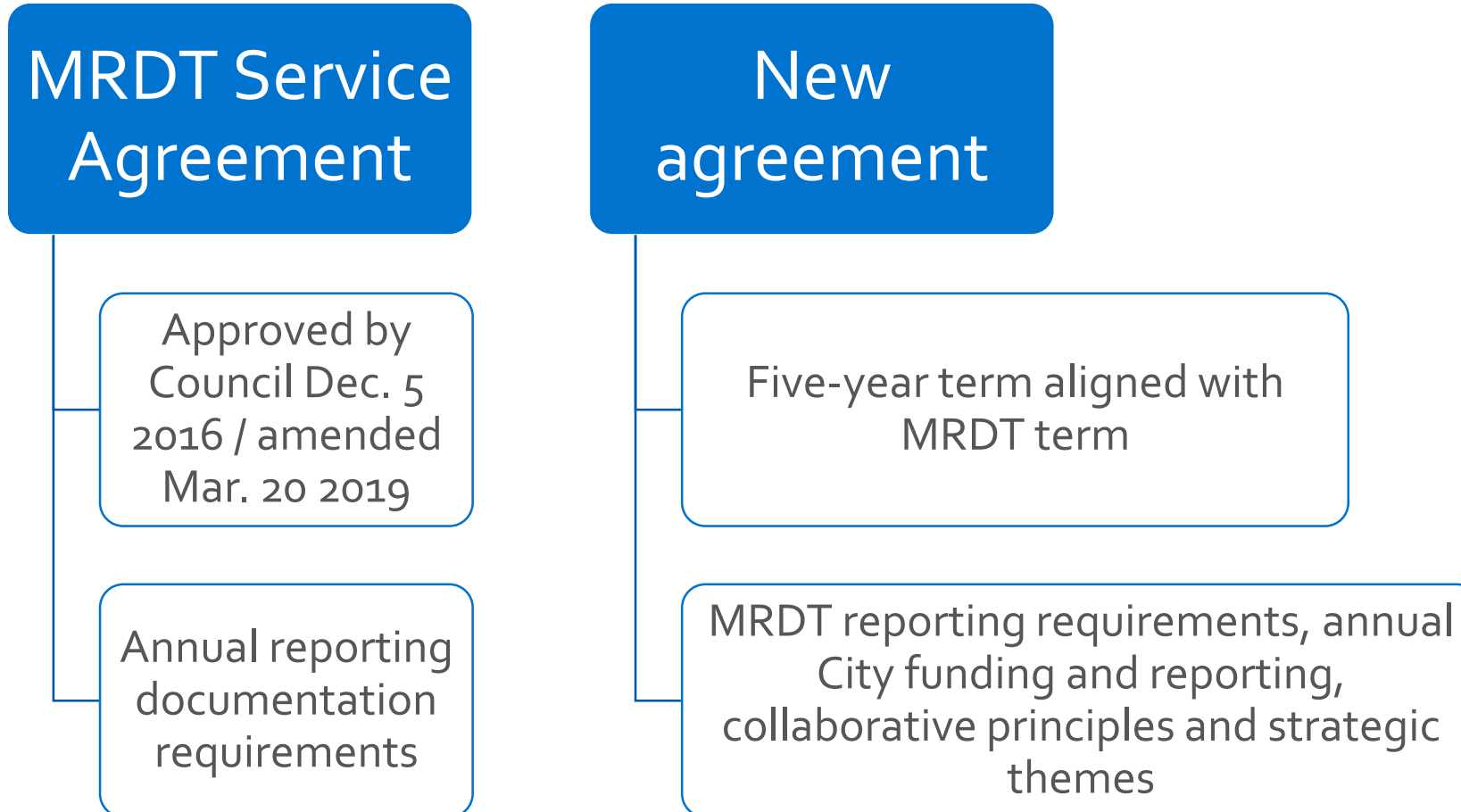




MRDT Renewal & Tourism Partnership

July 26, 2021

Agreements



Five-year agreement

Tourism services

Tourism Master Plan and Destination Management

MRDT reporting

Annual operating grant

Annual reporting



Destination Master Plan

'Although not everything depends on tourism, tourism depends on almost everything.'

Source: SustainableTourism.net

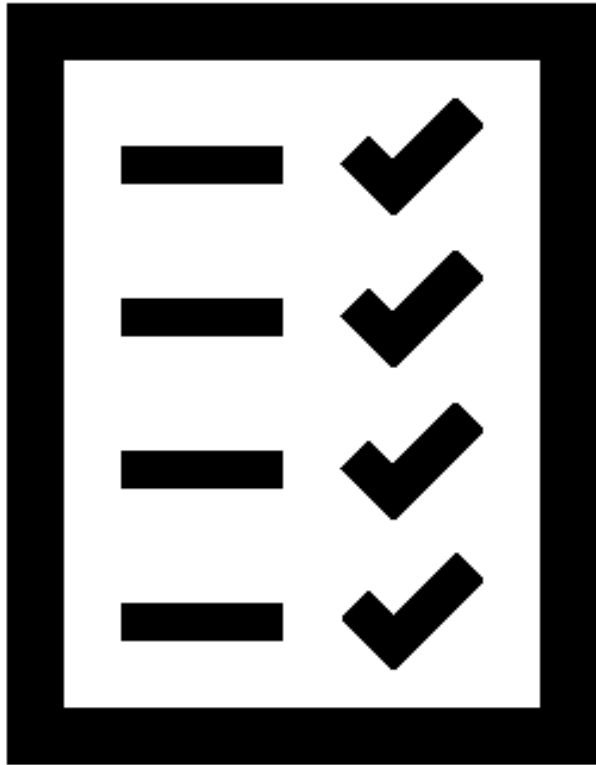
Tourism Master Plan / Destination Management

Transition to
destination
management
model

Multiple
touchpoints for
holistic planning

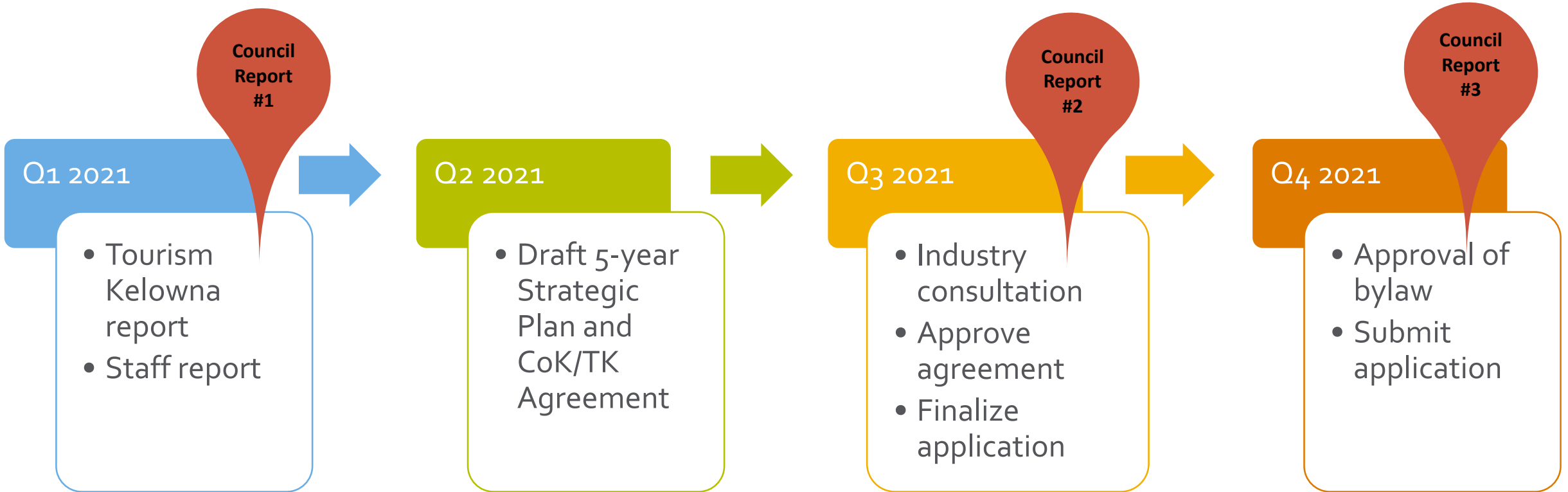
Interdependency
between supply
and demand roles
and community

MRDT Renewal



- ▶ Application to Province every 5 years
- ▶ Includes 5-year Strategic Plan, 1-year Tactical Plan and budget, approval of City bylaw, letter of support from RDCO
- ▶ **Consultation and evidence of support from the accommodation sector**

Timeline





Questions?

For more information, visit kelowna.ca.