



Memorandum to Council

File No: 6900 01

Date: May 26, 2025
From: Hannah Lucich, Coordinator, Tourism Marketing
Subject: 2025 Tourism Vernon Visitor Guide Update

Purpose:

To share the 2025-26 Official Vernon Visitor Guide from Tourism Vernon.

Recommendation:

THAT Council receive the memorandum titled 2025 Tourism Vernon Visitor Guide, dated May 26, 2025.

Background:

The 2025–26 Official Vernon Visitor Guide is ready to be distributed. This year's guide is 44 pages and includes Vernon's tourism partners, popular attractions and information for visitors such as maps, trip ideas and contact information for local businesses and travel organizations. This year's guide features new, curated experience trails called *Hand-Picked Journeys*. Each of the six Hand-Picked Journeys has a different theme and showcases 6-12 local businesses for visitors to support when they are in Vernon. For example, the Culinary Crossroads Hand-Picked Journey features 12 restaurants, cafes and specialty food stores that visitors can choose from to help decide where to eat while they are here.

For the first time in the Visitor Guide's history, ad space was not included. Instead of selling advertising space to tourism-related businesses and hotels, staff worked with businesses to create paid editorial content featuring individual businesses. The editorial features helped to reduce the page count which subsequently reduced graphic design and printing costs. It also helps create a consistent look and feel throughout the guide.

Communication:

Distribution of the Vernon Visitor Guide began on April 15, 2025, and will continue throughout the year. A total of 30,000 copies have been printed for distribution across BC and Alberta, including Visitor Information Centres, airports, BC Ferries terminals, and

locally at hotels, campgrounds, restaurants, and tourism-related businesses. Guides are also provided to select sport and event organizers for distribution at tournament and event registration points. A digital version is available on the Tourism Vernon website and will be shared through e-newsletters, social media, and targeted marketing campaigns.

Attachments:

Attachment 1 – Tourism Vernon-Visitor Guide-2025-WEB

Reviewed by: Torrie Silverthorn, Manager, Tourism

Reviewed by: Kevin Poole, Director, Corporate Administration

Approved by: Peter Weeber, Chief Administrative Officer