

# 2017 Programs & Services

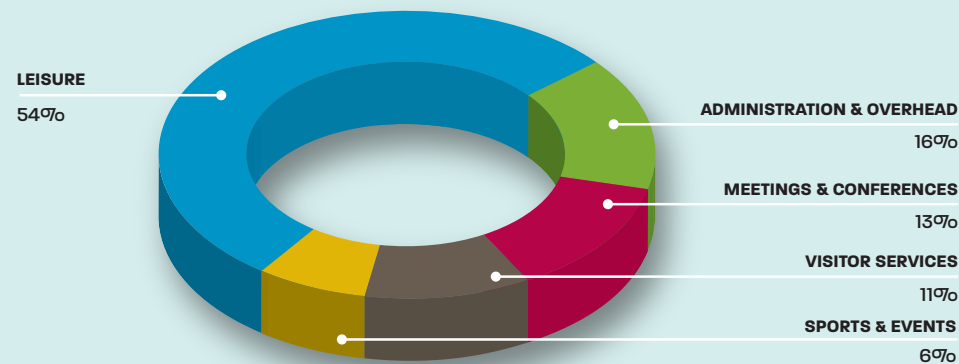


Attracting visitors is our business

Tourism Kelowna continuously works to increase overnight visitation and revenues by generating intrigue and a desire to experience Kelowna and the Central Okanagan region. As a Destination Marketing Organization (DMO), Tourism Kelowna builds awareness and an urge to visit through advertising, travel-oriented editorial, promotions, and direct sales. Your business is linked directly to travel inquiries through the programs described in this brochure. Please review these programs and select the options that best optimize your exposure with the millions of travellers that Tourism Kelowna reaches every year.

## 2015-16 Results Summary

### 2015-2016 Segment Investments



**Leisure Travel:** Large investments in advertising and travel editorial generation are required to express Kelowna's attributes and generate the desire for Kelowna vacations. We employ targeted marketing strategies to create this desire.

Results for all paid and earned advertising activities increased over the previous year. These activities included digital and television advertising, content placement, online travel agency partnerships, SEO, social media engagement, and travel article and blog editorial (earned editorial).

#### 2015-16 HIGHLIGHTS (FOR PERIOD SEPT 1, 2015-AUG 31, 2016)

- paid advertising and earned editorial value - \$2,488,457
- earned editorial placements - 132
- total paid and earned impressions - 148,506,103
- website unique visits - 824,838
- video views - 739,777
- facebook engagements - 293,521
- instagram engagements - 154,161

**Meetings:** Meetings and conferences are big business year round. They boost overnight stays and give visitors a taste of what the area has to offer, which encourages return visits for vacations. The Tourism Kelowna sales team uses direct selling strategies with Canadian and Western US meeting planners. Once they have chosen Kelowna, we assist them by sourcing local suppliers, activities, and spousal program options.

#### 2015-16 HIGHLIGHTS

- meeting leads - 130
- lead room nights - 27,945
- meeting planners hosted on fams - 36

**Sports & Events:** Hosting of sport and cultural events is an excellent way to attract visitors. Our team works with private event producers, local organizations, and provincial and national event rights holders to identify and bid on events well suited to Kelowna's venues and amenities. Tourism Kelowna also provides support to bidding organizations in the form of bid development, decision-maker site inspections, and event promotion.

#### 2015-16 HIGHLIGHTS

- event leads - 13
- events served/supported - 51
- lead room nights - 2,883
- event planners hosted on fams - 5

**Visitor Sales & Services:** Thousands of travel inquiries are made each year to Tourism Kelowna staff and volunteers. They are received in person at our Visitor Centres and via phone, email, website, and social media channels. Travel counsellors provide information and make suggestions tailored to the specific needs and interests of the travellers. This practice fosters a desire to explore more, stay longer, spend more, give referrals, and come back again.

#### 2015-16 HIGHLIGHTS

- visitors served at Harvey Avenue and Ellis Street Visitor Centre - 20,106
- visitors served at Kelowna International Airport Information Kiosk - 23,042
- visitors served with Mobile Street Team (July and August) - 3,675
- travel inquiries - 6,263
- number of Visitor Counsellor Volunteers - 56

# Advertising & Sales Partner Programs

Link your activity, service, or attraction directly to your target market with Tourism Kelowna advertising programs. These programs connect your business to inquiries generated by Tourism Kelowna's advertising, sales, travel editorial, and visitor servicing activities. Start with the Necessities Advertising Package and add on others to increase your opportunities to draw visitors to your business.

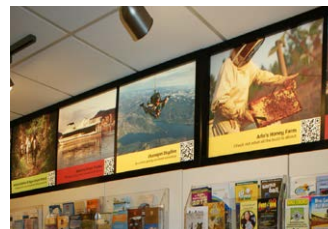
The Necessities **4**  
Advertising Package



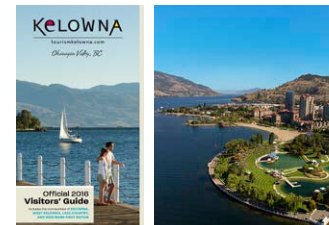
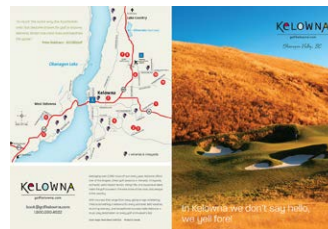
Brochure Racking **5**  
Kelowna International Airport  
Shell Aero Centre  
Real Estate/Developer



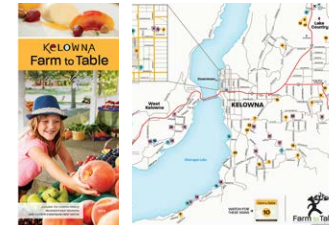
Visitor Centre **6**  
Backlit Signage



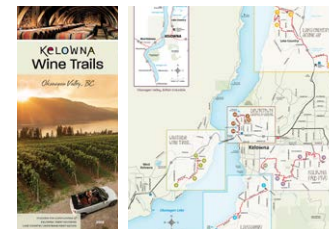
Golf Kelowna **6**



**7** Official 2017 Visitors'  
Guide Display Advertising



**8** Kelowna Farm to Table



**8** Kelowna Wine Trails



**9** Meetings &  
Conferences Sales

# The Necessities Advertising Package



## Link your business to travellers.

*This entry level advertising package links your business to travellers researching their trip to Kelowna and exploring while they are here.*

### INCLUDES

- business listing and link on [www.tourismkelowna.com](http://www.tourismkelowna.com)
- business listing in the *Official 2017 Visitors' Guide* (175,000 produced)
- business listing on Kelowna & Area Map
- Visitor Centre racking for a 4" x 9" brochure
- voting stakeholder of Tourism Kelowna Society\*
- ability to run for the Tourism Kelowna Board of Directors\*

*\*Available to Central Okanagan participants only.*

### FEE

- n/c Central Okanagan accommodations collecting the MRDT or DMF
- \$360 accommodations, attractions, and services *within* the Central Okanagan
- \$ 50 additional web listing or location *within* the Central Okanagan
- \$475 attractions and services *beyond* the Central Okanagan
- \$ 75 oversize brochure fee

### DEADLINE

October 31, 2016 for inclusion in the *Official 2017 Visitors' Guide*

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# Brochure Racking

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## Kelowna International Airport

Rack your brochure at the Kelowna International Airport Information Kiosk for exposure to over 1.6 million travellers.

### INCLUDES

→ racking of a 4" x 9" brochure for 12 months

### PREREQUISITE

→ none

### FEE

**\$245** within the Central Okanagan

**\$295** beyond the Central Okanagan

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## Real Estate/Developer

Almost everyone who has moved to Kelowna will tell you, "We came for a vacation and fell in love with the lifestyle." Many visitors are so enamored with Kelowna that they become house hunters. The Harvey Avenue Visitor Centre is often the first stop in their search for real estate information and maps. This is a great opportunity for realtors or developers to rack their sales brochure.

### INCLUDES

→ racking of a 4" x 9" brochure for 12 months

### PREREQUISITE

→ be located within the Central Okanagan

### FEE

**\$245**

[CLICK HERE TO BOOK](#)

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## Shell Aero Centre

Rack your brochure at the Shell Aero Centre for exposure to visitors who travel by private aircraft.

### INCLUDES

→ racking of a 4" x 9" brochure for 12 months

### PREREQUISITE

→ available to only those who rack at the Kelowna International Airport

### FEE

**\$105** within the Central Okanagan

**\$125** beyond the Central Okanagan

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# Visitor Centre Backlit Signage

Grab the attention of over 20,000 visitors.

Over 20,000 people stop at the Harvey Avenue Visitor Centre for recommendations and information on Kelowna and the surrounding area. Grab their attention with an eye-catching, full-colour, backlit sign promoting your activity, attraction, or service.

## INCLUDES

- production and installation of one backlit sign
- photo of experience/service, business name, website, phone number, and tagline

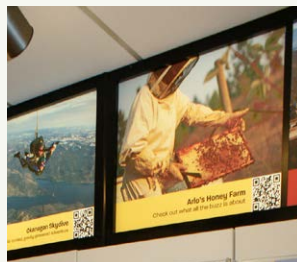
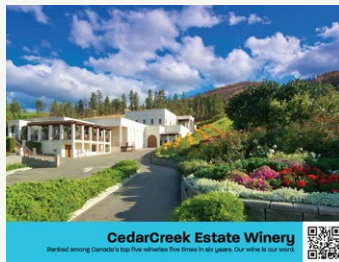
## PREREQUISITE

- hold a current Necessities Advertising Package
- be located within the Central Okanagan

## FEE

Standard Sign (25" x 20") – one year  
**\$400**

*\*Signs subject to availability and approval.*



# Golf Kelowna

Increase non-resident rounds at your course.

Branded as Golf Kelowna, this program increases non-resident rounds to participating courses. Tourism Kelowna partners with local golf courses to showcase Kelowna as a premier Canadian golf destination.

## INCLUDES

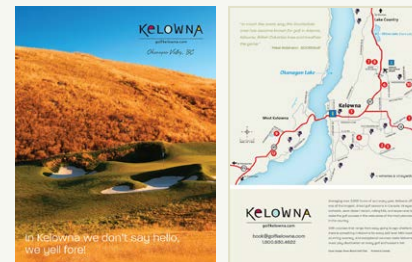
- spring golf shows
- enhanced additional listing on [www.golfkelowna.com](http://www.golfkelowna.com)
- comprehensive destination golf advertising campaign

## PREREQUISITES

- hold a current Necessities Advertising Package
- be a golf course located within the Central Okanagan

## DEADLINE

October 31, 2016



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[EMAIL FOR MORE INFO](#)

# Official 2017 Visitors' Guide Display Advertising

Enhance your visibility with this comprehensive guide.

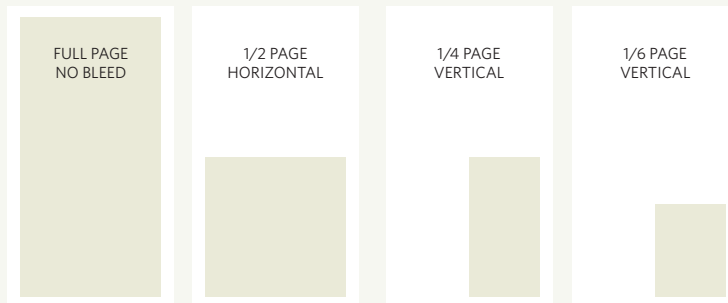
One of the best ways to enhance your visibility is through the easy-to-use and comprehensive Official Visitors' Guide. Over 175,000 copies are distributed at Visitor Centres and hundreds of points throughout the Central Okanagan, British Columbia, and Alberta. They are also mailed to those with pre-trip travel inquiries and downloaded from our website. That's a lot of potential customers for a reasonable cost.

#### PREREQUISITE

→ advertising accommodations must be located within the Central Okanagan

#### DISTRIBUTION

- 40% local distribution through hotels, attractions, restaurants, retail outlets, and resident homes
- 34% fulfillment to direct inquiries through website, phone, email, and Kelowna Visitor Centres
- 14% trade shows, direct sales, local conferences, and event delegates
- 6% BC Visitor Centres and BC Ferries
- 6% Alberta Visitor Centres and Alberta Motor Association



#### DISPLAY AD RATES

AD SIZE	WITHIN CENTRAL OKANAGAN	BEYOND CENTRAL OKANAGAN
Inside back cover – bleed	\$4,425	\$4,870
Full page ad – bleed	\$4,120	\$4,535
Full page ad – no bleed	\$3,860	\$4,255
1/2 page ad – horizontal	\$2,870	\$3,160
1/4 page ad – vertical	\$2,095	\$2,315
1/6 page ad – vertical	\$1,270	\$1,400

#### DEADLINE

October 31, 2016

[CLICK HERE TO BOOK](#)

# Kelowna Farm to Table

## Generate visitor traffic with this proven, self-guided tour.

*This is the perfect vehicle to promote your agri-tourism business or farm to table restaurant. This proven, self-guided tour generates visitor traffic for participating businesses through expanded exposure and cross promotion. The farm to table experience comes alive for visitors and celebrates the connection between local farmers, artisan producers, and local chefs. Guides are distributed at participating businesses, Visitor Centres, and at attractions and accommodations throughout the Central Okanagan and across British Columbia.*

### INCLUDES

- formatted ad in printed guide with business name, photo, description, hours of operation, address, phone, and website (100,000 produced)
- locator on map
- wayfinding signage that corresponds to the map locator
- enhanced additional listing on [www.tourismkelowna.com/do/farm-to-table](http://www.tourismkelowna.com/do/farm-to-table)
- placement of digital brochure on [www.tourismkelowna.com/do/farm-to-table](http://www.tourismkelowna.com/do/farm-to-table)

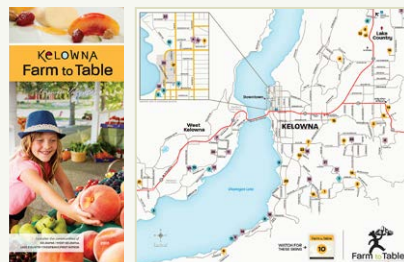
**FEE**  
**\$525**

### PREREQUISITES

- hold a current Necessities Advertising Package (NAP – see page 4)
- be located within the Central Okanagan
- operate an agri-tourism business and/or farm to table restaurant with regular public hours
- restaurants must utilize, on a continual basis, products from a minimum of two participating farms and wines from a minimum of two Kelowna-area wineries

### BOOKING DEADLINE

October 31, 2016



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# Kelowna Wine Trails

## Kelowna Wine Trails guide is a visitor *must-have*.

*The Kelowna Wine Trails program promotes the Central Okanagan as a highly desirable Canadian wine region. Kelowna Wine Trails touring guides are a visitor must-have for wine tasting in the Central Okanagan. A network of five different wine trails cross-promote each other, resulting in increased business for all.*

### INCLUDES

- formatted ad with business listing, image, address, contact info, and hours of operation
- locator on maps
- enhanced additional listing on [www.tourismkelowna.com/do/wine](http://www.tourismkelowna.com/do/wine)
- placement of digital brochure on [www.tourismkelowna.com/do/wine/guide](http://www.tourismkelowna.com/do/wine/guide)

### NOTE

This program has been successful over the past five years but it is now due for a refresh. Partner wineries will be consulted in September and October with program finalization expected by mid-November 2016.



[EMAIL FOR MORE INFO](#)



# Meetings & Conferences Sales

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## Generate more meeting and conference business.

*This program is for those who want to generate meetings and conference business. It provides opportunities to sell their venues and services directly to meeting planners throughout Canada and the Pacific Northwest US. Participants share trade show and event costs making exposure with top meeting planners more affordable. Tourism Kelowna meeting-specific advertising and sales initiatives drive planners to the meeting section on [www.tourismkelowna.com](http://www.tourismkelowna.com).*

### **NOTE**

Due to an adjustment to the booking schedule, sales of this 2017 program are now closed.

The program typically consists of the following elements:

#### **BASIC PACKAGE**

- customized flat sheet for use at sales calls and functions
- website listing on [www.tourismkelowna.com/meeting-planners](http://www.tourismkelowna.com/meeting-planners)

#### **COST-SHARED TRADESHOW BOOTH SPACE**

- Canadian Society of Association Executives (CSAE)
- CSAE Tête à Tête
- Incentive Works Trade Show

#### **COST-SHARED SALES EVENTS**

- meeting planner specialty events and receptions

For more information on meeting and conference sales activities, contact Julia Garner at [julia@tourismkelowna.com](mailto:julia@tourismkelowna.com).



[EMAIL FOR MORE INFO](#)