

2022 ADVERTISING & PROGRAMS

TOURISM
KELOWNA



**SUPPORTING
& MARKETING
KELOWNA IS
OUR BUSINESS**



JOIN TOURISM KELOWNA TODAY

Base & Enhanced Programs

Tourism Kelowna is a not-for-profit organization, governed by tourism industry stakeholders through an elected Board of Directors. The organization's mission is to support and market the tourism destination of Kelowna (census metropolitan area) in a sustainable manner that strengthens the local economy and enriches the quality of life; and to seek funding opportunities and manage funding for the support and marketing of tourism in the Kelowna area.

Join Tourism Kelowna by linking your activity, service, or attraction directly to your target market with the Base or Enhanced Program. These programs connect your business to inquiries generated by Tourism Kelowna's advertising, sales, travel editorial, and visitor servicing activities.



Arlo's Honey Farm
Credit: Wines of British Columbia

PROGRAM BENEFITS	BASE PROGRAM	ENHANCED PROGRAM
Standard online listing on the Tourism Kelowna website	✓	✓
Listing and locator on the Kelowna & Area map	✓	✓
Brochures placed at the Kelowna Visitor Centre	✓	✓
Participation in #exploreKelowna digital passport program	✓	✓
Invitation to industry plug-in sessions and workshops	✓	✓
Access to Tourism Kelowna FAM tours (subject to availability)	✓	✓
Access to additional paid marketing programs	✓	✓
Access to Tourism Kelowna digital assets: images and B-rolls	✓	✓
Invitation to the Annual General Meeting*	✓	✓
Voting stakeholder status of Tourism Kelowna*	✓	✓
Option to run for Tourism Kelowna Board of Directors*	✓	✓
Placement of brochures at the YLW Visitor Information Kiosk	—	✓
Upgrade to enhanced online listing (top of category)	—	✓
One (1) additional standard listing in a separate category (does not include the "Meetings" page)	—	✓
Priority delivery of Tourism Kelowna brochures	—	✓
MEMBER PRICE	\$399	\$850
ADVERTISER PRICE	\$495	—

*Only included with membership option.. | All prices subject to GST.

OPPORTUNITIES AT THE KELOWNA VISITOR CENTRE

The downtown Kelowna Visitor Centre welcomes thousands of visitors a year looking for information about Kelowna and area. Get in front of these visitors by advertising in the Visitor Centre, increasing exposure of your business and brand awareness.



Realtor & Developer Brochure Racking

Almost everyone who has moved to Kelowna will tell you, "We came for a vacation and fell in love with the lifestyle." Many visitors are so enamored with Kelowna that they become house hunters. The Kelowna Visitor Centre is often the first stop in their search for real estate information and maps. This is an excellent opportunity for realtors or developers to rack their sales brochure.

Includes: racking of a 4" x 9" brochure for 12 months

Fee: \$245



Digital Advertising

Select from two options available: a 48" screen or 110" video wall; you can use one 20-second video or two still ads (each one runs for 10 seconds).

Ad Placement Dates	Member Price	Advertiser Price
Per-Season Rates		
Spring: March–May	\$200	\$240
Summer: June–August	\$275	\$330
Fall: September–November	\$200	\$240
Winter: December–February	\$150	\$180
Full-Year Rates	\$750	\$900



Display Advertising

The Kelowna Visitor Centre has three distinct displays areas:

Exterior Display Window: A large display window on the north side of the building, looking directly towards the boardwalk. Over 400,000 walk the boardwalk per year.

Entrance Shelf: Located directly in front of the Visitor Centre entrance doors.

North Wall: Large interior wall.

Prerequisite: hold a current Base Package with Tourism Kelowna

Display Ad Placement Dates	Member Price Per Month	Advertiser Price Per Month
Spring: March–May	\$800	\$960
Summer: June–August	\$1,000	\$1,200
Fall: September–November	\$800	\$960
Winter: December–February	\$675	\$810

All prices subject to GST.

DRIVE INTEREST IN RELOCATING TO KELOWNA AND THE CENTRAL OKANAGAN

Relocation Guide

Enhance your visibility with this comprehensive Relocation Guide, specifically targeting those visitors who are looking to make a permanent move to Kelowna and the Central Okanagan.

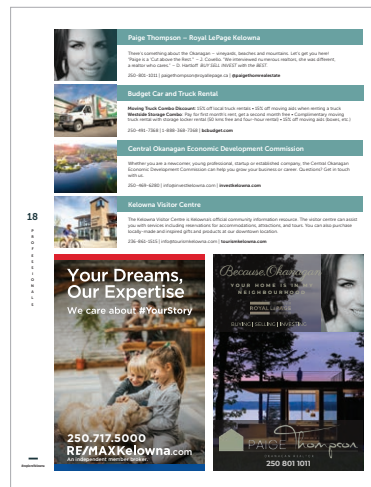
Specifications

- 24-page magazine
- 10,000 printed copies
- distributed at Kelowna Visitor Centres and COEDC office
- available online where users can view or download the publication

Advertising Options and Fees

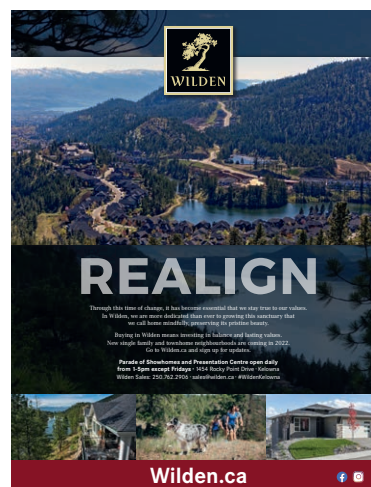
Formatted Listing:	\$500
1/4-Page Ad:	\$1,000
Front Inside Cover Full-Page Ad:	\$2,500
Back Inside Cover Full-Page Ad:	\$2,500

Note: All advertising options include an online listing on the Tourism Kelowna website within the Relocation section.



- Formatted Listing
Please supply:
One high-resolution photo
40 words of copy maximum
Phone, email, and web address

- 1/4-Page Ad
3.4" wide x 4.9" deep



- Full-Page Ad
Trim Size: 8.5" wide x 11" deep
Live Area: 7.5" wide x 10" deep
Bleed ad: include 1/8" of bleed on all sides of full-page ad



BE INCLUDED IN THIS VISITOR MUST-HAVE PROGRAM

Kelowna Wine Trails

The Kelowna Wine Trails program promotes the Central Okanagan as a highly desirable Canadian wine region. A network of five different wine trails cross-promote each other, resulting in increased business for all.

Includes

- enhanced additional listing on tourismkelowna.com
- placement in digital brochure on tourismkelowna.com/things-to-do/wineries/trails
- cost-shared wine photoshoot opportunity (subject to availability)
- content marketing
- digital advertising in the Visitor Centre
- Wine Trail activation in the Visitor Centre (subject to availability)
- inclusion in the digital Wine Trails Passport program (TBC)
- invitation to two Wine Trails meeting and networking events (spring and fall)

Prerequisites

- operate a winery, brewery, cidery, or distillery with a tasting room or a guided tour company, and be located *within* the Central Okanagan

Fee

Member Price: **\$1,500**

Advertiser Price: **\$1,800**



GENERATE TRAFFIC WITH THIS PROVEN, SELF-GUIDED TOUR

Kelowna Local Flavours

This proven, self-guided tour generates visitor traffic for participating businesses through expanded exposure and cross-promotion. The farm-to-table and glass experience comes alive for visitors and celebrates the connection between local farmers, artisan producers, local chefs, and mixologists.

Includes

- formatted ad in printed guide with business name, photo, description, hours of operation, address, phone, and website (80,000 produced)
- display materials (sign, decal, logo) for use by program participants
- placement of digital brochure on tourismkelowna.com/things-to-do/farm-to-table

Prerequisites

- business is located *within* the Central Okanagan
- operate an agri-tourism business, brewery, winery, distillery and/or farm-to-table restaurant with regular public hours
- restaurants must utilize, on a continual basis, local flavours from a minimum of two participating farms, and wines, beers, ciders, or spirits from a minimum of two Kelowna-area wineries, breweries, cideries, or distilleries

Fee

Member Price: **\$500**

Advertiser Price: **\$600**

All prices subject to GST.

PROMOTE KELOWNA THROUGH MEETING & CONFERENCE OPPORTUNITIES

Meetings & Conferences Sales Program

Meetings and conferences generate more than economic activity for our region. By targeting programs aligned to local industry, we can attract more business investment, new talent, and help further research and innovation in our community. Aligning to Destination Canada's economic sector strategy, Tourism Kelowna will focus our proactive sales efforts within our community's economic strengths. Utilizing the stories and businesses featured in the OKGo campaign; a collaborative partnership between the Central Okanagan Economic Development Commission, Accelerate Okanagan and Tourism Kelowna, we will generate meeting and conference opportunities that have a unique value proposition specific to Kelowna and the Central Okanagan.

Tourism Kelowna has designed a cooperative sales program for those stakeholders that want to generate meetings and conference business. It provides opportunities to sell their venues and services directly to industry executives throughout Canada and the Pacific Northwest US. Participants share trade show and event costs making exposure more affordable.

Basic Package

Includes

- Participation in educational workshops/presentations and FAMs to ensure all partners are well versed in our innovation/expertise in the following sectors: viticulture, agriculture, advanced manufacturing, aerospace, and digital technology. (TK will cover all costs with this training component.)
- customized flat sheet for use at sales calls and functions
- inclusion in Tourism Kelowna's #exploreKelowna blog (one business mention with link)
- website listing on tourismkelowna.com/meeting-groups

Prerequisites

- hold a Basic Package for À La Carte options participation
- be located within the Central Okanagan

Fee:

Member Price: **\$800**

Advertiser Price: **\$960**

Cost-Shared Sales Events

- **\$500** Toronto Sales Event | Date TBD | Toronto, Ontario
- **\$500** Vancouver Sales Event | Date TBD | Vancouver, British Columbia
- **\$500** Calgary Sales Event | Date TBD | Calgary, Alberta

Cost-Shared Trade Show Booth Space

Although a Tourism Kelowna representative will not be in attendance, we will organize all logistics on behalf of partners attending. Please indicate your interest. Final dollar amount will be dependent upon number of partners participating and will be invoiced separately.

- CSAE Tête-à-Tête | April 2022 | Ottawa, Ontario
- CMEE | August 2022 | Toronto, Ontario

All prices subject to GST.



Caldwell Heritage Farm
Credit: Shawn Talbot

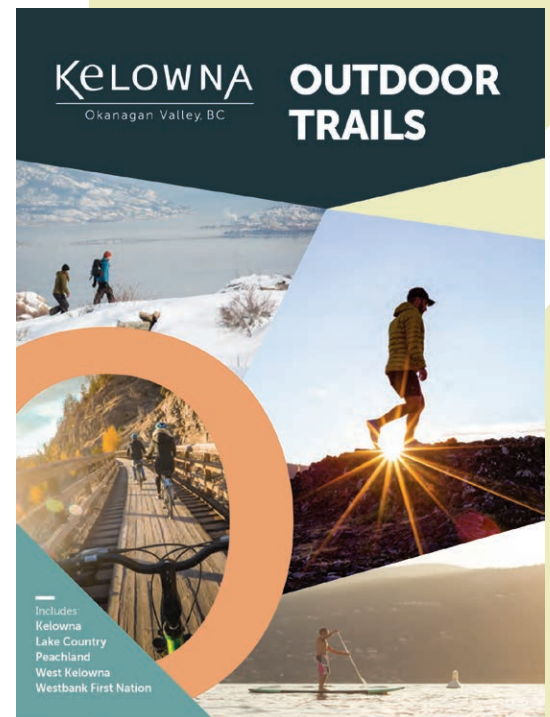
SHOWCASE YOUR BUSINESS TO OUTDOOR ENTHUSIASTS

Outdoor Trails Guide + Maps

The popular Kelowna Outdoor Trails guide highlights a variety of the many trails found throughout the Central Okanagan. Guides are distributed at the Visitor Centre, Airport Information Kiosk, and accommodations and attractions throughout the Central Okanagan.

Includes

- formatted ad in printed guide with business name, photo, description, hours of operation, address, phone, and website (50,000 produced)
- locator on map



ENHANCE YOUR VISIBILITY WITH ONLINE ADVERTISING

Online Advertising

Through Destination Travel Network (DTN), you can greatly enhance your visibility to potential customers who are searching Tourism Kelowna's website for places to stay, for things to see and do, and for spots to savour local flavours.

Within the last year, DTN advertisements have shared more than 7.9 million impressions and over 64,000 direct referral clicks to business websites. With Tourism Kelowna's website annually exceeding over 2 million pageviews and receiving more than 1 million sessions, you want to make sure you are in front of these potential visitors.

Includes

- advertising program is optimized for all devices
- impressions-based advertising with one-click links to your business website
- featured listings for top-of-category visibility
- page-specific sponsor ads
- "run-of-site" banner and spotlight text links
- mobile banners

If you would like to participate in the program, you can request pricing and information at advertising@DTNads.com.

