

Tourism Kelowna Sustainability Policy

Introduction

Tourism Kelowna is committed to the principles of sustainable tourism in the region of Kelowna and the Central Okanagan. Our dedication is rooted in the preservation of Kelowna's natural and cultural heritage, the well-being of local communities, and the mitigation of the environmental impact of tourism activities. This Sustainability Policy outlines our vision for responsible tourism and serves as our guiding document to make a positive, long-lasting impact on Kelowna and its surroundings.

Principles of Sustainability

1. **Environmental Stewardship:** Tourism Kelowna is committed to safeguarding Kelowna's natural environment and the surrounding areas. Our goal is to minimize the ecological footprint of tourism activities, promote conservation efforts, and raise awareness about the importance of preserving our natural resources.
2. **Community Engagement:** We value the vibrant local communities in Kelowna. We pledge to work closely with them to ensure that the benefits of tourism are distributed equitably. Our commitment includes promoting partnerships with local businesses, artisans, and organizations to bolster economic growth, preserve cultural heritage, and enhance community well-being.
3. **Education:** Tourism Kelowna is dedicated to promoting responsible and sustainable tourism behaviour among residents, visitors, and industry partners. We will work to raise awareness of local customs, cultures, and environmental guidelines to minimize negative impacts on our destination, fostering collaboration with industry partners to uphold responsible tourism practices across the ecosystem.
4. **Internal Excellence:** We recognize that our internal operations must reflect our commitment to sustainability. We will practice responsible consumption and production, foster an inclusive and equal-opportunity work environment that prioritizes the health and well-being of all employees and volunteers, and maintain sustainable, inclusive, and accessible facilities, properties, and assets.

Implementation

To ensure the effective implementation of this sustainability policy, Tourism Kelowna commits that all staff and volunteers will consider the sustainability principles for every tactic and operation of the organization.

1. **Stewardship Framework:** Tourism Kelowna Stewardship Framework will act as the tactical plan specifically for sustainability initiatives. This framework will contain metrics and KPI's regarding sustainability and will be reviewed and updated regularly.
2. **Monitoring and Reporting:** Continuously monitor progress toward sustainability goals and publish our efforts and achievements to ensure transparency and accountability.
3. **Continuous Improvement:** Consistently seek opportunities to enhance sustainability efforts, adapt to changing circumstances, embrace technological advancements, and integrate best practices within the realm of sustainable tourism.

By adopting and adhering to this Sustainability Policy, Tourism Kelowna aspires to contribute to the long-term well-being of Kelowna and the Central Okanagan while contributing to quality of life for residents and a memorable and responsible travel experience.

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