



100,000

88-page Visitors' Guides printed

UNIQUE

well organized + comprehensive

PRIMARY

tourist information piece handed out by Kelowna Visitor Centres

Feature Advertising

ENHANCE YOUR VISIBILITY with this easy-to-use and comprehensive Official Visitors' Guide. Over 100,000 copies are distributed at Visitor Centres and hundreds of points throughout the Central Okanagan, British Columbia, Alberta, and beyond. They are also mailed to those with pre-trip travel inquiries and downloaded from our website. That's a lot of potential customers for a reasonable cost. The Visitors' Guide's extensive distribution program includes:

- DOWNTOWN KELOWNA VISITOR CENTRE → 275,000+ VISITOR INQUIRIES
- KELOWNA INTERNATIONAL AIRPORT (YLW) → 2 MILLION PASSENGERS ANNUALLY
- KELOWNA HOTELS, ATTRACTIONS, BUSINESSES

More Information

The Tourism Kelowna Official 2020 Visitors' Guide is used to fulfill all travel inquiries received by Tourism Kelowna. It showcases our destination with extensive category listings, appealing design, captivating photography, maps, tips, and other valuable visitor resources.

Display Ads & Rates

AD SIZE	WITHIN CENTRAL OKANAGAN	BEYOND CENTRAL OKANAGAN
Inside front cover – bleed	\$5,170	\$5,600
Inside back cover – bleed	\$5,170	\$5,600
Full page ad – bleed	\$4,325	\$4,760
Full page ad – no bleed	\$4,055	\$4,465
1/2 page ad – horizontal/no bleed	\$3,015	\$3,320
1/4 page ad – vertical (templated)	\$2,200	\$2,430
1/6 page ad – vertical (templated)	\$1,335	\$1,470

More Value

The complete Visitors' Guide is also available online where visitors can quickly view, zoom, print individual pages, or download the entire publication.

[Click here to explore the current Tourism Kelowna Official Visitors' Guide](#)

**BOOK
TODAY**

SECURE YOUR ADVERTISING SPACE by completing the attached pdf contract and submitting it to Tourism Kelowna

For more information, contact Liza Simpson, Advertising Sales
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