

# 2022 ADVERTISING & PROGRAMS

TOURISM  
**KeLOWNA**



**SUPPORTING  
& MARKETING  
KELOWNA IS  
OUR BUSINESS**



# BECOME A TOURISM KELOWNA STAKEHOLDER

## 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.

Become a Tourism Kelowna Stakeholder 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.



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	✓	✓
Voting stakeholder status of Tourism Kelowna*	✓	✓
Option to run for Tourism Kelowna Board of Directors*	✓	✓
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	✓	✓
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	—	✓
<b>Within Kelowna and Central Okanagan Fee</b>	<b>\$380</b>	<b>\$850</b>
<b>Beyond the Central Okanagan Fee</b>	<b>\$495</b>	<b>—</b>

\*Available for businesses located within Kelowna and the Central Okanagan only. | 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

**Prerequisite:** business is located *within* the Central Okanagan

**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).

**Prerequisite:** hold a current Base Package with Tourism Kelowna

Ad Placement Dates	48" Display Screen	110" Display Wall
<b>Per-Season Rates</b>		
Spring: March–May	\$100	\$200
Summer: June–August	\$175	\$275
Fall: September–November	\$100	\$200
Winter: December–February	\$75	\$150
<b>Full-Year Rates</b>	<b>\$400</b>	<b>\$750</b>



## 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	Rate Per Month
Spring: March–May	\$800
Summer: June–August	\$1,000
Fall: September–November	\$800
Winter: December–February	\$675

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.

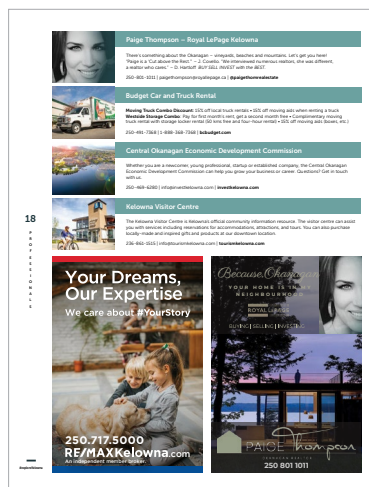
### Specifications

- 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

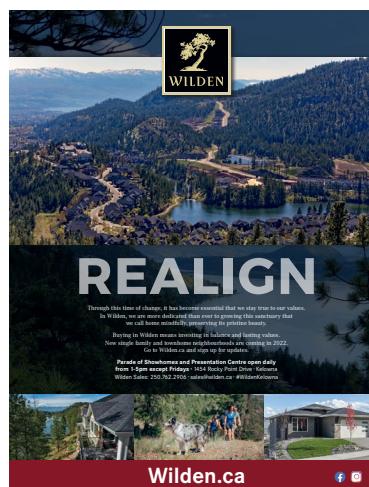
Formatted Listing:	\$500
1/4-Page Ad:	\$1,000
Front Inside Cover Full-Page Ad:	\$2,500
Back Inside Cover Full-Page Ad:	\$2,500

*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](http://tourismkelowna.com)
- placement in digital brochure on [tourismkelowna.com/things-to-do/wineries/trails](http://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

- hold a current Base Package with Tourism Kelowna
- operate a winery, brewery, cidery, or distillery with a tasting room or a guided tour company, and be located *within* the Central Okanagan

### Fee

Winery: **\$1,500**



# 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](http://tourismkelowna.com/things-to-do/farm-to-table)

### Prerequisites

- hold a current Base Package with Tourism Kelowna
- 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

Formatted Ad: **\$500**

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

- 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](http://tourismkelowna.com/meeting-groups)
- 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.)

#### Prerequisites

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

**Fee:** \$800

### 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

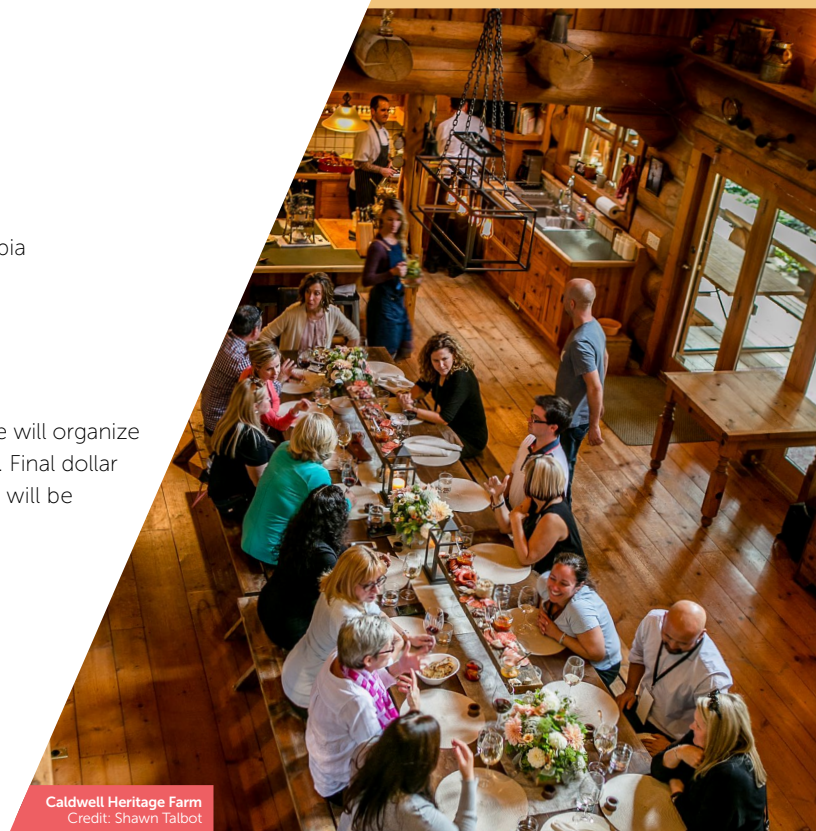
### Cost-Shared Trade Show Booth Space

Athough 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

Caldwell Heritage Farm  
Credit: Shawn Talbot

All prices subject to GST.



# SHOWCASE YOUR BUSINESS TO OUTDOOR ENTHUSIASTS

## Outdoor Trails Guide + Maps

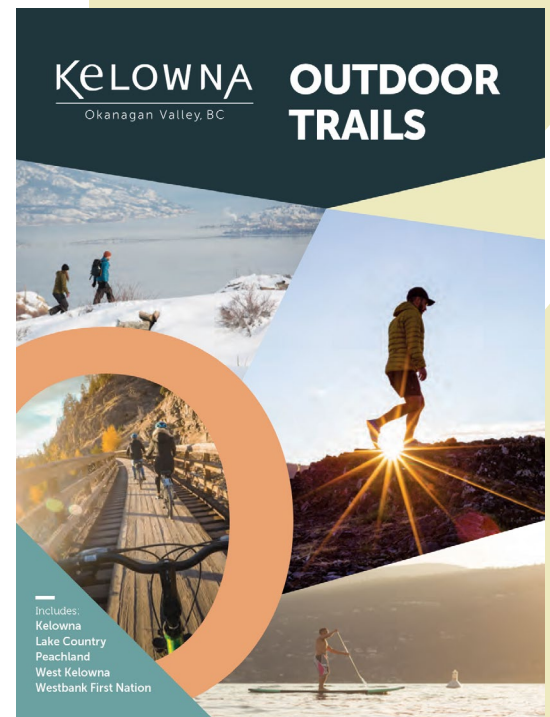
The popular Kelowna Outdoor Trails guide highlights a variety of the many trails found throughout the Central Okanagan. Guides are distributed at the Visitor Centre, Airport Information Kiosk, and accommodations and attractions throughout the Central Okanagan.

### Includes

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

### Prerequisite

- business is located *within* the Central Okanagan



# ENHANCE YOUR VISIBILITY WITH ONLINE ADVERTISING

## Online Advertising

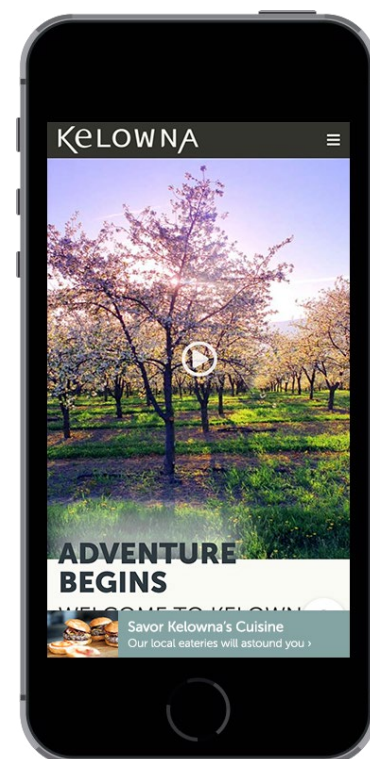
Through Destination Travel Network (DTN), you can greatly enhance your visibility to potential customers who are searching Tourism Kelowna's website for places to stay, for things to see and do, and for spots to savour local flavours.

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](mailto:advertising@DTNads.com).



Business Name

Contact

Address

Tel

City/Prov

Postal Code

Email

## PROGRAM FEES

N/C Accommodations Collecting MRDT or DMF within the Central Okanagan

\$380 Base Program within the Central Okanagan

\$495 Base Program beyond the Central Okanagan

\$850 Enhanced Program within the Central Okanagan

\$50 Additional web listing within the Central Okanagan

\$95 Additional web listing beyond the Central Okanagan

## Brochure Racking

Kelowna Visitor Centre – Realtors &amp; Developers: \$245

Kelowna International Airport (YLW): Business located within the Central Okanagan: \$245 | Business located beyond the Central Okanagan: \$295

Shell Aero Centre: Business located within the Central Okanagan: \$105 | Business located beyond the Central Okanagan: \$125

## Kelowna Visitor Centre Digital Advertising (one 20-second video or two 10-second images)

Mar–May (spring): 48" Digital Screen: \$100 | 110" Display Wall: \$200

Jun–Aug (summer): 48" Digital Screen: \$175 | 110" Display Wall: \$275

Sept–Nov (fall): 48" Digital Screen: \$100 | 110" Display Wall: \$200

Dec–Feb (winter): 48" Digital Screen: \$75 | 110" Digital Wall \$150

Full-Year Discounted Rate: 48" Digital Screen: \$400 | 110" Digital Wall \$750

## Kelowna Visitor Centre Display Advertising

Mar–May (spring): \$800/mth | Jun–Aug (summer): \$1,000/mth | Sept–Nov (fall): \$800/mth | Dec–Feb (winter): \$675/mth

Choose one display area: Exterior Display Window | Entrance Shelf | North Wall

Kelowna Local Flavours Guide Formatted ad: \$500

Kelowna Wine Trails Program Winery: \$1,500

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

## Meetings &amp; Conference Sales

Basic Package: \$800

Toronto Sales Event: \$500 | Vancouver Sales Event: \$500 | Calgary Sales Event: \$500

Kelowna Outdoor Trails Maps Formatted Ad: \$750 | Business Listing: \$250

## PAYMENT

Amount Owed: Fee(s) x 5% (gst) =

Payment Method: Cheque

Credit Card

Credit Card   

Name On Card

Card No

: Expiry Month

Expiry Year

CSC Code

## TERMS &amp; CONDITIONS

→ payment is due at the time of booking → if artwork is not supplied camera ready (where applicable), extra charges will apply

→ Tourism Kelowna reserves the right to refuse any advertising placement

← I agree to these terms and conditions

Signature (digital)

Date

Signature by hand