KELOWNA TOURISM

Must-Visit Farm Spots2025

2025 Advertising Campaign Highlights

TOURISM KELOWNA

2025 Farm Spots Program

Using a collaborative approach, farms, markets, and orchards participated in the Farm Spots Program.

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

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

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2025 Highlights

Western Canada Audience

Western Living Campaign

- Print article
- Digital article
- Social media organic & paid
- Newsletter ads

Syndicated to BC Living

- Digital article
- Social media organic & paid
- Newsletter ads

TOTAL Reach: +76,000

WESTERN LIVING

SUBSCRIBE

FOOD & WINE

Sponsored Content

3 Farm Markets in Kelowna for the Whole Family to Visit This Fall

Find the best of Kelowna's fall harvest at these must-visit farm spots.

By Remi Wright / September 8, 2025

Courtesy of tourismkelowna.com - Wines of British Columbia

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2025 Highlights

Local Audience

Kelowna10 Campaign

- Specially curated video
- Promoted on Kelowna10 app
- Social media promotion

TOTAL Views: +8000

TOTAL Reach: +16,000

2025 Highlights

BC Audience

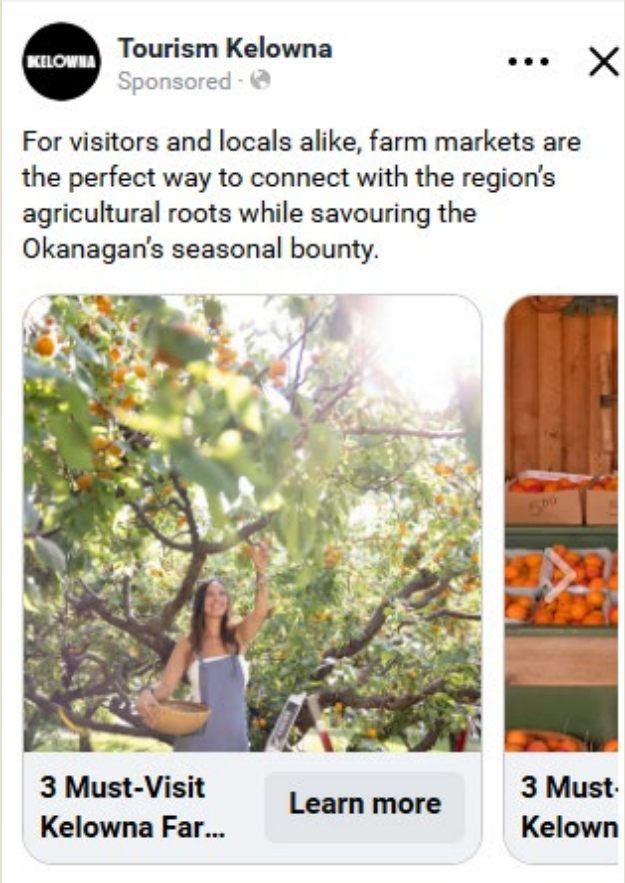
Meta Advertising

- Through the Tourism Kelowna Account
- Promoting blogs, events, reels & more

TOTAL Impressions: +144,000*

TOTAL Reach: +90,000*

TOTAL Engagements: +5000*



TOURISM KELOWNA

2025 Highlights

Farm Spots Brochure

- 10,000 copies
- Distributed through:
  - Kelowna Visitor Centre
  - Kelowna International Airport
  - Participating businesses
  - Tourism Kelowna member businesses (when requested)

FEATURED

GATZKE'S FARM MARKET

Gatzke Orchard's bustling 92 year old Farm Market serves Locals as well as Visitors from around the world, each May to September with the diversity of a flourishing Orchard, Farm Market and Bakery. Pane Vino Pizzeria and Pedego E-bikes, located on-site.

15686 PELMEWASH PARKWAY, OYAMA | GATZKEORCHARD.COM | 8

FEATURED

KLO FARM MARKET

Your go-to destination for farm-fresh, locally grown produce in Kelowna with fresh seasonal fruits, vegetables, and farm products. Homemade jams, salsas, pies, juices, and more available 7 days a week.

1760 KLO ROAD, KELOWNA | KLOFARMMARKET.COM | 10

FEATURED

PAYNTER'S FRUIT MARKET

Freshly picked fruit from the Okanagan Valley; Paynter's Fruit Market has been farming since 1919. Open 7 days per week from Mid May until Mid November with over 800 Locally made products, 100% BC grown fruit and veggies, ice cream parlour, espresso bar and more.

3687 PAYNTER ROAD, WEST KELOWNA | PAYNTERSFRUITMARKET.CA | 11

FARM · SPOTS

Okanagan Valley

Here, the land does more than grow food, it tells a story.

YOUR GUIDE TO FARMS, ORCHARDS + MARKETS

KELOWNA

TOURISM KELOWNA

Plan for 2026!

Keep Farm Spots in mind when planning your 2026 advertising.

Your $1000 buy-in will be matched 50% by Tourism Kelowna.

A $1000 investment will have you included in a collaborative campaign, reaching local, regional, and Western Canadian audiences with an interest in food, drink, and travel

For more information contact:

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TOURISM KELOWNA

Tourism Kelowna would like to thank Westbank First Nation and Okanagan Indian Band for the privilege to live, work, and play on the tn̓xʷúlaʔxʷ (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