

**Tourism Kelowna
MRDT Five Year Strategic Plan 2022-2026**

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	Desired Outcomes	Key Initiatives
Increase high value visitation	Kelowna and area is the four-season outdoor destination of choice in North America.	<ul style="list-style-type: none"> • Increase visitation growth from September to May. • Secure and/or develop meetings, conferences, and major events business in soft season months. • Act as a tourism regional hub to leverage investments to increase our marketing reach and influence.
Grow in-destination spending	Visitor spending is increased, benefitting a wide variety of tourism businesses throughout the year.	<ul style="list-style-type: none"> • Implement a strategy for seasonal and geographic dispersion. • Expand the Visitor Centre’s role as a community shared value influencing greater spending from locals and visitors. • Support new product development aligned to the community’s unique sense of place and experiences.
Manage sustainable growth of the destination	A resilient visitor economy aligned with community values and stakeholder needs.	<ul style="list-style-type: none"> • Work with local government, Indigenous communities, industry, and community to co-create and implement a Tourism Destination Master Plan aligned with Kelowna’s 2040 vision. • Educate visitors and residents on Responsible Tourism principles and practices including safe and healthy travel. • Support local industry development by collaborating with our provincial, regional, and municipal partners to access resources for tourism stakeholders at the community level.