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# Tourism in the Local & Regional Economy

## The Role of Thompson Okanagan Tourism

City of Kelowna  
Presentation to Council  
August 9<sup>th</sup> 2010

# Presentation Outline

- Tourism from a local government perspective
- Role of local government
- Thompson Okanagan Tourism – repositioning of the organization and role in strengthening the industry

# **TOURISM FROM A LOCAL GOVERNMENT PERSPECTIVE**

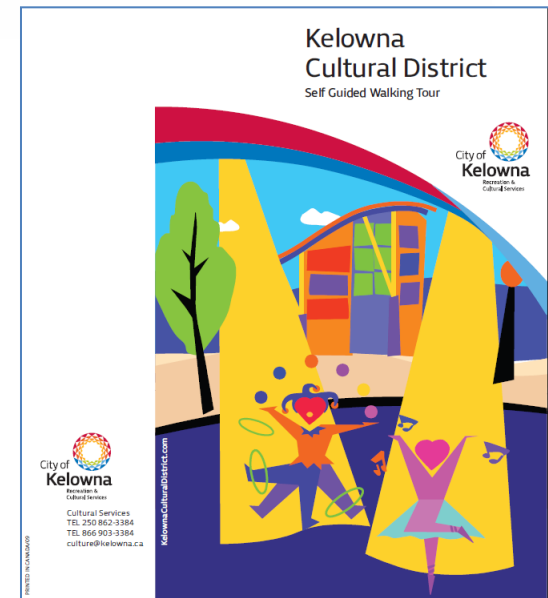
# Tourism is a key economic driver in the region

- Generates 'new money' into the economy
  - Visitor spend estimated to be \$346 million in Kelowna area (2006, *Economic Impact of Tourism in Kelowna*)
- Creates employment and entrepreneurial opportunities
  - 6,900 tourism related jobs in Kelowna
  - Total wages associated with tourism in Kelowna area - \$130 million
  - 60,500 employed in tourism within the Thompson Okanagan Region (go2, 2008)



# Tourism differs from other sectors of the economy

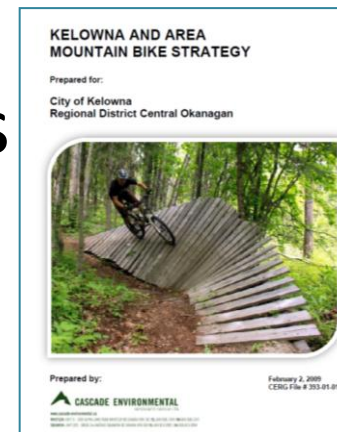
- Consists of a range of ‘players’ – generally not a consolidated ‘industry’
  - Majority are small businesses
  - Servicing visitors may only be part of an operator’s business
- Provides a rationale for supporting other community objectives & projects
  - Arts & culture
  - Recreational facilities
  - Sustainability



# Tourism growth depends on an effective public-private partnership

## Role of local government:

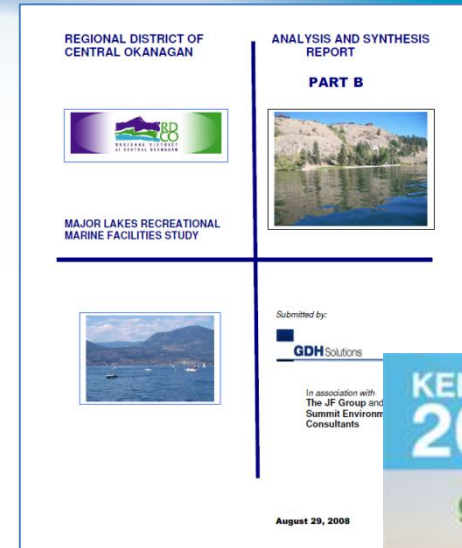
- Fostering partnerships
  - Tourism Kelowna
- Community infrastructure investment
- Connectivity and trail systems
- Signage
  - Ensuring a good welcome to the community



# Tourism growth depends on an effective public-private partnership

## Role of local government:

- Strategic planning to protect and utilize tourism assets
  - Community tourism plan
  - OCP and related policies
  - Beautification and revitalization projects
- Core funding to support tourism function
  - Visitor Centre services; tourism marketing; sport tourism; festivals & events
  - Support for AHRT





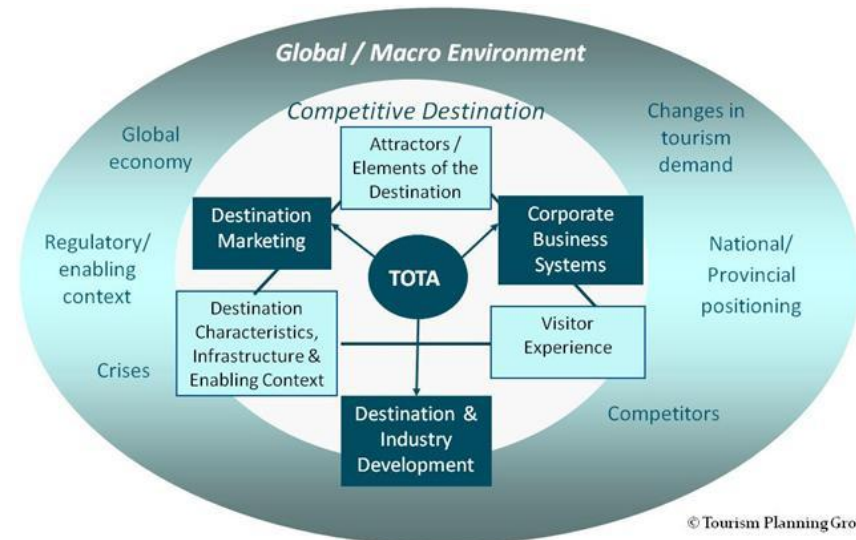
Working together to facilitate the growth of a sustainable  
tourism industry

## **TOTA'S ROLE**

# Repositioning TOTA

Underlying question – how do we make TOTA more relevant as an RDMO to the tourism industry today?

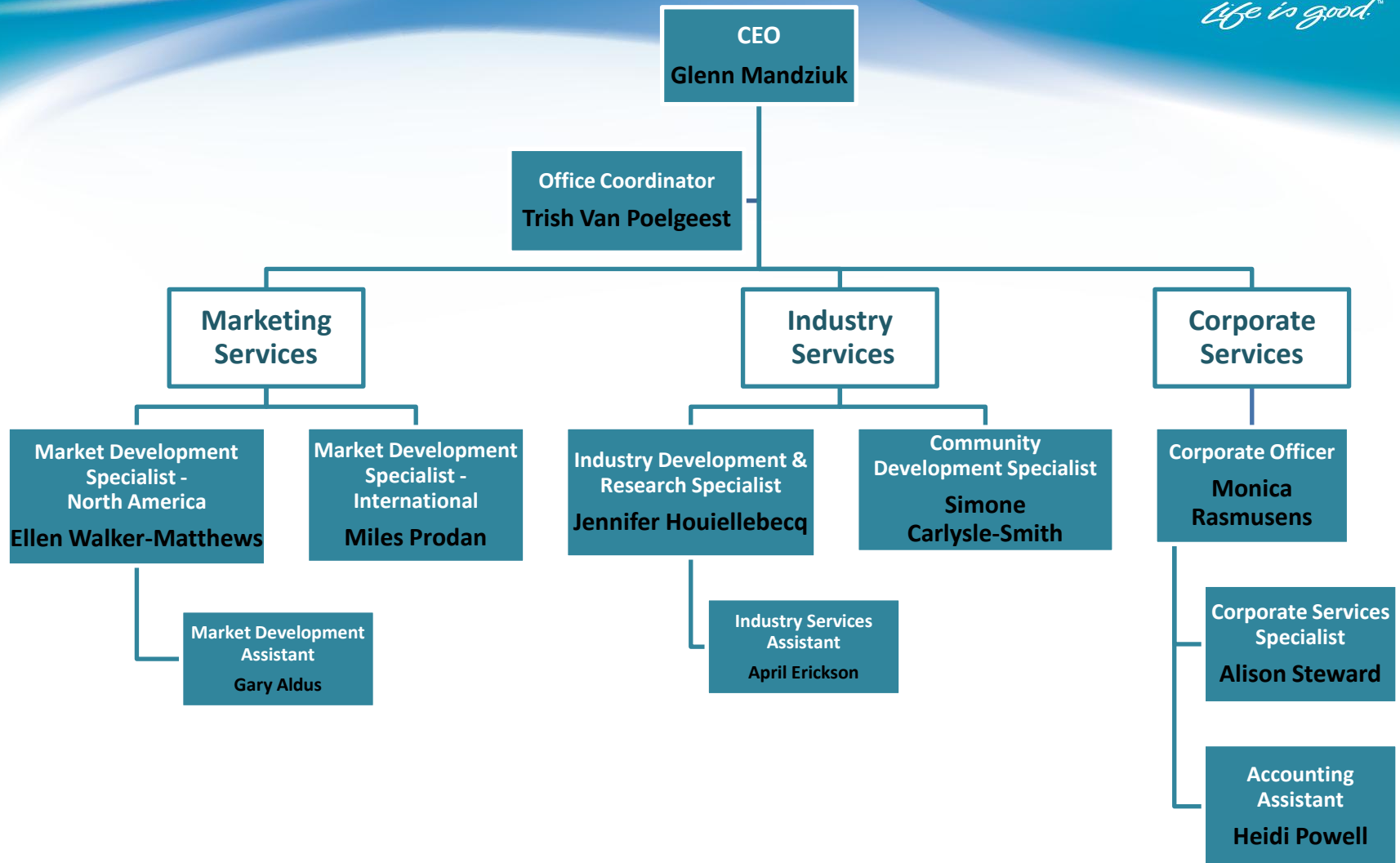
- Moved from a membership-based (c. 300) marketing organization to a stakeholder model (3,200 businesses)
- TOTA well positioned to make a difference
  - Can implement provincial policies
  - Can integrate community efforts
  - Can work at a wide range of levels:
    - Business operator
    - Community
    - Product sector
    - Sub-regional & Regional
- Organizational restructuring

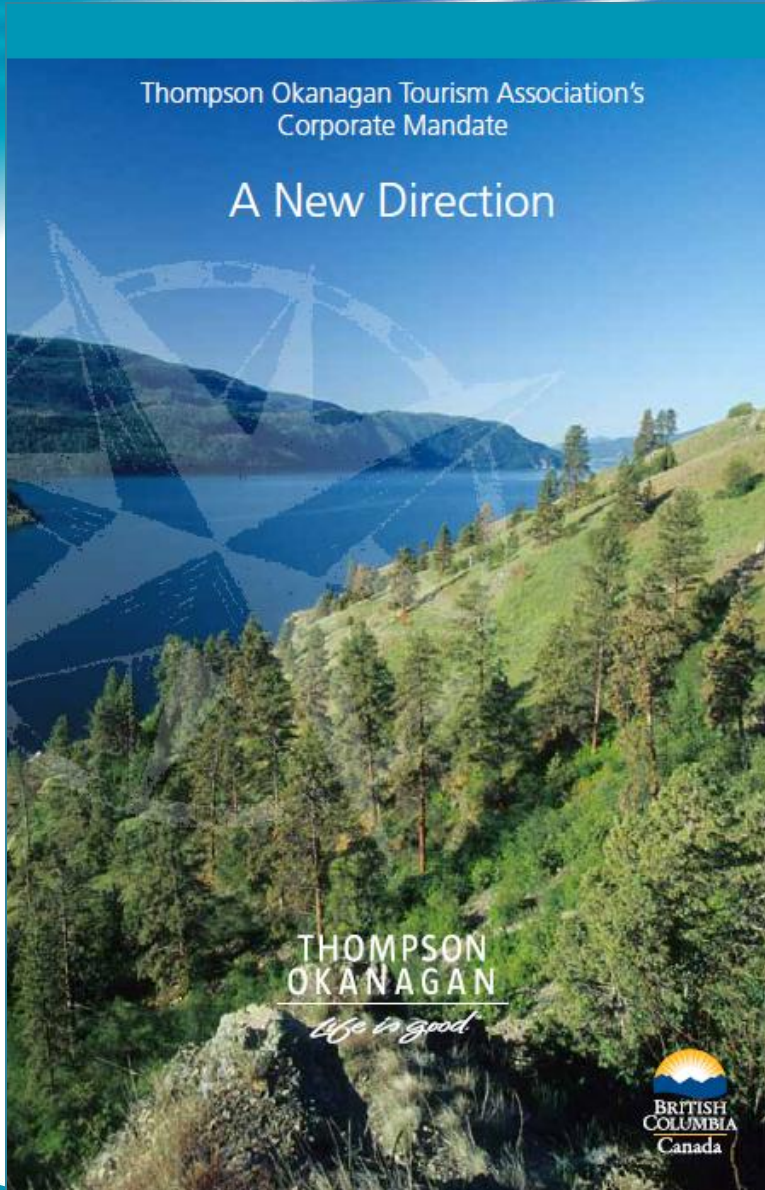


# Who We Are

An industry-led organization that represents and supports all business and community tourism interests throughout the Thompson Okanagan, while also assisting with the implementation of Provincial tourism policies.

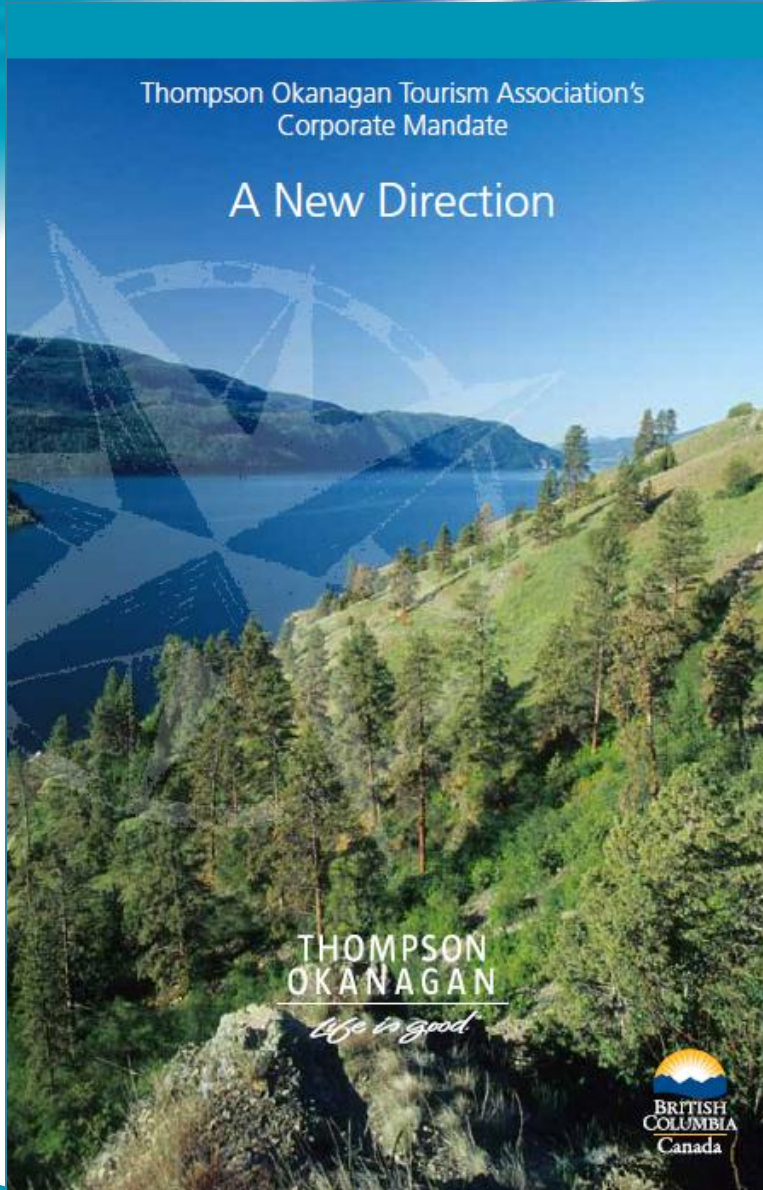






# Our Mission

*To support the ongoing growth and sustainability of our tourism industry by establishing Thompson Okanagan Tourism as a champion of excellence and innovation in destination marketing, management and industry development*



# Our Vision

To strengthen Thompson Okanagan's position as a preferred destination for all travellers in our target markets

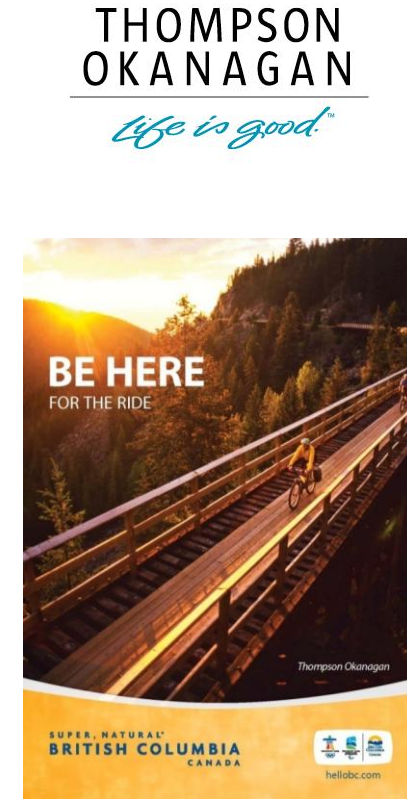
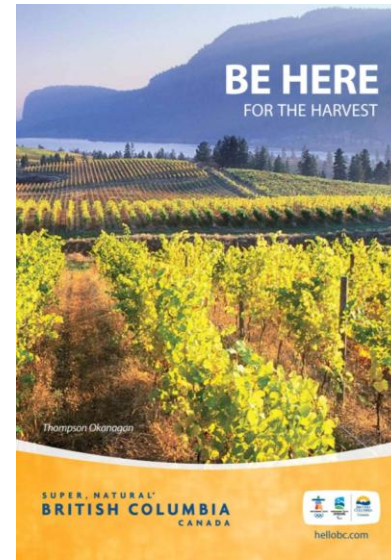
# Our Target Markets

BC, Alberta, Washington, Ontario and long haul international in UK, Germany, Asia Pacific and emerging South & Central America.

# Our Strategic Focus

*To create optimum relevance to our stakeholders through:*

- Building awareness and growing the region's market share
  - Capitalizing on the 2010 global exposure
  - Integrating consumer marketing, travel trade and media relations
  - Utilizing new media channels
- Strategic tourism planning
  - Developing a Regional Destination Development Plan
  - Developing a regional research strategy



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# Our Strategic Focus

*To create optimum relevance to our stakeholders through:*

- Developing new and strengthening existing partnerships
  - Builds momentum
    - Air access – working with YLW, Tourism Kelowna & EDC
  - New ways of conducting business
    - Fjord West (division of Cossette Inc.) – e.g. developing a campaign approach
  - Operational efficiencies
    - TRU – partnership on research initiatives

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## TOTA PARTNERS WITH FJORD WEST TO PROMOTE TOURISM INDUSTRY

Thompson Okanagan Tourism has welcomed Fjord West, a division of leading international tourism marketing agency Cossette Inc., as its full-service agency in a unique partnership to develop cutting-edge digital marketing tools to promote the region to travellers.

TOTA and Fjord West announced June 28 they have agreed to establish a joint venture to promote tourism in the Thompson Okanagan. The partnership goes beyond the commission, fee-for-service, performance-based compensation models, and ushers in a new way to market products and services in the digital age. The two organizations will immediately begin developing marketing and communications initiatives while working to launch a jointly owned entity that will create digital marketing opportunities for the region's travel and tourism industry.

TOTA CEO Glenn Mandziuk says Fjord West was chosen for its extensive experience



Fjord West has produced marketing campaigns for a number of clients, including the 'You Gotta Be Here' video campaign for the Government of British Columbia.



Kelowna International Airport





# Our Strategic Focus

- Increasing the competitiveness of our communities and tourism businesses through:

- Increased communications
- Annual TOTA Summit (Nov 3-5, 2010)
- Expansion of community development program
- Business advisory services
- Emphasis on sector and sub-regional product development
- Advocating for improved access to the region



# TOTA Second Annual Summit

November 3<sup>rd</sup> – 5<sup>th</sup> 2010

Sparkling Hill Resort,  
Vernon

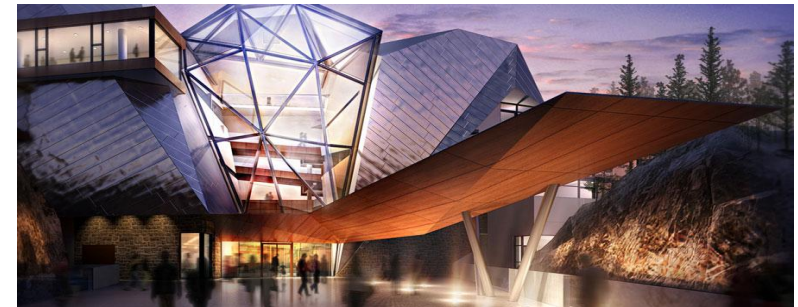


Photo: [www.sparklinghill.com](http://www.sparklinghill.com)



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