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<p style="text-align: center;">Elected from tourism industry businesses</p> <ul style="list-style-type: none"> ▪ Executive: <ul style="list-style-type: none"> ▪ Chair: Roger Sellick, Golf representative ▪ Vice-Chair: Brad Sieben, Hotel Eldorado ▪ Treasurer: Stan Martindale, Ramada Lodge ▪ Secretary: Steve Stinson, Keg Restaurant ▪ Past-Chair: Bill Eager, Manteo Resort ▪ Directors: <ul style="list-style-type: none"> ▪ Alan Gatzke, Gatzke Farm Market ▪ Rosemary Paterson, Kelowna Hotel Motel Assoc ▪ Gail James, Fairfield Inn & Suites by Marriott ▪ Sam Samaddar, Kelowna International Airport ▪ Daniel Bibby, Delta Grand Okanagan Resort ▪ Mike Greenhalgh, Accent Inns Kelowna ▪ Tracie Ward, Rotary Centre for the Arts ▪ Kelly Watt, Sandman Hotel & Suites ▪ Michael J. Ballingall, Big White ▪ Blair Baldwin, Okanagan Wine Festival Society ▪ Andre Blanleil, City Council ▪ Markus Schrott, BDO Dunwoody 	

	<p style="text-align: center;">Board Activity</p>
<ul style="list-style-type: none">▪ 2010 has been a challenging year due to changes at Provincial level and resulting uncertainty<ul style="list-style-type: none">▪ AHRT extended to July 2012▪ Awaiting development of 2020 Tourism Framework▪ Board an active participant with the Province in process▪ Asserting importance of Kelowna brand▪ Improving ties with local organizations such as EDC, Chamber of Commerce, DKA	

	<p style="text-align: center;">Destination Marketing Organization (DMO) Benchmarking</p>
<ul style="list-style-type: none">▪ 2009 Performance Metrics Benchmarking survey completed with 22 Canadian city DMOs▪ Tourism Kelowna in \$2–5 million budget group (with Halifax, Winnipeg, Hamilton, Richmond, Saskatoon, Sun Peaks, Victoria)▪ Met or exceeded metric averages▪ TK generates a high return on investment – exceeded average ROI ratio: achieved \$49 in hotel revenue per dollar of organization expense (average \$45)▪ Comparatively low administration expense	

Industry Overview

- Room revenue up 3% over 2009 YTD, but still down over 2008
- 13% (452) new rooms since 2008
- Heavy destination competition for BC/AB traveller resulting in downward pressure on rates
- Travellers waiting to last minute to book
- Lingering reluctance to spend
- Despite all this, a very bright future is ahead

Tourism Kelowna Performance Highlights

- **Visitor Centre traffic returns to 2008 levels**
 - 25 volunteers, 3 full-time staff, 5 part-time staff
- **Olympic media activities increased travel article circulation by 32% to 61,852,576 people**
- **\$1.2 million invested in marketing**
- **Meeting & Convention lead room night generation up by 29% over 2009**
- **Sports lead room nights up 41% over 2009**
- **Social media strategy launched with network growth**
 - Top rankings on YouTube – 30,000+ views to date

TOURISM

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2010 Consumer Advertising

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- Embrace social media as primary influencer of travel - traditional advertising no longer viewed as "the real story"
 - Targeted Facebook campaign increased fans from 70 to over 1,150 in 3 week period
 - YouTube went from 1,700 total video views in April to over 30,321 views in 4 months
- Traditional advertising still purchased: television, on-line, print – messages must be clever
- Contesting important for brand communication and database capture
- Garnering of unpaid media (travel articles) a critical method to build destination cache and demand

TOURISM

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Media Coverage

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"Grapes & Escapes"
National Post June 2010
-Story by Amy Rosen

Kelowna and area articles

*"Segment for Food Network's Chef*OFF!"
ET Canada June 2010
-Segment by Rosey Edelh*

*"tee time – lies, and tigers, and bears! Oh my!"
Homes & Lifestyles May- June 2010
-Story by Tracey Rayson*

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Brand Ads

Destination Brand Ads for Golf, Wine & Summer

SUMMER
From the mountains to the water, Kelowna has it all. Summer is the best time to visit. Enjoy the beauty of the Okanagan Valley and the best of the city. Kelowna is the heart of the Okanagan Valley. It's the best time to visit. Kelowna is the heart of the Okanagan Valley. It's the best time to visit.

VISIT IN SPRING
Spring is the best time to visit Kelowna. The weather is perfect, the scenery is beautiful, and the wine is just starting to bloom. Kelowna is the heart of the Okanagan Valley. It's the best time to visit.

WEEKEND SUMMER FUN
Four months of fun in the Okanagan Valley. Kelowna is the heart of the Okanagan Valley. It's the best time to visit.

THE PROVINCE
THE VANCOUVER SUN

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Social Media – Twitter & YouTube

Twitter

YouTube

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Social Media – Facebook & Blog

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Banner Ads

Spring, Summer Fall Banner Ads

On-Line Wine Ads for BC, AB & TO markets

On-Line Golf Ads for BC, AB & TO markets

On-Line Summer Ads for BC, AB & TO markets

Weather Triggered Ads

Edmonton

Edmonton

Edmonton

Weather Triggered Ads

Edmonton

Edmonton

Edmonton

Weather Triggered Ads

Edmonton

Edmonton

Edmonton

Partner Logos:

Google AdWords

msn

tripadvisor

CBCnews network

The Weather Network

TSN

ESPN THE TOTAL SPORTS NETWORK

SCOREGOLF CANADA'S GOLF MAGAZINE

Chatelaine

canada.com

vitamin v


THE GLOBE AND MAIL

Wine Spectator


food network


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Contests & Promotions




Calgary, Edmonton, Greater Vancouver and Greater Toronto areas







Global BC MORNING NEWS



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Feel at Home in KELOWNA


Some of Toronto's top talents are in Kelowna! Enjoy an unforgettable getaway inspired by those on a long former Torontoans.


You could WIN:




- Roundtrip airfare
- Deluxe hotel accommodations
- Cheerful
- Two incredible 5-day experiences including wine tasting, the golf club and flower tour and more!
- Hotel and meals on us!
- Three months of gift certificates to local stores.
- Plus much more! See the full contest details on our website.

Enter at torontolife.com/kelowna

The complete contest rules apply to this promotion.





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New in 2010 – Product Collectives

Studio & Farm Self-Guided Tour



STUDIO AND FARM TOUR
KELOWNA AND AREA

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New in 2010 – Studio & Farm Tour

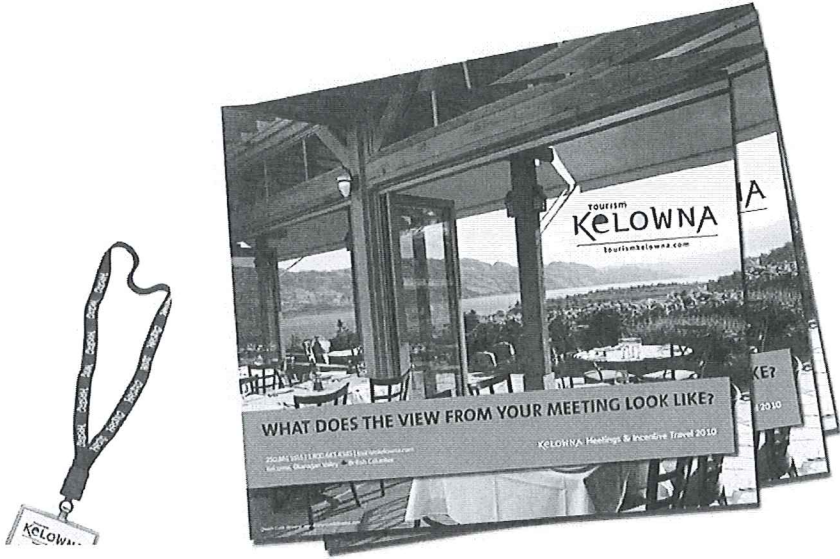
- *"July was good with 23.9% of overall visitors to Geert Maas Sculpture Gardens and Gallery coming in from the Studio and Farm brochure. We offer all of our visitors the new brochure and their reaction is positive. The initiative is good."*
 Geert and Elly Maas ~ Geert Maas Sculpture Gardens and Gallery
- *"Seeing quite a few of our customers coming into the shop carrying the brochure and we are handing it out as well. It is a really good brochure and we think it will take off next season."*
 Andrea McFadden Owner ~ Okanagan Lavender Farm
- *"Getting lots of traffic from the Studio and Farm Tour brochure, 55 in July and 49 in the first 2 weeks of August. The brochure has really helped increase our business!"*
 Helen Kennedy ~ Arlo's Honey Farm

New in 2010 – Product Collectives

- **Winery Collective:** TK and 17 local wineries developing a Kelowna Wine Region brand as a sub-brand to the Okanagan Wine Region – similar to Naramata Bench, Golden Mile, Bottleneck Drive.
 - Most winery tour getaway business is from Lower Mainland
 - Losing business to other sub-regions that have successfully branded themselves and gained consumer attention
- **Golf Collective:** courses and Tourism Kelowna partnering on targeted initiative to position Kelowna as Canada's premier golf destination and build new markets
- **Culinary:** profiling local chefs and locally grown ingredients

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Meetings & Conventions Recruiting



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WHAT DOES THE VIEW FROM YOUR MEETING LOOK LIKE?

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Importance of Tourism to Kelowna and Area

- Over 1.2 million visitors annually
- \$346 million annually in spending
- 5,100 full-time equivalent jobs
- 2nd largest employer next to Health Care
- \$91 million in tax revenue generated

* Survey area was Central Okanagan, 2006



Tourism Kelowna Video

