



Grow Your Reach with the Wine Spots Program

The 2026 Wine Spots Program is your opportunity to shine within Kelowna’s thriving wine scene. Built to elevate wineries and wine-focused tasting rooms across the Okanagan, this year’s program offers expanded promotional tactics, increased value, and 50% matching funds from Tourism Kelowna.

Designed to spotlight businesses that champion local growers, winemakers, and vineyard experiences, Wine Spots connects visitors to the authentic tastes, textures, and stories of our region. It’s all about celebrating the incredible diversity of Okanagan wine—while supporting the people, places, and practices that make it truly unforgettable.

Prerequisites

Wine Spots is ideal for:

- Wineries
- Vineyards and farms

What’s Included:

- \$2000 investment = \$3,000 advertising value which includes a 50% match from Tourism Kelowna.
- Inclusion in the Wine Spots print brochure (10,000+ copies) distributed at the Kelowna Visitor Centre and Kelowna International Airport.
- Seasonal, collaborative advertising campaign reaching local, regional, and Western Canadian audiences through paid social media and outlets such as Western Living, BC Living, Vancouver is Awesome, Castanet, and Kelowna10.
- Premium placement on TourismKelowna.com including additional, enhanced listing on the Wine Spots Page and All Wineries Page.
- Two guaranteed mentions on the #exploreKelowna blog.
- Four seasonal Wine Spots e-newsletters
- One organic social media post, dedicated to your business, on Tourism Kelowna channels (over 180,000 audience).
- Year-round digital display screen advertising at the Kelowna Visitor Centre
- Enhanced website listing and premium homepage positioning for your promotion.
- Exposure to 175,000+ engaged followers and 22,000 e-newsletter subscribers.

Business Name: _____

Contact: _____

Address: _____

Tel: _____ Email: _____

City/Province: _____ Postal Code: _____

Rates *(All fees are subject to applicable taxes)*

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

Limited Space Available

- Sign up now to be part of the Wine Spots program for 2026 and guarantee your spot in the printed brochure.

Deadlines

- Submission Deadline: February 2, 2026
- Program Launch: March - December, 2026

Terms and Conditions *(All fees are subject to applicable taxes)*

- Upon receiving the signed agreement form, an invoice will be issued and can be paid through a secure online platform.

Signature (digital): _____

Signature (by hand): _____

Date: _____

Secure your spot today by contacting Jacqui Dowling | 250-801-3167 | jacqui@tourismkelowna.com