

Vision

Tourism Kelowna is a leading destination management organization that supports Kelowna and the Central Okanagan as a sustainable, four-season destination that attracts visitors from around the world.

Mission

Tourism Kelowna collaborates with tourism businesses in Kelowna and the Central Okanagan to create a tourism economy that is sustainable and welcoming for both visitors and residents.

Strategic Plan 2022–2025



SEASONALITY

DESTINATION MANAGEMENT

INTERNAL EXCELLENCE

EXTERNAL ENGAGEMENT

GOAL 1

GOAL 2

GOAL 3

GOAL 4

Establish Kelowna and the Central Okanagan as a four-season travel destination.

Foster the sustainable growth of the destination.

Ensure organizational excellence.

Engage partners and external stakeholders to collaboratively grow the Central Okanagan visitor economy.

Strategic Objectives

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1.1

Increase visitation in spring, fall, and winter seasons.

1.2

Identify and attract ideal visitor profiles.

2.1

Increase resident support and engagement in the visitor economy.

2.2

Promote and reinforce visitor contributions to the economic, social, and environmental sustainability of the destination.

2.3

Provide access to tools and resources that help the tourism industry implement economically, socially, and environmentally sustainable practices.

2.4

Develop and implement a strategy to engage short-term rental operators in the sustainable growth of the destination.

3.1

Increase financial resiliency.

3.2

Strengthen and promote the value proposition for membership.

3.3

Strengthen processes for employee and volunteer engagement and retention.

3.4

Improve board member engagement.

4.1

Develop and implement the Tourism Destination Development Plan.

4.2

Create and host a cross-sectoral committee to identify and implement strategies to improve destination reputation.

4.3

Ensure Tourism Kelowna is the recognized voice of the visitor economy, and that tourism is recognized as a critical component of Central Okanagan community decisions.