

Presentation to Kelowna City Council by:  
Tourism Kelowna (a division of the Kelowna Chamber of Commerce)  
October 29, 2001

***Presenting an overview of activities and results from our 2001 destination marketing, based upon the 5 key objectives that make up the Business & Market Development Plan 2000-2002.***

**Objective #1:**

Develop tourism products in the following areas: sport, culture, agriculture, environmental/adventure

Sport Tourism

Activities:

- Development of necessary support services and growth strategies:
  - Event hosting tools
  - Sport Host Task Force
  - Event Development Grand
  - Bid package materials
  - Strategic Bidding Task Force

Results:

- Created foundation for Kelowna to be marketed as a premier sport destination
- Created strategic relationships and alliances which will inject more human resource strength to this effort (working very closely with Parks and Recreation)
- Over \$31,000,000 in economic impact is generated each year from sporting events (based upon 1998 study conducted by Central Okanagan Economic Development Commission)

Cultural and Agriculture

Activities:

- Partnership development
- Product Inventories created
- Promotional materials development
  - Arts Happening
  - Best Picks of the Okanagan
  - Co-op Cultural advertising campaign
  - Media relations

Results:

- Working with Cultural District to begin the marketing of Kelowna as a cultural tourism destination
- Increase in leisure travellers and group tour planners interest in agritourism
- Increased product promotion and development i.e. Gardens

Environmental/Adventure

Activities:

- Currently developing product inventory
- Creating relationships with key operators
- Consumer marketing of existing products

Results:

- Increased consumer recognition of existing products
- Local familiarization with developing products

**Objective #2:**

Expand our reach into new geographic markets for conventions, group tours and the leisure traveller.

Meetings and Conventions

Activities:

- Positioning Kelowna as an option to Victoria, Vancouver and Whistler in Eastern Canada and Washington State.
  - Direct Mail
  - Direct Sales
  - Trade Shows
  - Media Relations

Group Tours

- Focus is on the developing of the Okanagan as a destination rather than a drive-through stop
  - Education to encourage a partnered approach to packaging and marketing (working closely with Penticton and Vernon)
  - Relationship building with tour operators
  - Tour operator familiarization trips
  - Increased visibility of Kelowna within the National Tour Association
  - Direct sales at NTA

### Leisure

- Media Relations – generating consumer demand for Kelowna as a destination
- Visitor Guide distribution
- Web site upgrades
- Key advertising
- Travel agent familiarization trips
- Improved levels of service at VIC

### Results:

- # of travellers into Visitor Info Centre as of September 30, 2001 is up 5.2% over 2000. This is slightly higher than the B.C. average.
- Visitor Origin
  - BC 41%
  - Alberta 17%
  - Other Canada 15%
  - Washington 3%
  - Other US 4%
  - Europe 14%
  - Asia/Australia 6%
- Visitor Information Requested in addition to accommodation for Kelowna
  - Wineries 51%
  - Skiing 16%
  - Golf 15%
  - Festivals and conventions 15%
  - Sport Events 3%

### **Objective #3:**

Build brand awareness for Tourism Kelowna

### Activities:

- New branding as Kelowna, Okanagan Valley, British Columbia
- Positioning Kelowna as the Okanagan
- Identity standards created for Tourism Kelowna logo and brand
- Improved statistical collection for benchmarking growth
- Implementation of annual Tourism Awards program to recognize excellence in the industry

### Results:

- Increased recognition, strength and perception as a quality choice for a destination

**Objective #4:**

Develop leading edge multimedia communication tools.

**Activities:**

- Web site functionality upgrades
- On-line photo gallery
- Improved rankings in search engines
- Trade show booth redesign
- Tourism industry quarterly e-newsletter

**Results:**

- More inquiries through web site
  - Over 40,000 unique visits to web site as of September 30, 2001 (over 5,000,000 hits YTD)
- Improved customer service – faster
- Exciting, professional image
- Increased communication

**Objective #5:**

Establish secure long-term funding for tourism promotion in Kelowna

**Activities:**

- Increased co-op partnering allowing our funds to go further
- Industry Input Session – Visioning for the future
- Identification of need to create a Tourism Development Strategy which will include a marketing plan and projected results based upon increased funding

**Results:**

- Creating a level of understanding that we have not yet begun to develop tourism to its potential in Kelowna and area
  - Kelowna and the Okanagan are international secrets
  - We have immense untapped potential
  - Tourism has the potential to become the most significant economic drive for Kelowna

### Impact of the Events of September 11, 2001 on Tourism in Kelowna:

- We have been somewhat insulated from the dramatic effects felt by the large gateway cities. This is due to the fact that 73% of our visitors are domestic with only 7% from the US. However this is just a reflection of the immediate impact. Tourism will be a tough business over the next 18 months as it fights to rebound from a slowing economy nation-wide and the effects of September 11
  - Border crossing issues will discourage the US traveller from considering Canada
  - Huge sums of money are currently being dedicated in the US to the promotion of US destinations – it will be extremely difficult to compete
  - People will want to remain “close to home”
  - Asian travellers have cancelled in large amounts and will be difficult to convince to return until all thoughts of terrorism and war are gone
  - Air access has been cut to most Canadian destinations causing a problem with the servicing of domestic and international demand

### Tourism Kelowna strategies in the wake of September 11, 2001:

- Support the CTC and Tourism BC in their efforts to encourage Canadians to travel in Canada
- Continue to market to our primary geographic markets of BC, Alberta and the Prairies positioning Kelowna as a premier Canadian travel option to the US
- Market shoulder season short get-aways
- Will maintain current presence in Washington State and will monitor the US tourism industry reaction over the next few months to decide whether to increase our efforts in the Pacific Northwest
- Will depend on travel media through our media relations efforts to generate consumer demand in Ontario