

## 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

### Strategic Objectives

### Strategic Objectives

### Strategic Objectives

#### 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

Increase participation in community decisions by Tourism Kelowna as the voice of the visitor economy.

#### 4.4

Develop a Central Okanagan culture that recognizes tourism as a critical component of community decisions.