

# KELOWNA

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[tourismkelowna.com](http://tourismkelowna.com)

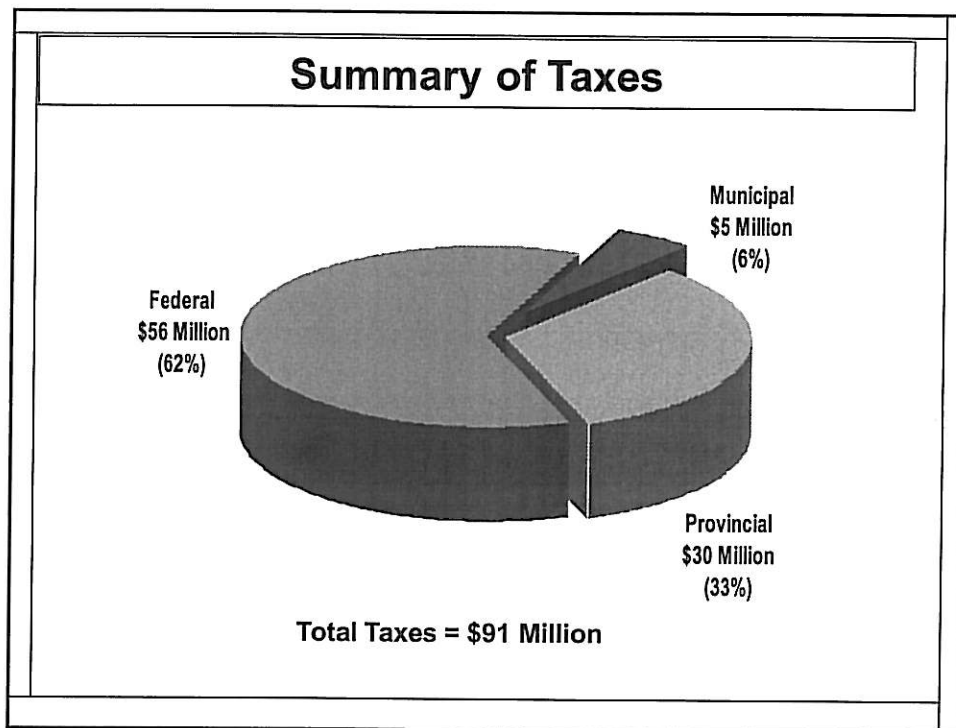
As a Destination Marketing Organization, Tourism Kelowna invests in advertising, promotion, and sales strategies that build intrigue in our destination, generating the desire to travel to Kelowna.

Presentation to Kelowna City Council

October 26, 2009

## **Importance of Tourism to Kelowna**

- Over 1.2 million visitors annually
- \$346 million annually in spending
- 5100 full-time equivalent jobs
- 2<sup>nd</sup> largest employer next to Health Care
- Main Visitor Centre services 40,000+ people annually
- Airport Info Kiosk services 175,000 visitors annually



- ### Organizational Structure
1. Not-for-profit incorporated society
  2. Elected Board of Directors
  3. Stakeholder model
  4. Performance based funding model
  5. Results based approach
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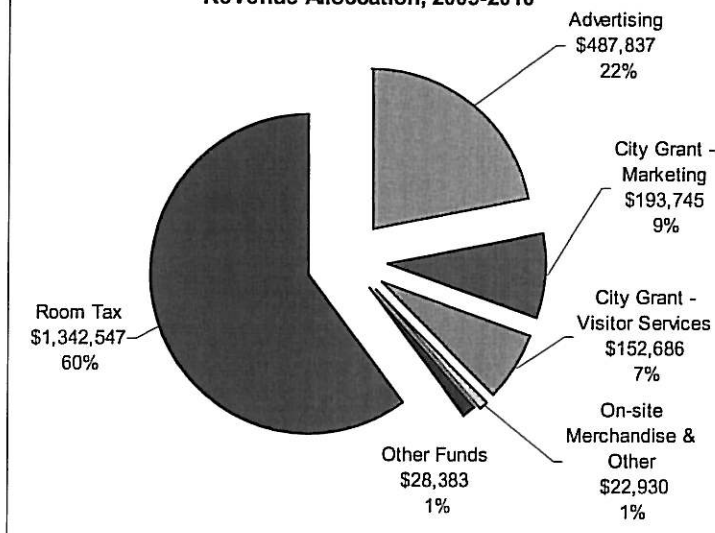
## Key Result Areas

1. Destination Marketing
2. Visitor Services Development
3. Destination Management
4. Advocacy

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## Funding Sources

Revenue Allocation, 2009-2010



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### **Stakeholder Representation**

262 voting stakeholders

- 110 accommodation
- 75 attractions & activities
- 22 restaurants
- 21 arts and entertainment
- 18 wineries & breweries
- 16 golf courses

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### **Accountability to Stakeholders**

- Annual performance targets
- Operational best practices
- Sales & Advertising results measured
- Data collection monthly – 80% of rooms
- Stakeholder results generated by Tourism Kelowna
- Overwhelming support for AHRT renewal

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### **Accountability to Governments**

- City Councillor on Board
- Annual submission of approved business plan and budget
- Annual submission of year end report required by AHRT legislation
- Full audit annually
- Recognized as model of best practices for governance and accountability

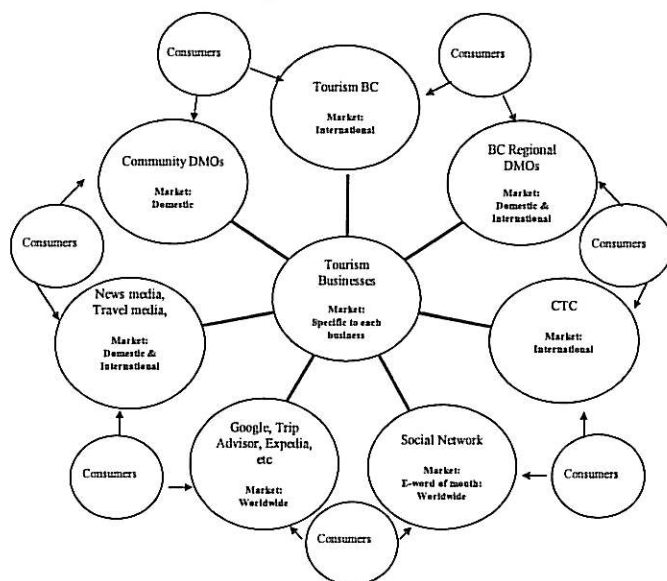
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### **Importance of Tourism Kelowna**

1. Communicate the brand of the city
2. Make brand consumable for tourists
3. Increase visitors and revenues to businesses and governments
4. Lead tourism growth strategy
5. Connect with other layers of industry who market internationally – CTC and TBC

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## Generating Tourist Demand



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## Communication Channels

- Website
- Television/Radio
- Print – Magazines/Newspaper
- On-line:
  - SEO
  - big box ads
  - targeted direct mail
  - pay per clicks
  - key word searches
  - sponsorships on travel sites
  - social media
- Unpaid media – generating of travel articles

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## Target Consumers

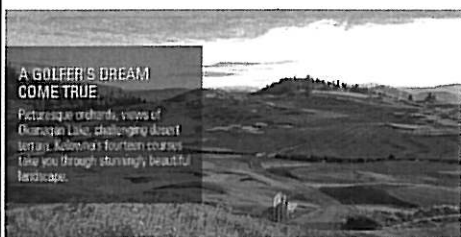
- Leisure
  - Summer vacationers
  - Wine & culinary travellers
  - Golf travellers
  - Arts, entertainment, agri travellers
- Meetings and Conventions
- Sport Events

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## Segmented Email Communications

### KELOWNA

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A golfer's dream come true. Book now for great package deals.

Picturesque orchards, views of Okanagan Lake, challenging desert terrain. Kelowna's fourteen courses take you through stunningly beautiful landscape.

Designed for players of every level, the city in British Columbia's Okanagan Valley is renowned for courses like Predator Ridge, host of the 2003 Telus Stays, and Tower Ranch, the only Canadian course to be listed in Travel + Leisure's top 10 Best New Golf Courses of 2008.

With great package deals and one of the longest, driest seasons in Canada, you could be on the greens sooner than you might think.

Three nights plus  
two rounds of  
championship golf.

Starting at  
**\$475**  
per person

[LEARN MORE](#)

- Purpose to communicate information specific to the visitor's interests.
- Specific communications related to segment (Golf, General, Wine, Family, Festivals & Arts, Blossom/Harvest)
- Emails will consist of short notices of information like golf courses open for season, first blossoms, upcoming festivals - wine, arts etc, harvest.
- Each notice will provide a call to action to visit with link to related packages.
- Each notice will provide "forward to friend" link to encourage referrals of new individuals to joins our consumer database

## Globe & Mail

June 2009

### Kelowna: Fresh and In Season



**S**ummer is the best time to visit Kelowna. The weather is perfect, the wine is in season, and the city is alive with festivals and events. From the Okanagan Valley's world-class golf courses to the city's vibrant arts scene, there's something for everyone. And, of course, the food is fantastic. Kelowna is a foodie's paradise, with a wide variety of restaurants and cafes offering up the best of local produce. Whether you're looking for a casual meal or a fine dining experience, you'll find it all in Kelowna. So, what are you waiting for? Book your trip now and enjoy the best of Kelowna.



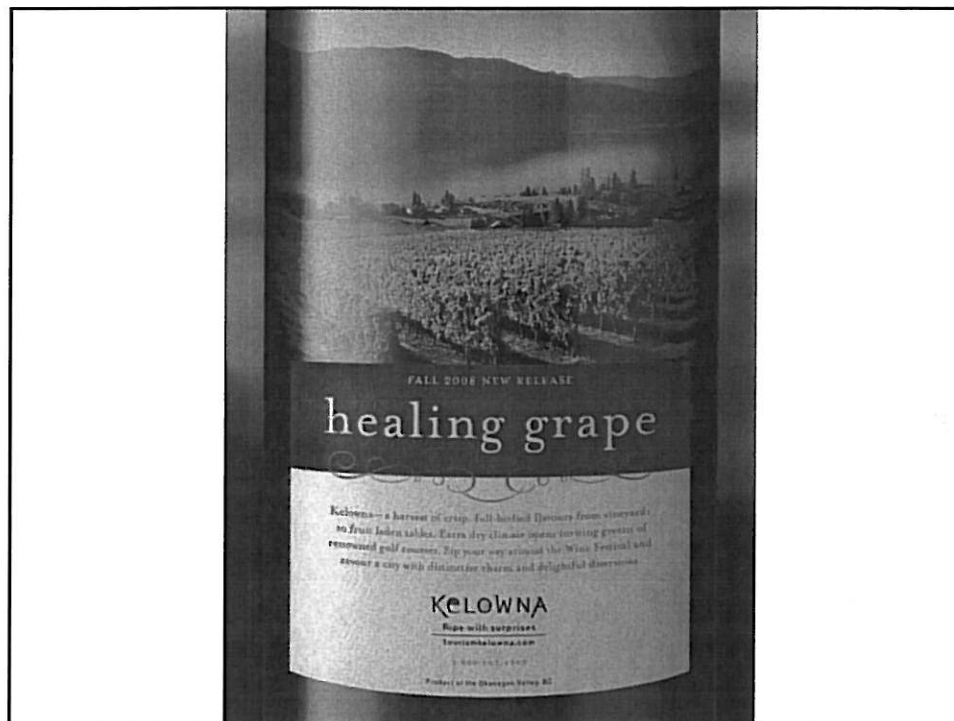
### Summer Fun

**C**hildren's activities are a big part of the summer fun in Kelowna. From the Okanagan Valley's world-class golf courses to the city's vibrant arts scene, there's something for everyone. And, of course, the food is fantastic. Kelowna is a foodie's paradise, with a wide variety of restaurants and cafes offering up the best of local produce. Whether you're looking for a casual meal or a fine dining experience, you'll find it all in Kelowna. So, what are you waiting for? Book your trip now and enjoy the best of Kelowna.

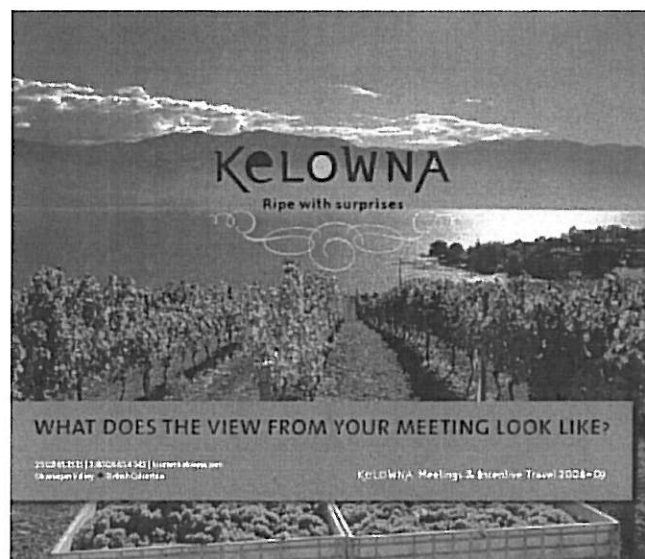


**Getting Here** Kelowna is easily accessible by car, bus, and plane. The city is located on the southern shore of Okanagan Lake, just a short drive from the city of Vancouver. There are several airlines that fly to Kelowna, and the city is well-served by a variety of bus lines. Whether you're driving, taking the bus, or flying, getting to Kelowna is a breeze. So, what are you waiting for? Book your trip now and enjoy the best of Kelowna.

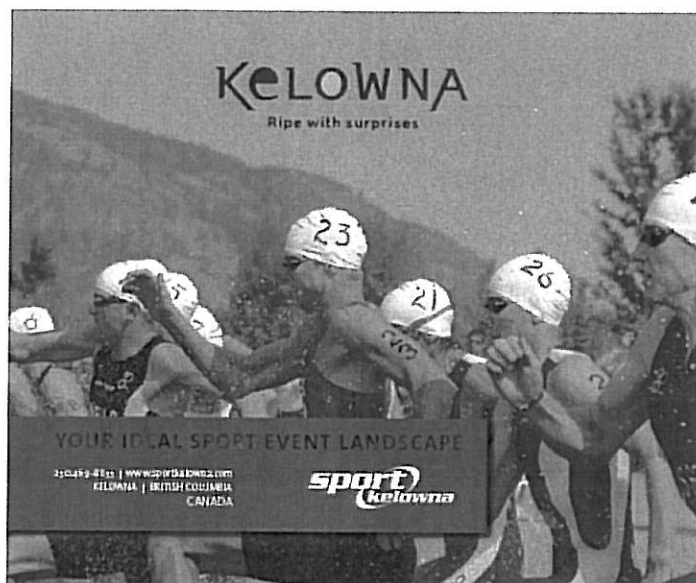




## Meetings, Conventions & Incentive Travel



## Sport Events



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