

KELOWNA
TOURISM

Must-Visit Culture Spots

2025 ADVERTISING CAMPAIGN HIGHLIGHTS

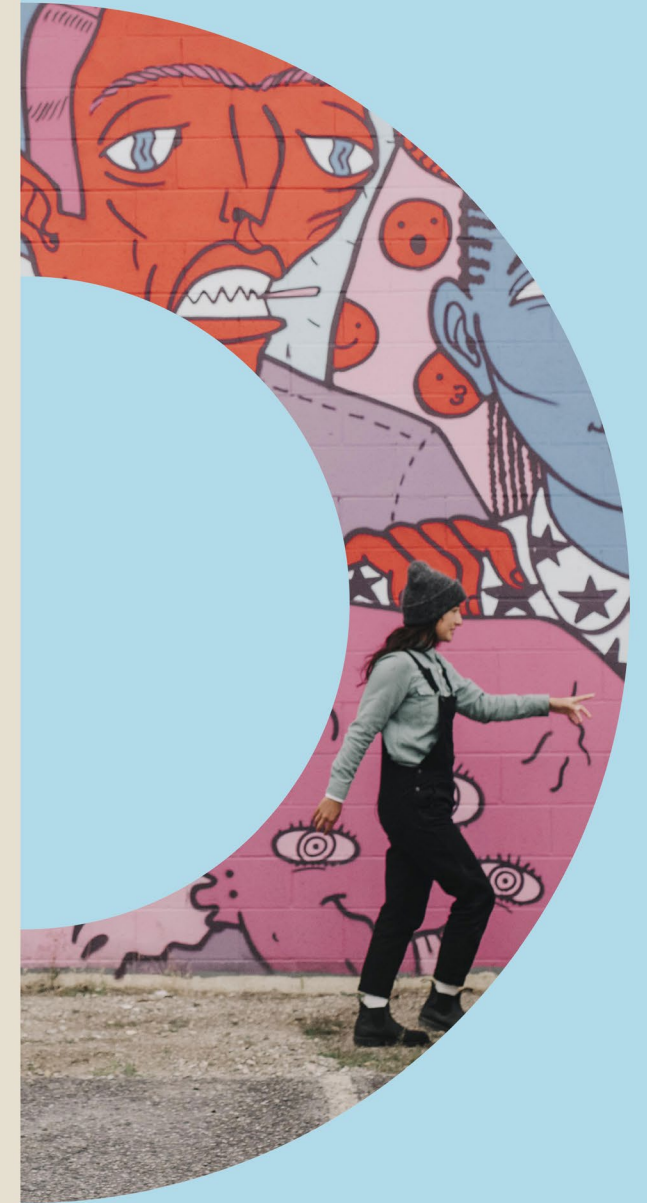


● 2025 Culture Spots Program

Using a collaborative approach, museums, galleries, and performing arts organizations participated in the Culture Spots Program.

A targeted advertising campaign was created and managed by Tourism Kelowna to reach relevant audiences for the arts and culture industry that otherwise would be out of reach.

In addition to paid advertising, participants received guaranteed organic promotion on Tourism Kelowna channels.



2025 Highlights

Audience: Lower Mainland

Outlet: Vancouver is Awesome

Date: September 2025

- **Digital article**
 - 504 Reads
 - 81% engaged read rate
 - 56 Link Clicks
 - 11% CTR
- **Social media organic & paid**
 - 30,204 Impressions
 - 28,303 Reach
 - 270 Link Clicks
- **Newsletter ad**
 - 47,131 sent
 - 51.67% Open Rate
 - 24,333 Unique Opens
 - 73 Link Clicks

Beyond the vineyards: Kelowna's fall arts and culture scene is ripe for exploring

Step beyond the wineries this fall and discover a whole other side of Kelowna, one painted with creativity, history and unexpected finds



Arts and culture in Kelowna shines brightest in the fall months. | Photo via Nathaniel Atakora Martin (@nathanielatakora) / Tourism Kelowna

TOURISM KELOWNA

2025 Highlights

Audience: Local/Okanagan

Outlet: Castanet

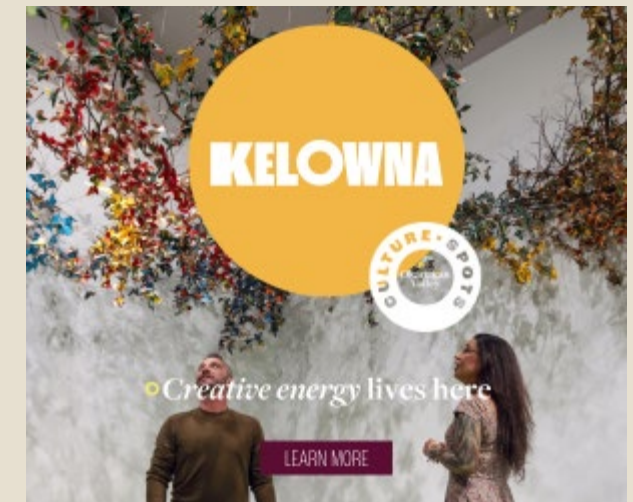
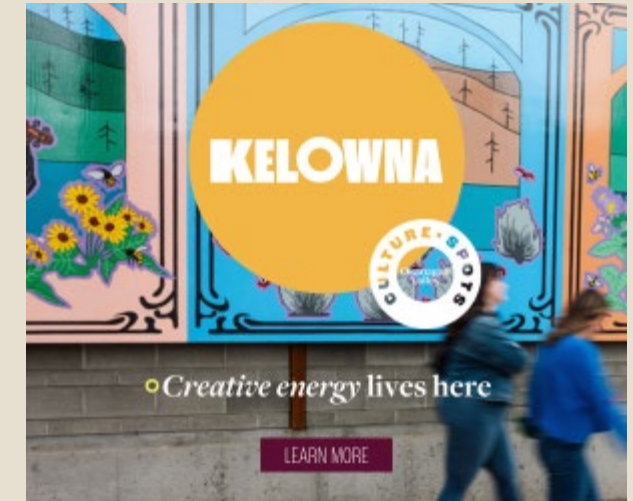
Date: September & October 2025

- **Digital Display Ads**

- 950,592 Impressions
- 426 Clicks

- **Landing Page Engagement during campaign**

- 1388 Views
- 570 Users
- 3975 Engagements



2025 Highlights

Audience: Local/Okanagan

Outlet: Kelowna10

Date: December 2025 & January 2026

- **Meta Ads**
 - 19,826 Views
 - 17,998 Reach
- **Kelowna10 App**
 - 4984 Views
- **24,810 TOTAL Views**



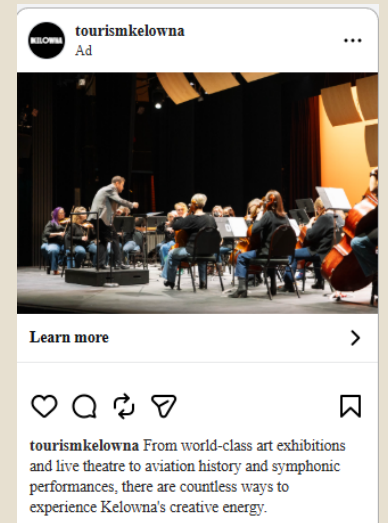
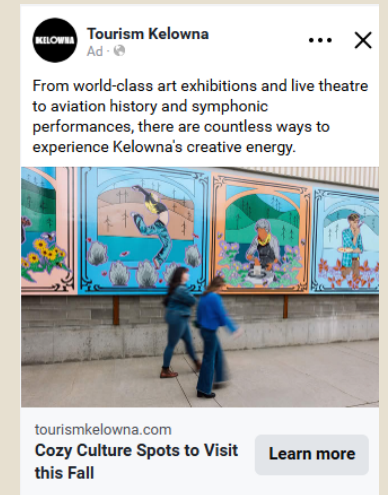
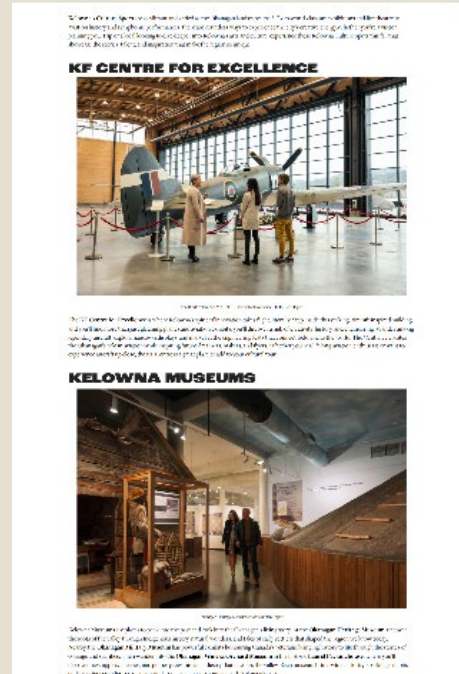
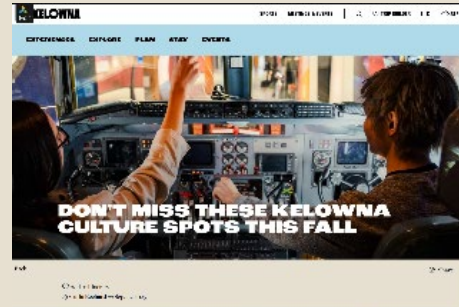
2025 Highlights

Audience: BC

Outlet: META (Facebook & Instagram)

Date: Fall 2025

- **Meta Ads**
 - 298,049 Impressions
 - 223,737 Reach
 - 9969 Engagements
- **#exploreKelowna Blog Article Engagement**
 - 14,221 Views
 - 6514 Users
 - 32,940 Engagements



2025 Results

Totals for collaborative campaigns

1,305,094 Impressions

272,471 Reach

10,798 Engagements

Organic social media posts for each participating business has or will be running in the first half of 2026. For your individual business post performance, reach out to Carla – carla@tourismkelowna.com

What's to come in 2026

Building on the momentum of paid and organic promotion in 2025, your \$1000 buy-in will be matched 50% by Tourism Kelowna.

A \$1000 investment will have you included in a the collaborative campaign, reaching local, regional, and Western Canadian audiences with an interest in arts, culture, and travel.



For more information contact:
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Jacqui@tourismkelowna.com



Tourism Kelowna would like to thank Westbank First Nation and Okanagan Indian Band for the privilege to live, work, and play on the *tríxwúla?xw* (land), that is the unceded and traditional territory of syilx Okanagan peoples, the original stewards of these lands and to whom we give thanks to as our hosts

