



PLUS

Kelowna Hotel & Suites

Brenda Rayburn

Director of Sales & Marketing

p: (250) 979-6905 tf: 1-888-860-1212 f: (250) 860-0675

brenda@bwkelowna.com

www.bestwesternkelownahotel.com

Hi Jim,

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It was a pleasure meeting with you this morning to discuss Tourist Radio. As you are aware I have had a couple of meetings with your company now regarding your endeavour and am pleased to advise you, The BEST WESTERN PLUS Kelowna Hotel & Suites is interested moving forward in reviewing options that may exist in association with Tourist Radio as a major accommodation contributor.

Tourism being a major industry in Kelowna and a source of major revenue for our fabulous city, it is imperative we are always seeking new ways of enhancing our visitors experience. Based on the discussions we have had together thus far I feel this is an attribute Tourist Radio could bring to the table in accomplishing this goal. Appropriate marketing could target market segments diversifying not only revenue streams but audiences alike in promoting Kelowna as the 'exciting, happening, vibrant city we know it is, affirming why visitors should come here and why our locals should stay living here!

I look forward to our next meeting in assessing options in moving forward.

Thanks again Jim,
Regards,
Brenda