



CITY OF VERNON

AGENDA

Tourism Commission

Wednesday, July 16, 2025, 9:00 a.m.

CITY HALL COUNCIL CHAMBER

3400 30 Street, Vernon BC

Pages

1. **CALL TO ORDER**

As Chair of the City of Vernon's Tourism Commission, and in the spirit of this gathering, I recognize the City of Vernon is located in the traditional territory of the Syilx people of the Okanagan Nation.

2. **AGENDA**

THAT the Tourism Commission Meeting Agenda of July 16, 2025 be adopted.

3. **ADOPTION OF MINUTES**

3

THAT the Tourism Commission Meeting Minutes of June 18, 2025 be adopted.

4. **UNFINISHED BUSINESS**

5. **NEW BUSINESS**

5.a **Tourism Data Update**

H. Irvine and T. Silverthorn to provide a verbal update on current tourism data, including MRDT (hotel tax) revenue, visitation trends, occupancy rates, and average daily rate (ADR) insights.

5.b **Roundtable - Data Accuracy and Trend Assessment and Fall Tourism Season Outlook**

The Commission will review and assess whether the presented data accurately reflects the current trends within their respective business or sector, and will discuss the fall tourism season outlook.

6. **INFORMATION ITEMS**

6.a **Wayfinding Project Update**

T. Silverthorn to provide a verbal update on the Wayfinding Project.

6.b Commission Meeting Schedule - August & September

The Commission to discuss scheduling additional meetings for August and September.

7. NEXT MEETING

The next meeting for the Tourism Commission is scheduled for September 17, 2025 at 9:00 am.

8. CLOSE OF MEETING