



More than 400 local tourism businesses have invested their trust in Tourism Kelowna's destination marketing services, and in return have been admitted into Tourism Kelowna as Voting Stakeholders with full rights of membership.

A *Voting Stakeholder* is defined as a business, association, or government body, who has an active place of business located within the Kelowna Metropolitan Area, and has financially invested for a full year in a Tourism Kelowna marketing or advertising activity.

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**Tourism Kelowna's Constitution states the purposes of the Society are:**

- a) 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; and
- b) to seek funding opportunities and manage funding for the support and marketing of tourism in Kelowna and the Kelowna Metropolitan Area.

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Tourism Kelowna Voting Stakeholders must uphold the Constitution, and so it becomes important that all Voting Stakeholders are aligned under a set of common service principles. In addition to the payment of any membership/marketing fees to Tourism Kelowna, the following principles must be met by a Voting Stakeholder to remain in good standing:

- **Compliance** – with all legally required business, operations, and safety licenses and permits.
- **Transparency** – ensuring all descriptions and promotional materials are an accurate reflection of the stakeholder's business and customer costs.
- **Alignment** – with Tourism Kelowna's mandate, mission, vision, and business practices.
- **Reputation** – maintaining a positive and professional brand within the tourism industry, demonstrated by respectful communications with other tourism businesses, competitors, operators, staff, and volunteers.
- **Ambassador** – for the Central Okanagan tourism industry demonstrated by extending world-class service to all customers and potential customers and communicating accurate, positive media messages for the region.

Voting Stakeholder status is a mutually beneficial agreement with Tourism Kelowna. By accepting a Voting Stakeholder's advertising investment, Tourism Kelowna agrees to loan its name and reputation to champion and endorse a Voting Stakeholder's business. By investing in Tourism Kelowna, a Voting Stakeholder has acknowledged and endorsed the value of Tourism Kelowna's destination marketing and advertising services.

A Stakeholder who fails to comply with these Principles may lose their good standing with the Society and have their voting status reviewed by Tourism Kelowna's Board of Directors. Tourism Kelowna's bylaws outlines this process. **Please sign below to indicate your support of Tourism Kelowna's Stakeholder Principles.**

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Stakeholder Business Name

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Stakeholder Signature Authorized Signatory

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Date

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Complete and submit electronically, or print, complete and email to  
Sara Correa | [sara@tourismkelowna.com](mailto:sara@tourismkelowna.com)

