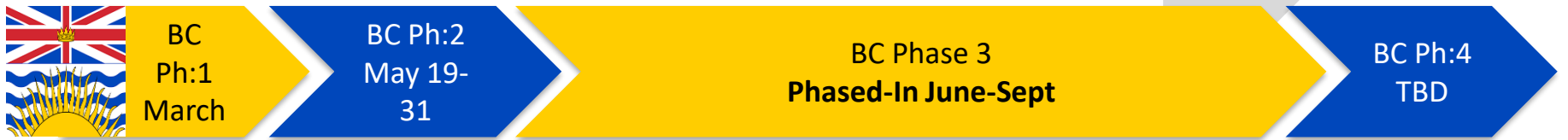
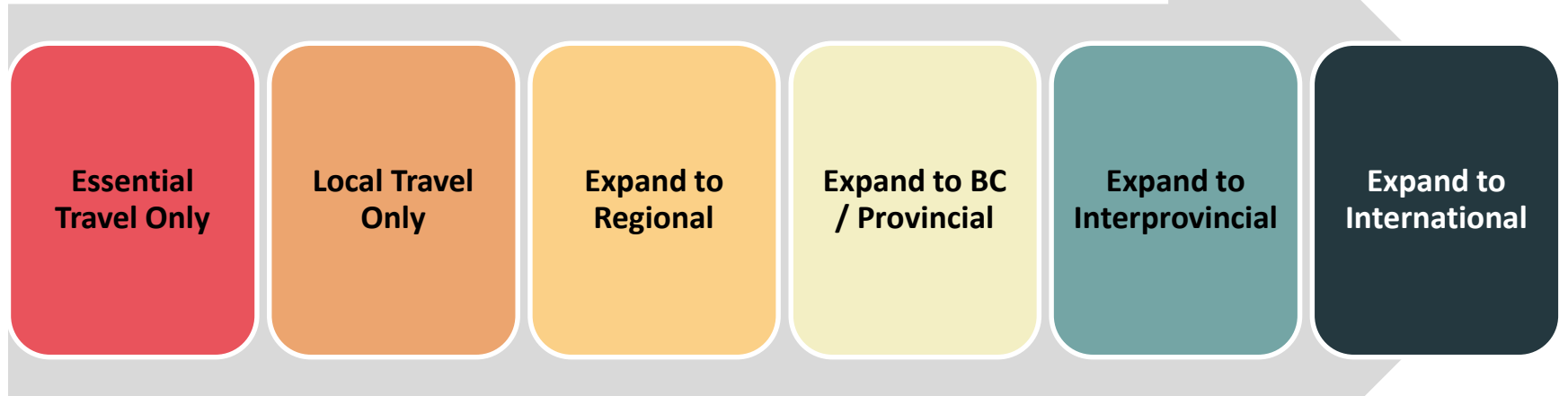
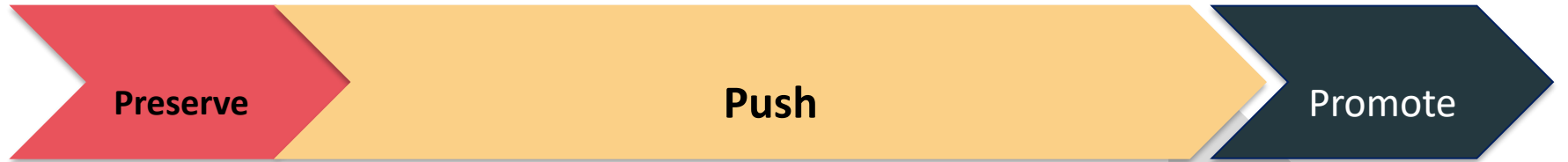


# The Way Forward



# The Way Forward: COVID-19 Response Plan

	1) PRESERVE	2) PUSH	3) PROMOTE
<b>Estimated Timing</b>	<i>Now:</i> during travel restrictions <b>March-June (Q2)</b>	<i>Next:</i> as travel restrictions are lifted <b>Staged return: July to Sept (Q3)</b>	<i>Ahead:</i> as additional restrictions lifted <b>Staged return: Oct to Dec (Q4)</b>
<b>Key Focus</b>	<u>Preserve</u> and protect visitor economy and the DMO, help businesses persevere, enhance awareness of local stakeholders and industry	<u>Push</u> out marketing, heavy-up targeted media campaigns, short-haul markets for immediate conversions, revenue flow and recovery	<u>Promote</u> destination again to begin recovering visitation and economic impact, rebuild awareness and desire to travel
<b>Key Actions</b>  <b>Based on Funding Availability (TBD)</b>	<ul style="list-style-type: none"> <li>Establish weekly stakeholders communications</li> <li>Link local businesses with resources (e.g. public health, business assistance)</li> <li>Connect consumers to businesses to #supportlocal #exploreKelownafromhome</li> <li>Expand online store with more local products</li> <li>Host sector group meetings</li> <li>Host tourism townhalls with partner organizations</li> <li>Continue Meetings &amp; Events sales</li> <li>Stakeholder and residents surveys</li> <li>Participate in Central Okanagan Economic Recovery Task Force</li> <li>Seek emergency funding for DMO viability</li> </ul>	<ul style="list-style-type: none"> <li>Visitor Centre staged re-opening</li> <li>Launch BC and AB media campaigns as travel returns</li> <li>Resume some of the paused Meetings &amp; Conference tactics</li> <li>Pursue partnerships with nearby communities for Okanagan-wide programs</li> <li>Reconnect to Destination BC partnered programs</li> <li>Launch Stakeholder Membership Benefits relief program</li> </ul>	<ul style="list-style-type: none"> <li>Expand marketing into Western Canada campaigns re: winter</li> <li>Resume remaining national and U.S. marketing tactics paused in spring; staged return to key markets</li> <li>Provide ticket sales support for Brier for spring 2021 visitation recovery</li> <li>See new revenue to offset expected decrease in 2021 marketing/ MRDT funds</li> </ul>



# Kelowna is Ready

2020 Marketing Recovery Campaign

TOURISM  
KELOWNA

# Recovery Campaign: *Kelowna Is Ready*

## WHEN

- Return to travel will be in stages
- Aligned with the Province's re-opening and the City's readiness to welcome visitor
- When BC moves into Phase 3, late June?
- Adding new travel markets when safe
- Marketing through to end of 2020 with seasonal messaging e.g. winter
- Consider resident's support
- Consider tourism business-readiness

# Recovery Campaign: *Kelowna Is Ready*

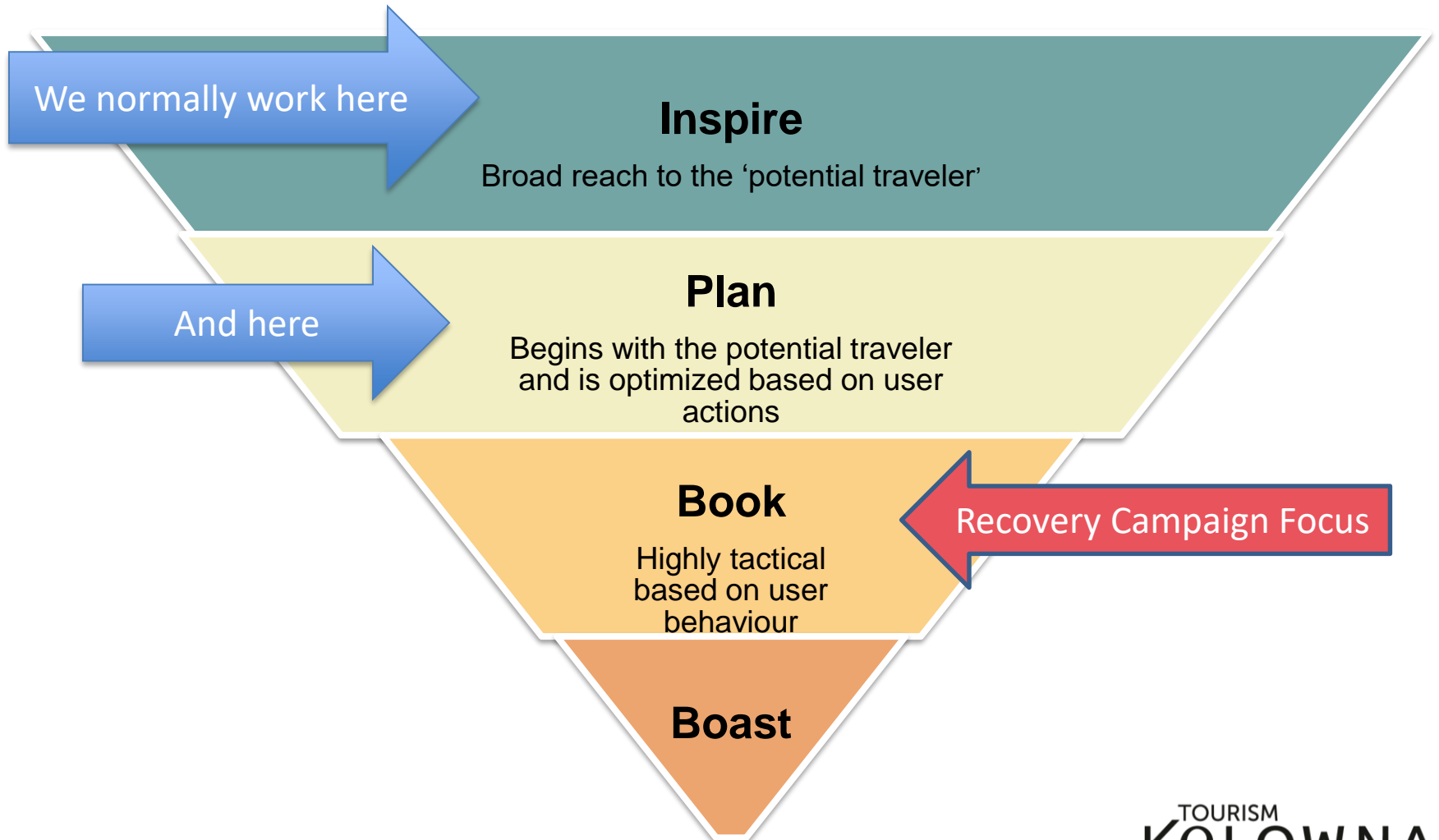
## WHO

- It will be a very, very crowded marketplace within the province
- Kelowna and the Okanagan an important part of DBC's in-province campaign
- Focus on repeat/ return visitors in short-term (64%)

## HOW

- Begin to recapture overnight visitation
- Visitation numbers, hotel occupancy, ADR, RevPAR, other industry indicators
- Increase 'low-funnel' tactics to ring registers

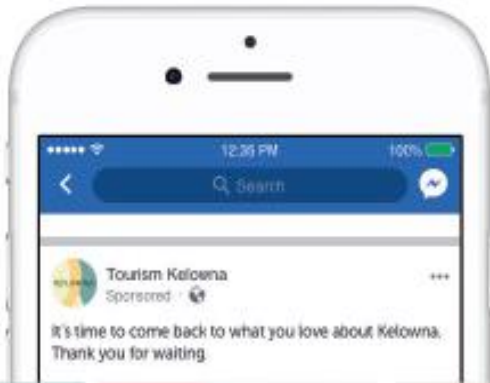
# Consumer Funnel



# Proven Campaign Tactics

- **Print** (province-wide through DBC partnership)
- **TV** (Global TV, in-show bottom screen banners)
- **Paid Social** (Facebook & Instagram)
- **E-mail Marketing**
- **Google Adwords** (high ranked keyword searches)
- **Online Travel Agency Ads** (tripadvisor, expedia)
- **Digital Ads** (Weather Network)
- **Native Content** (ads look like editorial content)
- **Digital Retargeting** website ads

# Campaign Creative – Social Ads



**Your table is ready**  
Wine and dine

[Learn More](#)



**Your flight is ready**  
Raise a glass

[Learn More](#)



**Your trail is ready**  
Get outdoors

[Learn More](#)



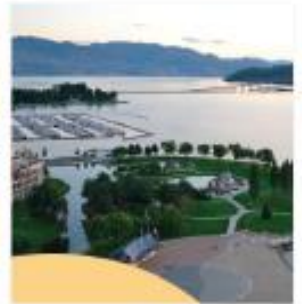
**Your lake is ready**  
Hit the beach

[Learn More](#)



**Your room is ready**  
Relax and unwind

[Learn More](#)



**Kelowna is ready**  
Visit now

[Learn More](#)

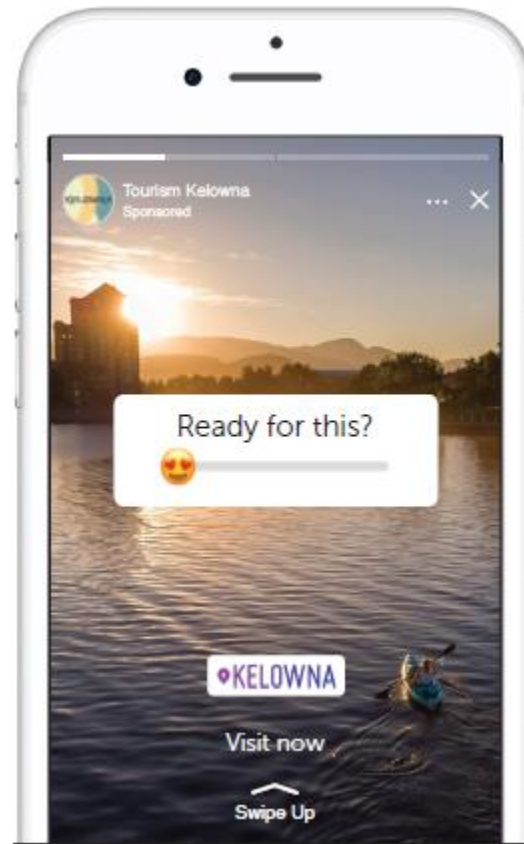




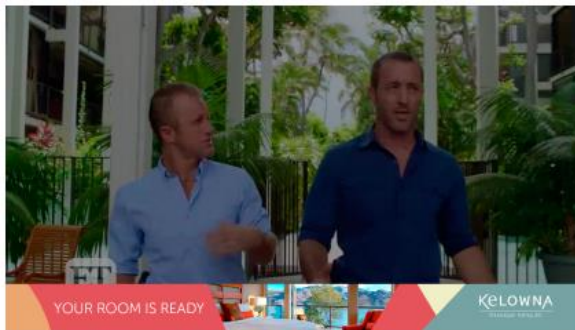
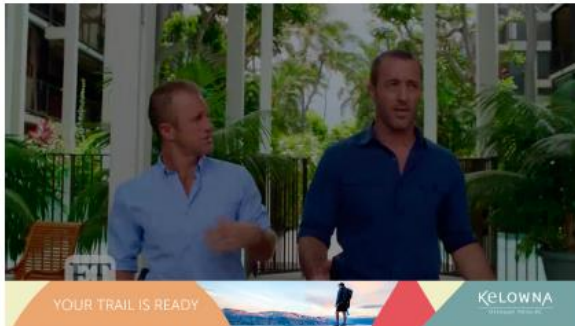
# Campaign Creative – Social Ads



# Campaign Creative – Social Ads



# Campaign Creative – TV Banners



# Delivering 11 million impressions

Budget: \$350,000

51% promoting Summer

35% promoting Fall

14% promoting Winter

Goals (KPIs): page views, link clicks,  
open rates, response rates, bookings



**We Are Ready**

TOURISM  
**KeLOWNA**