



Tourism Recovery Support

July 13, 2020



MRDT revenue streams

MRDT

- Tax remitted by hotels/motels
- Province → City → Tourism Kelowna for marketing

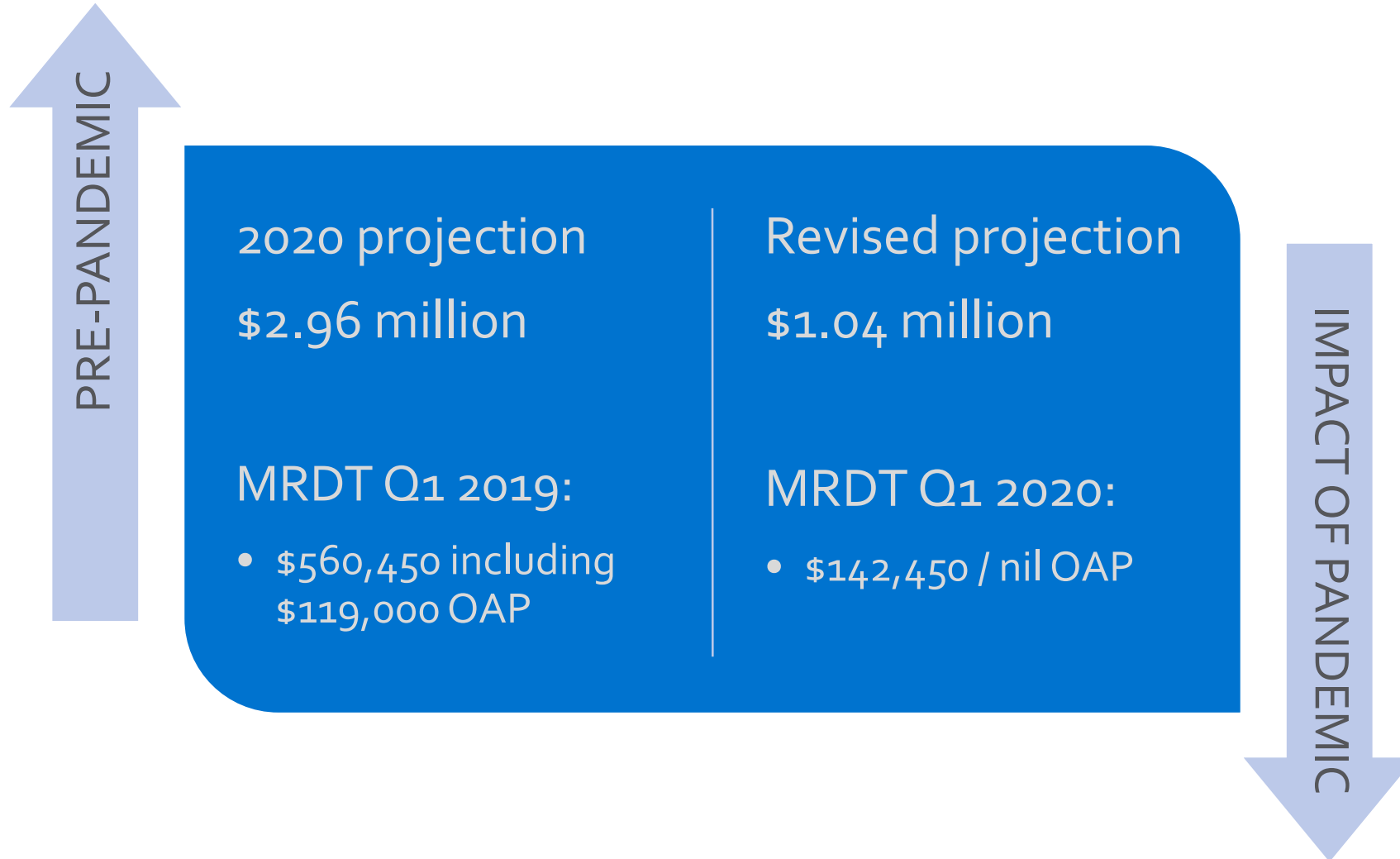
OAP

- Tax remitted by Online Accommodation Platform hosts (2018)
- For marketing or affordable housing

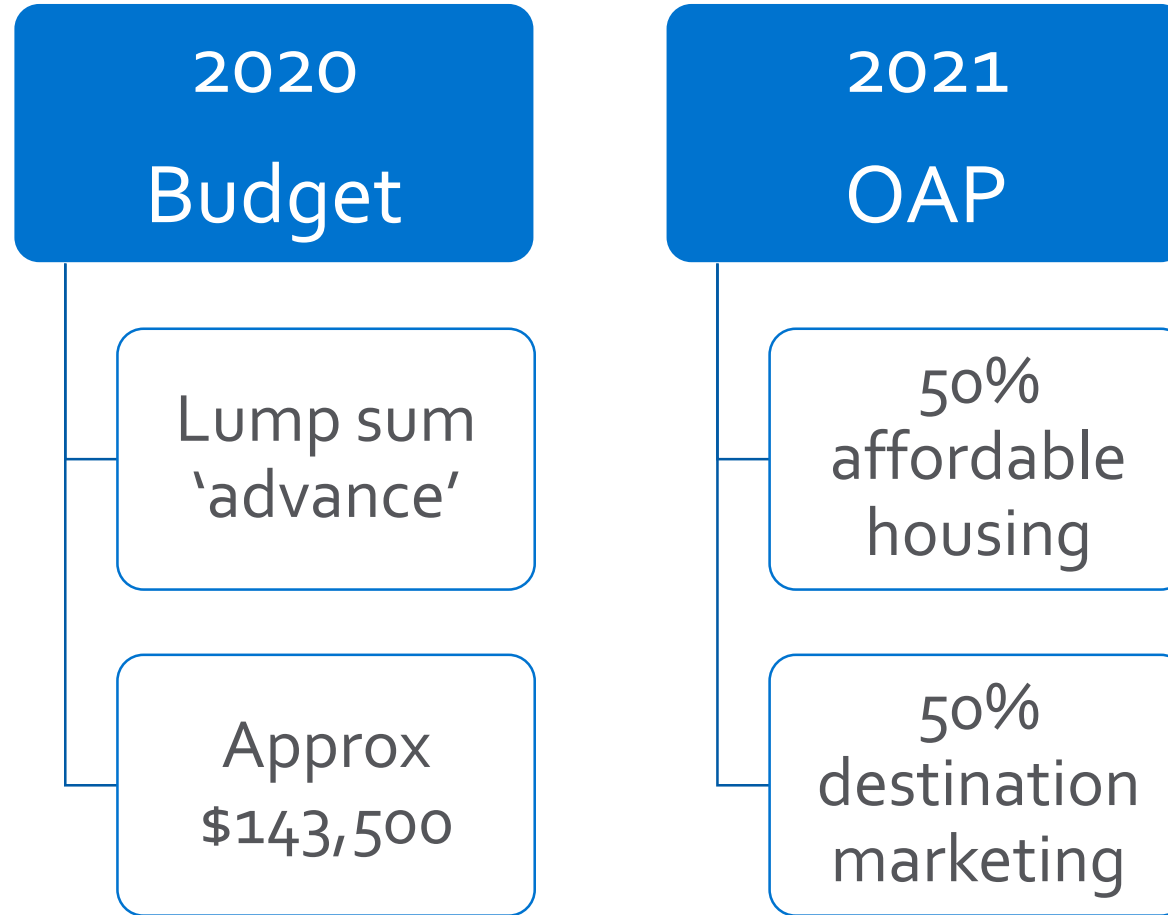
City of Kelowna OAP Reserve



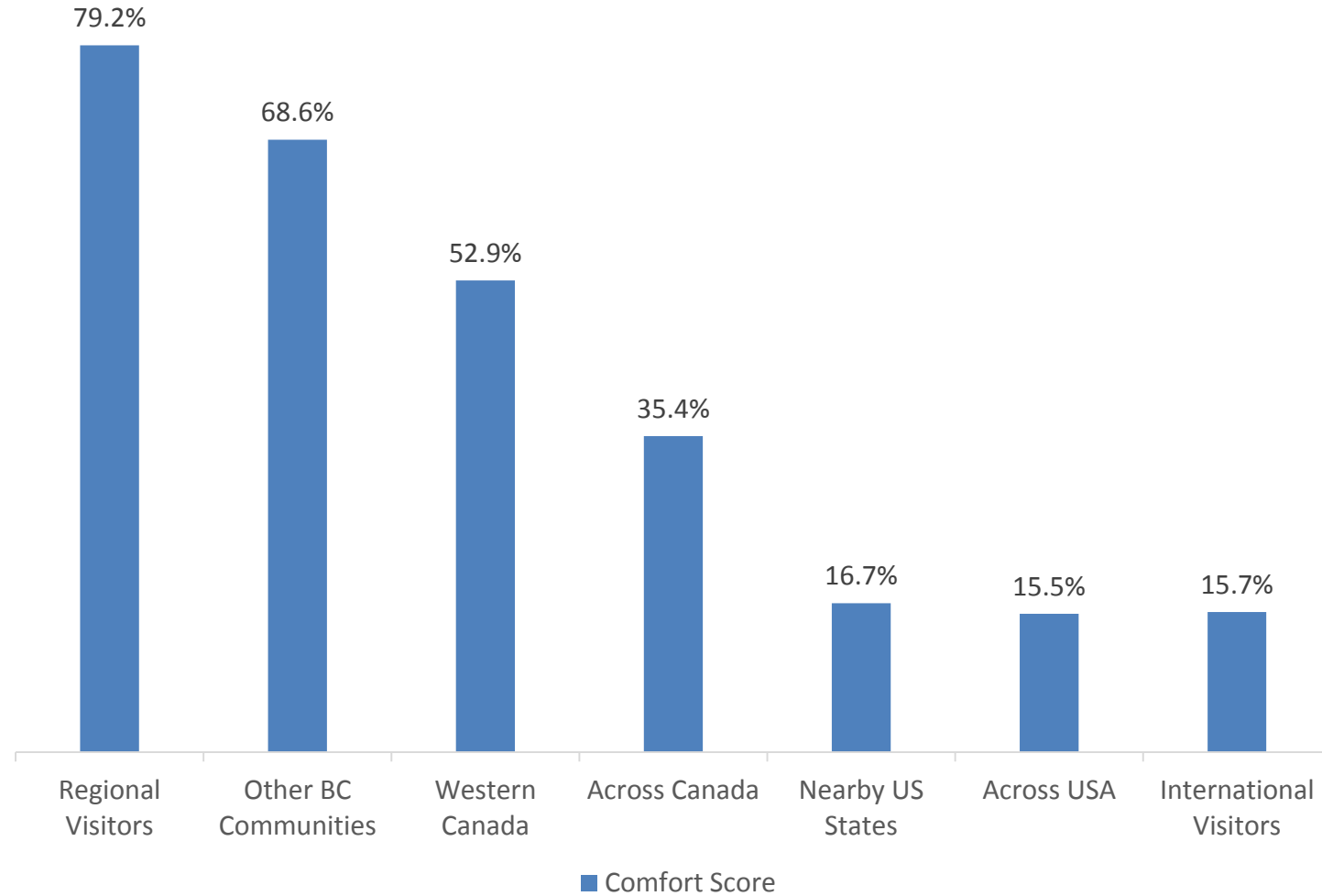
MRDT revenues



Marketing Recovery Support

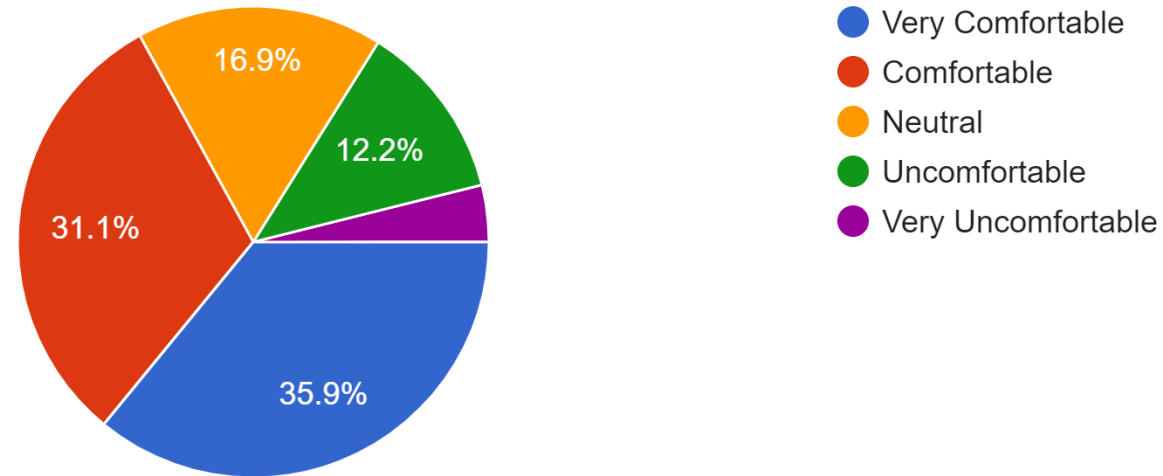


Summary of resident comfort levels for welcoming visitors back to Kelowna



11. How would you feel if you saw advertising promoting Kelowna as a place for residents of BC to visit when it is safe to do so (according to the provincial government and health authority)?

615 responses



General Comfort Score

Comfortable: 67.0% of residents
Neutral: 16.9% of residents
Not Comfortable: 16.1% of residents



Questions?

For more information, visit kelowna.ca.