

## ADVERTISE WITH TOURISM KELOWNA

Link your activity, service, or attraction directly to your target market with Tourism Kelowna advertising programs. These programs connect your business to inquiries generated by Tourism Kelowna's advertising, sales, travel editorial, and visitor servicing activities. Start with the Base Program or Enhanced Program and add on others to increase your opportunities to draw visitors to your business.

### Tourism Kelowna

Tourism Kelowna is a not-for-profit society that is governed by the tourism industry stakeholders through an elected Board of Directors.

### Mandate

To support and market the tourism destination of Kelowna and the Kelowna Metropolitan Area in a sustainable manner that strengthens the local economy and enriches the quality of life.

### Mission

To generate overnight visitor demand to economically benefit Kelowna and its neighbouring communities; 3.5 million visitors by 2022.

### The Tourism Industry Sees:

- Almost 2 million visitors annually to Kelowna
- \$337 million in Visitor Spending
- Economic Output of \$1.25 Billion



Program Benefits	Base Program	Enhanced Program
Placement of brochures at the YLW Information Kiosk		✓
Enhanced online listing: top of category & more visual		✓
1 additional standard listing in a separate category (does not include Meetings Page)		✓
Feature listing in the Official Visitor Guide: top of category		✓
Priority delivery of Tourism Kelowna brochures		✓
Standard online listing on the Tourism Kelowna website.	✓	
Business listing in the Official Visitor Guide	✓	
Listing and locator on the Kelowna & Area map	✓	✓
Brochures placed at the Kelowna Visitor Centre. Over 300,000 people a year.	✓	✓
Google My Business Verification	✓	✓
Invitation to Industry Plug In Sessions and Workshops	✓	✓
Voting Stakeholder of Tourism Kelowna*	✓	✓
Option to Run for Tourism Kelowna Board of Directors*	✓	✓
Access to Tourism Kelowna Fam Tours (subject to availability)	✓	✓
Access to additional paid marketing programs	✓	✓
Access to Kelowna Digital Assets: Images & B-roll	✓	✓
Invitation to the Annual General Meeting	✓	✓
<b>Kelowna &amp; Central Okanagan Fee</b>	<b>\$380</b>	<b>\$850</b>
<b>Beyond the Central Okanagan Fee</b>	<b>\$495</b>	<b>-</b>

\* Not applicable to stakeholders beyond the Central Okanagan

## Tourism Kelowna Stats

**YLW sees over 2M passengers a year**

**100,000 Visitor Guides are distributed annually in Kelowna & Okanagan, BC, and AB**

**140,000 Kelowna & Area maps printed and distributed.**

**Social Media following of +160,000**

**Over 300,000 people visit the Kelowna Visitor Centre annually.**

