



The Okanagan Wine Festivals Society
Tourism Partner Membership
We Help Grow Your Business

Register your Spring & Fall Guide Events today!



OKANAGAN
WINE FESTIVALS

www.thewinefestivals.com



The Okanagan Wine Festivals Society

Tourism Partner Benefits

Welcome to The Okanagan Wine Festivals Society - a proven track record of success in developing a sustainable wine tourism sector for British Columbia. Our goal is to promote the sales of wine for our Member Wineries and tourism revenues for our Tourism Partners. We accomplish this through the creation of seasonally inspired Wine Festivals, a Signature Event Series throughout the year and two annual British Columbia Wine Judging Competitions.

The Okanagan Wine Festivals Society is the marketing arm for wine tourism in the interior of British Columbia representing the Okanagan, Similkameen and Thompson wine regions. Our Society offers measurable and significant value to our members. Our results are well measured and the economic impact of wine tourism equals \$130 million annually (Wine Tourism Economic Impact Study, 2013).

As a proven sustainable wine tourism organization, with 124 member wineries and 50+ tourism partners, we are proud of our reputation, the results we produce and the value we provide. The annual Tourism Partner Membership Fees cover the period November 1st, 2015 through October 31st, 2016. The fees for participation in the Society is an annual membership of \$200 + applicable taxes (Total membership = \$210.00). In order to register, please go online to www.TheWineFestivals.com and register under the Member Login section where you can supply complete details about your business.

To help you understand the benefits of Tourism Partner membership, this guide outlines the marketing value for you. If you have any questions, please do not hesitate to contact us at (250) 861-6654. With your involvement and support, the hospitality industries and the wineries of British Columbia will continue to grow in recognition throughout the world! We look forward to welcoming you as a Tourism Partner and promoting your business throughout the year.

Yours truly,

Blair Baldwin, General Manager
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Roger Wong, Marketing Chair,
The Okanagan Wine Festivals Society,
Winemaker, Gray Monk Estate Winery

Overview of Wine Tourism in the Okanagan

Introduction

Wine tourism in the Okanagan, Similkameen and Thompson regions is well recognized as an economic engine. It drives sales of wines, accommodation, food and beverage and transportation. A critical reason for its success, which is valued at over \$100 million annually, is the growth of the Okanagan Wine Festivals Society which runs wine festivals and events throughout the regions. The Okanagan Wine Festivals has demonstrated how to build a sustainable model for wine tourism with little reliance on public sector funding. It has created a brand that includes seasonally inspired Wine Festivals, its own Signature Event series and its two annual Wine Judging Competitions.

The Okanagan Wine Festivals

The Winter Okanagan Wine Festival at Sun Peaks Resort

The festival will enter its 18th year in January 2016 and has gained an international reputation as an intimate gathering of wine education, fine cuisine and spectacular winter recreation. Nowhere else in the world does a wine region market itself with a major festival in partnership with a world-renowned ski resort. This festival runs for 10 days in the middle of January attracting an affluent well traveled adult oriented market that is active in winter recreation and is passionate about the wines of British Columbia.

The Spring Okanagan Wine Festival

The festival will enter its 22nd year in 2016. It occurs during bud break at the beginning of May each year and acts as the launch of the wine tourism season. It targets primarily regional wine tourists and Albertans. The Spring Okanagan Wine Festival is a welcome way for wine tourism to make an impact as member wineries open for the wine tourism season. It generates \$1.9 million in direct economic activity and attracts 30,000 unique consumer visits.

The Summer Signature Event Series

Summer in the Okanagan attracts a wide variety of destination tourists. Our focus in the summer is to create Signature Events to target tourists visiting the region for reasons such as sports, music, outdoor adventure or urban culture. The current Signature Event for 2015 comprises of a major wine tasting in partnership with Silver Star Mountain Resort - Mile High Wine & Music occurs in August and is Canada's highest wine tasting. It features an outdoor wine and music gathering for 500 guests.

The Fall Okanagan Wine Festival

The Fall Okanagan Wine Festival will enter its 35th year in 2015 and has been once again ranked as one of the Top 100 Events in North America (American Touring Association). It has also been voted 3rd most popular Festival across Canada in an online poll conducted by WestJet. It offers over 100 events during the 10 days leading up to Thanksgiving. This Festival offers as diverse an array of arts, culture and gastronomy as found anywhere and attracts wine tourists from throughout the world of global wine tourism. This Festival generates \$4.8 million in direct economic activity and attracts 60,000 consumer visits.

Okanagan Wine Festivals Society

2015/2016 Tourism Partner Benefits

As proven by the growth in our tourism partner membership to over 50 members, the attraction to membership has proven successful. How big you ask? The direct and indirect economic impact of the Okanagan Wine Festivals and our wine competitions is measured at over \$130 million annually. The exposure your business receives through one of the most progressive paid media, social media, internet and earned media plans is both local, regional, provincial, national and international in scope. Our partnerships with leading corporations such as Valley First, WestJet, Dairy Farmers of Canada, Saputo Foods, Nesters Market - to name a few - are unmatched anywhere. Your annual membership fee has been kept very low due to these partnerships and our media suppliers including the Okanagan Newspaper Group and Bell Media Astral Radio who leverage our reach. The following are the tangible benefits of your membership:

Events Listing Benefits

- i. Your businesses contact information listed on our website's Tourism Partner page as well as a direct link to your website.
- ii. Your businesses name and location identified on our Tourism Partner map on our website.
- iii. Your businesses contact information (name, address, phone number and website) in the Spring and Fall events guides.
- iv. Advertise your Spring/Fall event in the guide for \$200+applicable taxes per event. Advertising your events in our guides and online will allow your event to be seen worldwide by wine tourism consumers.
- v. Opportunity to bid on our Request for Proposals for services required for our Signature events throughout the year.

Marketing Benefits

A fully integrated marketing communications plan that includes the following areas:

- i. Full colour events guides for the Okanagan Wine Festivals distributed to all Member Wineries, and Tourism Partners, BC Liquor Distribution Branches, VQA Wine Stores, Licensed Retail Stores, Tourism

- Information Centres in BC, Alberta wine stores and our direct mail database of over 1,000 wine tourists who have subscribed to receiving information from the OWFS (The Okanagan Wine Festivals Society).
- ii. Online marketing through our main website at www.TheWineFestivals.com and a planned social media strategy developed for us by Hootsuite.
- iii. Print advertising in community newspapers located in BC, Alberta and the Okanagan as well as select wine related magazines.
- iv. Radio advertising of the Festivals within the Okanagan and in select destination markets.
- v. Ongoing Public Relations with over 200 media across North America using press releases and interviews and the leverage of our association with the Thompson Okanagan Tourism Association and Destination BC.
- vi. Ongoing liaison with the Destination BC, and DMO's throughout the Okanagan, Similkameen and Thompson regions, BC Chambers of Commerce, Thompson Okanagan Tourism Association, to coordinate promotions and wine writer tours; joint marketing communication and joint promotions.
- vii. Ongoing liaison with the B.C. Hotel Association and the B.C. Restaurant Association and the BC Hospitality Foundation.
- viii. The opportunity to participate in "Signature Events" as sanctioned by the Board of Directors of The Okanagan Wine Festivals Society.
- ix. Ability to become involved with the operation of The Okanagan Wine Festivals Society by becoming elected to the Board of Directors at its Annual General Meeting (November).

How To Register As A Tourism Partner

1. Log onto our web page www.thewinefestivals.com
2. Log onto the membership page - (top right hand corner of the page click on "Member Login")
3. To join as a new Tourism Partner click the "Join Here" button
4. Choose Member Type – click on "Tourism Partner" and enter the required information and pay your "Tourism Partner Membership Fee" by either Visa or MasterCard.
5. Now you are a Tourism Partner of the Okanagan Wine Festivals Society and can Register your Spring and Fall Events.

How To Register Your Event

Spring and Fall Event Guide Registration

We encourage you to be creative with your event designs. To aid with the success of your event we recommend you state a reason to encourage wine tourists to visit your business. The event also needs to be positioned in line with your own marketing so it is authentic to your brand. Whether you host a Wine Makers Dinner, Grape Stomp Competition, Fashion show, or Casual Wine Bar-b-que, we look forward to promoting you and helping to create sales while showcasing your business. We are motivated to work together in creating loyal customers for you. If you wish to share ideas about your event design before you submit online, please contact Patricia at projects@thewinefestivals.com and we are happy to provide direction.

The events guides are produced and distributed as follows: 40,000 Spring Okanagan Wine Festivals guides and 60,000 Fall Okanagan Wine Festival guides. The distribution of these guides includes: Okanagan Wine Festivals Society member wineries; BC Liquor Stores in the Thompson Okanagan, BC VQA wine stores, Starbucks Canada locations in the interior; Nesters Markets locations in the interior; Tourism Kelowna, Tourism Penticton; Tourism Vernon; Destination Osoyoos; Canada Post mail-outs to selected households in Vancouver, Calgary Edmonton, and Fort McMurray; insertion into the Okanagan Sunday newspaper, mail out to the proprietary database of the Okanagan Wine Festivals Society.

Here Are Your Instructions To Register Your Event:

1. Log onto our web page www.thewinefestivals.com
2. Log onto the membership page – (top right hand corner of the page click on "Member Login")
3. Enter your email and password – click sign in.
4. At the dashboard click EVENTS. Click the ADD NEW EVENT button.
5. Enter all details for your event – Be sure to choose either "Spring" or "Fall" from the selection bar provided.
6. Pay for your event(s) with either Visa or MasterCard



The Okanagan Wine Festivals Society Recognition and Value Added

Best Membership Organization

The Okanagan Wine Festivals Society has been awarded Best Membership Organization for 2015, by Kelownanow.com and Excel Personnel. We are proud to have been recognized by our members and the public with this distinction and will continue to work on our members behalf to provide excellent value in driving wine tourists to your cellar doors.

Spring Trade Tasting

As part of the Spring Okanagan Wine Festival, the Spring Trade Tasting is a one of a kind event in our portfolio that provides exposure to the trade. In partnership with the British Columbia Wine Institute, the Spring Trade Tasting hosts over 200 wine buyers from across the province who represent Licensed Retail Stores, VQA Stores, BCLDB, Hotels and Restaurants. This past year a record 74 wineries exhibited their new releases in time for the wine buyers to add them to their wine lists prior to the busy tourist season. The Spring Trade Tasting has been a favourite among our member wineries and the wine buyers in the region for the past ten years.

of students with a keen interest in areas of business strategy, research, services marketing and events planning. This opportunity is extended through applied course work in these areas and when opportunities arise, they are presented to members on a first come first serve basis. As one example, over 15 event business plans have been researched, created and built for member wineries over the past three years. In addition 5 different service quality reviews of member wineries have been conducted. This allows the Okanagan Wine Festivals to provide the opportunity to our member wineries to access these skilled students for important business planning purposes and helps build a more sustainable business model for our member wineries.

Bridge to Educated Minds

The Okanagan School of Business at Okanagan College is now the largest business degree program between Vancouver and Calgary and has over 1400 students enrolled. Through an affiliation with the Okanagan School of Business, the Okanagan Wine Festivals Society can provide members access to an extraordinary array

In recognition of this alliance with the Okanagan School of Business at Okanagan College, the Okanagan Wine Festivals provides two bursaries each year to the school for students pursuing their Bachelor of Business Administration degrees. At many of our events, you will notice that coat check, silent auction, and raffle proceeds going to benefit the students of the Okanagan School of Business.