

Section 2 Overview

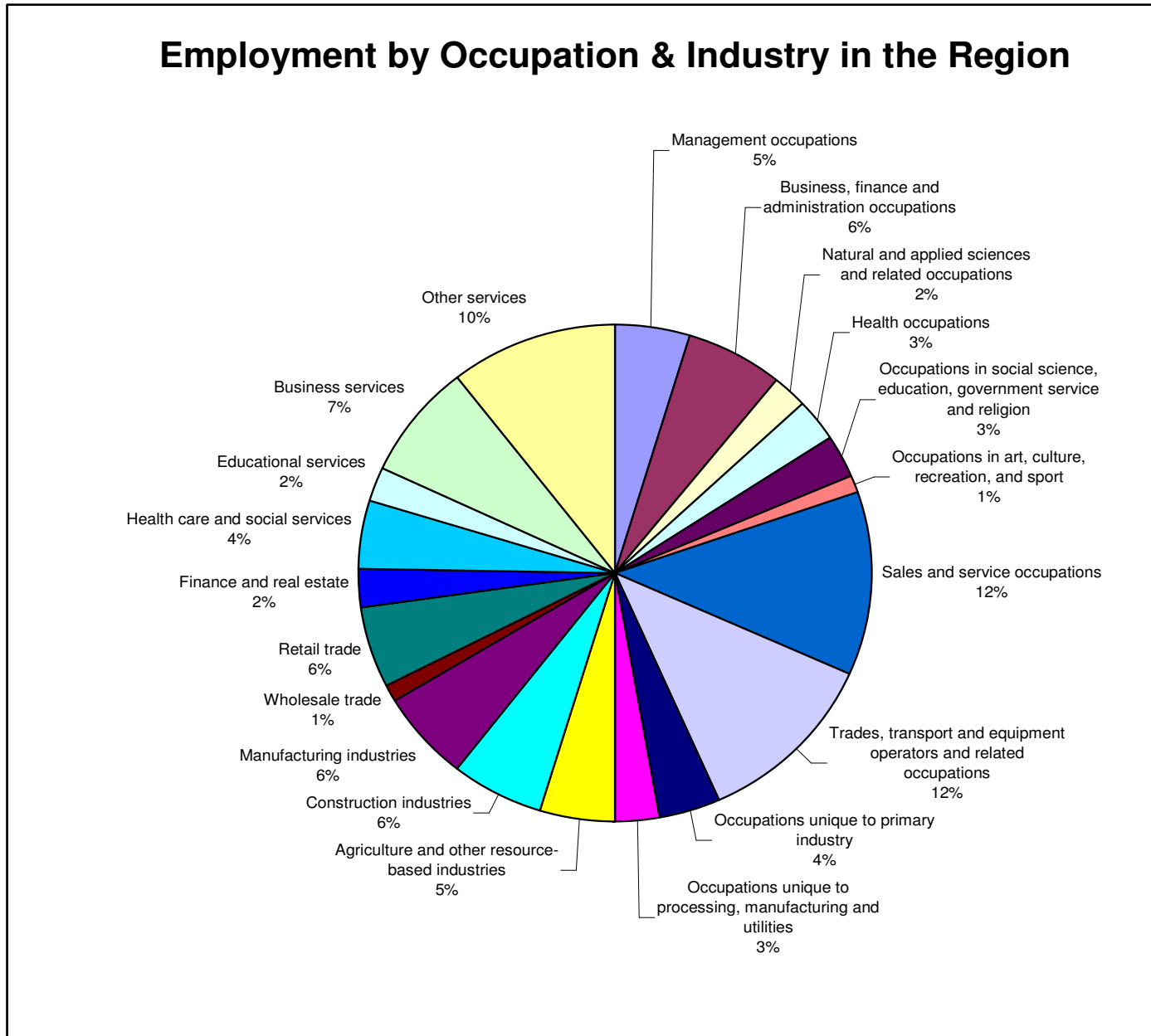
BUSINESS OVERVIEW

EMPLOYMENT BY INDUSTRY IN THE SHUSWAP	ERROR! BOOKMARK NOT DEFINED.
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SECTION 2

Business Overview

Salmon Arm offers unlimited potential for successful new businesses establishment, whether in the manufacturing or the service sectors. The emergence and growth of many technology-based companies support Salmon Arm's traditional economic base comprised of forestry, agriculture and dairy farming, tourism and retail. As illustrated in the following graph, it is evident that the Shuswap Region hosts a well-balanced and diversified mix of employment and skills.



Source: Statistics Canada, 2006 Census: www.statcan.ca, Community Profiles

Employers

Top Shuswap employers include School District #83, the Interior Health Authority, and the manufacturer Federated Co-op, as outlined in the table below.

The following table demonstrates that Shuswap employment is spread across a large variety of industries and employers, leading to a stable level of employment and prosperity. Further, the far right column summarizes the change in employee numbers over a one-year period (July 2006-July 2007). Some service industry companies underwent substantial growth, while others decreased due to shortage in labour availability.

Top Employers		
Shuswap Employer	2007 # of Employees	% Increase or Decrease in Employees 2006-2007
School District #83	1093	0%
Interior Health Authority (Shuswap)	846	0%
Federated Co-op (Lumber)	400	0%
COE Newnes McGehee	386	0%
City of Salmon Arm	125	0%
Canada Safeway	120	50%
Forsite Consulting	114	-5%
Twin Anchors Houseboats	110	0%
Waterway Houseboats	110	0%
Zellers	110	17%
Overwaitea Foods	100	30%
Valid Manufacturing	95	12%
Okanagan College	77	22%
Doepker Industries Ltd.	58	-23%
Hub International Barton Insurance Brokers	47	0%
Source: Contacted the above. August, 2007		

Legal, Chartered Accountant & Notary Public Firms

Legal, Chartered Accountant & Notary Public Firms					
Company Name	City	Parent Company/	Year Est.	Employment	Occupational Categories
LEGAL					
Brooke Jackson Downs	Salmon Arm	Salmon Arm	1980	14	Lawyer, Assoc. Lawyer, Legal secretary, Mediator
Cindy L Bratt Law Corporation	Sicamous	Sicamous	1985	2	Lawyer, Legal Assistant
Davidson & Company	Salmon Arm	Davidson & Co., Vernon	1912	2	Lawyer, Legal secretary
Derek McManus Personal Law Corporation	Salmon Arm	Salmon Arm	1995	2	Lawyer, Legal Assistant
Litigation Lawyers	Salmon Arm	Salmon Arm	1992	3	Lawyer, Bookkeeper, Legal secretary
Sandra Seale Law Corporation	Salmon Arm	Salmon Arm	1988	2	Lawyer, Legal secretary
Sivertz Kiehlbauch & Zachernuk	Salmon Arm	Salmon Arm	1912	5	Lawyer, Legal secretary, Receptionist
Verdurmen & Company Lawyers	Salmon Arm	Salmon Arm	N/A	5	Lawyer, Legal secretary
CHARTERED ACCOUNTANTS					
BDO Dunwoody LLP	Salmon Arm	BDO Dunwoody LLP, Toronto, ON	1979	21	Human Resources, Accountant, Accounting Technician, IT Consulting, Administration
Ian McMorland Ltd.	Sicamous	Sicamous	1984	3	Accountant, Bookkeeper
Jorgensen, Drew, Lee-Hai	Salmon Arm	Salmon Arm	2000	10	Accountant, Bookkeeper, Accounting Technician, Clerk
Ken Black Chartered Accountant	Salmon Arm	Salmon Arm	1993	4	Accountant, Accounting Technicians, clerk
NOTARY PUBLIC					
Wayne M. Letourneau Notary Public	Salmon Arm	Salmon Arm	N/A	15	Notary Public, Conveyancing, Administration
Source: Yellow pages & phone. August, 2007					

Manufacturing Companies

Manufacturing Companies							
Company Name	City	Parent Company/ Headquarter	Product or Service	Employment	Union (Y/N)	Union Name	Phone
ADVANCED MANUFACTURING							
ADAM Integrated Industries Ltd.	Salmon Arm	Salmon Arm	Metal Fabrication	17	N		832-3480
Bruce Coach	Salmon Arm	Salmon Arm	Motor coach conversion	6	N		832-7037
COE Newnes McGehee	Salmon Arm	Salmon Arm	Optimization for sawmill applications	386	Y	IW#712 Fabrication & Electrical Shops	832-7116
Cover-All Buildings	Tappen	Tappen	Fabric buildings	25	N		835-4888
Crannog Ales	Sorrento	Sorrento	Brewery	3	N		675-6847
Custom Window & Door Millworks	Salmon Arm	Salmon Arm	Windows & Doors	20	N		832-3994
Dinoflex	Salmon Arm	Salmon Arm	Rubber flooring	30	N		832-7780
Doepker Industries Ltd.	Salmon Arm	Annaheim SK	Highway trailers	58	Y	USW	832-1105
G.H. Ornamental Iron Ltd.	Salmon Arm	Salmon Arm	Ornamental iron	5	N		832-8136
Gort's Gouda Cheese	Salmon Arm	Salmon Arm	Gouda Cheese	12	N		832-4274
IC Urethane Products Inc.	Salmon Arm	Salmon Arm	Anti-fatigue mats	42	N		833-1888
International Polyurethane Systems	Salmon Arm	Salmon Arm	Floor mats	2	N		832-5142
Lakeside Plastics Ltd.	Salmon Arm	Salmon Arm	Plastic bags	12	N		832-9902
Larch Hills Winery	Salmon Arm	Salmon Arm	Wine	3-12	N		832-0155
Milestone Fabrication	Salmon Arm	Salmon Arm	Steel fabrication & welding	7	N		832-6008
Mi-Tec Millwork & Cabinetry Ltd	Salmon Arm	Salmon Arm	Cabinets & millwork	12	N		832-1524
Source: Contacted the above; Updated August, 2007.							

Manufacturing Companies Continued							
Company Name	City	Parent Company/ Headquarter	Product or Service	Employment	Union (Y/N)	Union Name	Phone
ADVANCED MANUFACTURING							
Mt. Ida Fabricators	Salmon Arm	Salmon Arm	Machining & fabricating	7	N		832-5252
Northern Plastics	Salmon Arm	Salmon Arm	Industrial Plastics	19	N		832-9452
Recline Ridge Vineyards & Winery	Tappen	Tappen	Wine & wine jellies	3	N		835-2363
Salmon Arm Truss Systems Ltd.	Salmon Arm	Salmon Arm	Truss Systems	31	N		832-8238
Shuswap Millwork & Finishing	Salmon Arm	Salmon Arm	Screens to caskets	2	N		832-9556
Steelhead Machine & Fabricating	Salmon Arm	Salmon Arm	Machining & fabricating	16	N		832-1161
Talius	Salmon Arm	Salmon Arm	Rollscreen windows, doors, and awnings	15	N		832-7777
Three Buoys Houseboat Vacations	Sicamous	Sicamous	Houseboat manufacturing & vacations	8-30	N		836-2403
Twin Anchors Houseboat Vacations	Sicamous	Sicamous	Houseboat manufacturing	75-96	N		836-3028
Valid Manufacturing Ltd.	Salmon Arm	Salmon Arm	Custom electrical equipment	85	N		832-6477
Waterways Houseboat Vacations	Sicamous	Sicamous	Houseboat manufacturing	30-35	N		836-2505
Windowland Windows & Doors Ltd.	Salmon Arm	Salmon Arm	Wood windows & doors	10	N		832-1840
Source: Contacted the above; Updated August, 2007.							

Natural Resource Manufacturers

The following table indicates that Salmon Arm and area boasts a stable manufacturing sector based on natural resources, particularly those dependent on the forestry sector.

Natural Resource Manufacturing							
Company Name	City	Parent Company/	Product or Service	Employment	Union (Y/N)	Union Name	Phone
Big Foot Manufacturing Inc.	Tappen	Tappen	Log Homes	65	N		835-8885
Custom Log Homes Ltd	Salmon Arm	Salmon Arm	Log Homes	8	N		832-3690
Federated Co-operatives	Canoe	Saskatoon	Lumber & Plywood	400	Y	IWA	833-1200
McMahan Log Homes	Salmon Arm	Salmon Arm	Log Homes	5	N		832-8277
Surelog Homes Ltd.	Tappen	Tappen	Log Homes	15	N		835-2312
Teal Cedar Products (1977) Ltd.	Salmon Arm	Salmon Arm	Cedar products	13	N		832-9777
Traditional Log Homes Ltd.	Salmon Arm	Salmon Arm	Log Homes	7	N		832-1962
Source: Contacted the above; Updated August, 2007.							

Trade Organizations

Trade Organizations			
Name of Organization	Contact Person	Phone	Description
APICS Okanagan Chapter (Advancing Productivity, Innovation, and Competitive Success)	Dhane Merriman, CIRM (Certified in Integrated Resource Management)	250-804-8501	The Association for Operations Management is the recognized global leader and premier provider of operations management education and information for individuals and organizations. The APICS Okanagan Chapter is proud to connect Manufacturing, Distribution and Service Businesses in the Thompson-Okanagan Region with the global APICS community. They offer APICS educational opportunities (with Okanagan College) and local plant tours and professional development events.
Shuswap Construction Industry Professionals (SCIP)	Donna Gordon	250-832-8050	SCIP is a non-profit association working with businesses, trades & individuals to develop a more informed, professional & competitive construction industry in the Shuswap. SCIP also creates opportunity and future possibilities for the construction industry and ensures maximum use of local businesses in the Shuswap area.
Okanagan Science & Technology Council (OSTEC)	Glenn Rousseau	250-712-3344 (Kelowna)	OSTEC, a membership driven organization, fosters an environment that supports science and technology initiatives by acting as a representative and advocate for the interests of members and the business community as a whole. We are a conduit that brings people together, partnering with industry, agencies and government.
Source: SCIP office: phone: 250-832-8050, scip@jetstream.net, www.scip.bc.ca; OSTEC website: www.ostec.ca; APIC Website: www.apics.org & spoke with Dhane Merriman, CIRM. July 2005.			

Facilities

Conference Facilities

Salmon Arm offers numerous facilities suitable for business meetings, conferences and large gatherings. Facilities range in size from small meeting rooms to large theatre/ ballroom sized facilities.

Shuswap Conference, Meeting and Convention Facilities					
Facility	Location	# Guest Suites	Conference Space	Capacity	Phone Number
Prestige Harbourfront Resort and Convention Centre	#251 Harbourfront Drive N.W. Salmon Arm.	121	5 Conference Rooms = 50 people each.	Ballroom = 300 people or 500 with theatre style seating. Optional PA & presentation equipment. Restaurant & coffee shop on site.	833-5800
Holiday Inn Express	#1090 - 22nd St. N.E. Salmon Arm.	115	4 Conference Rooms of varying size - 50 to 300 people.	Ballroom = 300 people. Includes podium, PA, Mic, TV, VCR, overhead, and whiteboard. Breakfasts also included.	832-7711
Podollan Inns	#1460 Trans-Canada Hwy. N.E. Salmon Arm.	71	2 Conference Rooms = 30 and 80 person capacities.	Can accommodate up to 100 people. Includes PA, podium, overhead, whiteboard, flip charts, TV/VCR, etc. Restaurant on site.	832-6025
Inn at the Ninth Hole B&B	5091 - 20th Ave. S.W. Salmon Arm.	6 Guest Suite/Hotel Rooms. Includes B&B.	Meeting Room seats 30.	30 person capacity meeting room.	833-0185 or 800-221-5955
Trickle Inn B&B	5290 TCH, Tappen/Salmon Arm.	5	Meeting Room = 50.	Open adjacent rooms to accommodate 100 or more persons.	835-8835
Sorrento Centre Retreat and Conference Centre	#1159 Passchendaele, Sorrento.	Cabins, Lodges & Camp sites available.	Seminar Rooms = 20-60 people each.	Hall area for approximately 150 people.	675-2421
Quaaout Lodge	Box 1251, Chase.	72	Board Room = 15, Banquet Room = 65.	Theatre = 80 people.	769-3090
Best Western Hotel	61 - 10th St. S.W.	80	Meeting Rooms = 15-20 people.	Business Centre in Hotel = 50 people.	832-9793
Haney Heritage Park and Tea Room	Highway 97B, N.E. Salmon Arm.	KOA Campsites next door.	Meetings up to 55 people.	Maximum capacity = 55 persons.	832-5243

Shuswap Conference, Meeting, and Convention Facilities (Continued)					
Facility	Location	# Guest Suites	Conference Space	Capacity	Phone Number
Sunwave Centre/ Shuswap Multiplex/ "Twin Sheet Arena"	#2600 - 10th Ave. N.E. Salmon Arm.	0	Meeting room = 20, Banquet room = 90, Conference room = 100.	Space for trade shows, concerts, cultural events, graduations and other large gatherings, conventions, or ceremonies. Restaurant upstairs of facility.	832-3856
Salmon Arm Community Centre	#2550 Trans-Canada Hwy. N.E. Salmon Arm.	0	3 Meeting Rooms = 55-100 people each.	Auditorium = 450-500 people.	832-4044
Senior's Activity Centre	#170 - 5th Ave S.E. Salmon Arm.	0	Meeting rooms = 20-80 people each.	Dance Hall/Wedding Ceremony room available.	832-1065
Okanagan College	#2552 Trans Canada Hwy. N.E. Salmon Arm.	0	Classrooms = 20-45 person capacity.	Cafeteria/ lounge= 100+ people.	832-2126
The Gathering Place (Evangelical Free Church)	350 - 30th St. N.E. Salmon Arm.	0	Activity and Fireside Rooms, 20 each, Meeting Room, 30. Kitchen facility.	Chapel = 250 people, Gym/Banquet room = 850 capacity.	832-6366
First Baptist Church	3151 - 6th Ave. N.E. Salmon Arm.	0	Several Meeting rooms = 20-30 capacity.	Basement Hall = 300, Sanctuary = 300 capacity.	832-4004
St. John's Evangelist Anglican Church	170 Shuswap St. S.E. Salmon Arm.	0	Meeting Room seats 140.	Hall capacity = 170 people.	832-2828
Crossroads Methodist Church Hall	121 Shuswap St. S.W. Salmon Arm.	0	Small meeting rooms, 10-20 people.	Hall for up to 200 people.	832-8068
Royal Canadian Legion, Salmon Arm Branch.	#141 Hudson Ave, N.W. Salmon Arm.	0	Dining and Dancing, meeting rooms	Up to 40 people	832-3118 832-3687 836-2224
Salmon Arm Golf Course	3641 Highway 97B, S.E. Salmon Arm.	0	Board room = 15, Mezzanine = 40.	Restaurant = 100 person capacity.	832-3667

Shuswap Conference, Meeting, and Convention Facilities (Continued)					
Facility	Location	# Guest Suites	Conference Space	Capacity	Phone Number
Salmon Arm Curling Club	691 - 28th St. N.E. Salmon Arm.	0	Lobby/ Restaurant for 10-40 people.	Rink can accommodate approximately 600 people for weddings, etc.	832-8700
Cambie Hall	#2859 Cambie-Solsqua/Sicamous	0	Area for up to 200 people.	Hall area for 200 people.	836-2987
Cedar Heights Community Association Hall	#2316 Lakeview, Sorrento.	0	Available for meetings to 100 people.	Hall space for up to 100 people.	675-3001
Gleneden Community Hall	#4901 50th Ave, N.W. Salmon Arm.	0	Will accommodate various meeting sizes.	Seats 300 for meetings, 200 for banquets (includes kitchen/bar), Downstairs room. 200.	832-6778
Grandview Bench Hall	Grandview Bench Rd, Salmon Arm.	0	Various sized meetings.	Seats approximately up to 150 people.	832-3144
Blind Bay Community Society Hall	#2510 Blind Bay Rd, Sorrento.	0	Various meeting sizes.	Hall rental for approximately 100 people.	675-3139
Carlin Hall	4051 Trans Canada Highway Tappen	0	Meeting area for up to 120 people.	Hall space for 120 person capacity.	835-4510
Deep Creek/Ranchero Fire Hall	Highway 97B, Salmon Arm.	0	Meeting space up to 75 people.	Maximum capacity = 75 persons.	832-3295
Sunnybrae Hall	Sunnybrae Canoe Point Rd. Tappen.	0	Hall = 60 people meeting room.	70 person hall capacity.	835-4482
North Canoe Hall	7210 - 51st St. N.E. Canoe.	0	Hall and stage for up to 135 people.	Kitchen/Wheelchair. Maximum 135 people.	832-2560
Notch Hill Hall	1639 Notch Hill Rd, Sorrento.	0	Seats 90 Banquet Style.	Max.100 people, includes kitchen/wheelchair.	825-4540
Silver Creek Hall	3048 Hornsberger Rd. Silver Creek.	0	Meetings up to 100 people.	Seats 118 persons maximum capacity.	832-4465
White Lake Rec. Centre	#3617 Parri Rd, White Lake.	0	Meeting room for 10-30 people.	Max. seating 160 people.	835-8459
Log'N Hearth Restaurant	2404 Centennial Dr. Sorrento.	0	Meeting room for 20-25 people.	20-25 person capacity for meeting rooms.	675-4433
Salmar Classic Theatre	360 Alexander St, N.E. Salmon Arm	0	One large theatre-style/stage set-up.	Stage and theatre seats up to 500 people.	832-2773
Salmar Grand Cinema	100 Hudson St. N.W. Salmon Arm	0	Theatre rooms.	4 theatre-style rooms up to 200 people each	832-2263
Note:OC, the Salmon Arm Comm. Centre, Sunwave Centre, & Curling Rink can be booked to share one main parking lot.					
Source: Internet Search, www.411.ca. Phonebook listings. Salmon Arm and District Chamber of Commerce Business and Community Directory. Contacted the above. Updated August, 2007.					

New Facilities

The following tables list new facilities in Salmon Arm established from 2001-07.

New Facilities 2003-07						
Company Name	Location in Salmon Arm	Product or Service	Function	Year Located	Employment Before After	
Piccadilly Care Centre	10 th & 10 th SW	Residential Seniors Care	Supportive Living	2007	0	60
Landers' Lodge	1 st St. SE Downtown	Residential Care	Supportive Living	2006	0	6
The Graystone	Shuswap St. SE	Condos	Adult Residences	2006	N/A	N/A
Park Ridge Place	20 th Ave. SE	Townhomes	Adult Residences	2006	N/A	N/A
Pioneer Lodge Conversion Project (Good Samaritan)	Near Hospital NE	Residential Care	Assisted Living	2006	N/A	21
Windmill Meats	Industrial Park	Abattoir	Food Processing	2006	10	20
Valid Manufacturing	Industrial Park	Industrial/Recreational	Manufacturing	2006	N/A	85
Ayles Building #3	TCH downtown	Lease space for businesses	Lease space in new building on TCH	2006	N/A	N/A
Torbram Electrical Commercial Mall	10 th & 10 th SW	Strip Mall	Strip Mall	2006	N/A	N/A
Assisted Living	Downtown	Residential Care	Assisted Living	2005	N/A	N/A
Assisted Living (Apartments)	Downtown	Apartments	Apartment Rental	2005	N/A	N/A
Hillside Village (Good Samaritan)	30 th St. NE	Residential Care	Complex Care	2005	0	90
Triple O's WhiteSpot/Chevron	TCH downtown	Restaurant/Store/ Gas	Fast Food & Gas	2005	N/A	N/A
Ayles Building #1	2890 TCH	Lease space for businesses	Lease space in new building on TCH	2004	N/A	N/A
Ayles Building #2	190 TCH	Lease space for businesses	Lease space in new building on TCH	2004	N/A	N/A
Work/Live Building #3 (Harbourfront)	Waterfront	Offices, Stores, Apts.	Work/live	2004	N/A	N/A
Work/Live Building #4 (Harbourfront)	Waterfront	Offices, Stores, Apts.	Work/live	2004	N/A	N/A

New Facilities 2003-07 (Continued)						
Company Name	Location in Salmon Arm	Product or Service	Function	Year Located	Employment Before After	
Lakeside Manor	Waterfront	Independent Living	Seniors Residence	2003	0	9
Piccadilly Terrace	Salmon Arm SW	Independent Living	Seniors Residence	2003	0	25
Royal Canadian Legion	Lakeshore SW	Food & Beverage	Food & Beverage activities; rent space	New Bldg 2003		
Work/Live Building #2 (Harbourfront)	Waterfront	Offices, Stores, Apts.	Work/live	2003	N/A	N/A
Source: Community Brochures, City of Salmon Arm and Chamber. Phone updates, August, 2007.						

Facility Expansions

The following facility expansions in Salmon Arm demonstrate the growth of the city in terms of both employment opportunities and services provided.

Facility Expansions 2002-07						
Company Name	Location in Salmon Arm	Product or Service	Function	Year Expanded	Employment	
					Before	After
The Old Courthouse	20 Hudson Ave. NE	Lease space	Restaurant, Visitor Ctr, offices	2007	N/A	N/A
Okanagan College (separate location)	5450 48th Ave. SE Industrial Pk	Education	Trades and Technology instructional space	2006		
City Hall (SA)	Downtown	Government/ Court	Gov't/Court	2006	115	125
Access Precision	Industrial Pk	Machine Shop	Machining	2005		
COE Newnes McGehee	Industrial Pk	Warehouse	Shipping & Receiving	2005	430	386
Valid Manufacturing	Industrial Pk	Custom coach, trailers, electrical equipment	Custom coach slide-outs & trailers	2005	35	85
Shuswap Lodge Retirement Res.	TCH Downtown	Residential Care	Seniors Residence	2004		
Hanna & Hanna Orchard Farm Market	TCH & 30th	Farm Market, confection, icecream, gifts, self-guided tours	Farm market retail & orchard tours	2003	3	6
Hideaway Pub & Liquor Store	Lakeshore SW	Food & Beverage	Liquor Store addition	2003		
SA Senior Secondary, Jackson Campus	TCH S.E.	Education	School	2003		
Winter Greene Farms	SE	Farm Store, tours	Farm market & tours	2003	13	15
Fabricland	Downtown	Fabric Sales	Retail	2002	6	7
Fields Store	Centenoka Mall	Retail	Clothes, supplies	2002	7	5
McDonald's	TCH & 30th	Food Production	Fast food service	2002	40	55
Mellor's Country Supermarket	Ranchero	Food & Beverage	Liquor Store addition	2002		
Okanagan College	TCH N.E.	Education	Cafeteria/ Activity Centre	2002		
Setters Neighborhood Pub	TCH & 30th	Beer & Wine Store	Retail	2002		
Water Treatment Plant	NE	Water treatment	Water treatment	2002	N/A	N/A

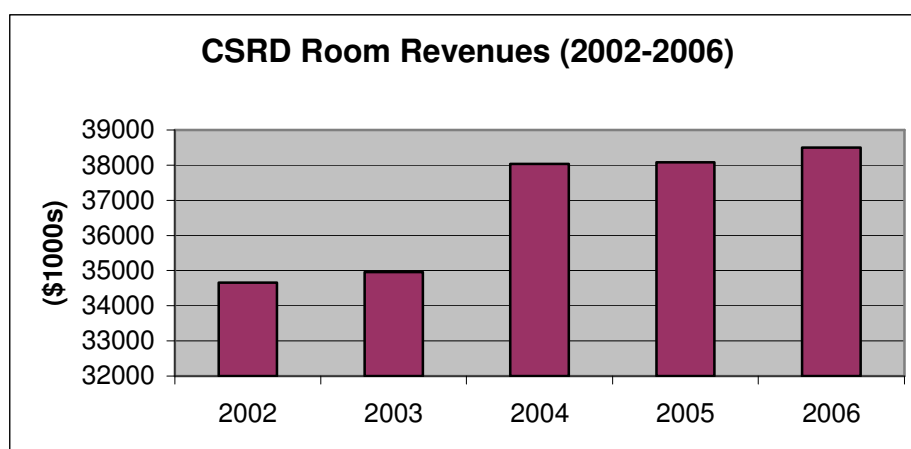
Source: Community Brochures, City of Salmon Arm and Chamber. Phone updates August, 2007.

Tourism and Business

The room revenues for the Columbia Shuswap Regional District are rising continuously every year. As demonstrated in the table and graph below, revenues are increasing in each quarter. Over the past five years the revenue generated in the third quarter is substantially higher than other months, reflecting the region's peak tourism time of July through September.

Columbia Shuswap Regional District Room Revenues (2002-2006)	
Year	Total Room Revenue (\$1000s)
2002	34658
2003	34961
2004	38039
2005	38079
2006	38496

Source: BC Stats, Tourism: Room Revenue Annual 2006.
www.bcstats.com

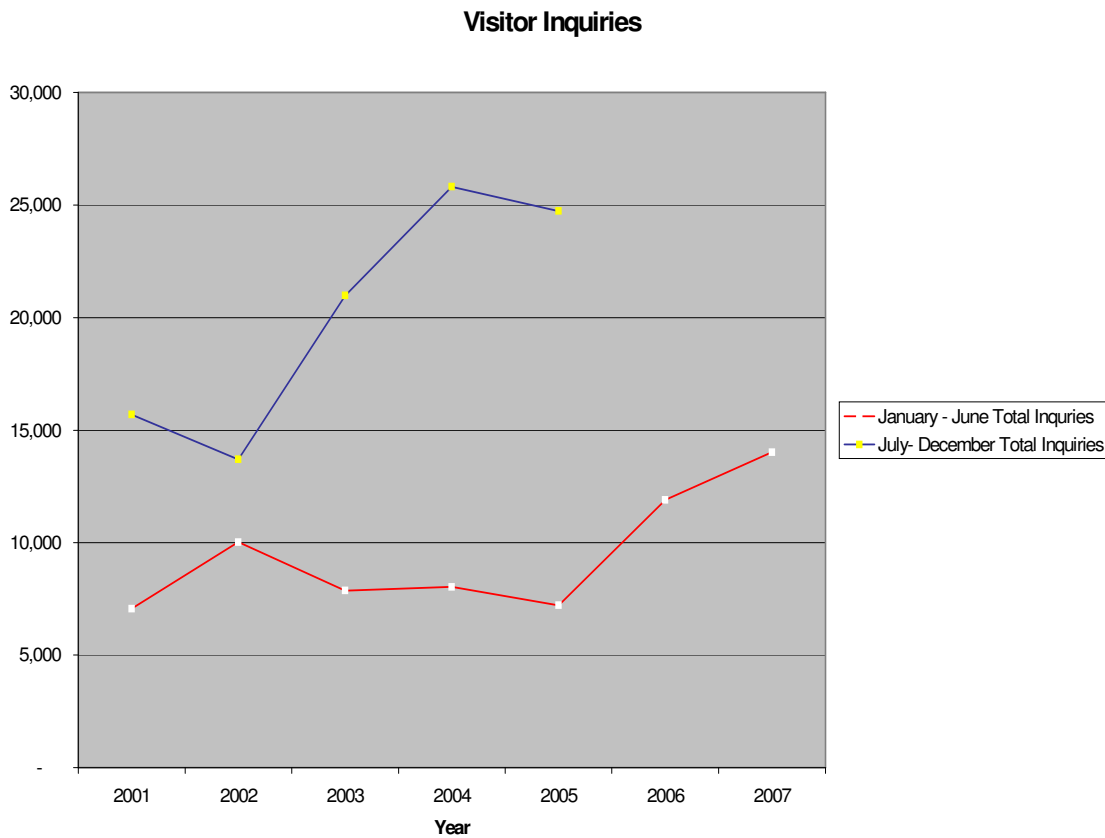


Shuswap Traffic

Shuswap Traffic (sampling)			
Highway	Intersection	July, 2005	Nov., 2005
TCH Salmon Arm	TCH #1 at Salmon Arm (0.2km east of Salmon River Road. West of Salmon Arm).	16,962	12,276
TCH Salmon Arm	TCH #1 at Salmon Arm (0.2 km west of Salmon River Road. West of Salmon Arm).	16,462	11,477
TCH Salmon Arm	TCH #1 in Salmon Arm (70m east of 5th St. NW)	25,640	N/A
97B Salmon Arm	TCH #1 east of Salmon Arm (0.2 km east of Hwy 97B)	11,546	7,471
TCH Sicamous	TCH#1 at Sicamous (1.6km West of Bruhn Bridge).	7,341	3,783
TCH Sorrento	TCH#1 at Squilax (1.1km East of Squilax Anglemont Rd).	9,241	5,701
TCH Tappen	TCH #1 at Tappen (200m east of Sunnybrae/ Canoe Pt. Rd.)	(Aug. 2006) 11,685	N/A
<p>Source: Ministry of Transportation: Peter Gooch, 250.833.3371; MOT is doing traffic counts, building a case for highway improvements. For more info, e.g. traffic counts 1994-2003, see www.th.gov.bc.ca/trafficData/tradas/tradas.asp. October, 2007.</p>			

Visitor Inquiries

As already noted, Salmon Arm is a popular tourist vacation spot. Visitor inquiries are on a constant increase for Salmon Arm in the high tourist season. The popular tourist months, July through September, contribute to the high July-December inquiry totals, shown below. Salmon Arm is becoming popular— at an intense rate, as seen in the graph's sharp increase. January to June presents a relatively slower season that tends to fluctuate, with far less inquiries. Total inquiries include phone, fax and email inquiries and total number of visitors in the Visitor Information Centre.

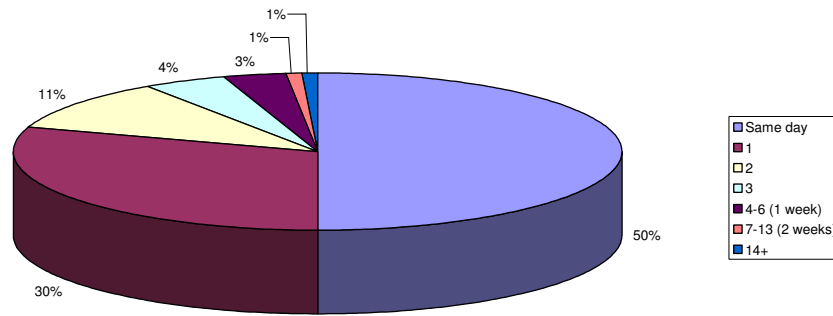


Source: Salmon Arm Visitor Information Centre, August 2007.

Duration of Stay

Most visitors spend anywhere from one day up to two nights in Salmon Arm.

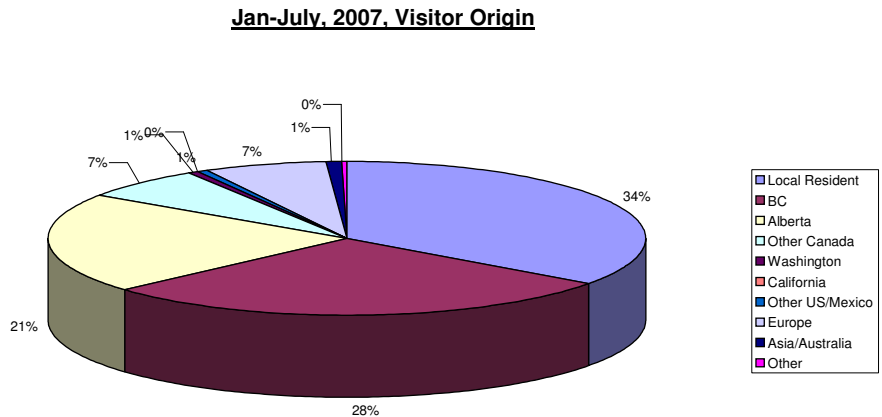
Jan - July, 2007, Nights in Community



Source: Salmon Arm Visitor Information Centre, August 2007.

Visitor Origin

As indicated in the following graph, the majority of visitors to Salmon Arm in 2007 came from within British Columbia or Alberta.



Source: Salmon Arm Visitor Information Centre, August 2007.