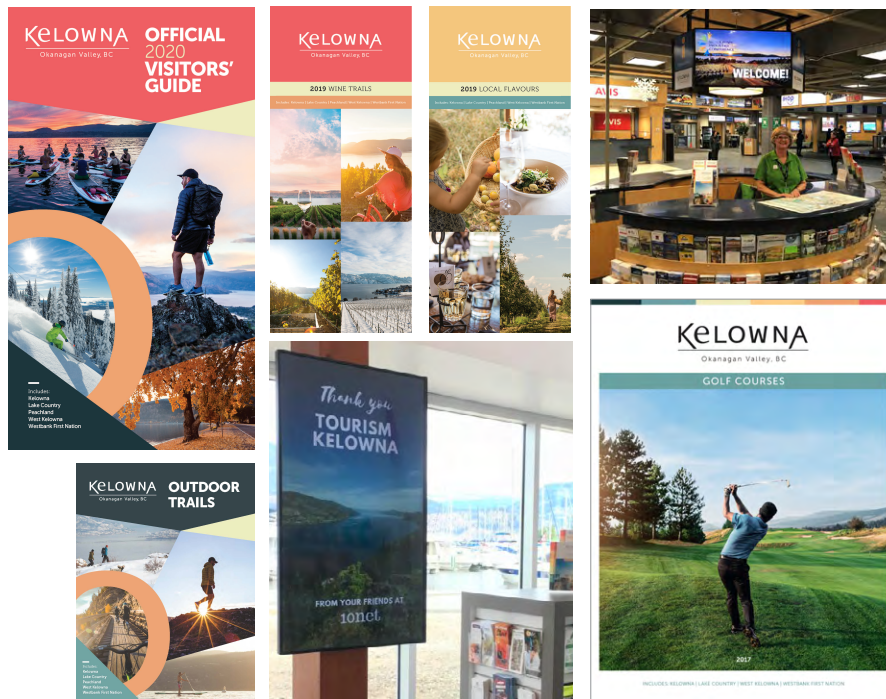




Attracting visitors is our business

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.

Contents

- 3 Base & Enhanced Package
- 4 Brochure Racking
 - Kelowna Visitor Centre – Realtors & Developers
 - Kelowna International Airport
 - Shell Aero Centre
- 5 Golf Kelowna
- 6 Visitor Centre Digital Display Advertising
- 7 Official 2020 Visitors' Guide Advertising
- 8 Destination Travel Network
- 9 Kelowna Local Flavours *Farm to Table & Glass*
- 9 Kelowna Wine Trails
- 10 Kelowna Outdoor Trails
- 11 Winter Ski, Stay & Play
- 12 Meetings & Conferences

BASE & ENHANCED PROGRAM

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.

The Base Program Includes

- business listing and link on tourismkelowna.com
- business listing in the Official 2021 Visitors' Guide (100,000 produced)
- business listing on Kelowna & Area Map (140,000 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

\$380 Base Program business is located within the Central Okanagan

\$495 Base Program business is located beyond the Central Okanagan

\$850 Enhanced Program within the Central Okanagan

\$50 additional web listing or location within the Central Okanagan

\$95 additional web listing or location outside the Central Okanagan

\$75 oversize brochure fee

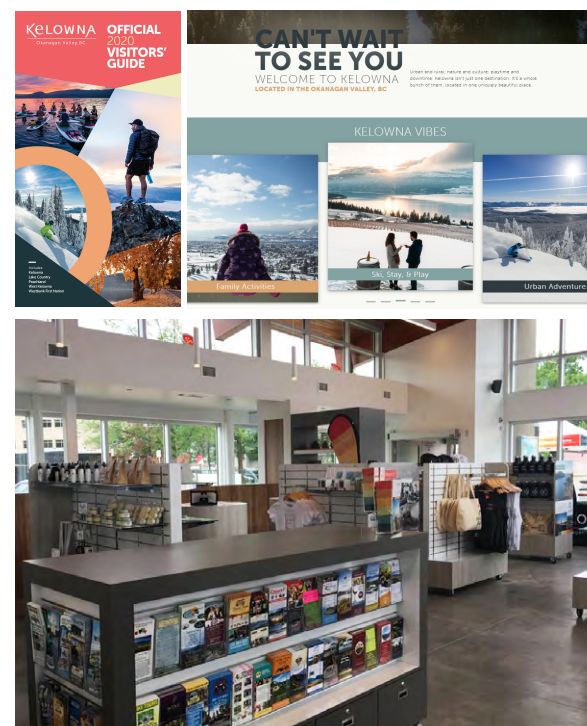
Deadline

October 31, for inclusion in the following years Visitors' Guide

Upgrade your package to the Enhanced Program and increase your awareness and exposure to travellers.

The Enhanced Program Includes

- all benefits indicated in the Base Program
- placement of brochures at the YLW Information Kiosk
- enhanced Online listing: top of category and more visual
- one additional standard listing in a separate category (does not include the Meetings Page)
- feature listing in the Official Visitors' Guide: top of category
- priority delivery of Tourism Kelowna brochures



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 Base Package (see page 3)
- be a golf course located within the Central Okanagan

Deadline

December 15, 2020





110" display wall



48" display screen

VISITOR CENTRE DIGITAL DISPLAY ADVERTISING

Grab the attention of thousands of visitors to Kelowna.

The downtown Kelowna Visitor Centre welcomes over 300,000 visitors a year looking for information about Kelowna and area. 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 Base or Enhanced Program Package (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-May (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 VISITORS' GUIDE 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 100,000 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

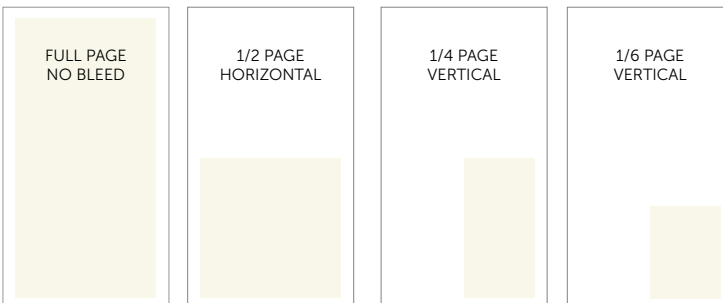


Display Ad Rates

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, to be included in the following years' Guide



DESTINATION TRAVEL NETWORK (DTN)

Tourism Kelowna Website Online advertising

Online Advertising on the Tourism Kelowna Website

Tourism Kelowna has partnered up with Destination Travel Network (DTN). Through DTN, you can greatly enhance your visibility to potential customers who are searching Tourism Kelowna's website for places to stay, for things to see and do, and for spots to savour local flavours.

Within the last year, DTN advertisements have shared more than 7.9 million impressions and over 64,000 direct referral clicks to business websites. With Tourism Kelowna's website annually exceeding over 2 million pageviews and receiving more than 1 million sessions, you want to make sure you are in front of these potential visitors.

The advertising program is optimized for all devices and includes:

- Impressions-based advertising with one-click links to your business
- Featured listings for top of the category visibility
- Page-specific sponsor ads
- "Run-of-site banner and spotlight text links
- Mobile banners

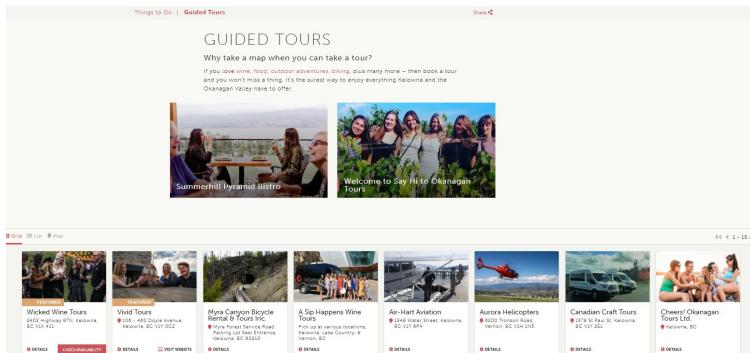
Prerequisite

- hold a current Base or Enhanced Package (see page 3)

Destination Travel Network

Destination Travel Network (DTN) will manage the online ad program in partnership with Tourism Kelowna. DTN manages online advertising programs for over 150 destination marketing organizations and cities throughout North America. A member of the DTN sales team may reach out to you to provide more detailed information about advertising on tourismkelowna.com.

If you would like to participate in the program, you can request pricing and information at advertising@DTNads.com.



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 (80,000 produced)
- locator on map
- display materials (sign, decal, logo) for use by program participants
- placement of digital brochure on tourismkelowna.com/do/farm-to-table

Prerequisites

- hold a current Base or Enhanced Program (see page 3)
- 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



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 (80,000 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 Base or Enhanced Program (see page 3)
- available only to Central Okanagan Wine Trails wineries, breweries, and distilleries with tasting rooms

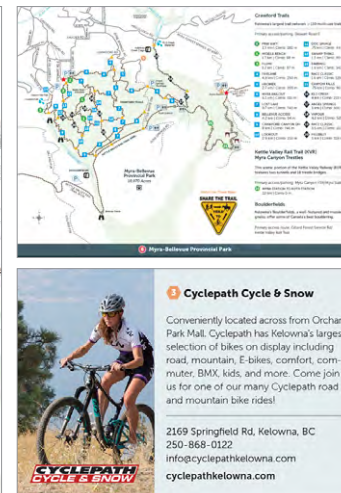
Fee

Winery: **\$3,000**

Guided Tour Operator: **\$675**

Booking Deadline October 31





Showcase your business to outdoor enthusiasts.

Includes

- formatted ad in printed guide with business name, photo, description, hours of operation, address, phone and website (75,000 produced)
- locator on map

→ business is located within the Central Okanagan

Fee
\$750



WINTER SKI, STAY & PLAY

Draw more visitors to your business during winter season.

Be a part of Tourism Kelowna's exciting 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. 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 Base or Enhanced Program (see page 3)

Fees

Ski Resort \$30,000

Accommodation \$1,000

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

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 Base or Enhanced Program (see page 3)
- basic package purchase required for à la carte options
- be located within the Central Okanagan

Programs Fees

Basic Package

\$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 and Twitter)
- inclusion in Tourism Kelowna's #exploreKelowna blog (one business mention with contact information)
- website listing on 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 29, 2020 | Ottawa, ON | csaeteteatete.ca

\$1,500 CMEE (formerly "IncentiveWorks"): August 18 & 19, 2020 | Toronto, ON | cmeexpo.ca

\$1,500 NWES: November 2020 | Seattle, WA | nweventshow.com

Cost-Shared Sales Events

\$1,000 Cascadia Educational Conference sponsorship event : March 8–10, 2020 | Bend, OR

\$500 Spring Vancouver Wellness Pop Up: Date TBD | Vancouver, BC

\$500 Fall Vancouver Wellness Pop Up: Date TBD | Vancouver, BC

Business Name

Contact

Address

Tel

City/Prov

Postal Code

Email

PROGRAM FEES

Brochure Racking

Kelowna Visitor Centre – Realtors & Developers: \$245

Kelowna International Airport (YLW)

Business is located *within* the Central Okanagan: \$245 | Business is located *beyond* the Central Okanagan: \$295

Shell Aero Centre

Business is located *within* the Central Okanagan: \$105 | Business is located *beyond* the Central Okanagan: \$125**Golf Program** Please contact Sara Correa for golf fees.

Visitor Centre Digital Display Advertising (one up to 20-second video or two 10-second images)

Mar–May (spring):	48" Digital Screen: \$100	110" Display Wall: \$200	Dec–Feb (winter):	48" Digital Screen: \$75	110" Display Wall: \$150
Jun–Aug (summer):	48" Digital Screen: \$175	110" Display Wall: \$275	Full-Year Discounted Rate:	48" Digital Screen: \$400	
Sept–Nov (fall):	48" Digital Screen: \$100	110" Display Wall: \$200		110" Display Wall: \$700	

Kelowna Local Flavours Guide Distribution: 80,000 | Booking: Oct 31 | \$525**Kelowna Wine Trails Program** Distribution: 80,000 | Booking: Oct 31 | Winery: \$3,000 | Guided Tour Operator: \$675**Kelowna Outdoor Trails Guide** Distribution: 75,000 Business Listing: Business Listing: \$250 Formatted Ad: \$750**Winter Ski, Stay & Play Program** Booking: Sept 21 Ski Resort: \$30,000 Winter Attraction: \$500 | Accommodation: \$1,000

Meetings & Conference Sales

\$800 Basic Package

\$1,250 CSAE Tête-à-Tête: January 29, 2020 | Ottawa, ON

\$1,500 CMEE (formerly "IncentiveWorks"): August 18 & 19, 2020 | Toronto, ON

\$1,500 NWES: November, 2020 | Seattle, WA


\$1,000 Cascadia Educational Conference sponsorship event: March 8-10, 2020 | Bend, OR

\$500 Spring Vancouver Wellness Pop Up: Date TBD | Vancouver, BC

\$500 Spring Vancouver Wellness Pop Up: Date TBD | Vancouver, BC

PAYMENT

Amount Owed: Fee(s) x 5% (gst) =

Payment Method: Cheque Etransfer (send payment to accounting@tourismkelowna.com) Credit CardCredit Card: 

Name on Card

Card No

Expiry Month

Expiry Year

CSC Code

TERMS & CONDITIONS

→ payment is due at the time of booking | → Tourism Kelowna reserves the right to refuse any advertising placement

← I agree to these terms and conditions

Signature (digital)

Date

Signature by hand