



Kelowna Chamber of Commerce - OC Series Online

KELOWNA

Kickstarting Tourism Recovery in Kelowna

Where Are We Now?

- Overnight visitation numbers in May were only 85,960 people (43.6% decrease over last year)
- YLW in May saw a total of 6,805 passengers (96% decrease over last year)
- Hotel occupancy for April was 11.7% (81.6% decrease over last year)

What We Are Hearing

(May 11 TOTA Regional Survey)

Impact on regional tourism-related businesses:

- 4% business as usual
- 40% reduced operations
- 41% temporarily closed
- 2% permanently closed
- 9% operations not yet started
- 4% closed for season early

Expect to remain open over the summer tourism season?

- 17% expect to be fully open for part or entire summer
- 61% expect to be only partially open
- 14% unsure
- 8% not opening at all

Revenue forecast:

- Majority forecasting 60-80% decreases in revenue for the summer months.
- 89% already reporting cancelled bookings/visits
- 83% reporting decreased sales YOY

The Way Forward: COVID-19 Response Plan

Updated:
April 21, 2020

1) PRESERVE

2) PUSH

3) PROMOTE

Estimated Timing

Now: during travel restrictions
>Spring into Summer (Q2)

Next: as travel restrictions are lifted
>Staged return: summer / fall (Q3)

Ahead: as additional restrictions lifted
>Staged return: fall onward (Q4)

Key Focus

Preserve and protect visitor economy, help businesses persevere, enhance awareness of local stakeholders and industry

Push to heavy-up targeted media campaigns, short-haul markets for immediate conversions, revenue flow and recovery

Promote destination again to restore visitation and economic impact, rebuild awareness and desire to travel

Key Actions

- Link local businesses with resources (public health, business assistance programs)
- Connect consumers to businesses to #supportlocal & #exploreKelownafromhome
- Expand online store with more local products, artists, artisans
- Host virtual townhalls for sector groups & online tourism town hall with partner organizations
- Continue meeting, conference & event sales & marketing tactics
- Continue stakeholder survey feedback on impact
- Participate in Central Okanagan Economic Task Force
- Introduce Additional regional visitor centre supports
- TBD: Local advertising initiatives

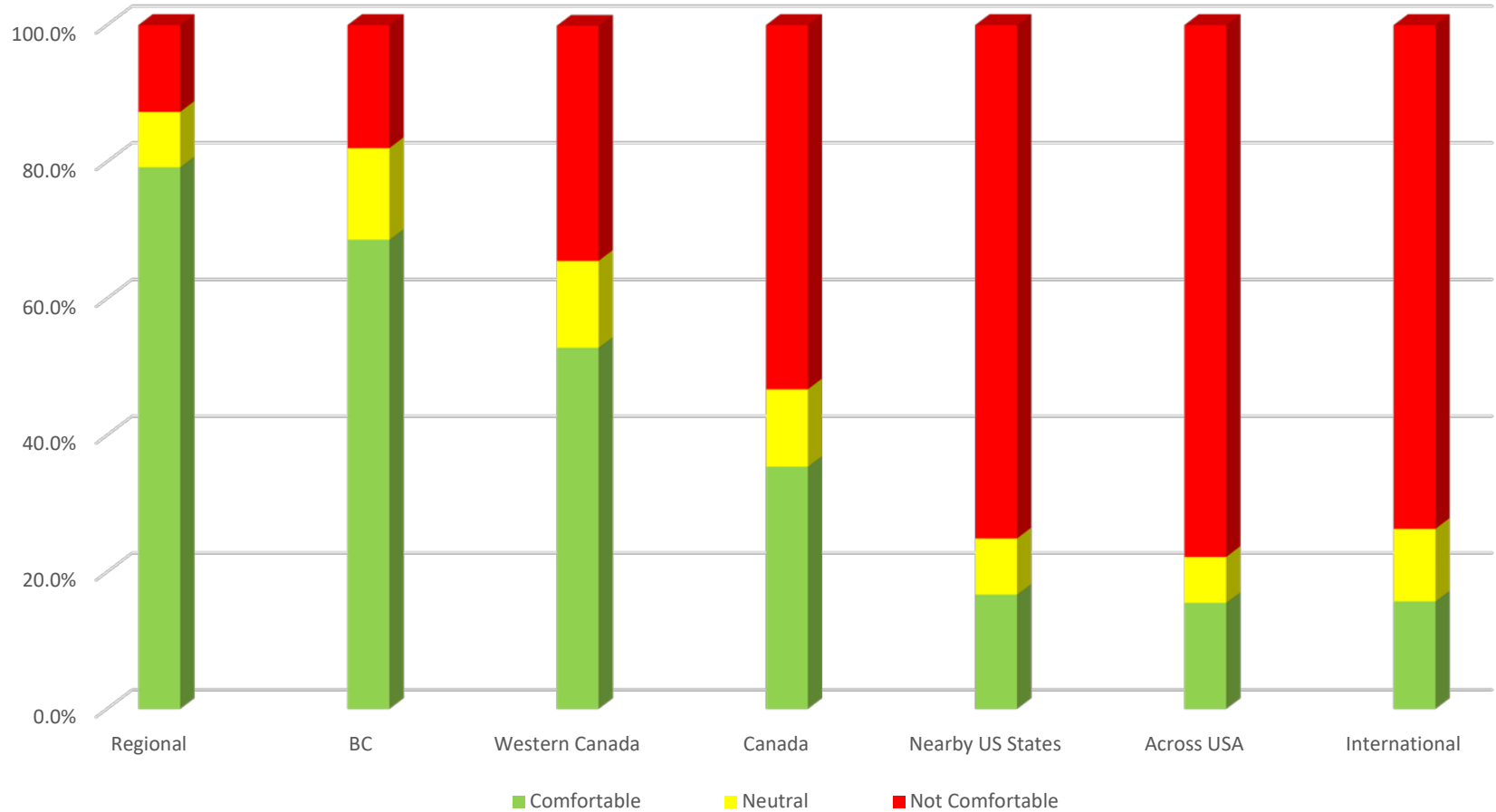
- Visitor Centre re-opens
- Launch BC and AB media campaigns as travel returns
- Resume some of the paused meetings & conference tactics
- Pursue partnerships with nearby communities for Okanagan-wide programs
- Reconnect to Destination BC partnered programs
- TBD: Central Okanagan Tourism Emergency Relief Advertising Programs

- Expand Western Canada campaigns, winter
- Resume remaining national and U.S. marketing tactics paused in spring; staged return to key markets
- Leverage Brier for spring 2021 visitation recovery

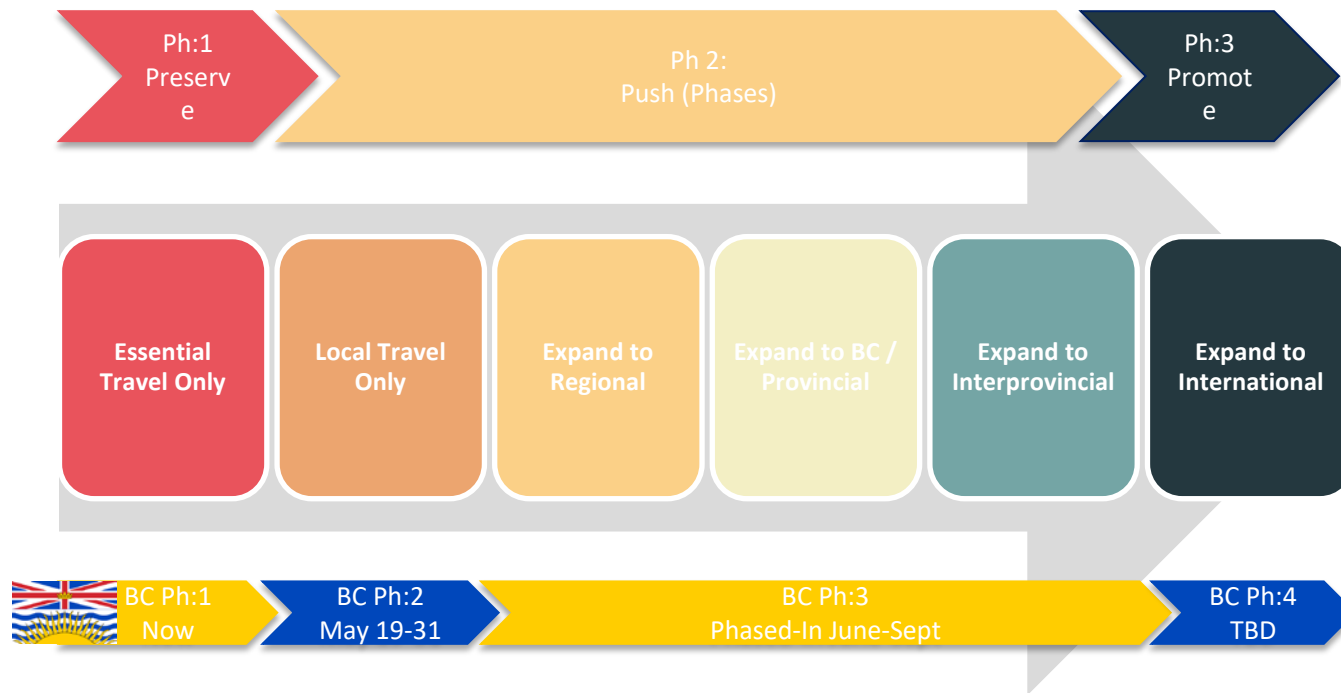
Are We Ready?

- Resident Survey June 3rd to measure whether our residents wanted to welcome visitors to our community.
 - 79% indicated they are comfortable with welcoming regional visitors to Kelowna.
 - 69% indicated they are comfortable with welcoming visitors from other BC communities to Kelowna
 - 53% indicated they are comfortable with welcoming visitors from Western Canada.

Resident Sentiment Survey



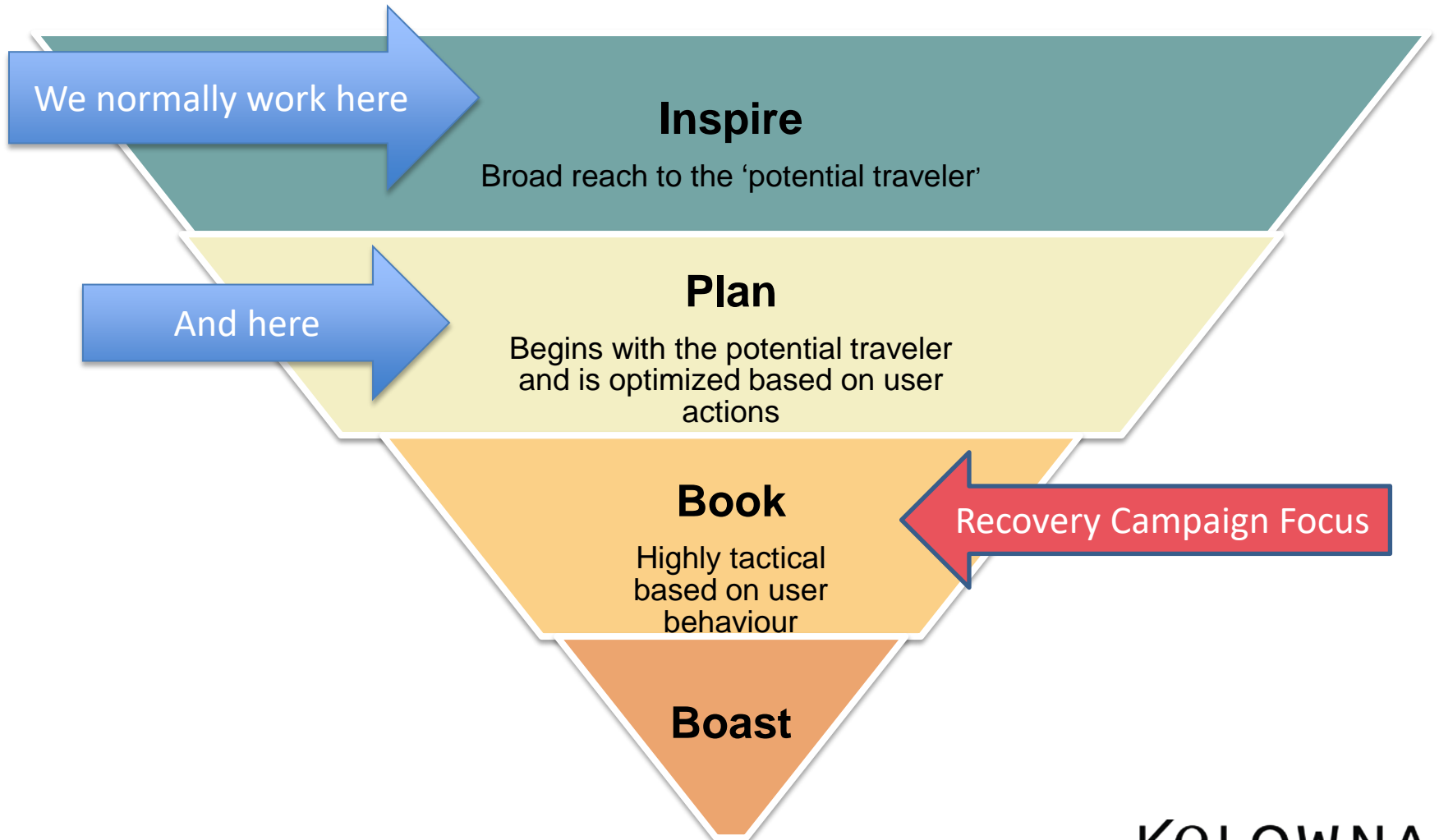
Phase 2: Phased-In Push (Markets)



Phase 2 Marketing Brief

- Goal
 - Begin to rebuild overnight visitation
 - Visitation numbers, hotel occupancy, ADR, RevPAR, other industry indicators
- Considerations
 - Return to travel will be in stages
 - Increase ‘low-funnel’ tactics to ring registers
 - It will be a very, very crowded marketplace
- Audience
 - Focus on repeat / return visitors in short-term

Consumer Funnel



Phase 2 Campaign

- Campaign will focus on letting people know that they are once again welcome to come visit.
- Includes variety of tactics :
 - Print
 - TV
 - Paid Social
 - E-mail Marketing
 - Google Adwords
 - Online Travel Agency
 - Digital Ads
 - Native Content
 - Digital Retargeting

Visitor Experience

- Continued to service visitors and residents virtually for the last three months - over 1,330 inquiries
 - Live Chat feature on www.tourismkelowna.com
 - Phone
 - Email
- Re-opened June 1st on a limited capacity
- Re-opening the building including washroom facilities by the end of the month.

Business Development

- Work continues to re-book any lost business opportunities and secure new business for future years
 - Global Sustainable Tourism Council Conference fall 2021
- We look forward to major events returning when the province moves to level 4 in their re-opening plan and allows mass gatherings once again



THANK YOU

KeLOWNA