

# 2024 ADVERTISING & PROGRAMS

TOURISM  
Kelowna

SUPPORTING &  
MARKETING KELOWNA  
IS OUR BUSINESS



# BECOME A MEMBER OF TOURISM KELOWNA

## Base & Enhanced Programs

Tourism Kelowna is a not-for-profit organization, governed by tourism industry members through an elected Board of Directors. The organization’s mission is to collaborate with tourism businesses in Kelowna and the Central Okanagan to create a tourism economy that is sustainable and welcoming for both visitors and residents.

Join Tourism Kelowna by linking your activity, service, or attraction directly to your target market with the Base or Enhanced Program. These programs connect your business to inquiries generated by Tourism Kelowna’s advertising, sales, travel editorial, and visitor servicing activities.

### MEMBER

All tourism-related businesses located within the Central Okanagan. Accommodations must be MRDT or DMF remitters, those that don’t may qualify as Advertisers.

### ADVERTISER

Non-tourism-related businesses located in the Central Okanagan, or tourism-related businesses located outside of the Central Okanagan. Accommodations within the Central Okanagan that do not remit MRDT or DMF.

### Annual Program Fee

N/C	Central Okanagan accommodations collecting the MRDT or DMF
<b>\$399</b>	<b>Base Program – Member Fee</b>
<b>\$495</b>	<b>Base Program – Advertiser Fee</b>
<b>\$850</b>	<b>Enhanced Program – Member Fee</b>
\$ 50	Additional web listing or location <i>within</i> the Central Okanagan
\$ 95	Additional web listing or location <i>outside</i> the Central Okanagan
\$ 75	Oversize brochure fee

PROGRAM BENEFITS	BASE PROGRAM	ENHANCED PROGRAM
Standard online listing on the Tourism Kelowna website	✓	✓
Listing and locator on the Kelowna & Area map	✓	✓
Brochures placed at the Kelowna Visitor Centre	✓	✓
Opportunity to participate in <b>#exploreKelowna Local Savings Pass</b>	✓	✓
Invitation to industry plug-in sessions and workshops	✓	✓
Access to Tourism Kelowna FAM tours (subject to availability)	✓	✓
Access to additional paid marketing programs	✓	✓
Access to Tourism Kelowna digital assets: images and B-rolls	✓	✓
Invitation to the Annual General Meeting*	✓	✓
Voting member status of Tourism Kelowna*	✓	✓
Option to run for Tourism Kelowna Board of Directors*	✓	✓
Placement of brochures at the YLW Visitor Information Kiosk	—	✓
Upgrade to enhanced online listing (top of category)	—	✓
One (1) additional standard listing in a separate category (does not include the “Meetings” page)	—	✓
Priority delivery of Tourism Kelowna brochures	—	✓
<b>MEMBER PRICE</b>	<b>\$399</b>	<b>\$850</b>
<b>ADVERTISER PRICE</b>	<b>\$495</b>	<b>—</b>

\*Only included with membership option. | All prices subject to GST.



# COLLABORATIVE MARKETING PROGRAMS

## Wineries

In support of wineries, this collaborative marketing program focuses on driving traffic and business to Central Okanagan wineries. Targeting key demographic and geographic audiences, this collaborative approach will highlight the exceptional quality of the wine and experiences of our destination using the following tactics:

- Enhanced additional listing on tourismkelowna.com
- Guaranteed mentions in #exploreKelowna blog articles
- Guaranteed mention on Tourism Kelowna social media channels
- Digital advertising in the Kelowna Visitor Centre
- Paid social media advertising through Tourism Kelowna channels
- Opportunity for wine tasting pop-up at the Kelowna Visitor Centre during BC Wine Month
- Inclusion in the #exploreKelowna check-in style Wine Pass
- Inclusion in quarterly wine email newsletter
- Invitation to two wine trail meetings (spring and fall)
- Content collection by a local creator for use on social media and blogs
- Sponsored content and advertising in relevant media outlets in Western Canada

### Prerequisite

This program is open to wineries in the Central Okanagan.

**Rates** Member: **\$1,500** | Advertiser: **\$1,800**

**Deadline** February 9, 2024



## Local Flavours – Food

In support of local food tourism businesses, this collaborative marketing program will raise awareness of agricultural and food experiences and drive more business to participating businesses. The program will be tailored to this specific sector and provides exceptional value by targeting key markets with creative and effective tactics including:

- Enhanced listing on tourismkelowna.com
- Guaranteed mentions in #exploreKelowna blog articles
- Blog articles included in #exploreKelowna monthly newsletter, with over 20,000 subscribers
- Guaranteed mentions on Tourism Kelowna social media channels
- Content plan will be determined and sent to participants after the sign up deadline
- Paid social media advertising through Tourism Kelowna channels
- Inclusion in the #exploreKelowna check-in style mobile pass
- Content collection by a local creator for use on social media and blogs
- Tourism Kelowna will choose a local creator to visit your business to gather 5 to 10 photos and/or video clips
- These assets will be used to help market your business through the program on social media and in blog articles
- Sponsored content and advertising with regional media outlets including print, digital, and/or radio
  - Advertising plan will be based on budget and shared with participating businesses after sign up deadline
  - Advertising will be targeted to regional drive markets from Kamloops to Osoyoos to Merritt to Nelson, unless program participants determine a need for alternate markets
  - Examples of advertising outlets include: Castanet, Kelowna10, Kelowna Capital News, Pattison Media, etc.
- Collateral (stickers, decals, logo) indicating your business is part of the program

### Prerequisite

This program is open to the following types of businesses that grow, cultivate, and/or use local ingredients:

- Markets | Farms | Orchards | Restaurants | Bakeries, cafes, etc.

**Rates** Member: **\$750** | Advertiser: **\$900**

**Deadline** March 15, 2024

*All prices subject to GST.*

# Local Flavours–Beverages

In support of craft drink makers, this collaborative marketing program will raise awareness of the exceptional quality and experiences offered at local businesses and will drive more business to participating businesses. The program will be tailored to this specific sector and provides exceptional value by targeting key markets with creative and effective tactics including:

- Enhanced listing on [tourismkelowna.com](http://tourismkelowna.com)
- Guaranteed mentions in #exploreKelowna blog articles
- Blog articles included in #exploreKelowna monthly newsletter, with over 20,000 subscribers
- Guaranteed mentions on Tourism Kelowna social media channels
- Content plan will be determined and sent to participants after the sign up deadline
- Paid social media advertising through Tourism Kelowna channels
- Inclusion in the #exploreKelowna check-in style mobile pass
- Content collection by a local creator for use on social media and blogs
- Tourism Kelowna will choose a local creator to visit your business to gather 5 to 10 photos and/or video clips
- These assets will be used to help market your business through the program on social media and in blog articles
- Sponsored content and advertising with regional media outlets including print, digital, and/or radio
  - Advertising plan will be based on budget and shared with participating businesses after sign up deadline
  - Advertising will be targeted to regional drive markets from Kamloops to Osoyoos to Merritt to Nelson, unless program participants determine a need for alternate markets
  - Examples of advertising outlets include: Castanet, Kelowna10, Kelowna Capital News, Pattison Media, etc.
- Collateral (stickers, decals, logo) indicating your business is part of the program

## Prerequisite

This program is open to the following types of businesses that use local ingredients and/or have on-site production facilities:

- Breweries | Cideries | Distilleries | Coffee Roasters | Kombucha, juice, or other craft beverage makers

**Rates** Member: **\$750** | Advertiser: **\$900**

**Deadline** March 15, 2024

# Arts & Culture

In support of arts and culture experiences this collaborative marketing program will raise awareness of events, venues, festivals, and cultural attractions to residents and visitors and driving more visitation to participating businesses. The program will be tailored to this specific sector and provides exceptional value by targeting key markets with creative and effective tactics including:

- Enhanced listing on [tourismkelowna.com](http://tourismkelowna.com)
- Guaranteed mentions in #exploreKelowna blog articles
- Blog articles included in #exploreKelowna monthly newsletter, with over 20,000 subscribers
- Guaranteed mentions on Tourism Kelowna social media channels
- Content plan will be determined and sent to participants after the sign up deadline
- Paid social media advertising through Tourism Kelowna channels
- Inclusion in the #exploreKelowna check-in style mobile pass
- Content collection by a local creator for use on social media and blogs
- Tourism Kelowna will choose a local creator to visit your business to gather 5 to 10 photos and/or video clips
- These assets will be used to help market your business through the program on social media and in blog articles
- Sponsored content and advertising with regional media outlets including print, digital, and/or radio
  - Advertising plan will be based on budget and shared with participating businesses after sign up deadline
  - Advertising will be targeted to regional drive markets from Kamloops to Osoyoos to Merritt to Nelson, unless program participants determine a need for alternate markets
  - Examples of advertising outlets include: Castanet, Kelowna10, Kelowna Capital News, Pattison Media, etc.
- Collateral (stickers, decals, logo) indicating your business is part of the program

## Prerequisite

This program is open to the following types of businesses:

- Performing Arts | Venues | Museums | Galleries | Festivals & Events

**Rates** Member: **\$750** | Advertiser: **\$900**

**Deadline** March 15, 2024

*All prices subject to GST.*

# PROMOTE KELOWNA THROUGH MEETING & CONFERENCE OPPORTUNITIES

## Meetings & Conferences Sales Program

The Business Development team's strategies are designed to support our organization's strategic goals as approved by our Board of Directors.

Our strategic goals are:

1. Establish Kelowna and the Central Okanagan as a four-season travel destination
2. Foster the sustainable growth of the destination
3. Ensure organizational excellence
4. Engage partners and external stakeholders to collaboratively grow the Central Okanagan visitor economy

While economic activity is immensely important, we know that meetings and conferences generate more than just economic activity for the region. Business events can act like a catalyst to future investment, talent attraction, and drive research and innovation into a region ensuring success not only for today but into the future. It is for this reason that Tourism Kelowna will focus our proactive sales efforts on activities where we can leverage the stories of our community's key economic sectors as featured in the OKGo campaign. We will work to be in front of new audiences, introducing our destination and inspiring planners with the possibilities in Kelowna; while supporting our Meetings & Conferences (M&C) partners in their sales efforts.

## Basic M&C Program

**Member Fee \$800**

### Includes

- Customized flat sheet for use at sales calls and functions
- Inclusion in Tourism Kelowna's #exploreKelowna blog (one business mention with link)
- Website listing on [tourismkelowna.com/meeting-groups](https://tourismkelowna.com/meeting-groups)
- Participation in educational workshops/presentations and FAMs to ensure all partners are well versed in our innovation/expertise in the following sectors: viticulture, agriculture, advanced manufacturing, aerospace, and digital technology.

## Cost-Shared Tradeshows\*

- **\$1,350** Canadian Society of Association Executives (CSAE) Tête-à-Tête  
February 7, 2024 | Ottawa, ON | [csae.ca](https://csae.ca)
- **\$1,350** Canadian Meetings + Events Expo (CMEE)  
August 13 & 14, 2024 | Toronto, ON | [cmeespo.ca](https://cmeespo.ca)

## Cost-Shared Sales Events\*

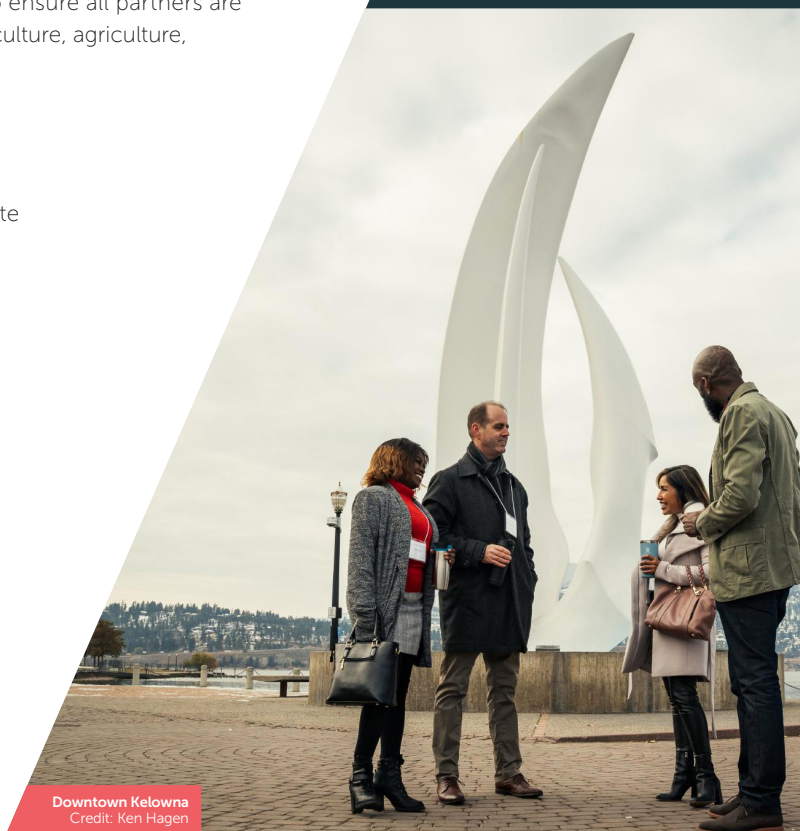
- **\$800** Toronto Sales Event | May 30, 2024\*\*
- **\$800** Vancouver Sales Event | June 12, 2024\*\*
- **\$800** Calgary Sales Event | April 24, 2024\*\*
- **\$800** Additional Vancouver Sales Event | October 2, 2024\*\*

\*Basic M&C Program package required for participation.

\*\*Dates subject to change..

Downtown Kelowna  
Credit: Ken Hagen

All prices subject to GST.



# DRIVE INTEREST IN RELOCATING TO KELOWNA AND THE CENTRAL OKANAGAN

## Relocation Guide

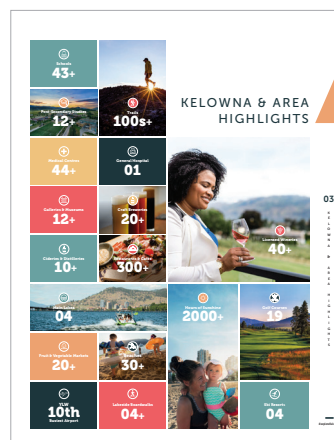
Enhance your visibility with this comprehensive guide that provides information for visitors that are interested in making a permanent move to the Central Okanagan.

10,000 copies of the Relocation Guide will be distributed through:

- Downtown Kelowna Visitor Centre – over 200,000 traffic a year
- YLW – 1.8+ million passengers annually
- Central Okanagan Economic Development Commission (COEDC) office and at business development and attraction events
- Online listing on Tourism Kelowna's website, which averages over 3 million users per year
- Option to receive copies of the Relocation Guide at your office for distribution

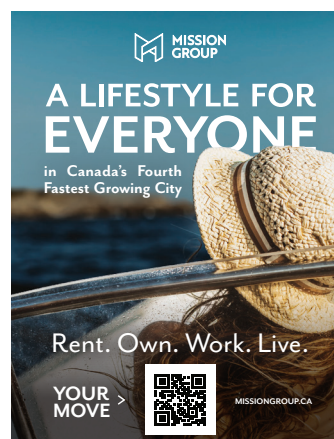
Ad Position	# Of Positions Available	Rate
Full Page: Back Outside Cover	1	\$3,500
Full Page: Inside Back Cover	1	\$2,500
Full-Page: Interior Pages	2	\$2,500
1/2 Page: Interior Pages	2	\$1,000
1/4 Page: Interior Pages	7	\$750
Online (only) Listing	Unlimited	\$500

**Booking Deadline:** March 15, 2024 | **Ad Submission Deadline:** March 29, 2024



1/4-Page Ad  
3.4" wide x 4.9" deep

1/2-Page Ad  
7" wide x 4.9" deep



Full-Page Ad  
Trim Size: 8.5" wide x 11" deep  
Live Area: 7.5" wide x 10" deep  
Bleed ad: include 1/8" of bleed on all sides of full-page ad

\*All prices subject to GST.



# OPPORTUNITIES AT THE KELOWNA VISITOR CENTRE

The downtown Kelowna Visitor Centre welcomes over 200,000 visitors a year looking for information about Kelowna and area. Get in front of these visitors by advertising in the Visitor Centre, increasing exposure of your business and brand awareness.

## Digital Advertising

Select from two options available: a 48" screen or 110" video wall; you can use one 20-second video or two still ads (each one runs for 10 seconds).

### 48" Display Screen (50 spaces available)

Ad Placement Dates	Member Rate	Advertiser Rate
March–May (spring)	\$100	\$120
June–August (summer)	\$175	\$210
September–November (fall)	\$100	\$120
December–February (winter)	\$75	\$90
Full Year	\$400	\$480

### 110" Display Screen (25 spaces available)

Ad Placement Dates	Member Rate	Advertiser Rate
Spring: March–May	\$200	\$240
Summer: June–August	\$275	\$330
Fall: September–November	\$200	\$240
Winter: December–February	\$150	\$180
Full Year	\$750	\$900



## Display Advertising

The Kelowna Visitor Centre has two distinct displays areas:

**Exterior Display Window:** A large display window on the north side of the building, looking directly towards the boardwalk. Over 400,000 walk the boardwalk per year. (Blackout dates apply.)

**Entrance Shelf:** Located directly in front of the Visitor Centre entrance doors.

**North Wall:** Large interior wall.

**Prerequisite:** None

Display Ad Placement Dates	Member Rate Per Month	Advertiser Rate Per Month
Spring: March–May	\$800	\$960
Summer: June–August	\$1,000	\$1,200
Fall: September–November	\$800	\$960
Winter: December–February	\$675	\$810



# SHOWCASE YOUR BUSINESS TO OUTDOOR ENTHUSIASTS

## Outdoor Guide

A new printed outdoor guide targeted to outdoor enthusiasts will be a robust resource that includes information on:

- Hiking and biking trails
- Cycling routes and pathways
- Paddling and beaches
- Rock climbing and bouldering
- Birding
- Ski resorts
- Native flora and fauna
- Outdoor safety

This guide will include nsyilxcən words and phrases throughout and incorporate important land and water protection information that has been part of the syilx way of life for centuries.

To accompany the guide and further the reach of the information, content will be repurposed for:

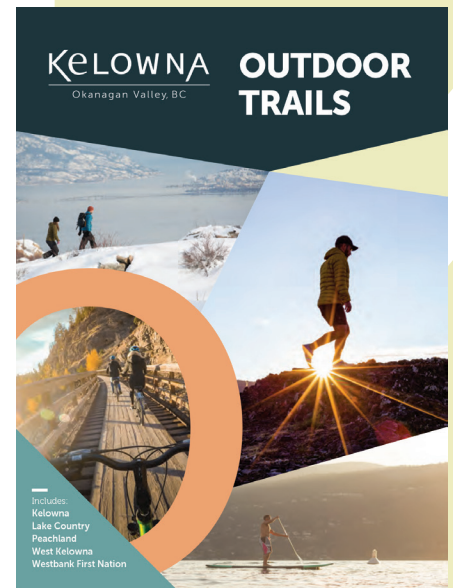
- Tourism Kelowna website content
- #exploreKelowna blog articles
- #exploreKelowna monthly e-newsletter

This advertising opportunity is open to any business that is interested in reaching outdoor enthusiasts through print collateral and blog content.

**Rates:** Ad rates and sizes TBD

**Prerequisite:** Open to any business that is interested in reaching outdoor enthusiasts through print collateral and blog content.

**Booking Deadline:** March 15, 2024 | **Ad Material Deadline:** March 29, 2024



# RACK YOUR SALES BROCHURE FOR MORE VISITOR EXPOSURE

## Brochure Racking

### Kelowna Visitor Centre

The Kelowna Visitor Centre is frequented by visitors, prospective residents, and current residents looking for information about Kelowna and the Okanagan Valley. This is a great opportunity for various types of businesses, realtors, or developers to rack their brochures.

### Kelowna International Airport (YLW)

The Kelowna International Airport Kiosk offers exposure to hundreds of thousands of travellers.

### BROCHURE RACKING FEE (for one 4x9 brochure)

Kelowna Visitor Centre: **\$245**

Kelowna International Airport (YLW): Member Fee: **\$245** | Advertiser Fee: **\$295**

Oversize brochure fee: **\$75**

**Brochure racking prerequisite:** None



Kelowna Visitor Centre  
Credit: Shawn Talbot

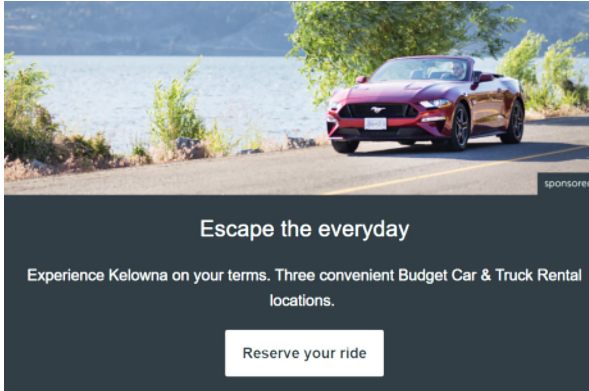
All prices subject to GST.



# ADVERTISING AGREEMENT

## #exploreKelowna Monthly Sponsored Post

Tourism Kelowna Base Holders have the opportunity of being included in a sponsored ad in the consumer-facing #exploreKelowna monthly newsletter. The newsletter includes blog posts on things to do in Kelowna, featured events, and hotel packages and promotions.



### The Sponsored Ad Includes

- One image (landscape)
- One URL link to business website
- Title (up to 40 characters)
- Description (up to 160 characters)

### Monthly Newsletter Specifications

- 20,000 newsletter subscribers
- 40% open rate

### Program Fee

\$250 per month *plus GST*

## ENHANCE YOUR VISIBILITY WITH ONLINE ADVERTISING

### Online Advertising

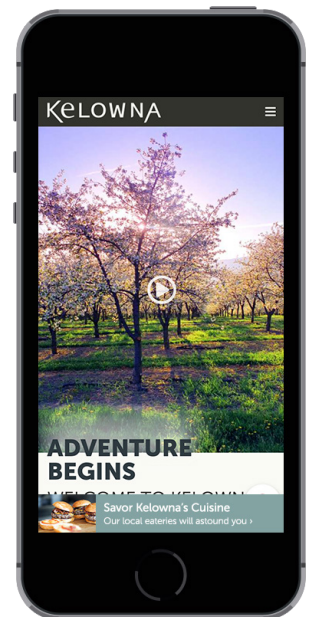
Tourism Kelowna has partnered up with Destination Travel Network (DTN). Through DTN, you can greatly enhance your visibility to potential customers who are searching Tourism Kelowna's website for places to stay, for things to see and do, and for spots to savour local flavours.

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 3 million page views and receiving more than 1.8 million sessions, you want to make sure you are in front of these potential visitors.

### Includes

- Advertising program is optimized for all devices
- Impressions-based advertising with one-click links to your business website
- Featured listings for top-of-category visibility
- Page-specific sponsor ads
- "Run-of-site" banner and spotlight text links
- Mobile banners

If you would like to participate in the program, you can request pricing and information at [advertising@DTNads.com](mailto:advertising@DTNads.com).



TOURISM  
**KELOWNA**  
#exploreKelowna | [tourismkelowna.com](http://tourismkelowna.com)

Front Cover Image Credits

Top left then clockwise: Twin Oaks Organic Orchard/Kylie May, Rotary Beach/Darren Hull Studios, Gray Monk Estate Winery/Shawn Talbot, 50th Parallel Estate/David Vassiliev