

TOURISM
KELOWNA
2019 -2023 Strategic Plan

Mission: to support and market the tourism destination of Kelowna in a sustainable manner that strengthens the economy and enriches the quality of life for residents and neighbouring communities.

Strategic Priorities	2023 Objectives	Key Initiatives
Increase high-value visitation	<p>Kelowna and area recognized as a sought after four-season outdoor destination of choice in North America.</p> <p>Visitation to the region grows to 3 million annually.</p>	<p>Experience Marketing</p> <ul style="list-style-type: none"> • Increase visitation growth from October to March. • Leverage availability of big data to attract visitors who deliver maximum economic value. • Use the collaborative Economic Sector Strategy and the Major Events Strategy to increase meetings and events business in soft season months.
Grow in-destination spending	<p>Tourism is recognized as a major driver of positive economic development in the Central Okanagan.</p> <p>Economic impact of the sector grows to \$1.28 billion annually.</p>	<p>Visitor Experience</p> <ul style="list-style-type: none"> • Expand the reach and influence of visitor services to connect more visitors with local businesses. • Develop customer service mapping to deliver a positive brand experience that will grow repeat visitor numbers. • Support the continual introduction of year-round tourism products and experiences. • Develop a regional corridor strategy to work collaboratively and efficiently with other tourism destinations within CMA service area.
Strengthen sustainable growth of the destination	<p>Residents, stakeholders and visitors all report high satisfaction with value generated by the tourism sector.</p> <p>Visitors are viewed as delivering economic, social and environmental value.</p>	<p>Destination Development</p> <ul style="list-style-type: none"> • Work with local community to co-create and implement a Tourism Destination Master Plan in support of Kelowna's 2040 vision. • Establish the downtown Visitor Centre as a community hub of tourism related services. • Develop an integrated budget model that supports both marketing and development activities. • Educate visitors and residents on Responsible Tourism principles and practice. • Ensure communities trust the DMO as stewards of public funds and expertise in facilitating destination development.