

HOW TO MAKE THE MOST OF YOUR ADVERTISING PACKAGE



Update your Online Listing

The Tourism Kelowna website is a major information resource for visitors searching and planning their stay to Kelowna. Make sure your listing offers the best representation of your business, with up-to-date images, description, and information. You can also add special events to your listing which will also appear on the Events Calendar.

Your online listing includes up to 10 images, your logo, website, email, physical address, social media, and a short description.

You can update your listing information through the Tourism Kelowna Extranet.

tourismkelowna.com/industrynewscentre/post/how-to-update-your-listing-on-the-extranet/



Visitor Centre Brochure Racking

The Kelowna Visitor Centre receives almost 250,000 people a year. Make sure they can find your business by supplying us with up to date brochures (4"x 9" rack cards).



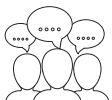
Engage with our Social Media

Tourism Kelowna has a social media network of over 157,000 highly engaged followers. Grow your fanbase and link yourself to the Tourism Kelowna community by using our hashtag #exploreKelowna. This will connect you with others in the industry and allows users to easily access all the best Kelowna has to offer.



Sign up to the Industry News Centre

Stay informed of the latest industry information by signing up to our weekly News Centre. It offers great information on our advertising strategies, new and exciting marketing programs, industry research, and so much more. Sign up here tourismkelowna.com/industry/industry-news-centre/



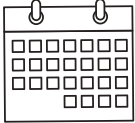
Keep us informed

If you're offering new and exciting products or services, let us know so we can consider you for special content. The more we understand your business, the better we can represent it. You can send your information to Sara Correa, Marketing Programs and Research - sara@tourismkelowna.com



Explore the resources on the Extranet

The Tourism Kelowna Extranet offers some great resources, from an industry post board for you to connect with other businesses in the area, to emergency plans, marketing & communications plan, etc. Through the Extranet you can also keep your listing up to date and view your results summary. [Tourism Kelowna Extranet](#)



Upload your events to our Website

The Events Calendar is one of the most visited pages on the Tourism Kelowna website. If your business is organizing a special event, make sure you submit it to the Events Calendar and add it to your online listing for maximum awareness.



Book a Meet & Greet with the Visitor Experience Team

Make sure our team at the Visitor Centre knows as much as possible about your product or services by booking a Meet & Greet with staff and volunteers. For more information contact Chris Lewis, Director of Visitor Experience, chris@tourismkelowna.com



Book your space at the yearly Industry Showcase

Tourism Kelowna organizes a yearly industry event that serves as a platform for tourism businesses to share information, learn about each other and foster collaboration amongst the sector. The industry showcase also offers a selection of workshops and stakeholder Plug In Sessions.



Contact the Marketing & Communication Team

If you want to discuss other marketing and advertising opportunities with Tourism Kelowna, contact Sara Correa, Marketing Programs & Research Coordinator, to see how we can help support your business. sara@tourismkelowna.com
