

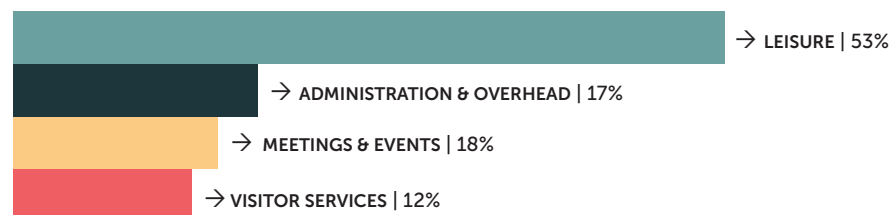


Attracting visitors is our business

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.

2016-17 RESULTS SUMMARY

for period September 1, 2016–August 31, 2017



2016-2017 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).

- hosted 53 travel media writers
- generated \$135,000 in value-added media
- generated nearly 80 million advertising impressions
- drove over 724,000 unique website visits
- generated nearly 96,000 social media followers



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.

- meeting leads – 131
- lead room nights – 32,113
- meeting planners hosted on fams – 56

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.

- event leads – 16
- events served/supported – 9
- lead room nights – 10,496
- event planners hosted on fams – 9

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 practise fosters a desire to explore more, stay longer, spend more, give referrals, and come back again.

- visitors served at Harvey Avenue and Ellis Street Visitor Centre – 16,193
- visitors served at Kelowna International Airport Information Kiosk – 25,170
- visitors served with Mobile Street Team (July and August) – 2,968
- travel inquiries – 6,060
- number of Visitor Counsellor Volunteers – 57

ADVERTISING & SALES PARTNER PROGRAMS

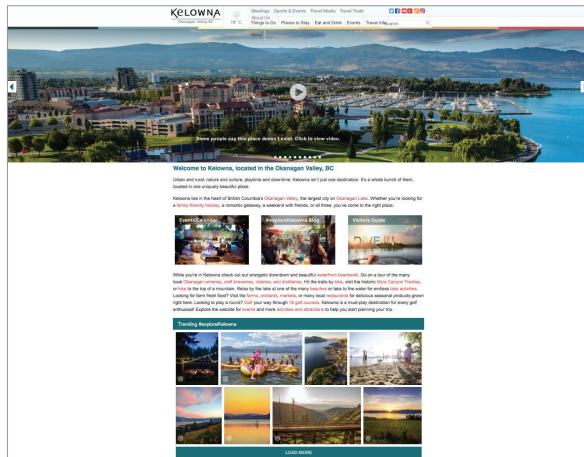
Link your activity, service, or attraction directly to your target market with Tourism Kelowna advertising programs. These programs connect your business to inquiries generated by Tourism Kelowna's advertising, sales, travel editorial, and visitor servicing activities. Start with the Necessities Advertising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



All fees stated in this document are subject to GST.

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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 tourismkelowna.com
- business listing in the Official 2018 Visitors' Guide (150,000 produced)
- business listing on Kelowna & Area Map (170,000 produced)
- Visitor Centre racking for a 4" x 9" brochure
- access to Tourism Kelowna resources and tools (extranet, invitations to workshops, digital assets, etc.)
- ability to use Tourism Kelowna logo on website and marketing materials (with prior approval)
- display materials (sign, decal, logo)
- 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** business is located **within** the Central Okanagan
- \$ 50** additional web listing or location within the Central Okanagan
- \$475** business is located **beyond** the Central Okanagan
- \$ 75** oversize brochure fee

Deadline

October 31, 2017 for inclusion in the Official 2018 Visitors' Guide

BROCHURE RACKING

Kelowna International Airport

Rack your brochure at the Kelowna International Airport Information Kiosk for exposure to over 1.7 million travellers.

Includes

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

Prerequisite

→ none

Fee

\$245 business is located **within** the Central Okanagan

\$295 business is located **beyond** the Central Okanagan

**An additional fee will apply for oversize brochures.*

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 business is located **within** the Central Okanagan

\$125 business is located **beyond** the Central Okanagan

Real Estate/Developer at Harvey Avenue Visitor Centre

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

→ business is located within the Central Okanagan

Fee

\$245



Note: Brochure racking space is limited at all locations

VISITOR CENTRE BACKLIT SIGNAGE

Grab the attention of over 15,000 visitors.

Over 15,000 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

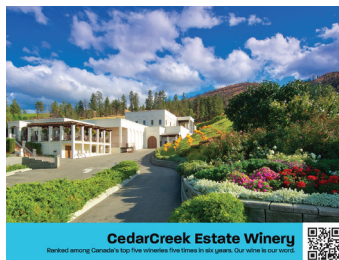
Prerequisites

- hold a current Necessities Advertising Package (NAP—see page 4)
- business is located within the Central Okanagan

Fee

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

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

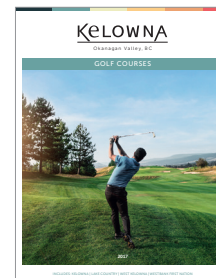
- enhanced listing on golfkelowna.com
- comprehensive destination golf advertising campaign
- inclusion in Tourism Kelowna's content marketing program

Prerequisites

- hold a current Necessities Advertising Package (NAP—see page 4)
- be a golf course located within the Central Okanagan

Deadline

October 31, 2017



OFFICIAL 2018 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. A quantity of 150,000 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

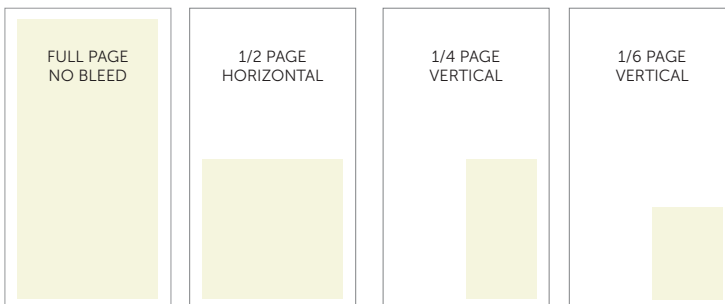
- 40% local distribution through hotels, attractions, restaurants, and retail outlets
- 35% fulfillment to direct inquiries through website, phone, email, and Kelowna Visitor Centres
- 6% trade shows, direct sales, local conferences, and event delegates
- 14% BC Visitor Centres and BC Ferries
- 5% Alberta Visitor Centres and Alberta Motor Association

Display Ad Rates

AD SIZE	WITHIN CENTRAL OKANAGAN	BEYOND CENTRAL OKANAGAN
Inside back cover – bleed	\$5,170	\$5,600
Full page ad – bleed	\$4,120	\$4,535
Full page ad – no bleed	\$3,860	\$4,255
1/2 page ad – horizontal/no bleed	\$2,870	\$3,160
1/4 page ad – vertical (templated)	\$2,095	\$2,315
1/6 page ad – vertical (templated)	\$1,270	\$1,400

Deadline

October 31, 2017



KELOWNA FARM TO TABLE & GLASS

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

Local flavours of Kelowna and the Okanagan Valley draw travellers from across North America and the world. This proven, self-guided tour generates visitor traffic for participating businesses through expanded exposure and cross promotion. The farm to table and glass experience comes alive for visitors and celebrates the connection between local farmers, artisan producers, local chefs, and mixologists. Guides are distributed at participating businesses, Visitor Centres, and at attractions and accommodations throughout the Central Okanagan, and across British Columbia.

Includes

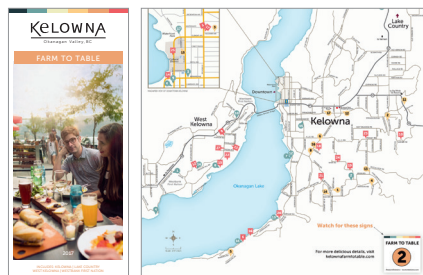
- formatted ad in printed guide with business name, photo, description, hours of operation, address, phone, and website (100,000 produced)
- locator on map within printed 2018 Official Visitor's Guide
- display materials (sign, decal, logo) for use by program participants
- inclusion in Tourism Kelowna's content marketing program
- enhanced additional listing on tourismkelowna.com/do/farm-to-table
- placement of digital brochure on tourismkelowna.com/do/farm-to-table

Prerequisites

- hold a current Necessities Advertising Package (NAP—see page 4)
- business is located within the Central Okanagan
- operate an agri-tourism business, brewery, distillery, and/or farm to table restaurant with regular public hours
- restaurants must utilize, on a continual basis, local flavours from a minimum of two participating farms and wines, beers, ciders, or spirits from a minimum of two Kelowna-area wineries, breweries, cideries, or distilleries

Fee
\$525

Booking Deadline
October 31, 2017



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 in guide (100,000 produced)
- locator on maps
- enhanced additional listing on tourismkelowna.com/do/wine
- placement of digital brochure on tourismkelowna.com/do/wine/guide
- display materials/sign, decal, logo for use by program participants

Prerequisites

- hold a current Necessities Advertising Package (NAP—see page 4)
- operate a winery, brewery, cidery, or distillery with a tasting room located within the Central Okanagan

Fee

Winery: **\$3,000**
Guided Tour Operator: **\$675**

Booking Deadline

October 31, 2017



KELOWNA TRAIL GUIDE

Showcase your business to outdoor enthusiasts.

NEW in 2017-18 is the Kelowna Trail Guide which will highlight the trails throughout the Central Okanagan that can be enjoyed on foot, on bike, or in the water. Guides will be distributed at the Visitor Centre and accommodations and attractions throughout the Central Okanagan.

Includes

- formatted ad in printed guide with business name, photo, description, hours of operation, address, phone and website (50,000 produced)
- locator on map
- business decal/sign
- enhanced listing on tourismkelowna.com

Prerequisites

- hold a current Necessities Advertising Package (NAP—see page 4)
- business is located within the Central Okanagan

Fee

\$750

Booking Deadline

November 30, 2017



MEETINGS & CONFERENCES SALES

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 tourismkelowna.com.



Prerequisites

- hold a current Necessities Advertising Package (NAP—see page 4)
- hold a Basic Package for À La Carte Options participation
- be located within the Central Okanagan

The program consists of the following elements:

Basic Package

\$750

- customized flat sheet for use at sales calls and functions
- inclusion in Tourism Kelowna's social and content program
- website listing on tourismkelowna.com/meeting-planners

Cost-Shared Trade Show Booth Space

- **\$1,000** CSAE Tête-à-Tête | January 31, 2018 | Ottawa, Ontario
- **\$1,500** Incentive Works Trade Show | August 14-15, 2018 | Toronto, Ontario
- **\$1,250** Canadian Society of Association Executives (CSAE) | October 24-26, 2018 | Ottawa, Ontario

Cost-Shared Sales Events

- **\$500** Spring Seattle Sales Trip | Date TBD | Seattle, Washington
- **\$500** Professional Convention Management Association | August 14, 2018 | Toronto, Ontario
- **\$750** Vancouver Wine Festival Dinner | Date TBD | Vancouver, British Columbia
- **\$500** Seattle Sales Trip | Date TBD | Seattle, Washington