

STRATEGIC PLAN 2018-2022

TOP PRIORITIES	OBJECTIVES	KEY INITIATIVES	2022 OUTCOMES
<p>Destination Marketing & Development</p>	<p>Increase October to March visitations to grow annual visitor count to 3.5 million</p> <p>Scale up meetings, conferences, and events programs</p> <p>Expand tourism brand offerings for unique, year-round experiences</p>	<p>Leverage availability of big data to target high-value leisure and business travellers</p> <p>Grow funding and facilities capacity for city-wide meetings and events</p> <p>Develop winter, culinary, sustainability, LGBTQ2+, and Indigenous marketing programs</p>	<p>Kelowna and area recognized as:</p> <ul style="list-style-type: none"> ▪ the four-season outdoor destination of choice in North America ▪ a premier Canadian meetings and events host city ▪ an established sustainable tourism destination
<p>Remarkable Visitor Experience</p>	<p>Increase the reach and influence of tourism visitor services</p> <p>Establish a standardized “Kelowna Experience” service model that can be replicated for other markets</p>	<p>Expand service capacity at the Visitor Centre and Airport Kiosk</p> <p>Launch partnered brand training program</p> <p>Support other DMO communities within services mandate area</p>	<p>Kelowna and area tourism sector viewed as:</p> <ul style="list-style-type: none"> ▪ the model of excellence to emulate for visitor services ▪ a major driver of economic development in the region
<p>Organizational Excellence</p>	<p>Demonstrate the value of Tourism Kelowna to visitors, to stakeholders, and to the communities we serve</p>	<p>Expand the scope of stakeholder and industry engagement</p> <p>Increase the ratio of self-generated revenue over public funding</p> <p>Recognition for DMO best practices, industry leadership, and benchmarking</p>	<p>A sustainable organization, embedded in the community as a recognized industry leader, improving the quality of life for Central Okanagan visitors and residents</p>