



2026

Membership Advertising Opportunities & Marketing Programs



TOURISM KELOWNA

Supporting &
Marketing Kelowna is
our Business.

Tourism Kelowna would like to thank Westbank First Nation and Okanagan Indian Band for the privilege to live, work, and play on the *t'mx'w'ila?x'w* (land), that is the unceded and traditional territory of the syilx Okanagan peoples, the original stewards of these lands and to whom we give thanks to as our hosts.

BECOME A MEMBER OF TOURISM KELOWNA

Tourism Kelowna is a not-for-profit organization governed by an elected Board of Directors representing the local tourism industry. Our mission is to collaborate with Okanagan Valley tourism businesses to create a tourism economy that is sustainable and welcoming for both visitors and residents. Joining Tourism Kelowna through our Base or Enhanced Program allows your business, activity, service, or attraction to reach your ideal audience. These member programs connect you with visitors through our comprehensive advertising, sales, travel media, and visitor servicing efforts.



MEMBERSHIP PROGRAM OPTIONS

MEMBER

Tourism-related businesses located within the Central Okanagan (Lake Country to Peachland). Accommodations must remit Municipal & Regional District Tax (MRDT) or Destination Management Fee (DMF) to access member benefits.

ADVERTISER

Non-tourism-related businesses within the Central Okanagan, or tourism-related businesses located outside the region. Accommodations in the Central Okanagan that do not remit MRDT or DMF are included in this category.

Annual Program Fee	
N/C	Central Okanagan accommodations collecting the MRDT or DMF
\$420	Base Program - Member Fee
\$525	Base Program - Advertiser Fee
\$850	Enhanced Program - Member Fee
\$50	Additional web listing or location within the Central Okanagan
\$95	Additional web listing or location outside the Central Okanagan

Base Program Benefits

- Sector specific web listing on the Tourism Kelowna website
- Listing and locator on the Kelowna & Area map
- Company brochures displayed at the Kelowna Visitor Centre
- Dedicated member support from Tourism Kelowna’s Membership & Industry lead
 - New and current member onboarding and one-to-one session to review membership
 - Partner Portal training and access - a resource & research tool for members
- Access to tourism insights, visitation trends, and quarterly industry performance updates
- #exploreKelowna and Tourism Kelowna Industry Newsletter subscription
- Promotion of visitor-focused events through online calendar
- Promotion of specials events on the 48” digital display at the Kelowna Visitor Centre
- Option to post to the Kelowna Offers & Packages webpage
- Invitation to exclusive networking events, plug-in sessions, and workshops
- Inclusion in member-focused newsletter articles when relevant
- Access to digital and print versions of the Tourism Kelowna member decal
- Members-only discount on select OK+Co. merchandise (terms & conditions apply)
- Preferred Member pricing for paid marketing programs and advertising opportunities
- Opportunity to participate in Tourism Kelowna FAM and travel media tours (subject to availability)
- Invitation to the Annual General Meeting*
- Voting member status of Tourism Kelowna*
- Option to run for Tourism Kelowna Board of Directors*

Enhanced Program Additional Benefits

- Placement of brochures at the Kelowna International Airport (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 & Events” page)
- Priority delivery of Tourism Kelowna brochures

**Available to Members only, not available to Advertisers*



MUST-VISIT SPOTS

Set your business apart as a must-visit Kelowna experience with these collaborative marketing programs.

Foodie Spots Program



Foodie Spots highlight the culinary experiences that bring Kelowna's flavours to life, celebrating local ingredients, creative chefs, and the vibrant energy of gathering around the table.

Who should join:

- Restaurants, bakeries, cafes, etc

Sip Spots Program



Sip Spots showcase the breweries, cideries, and distilleries that capture the essence of the Okanagan in every glass, inviting visitors to savour handcrafted pours shaped by sun, soil, and community.

Who should join:

- Cideries, distilleries, breweries, etc

Deadline for Foodie and Sip Spots:

Submission Deadline: February 13, 2026

Program Runs: March–December 2026

Culture Spots Program



Celebrate the galleries, theatres, heritage sites, studios, and creative hubs where Kelowna's stories, artistry, and community spirit come alive year-round.

Who should join:

- Galleries, museums, event venues, performing arts, etc.

Farm Spots Program



Farm Spots showcase the orchards, markets, and working farms that root visitors in the Okanagan's agricultural abundance, inviting them to taste, tour, and connect with the land and the people who cultivate it.

Who should join:

- Farms, orchards, markets, etc

Deadline for Culture and Farm Spots:

Submission Deadline: April 15, 2026

Program Runs: May–December 2026

Program Highlights

- \$1,000 investment matched 50% by Tourism Kelowna for a value of \$1500
- Inclusion in sector specific print brochures distributed at the Kelowna Visitor Centre, YLW, and at participating businesses
- Collaborative marketing campaigns in Alberta and BC using print, digital, and social media tactics
- Premium placement on tourismkelowna.com
- Two guaranteed features on the #exploreKelowna blog and one dedicated organic social media post

Rates

- Members: \$1,000, Advertisers: \$1,200

2026 Wine Spots Program

Pour Your Passion and Showcase Your Winery

The 2026 Wine Spots Program is designed to drive visitation and business to Central Okanagan wineries. By targeting key audiences, this collaborative approach showcases the exceptional quality of the region's wines and wine experiences. Partner contributions fund seasonal advertising, with Tourism Kelowna adding a 50% match.



Who Should Join:

- Wineries
- Vineyards

What's Included:

- **Print Brochure:** Feature in the new Wine Spots guide highlighting authentic local wine experiences distributed through your business, the Kelowna Visitor Centre and the Kelowna International Airport (YLW) Kiosk.
- **Digital Presence:** Premium listing on the Wine Spots page of tourismkelowna.com, linking directly to your business
- **Social & Blog Features:** Two guaranteed social posts to 206,000+ followers and two blog mentions promoted via social and 22K+ newsletter subscribers.
- **Targeted Advertising:** Print, digital ads, and social media with trusted outlets in BC and Alberta like Western Living, Glacier Media outlets, PostMedia outlets, and more

Rates:

- **Members:** \$2,000
- **Advertisers:** \$2,400

Deadlines:

Submission Deadline: February 2, 2026

Program Launch: March–December 2026



2026 Meeting Spots Program



Connect With Qualified Planners

Tourism Kelowna's Meeting Spots Program (formerly Meeting & Conference Program) helps local venues and services reach qualified national and international meeting planners through targeted marketing, sales support, and relationship-building opportunities. The program drives measurable results and supports partners in generating economic impact.

Benefits of Partnership:

- Attract high-value meetings and conferences
- Access planners via Tourism Kelowna's extensive network
- Receive industry insights and coaching through the Partner Portal
- Be featured in campaigns that drive traffic to a dedicated meetings landing page
- Demonstrated ROI contributing millions to the local economy

Tiered Partnership Options

Choose the option that best aligns with your business goals.

Partner Plus | \$900 Members | \$1,125 Advertisers

- Customized flat sheet for use at sales calls and functions
- Customized profile in destination bid packages where appropriate
- Website listing on tourismkelowna.com/meetings-groups
- Inclusion in site visits and FAM tours (where appropriate)
- Access to Meeting Spots dashboards and insights
- Partner Portal coaching and asset review
- Inclusion in #exploreKelowna blog (one mention with contact info)
- Invitation to workshops, presentations, and networking events
- Eligibility for cost-shared trade shows, sales events, and marketing opportunities

Partner | \$300 Members | \$375 Advertisers

- Profile in destination bid packages (where appropriate)
- Website listing on tourismkelowna.com/meetings-groups
- Eligibility for cost-shared marketing opportunities

Cost-Shared Opportunities

Tourism Kelowna's cost-shared opportunities provide direct access to meeting planners and decision-makers. Partner Plus is required for trade shows and sales events. Advertisers are required to pay a 25% surcharge on the following.

Marketing Opportunities:

- Ignite Destination Lure Guide (starting at \$3,000, advertising booked directly with Ignite)

Trade Shows:

CSAE Tête-à-Tête

February 25, 2026 | Ottawa, ON | \$1,650

Canadian Meetings + Events Expo (CMEE)

August 11-12, 2026 | Toronto, ON | \$1,650

Sales Events:

Vancouver Sales Event

Week of April 20, 2026 - \$1000

Toronto Sales Event

Week of May 4, 2026 - \$1000

Ottawa Sales Event

Week of September 14, 2026 - \$1000

Other Industry Events & Conferences

Tourism Kelowna's Business Development team will also be attending the following industry events. Reach out to our team if you're attending, we'd love to coordinate efforts and amplify Kelowna's presence. *Registration for these events is direct through the organizers.*

SITE Exchange

January 6-9, 2026 | Mt. Tremblant, QC

Cascadia Educational Conference

February 9-11, 2026 | Suncadia Resort, WA

Venue Series

Multiple cities (March-September 2026)

IMEX America (with Destination Canada)

October 12-15, 2026

Incentive Canada (with Destination Canada)

March 9-11, 2026

PCMA Fall Networking Event | Montreal

Date TBD

PCMA Canadian Innovation Conference

Location and Date TBD



ADDITIONAL OPPORTUNITIES

BLOG & SOCIAL COMBO

Work with Tourism Kelowna to create a blog about your business, experience, or event, featured on the #exploreKelowna blog and promoted via targeted Facebook & Instagram ads for 2–4 weeks.

Who Can Participate:

Tourism Kelowna members with activities, experiences, or events relevant to visitors. Materials due one month before publishing.

What's Included:

- Blog post published on the 1st or 15th of the month
- Paid Meta ads targeting your desired audience
- Post-campaign report with page-views, engagement, and clicks one month after campaign completion

Rates:

- 1 article & social media advertising campaign | \$1200
- 2 articles & social media advertising campaigns | \$2000 (\$1000 each)
- 3 articles & social media advertising campaigns | \$2400 (\$800 each)

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

SPOT-TO-SPOT GUIDED TOURS OPPORTUNITY

NEW in 2026! This marketing opportunity gives guided tour operators premium marketing exposure across digital, print, and social channels connecting visitors to the best experiences.

Who Can Participate:

Guided tour operators that can connect visitors from one must-visit spot to another.

What's Included:

- Enhanced listing and premium placement on tourismkelowna.com including a Spot-to-Spot landing page and featured call out on Must-Visit Spots pages
- Call-to-action included in Must-Visit Spots sponsored article advertising
- Limited space for maximum visibility

Rates:

- Members: \$500
- Advertisers: \$750

Deadlines:

- Submission deadline: February 27, 2026
- Program launch: March - December 2026





ENHANCE YOUR VISIBILITY

DIGITAL DISPLAY ADVERTISING

Reach visitors actively exploring Kelowna with Tourism Kelowna's high-impact digital displays:

Kelowna Visitor Centre, Downtown - 110" Display Wall

Feature a 20-second video or two 10-second still ads on the main back wall, capturing the attention of thousands of travellers each year.

NEW in 2026

Kelowna International Airport (YLW)

Promote your business on a 65" landscape screen as visitors arrive, using a 20-second video or two 10-second still ads.

Details:

- Video ads are displayed 6x per hour or 72x per day
- Still ads show 12x per hour, or 144x per day

Rates:

- One month placement at either location
 - Member rate: \$100
 - Advertiser rate: \$125
- Full year placement at either location
 - Member rate: \$1000
 - Advertiser rate: \$1250





ENHANCE YOUR VISIBILITY **VISITOR CENTRE WINDOW DISPLAY**

Capture the attention of the over 400,000 pedestrians walking past the Kelowna Visitor Centre by advertising in the exterior window display. Located on the north side of the building, facing the boardwalk, this is a prime location to drive awareness of your business.

Details:

- Bookings are by the month, on a first-come, first-served basis with payment and signed agreement.
- Available for 2026 only. Future holds are not available.
- During peak months, only one month can be booked per Member
- Members cover banner design and production costs.
- **For full Terms & Conditions, please request the Display Window Agreement from Jacqui Dowling, jacqui@tourismkelowna.com.**

2026 Availability & Rates:

- January, February, March, April | \$1000/month
- **Peak Months**
 - June - \$1500
 - July, August - \$2000/month
 - September - \$1500
- November - \$1000

BROCHURE RACKING

Have your information readily available to the over 250,000 guests served at the:

- Kelowna Visitor Centre
- Kelowna International Airport (YLW) Kiosk

Rates:

- **One 4" x 9" brochure**
 - Member: \$245 + GST
 - Advertiser: \$295 + GST
- Oversize brochure charge is an additional \$75





FURTHER YOUR PRESENCE

#exploreKelowna

MONTHLY

SPONSORED POST

Be included in Tourism Kelowna's monthly #exploreKelowna newsletter reaching 21,000 subscribers interested in things to do, places to stay, events, packages, promotions, and more.

Details:

- Open to Tourism Kelowna Members only
- Two spots available monthly, on a first-come, first-served basis.
- Includes one image, link to business website, title & description
- Sent to 22,000 subscribers with a 37% open rate

Rates:

- \$250/month

ONLINE

ADVERTISING

Tourism Kelowna has partnered with Destination Travel Network (DTN) to 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. DTN advertisements have shared more than 7.9 million impressions and over 64,000 direct referral clicks to business websites in the past year. With Tourism Kelowna's website annually exceeding over 3 million page views, you want to make sure you are in front of these potential visitors.

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



A DIVISION OF SMPLEVIEW





TOURISM
KELOWNA

SECURE YOUR SPOT TODAY!

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