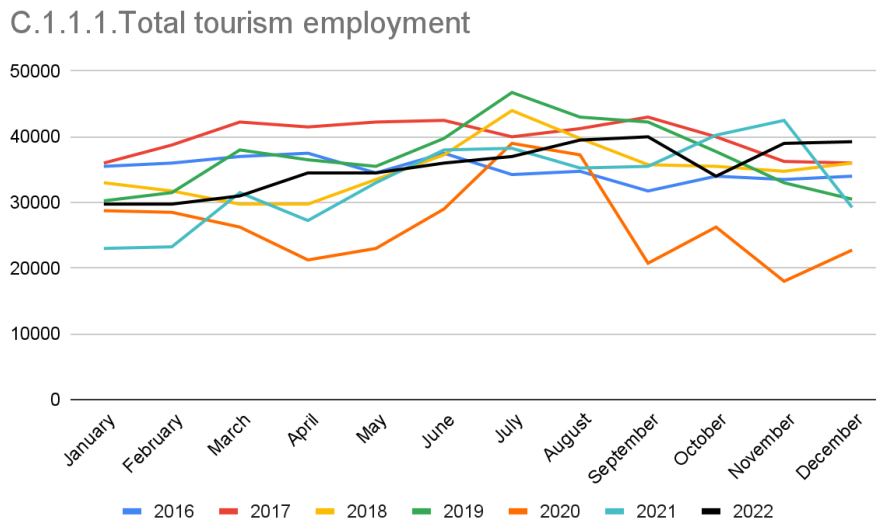
The Thompson Okanagan region is a major source of employment thanks to its thriving tourism industry. From vibrant cities to charming villages, the region offers a variety of opportunities for those seeking a career in tourism. Tourism jobs in the Okanagan cover a wide range of roles and industries, from hotel and resort staff to tour guides, restaurant staff, event planners and outdoor adventure providers. The tourism industry is a key economic driver, generating employment opportunities for both full-time and seasonal workers.

Most of the region’s population is of working age (15–64 years old), the lowest share in the province. The region’s unemployment rate is consistently higher than the provincial rate. A large share of B.C.’s Agriculture employment is located in this region.

### C.1. Number and quality of employment in the tourism sector

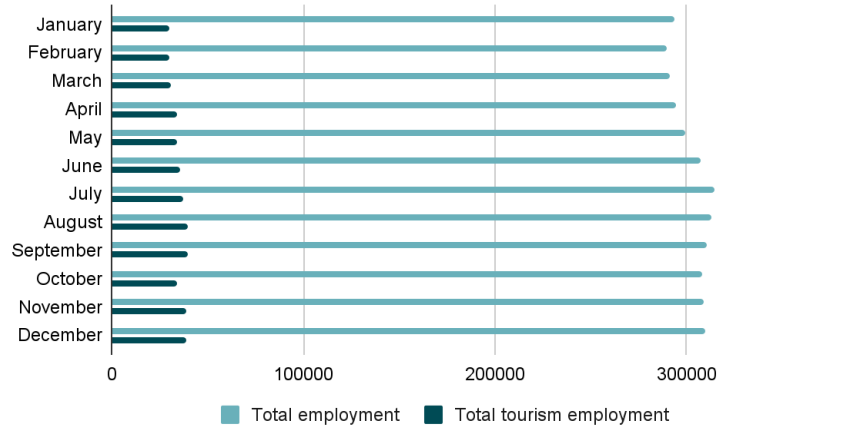
(turnover, seasonality, pay levels)

#### C.1.1. Total number employed in the tourism sector, by industry (e.g. traveller accommodation, restaurants, air transportation etc. ) occupation and level



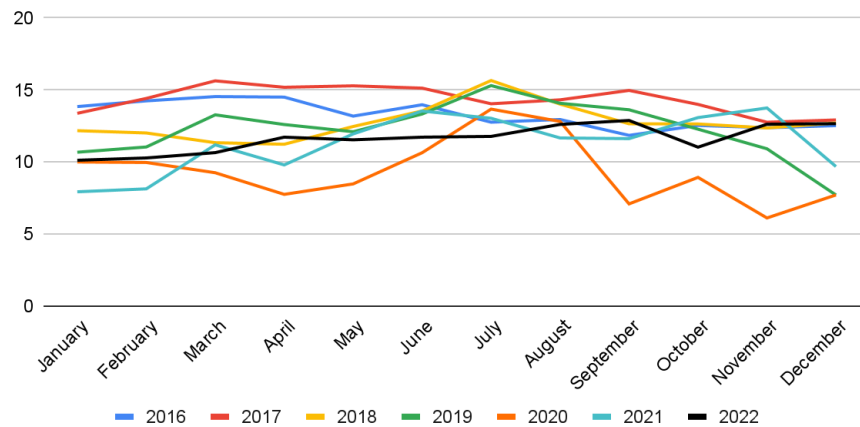
Compared to the COVID-19 period, the total tourism employment in 2022 in the region had increased. Figure C.1.1.1. presents the year 2022 with an increase in tourism employment during the summer period, November and December with a sharp decrease in October. If we compare the previous years in general, we can notice an increase in November and December primarily due to a healthy ski resort industry in the Thompson Okanagan.

C.1.1.2. Comparison between total employment in 2022 and total tourism employment in 2022



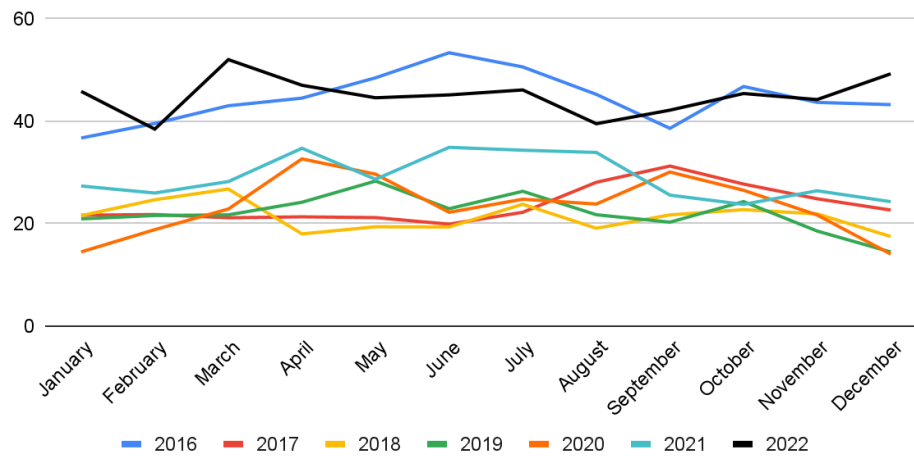
Tourist employment in the region is not very high in relation to the total number of jobs as figure C.1.1.2. can show. However, tourist employment is almost equal every month, which indicates seasonality was not as big of a factor with employment than the broader employment issues facing the industry.

C.1.1.3. Tourism employment as a percentage of total employment (%)

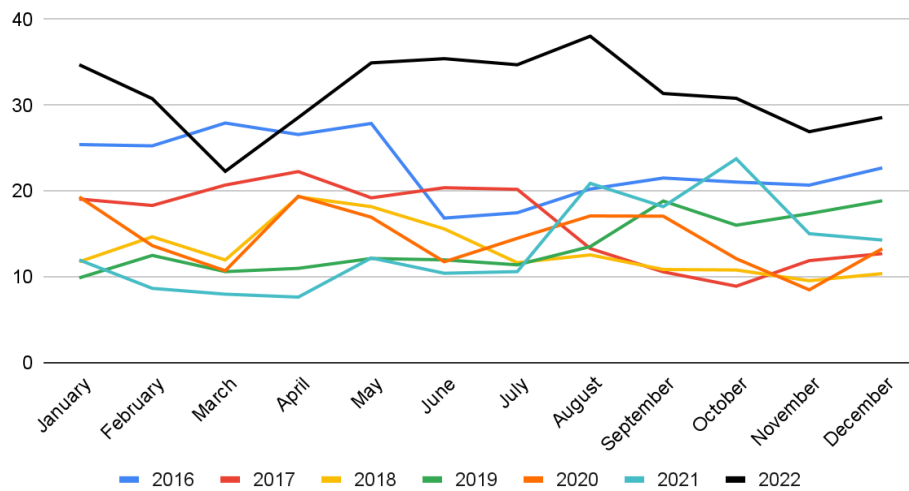


The year 2022 as presented in figure C.1.1.3. demonstrates a low tourism employment as a percentage of total employment, most likely due to the residual effects of the Covid 19 period. However, employment in the tourism sector represents a significant proportion of total employment, having reached 15% in previous years.

C.1.1.4. Tourism employment in recreation and entertainment (%)

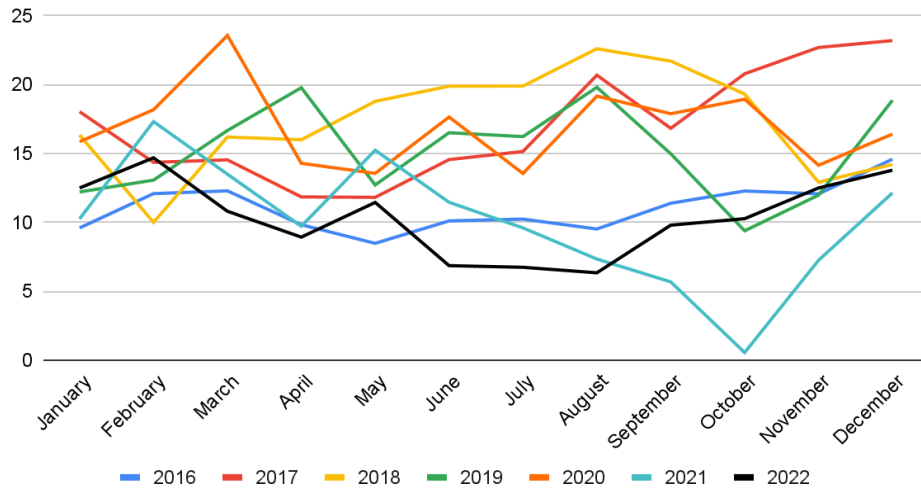


C.1.1.5. Tourism employment in transportation and travel (%)

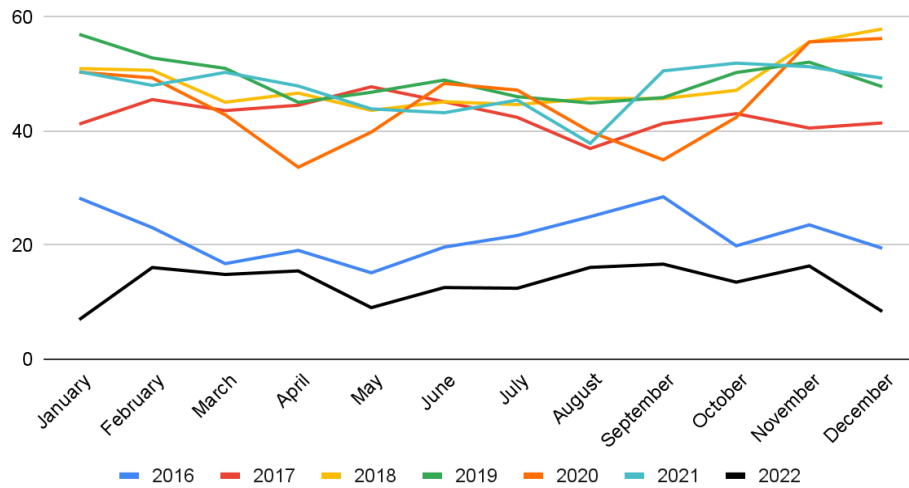




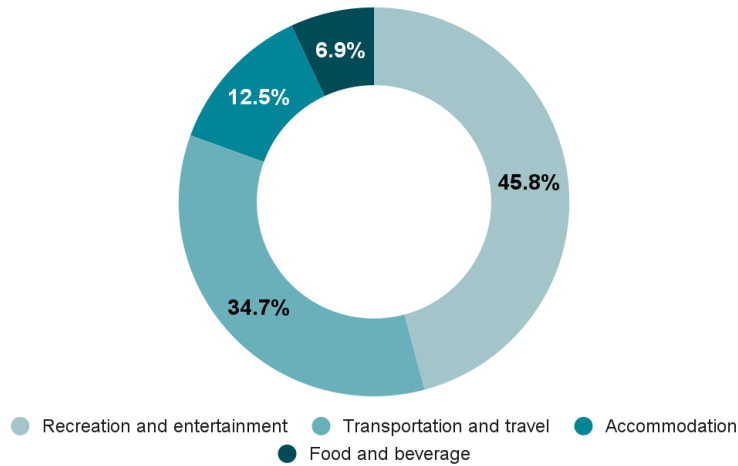
C.1.1.6. Tourism employment in accommodation (%)



C.1.1.7. Tourism employment in food and beverage (%)



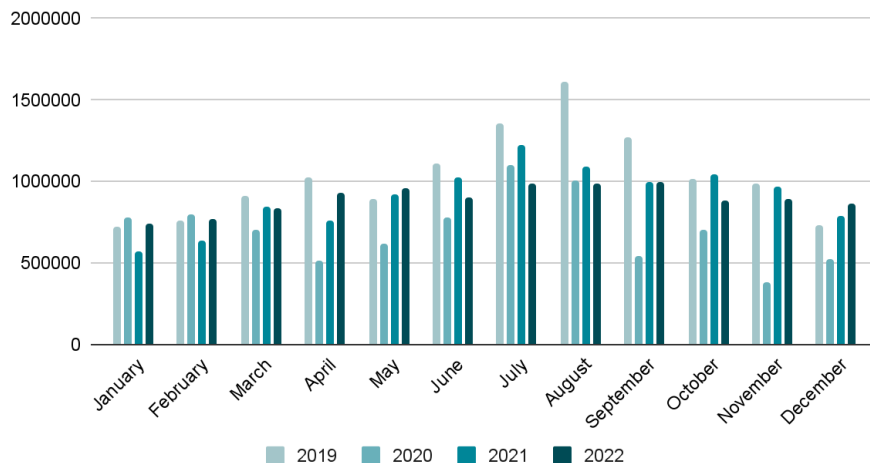
C.1.1.8. Tourism employment by sub-sector in 2022



In 2022, tourism employment was very strong in recreation and entertainment, as Figure C.1.1.4. shows. The highest numbers compared with previous years were recorded in January, March, September and December. Figure C.1.1.5. presents tourism employment in the transport and travel sector and shows a strong increase in employment compared to previous years. The highest figures are recorded during the summer period, while a drop is observed in March. In the accommodation sector, tourism employment in 2022 is lower than in previous years, as shown in graph C.1.1.6. The summer period is the lowest point of the year. However, there is an increase during the winter period. For the food and beverage sector, as shown in Figure C.1.1.7, 2022 is the worst year compared to the previous year, with a drop in tourism employment in January and December.

**C.1.2. Percentage of jobs that are full time, full year**

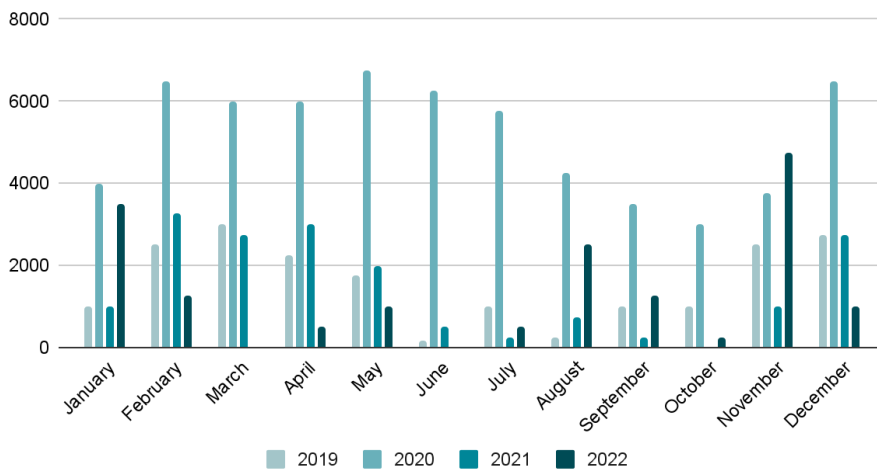
C.1.2.1. Actual working hours per week



According to figure C.1.2.1, in 2022, the actual work per hour tends not to increase and to decrease too sharply. There is a slow increase from January to the peak season, followed by a slow decrease until December. Compared with previous years, the seasonal pattern of working hours tends to flatten out from year to year. Working conditions seem to have normalised in 2022 compared to more volatile conditions in the previous two years.

**C.1.3. Local unemployment rate in off-season**

C.1.3.1. Total unemployment in the tourism sector



The shoulder season in the Thompson Okanagan is considered to run from April to May and October to November. In 2022, according to the figure B.1.3.1. the shoulder season can be considered to have been slightly affected by unemployment in February, March, April and December. In contrast, the summer season has a very low number of unemployed, as in June, July, August, September and October.

C.1.3.2. Comparison between total tourism employment and total tourism unemployment in 2022

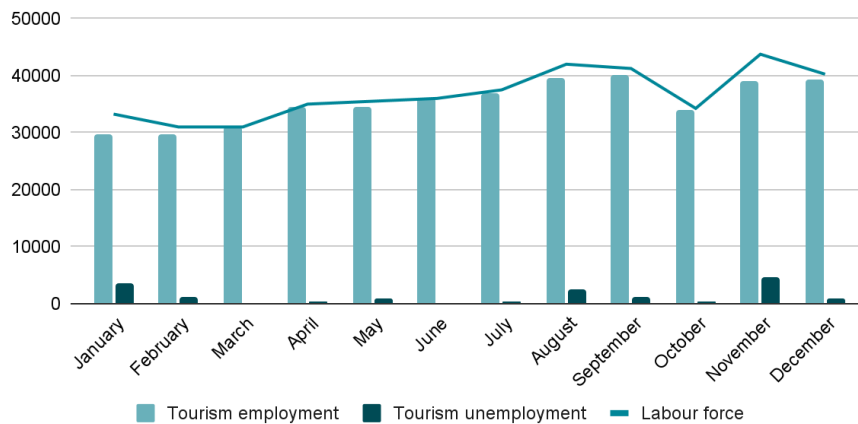


Figure C.1.3.2. shows that tourism employment is much higher than tourism unemployment, which means that the sector offers good opportunities. There is a drop in October and a peak in November. There is then a slight increase from January until the peak season.

### C.1.4. Income analysis

C.1.4.1. Average tourism-related wages

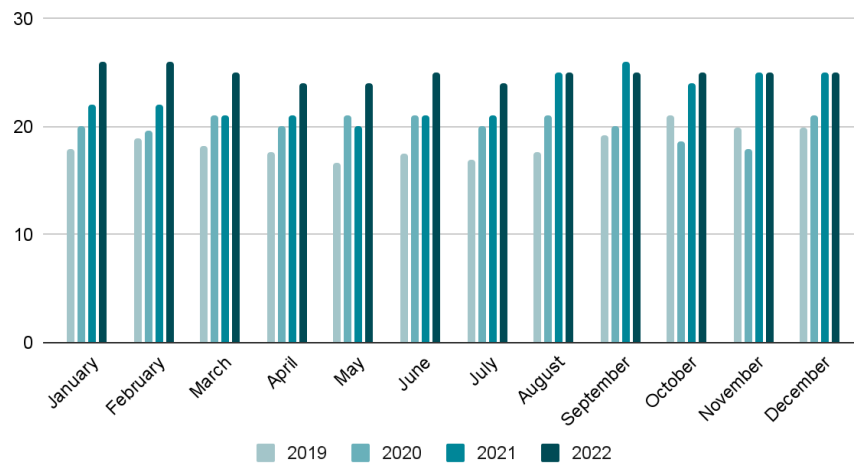


Figure C.1.4.1. shows that 2022 is an important year for average tourism-related wages compared to previous years. In addition, wages tend to increase from year to year. The year 2022 shows roughly equal wages each month, with a slight peak in January and February.

### Conclusion

Tourism employment in the Thompson Okanagan plays a vital role in the local economy, offering a diverse range of opportunities for those seeking a career. With its many opportunities and commitment to providing exceptional visitor experiences, tourism employment in the Thompson Okanagan continues to be an integral part of its economic fabric, providing both economic benefits and personal development to those who work here.

The tourism and hospitality industry in the Thompson Okanagan region employed approximately 35,300 people in 2022, of which 45.8% in the recreation and entertainment sector, 34.7% in the transport and travel sector, 12.5% in the accommodation sector, and 6.9% were employed in the food and beverage sector. The workforce distribution across sectors is similar to the provincial distribution.

## D. Destination economic benefits

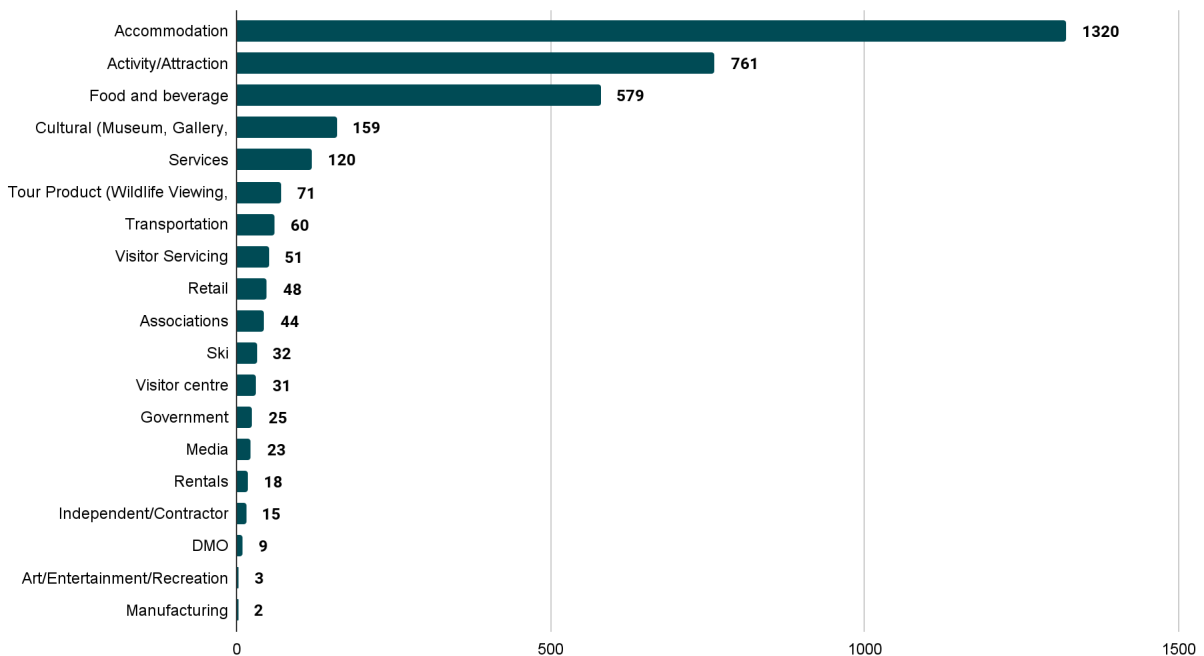
Tourism is a significant driver of development within the Thompson Okanagan region, triggering the desired investment and employment opportunities. It is a vital source of employment, with opportunities which include accommodation, transportation, retail, and entertainment. The tourism industry supports many residents, stimulating economic activity and improving the overall quality of life in the region. The influx of tourist dollars nourishes entrepreneurship and supports the growth of small and medium-sized businesses, creating a vibrant and dynamic business environment.

### D.1. Employment

#### D.1.1. Number of tourism businesses in the community and % owned locally

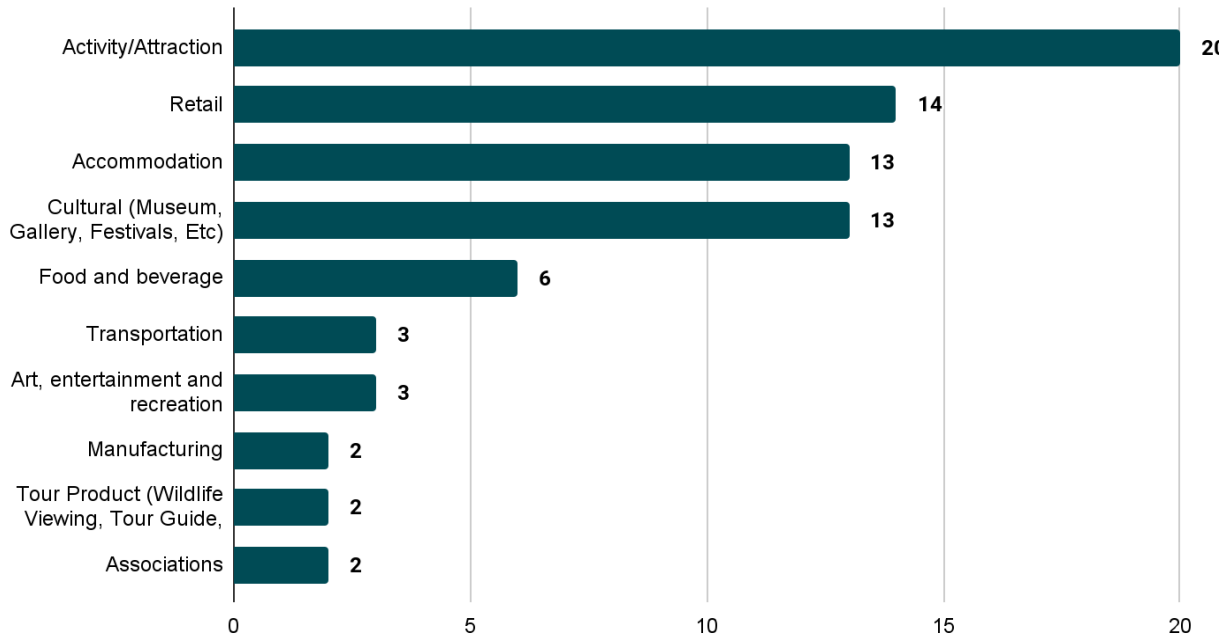
There are 3,371 tourism businesses.

D.1.1.1. Number of tourism businesses



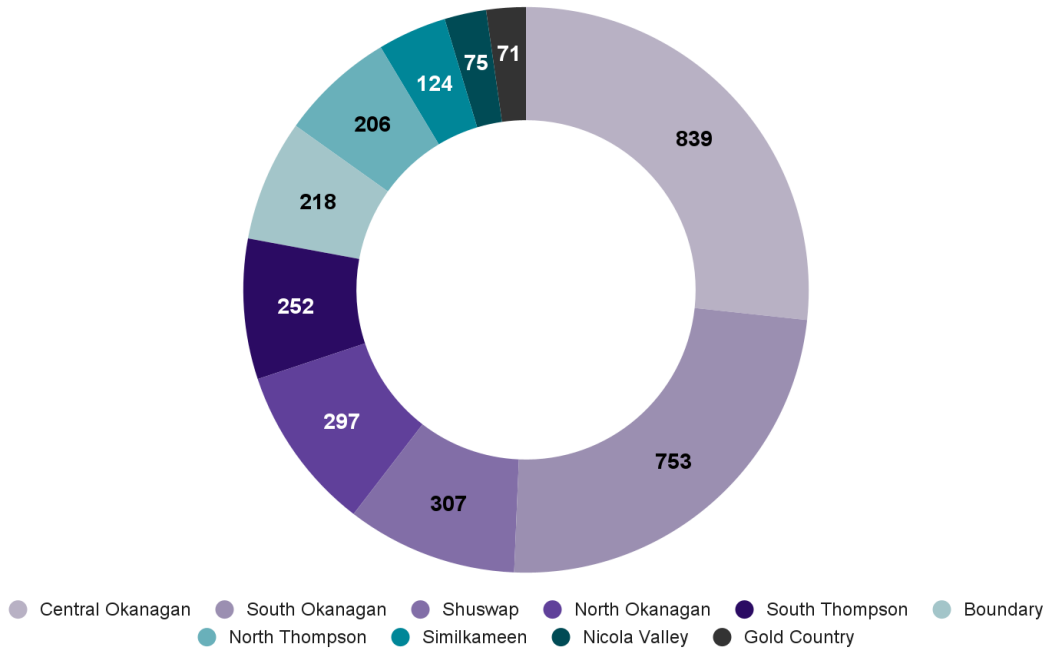
According to figure D.1.1.1. tourism businesses are mainly accommodation businesses (1,320). Activities/attractions (761) and food and beverage (579) are the second and third most numerous businesses. As opposed to the least numerous tourism businesses, which are manufacturing (2) and art/entertainment/recreation (3).

### D.1.1.2. Number of indigenous tourism businesses



The Thompson Okanagan region has a total of 3,371 tourism businesses. They include accommodations, activities and attractions, restaurants, visitor centres, manufacturing, transportation, art, entertainment and recreation, cultural businesses (museums, galleries, festivals, etc.), DMOs, governments, independent businesses and entrepreneurs, rentals, retail businesses, ski resorts, tourism products (wildlife observation, tourist guides, etc.), and visitor services. Of these tourism businesses, 79 are Indigenous owned businesses such as Figure D.1.1.2. shows. The majority of Indigenous businesses are activity or attraction businesses, retail outlets, accommodation, and cultural businesses.

D.1.1.3. Number of tourism businesses by sub-region

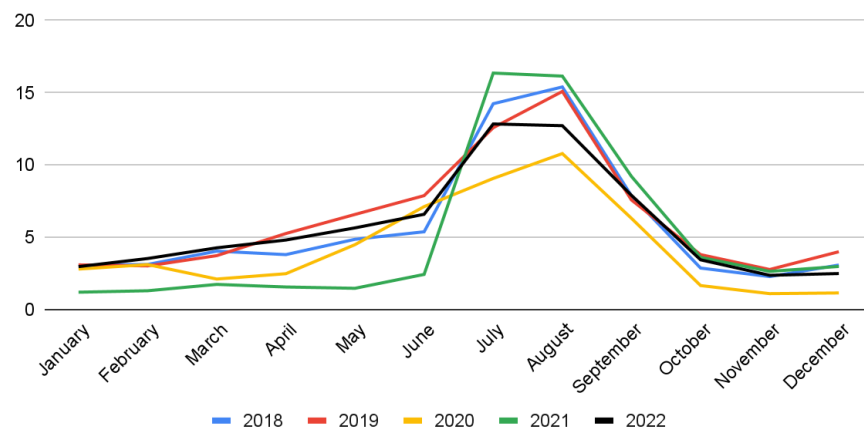


Central and South Okanagan account for the vast majority of tourism businesses. In contrast, Gold Country and Nicola Valley have the fewest.

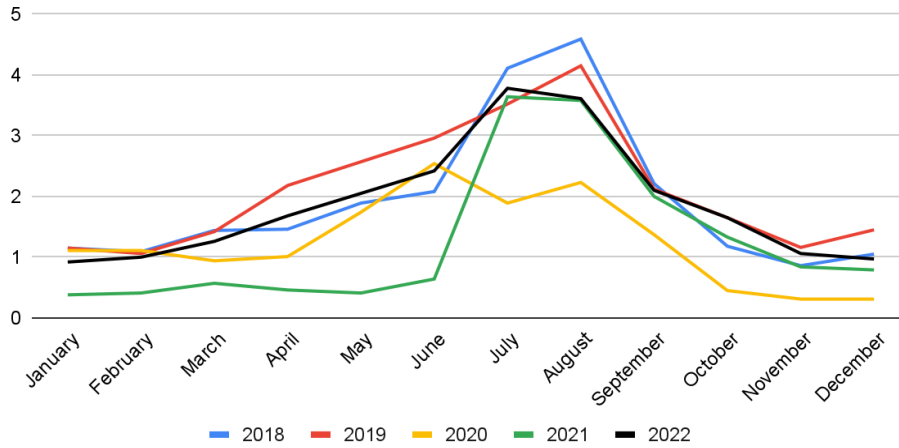
## D.2. Tourism revenue

### D.2.1. Tourist spending / Spending per tourist

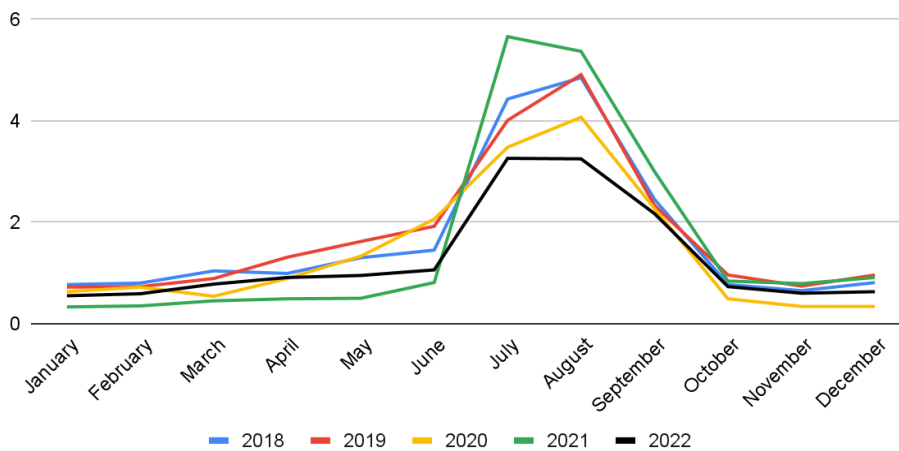
D.2.1.1. Total expenditure by domestic visitors (millions of CAD\$)



D.2.1.2. Domestic expenditure on transport per year (millions of CAD\$)

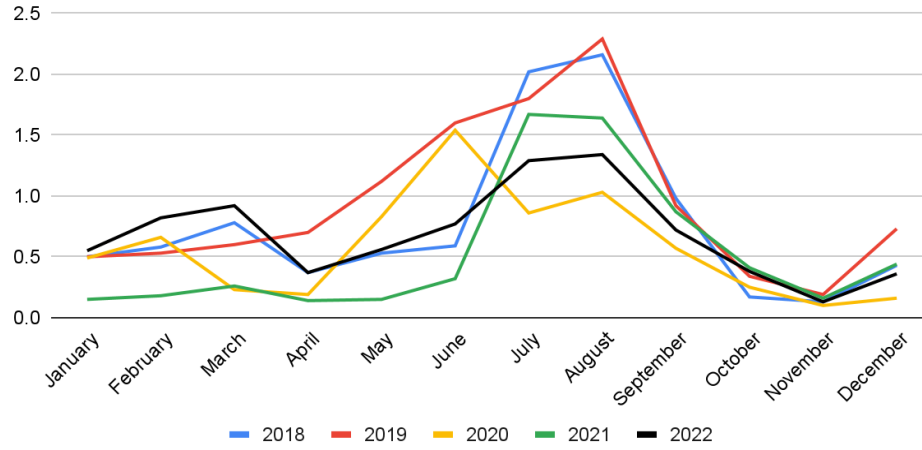


D.2.1.3. Domestic expenditure on food and drink per year (millions of CAD\$)

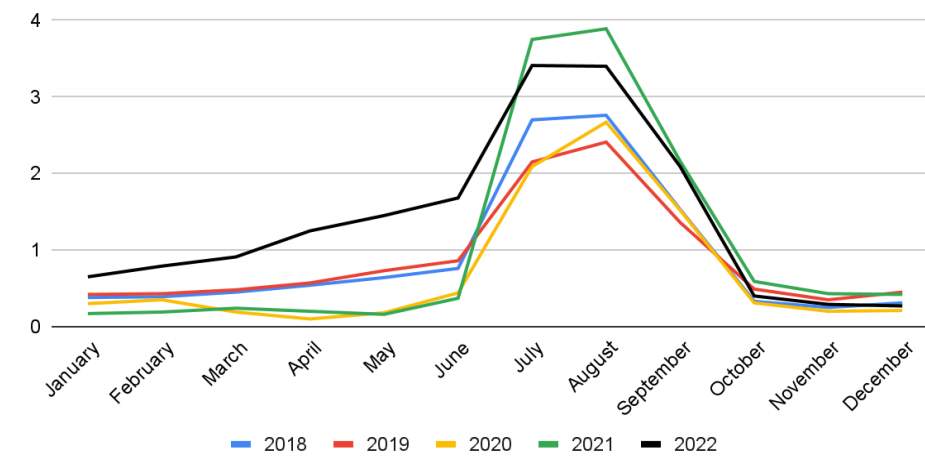




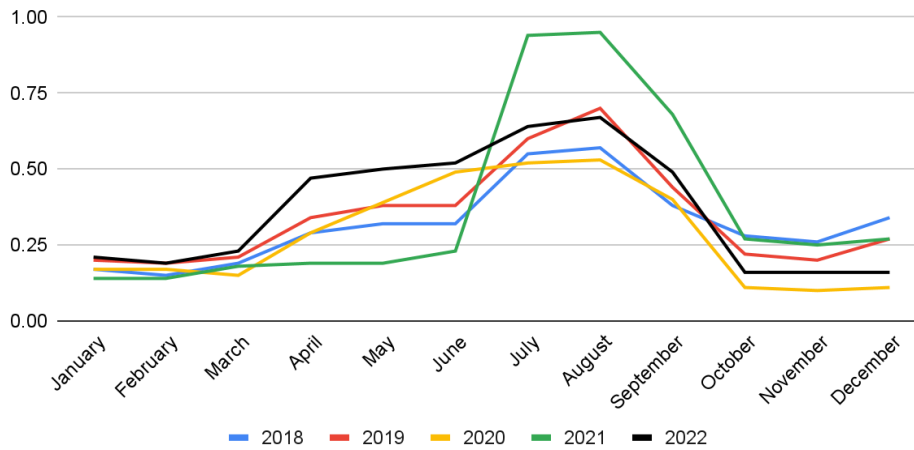
D.2.1.4. Domestic expenditure on recreation and entertainment per year (million CAD\$)



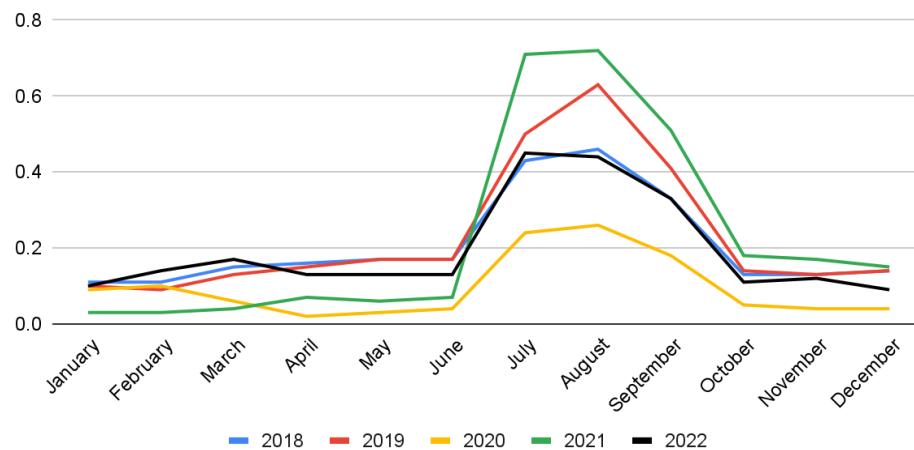
D.2.1.5. Domestic expenditure on accommodation per year (millions of CAD\$)



D.2.1.6. Domestic expenditure on others (souvenirs, shopping, etc.) per year (millions of CAD\$)



D.2.1.7 Domestic spending on clothing and gifts per year (millions of CAD\$)



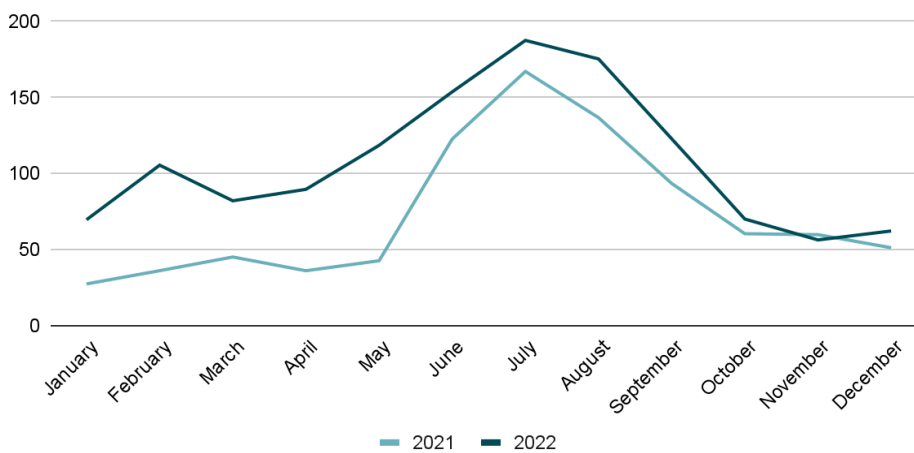
These graphs show total domestic spending and domestic spending by category. Data on international spending is not available. For the majority of categories, it is clear that domestic spending takes place during the summer period. It starts in June, peaks in August, and ends in October. The food and drink sector, as shown on Figure D.2.1.3., had the lowest domestic spending in 2022. For the recreation and entertainment category, shown on Figure D.2.1.4., 2022 is also a low domestic expenditure, the first quarter tends to become more important, however, the graph tends to flatten the curve.

**D.2.2. Revenues generated by tourism as % of total revenues generated in the community**

D.2.2.1. Average Daily Rate (ADR) for hotels on weekdays compared with weekends (\$)



D.2.2.2. Revenue Per Available Room (RevPAR) for hotels in the selected region on weekdays compared with weekends (%)



Based on Figure D.2.2.1. and D.2.2.2., hotel revenues were higher in 2022 than in 2021. The peak season for hotel revenues is summer, when the number of tourists is highest. We can also see that the graph shows a peak in February, a popular time for winter sports activities.

### D.3. Community expenditures

#### D.3.1. Existence of tourism budget/plan

In 2022, the Community Economic Recovery Infrastructure Program (CERIP) in the Thompson Okanagan region supported various projects through its funding streams. A total of C\$4,814,989 was allocated to 11 projects, contributing to economic recovery and infrastructure development in the region. These funds were split between different components to support a range of initiatives. The CERIP program has provided financial assistance for local projects, enabling the region to prosper and improve its economic landscape. Thanks to the projects funded, communities in the Thompson Okanagan region have been able to strengthen their infrastructure, promote economic growth, and create positive effects for residents and visitors alike.

### D.4. Changes in cost of living

#### D.4.1. % increase/decrease in land and housing prices over time

##### D.4.1.1. Residential average price

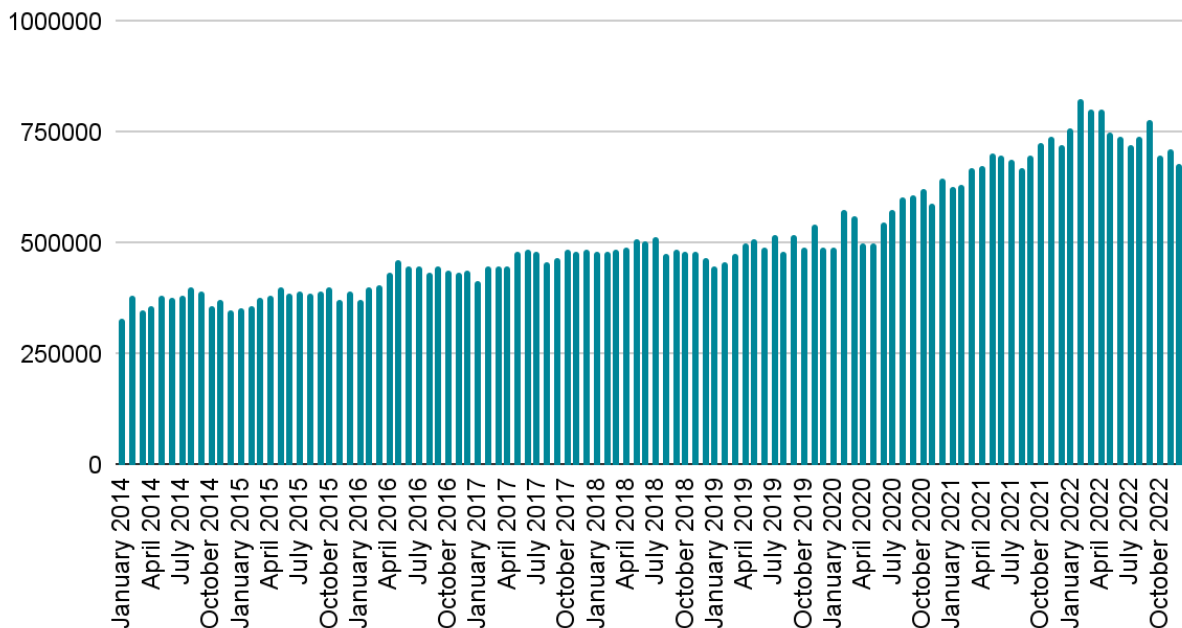
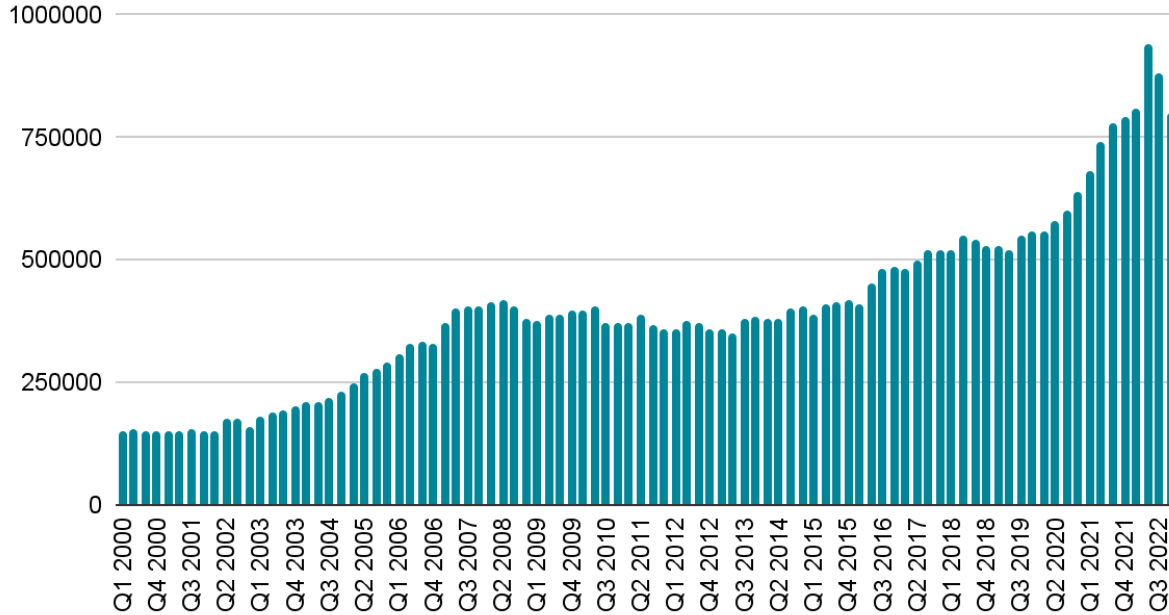


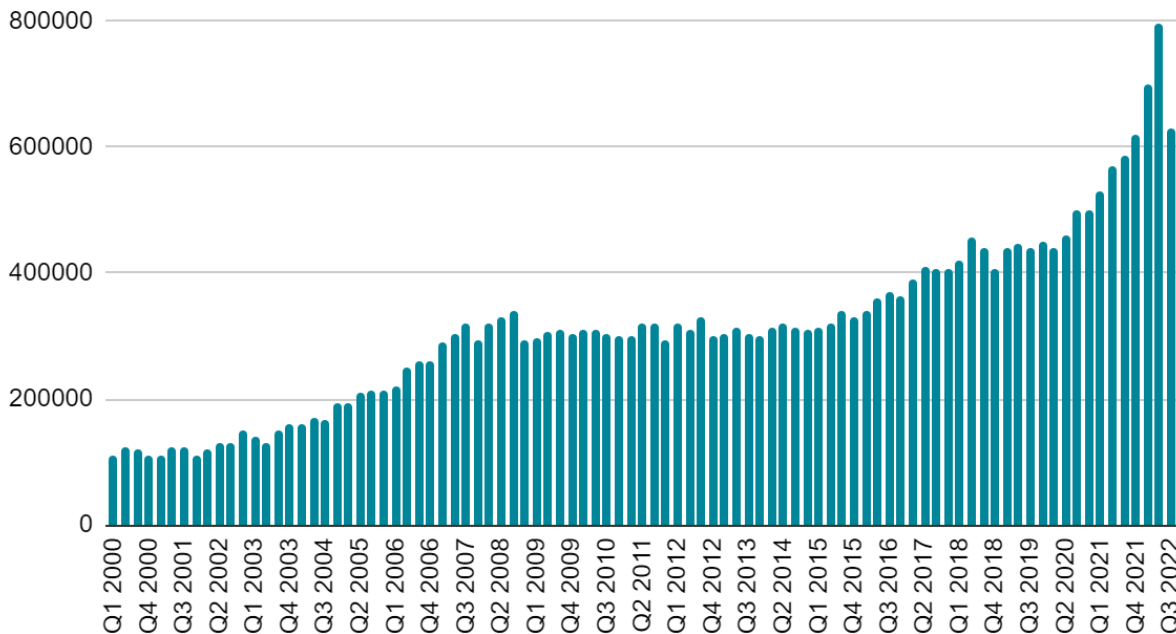
Figure D.4.1.1. shows the average residential price showing a sharp increase from one year to the next, with the highest peak coming in January 2022. After January 2022 a decrease throughout the year can be seen.

### D.4.1.2. Single detached sales - median price



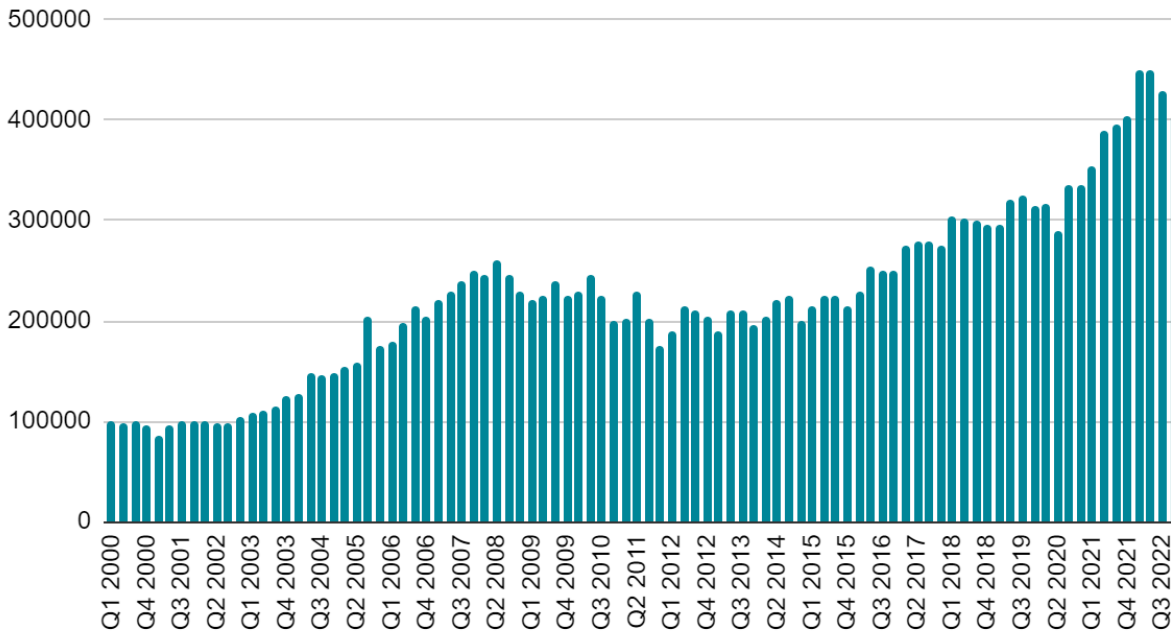
The median sale price for single detached homes increases until January 2022. From this date a decrease can be seen by 14.9% on a year-over-year, as shown on Figure D.4.1.2.

### D.4.1.3. Townhouse / row sales - median sale price



According to Figure D.4.1.3., 2022 saw the highest prices ever for townhouses. However, the price decreased over the course of the year. The median sale price for townhouse and row units this year decreased by 10.5%.

#### D.4.1.4. Apartment unit sales - median price

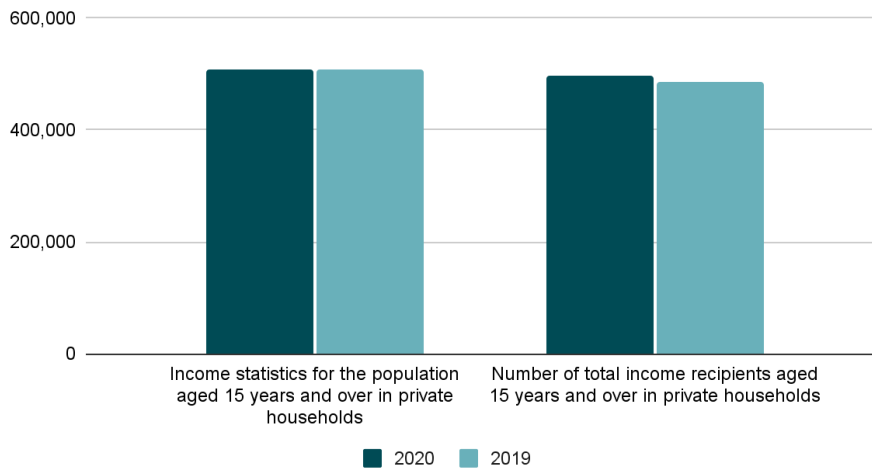


The median sale price for apartment units in the year 2022 decreased such as Figure D.4.1.4. presents and was down 4.5%.

The take away from these graphs, Figures D.4.1.1., D.4.1.2., D.4.1.3. And D.4.1.4., is how much the median cost for housing has increased over time. It is well discussed in the community how much the impact of the cost of housing has had on communities, those looking to get into the market for the first time and for people looking to move into communities for work.

**D.4.2. % increase/decrease in average family weekly income**

D.4.2.1. Income of individuals



There is no data available for the 2022 incomes of individuals in the region. The comparison between 2020 and 2019 gives us a good overview of the situation. In 2020, the number of recipients of total income has increased compared to 2019.

**Conclusion**

Housing continues to be an area of issue for the Thompson Okanagan region, Particularly in the larger cities, however still impacts smaller communities. The rising housing prices and the onset of Short term rentals have created numerous issues for long term rentals. This continues to have an impact on hospitality related labour, as employees with lower wages and seasonal jobs are pushed out of the market. Furthermore, compared to the meteoric rise in housing costs there has practically been no change in income for the average family which tells a story of increasing pressure on families living in the Thompson Okanagan.

---

## E. Energy management

Energy management in the tourism sector plays a crucial role in promoting sustainable practices and reducing the environmental footprint in the Thompson Okanagan region. Managing energy consumption is essential to minimising greenhouse gas emissions and preserving the region's natural environment. The region's tourism sector recognises the importance of energy efficiency and responsible energy consumption in minimising the effects of climate change. Through collaborative efforts the region is actively working towards sustainable energy management.

It is difficult to obtain information and data on energy management for tourism in the region. Most of the data on energy management comes from the province and is not specific to tourism. Fortunately, TOTA employs an energy analyst, Harshit Srivastava, who analyses the Thompson Okanagan region in terms of energy management for tourism.

As part of his work, the Energy Analyst audits tourism businesses to understand and analyse their energy consumption. The businesses audited are part of the Biosphere program and are known as Biosphere Committed Companies. As the Biosphere program recently started in 2021 data collection is still in its early stages.

### E.1. Measuring energy use and conservation

#### E.1.1. Energy consumption as per area footprint of tourism businesses

According to the available data for the year 2022, the Site Energy Use Intensity (EUI) in the Thompson Okanagan region was reported as 0.083 GJ per square foot. This figure specifically applies to 18 tourism businesses in the region. EUI serves as a measurement of energy consumption per unit area and provides insights into the efficiency of energy use. The recorded value suggests that these 18 tourism businesses have made efforts to manage and minimise their energy consumption, indicating a commitment to sustainable practices. It is important to note that this data is specific to these businesses and may not represent the entire tourism sector in the Thompson Okanagan region.

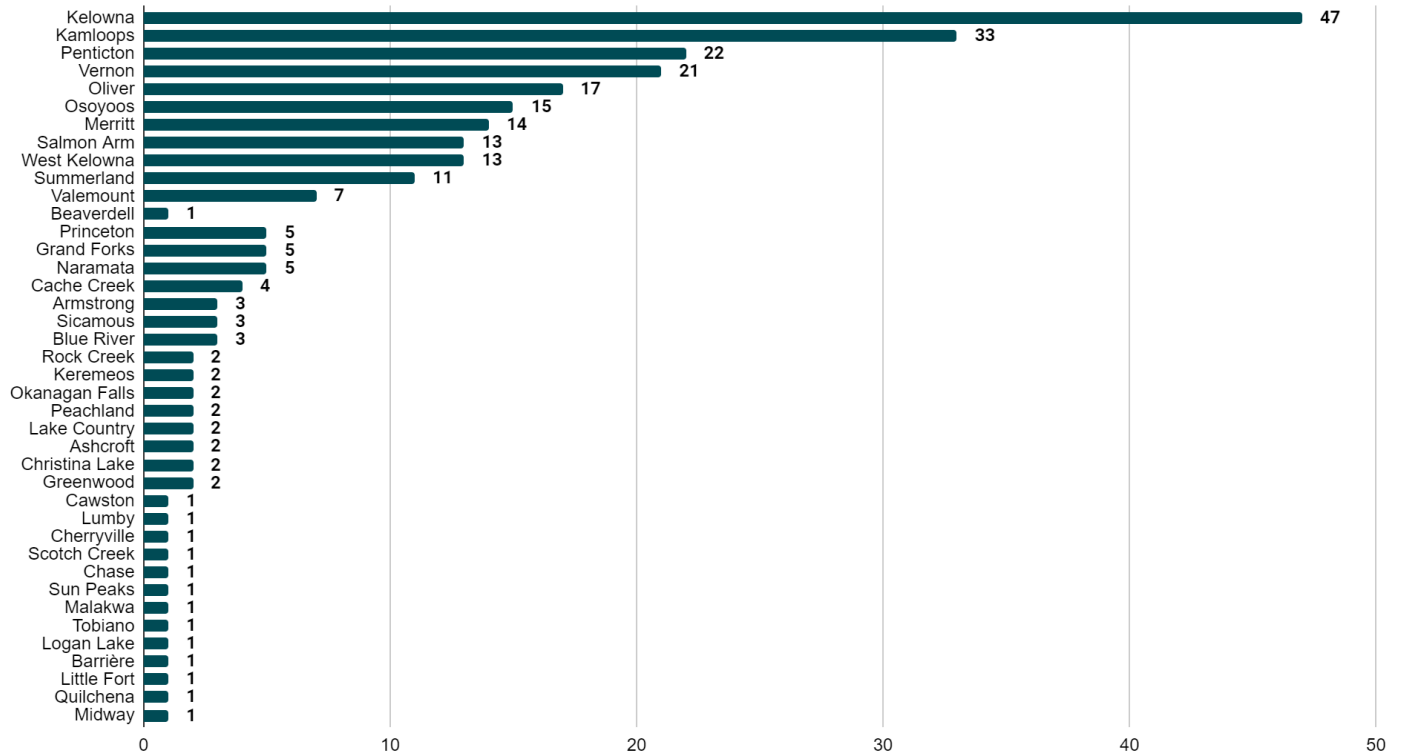
### E.2. Use of renewable energy sources

#### E.2.1. Electric vehicle energy management

In 2022, the Thompson Okanagan region has a total of 271 electric vehicle (EV) charging stations. This expansion of infrastructure reflects the growing popularity and adoption of electric vehicles in the region. The availability of a significant number of charging stations demonstrates the Thompson Okanagan's dedication to sustainable transportation and the reduction of greenhouse gas emissions. With a solid charging network, residents and visitors can easily charge their electric vehicles, promoting the use of clean energy and contributing to the region's overall sustainability goals. These charging points provide essential infrastructure to support the transition to electric mobility and encourage the continued growth of electric vehicle use in the region.



E.2.1.1. Number of charging stations for electric vehicles in 2022



According to Figure E.2.1.1, the number of electric vehicle charging stations appears to be higher in the larger cities, which is justified by the larger populations of these cities. In the region, the city with the highest number of electric vehicle charging stations is Kelowna with 47 in total, Kamloops comes second with 33 in total and third is Penticton with 22 in total.

## F. Water management and wastewater management

In the Thompson Okanagan region, water management for tourism purposes plays an essential role in maintaining the delicate balance between tourism development and water resource conservation. With the region's remarkable lakes, rivers and natural beauty, sustainable water management practices are essential to ensure the preservation and availability of water for residents and visitors. The tourism industry recognises the importance of responsible water use, wastewater treatment and conservation efforts to minimise the impact on local water sources and ecosystems. Through collaborative initiatives, education and innovative technologies, tourism stakeholders in the Thompson Okanagan are actively working to improve water management practices, protect water quality and promote sustainable tourism experiences that respect and preserve the region's precious water resources.

One of the challenges facing the Thompson Okanagan region is the lack of monitoring of data relating to water and wastewater management in the tourism sector. Currently, the availability of data relating to this important aspect of sustainable tourism is very limited. In the absence of comprehensive data collection and monitoring systems, it is difficult to assess and solve problems related to water and wastewater management in the tourism industry.

### F.1. Conservation initiatives and results

#### F.1.1. % waste water recycled

The special characteristic of the Thompson Okanagan region is its lakes. The largest of these is Lake Okanagan. The entire population benefits from this lake. Whether for drinking water, business consumption, activities or the use of attractions, lakes play an important role in tourist life. The region is unique in that the majority of the water used in the lakes is recycled and returned to the lake after treatment and cleaning

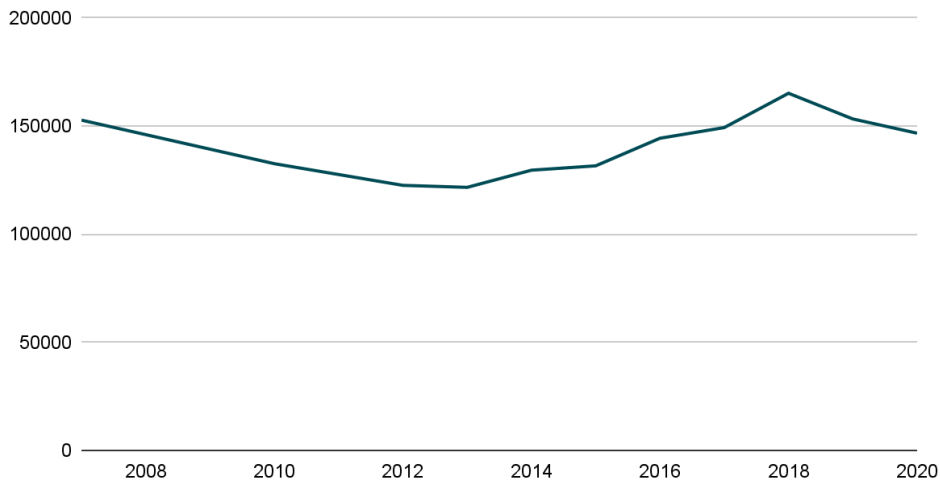
## G. Solid waste management

Solid waste management is a key concern in the Thompson Okanagan, as population growth and changing consumption patterns pose significant challenges for effective waste management and disposal. The Okanagan, renowned for its natural beauty and dynamic communities, must address the environmental, social, and economic impacts associated with solid waste to ensure a sustainable future. The report examines the current state of solid waste management in the region, explores the challenges it faces and highlights the importance of implementing comprehensive and sustainable waste management practices.

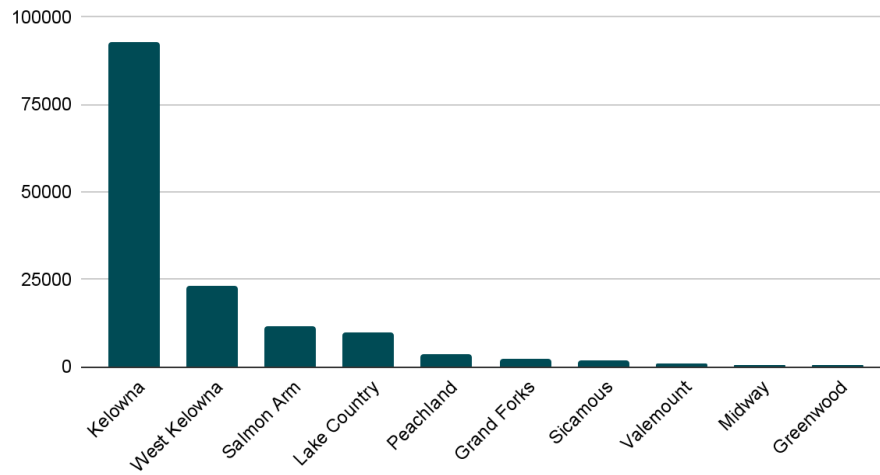
### G.1. Managing total waste collected in a destination

#### G.1.1. Total amount of waste collected

G.1.1.1. Total waste (tonnes)



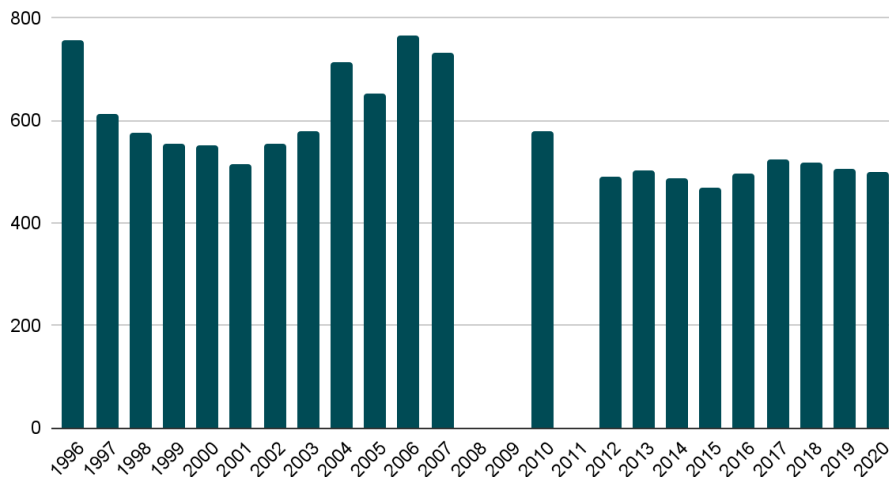
G.1.1.2. Total waste per city from 2007 to 2020 (tonnes)



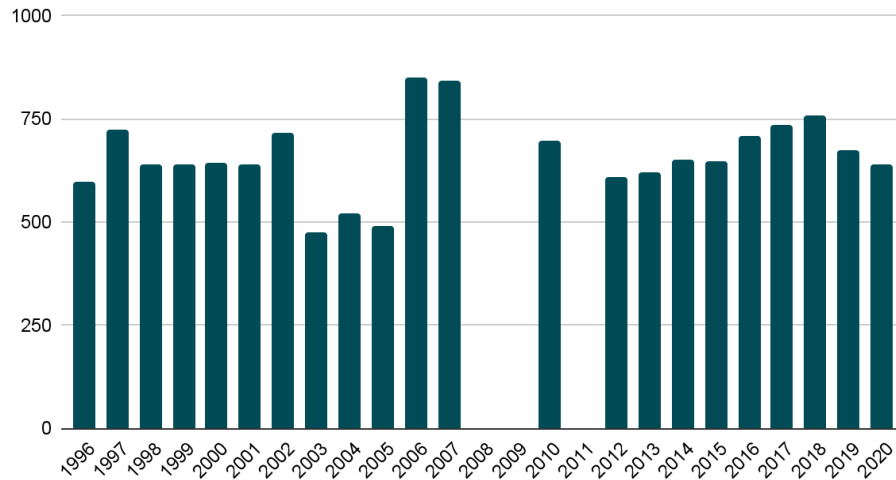
The total amount of waste collected here is calculated using data from 10 cities in the Thompson Okanagan: Kelowna, Lake Country, Peachland, West Kelowna, Salmon Arm, Sicamous, Valemount, Grand Forks, Greenwood and Midway. The 2022 data is not available. Figure G.1.1.1. shows that from 2007 to 2013 the amount of waste decreased, from 2013 to 2018 it increased to its highest point, before decreasing again. Larger cities tend to create more waste than smaller cities due to the difference in population size.

**G.1.2. Waste volume produced by the destination (kg) / Person years**

G.1.2.1. Waste disposal rate in North Okanagan (kg/person)



G.1.2.2. Waste disposal rate in Central Okanagan (kg/person)



The data for North Okanagan, figure G.1.2.1. and Central Okanagan G.1.2.2. are the only sets of data available for the Thompson Okanagan sub-regions. Data for 2022 is not available. In North Okanagan, the waste disposal rate decreased between 1996 and 2001, but increased from 2001 to reach its highest level in 2006. However, since 2007, the waste disposal rate has tended to fall, with a very slight increase around the year 2017. In the Central Okanagan, a similar shape on the graph is revealed.

**G.1.3. Waste disposed of by different methods (specify, e.g. incinerated, deposited in landfill, etc.)**

**Organic waste**

As per a literary review of reports and surveys done in the Thompson Okanagan region, the following can be concluded:

The activity and attraction sectors generate yard waste such as grass cuttings, dead leaves and plant prunings, as well as paper products and food waste such as kitchen leftovers and food products that have expired. Not all businesses separate and dispose of organic waste separately from household waste. There are no major seasonal variations in these organic waste streams. To manage it, the business and attraction sector generally use off-site management by a waste carrier or other third-party facility. The sector is still experiencing difficulties in managing organic waste practices due to the separation of refuse containers, travel and costs. Nevertheless, both on-site and off-site organic waste management practices are being considered by businesses. However, the cost of managing organic waste is higher. The use of products from on-site organic waste management, such as compost, is given some thought. The carbon footprint of the company's organic waste management practices is important to it. Improving off-site solutions will involve using organic waste in a more sustainable way and at a lower cost.

The wine sector generates food waste such as kitchen leftovers, out-of-date food products, yard waste such as grass clippings, dead leaves and plant prunings, fermentation waste such as grape/fruit

pomace, distillation grains and spent yeast. Wineries tend to sort and dispose of organic waste separately from household waste. Organic waste flows vary from season to season, depending on the wine production period and when restaurants are open. To manage this waste, wineries generally compost or use off-site management by a waste carrier or other third-party facility. The sector is still finding it difficult to manage organic waste practices due, for example, to limited storage space. Nevertheless, on-site and off-site organic waste management practices are considered very important by wineries in terms of management costs and carbon footprint emissions. However, some thought is being given to the use of products from on-site organic waste management, such as compost. Improving off-site solutions will require more sustainable use of organic waste.

The cultural sector which includes museums, galleries, festivals, generates food waste such as kitchen leftovers, out-of-date food products, yard waste such as grass clippings, dead leaves and plant prunings. Cultural sites do not tend to sort and dispose of organic waste separately from household waste. To manage this waste, they use off-site management by a waste carrier or other third-party facility. The sector is very divided concerning the on-site and off-site organic waste management practices, the costs of organic waste management, the use of products from on-site organic waste management and their carbon footprint emissions.

The accommodation sector generates food waste such as kitchen leftovers, out-of-date food products and yard waste such as grass cuttings, dead leaves and plant prunings. The separation and disposal of organic waste is not standard practice for all accommodation establishments. To manage this waste, accommodation establishments generally resort to off-site management by a waste carrier or other third-party facility, or compost and manage the products on site. The sector is still struggling with organic waste management practices and could be improved through specific programs or more natural solutions. The sector is very serious about on-site and off-site organic waste management practices, the costs of organic waste management, the use of on-site organic waste management products and their carbon footprint. Improving off-site solutions will involve more sustainable use of organic waste, lower cost and will not require additional labour.

In the Thompsons Okanagan region we have food waste collection services available to pick up food waste directly from food and beverage companies. One example is Spa Hills composting. We did not have enough data for 2022 but will flag this for 2023.

## **Recycling**

Recycle BC is a not-for-profit organisation responsible for residential packaging and paper recycling throughout BC servicing over 1.8 million households. Recycle BC ensures the household materials are picked up, sorted, and responsibly managed and recycled. The program is funded by over 1,200 businesses.

## G.2. Reducing waste produced

### G.2.1. Number of tourism establishments recycling their own waste (e.g. composting)

As per literature review of some reports and surveys done in the Thompson Okanagan region with 19 tourism businesses responders, 11 of them replied their organic waste is segregated and disposed of separately from general refuse.

## G.3. Providing waste collection services

### G.3.1. % of destination area (especially in urban sites) covered by solid waste collection services

In the Thompson Okanagan region, solid waste collection services cover essentially all the destination area, including urban sites. This means that the percentage of the destination area covered by such services is around 90%. Thompson Okanagan has implemented comprehensive and efficient solid waste management systems that ensure the collection and proper disposal of waste materials throughout the region.

#### G.3.1.1. Central Okanagan

Regional district	Service area facilities
Curbside	5
City of Kelowna	1
City of West Kelowna	1
District of Lake Country	1
District of Peachland	1
Regional District of Central Okanagan	1
Depot	9
Boucherie Bottle Depot	1
Columbia Bottle Depot - Central	1
Columbia Bottle Depot - Rutland	1
Columbia Bottle Depot - St.Paul	1
Glenmore Landfill Recycling Depot	1
Northwest Side Recycling Depot	1
Planet Earth Recycling Ltd.	1
Traders Cove Recycling Depot	1
Westside Residential Waste Disposal and Recycling Centre	1

#### G.3.1.2. Columbia-Shuswap

Regional district	Service area facilities
Curbside	1
City of Salmon Arm	1
Depot	11
Bill's Bottle Depot	1
Falkland Transfer Station	1
Malakwa Depot	1
Salmon Arm Landfill	1
Scotch Creek Transfer Station	1
Seymour Arm Transfer Station	1
Sicamous Downtown Depot	1
Sicamous Landfill	1
Skimikin Transfer Station	1
Sorrento Fire Hall Depot	1
Tappen Co-Op Depot	1

#### G.3.1.3. Kootenay Boundary

Regional district	Service area facilities
Curbside	2
Kootenay Boundary Regional District - Boundary Region	1
Regional District of Kootenay Boundary - East Sub Region	1
Depot	4
Christina Lake Transfer Station	1
Grand Forks Depot	1
Rock Creek Transfer Station	1
West Boundary Landfill	1
Multi-family	1
City of Grand Forks	1

#### G.3.1.4. North Okanagan

Regional district	Service area facilities
Curbside	1
Regional District of North Okanagan	1
Depot	4
Armstrong Bottle Depot	1
Interior Freight and Bottle Depot	1
Venture Bottle Depot	1



Venture Training Centre	1
Multi-family	4
City of Armstrong	1
City of Enderby	1
City of Vernon	1
Village of Lumby	1

### G.3.1.5. Okanagan-Similkameen

Regional district	Service area facilities
Curbside	7
City of Penticton	1
District of Summerland	1
Penticton Indian Band	1
Regional District of Okanagan-Similkameen	1
Town of Oliver	1
Town of Osoyoos	1
Town of Princeton	1
Depot	9
Campbell Mountain Landfill	1
J & C Bottle Depot	1
Keremeos Transfer Station	1
Oliver Landfill	1
Osoyoos Bottle Depot	1
Osoyoos Landfill	1
Princeton Landfill	1
Summerland Landfill	1
T2 Market Recycle Depot	1
Multi-family	3
City of Penticton	1
District of Summerland	1
Town of Oliver	1

### G.3.1.6. Thompson-Nicola

Regional district	Service area facilities
Curbside	5
City of Kamloops	1
City of Merritt	1

District of Barriere	1
District of Logan Lake	1
Thompson-Nicola Regional District	1
Depot	11
Cache Creek Transfer Station	1
Clearwater Eco-Depot	1
General Grant's - Northshore	1
General Grant's - Sahali	1
Heffley Creek Eco-Depot	1
Logan Lake Eco-Depot	1
Lorne Street Bottle Depot	1
Louis Creek Eco-Depot	1
Lower Nicola Eco-Depot	1
South Thompson Eco-Depot	1
Sun Peaks Transfer Station	1
Multi-family	3
City of Kamloops	1
District of Barriere	1
District of Logan Lake	1

#### G.4. Hazardous substances (reduction, handling)

##### G.4.1. Number and volume of hazardous substances in use (for key substances, volume of use over time)

To prevent harming human health and the environment, it's essential that hazardous waste is handled, stored, transported, treated and disposed of properly. There are six different types of hazardous waste used in this region: Paints, oils, solvents, acids, heavy metal-containing sludges, pesticides.

##### G.4.2. % of these substances for which appropriate management and disposal policies and programs are in place

For all the hazardous substances mentioned above, appropriate management and disposal policies and programs are in place. Five major program elements were identified to advise on development of safe, acceptable methods and facilities:

- Technologies to recycle, treat, store, transport, and dispose of hazardous wastes
- Operators for hazardous waste management facilities
- Suitable locations for these facilities
- Laws and regulations to ensure proper and safe operation of the system
- Programs to inform the public about the hazardous waste system

## H. Climate action

The Thompson Okanagan is adopting measures to combat climate change in the tourism sector and making it a fundamental pillar of its sustainable tourism strategy. Deeply committed to the region's natural beauty and aware of the challenges posed by climate change, the Thompson Okanagan is committed to taking action to mitigate its impact on the environment. Through collaborative partnerships and community engagement, the region is actively working towards reducing greenhouse gas emissions and implementing sustainable practices. By prioritising climate action, the Thompson Okanagan seeks to preserve its natural landscapes, protect biodiversity, and ensure a resilient and sustainable future for both residents and visitors.

On May 16, 2022, TOTA became a signatory to the UNWTO [Glasgow Declaration](#) on Climate Action in Tourism. We commit to taking action in the five pathways of the Glasgow Declaration: Measure, Decarbonise, Regenerate, Collaborate, and Finance.

### H.1. Level of damage related to extreme climatic events

#### H.1.1. Frequency of extreme climatic events

##### Wildfires

Wildfires are unplanned and uncontrolled. The region has experienced wildfires in the drier climatic zones. As the climate keeps changing, we are seeing larger wildfires more often.

The 2022 wildfire season started later than usual due to sufficient winter precipitation and a cool, wet spring. Sustained warm and dry weather extended BC's wildfire season well into the fall with new records set in late August and mid-October for maximum number of fires detected per week compared to the past 20 years. Many areas of the province set temperature records, and accumulated rainfall amounts through September that were below normal levels. Despite the late drought conditions, the 2022 wildfire season remained below normal in terms of number of fires and area burned statistics.

As of October 31, the BC Wildfire Service had detected 1,758 wildfires resulting in approximately 133,437 hectares of area burned. Sixty-eight per cent of fires in 2022 were a result of lightning activity. The fire season was characterised by above average lightning-caused fires and below average human-caused fires, resulting in the province experiencing one of the lowest human-caused wildfire seasons since 1950.

A total of 17 wildfires were declared wildfires in BC and 2 were in Thompson Okanagan:

- Keremeos Creek (K50863), July 29, 2022, 21 kilometres southwest of Penticton
- Watching Creek (K20872), July 29, 2022, 15 kilometres northwest of Kamloops

H.1.1.1. General statistics of wildfire activity in B.C. since 2008

Year	Total Fires	Total Hectares	Total Cost (estimate)	Human-caused (%)	Lightning-caused (%)
2022	1,801	135,235	\$321 million	578 (32%)	1,200 (66%)
2021	1,647	869,300	\$565 million	633 (38%)	970 (59%)
2020	670	14,536	\$193.7 million	395 (59%)	275 (41%)
2019	825	21,138	\$182.5 million	450 (55%)	375 (45%)
2018	2,117	1,354,284	\$615 million	628 (30%)	1,489 (70%)
2017	1,353	1,216,053	\$649 million	580 (43%)	773 (57%)
2016	1,050	100,366	\$129 million	564 (54%)	486 (46%)
2015	1,858	280,605	\$277 million	621 (33%)	1,237 (67%)
2014	1,481	369,168	\$297.9 million	664 (45%)	817 (55%)
2013	1,861	18,298	\$122.2 million	564 (30%)	1,297 (70%)
2012	1,649	102,122	\$133.6 million	708 (43%)	941 (57%)
2011	653	12,604	\$53.5 million	444 (68%)	209 (32%)
2010	1,672	337,149	\$212.2 million	680 (41%)	992 (59%)
2009	3,064	247,419	\$382.1 million	881 (29%)	2,183 (71%)
2008	2,023	13,240	\$82.1 million	848 (42%)	1,175 (58%)

## Flood Events

Thompson Okanagan has a history of flooding dating back to pre-colonial times. The First Nations people have long understood the seasons of flooding and adapted their lives to the river cycles. In the Okanagan, flooding is related to weather conditions such as winter snowfall, spring temperature, rate of snowmelt, timing and intensity of rainfall. Changes in weather patterns related to climate change are expected to increase the likelihood of high water levels, and will cause spring flooding to occur earlier in the season. Spring weather is getting unpredictable, which can lead to earlier and faster snowpack melting. Throughout the year, there are more storms and extreme rainfall events. These changes in the flow of water can overwhelm rivers, streams and soil, leading to flooding and landslides. As BC's climate continues to warm, increasingly severe and frequent floods will put more and more communities and people at risk. (See chart A in appendix)

The Ministry of Forests reports each year flood watch in the Thompson Okanagan regions. On June 3rd, 2022, in East Okanagan and Boundary, the River Forecast Centre is upgrading to a flood watch for the East Okanagan including Mission Creek and tributaries east of Vernon, Kelowna, Penticton and surrounding areas; West Kettle River and surrounding tributaries; Spius Creek and Lower Nicola River downstream of Spius Creek. The River Forecast Centre is maintaining a High Streamflow Advisory for other areas of the Okanagan (excluding Flood Watch locations above); Boundary region including the Kettle River, Boundary Creek, Granby River and surrounding tributaries (excluding the West Kettle River above); Nicola River and upstream tributaries including the Coldwater River (excluding Flood

Watch locations above); Similkameen River including the Tulameen River and surrounding tributaries; Salmon River near Salmon Arm.

On July 8, 2022, in South Thompson, North Thompson, Thompson River and Nicola, the River Forecast Centre was downgraded to a Flood Watch for Quesnel River. The River Forecast Centre is downgrading to a High Streamflow Advisory for South Thompson River (including Shuswap Lake). The River Forecast Centre is maintaining a High Streamflow Advisory for North Thompson River including tributaries around Barriere, Clearwater and Blue River and Thompson River from Kamloops to Spences Bridge. The River Forecast Centre is ending a High Streamflow Advisory for Nicola River.

## **H.2. Level of exposure to risk**

### **H.2.1. Percentage of tourist infrastructure (hotels, other) located in vulnerable zones**

In the Thompson Okanagan region, there is a significant concentration of tourist infrastructure, including hotels and other accommodations, located in vulnerable zones. The high percentage of tourist infrastructure situated in areas susceptible to natural hazards poses notable challenges for the tourism industry. The elevated presence of tourist infrastructure in these vulnerable zones raises concerns about the potential impact of natural disasters on the safety of visitors, as well as the economic stability of the tourism sector. It underscores the need for comprehensive risk management strategies, land-use planning, and disaster preparedness measures to ensure long-term sustainability and resilience.

## **H.3. Degree of planning for climate change impacts**

### **H.3.1. Degree to which key tourist zones are covered by contingency or emergency planning (existence of plan, % area included)**

In response to climate change, British Columbia has renamed Emergency Management to Emergency Management and Climate Readiness (EMCR) and this provincial department has been given many more responsibilities and now operates year-round. The Tourism Emergency Management Committee, of which TOTA is a member, is a group that provides advisory support and has developed a framework outlining the roles and responsibilities of tourism in emergency situations. There is also the Tourism Emergency Response Team (TERT), which is set up in the event of a crisis and meets once a week or more to collaborate and coordinate actions from a tourism perspective.

## **H.4. Impact on mountains**

### **H.4.1. % ski areas or ski-able terrain with snowmaking equipment**

The region has 9 ski resorts: Apex Mountain Resort, Big White Ski Resort, Clearwater Ski Hill, Crystal Mountain Resort, Harper Mountain, Mount Baldy Ski Area, Phoenix Mountain Ski Resort, Silver Star Mountain Resort, Sun Peaks Resort.

At Apex Mountain Resort, the skiable terrain is 1112 acres and has a total of 60 acres of snowmaking. At Sun Peaks Resort, the skiable terrain is 4270 acres and has a total of 250 acres of snowmaking.

## H.5. Impact on wildlife and biodiversity

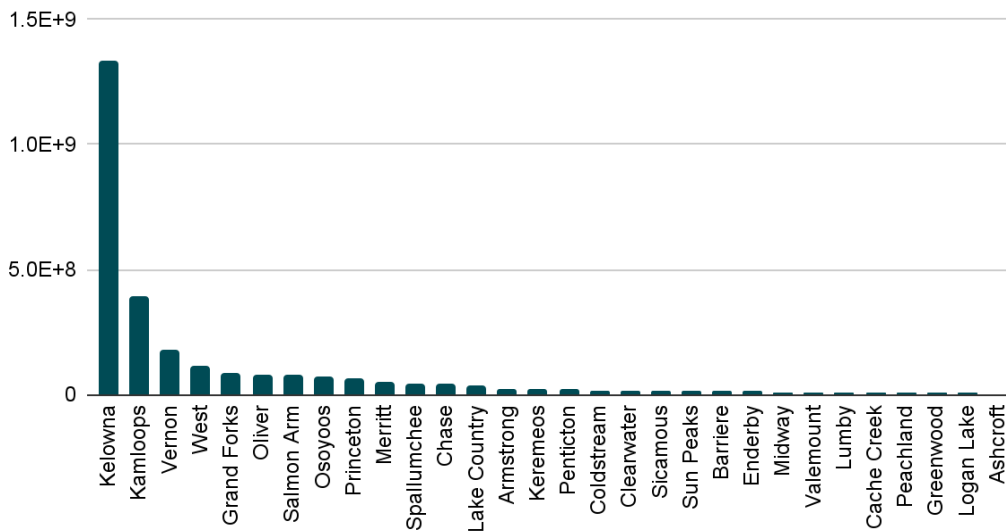
### H.5.1. % of tourism dependent on viewing species (% of key species considered vulnerable to changes in climate)

Wildlife watching in the region plays an important role in attracting tourists and enhancing the overall tourism experience. With its diverse ecosystems and abundant wildlife, the region offers unique opportunities for visitors to engage with nature and observe a variety of species in their natural habitats. From birdwatching to bear spotting, wildlife watching activities captivate tourists and foster a deep appreciation for the region's biodiversity. (See chart B in appendix)

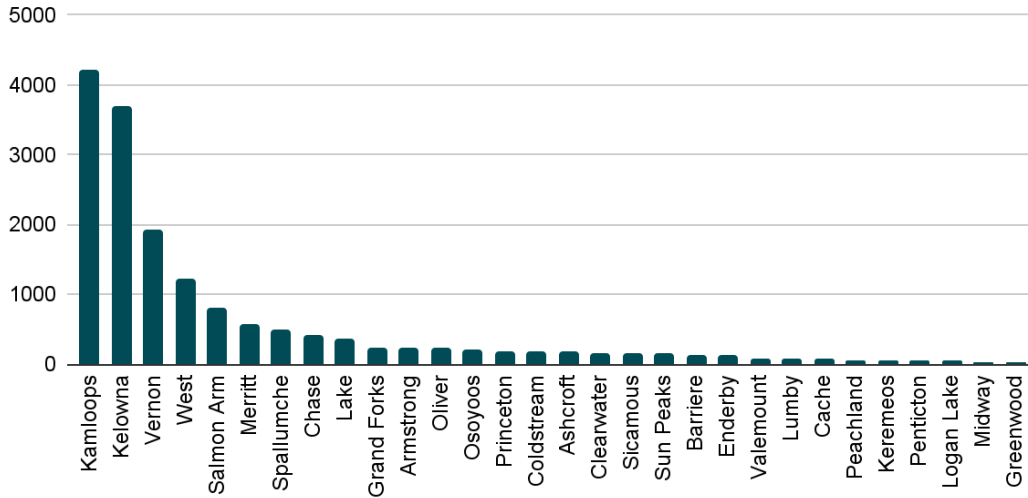
## H.6. Greenhouse gas emission by the destination and by the tourism component

### H.6.1. Total CO2 produced due to the community's energy consumption

H.5.1.1. Total electricity consumption by city in 2020 (kWh)

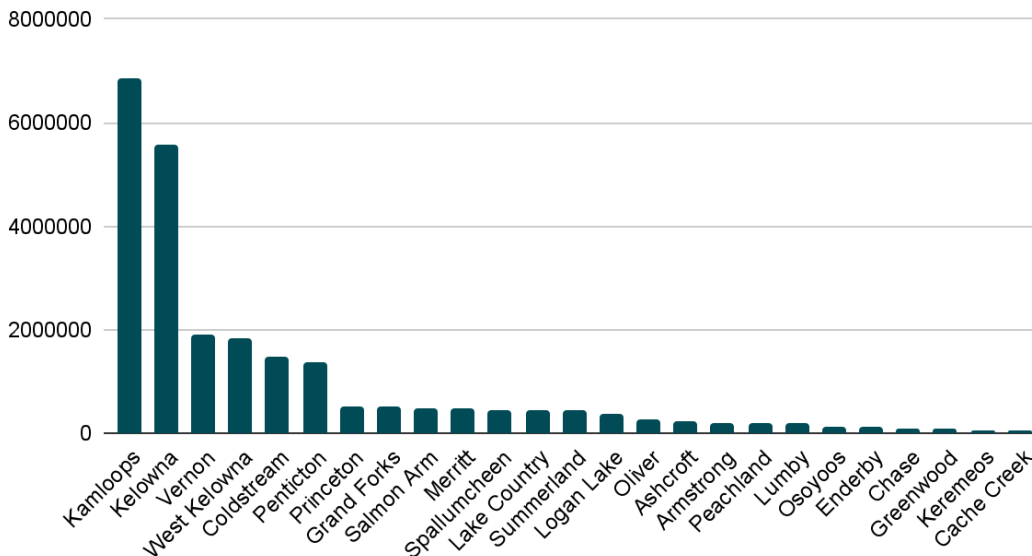


H.5.1.2. Total CO2 emissions from electricity by city in 2020 (tonnes)

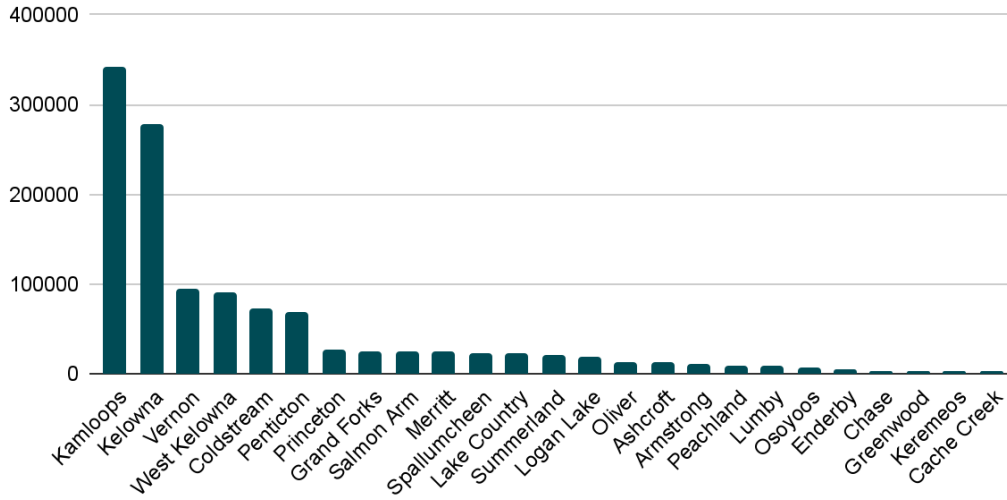


The consumption of electricity in the region is higher in the most populated cities as shown on Figure H.5.1.1. The CO2 emissions of electricity depends also on the population, however cities differ from the choice of electricity they use. Here we can see that Kelowna consumes more electricity than Kamloops but in terms of CO2 emissions Kelowna consumes less than Kamloops, according to Figure H.5.1.2.

H.5.1.3. Total gas consumption by city in 2020 (kWh)

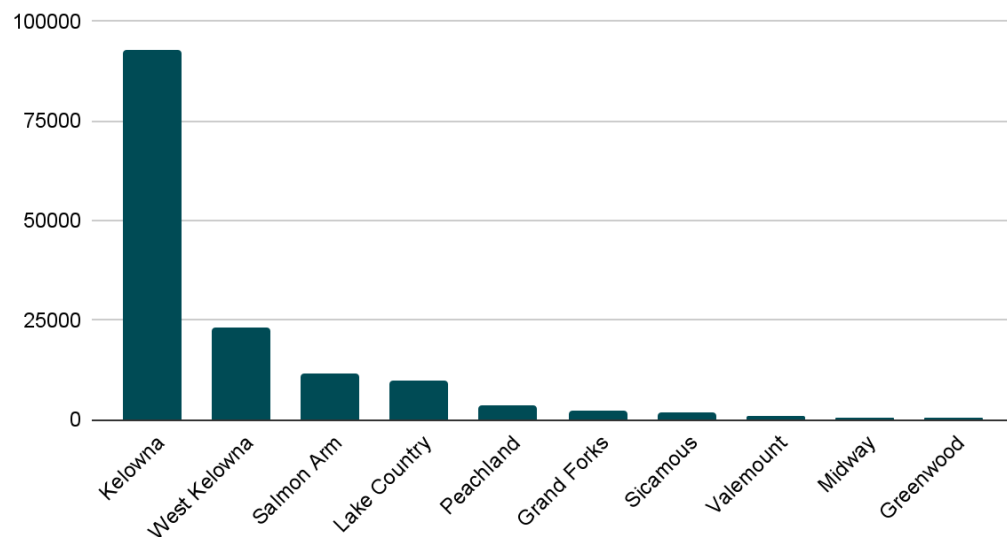


H.5.1.4. Total CO2 emissions from gas consumption by city in 2020 (tonnes)



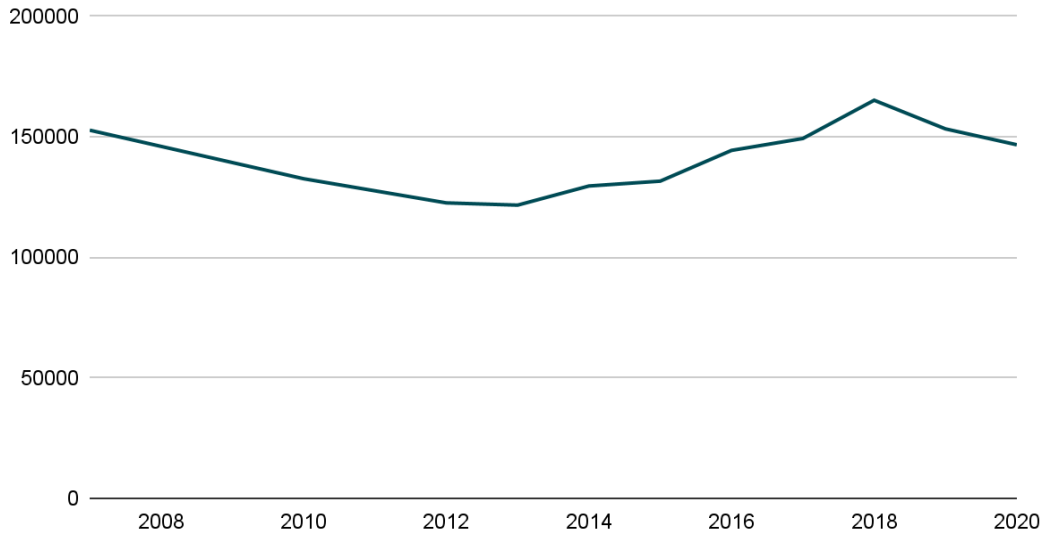
Gas consumption and CO2 emissions are similar to electricity consumption and CO2 emissions in the sense that the consumption of gas in the region is higher in the most populated cities and the CO2 emissions of electricity depends on the population and also differs from the choice of gas cities use based on Figure H.5.1.3. Here we can see that Kelowna consumes more gas than Kamloops but in terms of CO2 emissions Kelowna consumes less than Kamloops, following Figure H.5.1.4.

H.5.1.5. Total waste by city in 2020 (tonnes)

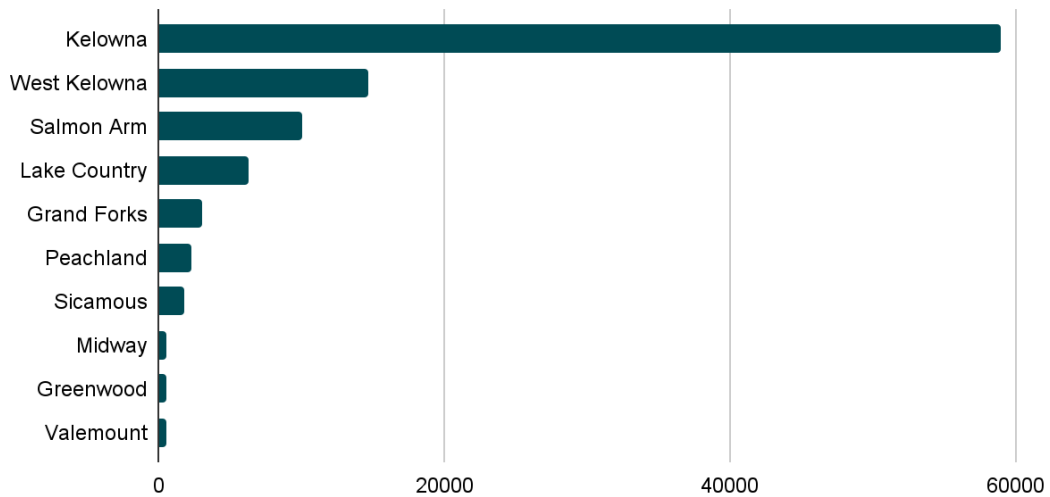




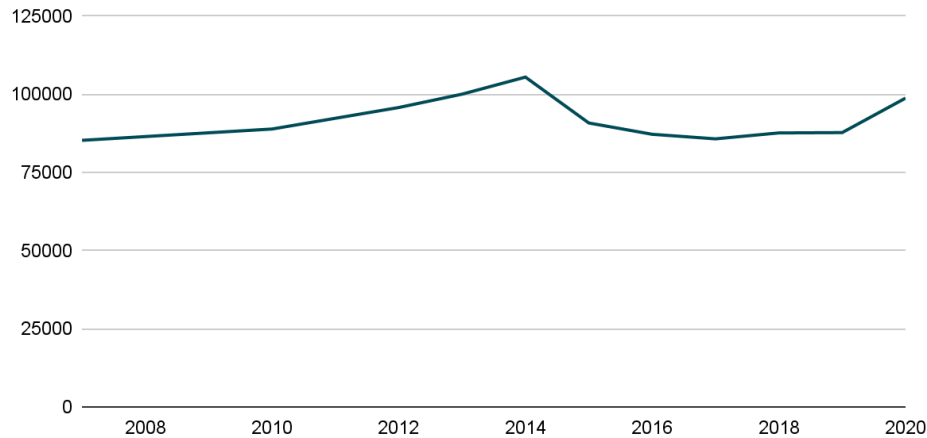
H.5.1.6. Total waste (tonnes)



H.5.1.7. Total CO2 emissions from waste in place by city in 2020 (tonnes of CO2)



H.5.1.8. Total CO2 emissions from waste in place in 2020  
(tonnes CO2)



The consumption of waste depends on the population in cities. Kelowna tends to be the first city in the region with a high level of waste. From 2007 to 2013, the waste tends to decrease but increases from 2014 until 2018 and reaches its highest point. From 2018 to 2020 it tends to decrease. The CO2 emissions are related to the total amount of waste in the cities, by such means Kelowna creates more CO2 emissions from waste than the others.

## H.7. Energy consumption related to temperature control

### H.7.1. Number and % rooms with air conditioning and/or heating

In the Thompson Okanagan region, the prevalence of air conditioning and heating systems in accommodations is exceptionally high. With the fluctuating weather conditions experienced in this area, characterised by hot summers and cold winters, it is crucial for residents and visitors to have access to comfortable indoor environments. The high number and percentage of rooms equipped with air conditioning and heating systems reflect the region's wealth and commitment to providing optimal comfort and convenience to its residents and tourists, ensuring their well-being and satisfaction throughout their stay.

## H.8. Coverage of natural areas

### H.8.1. % of natural area coverage in the territory of the destination (change over time)

#### Kamloops Land & Resource Management Plan

The Kamloops Land and Resource Management Plan (LRMP) encompasses a vast area of 2.2 million hectares in south-central British Columbia. The LRMP was developed through a collaborative and inclusive two-year decision-making process. It aimed at balancing the diverse interests and priorities

within the region while promoting sustainable land use practices and effective resource management. (See chart C in appendix)

### **Okanagan-Shuswap Land & Resource Management Plan**

The Okanagan-Shuswap Land and Resource Management Plan (LRMP) encompasses a vast area of approximately 2.5 million hectares, providing comprehensive guidance for the management of Crown land and resources within the plan area. The plan concluded in 2000 that nearly fifty new protected areas were designated, further emphasising the commitment to conservation and environmental stewardship within the region. (See chart D, E, F in appendix)

### **Eight Peaks Sustainable Resource Management Plan**

The Eight Peaks Winter Recreation Sustainable Resource Management Plan (SRMP) encompasses approximately 44,500 hectares of picturesque mountain slopes located within a 15-kilometre radius of the community of Blue River. The primary objective is to provide a strategic framework for the integration of forest management, heli-ski run development, and various other winter recreational activities. By effectively managing these natural assets, the Eight Peaks SRMP aims to strike a balance between preserving the environment and fostering the region's vibrant winter recreation industry. (See chart G, H in appendix)

### **Valemount to Blue River Sustainable Resource Management Plan**

The Valemount to Blue River Winter Recreation Sustainable Resource Management Plan (SRMP) encompasses a vast expanse of approximately 700,000 hectares of land, stretching from Mount Robson Park in the east to Wells Gray Park in the west, and from Horsey Creek in the north to Blue River in the south. Winter recreation activities, including heli-skiing and snowmobiling. Recognizing the environmental concerns associated with winter recreation, particular attention is being given to address potential impacts on the mountain caribou population, a nationally threatened species listed as red-listed. (See chart I in appendix)

### **Merritt Old Growth Management**

Within the Thompson Okanagan region, the preservation of old-growth forests is effectively achieved through the establishment of designated areas called old growth management areas (OGMAs). These OGMAs play a crucial role in ensuring that desired levels of old-growth forest are maintained across the landscape. Conserving old-growth forests is a key strategic objective in promoting sustainable management practices for the Crown land base.

## **I. Accessibility**

The tourism industry in the Thompson Okanagan region is committed to becoming a world-renowned accessible and inclusive tourism destination, and has embarked on the journey of making this beautiful region more accessible and inclusive for all people. Experiences that are inclusive and accessible provide equal opportunities and participation for everyone, regardless of ability, size, gender, or culture.

Living, working, playing and travelling with and alongside family and friends is an essential part of everyone's mental, emotional, and physical well being.

This work has been conducted with our Access & Inclusion Liaison, Sonja Gaudet. Sonja is a retired Paralympic athlete. Her knowledge and lived experience as an active and independent daily wheelchair user, allows TOTA to offer wheelchair accessibility consultations, including assessments of key priority features for individuals who have low vision, hard of hearing, and sensory requirements.

These are the key initiatives that TOTA is engaged in on an ongoing basis:

- Creating relationships with tourism partners and stakeholders in the TOTA region
- Onsite access and inclusion consultations
- Research accessible travel best practices
- Identifying existing accessible experiences, services and products in the region
- Assisting in creating accessible and inclusive content
- Assisting in creating accessible and inclusive itineraries
- Building partnerships with accessible travel trade organisations
- Building partnerships with adaptive outdoor service providers
- Building partnerships with existing support agencies
- Provide recommendations about accessibility on Rail Trails and other trail systems in region
- Map accessible products and experiences in the region through the AccessNow platform
- Presentations about TOTA's Access and Inclusion Program and initiatives at tourism related events and conferences
- Support stakeholders with potential funding opportunities
- Provide stakeholders with accessible tourism resource

## **I.1. Access throughout the destination**

### **I.1.1. Existence of disabled-friendly policy**

The Thompson Okanagan region follows the "Accessible British Columbia Act." At the provincial level, British Columbia is committed to developing laws, standards, and policies that make BC more inclusive for everyone. Through the Accessible British Columbia Act, passed into law in June 2021, the Province is working to remove barriers, promote fairness and equity, and support a culture of inclusion throughout BC. Regional districts and municipalities define their policies according to the provincial policies.

### **I.1.2. Existence of disabled access policy including all tourism services, products, and experiences**

(e.g. airports, piers, bus stations, sidewalks, restaurants, public washroom facilities, etc. (% meeting or exceeding standards))

The tourism industry of BC and the Thompson Okanagan region, has a responsibility to ensure that accessibility meets the BC Building Code and infrastructure accessibility standards. The BC Building Code is a provincial regulation governing how new construction, building alterations, repairs and demolitions are done. A building is supposed to meet the requirements of the BC Building Code that is in force when it is constructed, unfortunately, these are minimum standards and do not include all of the accessible features that a diverse community of individuals require. To continue to achieve a higher level of accessibility, important changes are being addressed at a National level, and these will influence accessible standards and features within the BC Building Code<sup>1</sup>.

### **I.1.3. Existence of public transport suitable for mobility impaired**

(number of or % transport vehicles)

The larger communities throughout the Thompson Okanagan region have public bus transportation that is accessible for people who have mobility requirements to access the bus.

Taxi services are also available throughout the region, but only some taxi companies have a vehicle that is equipped with a lift or ramp.

The majority of vehicle rental providers will install hand controls, but this is something that needs to be pre-arranged. Sonja Gaudet conducted research on wheelchair accessible vehicle rental services, for now we know that there are two wheelchair accessible vehicle rental services. The research conducted did not go through every business in the region<sup>2</sup>.

### **I.1.4. Number of tour companies in destinations offering tours and/or guides trained for persons who require accessible features**

Unfortunately, all the tour companies in general do not offer tours and/or guides that are accessible to everyone.

The research conducted to date by Sonja Gaudet, did not go through every tour company in the region. For now we know that there are six tour companies offering tours that have vehicles equipped with a lift or a ramp<sup>2</sup>.

---

<sup>1</sup> In BC, there is no compliance process if the services, products, and experiences within the tourism industry do not follow the accessibility standards guideline provided in the BC Building Code.

<sup>2</sup> Although access and inclusion information in this report is from the perspective of Sonja Gaudet and accessibility ambassadors with diverse lived experiences, visitors are strongly recommended to contact the services, products, and experiences directly to ensure required accessible features are in place.

## I.2. Access to accommodations and tourist services

### I.2.1. Accommodations (hotels with guest rooms accessible to persons with disabilities (easy access, bathrooms that accommodate wheelchairs, safety bars etc.)

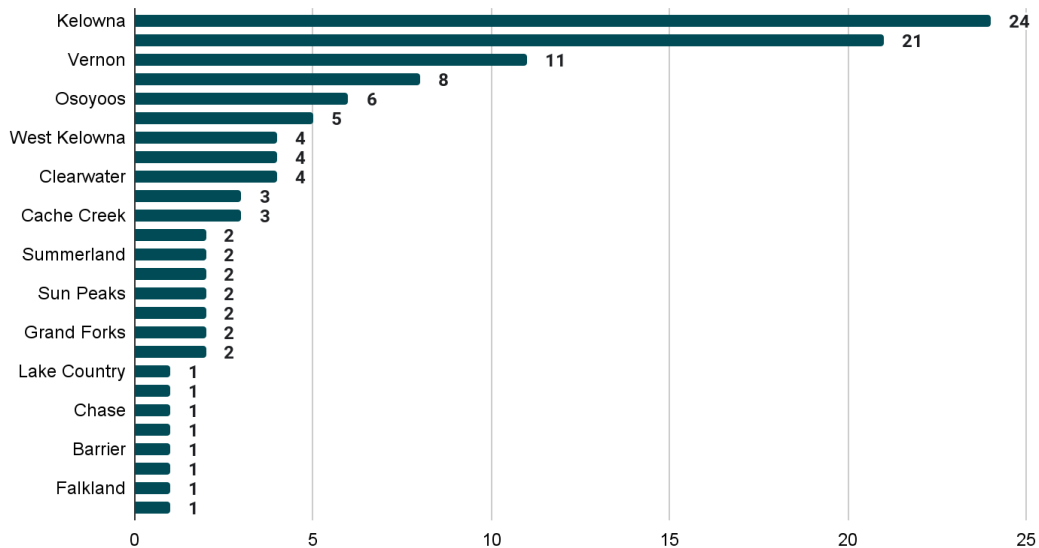
It is very difficult to rate the level of accessibility at each accommodation, because everyone's accessible feature requirements are very diverse, specific, and personal to their level of ability<sup>1</sup>.

#### Guest room key priority accessible features

- Parking
- Access aisles and routes
- Automated main entrance
- Doorways
  - Width
  - Easy to push/pull open
  - Closing speed
  - Threshold
  - Handle style
- Flooring surface
- Wayfinding signage with raised text and/or braille
- Washrooms
  - Wheel-in shower
  - Hand held shower heads
  - Wheel-under sink vanity
  - Mirror height
  - Lever style faucets
  - Grab bars at toilet & in bathtub or shower
  - Toilet height
  - Shower / bath bench type
  - Amenities at an accessible height and location
- Tactile surfaces
- Lighting
- Service animal friendly
- Lowered bed heights
- Audio & visual alarm system
- Floor, wall, and furniture colour contrast
- Amenities within the room at an accessible height and location
- Space between furniture for ease of movement

These accommodations identified are not all of the accommodations that are available in the region, but they are ones that have some accessible features in their accessible guest rooms related to vision, mobility and hearing requirements. The research conducted to date by Sonja Gaudet identified 115 accommodations throughout the region that have some level of accessibility, with the majority being in the larger communities where there is a higher concentration of accommodations<sup>2</sup>.

### I.2.1.1. Number of accessible accommodation in 2022



The HelloBC website lists 54 accommodations that have self-identified their accessible features<sup>3</sup>.

### I.2.2. Food and drink

Although there are approximately 1,000 restaurants in the region, and they have a responsibility to provide a level of access that is compliant with the BC Building Code Accessibility Standards, this is not always the case<sup>1</sup>.

#### Key priority accessible features

- Parking
- Access aisles and routes
- Automated main entrance
- Doorways
  - Width
  - Easy to push/pull open
  - Closing speed
  - Threshold
  - Handle style
- Flooring surface
- Wheel-under table height options available
- Menu text contrasting \ braille
- Tactile surfaces
- Lighting
- Wayfinding signage with raised text and/or braille
- Service animal friendly
- Washroom
  - Wheel-under sink vanity
  - Mirror height
  - Lever style faucets
  - Grab bars at toilet
  - Toilet height
  - Amenities at an accessible height and location

For now it is difficult to provide an exact number of accessible restaurants in the region as this is not a component of our research.

<sup>3</sup> Another resource used to identify tourism experiences in the region is HelloBC, which is the Destination BC'S (DBC) website. Services, products and experiences that are identified on HelloBC, are ones that have chosen to self-identify, but there are many more that have yet to identify themselves. It is very important that visitors call ahead of time to inquire about the specific accessible features information that they require. DBC encourages all experiences throughout the region to self-identify their accessible features through the accessible attributes checklist, and once this has been completed, many more services, products and experiences will be identified.

The HelloBC website identified 49 accessible food and drink experiences in the region<sup>3</sup>.

### I.2.3. Visitor centres

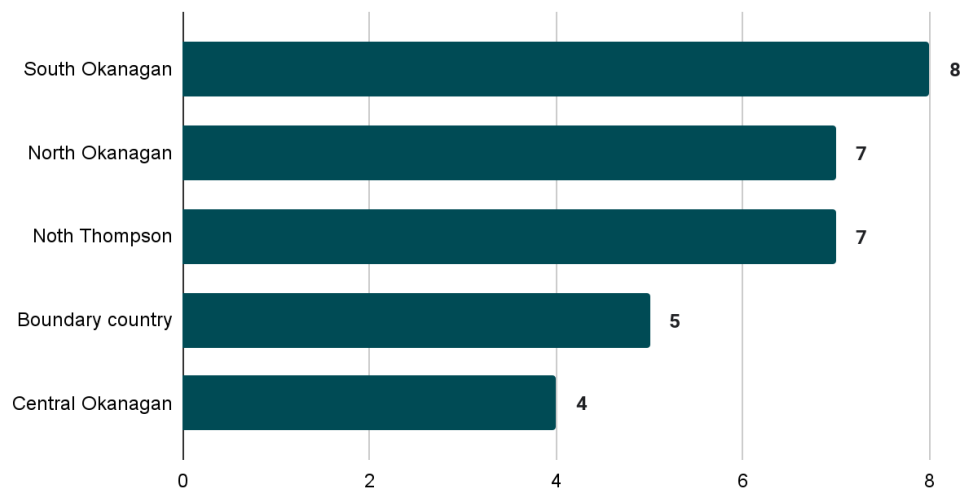
The following visitor centres have been identified by our Access & Inclusion Liaison as being accessible.

#### Key priority accessible features

- Parking
- Access aisles and routes
- Automated main entrance
- Doorways
  - Width
  - Easy to push/pull open
  - Closing speed
  - Threshold
  - Handle style
- Flooring surface
- Tactile surfaces
- Wayfinding signage with raised text and/or braille
- Lighting
- Service animal friendly
- Accessible picnic tables
- Washroom
  - Wheel-under sink vanity
  - Mirror height
  - Lever style faucets
  - Grab bars at toilet
  - Toilet height
  - Amenities at an accessible height and location

There are 31 visitor centres in the region and all of these Visitor Centres provide some level of accessibility<sup>1</sup>.

I.2.3.1. Number of accessible visitor centres in 2022





### I.3. Access to tourist attractions

(including natural and cultural sites, viewpoints including some which have traditionally been accessible only to the fit)

The region has several viewpoints and vistas that can be accessed along trail systems that have a low grade and slope, and a ground surface that is either paved or hard packed gravel.

There are also many views and vistas to enjoy and experience from the comfort of a vehicle while driving along lakes, through valleys, and up steep mountain roads.

#### Key priority accessible features (nature and science centres, art galleries, museums)

- Parking
- Access aisles and routes
- Automated main entrance
- Doorways
  - Width
  - Easy to push/pull open
  - Closing speed
  - Threshold
  - Handle style
- Flooring surface
- Text contrasting and braille
- Tactile surfaces
- Wayfinding signage with raised text and/or braille
- Lighting
- Service animal friendly
- Audio & visual alarm system
- Floor, wall, and furniture colour contrast
- Height of displays
- Space inside for ease of movement
- Washroom
  - Wheel-under sink vanity
  - Mirror height
  - Lever style faucets
  - Grab bars at toilet & in bathtub or shower
  - Toilet height
  - Amenities at an accessible height and location

#### I.3.1. Nature and Science Centres

The nature and science centres that we have identified are not all that are available in the region, but they are ones that have some accessible features. We know that there are eight accessible for people with mobility, vision, hearing and sensory requirements<sup>1/2</sup>.

#### I.3.2. Art galleries

The art galleries that we have visited and identified are not all of the art galleries that are available in the region, but they are ones that have some accessible features. We know there are seven accessible for people with mobility, vision, hearing and sensory requirements <sup>1/2</sup>.

#### I.3.3. Museums

The museums that we have visited and identified are not all of the museums that are available in the region, but they are ones that have some accessible features. We know that there are 17 museums accessible for people with mobility, vision, hearing and sensory requirements.

## I.4. Access to tourist experiences

(including adventure travel, access to suitable tours, which match the capabilities of the traveller)

### I.4.1. Number of support agencies and programs who can provide tours to adventure travel experiences that accommodate persons with disabilities

There are 17 accessible support programs and agencies for people with mobility, vision, hearing and sensory requirements that can provide access to a number of outdoor recreation and adventure experiences such as: Hiking, cycling, skiing, sledding, fishing, sailing, paddling, and glamping. The support agencies and programs that we have identified are not all of the support agencies and programs that are available in the region.

- CRIS Adaptive Adventures
- Access Revolution
- Adaptive Sailing Association of Kelowna
- Kootenay Adaptive Sports Association
- Cycling Without Age
- Powder Hounds / People in Motion Kelowna
- Adaptive Sports Sun Peaks
- Silver Star Adaptive Snow Sports
- Baldy Blue Jays Adaptive Sports / People In Motion
- Snow Limo Tour
- Mountain Man Dog Sledding
- Snow Mobile Tours / Sun Peaks
- Sovereign Lake Nordic Ski Club
- Agur Lake Camp Society
- Owls Roost Private cabins
- Marigold Fishing Resort

### I.4.2. Number of persons with accessible requirements who might visit our destination

According to Statistics Canada's 2017 Canadian Survey on Disability, more than 926,100 British Columbians 15 and older, or 24.7% of the population, identified as having a disability. Further, 70% said they have more than one disability. The most common disability reported in BC was pain-related (64.1%). Mental-health related (59%) and learning disabilities (42%) were most common for people between 15 and 24 years old. The results of the 2022 Canadian Survey on Disability are expected to be released in 2023.

### I.4.3. Some of the key sites and activities considered accessible for those with differing levels of mobility or fitness

The Thompson Okanagan region is home to many lakes, mountains, rail trails, golf courses, wineries, and ranches which provide abundant opportunities for outdoor activities and recreation. These activities in the region can be experienced by persons with accessibility requirements: paddling, sailing, fishing, boating, swimming, river rafting, skiing, snowmobiling, mountain biking, biking, sightseeing, hiking, golfing, camping, bird watching, horseback riding, wine tasting, vineyards tours, and culinary tours.

## **I.5. Assistance when needed**

(including specialised assistance for those with disabilities such as blindness, deafness, mobility restrictions or with need for nursing and other care)

### **I.5.1. Distance to nearest hospital (Km) or medical facility**

(estimated time to nearest medical assistance - whether ambulance, paramedical, hospital, heli-evacuation)

When visitors with accessibility requirements are in the region, these are four main hospitals they will have access to, depending on where they are in the region. Due to the region being very large, the distance could range from 10 km - 300 km. The largest hospitals are located in Kelowna, Vernon, Penticton and Kamloops.

### **I.5.2. (for longer tours) Presence of medical personnel**

The adaptive support agencies and tour guides that provide adaptive and accessible tours have persons on staff with first aid and medical knowledge. They also have access to medical emergency attention at the four larger hospitals throughout the region.

## **Conclusion**

Human's long for full integration and participation, to live, work, play, and travel alongside family and friends, and TOTA is dedicated to creating accessible tourism experiences that include everyone.

This is a journey that will continue to require patience and ongoing dialogue with our tourism industry stakeholders, to better understand the importance of specific key priority accessible features, and why they are required in order for their services, products, and experiences to be accessible for everyone.

## J. Local satisfaction

Local satisfaction in the Thompson Okanagan region is consistently high, reflecting the overall contentment and well-being of its residents. The region offers a desirable quality of life with its stunning natural landscapes, vibrant communities, and a range of recreational opportunities. Residents benefit from excellent amenities, including healthcare facilities, educational institutions, and cultural attractions. The strong sense of community and friendly atmosphere contribute to the high levels of satisfaction among the locals. Furthermore, the region's commitment to sustainable development, environmental stewardship, and social inclusivity further enhances the overall satisfaction and pride of its residents.

TOTA works in partnership with the Happiness Alliance to conduct annual surveys of Thompson Okanagan Residents. The questions and data below represent what was collected in 2022 and make up the majority of our current local satisfaction data.

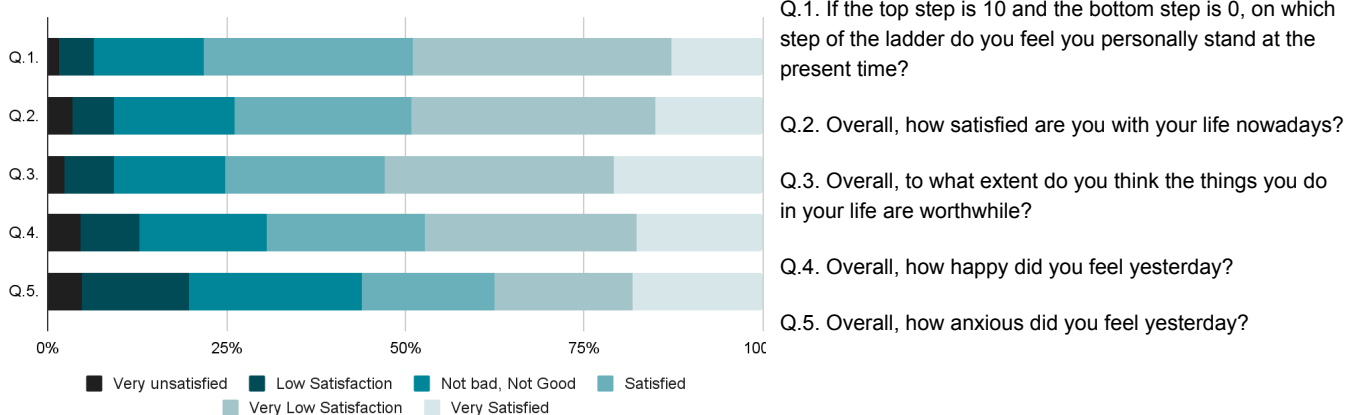
### J.1. Community attitudes to tourism

(including community agreement and coherence on tourism perceptions and acceptance of tourism)

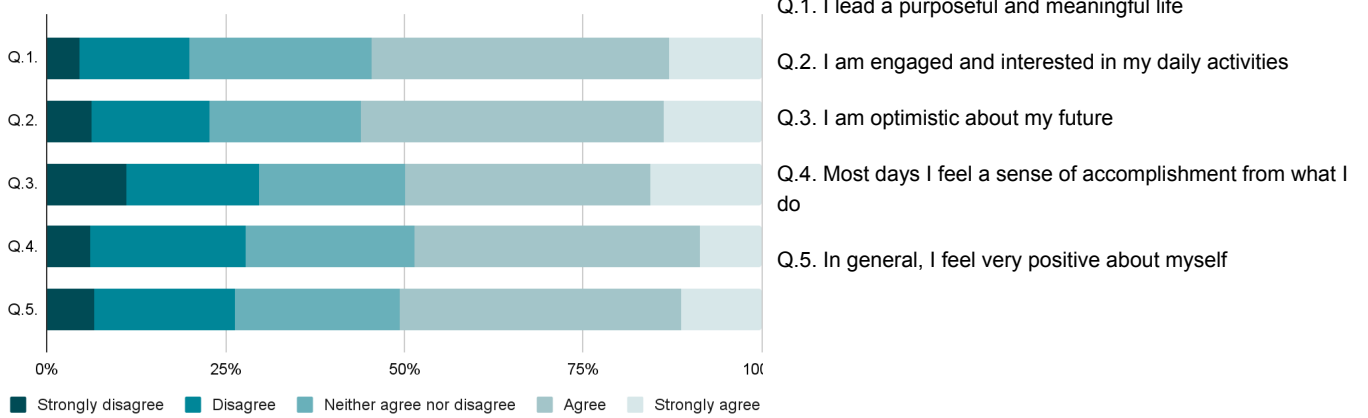
#### J.1.1. The following graphs correspond to the indicators:

- Local satisfaction level with tourism (and with specific components of tourism) based on questionnaire
- Level of awareness of local values (% aware, %supporting) (Q.4.'Tourism' section)
- % who believes that tourism has helped bring new services or infrastructure (Q.7.'Tourism' section)
- % of locals who find new recreational opportunities associated with tourism (Q.7.'Tourism' section)

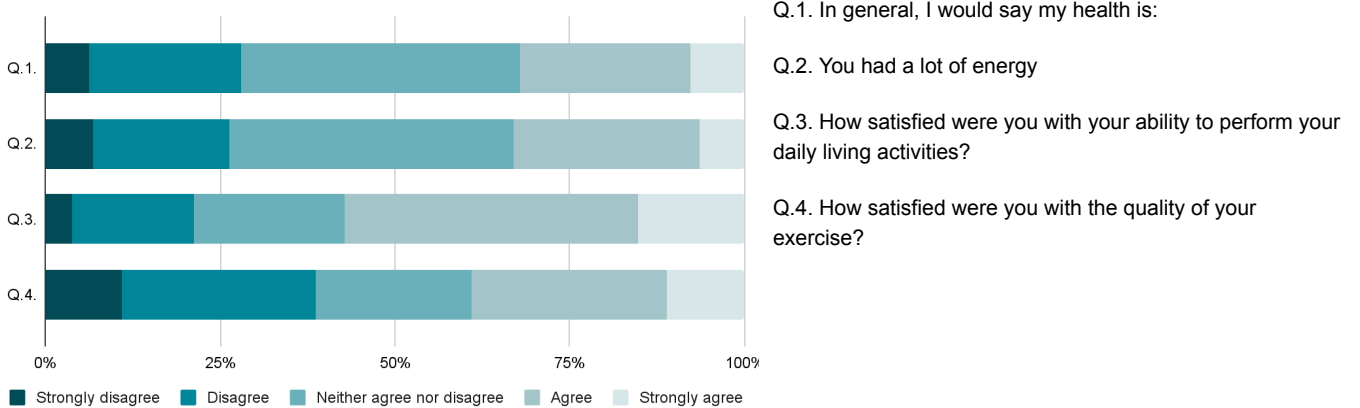
J.1.1.1. Satisfaction with life in 2022



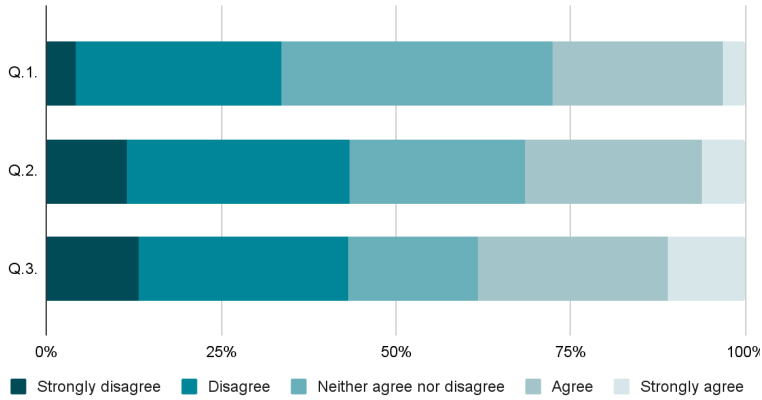
J.1.1.2. Psychological wellbeing in 2022



J.1.1.3. Health situation in 2022



J.1.1.4. Time balance situation in 2022

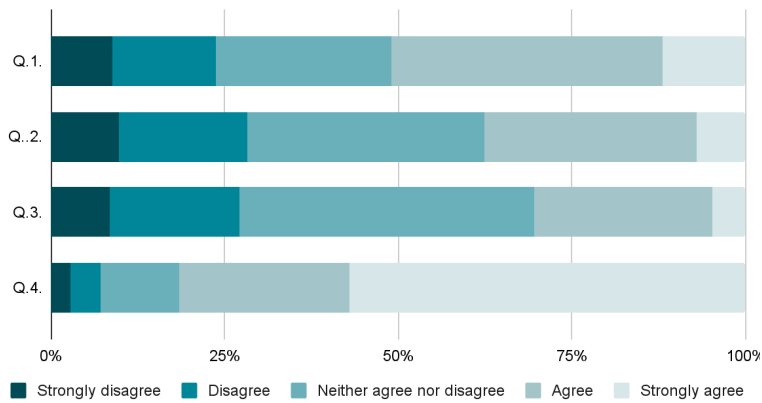


Q.1. In a typical week, how much of your time are you able to spend doing the kinds of things that you enjoy?

Q.2. My life has been too rushed

Q.3. I have had plenty of spare time

J.1.1.5. Lifelong learning, arts and culture in 2022



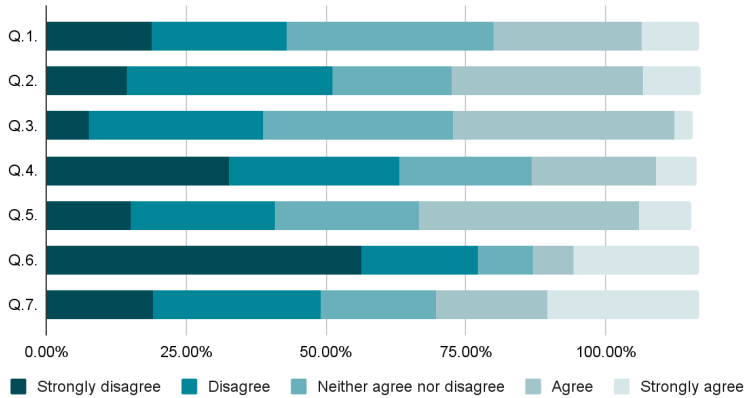
Q.1. Your access to sports and recreational activities?

Q.2. Your access to artistic and cultural activities?

Q.3. Your access to activities to develop skills through informal education?

Q.4. How often do you feel uncomfortable or out of place in your neighbourhood because of your ethnicity, culture, race, skin colour, language, accent, gender, sexual orientation, or religion?

J.1.1.6. Community perception in 2022



Q.1. How would you describe your feeling of belonging to your local community?

Q.2. Trust in neighbours

Q.3. Trust in businesses in your community

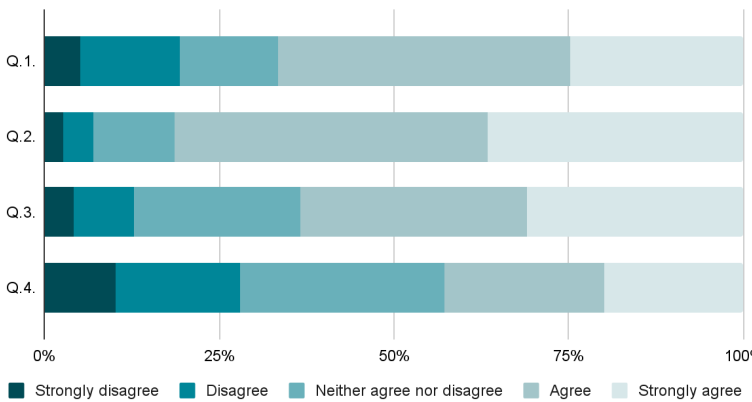
Q.4. Imagine that you lost a wallet or purse that contained 25 hundred dollars. Please indicate how likely you think it would be to have all of your money returned to you if it was found by someone who lives close by

Q.5. How satisfied are you with your personal safety in your city or town?

Q.6. Volunteered your time to an organisation

Q.7. Donated money to a charity

J.1.1.7. Social support in 2022



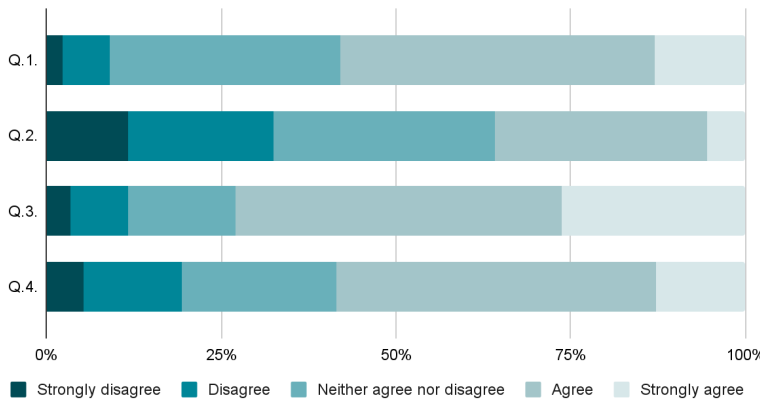
Q.1. How satisfied are you with your personal relationships?

Q.2. People in my life care about me.

Q.3. You felt loved

Q.4. You felt lonely

J.1.1.8. Environment perception in 2022



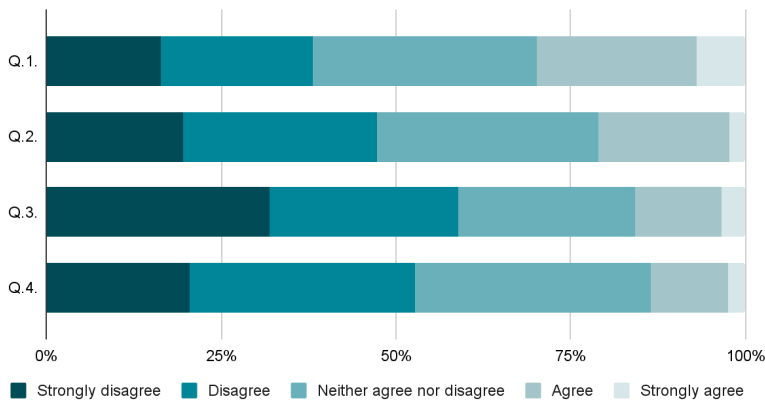
Q.1. How healthy is your physical environment?

Q.2. How satisfied are you with the efforts being made to preserve the natural environment in your neighbourhood?

Q.3. How satisfied are you with the opportunities that you have to enjoy nature?

Q.4. How satisfied are you with the air quality in your environment?

J.1.1.9. Government perception in 2022



Q.1. Corruption is widespread throughout the government in my city or town.

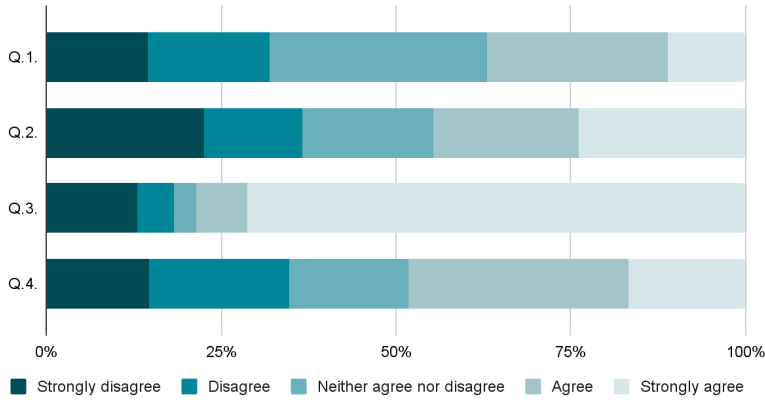
Q.2. The public officials in my city or town pay attention to what people think.

Q.3. Trust in national government

Q.4. Trust in local government



J.1.1.10. Standard of living in 2022 (economy)



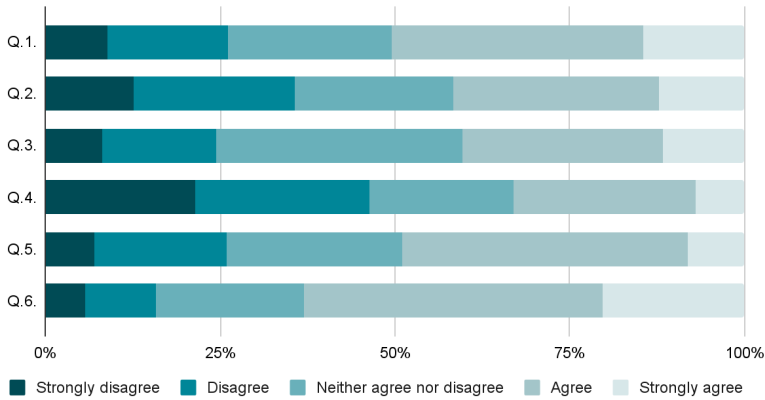
Q.1. In general, how much stress do you feel about your personal finances?

Q.2. How frequently do you find yourself just getting by financially and living paycheck to paycheck?

Q.3. You ate less because there wasn't enough food or money for food

Q.4. I have enough money to buy things I want

J.1.1.11. Work situation in 2022



Q.1. All things considered, how satisfied are you with your current work life? (Note: if you work or volunteer at more than one job, you should answer about the job you spend the longest time working at.)

Q.2. How satisfied are you with the balance between the time you spend on your job and the time you spend on other aspects of your life?

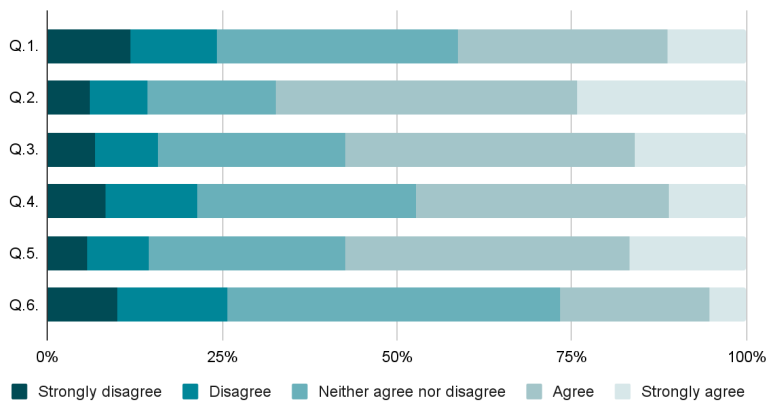
Q.3. How much of the time do you find your current work life interesting?

Q.4. Considering all my efforts and achievements in my job I feel I get paid appropriately.

Q.5. The conditions of my life allow me to be about as productive as I could be

Q.6. I am allowed to decide how to go about getting my job done

J.1.1.12. Tourism perception in 2022



Q.1. How satisfied are you with the state of tourism on your site?

Q.2. Tourism creates jobs for local people at my site

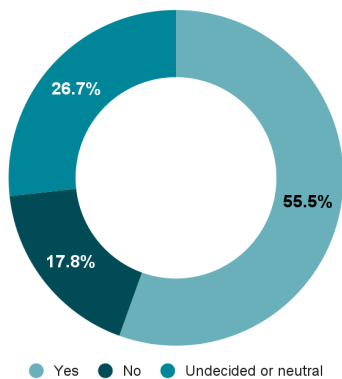
Q.3. Tourism promotes local entrepreneurship at my site

Q.4. Tourism promotes the local culture at my site

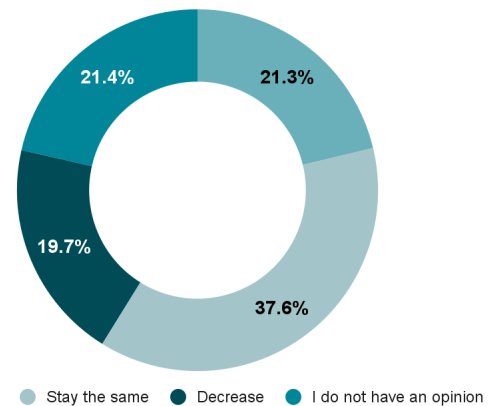
Q.5. Tourism promotes production of local products at my site

Q.6. There are policies, strategies and programs that promote sustainable use of natural resources for tourism at my site

J.1.1.13. Q.7. Do you agree with the following statement: I feel that tourism has a positive contribution to my community and to the over



J.1.1.14. Q.8. Overall, the number of tourists to my site shc



The survey questionnaire from Thompson Okanagan residents conducted in 2022 gave a deep understanding of the local satisfaction in the region.

Figure J.1.1.1. shows the majority of the population satisfied with their lives in relation to the questions on satisfaction with money, life in general and emotions in current life.

Figure J.1.1.2. shows that the majority of the population enjoys good psychological well-being according to questions relating to life management, engagement, interests, activities, feelings of optimism, achievement and positivism.

Figure J.1.1.3. shows that health status is fairly good according to questions on general health, energy, performance in daily activities and physical exercise.

Figure J.1.1.4. shows how the population manages its time according to the questions on time management, urgency and free time.

Figure J.1.1.5. shows lifelong learning, arts and culture. For the population, access to sport, recreational, artistic, cultural, educational activities are very good. However the question Q.4. raised the problem of the uncomfotability in the neighbourhood because of different ethnicity, culture, race, skin colour, language, accent, gender, sexual orientation or religion.

Figure J.1.1.6. shows residents' perception of their community, which is not too bad, but one point can be made: there is a lack of trust and commitment among the population.

Figure J.1.1.7. shows very good social support in the community with questions on relationships, love and loneliness.

Figure J.1.1.8. shows that residents have a very good perception of their environment in terms of health, efforts to preserve nature, opportunities to enjoy nature and air quality.

Graph J.1.1.9. shows that residents have a fairly good perception of their government, but that they still feel issues around corruption persist and do not have full confidence in their national and local government.

Figure J.1.1.10. shows that the inhabitants do not have a good standard of living in relation to the economy, which is explained in particular by the fact that life is expensive.

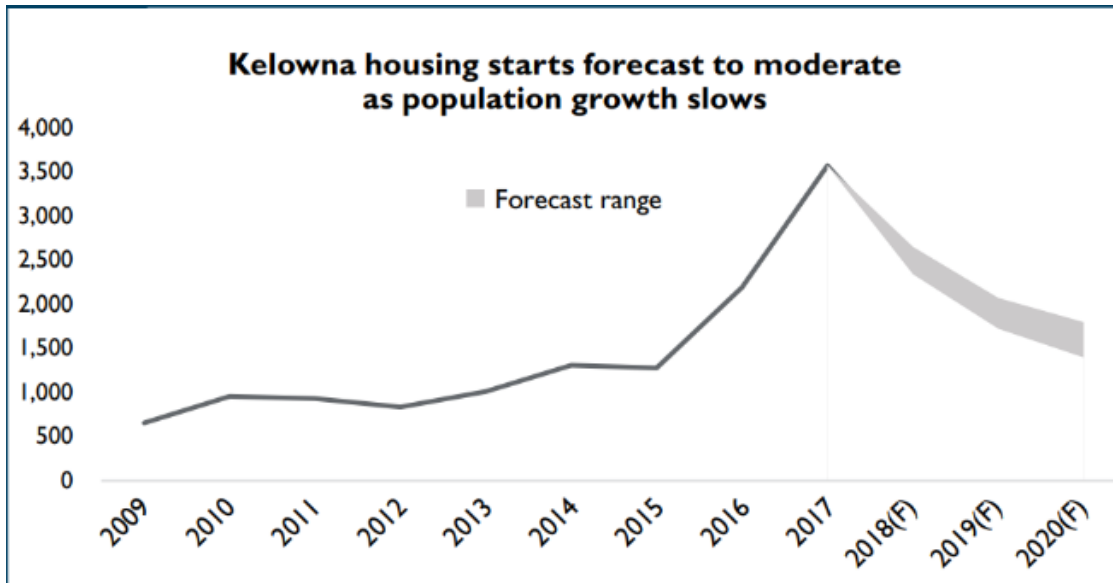
Graph J.1.1.11. shows that residents have a good perception of their professional situation, but a poor perception of their pay.

Figure J.1.1.12. shows that residents are very satisfied with their perception of tourism according to the questions relating to job creation, promotion of local entrepreneurship, culture and local production.

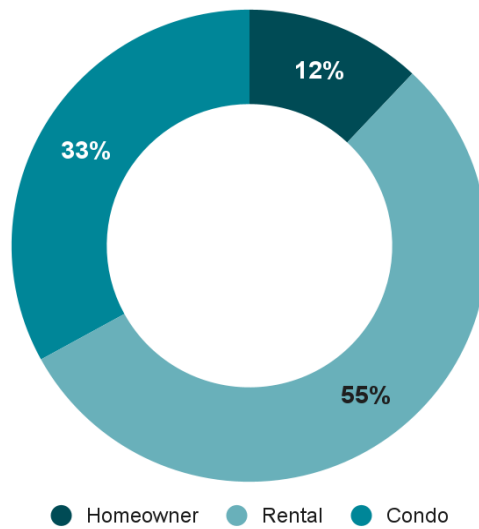
## **J.2. Housing issues**

### **J.2.1. Number of new housing starts and % for local residents**

#### J.2.1.1. New housing construction (Kelowna area)



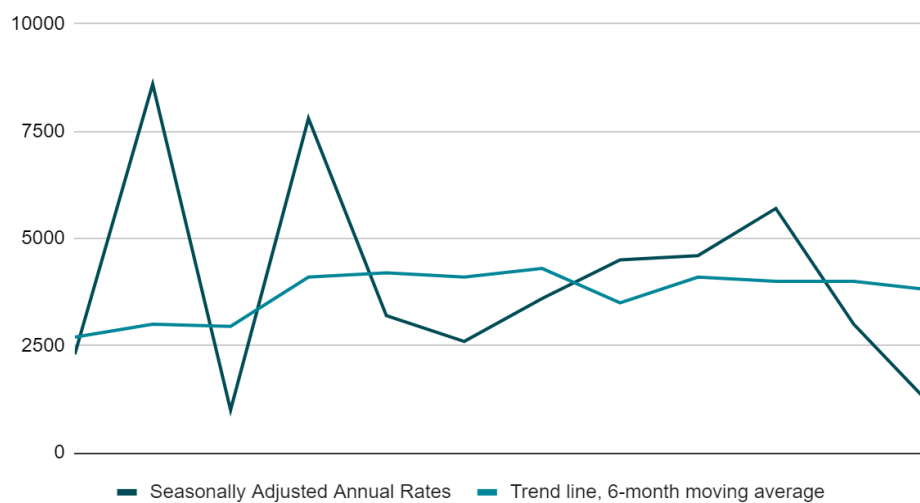
J.2.1.2. Housing starts by market type



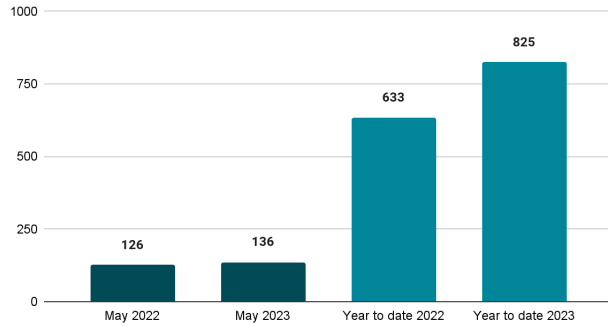
J.2.1.3. Seasonally adjusted total housing starts in May 2021



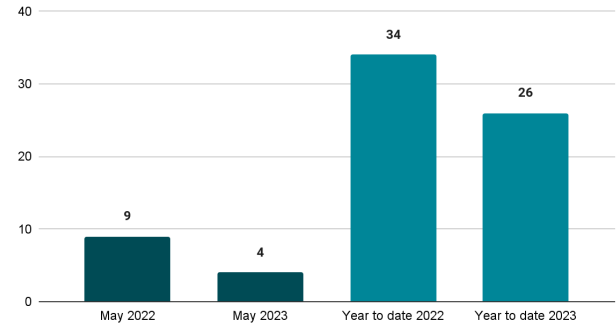
J.2.1.4. Seasonally adjusted total housing starts in May 2022



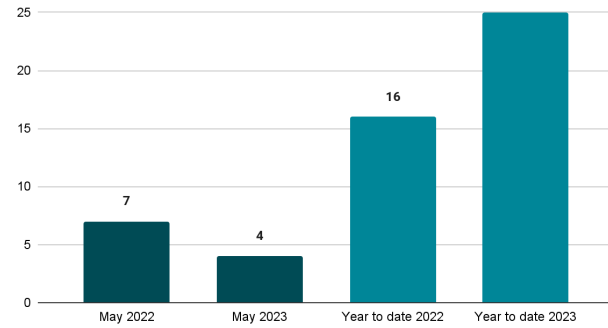
J.2.1.5. New housing construction in Kelowna



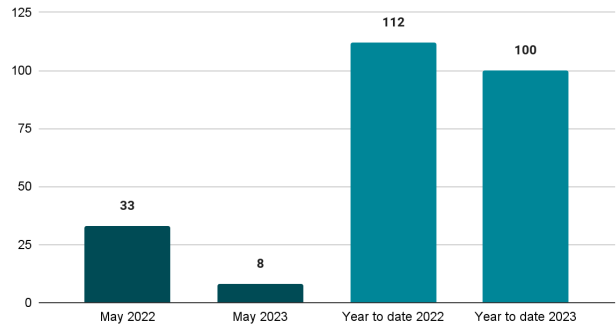
J.2.1.6. New housing construction in Lake Country



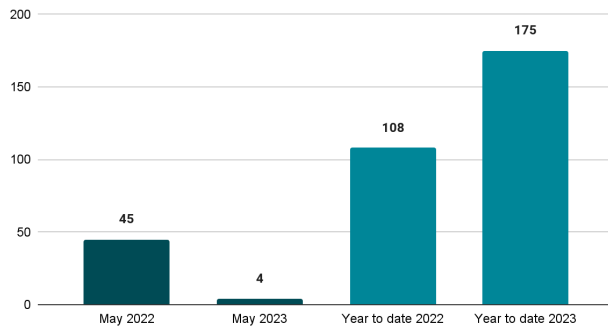
J.2.1.7. New housing construction in Peachland



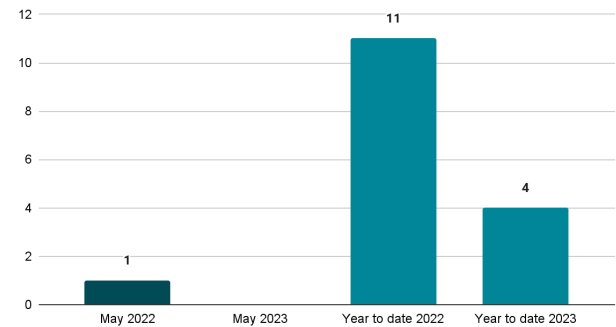
J.2.1.8. New housing construction in West Kelowna



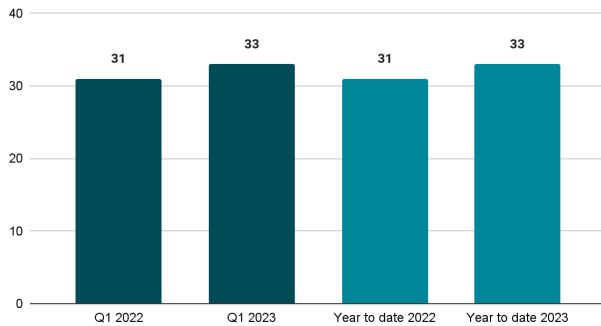
J.2.1.9. New housing construction in Kamloops



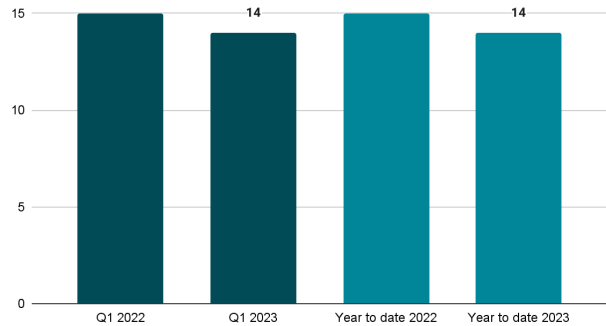
J.2.1.10. New housing construction in Chase



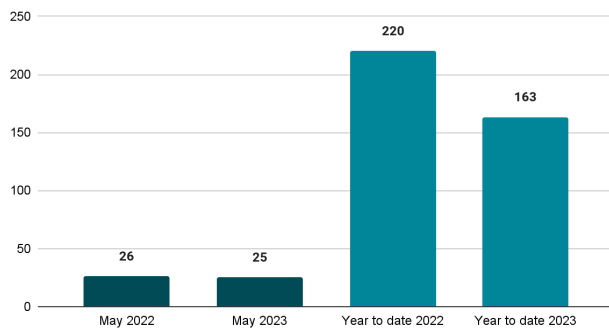
J.2.1.11. New housing construction in Penticton



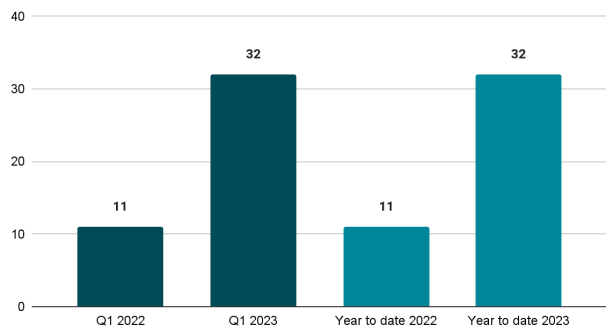
J.2.1.12. New housing construction in Salmon Arm (area)



J.2.1.13. New housing construction in Vernon (area)



J.2.1.14. New housing construction in Summerland (area)

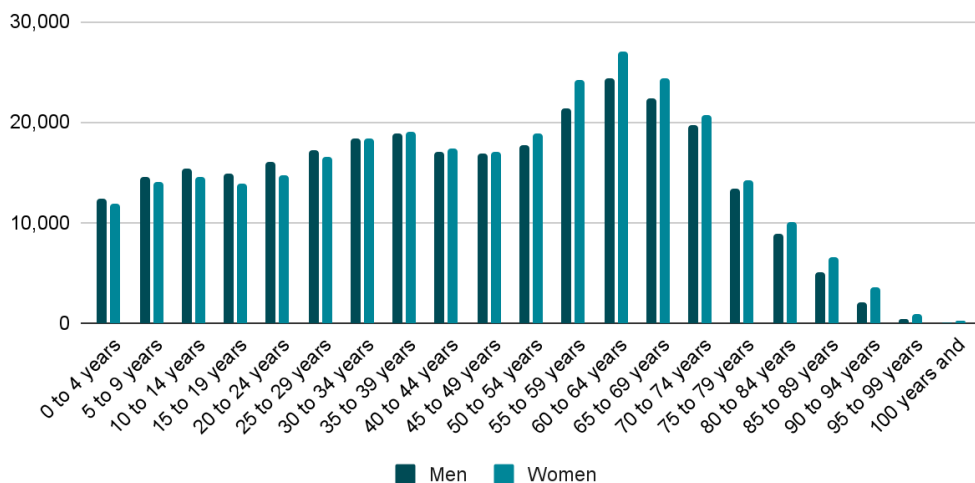


### J.3. Community demographics

#### J.3.1. Net migration into/out of community (sort by age of immigrants and out-migrants)

In 2016, the population was 546,287 and in 2021 it was 604,651, which means that in 5 years, the population increased by 58,364 new residents. Of the 604,651 inhabitants in 2021, 296,615 were men and 308,035 women.

J.3.1.1. Age characteristics of the total population in 2021 (men/women)



---

The figure for 2022 is not available because the population census takes place every 4 years, and the last one took place in 2021.

## **K. Community participation in tourism**

Community involvement plays an essential role in the development and success of tourism in the Thompson Okanagan region. Local communities actively engage and contribute to the tourism industry, recognizing the value of their cultural heritage, natural resources and unique experiences. By collaborating with tourism organisations, community members actively participate in the development of tourism initiatives, offering their knowledge, traditions and resources to create authentic and sustainable visitor experiences. Community involvement can take many forms, including the creation of local tourism associations, the organisation of community events and festivals, and the provision of homestays or cultural visits. This active participation not only improves the tourism offering, but also fosters a sense of pride and belonging among community members, promotes sustainable tourism practices and preserves the region's distinct identity.

### **K.1. Availability of information**

#### **K.1.1. Number and types of channels used to promote sustainable tourism**

(e.g. audiovisual and printed media, events, Internet)

The number and types of channels used to promote sustainable tourism in the region include a dedicated website, sponsored content on the internet, and active presence on social media platforms such as Facebook, Instagram, and Twitter. These channels serve as effective tools to engage with a wide audience, share information about sustainable tourism practices, showcase the region's attractions, and encourage visitors to make sustainable choices during their travel experiences. Through a combination of online platforms, sponsored content, and social media engagement, the region strives to promote sustainable tourism and raise awareness about the importance of responsible travel.

#### **K.1.2. Number of places in the destination where information is available**

In the region, information about the destination is available at various places to cater to visitors' needs. These include visitor centres, billboards in airports, tourism businesses such as hotels, attractions, and food and beverage establishments, as well as conservation areas such as parks and protected areas. These locations serve as valuable sources of information, providing visitors with details about the region's attractions, activities, services, and conservation efforts. By ensuring information is easily accessible in multiple places, the region aims to enhance visitor experiences and facilitate their engagement with the destination's offerings.



## L. Indigenous people and communities

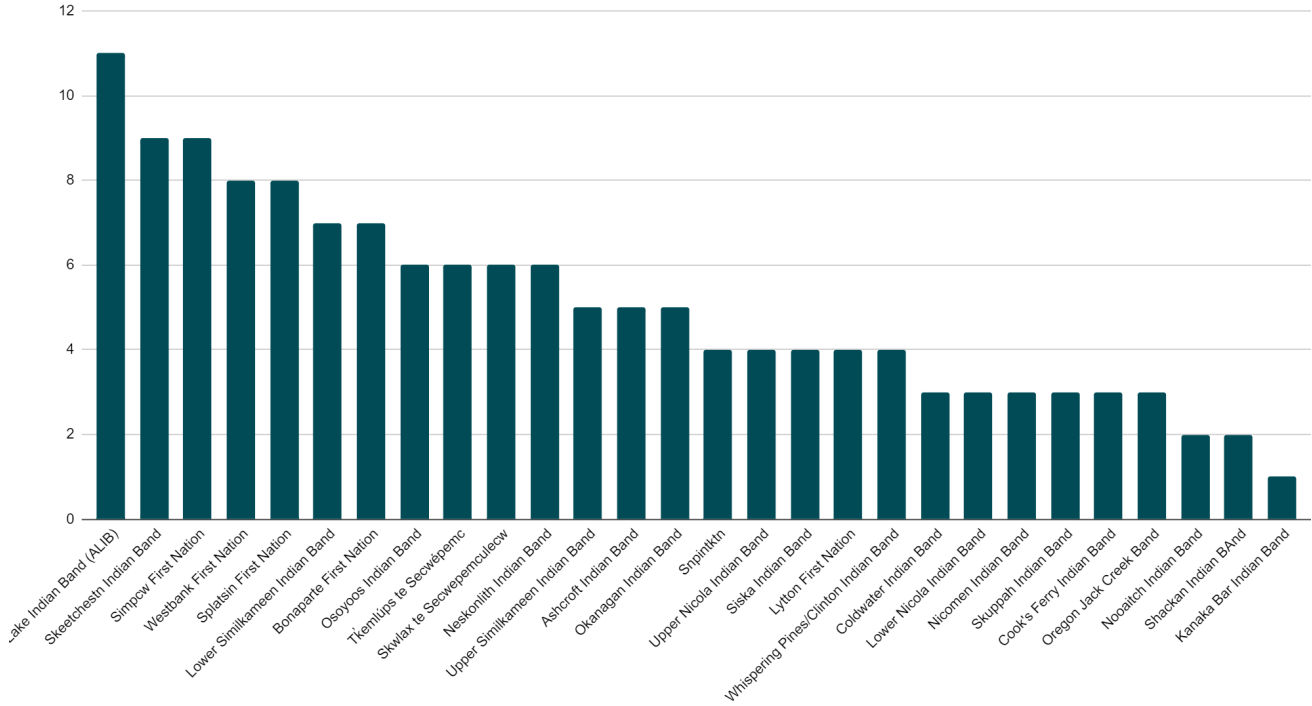
The Thompson Okanagan region is rich in Indigenous communities and cultural heritage, offering a varied and vibrant tapestry of Indigenous traditions and stories. The region is home to several First Nations, including the Secwépemc, Syilx and Nlaka'pamux, as well as the Metis and Inuit peoples who have inhabited these lands since time immemorial. Their deep connection to the land, water and resources is reflected in their cultural practices, art, language and spiritual traditions. The Indigenous communities of the Thompson Okanagan region have a deep respect for their ancestral territories and are actively engaged in preserving and promoting their cultural heritage. Through their traditions, ceremonies, museums and cultural centres, they share their knowledge, stories and teachings, fostering a greater understanding and appreciation of Aboriginal history and contributions in this remarkable region.

### L. Legislative basis for protection

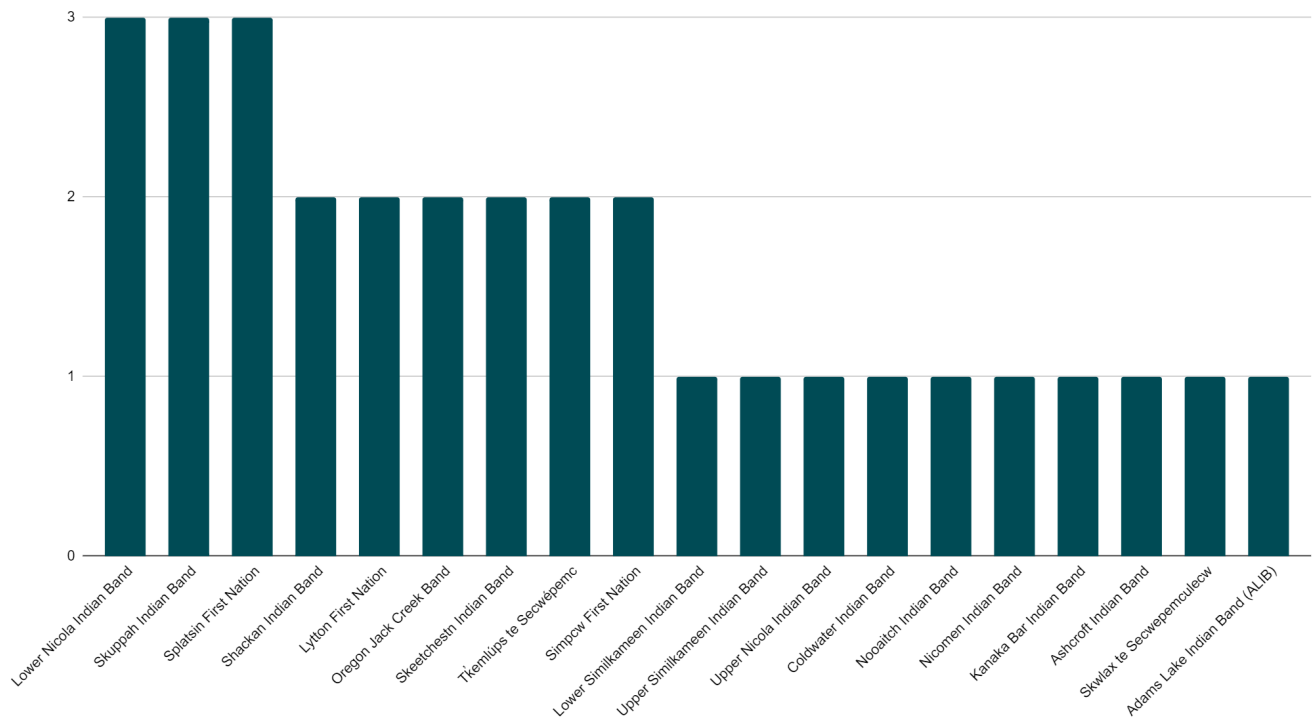
#### L.1.1. Number and type of new legislation or amendments introduced to preserve structures at local, provincial/state/canton or national levels

The First Nation communities in the Thompson Okanagan region have entered into various agreements, including forestry agreements that span across different years. These agreements focus on sustainable forestry practices and resource management within their traditional territories. In addition to forestry agreements, there are also agreements related to economic and community development, clean energy initiatives, mining activities, pilot memorandum of understanding, business fund revenue sharing, as well as agreements centred around reconciliation and recognition of Indigenous rights and title. These agreements demonstrate a commitment to fostering positive relationships, promoting economic growth, and achieving meaningful partnerships between the First Nation communities and other stakeholders in the region.

L.1.1.1. Number of forestry agreements by First Nations communities



L.1.1.2. Number of other agreements by First Nations communities



### **L.1.2. Existence of a First Nations friendly policy**

There exists an act called the heritage conservation act. The purpose of the Heritage Conservation Act (HCA) is to encourage and facilitate the protection and conservation of BC's unique cultural heritage.

For many years, Modern Treaty Nations, First Nations, Meits, Inuit, and stakeholders (industry, landowners, professional archaeologists, etc.) have voiced various challenges with the HCA and its administration. While some administrative amendments were made to the HCA in 2019, no significant changes have been made to the legislation since 1996. Indigenous people have long called for an enhanced role in the management of their cultural heritage, increased protection of culturally sensitive sites – including ancestral remains – and implementation of the United Nations Declaration on the Rights of Indigenous Peoples (UN Declaration).

In 2019, the Government of BC passed the Declaration Act (2019), which requires that all measures must be taken to make laws in BC consistent with the UN Declaration. To this end, the Declaration Act Action Plan includes Action 4.35, which commits the Province to “Work with the Indigenous governments and peoples to reform the Heritage Conservation Act to align with the UN Declaration, including shared decision-making and the protection of Indigenous people cultural, spiritual, and heritage sites, and objects.”

The Province recognises the need to transform the HCA to better meet the needs of all British Columbians. Transforming the HCA will provide for alignment with the UN Declaration and will support the provincial mandate of lasting and meaningful reconciliation. It will also aim to increase certainty and stability for Indigenous peoples, landowners, proponents, developers, and government, while supporting sound decision making.

The Indigenous Tourism Association of Canada (ITAC) is a global leader in the marketing and development of Indigenous tourism experiences. ITAC's members are Indigenous-owned and controlled businesses from every province and territory in the country. Their Action Plan outlines ITAC's vision for rebuilding the Indigenous tourism industry to contribute to Canada's GDP and employment in the industry. The plan also provides insight into the ambitious plan for Canada to become the global leader in Indigenous tourism by 2030.

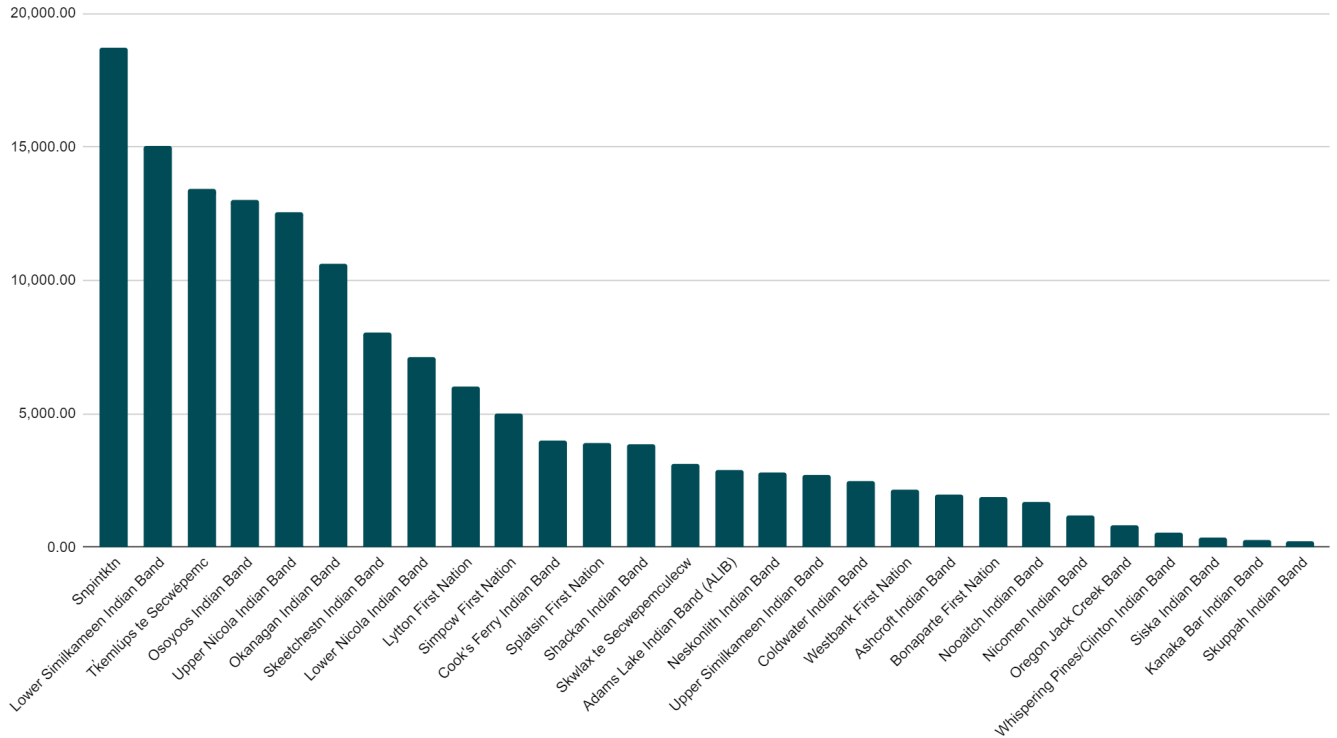
### **L.3. Threats to the integrity and authenticity of the property**

#### **L.3.1. Increase / decrease in threats and their type to the original purpose and use of a site**

The land use of Indigenous communities in the Thompson Okanagan region is influenced by a variety of factors that can affect the original purpose and use of the sites. These threats can vary in type and severity. Potential threats include encroachment by non-native development, resource extraction activities, changes in land use patterns, environmental degradation and disturbance of cultural heritage. However, it is important to note that the classification of these threats may be subjective and depend on the specific context and perspectives of the communities concerned. Efforts are being made to address and mitigate these threats through land management strategies, consultation processes and

collaborative approaches that prioritise the preservation of the original purpose and use of sites, while respecting the rights and interests of Indigenous communities.

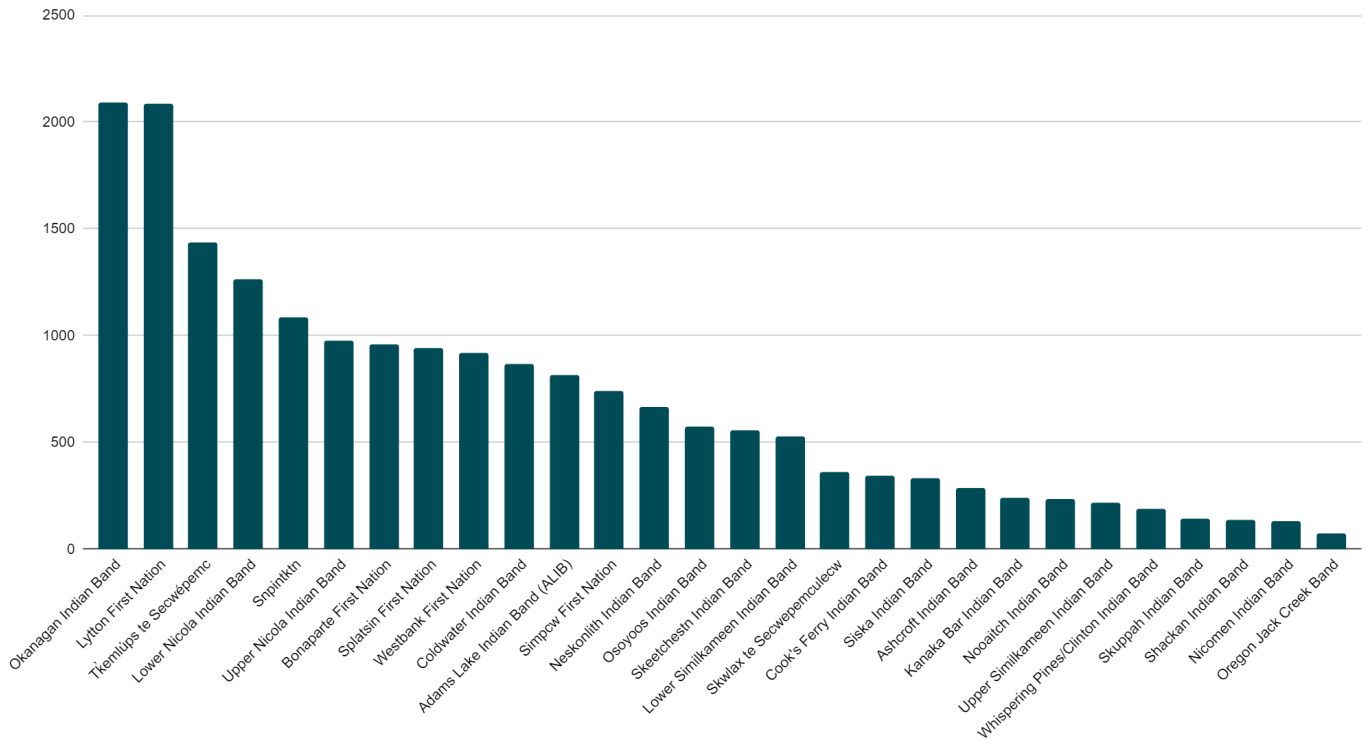
L.3.1.1. Area of reserves in First Nations communities (ha)



## L.4. Communities

### L.4.1. First Nation communities

L.4.1.1. Population of First Nations communities



## L.5. Economy

### L.5.1. Indigenous Activities

There are 72 Indigenous tourism related businesses Indigenous Tourism BC (ITBC) Stakeholders and experiences in the Thompson Okanagan region. The mentioned businesses are examples of some of the experiences and businesses in the region.

#### Arts and culture

There are six different arts and culture venues in Thompson Okanagan. They are divided between shopping, attractions, museums and heritage sites, and art galleries.

Gift 'n Gab Trading Post, located in Barrière, NK'mip Desert Cultural Centre, located in Osoyoos, Fireweeds Boutique located in Kelowna, Secwepemc Museum and Heritage Park located in Kamloops, Sncewips Heritage Museum and Wine Country Studio located in West Kelowna.

**Outdoor adventure**

There are two outdoor adventure sites in the region. Moccasin Trails offers paddling and hiking. The Nk'mip Canyon Desert Golf Course is located in Oliver.

**Culinary and wellness**

There are nine culinary and wellness places. They are divided between wineries & wine tours and dining & culinary tours. Grape Escapes Wine Tours, located in Penticton, Indigenous World Winery, located in West Kelowna, Nk'mip Cellars, Spirit Ridge, Swiws Spirit Tours are located in Osoyoos, Kekuli Café located in Westbank and Meritt . There are also, Indigenous World Winery, Jack Sam's Restaurant & Lounge.

**Place to stay**

There are four places to stay. Spirit Ridge and Nk'mip Campground & RV Resort, located in Osoyoos, Quaaout Lodge & Spa at Talking Rock Golf Resort, located in Chase and Tunkwa Lake Resort.

---

## M. Tourism as a contributor to nature conservation

Tourism serves as a catalyst for nature conservation in the Thompson Okanagan region through various means. Firstly, it generates revenue that can be allocated towards conservation efforts, including the establishment and maintenance of protected areas, wildlife management programs, and habitat restoration projects. Additionally, tourism activities often emphasise sustainable practices and responsible travel, encouraging visitors to minimise their impact on the environment and respect local ecosystems. This heightened awareness of ecological preservation can lead to increased support for conservation initiatives among both visitors and local communities.

### M.1. Measuring potential impact of tourism on the natural environment

#### M.1.1. Reports on a scientific understanding of potential environmental

(number, depth)

In Thompson Okanagan, there are over a hundred scientific reports on the scientific understanding of potential environmental problems. In Thompson Okanagan, there are over a hundred scientific reports on the scientific understanding of potential environmental problems. These are not related to tourism, but to the flora and fauna of the region.

### M.2. Source of financing for biodiversity conservation and maintenance of protected

In Thompson Okanagan there are three primary sources of financing for biodiversity conservation and maintenance of protected areas.

The Okanagan Collaborative Conservation Program (OCCP) is a collaborative effort among government agencies, Indigenous communities, non-profit organisations, and stakeholders in the Okanagan region. The program aims to protect and enhance the region's natural and cultural heritage through collaborative conservation planning, land management, and stewardship initiatives.

The South Okanagan Similkameen Conservation Program (SOSCP) is a partnership-based initiative dedicated to the conservation and stewardship of the South Okanagan and Similkameen valleys in British Columbia. Through collaborative efforts with local communities, Indigenous groups, government agencies, and non-profit organisations, the SOSCP works to preserve the region's unique biodiversity, habitats, and ecological integrity.

The Thompson Nicola Conservation Collaborative (TNCC) is a collaborative initiative focused on conservation and stewardship in the Thompson Nicola region of British Columbia. Bringing together various stakeholders including government agencies, Indigenous communities, and conservation organisations, the TNCC works towards protecting and restoring ecosystems, promoting sustainable land management practices, and fostering community engagement for the benefit of the region's natural resources.

### M.3. Economic alternative for local people to reduce exploitation of wildlife and resources

#### M.3.1. Number (membership) in local programs

(lists of supported programs or lists of membership)

#### Okanagan Collaborative Conservation Program (OCCP)

The Okanagan Collaborative Conservation Program has 37 partners:

- Allan Brooks Nature Centre (Registered Charity)
- Armstrong Wetland Association (Society)
- Bishop Wild Bird Sanctuary (Foundation)
- BC Ministry of Environment (Provincial Government)
- Central Okanagan Land Trust (Land Trust)
- City of Kelowna (Municipal Government)
- City of Vernon (Municipal Government)
- City of West Kelowna (Municipal Government)
- Community Mapping Network (ENGO)
- Department of Fisheries and Oceans Canada (Federal Government)
- District of Lake Country (District Municipality)
- District of Coldstream (District Municipality)
- District of Peachland (District Municipality)
- Ducks Unlimited of Canada (Registered Charity)
- Environment and Climate Change Canada (Federal Government)
- Fresh Outlook Foundation (Foundation)
- Friends of Kalamalka Lake Provincial Park (Registered Charitable Non-Profit Society)
- Grasslands Conservation Council of BC (Society and Registered Charity)
- Okanagan Institute for Biodiversity, Resilience, and Ecosystem Service (Institute)
- Land Trust Alliance of British Columbia (Land Trust (non-profit, charitable organisation))
- Okanagan Basin Water Board (NGO)
- Okanagan College (College)
- Okanagan Similkameen Stewardship Society (Society)
- Okanagan Xeriscape Association (Not for Profit Organization)
- North Okanagan Parks & Natural Area Trust (Registered Charity)
- North Okanagan Naturalists Club (NGO)
- Regional District of the Central Okanagan (Local Government)
- Regional District of the North Okanagan (Local Government)
- Sciences Opportunities for Kids (Registered Charity)
- Society for the Protection of Kalamalka Lake (Charitable Organisation)
- Southern Interior Land Trust (Registered Not-For-Profit Charitable Organisation)
- Sustainable Environmental Network Society (Registered Non-Profit Society)
- The Land Conservancy of BC (Non-Profit, Charitable Land Trust)
- The Nature Conservancy Canada, BC Region (Non-Profit Organisation)
- Thompson Okanagan Tourism Association (Not-For-Profit Society)
- Village of Lumby (Municipal Government)
- Vernon in Transition (Registered Charity)

#### South Okanagan Similkameen Conservation Program (SOSCP)

The South Okanagan Similkameen Conservation Program has 46 partners:

- Village of Keremeos
- University of British Columbia - Okanagan
- University of British Columbia - Faculty of Land and Food Systems
- Town of Osoyoos
- Town of Oliver
- The Nature Trust of British Columbia
- The Nature Conservancy Washington State
- The Nature Conservancy of Canada, BC Region
- The Land Conservancy of BC
- The City of Penticton
- Okanagan Similkameen Conservation Alliance
- Okanagan College
- Okanagan Collaborative Conservation Program
- North Central Washington Resource Conservation & Development Council (NCW RC&D)
- Land Trust Alliance of BC
- Habitat Conservation Trust Foundation
- Grasslands Conservation Council of BC
- GEM - Green Earth Movement
- Environment Canada - Canadian Wildlife Service
- En'Owkin Centre



- Southern Interior Land Trust
- Southern Interior Bluebird Trail Society
- South Okanagan Rehabilitation Centre for Owls
- Royal BC Museum
- Regional District of the Okanagan Similkameen
- Penticton Museum and Archives
- Partners in Flight
- Pacific Salmon Foundation
- Osoyoos Lake Water Quality Society
- Osoyoos Indian Band
- Osoyoos Desert Society
- Okanagan Similkameen Stewardship Society
- Okanagan Similkameen Park Society
- Ducks Unlimited
- Dominion Radio Astrophysical Observatory
- District of Summerland
- Destination Osoyoos
- Department of Fisheries and Oceans Canada
- Conservation Northwest
- Canadian Parks and Wilderness Society - BC Chapter
- Burrowing Owl Conservation Society of BC
- BC Wildlife Federation - Okanagan Region
- BC Nature (Thompson-Okanagan Region)
- BC Lake Stewardship Society
- BC Government
- BC Conservation Foundation

### **Thompson Nicola Conservation Collaborative (TNCC)**

The Thompson Nicola Conservation Collaborative (TNCC) is a broad partnership of over 16 local, regional, provincial and national organisations, communities, agencies, and local governments.

- Wild Sheep Society of BC
- Nature Conservancy of Canada
- Upper Nicola Band
- Ministry of Water, Land and Resources
- Thompson Okanagan Tourism Association
- Grasslands Conservation Council of BC
- City of Kamloops
- Okanagan Similkameen Conservation Alliance
- Okanagan Collaborative Conservation Program
- Simpcw First Nation
- Lower Nicola Indian Band
- Kamloops Naturalists Club
- Fisheries and Oceans Canada
- Invasive Species Council of BC

### **M.4. Constituency building which helps promote biodiversity conservation by tourists**

Constituency building plays a crucial role in promoting biodiversity conservation among tourists in the Thompson Okanagan region. By raising awareness and fostering a sense of responsibility towards the region's unique ecosystems and wildlife, constituency building initiatives encourage tourists to actively contribute to conservation efforts. Through educational programs, interpretive signage, guided tours, and community engagement, tourists are provided with opportunities to learn about the importance of biodiversity conservation and the actions they can take to minimise their impact on the environment. Constituency building with Indigenous communities also plays a significant role. Recognizing the deep connection between Indigenous peoples and the land, these initiatives aim to foster a greater understanding and respect for Indigenous knowledge, cultural practices, and traditional ecological knowledge. By incorporating Indigenous perspectives into conservation efforts, tourists are provided with a more holistic and culturally enriched experience, encouraging a deeper appreciation for the region's biodiversity. Constituency building with Indigenous communities not only promotes biodiversity conservation but also enhances cultural understanding and supports Indigenous-led conservation efforts, ensuring the protection and sustainability of the region's natural and cultural heritage.

**M.5. Provision of opportunities for participation by tourists in conservation**

(these provide a means of participation in support for conservation)

**M.5.1. Number of conservation organisations coordinating for tourism activities at conservation sites**

The three conservation programs coordinate tourism activities: TNCC, OCCP, and SOSCP. Moreover, local governments take action too.

**M.5.2. Number of conservation programs/activities open for tourist participation**

(level of participation) (e.g. clean up days, guided learning events)

The three conservation programs TNCC, OCCP, and SOSCP are open for tourist participation. The South Okanagan Stewardship Society and the Okanagan Nation Alliance are also doing it.

## N. Gender equity

Gender equity in the Thompson Okanagan region is a significant focus, aiming to ensure equal opportunities and treatment for people of all genders. The region values the contributions and perspectives of individuals regardless of their gender, and initiatives have been implemented to address gender-based discrimination, stereotypes, and biases. By fostering an environment of equality and promoting gender equity, the Thompson Okanagan region strives to create a more inclusive and progressive society where everyone can thrive and participate on an equal footing.

Tourism has a pivotal role to play in achieving gender equity, women's empowerment and leaving no one behind. To speak briefly, in British Columbia in the hospitality industry, men are 10 times more likely to be promoted to the principal/partner or president levels than women and 15.5 times more likely to be promoted to CEO.

Women comprise 70% of the tourism and hospitality workforce but hold less than 40% of managerial positions, less than 20% of general management roles and less than 8% of board positions. 84% of men and 70% of women agreed that "women entering hospitality companies today will have more opportunities for upward movement into top executive positions than have in past generations".

Incorporated in 2018, WORTH Association (Women Of Recreation, Tourism & Hospitality) is proud to be the only society in British Columbia dedicated to advancing women in the recreation, tourism and hospitality industries. Their missions are to educate, elevate and empower women of recreation, tourism and hospitality to work collectively to move the dial for equality.

They use an inclusive definition of the terms woman and female but they welcome trans, cisgender queer and non-binary people in their community. They also welcome men who support their mission to educate, elevate, empower and advocate for equity.

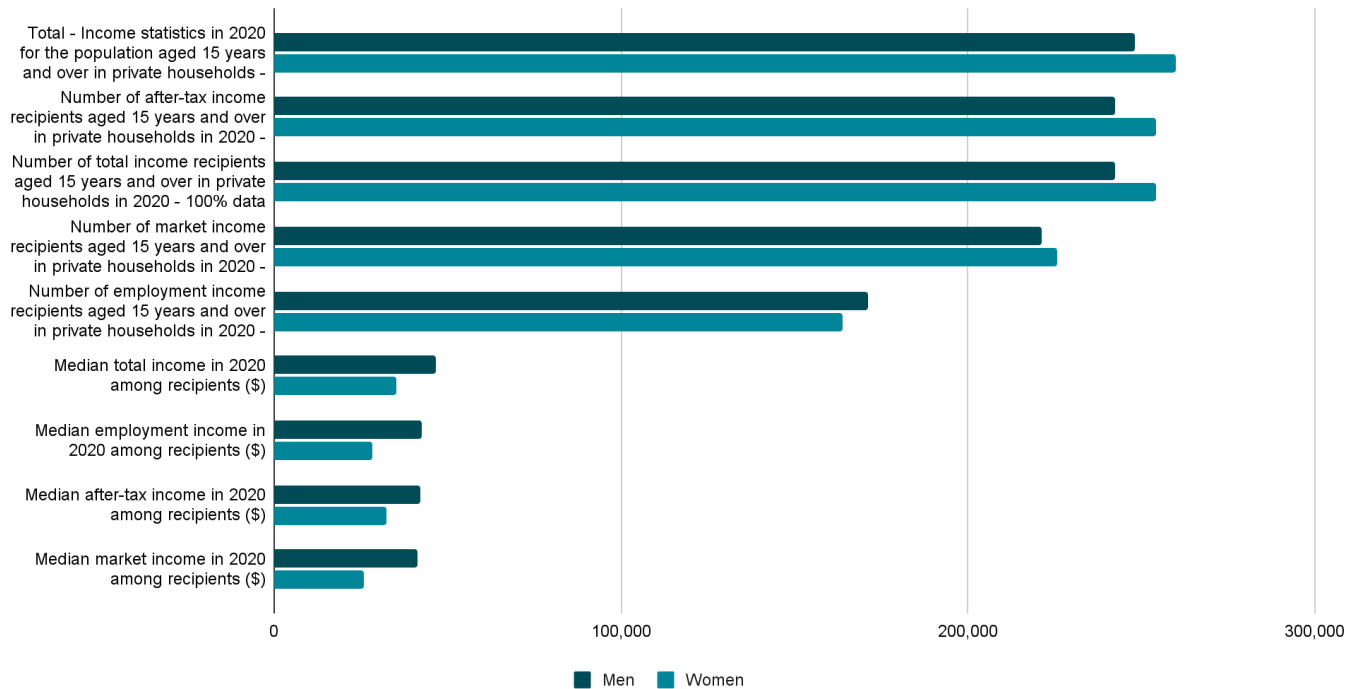
The challenges they faced to concern the gender pay gap, discrimination, work/life balance challenges, lack of advancement opportunities, retention challenges, sexual harassment, the COVID-19 recession. These topics only scratch the surface in examining the complex landscape for women in recreation, tourism and hospitality.

## N.1. Equal opportunities in formal employment

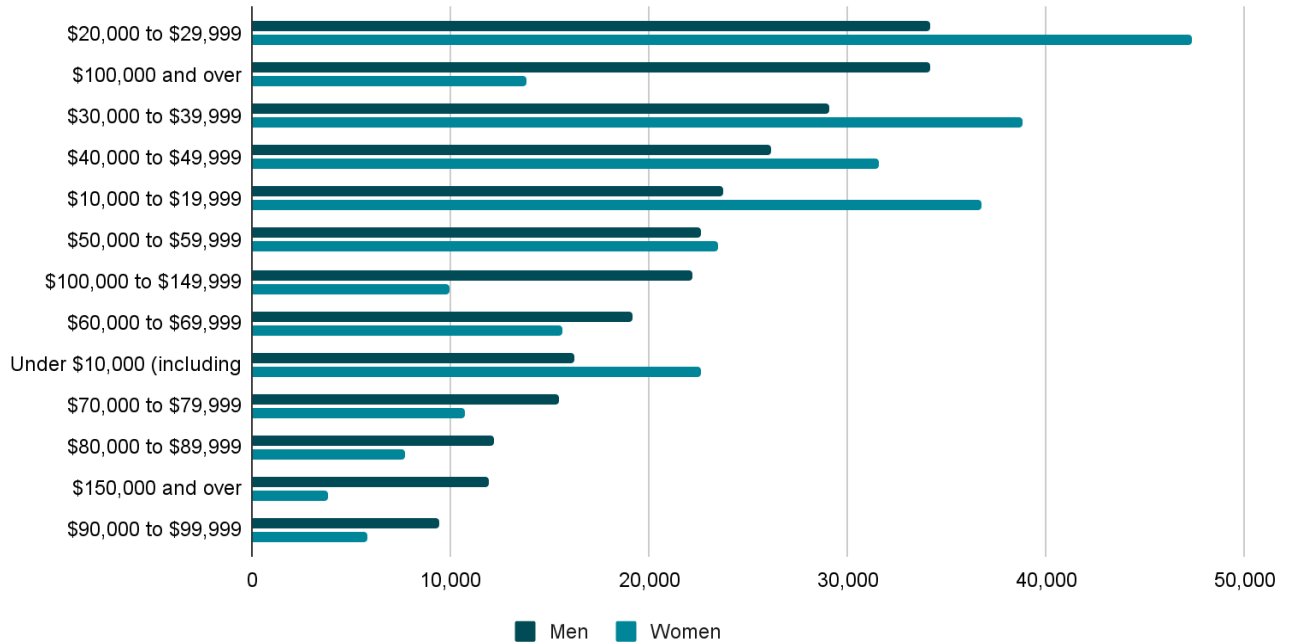
### N.1.1. % of women/men in different tourism income earning categories

Income of individuals in 2020 in Thompson Okanagan for all sectors

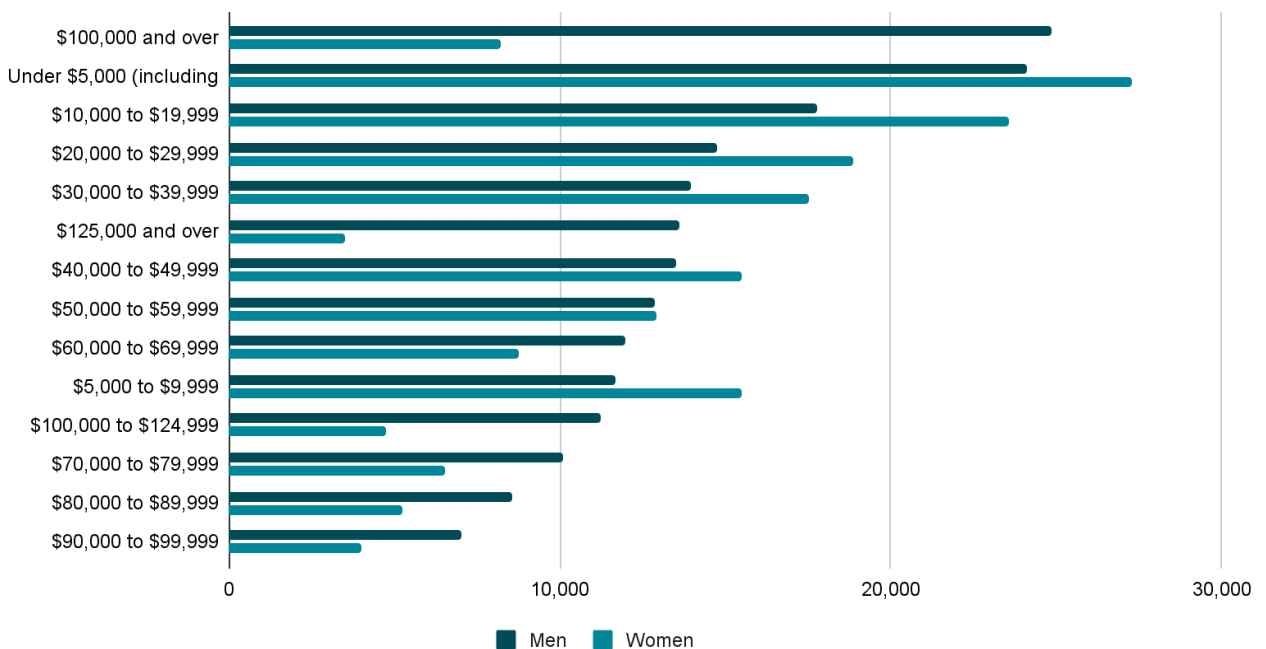
N.1.1.1. Statistics on income in 2020 for the population aged 15 and over in private households (headcount)



N.1.1.2. Income groups in 2020 for the population aged 15 and over in private households (headcount)



N.1.1.3. Employment income groups in 2020 for the population aged 15 and over in private households



## Conclusion and Outlook

The third year of TOTA reporting for the Sustainable Tourism Observatory was marked by a complete reorganisation of the project. This began with the desire to respond to as many sustainability indicators as possible in order to have a broad perspective on the state of tourism in the region. As a result, the implementation of new sections was necessary. Another important objective this year was to create a comprehensive approach to the project among TOTA's employees and partners so that they can help to bring organisational structure to the project moving forward. In this way, it will be easier to work on the project the following year, as they will already know what is expected of them.

In the face of the significant threat posed by the climate crisis, it is imperative that TOTA continues to improve its monitoring efforts and strengthen evidence-based decision making to ensure that the Thompson Okanagan continues to thrive. Regular monitoring and information on all areas of this report, seasonality, employment, economy, energy, water, wastewater and solid waste management, climate action, nature conservation, accessibility, local satisfaction, community participation, indigenous people and communities, and gender equity are all important to ensure sustainable tourism development.

Efforts have been made to overcome seasonality by diversifying the tourism offering and encouraging year-round visitation. The development of new activities and events that attract visitors during the shoulder seasons helps to spread visitor flows. Collaborative partnerships between stakeholders have also played a key role in combating seasonality.

Employment in the tourism sector is important due to the attractiveness of the region to visitors. However, more tourism jobs are created in the peak season than in the shoulder season, so there is still an issue with seasonality in employment. The region has a strong tourism economy, however, because the region is so attractive, living expenses tend to be higher than the Canadian average.

Energy, water, wastewater and solid waste management in the tourism sector has been difficult to report this year due to a lack of audits or surveys. Climate action is taken into account within the tourism sector, with business programs designed to track carbon outputs while providing incentives to reduce carbon footprints. Nature based tourism is highly predominant within the Thompson Okanagan and the large number of conservation groups underline the importance of a healthy ecosystem for tourism. It is well known that conserving and protecting nature is vital to its attractiveness.

Equal access to tourism experiences for everyone, continues to require ongoing education and attention. Ensuring that there are key accessible features within the built environments of our regional tourism stakeholders is a key priority, as well as establishing stakeholder partnerships with the outdoor adaptive adventure service providers and tour operators in our region.

Local satisfaction with tourism appears to be positive. With visitors having a positive impact on job creation, the local economy and the expansion of culture, the majority of local people (55.5%) feel that tourism makes a positive contribution to the community. In addition, the majority (37.6%) would prefer the number of tourists to remain the same.

Indigenous peoples' and communities have shown a strong desire to pursue economic, social and cultural development through tourism. Tourism supports for indigenous tourism have grown over the past 5 years, specifically led by the provincial and national indigenous tourism organisations. Furthermore, communities are seeing the benefits tourism can have for local entrepreneurs, helping keep youth within the communities.

Tourism has an essential role to play in achieving gender equity, empowering women and leaving no one behind. Much remains to be done.

The sustainability of tourism in the Thompson Okanagan will evolve from year to year. This annual report will provide a clear presentation and analysis of the situation, and will enable changes to be made towards a more sustainable tourism future.

## Sources

“About SOSCP.” n.d. South Okanagan Similkameen Conservation Program. <https://soscp.org>.

“April 2020 News Release | CREA Statistics.” n.d. Creastats.crea.ca. <https://creastats.crea.ca/en-CA>.

“B.C. Homepage - Province of British Columbia.” 2015. Gov.bc.ca. 2015.  
<https://www2.gov.bc.ca/gov/content/home>.

“Canada Mortgage and Housing Corporation | CMHC.” 2016. Cmhc-schl.gc.ca. 2016.  
<https://www.cmhc-schl.gc.ca>.

“City of Kelowna.” 2010. City of Kelowna. 2010. <https://www.kelowna.ca>.

“Destination BC | Official Destination BC Website.” n.d. Destination BC Corp.  
<https://www.destinationbc.ca>.

“go2HR.” 2017. go2HR. 2017. <https://www.go2hr.ca>.

“Home | British Columbia Assembly of First Nations.” n.d. Www.bcafn.ca. <https://www.bcafn.ca>.

“https://Okanagan-Basin-Flood-Portal-Rdco.hub.arcgis.com.” n.d.  
Okanagan-Basin-Flood-Portal-Rdco.hub.arcgis.com.  
<https://okanagan-basin-flood-portal-rdco.hub.arcgis.com>.

Inc, Faith Wilson Realty Group. n.d. “Vancouver & Okanagan BC Real Estate | Faithwilson Christie’s Int.” Faithwilson.com. Accessed July 12, 2023. <https://faithwilson.com>.

“Indigenous Tourism Association of Canada.” n.d. Indigenous Canada. <https://indigenoustourism.ca>.

“Indigenous Tourism BC | Experience Indigenous Culture and Heritage in BC.” 2019. Indigenous Tourism BC. 2019. <https://www.indigenoussc.com>.

“Okanagan Collaborative Conservation Program - Home.” n.d. Okcp.ca. Accessed July 12, 2023.  
<https://okcp.ca>.

“Okanagan Nation Alliance – Ali Kwu\_swiwi-Numtax, Ali Kwu\_suknaqinx, Ali Axa/ L/Tmxwula/Xw.” n.d.  
<https://www.syilx.org>.

“Our Partners.” n.d. Thompson-Nicola Conservation Collaborative. Accessed July 12, 2023.  
<https://tnccollaborative.org/our-partners>.

“Plug Share.” 2019. Plugshare.com. 2019. <https://www.plugshare.com>.

“Recycle BC.” 2017. Recycle BC. 2017. <https://recyclebc.ca>.

“Ski and Snow Reports, Webcams, Skiing Reviews | OnTheSnow.com.” n.d. Www.onthesnow.com.  
<https://www.onthesnow.com>.



Statistics Canada. 2022. "Statistics Canada: Canada's National Statistical Agency." Www.statcan.gc.ca. February 1, 2022. <https://www.statcan.gc.ca/en/start>.

"Super, Natural BC | British Columbia Travel Information." 2019. Super, Natural BC. 2019. <https://www.hellobc.com>.

"Waste and Recycling." 2023. Www.rdco.com. July 7, 2023. <https://www.rdco.com/en/living-here/waste-and-recycling.aspx>.

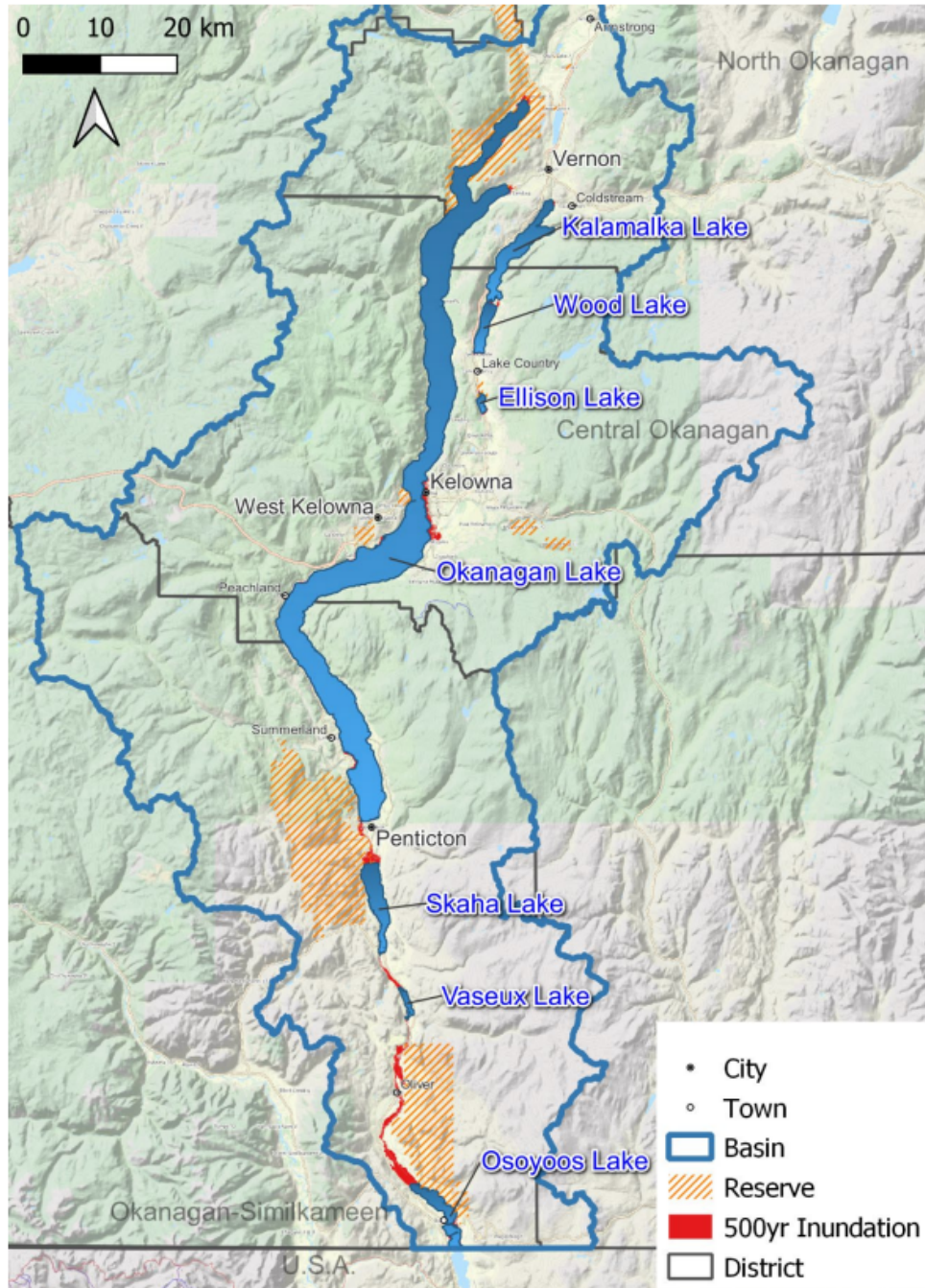
"Welcome to BCRTS." n.d. Tourismimpactportal.com. Accessed July 12, 2023. <https://tourismimpactportal.com>.

"WorkBC - Jobs, Education and Career Information." 2018. Workbc.ca. 2018. <https://www.workbc.ca>.

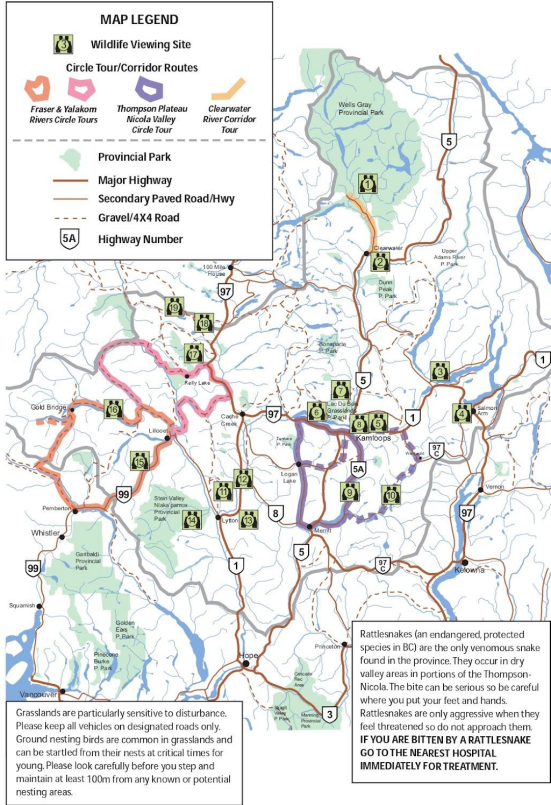
"WORTH Association." n.d. WORTH Association. Accessed July 12, 2023. <https://worthassociation.com>.

## Appendix

### Appendix A: Study Area showing major lakes and boundaries

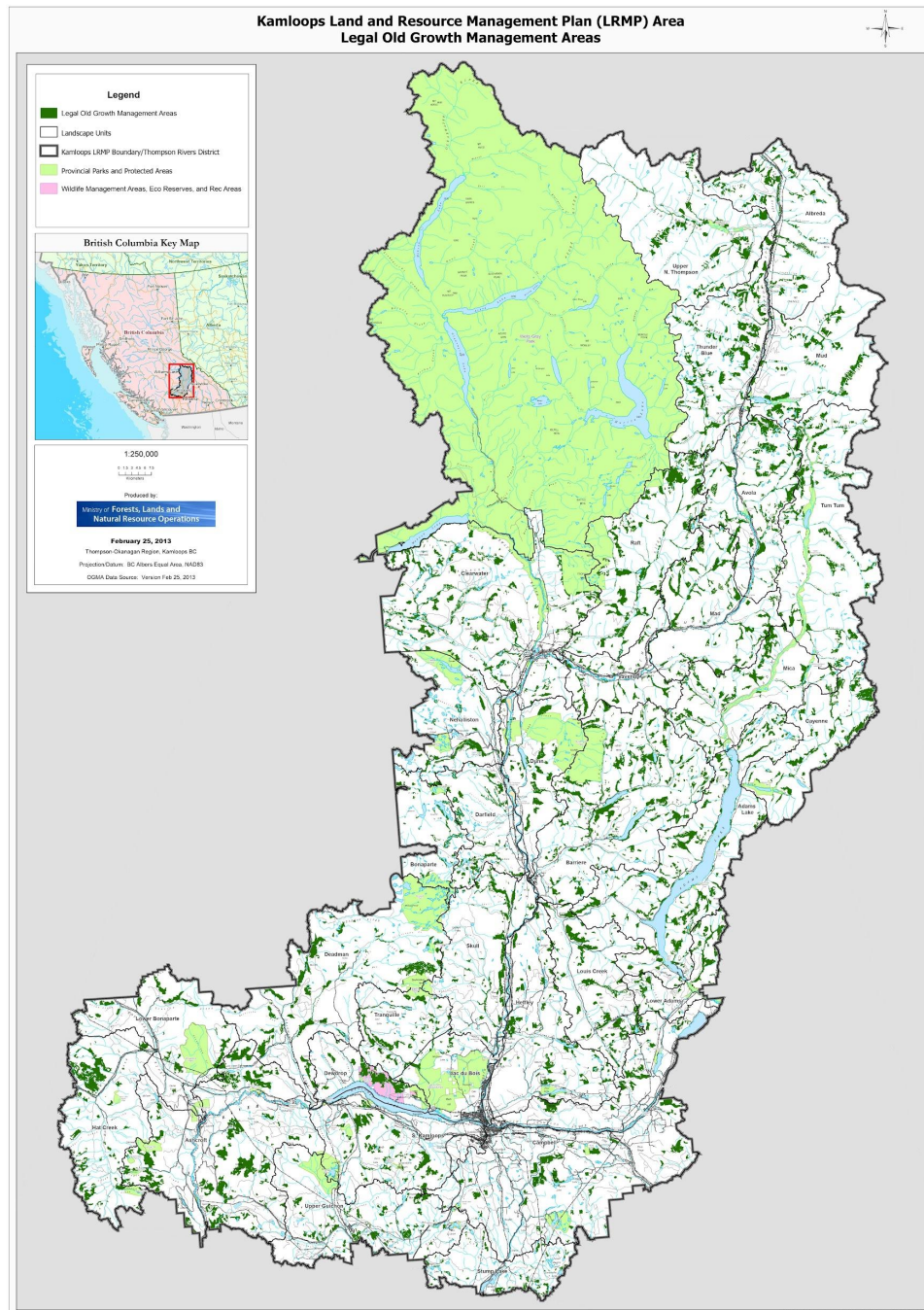


### Appendix B: Wildlife viewing

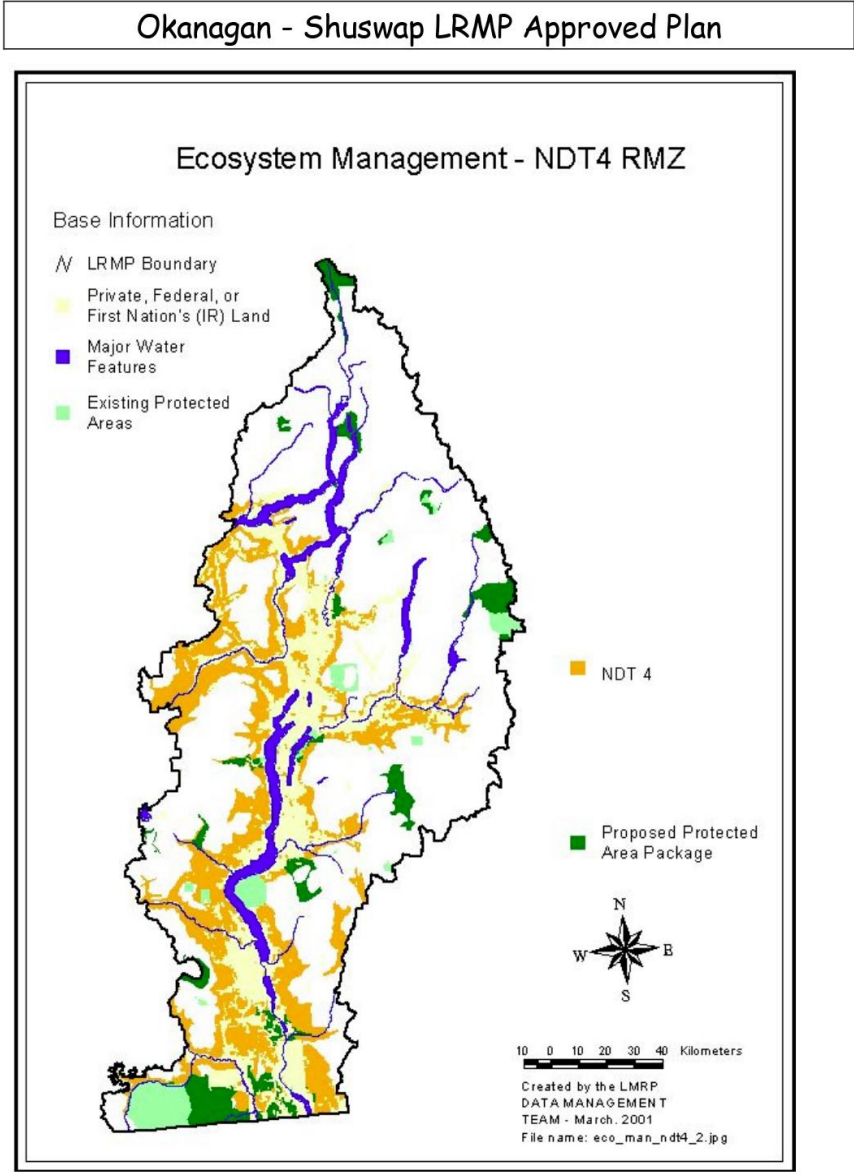


		Selected Wildlife Viewing Areas												Access					
Wildlife Viewing Site Number	Site Name	Highlights	Viewing Season												Crested Condor	Grassland	Snow/Blackfoot	All Private	Trail
			J	F	M	A	M	J	J	A	S	O	N	D					
<b>Wells Gray/Clearwater Area</b>																			
1 (212)	Wells Gray P.P. (corridor, multiple sites)	Mountain and Riparian Species (see table below for details)	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲
2	Raft River	▲ Spawning Sockeye and Chinook ● Bald Eagles ▲ Turkey Vultures	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
<b>Shuswap Lake Area</b>																			
3 (2)	Roderick Haig-Brown P.P.	● Riparian Birds (year round) ● Gulls & Diving Ducks, Spawning ● Sockeye ● Chinook ● Coho ● Pink Salmon ● American Osprey ● Bald Eagles	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
4 (165)	Salmon Arm Bay	● Osprey ● Bald Eagle ● Nesting Western Osprey ● Migrating Shorebirds ● Migrating and Nesting Waterfowl ● Blackbirds ● Scra ● Muskrat ● Painted Turtle	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
<b>Kamloops Area</b>																			
5 (186)	South Thompson River (East Shuswap road, Kamloops to Chase)	● California Bighorn Sheep, Bald Eagle, Western Bluebird, Common Loon, Painted Turtle, Great Blue Heron Colony, ● Landrump Trumpeter Swans ● Waterfowl Staging Area ● Lewis' Woodpecker ● Nesting Osprey	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
6 (207)	Tranquille/Devondor-Rossseau W.M.A.s	● Coyote, Chukar, Poronell ● Migrating Waterfowl and small Songbirds (weebirds, wrens, etc.) ● Mule Deer ● California Bighorn Sheep ● Mountain Bluebirds	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
7 (94)	Lac du Bois P.P.	● Waterfowl ● Nesting Flammulated Owls ● Grassland Birds ● Mountain Bluebirds ● Sharp-tailed Grouse ● Long-billed Curlew ● Mule Deer	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
8	Kenna Cartwright Park	● Dry Forest Birds, Coyotes, Mule Deer, Blue Grouse	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
<b>Merritt &amp; Nicola Valley Area</b>																			
9 (91,133)	Hwy 5A - Nicola Valley Corridor (Knutsford to Merritt)	Grassland and Riparian Species (see table below for details)	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
10 (20)	Douglas Lake - Monte Creek Corridor	● Badger, Sharp-tailed Grouse, Mule Deer, Moose, Coyote ● White Pelicans ● Swainson's Hawk ● Waterfowl ● Long-billed Curlew ● Sandhill Cranes	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
<b>Thompson River Canyon &amp; Area</b>																			
11	Botank Creek Valley	● Rocky Mountain Bighorn Sheep	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
12 (189)	Spences Bridge	● Chukar, Rocky Mountain Bighorn Sheep ● Migrating Sockeye, Chinook, Steelhead and Pink Salmon ● Mountain Goats ● Pink Salmon Tagging ● Mule Deer ● Rocky Mountain Bighorn Sheep (across river)	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
13	Skihat to Lytton	● Mountain Goats ● Pink Salmon Tagging ● Mule Deer ● Rocky Mountain Bighorn Sheep (across river)	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
<b>Fraser River &amp; Tributaries</b>																			
14	Stein Valley Nlakapamux Heritage P.P.	● Grizzly Spruce Grouse, Blue Grouse, White-tailed Ptarmigan, Mountain Goat, Mule Deer, ● Pika ● Hairy Marmot ● Mountain Goats	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
15	Downton Creek Hike	● Hairy Marmot, Common Pika, Grizzly	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
16	Carpenter Lake at Marshall Creek	● Mule Deer ● Spawning Kokanee ● Spawning Rainbow Trout ● Nesting Canada Geese ● Nesting Ospreys	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
<b>Clinton/Cariboo Area</b>																			
17 (186)	Marble Falls/Porcupine Creek Hike (between Kelly L. and Jesmond)	● Blue Grouse, White-tailed Ptarmigan ● Mule Deer, Moose ● California Bighorn Sheep	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
18 (207)	Beaverdam and Little White Lakes	● Moose ● Ravens ● Waterfowl ● Mountain Bluebirds	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
19	Meadow Lake	● Forest Grackles ● Black-billed Plovers, Dowitchers, Peeps sp.	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
<b>Wells Gray Provincial Park Corridor</b>																			
3 (212)		● Year-round: Mountain Caribou (unusual), White-tailed Ptarmigan, Spruce Grouse ● Mar-Oct: Marmot, Grizzly Bear, Black Bear, Pika, Bats ● May-Sept: Nesting Barn Swallows, Red Fox, Red-tailed Hawk, Columbian Ground Squirrel ● June-Sept: Sparrows ● Nov-March: Moose ● Sept: Chinook Salmon jumping, Bald Eagles & Common Ravens feeding on salmon carcasses	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
<b>Hwy 5A - Knutsford to Merritt</b>																			
30 (91,133)		● Year-round: Sharp-tailed Grouse, Red-tailed Hawk, Short-tailed Owl, Great Blue Heron Colony, Coyote, Badger, Mule Deer, Bald Eagles ● April-Oct: Waterfowl, Coots, Common Loons, American Kestrel, Yellow-billed Marmot ● April-Aug: Yellow-headed Blackbirds ● May-Aug: Canada Geese, Ospreys, Swainson's Hawk, Black Terns ● Nov-May: Rough-legged Hawk, Snow Buntings, Tundra/Trumpeter Swans ● April, Sept-Oct: Sandhill Cranes ● May-June: Sucker Run	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●

**Appendix C: Kamloops Land & Resource Management Plan**

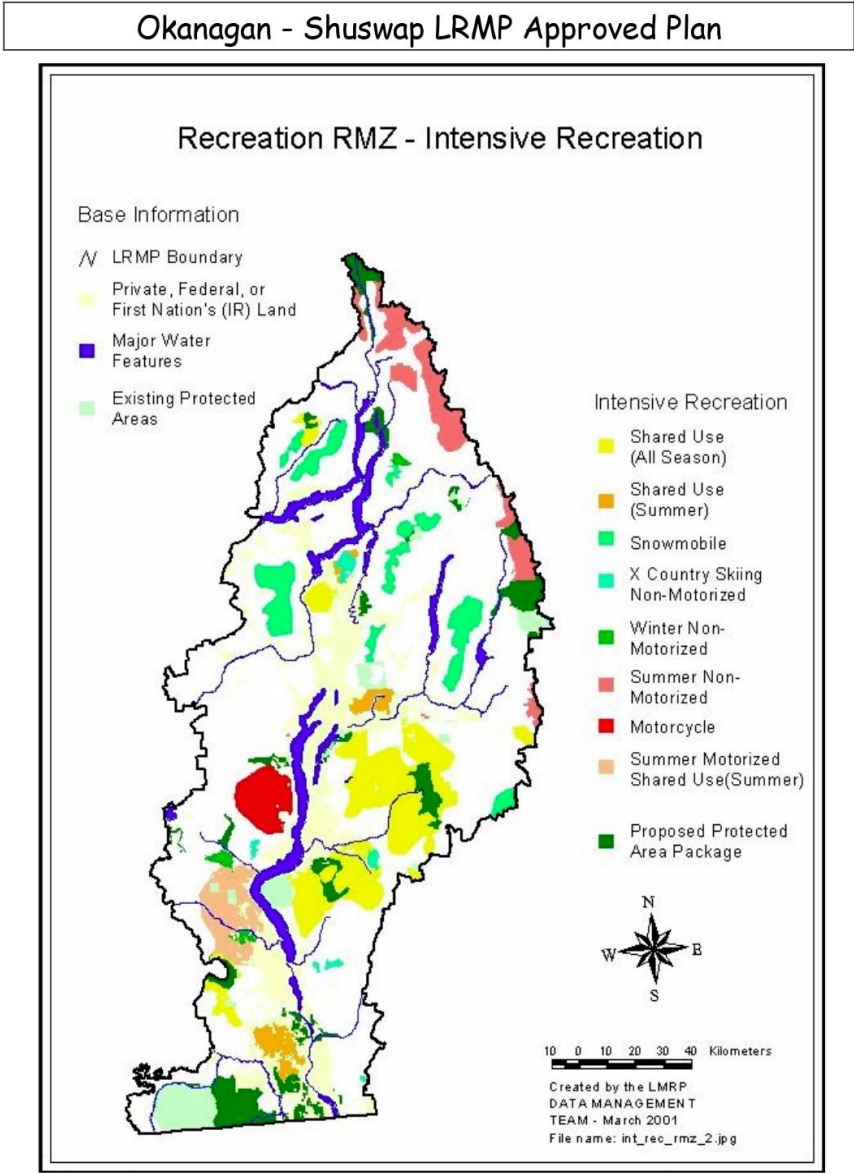


Appendix D: Okanagan-Shuswap Land & Resource Management Plan



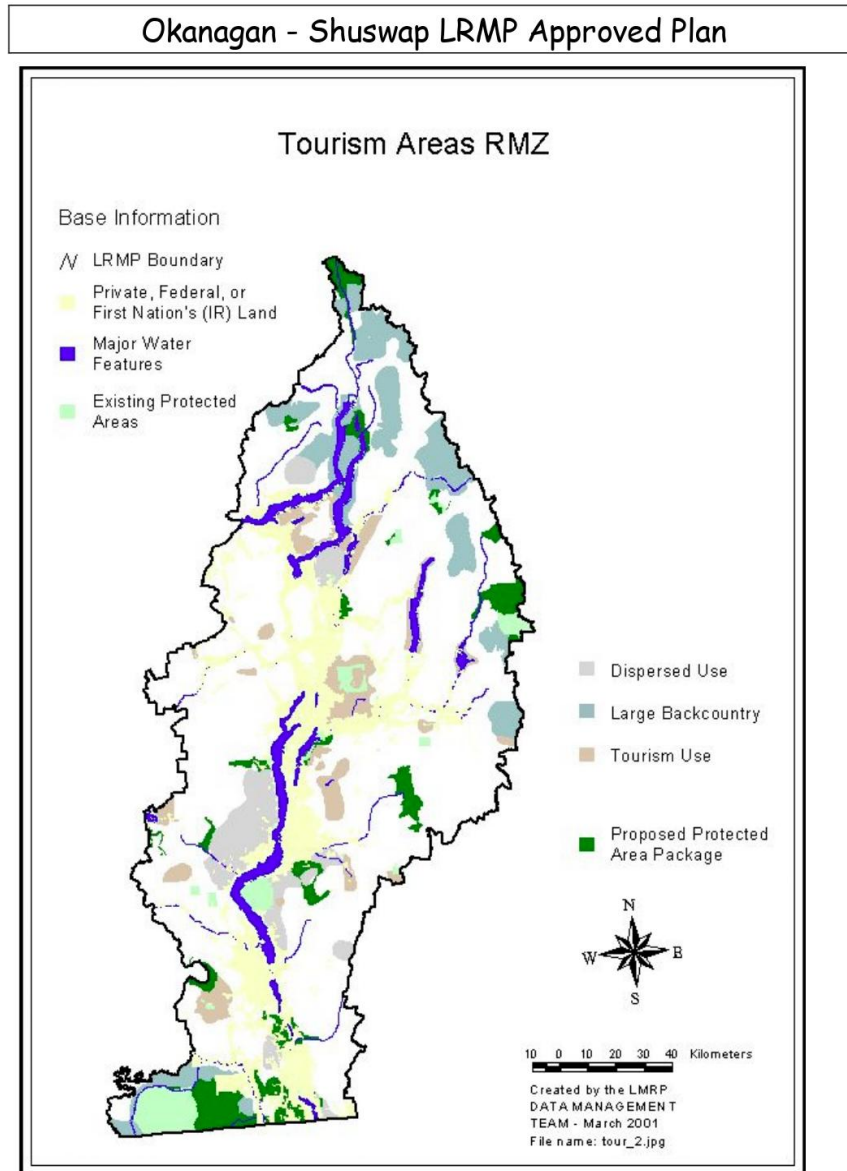
NDT4 4-14

Appendix E: Okanagan-Shuswap Land & Resource Management Plan



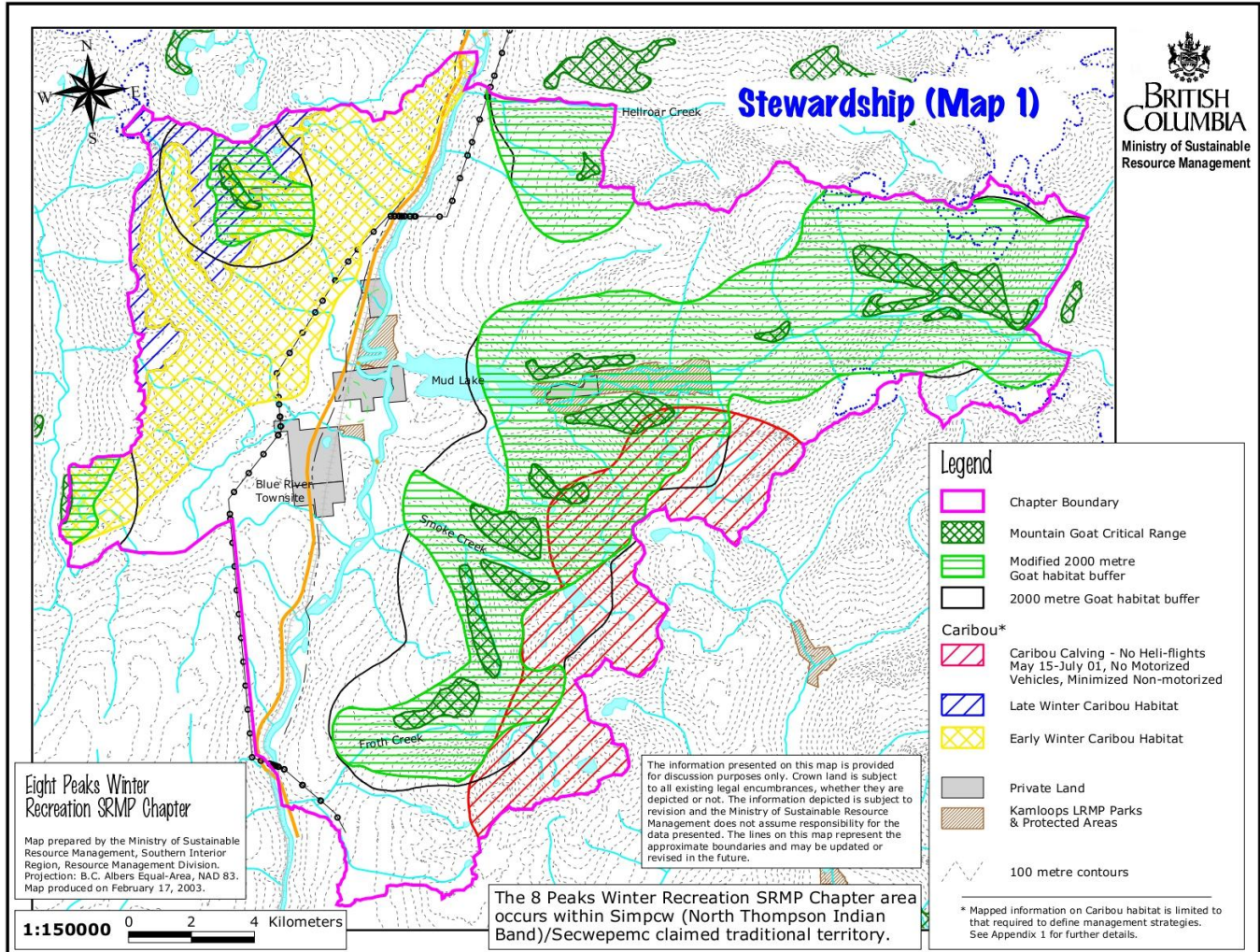
REC 4-22

Appendix F: Okanagan-Shuswap Land & Resource Management Plan



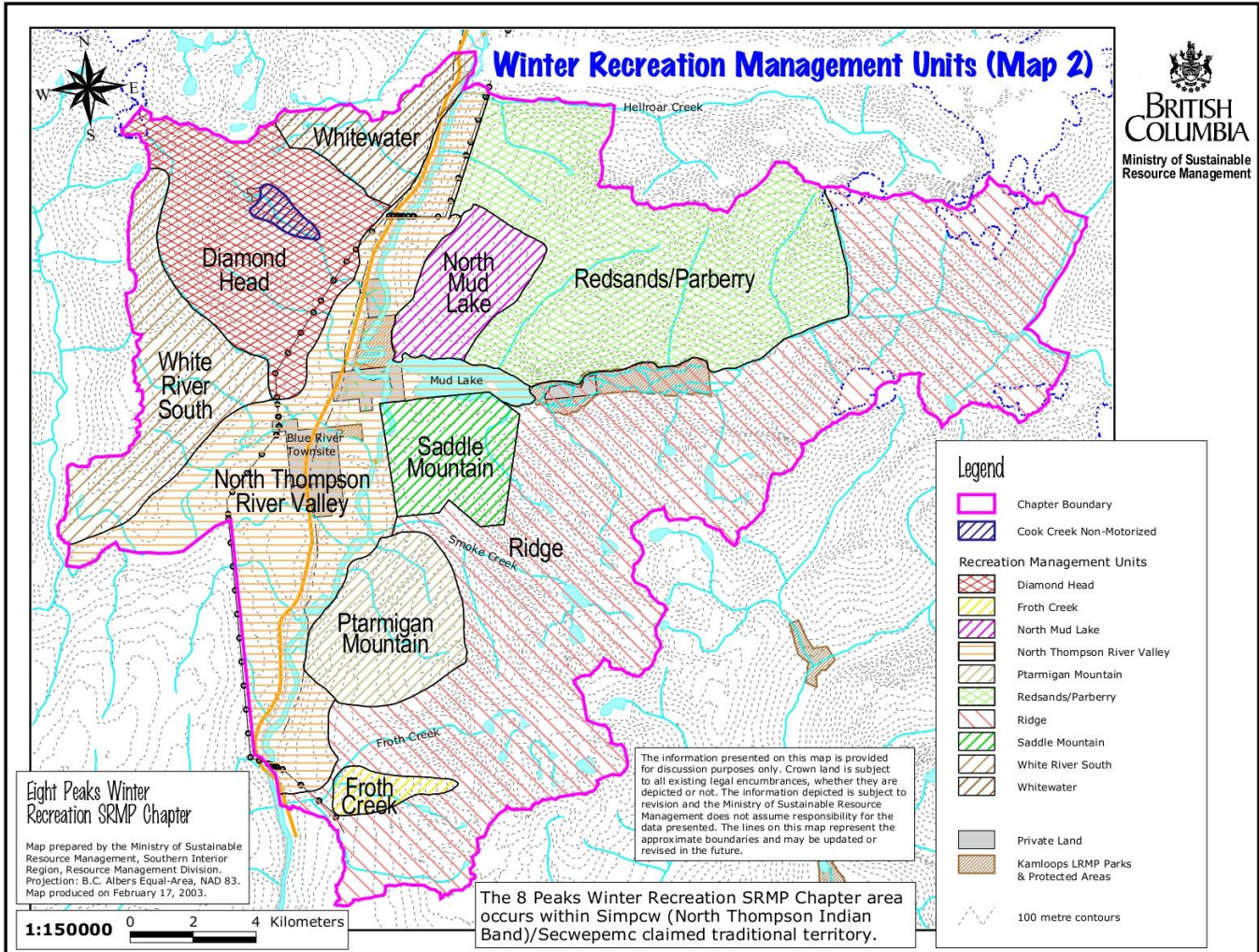
TOUR 4-5

**Appendix G: Eight Peaks Sustainable Resource Management Plan**





Appendix H: Eight Peaks Sustainable Resource Management Plan



Appendix I: Valemount to Blue River Sustainable Resource Management Plan

