

## Tourism Kelowna Strategic Plan 2017-2021

**Mandate:**

To support and market the tourism destination of Kelowna and the Kelowna Metropolitan Area in a sustainable manner that strengthens the local economy and enriches the quality of life; and to seek funding opportunities and manage funding for the support and marketing of tourism in Kelowna and the Kelowna Metropolitan Area.

Strategic Pillars	Outcomes	Key Initiatives
<b>Increase high value visitation</b>	Kelowna and area is recognized as a four-season outdoor destination of choice in North America.	<ul style="list-style-type: none"> <li>• Increase visitation growth from October to March through collaborative winter strategy programs.</li> <li>• Leverage the Economic Sector Strategy and the Major Events Strategy to increase meetings and events business in soft season months.</li> <li>• Develop a corridor strategy to market collaboratively and efficiently with other tourism destinations within CMA service area.</li> </ul>
<b>Grow in-destination spending</b>	Tourism is recognized as a major driver of local spending and economic development in the Kelowna area.	<ul style="list-style-type: none"> <li>• Secure new data to track/ target visitor patterns, visitor type and visitor spending.</li> <li>• Raise the profile of local tourism businesses among visitors and locals.</li> <li>• Implement a dispersion strategy offering new visitor experiences.</li> <li>• Formalize community relations framework for year-round visitor centre activation.</li> </ul>
<b>Support sustainable growth of the destination</b>	A sustainable visitor economy that enhances the livability of our region, striking the right balance between living, working and visiting the Kelowna area.	<ul style="list-style-type: none"> <li>• Work with local government, industry and community to co-create a Tourism Destination Master Plan in support of Kelowna's 2040 vision.</li> <li>• Implement year-round communications plan promoting the value of tourism to local residents.</li> <li>• Educate visitors and residents on Responsible Tourism principles and practices including safe and healthy travel.</li> </ul>
<b>Ensure organizational value, excellence and viability</b>	Tourism Kelowna is recognized as a center of organizational excellence with demonstrated expertise in growing the Central Okanagan visitor economy.	<ul style="list-style-type: none"> <li>• Support the renewal of the City of Kelowna's 2022-2026 MRDT agreement.</li> <li>• Formally confirm details of the DMO's partnership role with the city.</li> <li>• Diversify DMO's revenue base to decrease dependency on public funds.</li> <li>• Review membership model to increase stakeholder value and inclusivity.</li> </ul>