



# 2025 ADVERTISING & PROGRAMS

Supporting & Marketing  
Kelowna is our Business



TOURISM  
**KeLOWNA**

# 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 remit MRDT or DMF to avail of member benefits.

### 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
\$399	Base Program - Member Fee
\$495	Base Program - Advertiser Fee
\$850	Enhanced Program - Member Fee
\$50	Addition web listing or location within the Central Okanagan
\$95	Additional web listing or location outside the Central Okanagan

Program Benefits	Base Program	Enhanced Program
Standard online listing on the Tourism Kelowna website	X	X
Listing and locator on the Kelowna & Area map	X	X
Company brochures displayed at the Kelowna Visitor Centre	X	X
#exploreKelowna and Tourism Kelowna Industry Newsletter subscription	X	X
Add events to the Online Events Calendar	X	X
Promote Specials Events on the Local Community Events 48" Digital Display in the Visitor Centre	X	X
Member Partner Portal access - a resource & research tool for Members	X	X
NEW - Member & Industry Stakeholder Network Mornings & Events	X	X
NEW - Tourism Kelowna Member Decal - Digital & Print	X	X
NEW - Offers & Promotions Page on new website	X	X
NEW - Industry Discount on Love for Kelowna & Kelowna Vibes Merc (Members Only. T&C's Apply)	X	X
Invitation to industry plug-in sessions and workshops	X	X
Access to Tourism Kelowna FAM tours (subject to availability)	X	X
Access to additional paid marketing programs	X	X
Invitation to the Annual General Meeting*	X	X
Voting member status of Tourism Kelowna*	X	X
Option to run for Tourism Kelowna Board of Directors*	X	X
Placement of brochures at the YLW Visitor Information Kiosk		X
Upgrade to enhanced online listing (top of category)		X
One (1) additional standard listing in a separate category (does not include the "Meetings" page)		X
Priority delivery of Tourism Kelowna brochures		X
<b>Member Price</b> - All tourism related businesses located within the Central Okanagan (Lake Country to Peachland)	<b>\$399</b>	<b>\$850</b>
<b>Advertiser Price</b> - Non-tourism related businesses located in the Central Okanagan, or tourism-related businesses located outside of the Central Okanagan	<b>\$495</b>	

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

Photo credit: Shawn Talbot Photography

# COLLABORATIVE MARKETING PROGRAMS

## Wineries

In support of wineries in 2025, this 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 wine-related experiences in our destination.

Funds contributed by partner businesses are used for seasonal collaborative advertising, with Tourism Kelowna topping up advertising spend by 50% of the partner total. Two buy-in options are available, with tactics included in each checked off below.

Advertising Tactics	\$2000	\$750
Collaborative advertising promoting wine touring, purchasing, and experiences throughout the year. <i>*See below for advertising outlets planned</i>	X	X
Inclusion in Program specific landing page used as CTA for all advertising	X	X
Collateral indicating your business is part of the program	X	X
Tourism Kelowna Value-Added Tactics		
Enhanced listing on TourismKelowna.com (\$100 VALUE)	X	
Year-round Digital Display at the Kelowna Visitor Centre (\$750 VALUE)	X	
Opportunity to participate in wine tasting pop-up at the KVC during BC Wine Month Exclusive to program participants	X	
Quarterly wine-specific consumer email exclusive to wine program participants	X	
At least two mentions in Tourism Kelowna blog articles, promoted through quarterly wine newsletter and Meta ads (\$500 VALUE)	X	
At least two organic mentions on Tourism Kelowna social media accounts, in feed carousel or reel	X	
Year-round social media advertising	X	
Content collection by a local creator, photographer, or videographer	X	

**2025 advertising outlets can include, but is not limited to, the below. Final advertising plan will be shared with partners in January and will be based on budget:**

Edible Vancouver | BC Touring Guide | Edible Toronto | Edible Ottawa | BC Wine Passport Vancouver is Awesome | Boulevard Magazine | Castanet | Avenue Magazine | Georgia Straight

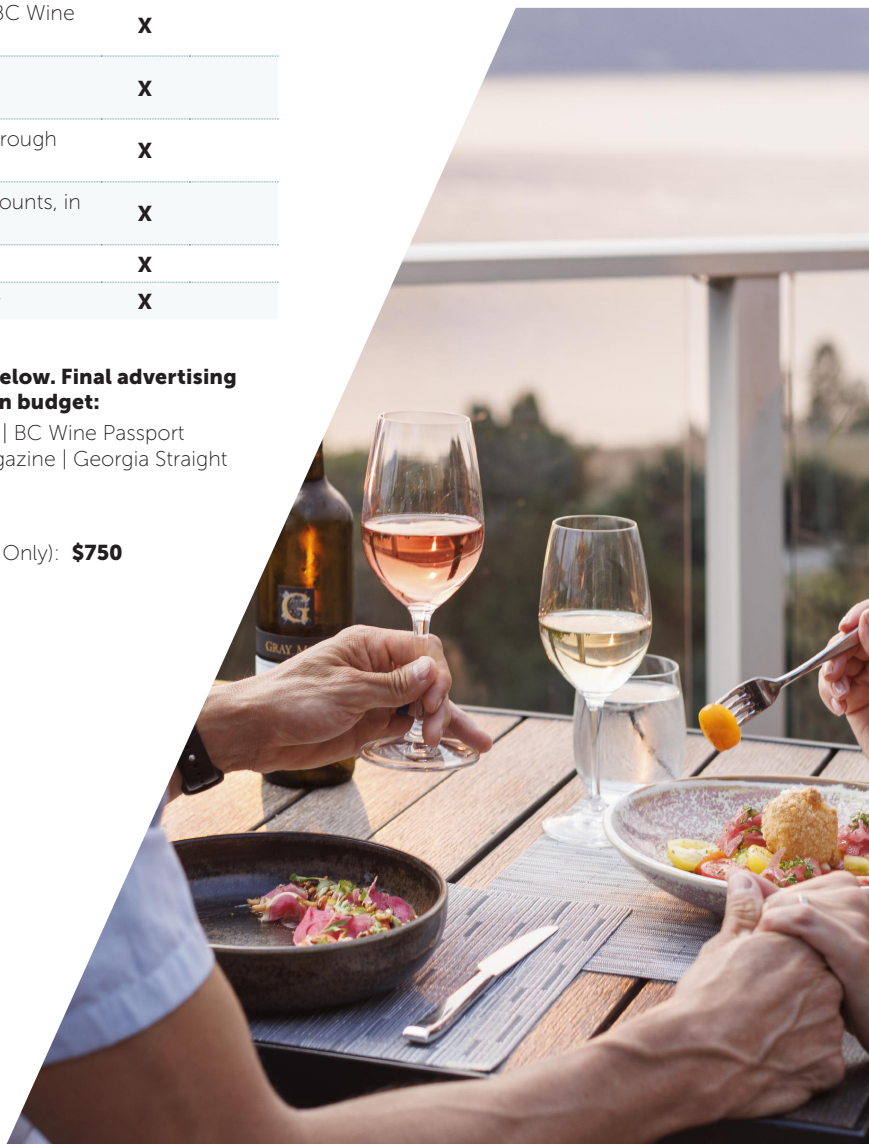
**Rates:** (All prices are subject to GST)

- Member (All Advertising & Tactics): **\$2000** | Member (Advertising Only): **\$750**
- Advertiser: **\$2400** or **\$1000**

**Deadline:**

- **Tuesday, December 31, 2025**

Photo Credit: Shawn Talbot Photography



# COLLABORATIVE MARKETING PROGRAMS

## Local Flavours — Farm & Fork / Craft Sips

In support of local food tourism and craft drink makers businesses, this collaborative marketing program will raise awareness & drive visitation and purchases to your business with our collaborative marketing program. The **Local Flavours Program** is broken into two categories:

1. **Farm & Fork**
2. **Craft Sips**

These programs will generate visitor traffic for participating businesses through expanded exposure and cross-promotion. Each program will be designed specifically for the sector, targeting a local and regional audience to encourage visitation and spending at businesses.

Funds contributed by partner businesses are used for seasonal collaborative advertising, with Tourism Kelowna topping up advertising spend by 50% of the partner total. Two buy-in options are available, with tactics included in each checked off below.

Advertising Tactics	\$1000	\$500
Collaborative advertising promoting program businesses and experiences	X	X
Inclusion in Program specific landing page used as CTA for all advertising	X	X
Collateral indicating your business is part of the program	X	X
Tourism Kelowna Value-Added Tactics		
Enhanced listing on TourismKelowna.com ( <b>\$100 VALUE</b> )	X	
At least two mentions in Tourism Kelowna blog articles, promoted through newsletters and Meta ads ( <b>\$500 VALUE</b> )	X	
At least two organic mentions on Tourism Kelowna social media accounts, in feed carousel or reel	X	
Year-round social media advertising	X	
Content collection by a local creator, photographer, or videographer	X	

**2025 advertising outlets can include the below. Final advertising plan will be shared with partners in March and will be based on budget:**

Castanet | Kelowna 10 | Vancouver is Awesome | Narcity | Georgia Straight | Edible Vancouver & Wine Country | Scout

### Prerequisites:

**Farm & Fork** is open to businesses that grow, cultivate, and/or use local ingredients. Restaurants, cafes, bakeries, etc., must use ingredients from a minimum of three local farms, orchards, markets, etc.:

**Markets | Farms | Orchards | Restaurants | Cafes | Bakeries, etc.**

**Craft Sips** is open to businesses that use local ingredients and/or have production facilities in the Central Okanagan:

**Breweries | Cideries | Distilleries | Coffee Roasters | Tea Makers | Kombucha or Juice Makers, etc.**

### Rates: (All prices are subject to GST)

- Member (All Advertising & Tactics): **\$1000** | Member (Advertising Only): **\$500**
- Advertiser: **\$1200** or **\$700**

### Deadlines:

- **Submission Deadline:** March 28, 2025
- **Program Launch:** April 1, 2025

Top Photo Credit: BC Ale Trail  
Bottom Photo Credit: BC Ale Trail



# PROMOTE KELOWNA THROUGH MEETING & CONFERENCE OPPORTUNITIES

## Meeting & Conferences Sales Program

Tourism Kelowna's 2025 Meeting & Conference (M&C) Program is designed to drive sustainable growth of the region as a premier event destination while supporting program partners in achieving economic success. The program aligns with Tourism Kelowna's four strategic pillars: seasonality, destination management, internal excellence, and external engagement.

The organization's Business Development team plays a crucial role in supporting these objectives by implementing proactive sales strategies that leverage Kelowna's key economic sectors, as highlighted in the OKGo campaign while building awareness in key emerging markets. The program emphasizes the importance of meetings and conferences beyond economic activity, positioning them as catalysts for long-term growth, investment, talent attraction, and innovation in the region.

By focusing on these strategies, Tourism Kelowna aims to connect with new audiences, inspire planners, and enhance the sales efforts of its partners, ensuring both short-term and long-term success for the Central Okanagan.

## Basic Package

### Member Fee:

→ \$800

### Includes:

- Customized flat sheet for use at sales calls and functions
- Website listing on [tourismkelowna.com/meeting-groups](https://tourismkelowna.com/meeting-groups)
- Customized Partner Portal coaching and asset review
- Inclusion in Tourism Kelowna's #exploreKelowna blog (one business mention with contact information)
- Invitation to educational workshops, presentations, and industry familiarization tours, and an annual networking event

## Cost-Shared Tradeshows\*

### Canadian Society of Association Executives (CSAE) Tete a Tete

→ **\$1,500** | February 26, 2025 | Ottawa, ON

### Canadian Meetings & Events Expo (CMEE)

→ **\$1,500** | August 12 & 13, 2025 | Toronto, ON

## Cost-Shared Sales Events\*

### Vancouver Sales Event

→ **\$1,000** | Week of April 28 - May 1, 2025

### Toronto Sales Event

→ **\$1,000** | Week of May 12, 2025

### Edmonton Sales Event

→ **\$1,000** | Week of November 3-7, 2025

### Seattle Sales Event

→ **\$1,000** | Week of April 28 - May 1, 2025

### Montreal Sales Event

→ **\$1,000** | Week of May 1, 2025

*\*Basic Program package required for participation.*

Photo Credit: Memories by Michelle Kelowna



# NEW — GET NOTICED

## DIGITAL MARKETING

### Blog & Social Ads Combo

#### Increase awareness of your business

Work with the Tourism Kelowna content marketing team to craft engaging written content that is supported by social media advertising on Facebook and Instagram (Meta).

#### #exploreKelowna Blog

One of our experienced writers will craft a 750 - 1000 word article about your business, experience, and/or event to be posted on the #exploreKelowna blog. Blogs will be posted on the 1st and 15th (or closest business day) of the month, meaning there are 24 spots to choose from, so book early to ensure your marketing message is in front of your desired audience at the appropriate time.

#### Tourism Kelowna Meta Ads

The Tourism Kelowna team will work with you to craft ads to be posted through our Facebook and Instagram Ad Accounts promoting your #exploreKelowna blog article. The ads will be targeted to your desired audience for two to four weeks. \*Please note, this does NOT include organic, in-feed posts.\*

#### Reporting upon completion

Reporting will be provided to the client one month after the completion of advertising run and will include the following:

#### #exploreKelowna Blog

- Pageviews
- Time on page
- Clicks to listing or website

#### Paid Meta Ads

- Reach
- Engagements
- Clicks to Blog

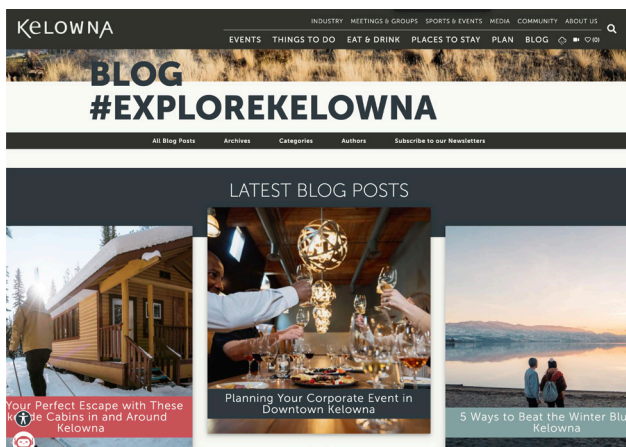
#### Prerequisites:

Prerequisites: Open to Tourism Kelowna member businesses only to promote activities, experiences, and/or events relevant to tourists. All materials are due to Tourism Kelowna one month before the scheduled publish date.

#### Rates: (All prices are subject to GST)

- 1 article & social media advertising campaign: **\$1,200**
- 2 article & social media advertising campaigns: **\$1,000/ea (\$2,000 total)**
- 3 article & social media advertising campaigns: **\$800/ea (\$2,400 total)**

*\*Please note, one business can purchase a maximum of three articles per year.*



# OPPORTUNITIES AT THE KELOWNA VISITOR CENTRE

## Digital Display Advertising

The downtown Kelowna Visitor Centre welcomes visitors 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.

Promote your business on our **110" Display Wall** (portrait only), located in at the main back wall of the Visitor Centre.

You can use one 20-second video or two still ads (each one runs for 10 seconds).

Ad Options	Ad Placement Dates	110" Display Wall - Portrait Only (25 spaces available)	
		Member Rate	Advertiser Rate
<b>One Video Ad</b> (up to) 20-second video*	March – May (Spring)	<b>\$200</b>	<b>\$240</b>
	June – August (Summer)	<b>\$275</b>	<b>\$330</b>
– OR –	September – November (Fall)	<b>\$200</b>	<b>\$240</b>
<b>Two Images Ad</b> 10-second images**	December – February (Winter)	<b>\$150</b>	<b>\$180</b>
	Full Year	<b>\$750</b>	<b>\$900</b>

\* One Video ad will show minimum every 10 minutes, 6 times/hour, 72 times/day

\*\* Two Images ad will show one image minimum every 5 minutes, 12 times/hour, 144 times/day

All videos or images are portrait format only.



Photo Credit: Digital Display - Tourism Kelowna  
Bottom Right Photo Credit: Darren Hull Studio

Kelowna  
Visitor  
Centre



# OPPORTUNITIES AT THE KELOWNA VISITOR CENTRE

## Display Advertising

The downtown Kelowna Visitor Centre welcomes thousands of visitors a year looking for information about Kelowna and area. Get in front of these visitors by advertising through our highly-visible Visitor Centre display areas, aimed at increasing exposure and brand awareness.

The Kelowna Visitor Centre has two distinct displays areas:

1. **Entrance Shelf** - Located directly in front of the Visitor Centre entrance doors.
2. **North Wall** - Large interior wall.

Display Area Option	Placement Dates	Rates Per Month	
		Member Rate	Advertiser Rate
Entrance Shelf	March – May (Spring)	\$800	\$960
	June – August (Summer)	\$1000	\$1200
North Wall	September – November (Fall)	\$800	\$960
	December – February (Winter)	\$675	\$810

*\*All prices are subject to GST.*





# #exploreKelowna MONTHLY NEWSLETTER AD

Tourism Kelowna members have the opportunity to include a sponsored ad in our consumer facing #exploreKelowna monthly newsletter. The newsletter includes blog posts on things to do in Kelowna, featured events, and hotel packages and promotions.

There are 2 ad spots per month available. Space will be available on a first-come, first-serve basis.

## The Sponsored Ad Includes:

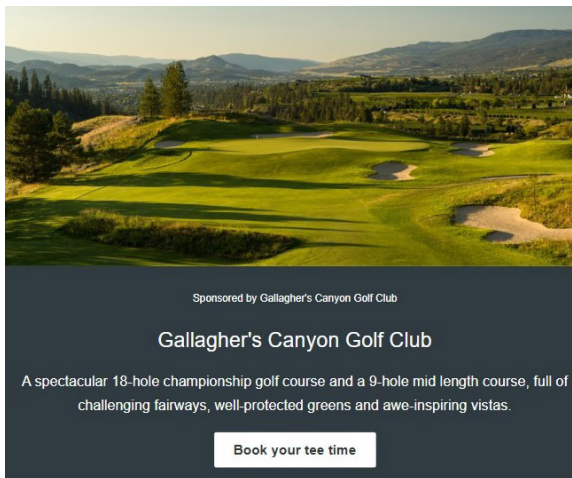
- One Image (landscape)
- One URL link to business website
- Title (up to 40 characters)
- Description (up to 160 characters)

## Monthly newsletter specifications

- 21,000 newsletter subscribers
- 37% open rate

## Program Fee

- **\$250** per month (+GST)



# RACK YOUR 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 daily.

### Brochure Racking Fee (for one 4"x9" brochure): (All prices are subject to GST)

- Kelowna Visitor Centre: **\$245** (+GST)
- Kelowna International Airport (YLW): **Member Fee - \$245 | Advertiser Fee - \$295**
- Oversize Brochure fee: **\$75**

### Prerequisites:

- None



# ENHANCE YOUR VISIBILITY WITH ONLINE ADVERTISING

## Online Advertising

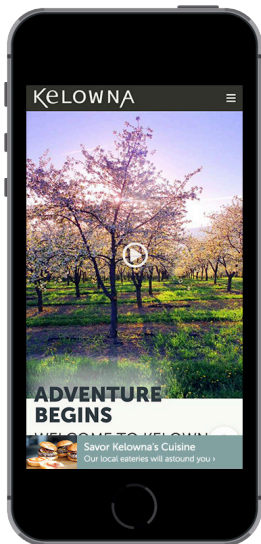
Tourism Kelowna has partnered up with Destination Travel Network (DTN). Through DTN, you can greatly enhance your visibility to potential customers who are searching Tourism Kelowna's website for places to stay, for things to see and do, and for spots to savour local flavours.

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.ca](http://tourismkelowna.ca)

### Front Cover Image Credits

Top: Quails Gate Winery Vineyard - Shawn Talbot Photography  
Bottom Left: Couple with Backpack Chairs at Boyce Gyro Beach - Ken Hagan  
Bottom Right: Myra Canyon Trestles Group Bike Tour - Shawn Talbot Photography