

## Strategic Plan:

**MISSION:** To collaborate with Okanagan Valley tourism businesses to create a tourism economy that is sustainable and welcoming for both visitors and residents.

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



### Seasonality

#### GOAL 1

Establish the Okanagan Valley as a four-season travel destination



### Destination Management

#### GOAL 2

Foster the sustainable growth of the destination



### Organizational Excellence + Membership Care

#### GOAL 3

Ensure a high-performing organization with engaged industry supporters



### Stakeholder + Industry Development

#### GOAL 4

Collaborate with stakeholders to grow the visitor economy



#### OBJECTIVES:

Increase visitation and spending in spring, fall, and winter

Target and attract values-aligned visitors

Focus meetings, conferences, and major event bookings into shoulder seasons

With partners, explore legacy economic resiliency strategies that would strengthen Kelowna's year-round appeal



#### OBJECTIVES:

Formalize ongoing Destination Development stakeholder engagement

Increase visitor and resident education

Promote sustainability and responsible tourism

Connect visitors and residents year-round to tourism events and businesses

Promote the value of tourism in community decision making



#### OBJECTIVES:

Increase revenue diversity and financial resiliency

Strengthen and promote the value of TK membership

Strengthen culture, consistency, and retention for employees and volunteers

Foster increased Board member engagement and knowledge sharing

Model and promote TK's commitment to stewardship values and DEIR



#### OBJECTIVES:

Increase industry feedback, engagement, and collaboration

Provide data, resources, and tools to support tourism businesses

Work with partner organizations to strengthen positive destination reputation