

# Stewardship Pledge

We foster the preservation and continual restoration of the land, resources, and communities of the Central Okanagan. We continue to take action and make commitments to further diversity, equity, inclusion, and accessibility in our work and in the region we support.

# Stewardship Framework



Encourage regional dispersion of visitors and locals.

Encourage seasonal dispersion of visitors.

### **Objectives**

### 1.1

Research and identify regional dispersion opportunities and create programs to generate business to fill needs.

Research and identify seasonal opportunities and create programs to generate business to fill need periods.

# **DESTINATION** MANAGEMENT



Promotion through Tourism Kelowna's efforts to add a sustainabilty lens.

### 2.

Promotion through Tourism Kelowna's efforts ensures DEIA.

Tourism Kelowna commits to continuous learning and improvement and sharing of best practices.

#### **Objectives**

#### 1.1

Content showcases sustainable activities.

#### 1.2

Content showcases sustainable member initiatives, products, and success stories.

#### 2.1

Content is diverse, equitable, inclusive, and accessible.

Increase understanding of local Indigenous culture and participate in reconciliation activities.

### 3.2

Ambassador training program.

# 3.3

Share learning opportunities and best practices for stewardship policies for tourism businesses.

## **INTERNAL EXCELLENCE**



1. Tourism Kelowna practices responsible consumption and production.

#### 2.

Tourism Kelowna is an equal opportunity employer, that encourages the positive health and well-being of all employees and volunteers.

### 3.

Tourism Kelowna facilities, properties, and assets are sustainable, inclusive, and accessible.

### **Objectives**

#### 1.1

Incorporate sustainable products into Tourism Kelowna's retail program.

#### 1.2

Track, reduce, and offset our carbon footprint.

Reduce production of printed collateral and use sustainable methods.

Incorporate activities and practices to ensure the mental and physical well-being of all staff.

#### 2.2

Provide an annual budget for staff and volunteer training on stewardship.

#### 3.1

Maintain current levels of sustainable certifications and explore other certifications opportunities.

Staff have equipment and resources to meet their individual needs.

# **EXTERNAL ENGAGEMENT**



Tourism Kelowna activities will prioritize retaining economic output/ activity within the Central Okanagan.

### 2.

Storytelling through research and data.

### **Objectives**

### 1.1

Build local partnerships and support the work of the economic development agency.

Feature local entrepreneurs in our retail program in the Kelowna Visitor Centre.

Use local products or services; if not available or have desired service level needs, explore regional/national/ international options.

### 2.1

Conduct annual resident and stakeholder survey and share results broadly.

### 2.2

Tourism Kelowna shares value of tourism content and tourism industry indicators.