

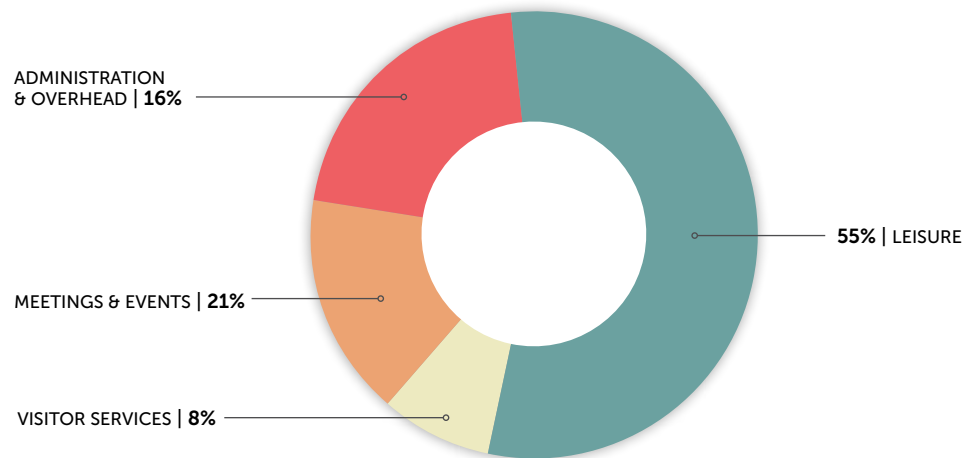


Attracting visitors is our business

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.

2017-18 RESULTS SUMMARY

for period September 1, 2017–August 31, 2018



2017-2018 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 46 travel media writers
- generated \$287,000 in value-added media
- generated nearly 100 million advertising impressions
- drove over 785,000 unique website visits
- Almost 105,921 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 – 120
- lead room nights – 26,878
- meeting planners hosted on fams – 14

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 – 28
- events served/supported – 2
- lead room nights – 15,175
- event planners hosted on fams – 6

Visitor Experience

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. Visitor Experience Specialists 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.

- visitor traffic at the Kelowna Visitor Centre – 51,915
- visitors served at Kelowna International Airport Information Kiosk – 19,981
- visitors served with Mobile Street Team (July and August) – 2,258
- number of Visitor Experience Specialist 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.



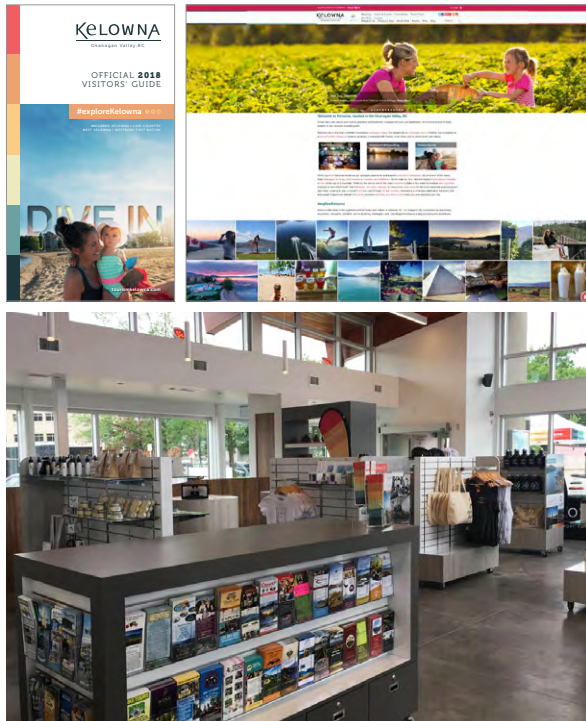
All fees stated in this document are subject to GST.

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Attachment: 2019 Programs Agreement

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 2019 Visitors' Guide (150,000 produced)
- business listing on Kelowna & Area Map (180,000 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, 2018 for inclusion in the Official 2019 Visitors' Guide

BROCHURE RACKING

Kelowna Visitor Centre – Realtors & Developers

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 Kelowna 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

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

Kelowna International Airport (YLW)

Rack your brochure at the Kelowna International Airport Information Kiosk for exposure to almost two 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.*



Note: Brochure racking space is limited at all locations

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

December 15, 2018





110" display wall



48" display screen

VISITOR CENTRE DIGITAL DISPLAY ADVERTISING

Grab the attention of thousands of visitors to Kelowna.

The new downtown Kelowna Visitor Centre has exceeded expectations and, in its first month, welcomed over 20,000 visitors – more visitors than the former location saw in an entire year. Get in front of these visitors by advertising through our Visitor Centre digital displays, aimed at increasing exposure and brand awareness.

Digital Display Options

DISPLAY SIZE

- 110" video/display – a key feature wall in the visitor centre
- 48" display screen located on the west side of the building

VIDEO OR IMAGE

- Video ad will play minimum every 10 minutes, six times/hour (72 times/day)
- Images ad will show one image minimum every five minutes, 12 times/hour (144 times/day)

Prerequisites

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

Fee

AD SIZE	AD PLACEMENT DATES	48" DIGITAL SCREEN (50 spaces available)	110" DISPLAY WALL (25 spaces available)
One up to 20-second video	Mar–Myr (spring)	\$100	\$200
OR	Jun–Aug (summer)	\$175	\$275
Two 10-second images	Sept–Nov (fall)	\$100	\$200
	Dec–Feb (winter)	\$75	\$150
	Full-year discounted rate	\$400	\$750

Video/images ad subject to approval.

OFFICIAL 2019 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

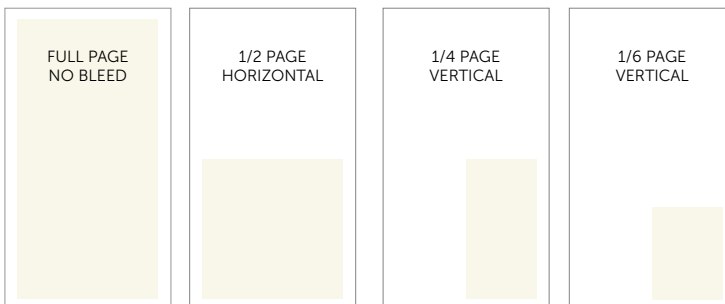
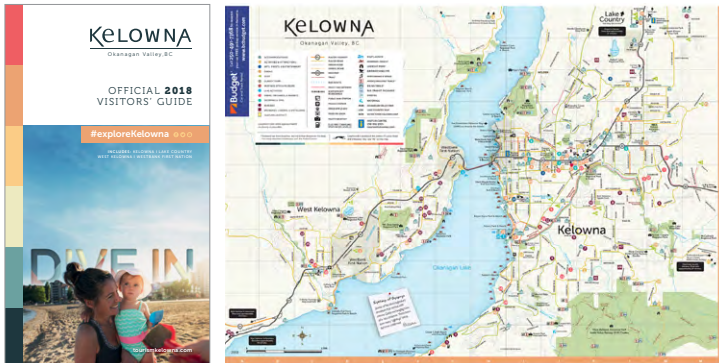
- 40% local distribution through hotels, attractions, restaurants, and retail outlets
- 35% fulfillment to direct inquiries through website, phone, email, and Kelowna Visitor Centres
- 6% trade shows, direct sales, local conferences, and event delegates
- 14% BC Visitor Centres and BC Ferries
- 5% Alberta 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	\$4,325	\$4,760
Full page ad – no bleed	\$4,055	\$4,465
1/2 page ad – horizontal/no bleed	\$3,015	\$3,320
1/4 page ad – vertical (templated)	\$2,200	\$2,430
1/6 page ad – vertical (templated)	\$1,335	\$1,470

Deadline

October 31, 2018



KELOWNA LOCAL FLAVOURS

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
- display materials (sign, decal, logo) for use by program participants
- 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
- grow, produce, or sell local and Okanagan Valley products
- operate an agri-tourism business, brewery, winery, distillery, cidery, 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, as well as wine, beer, cider, or spirits from a minimum of two Kelowna-area businesses

Fee

\$525

Booking Deadline

October 31, 2018



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
- promotion through Tourism Kelowna's content marketing program
- access to digital assets that includes video and photography
- inclusion in the Farm to Table guide
- *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)
- available only to Central Okanagan Wine Trails wineries, breweries, and distilleries with tasting rooms

Fee

Winery: **\$3,000**

Guided Tour Operator: **\$675**

Booking Deadline

October 31, 2018

* Guided tour operator inclusions.





KELOWNA OUTDOOR TRAILS

Showcase your business to outdoor enthusiasts.

The popular Kelowna Outdoor Trails guide highlights a variety of the many trails found throughout the Central Okanagan that can be enjoyed on foot, on bike, or in the water. Guides are distributed at the Visitor Centre, Airport Information Kiosk, 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, 2018



2018/2019 WINTER SKI, STAY & PLAY

Draw more visitors to your business during winter season.

Be a part of Tourism Kelowna's exciting new Winter Ski, Stay & Play program. Aimed at strengthening Kelowna and the Central Okanagan's profile as a true four-season playground, the campaign will build upon our differences and competitive advantages, including incredible downhill skiing, winter winery visits, and other outdoor snow adventures in our mild, cool climate.

This is the first year for this seasonal advertising program, and it will surely grow in the coming years. The program's goal is to raise interest in and visitation to Kelowna and the Central Okanagan during the months of November–March by showcasing our Winter Ski, Stay & Play packages to an outdoor adventure audience in the Lower Mainland area and other parts of BC and Alberta.

Audience

Target audiences: Primary: Vancouver | Secondary: BC, AB, WA

Audience interests: Primary: outdoor activities | Secondary: food, wine, urban

Inclusions

- Inclusion in partner marketing campaign
- Inclusion in campaign microsite with direct traffic drivers to website
- Opportunity to feature winter promotions or packages on campaign microsite with direct traffic drivers to website
- Additional website listing in *Winter* website pages with direct traffic drivers to website
- Inclusion in *Winter Activities* print collateral piece (design/production/distribution TBC)
- Inclusion in dedicated winter digital, content marketing, and social media tactics

Prerequisites

- hold a current Necessities Advertising Package (NAP—see page 4)

Fees

Ski Resort \$30,000

Accommodation Under 50 rooms: \$500 | Under 100 rooms: \$1,000 | Over 100 rooms: \$1,500

Over 200 rooms: \$2,000 | Over 300 rooms: \$2,500

Winter Attraction \$500

Tourism Kelowna will invest up to \$50,000 towards media placement costs and will also cover website hosting, media hosting, and administration costs associated with the campaign.

Booking Deadline September 21, 2018

MEETINGS & CONFERENCE 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)
- basic package purchase required for à la carte options
- be located within the Central Okanagan

The program consists of the following elements:

Basic Packages

- **\$800**
- customized flat sheet for use at sales calls and functions
- inclusion in Tourism Kelowna's social media program (one post featuring your business on Instagram & Twitter)
- feature on Tourism Kelowna's #explorekelowna bloc (one business mention with contact information)
- website listing on www.tourismkelowna.com/meeting-planners
- **inclusion in destination meetings & conferences brochure**; digital and printed copies supplied.

Cost-Shared Tradeshow Booth Space

- **\$1,250** CSAE Tête-à-Tête | January 3.,2019 | Ottawa, Ontario (includes Conference Direct client reception)
- **\$3,750** MPI World Event Congress | June 15 -18, 2019 | Toronto, ON (Price includes conference registration, sponsorship of Mindfulness Lounge on show floor, 1 Table on MPI Exchange Floor in Canadian village and room drop)

Cost-Shared Sales Events

- **\$500** Spring Business Events Canada Partnered Event | Date TBD | Seattle, WA
- **\$750** Spring Client Wellness Workshop | Date TBD | Vancouver, BC
- **\$750** Fall Client Wellness Workshop | Date TBD | Vancouver, BC
- **\$500** Fall Seattle Client Destination Lunch | Date TBD | Kelowna, BC
- **\$750** Spring Calgary Wellness Workshop | Date TBD | Calgary, AB

