



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 M&C partners in their sales efforts.

Business Name

Contact

Address

Tel

City/Prov

Email

Postal Code

Program Fees

Basic Program

\$800

- customized flat sheet for use at sales calls and functions
- inclusion in Tourism Kelowna's #exploreKelowna blog (one business mention with contact information)
- website listing on tourismkelowna.com/meeting-groups
- staff participation in educational workshops, presentations, and FAMs

Cost-Shared Tradeshows*

\$1,350 CSAE Tête à Tête: February 7, 2024 | Ottawa, ON | csaetetete.ca

\$1,350 CMEE: August 13 & 14, 2024 | Toronto, ON | cmeexpo.ca

Cost-Shared Sales Events*

\$800 Toronto Sales Event

\$800 Vancouver Sales Event

\$800 Calgary Sales Event

\$800 Additional Vancouver Sales Event

**Basic Program package required for participation.*

Payment

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

Payment Method: Cheque Etransfer (send payment to accounting@tourismkelowna.com. Answer: Kelowna)

Credit Card:  

Name on Card

Card No

Expiry Month

Expiry Year

CSC Code

Terms and Conditions

→ Payment is due at time of booking | → Participation is subject to approval

← I agree to these terms and conditions

Signature (digital)

Date

Signature by hand _____

Please indicate your participation by December 11, 2023.

Please contact Julia Garner julia@tourismkelowna.com | 250-300-0633 for more information.