



Tourism Kelowna's Digital Assets

Tourism Kelowna is the lead destination marketing organization for Kelowna and the Central Okanagan promoting the region as a preferred travel destination worldwide. Tourism Kelowna has a number of digital assets including photography and footage, inspired by the spectacular beauty of the Central Okanagan, its vibrant urban domain and its cultural diversity. These assets are for use in promoting the Central Okanagan which includes Kelowna, West Kelowna, Lake Country, and Peachland as a travel destination of choice.

Tourism Kelowna purchases rights and leases assets for our online galleries and manages a large volume of quality, high-resolution images and high-definition b-roll footage. These rights-protected assets may be used royalty free at no cost provided usage meets our Digital Asset Usage Guidelines below. Assets remain property of Tourism Kelowna and the originating artist.

Digital Asset Usage Guidelines

Our digital assets may be used for the following purposes:

1. Sales and marketing campaigns promoting travel to and within the Central Okanagan including tactics such as advertising in the form of newspaper, magazine, online, tradeshow and outdoor, print materials, travel professional destination brochures, websites for meetings & conferences, as well as blogs, websites, and social media channels.
2. Editorial coverage by travel and trade media.

Our digital assets may not be used for:

1. Any commercial purposes outside of tourism promotion.
2. Commercial advertising of non-tourism products including advertising supplements within newspaper and real estate materials.
3. Placement on souvenirs, commemorative books, guidebooks, DVD's or others consumer goods such as clothing for retail or resale.
4. As fundraisers for causes, charitable organizations or political organizations.
5. Any way that is deceptive, misleading, defamatory, and discriminatory or reflects negatively on Tourism Kelowna or our communities.



Our digital assets may be used by:

1. Travel and trade media.
2. Meeting professionals who are working with Tourism Kelowna towards selecting or promoting Kelowna as their next meeting or convention destination.
3. Travel professionals who are working with Tourism Kelowna and are promoting Kelowna as a leisure destination in their campaigns and initiatives.
4. Stakeholder businesses of Tourism Kelowna.
5. Governmental bodies engaged in tourism promotional activities.
6. Influencers and content publishers who are promoting Kelowna.
7. Persons who have been approved or are directly working with Tourism Kelowna.

Use of Tourism Kelowna's digital assets requires:

1. Credit to the source of 'Tourism Kelowna' and 'originating artist (if applicable)'.
2. Provision of a copy of your final output to the Tourism Kelowna Marketing team.