



Tourism Master Plan for Osoyoos and Regional District Okanagan- Similkameen Areas A&B (2025-2035)

November 2025

INTRODUCTION and CONTEXT

From October 2022 to November 2025 a Tourism Master Plan was developed for Osoyoos, British Columbia and Regional District of Okanagan Similkameen (RDOS) Areas A and B.

PURPOSE & RATIONALE of the TOURISM MASTER PLAN

The Purpose of the Tourism Master Plan (TMP) is to provide a collective vision, strategic framework, and specific actions to support a resilient and responsible tourism system in Osoyoos and RDOS Areas A & B for a ten-year period (2025-2035).



District Wine Village. Photo Courtesy of Destination Osoyoos



What is a Tourism Master Plan?

Whereas most tourism plans focus on demand generating activities such as advertising, sales, and other forms of marketing, **Tourism Master Plans primarily emphasize supply-side factors** related to the enhancement of core destination elements.

The objective is to ensure the destination, itself, is a healthier, more vibrant, and sustainable place at its foundation, rooted in the core identities of the local people and cultures, and sustainably interacting with local ecology.

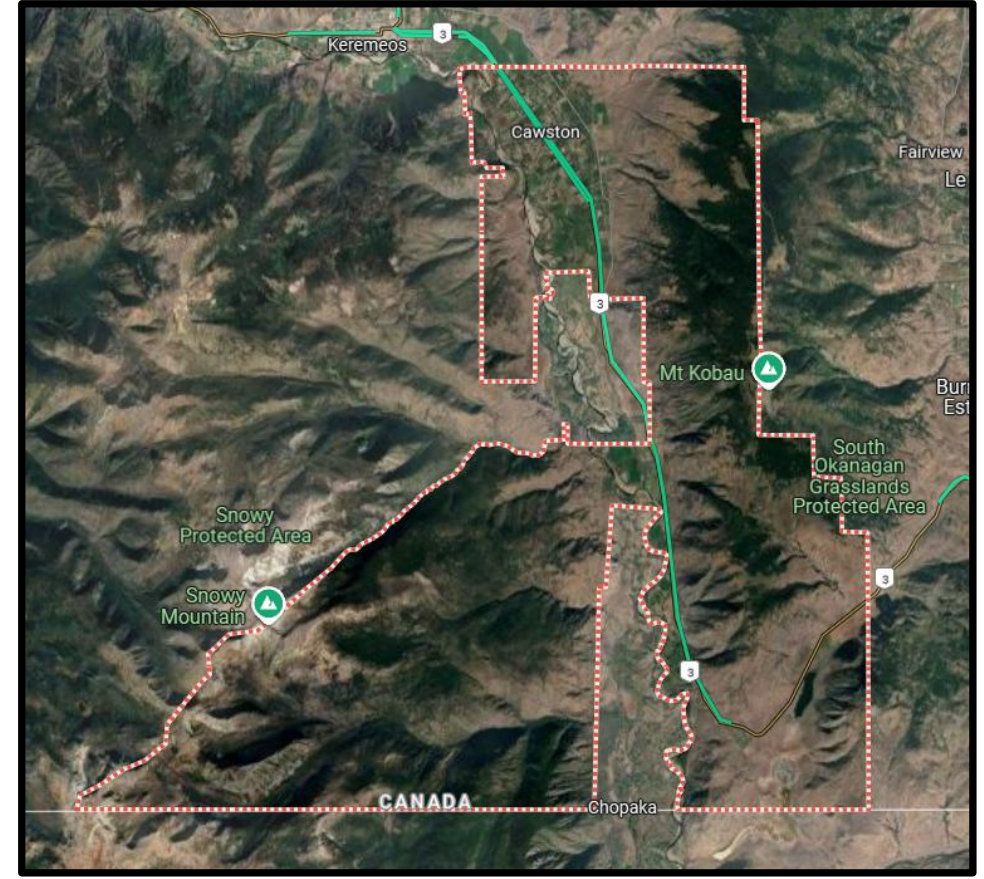
PLAN AREA

The project region includes the municipality of Osoyoos, as well as Regional District of Okanagan Similkameen (RDOS) Areas A and B.

RDOS AREA A



RDOS AREA B



The Tourism Master Plan represented a first step in bringing together grassroots organizations in the community to help guide a collaborative research, planning, and evaluation program that provided new relationship-building opportunities to share and learn from one-another, while charting a collective path forward.

A Project Task Force was formed to guide the project. The Task Force met six times over a two-year period to ensure that the project achieved its full potential and united the community and area behind a common vision and framework for action.

Members of the Project Task Force



The Tourism Master Plan project was managed by Larose Research & Strategy, and supported by WCS Engagement & Planning.



NOTE FROM THE PROJECT TASK FORCE: Osoyoos Indian Band was invited to participate in the Task Force and all materials were shared with them, but they did not directly participate. Indigenous Tourism BC supported the project Task Force and the Thompson Okanagan Tourism Association (TOTA) Seven Generations Pledge guided the Task Force in its efforts to ensure that the Plan supports the values and objectives of local and regional Indigenous peoples.

OSOYOOS AND AREA TOURISM MASTER PLAN

The Osoyoos Tourism Master Plan has two main elements:

- A **Strategic Framework**, including a Tourism Vision, as well as Strategies and Actions to achieve the Master Plan's Vision; and
- A **Collaborative Management Model** to execute and oversee implementation of the Master Plan.

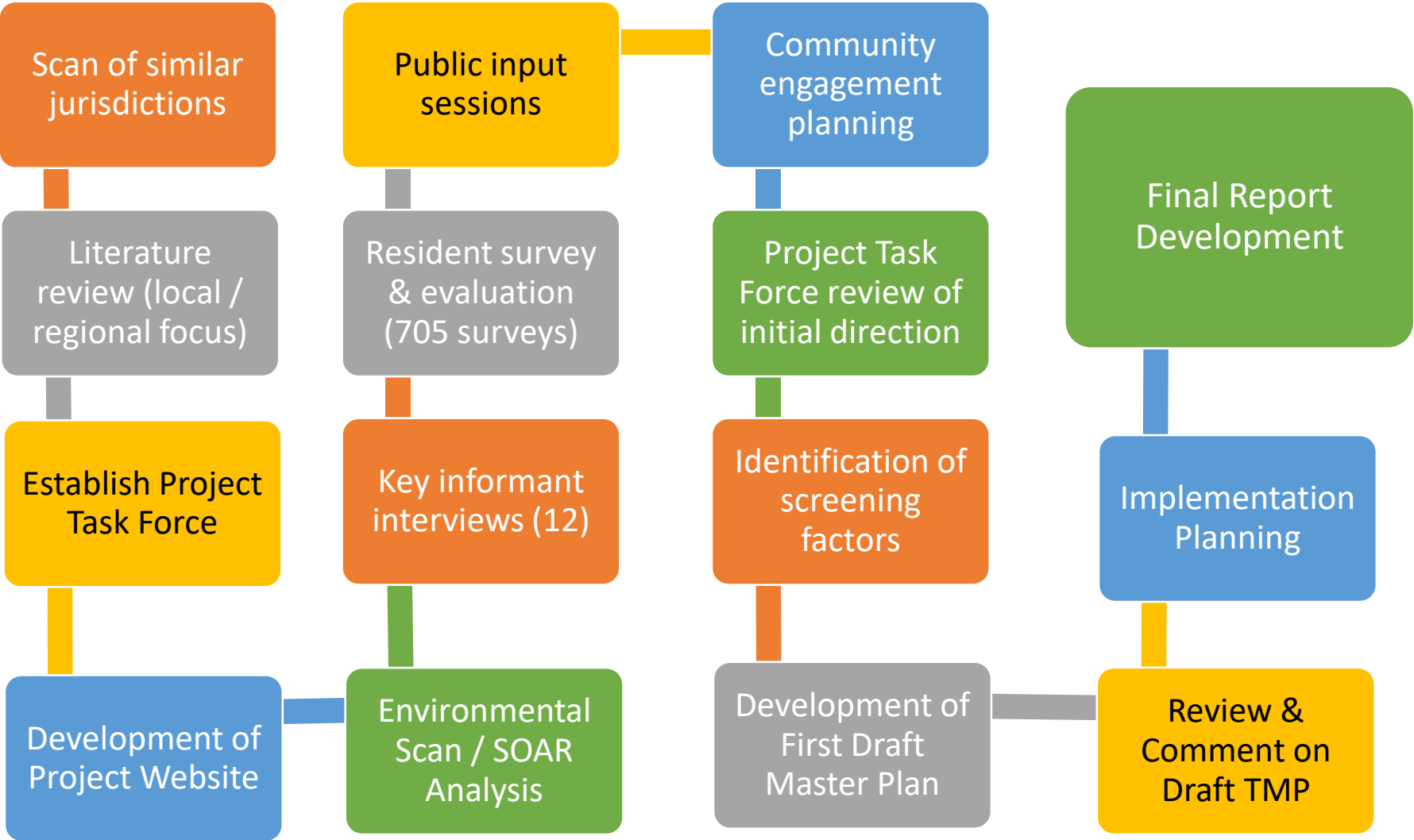
A Community Based Tourism (CBT) framework was used to guide the project.

CBT frameworks place a priority on the local area, itself, including the natural environment, First Peoples, residents and entrepreneurs, and the current built environment. They focus on improving engagement, information sharing, and collaboration amongst residents, entrepreneurs, non-profits, and local governments.

Community Based Tourism (CBT) Research and Planning Frameworks



The Project Life Cycle

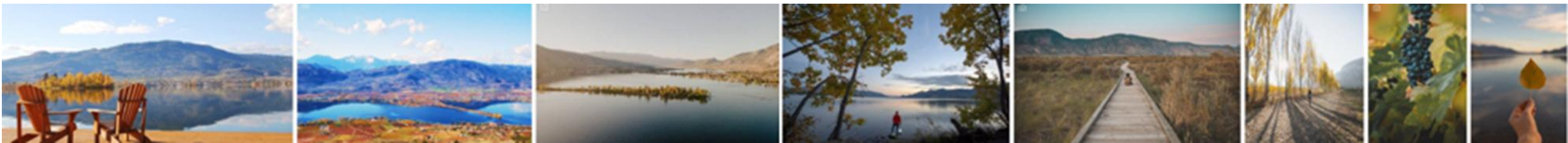


Research and Planning Processes – Project Inputs



TOURISM MASTER PLAN VISION:

Tourism in Osoyoos and area contributes meaningful benefits to the community, ensuring its long-term sustainability and resilience by supporting and promoting the region's diverse cultures and heritage, unique ecology, and its entrepreneurial spirit.



Summary of Strategic Priorities

The Tourism Master Plan is guided by seven Strategic Priorities, which are issue-specific objectives that have been identified as ways to best achieve the Plan's Vision, above.

The Strategic Priorities were established to guide tourism planning, management, and marketing in Osoyoos and RDOS Areas A & B for a ten-year period (2025 to 2035). These are summarized below, with detailed actions itemized later in this document.

A photograph of three people at a Pride Arts Festival. On the left, a woman with long dark hair wears a purple t-shirt with 'PRIDE ARTS' and jeans, holding a rainbow flag. In the center, a person with short hair and glasses wears a colorful floral shirt and a grey fanny pack. On the right, a person with short hair and sunglasses wears a purple t-shirt with 'PRIDE ARTS' and black pants, making a peace sign. The background shows festival decorations and other people.

PRIORITY ONE: DIVERSITY AND RESILIENCE IN PRODUCT EXPERIENCES

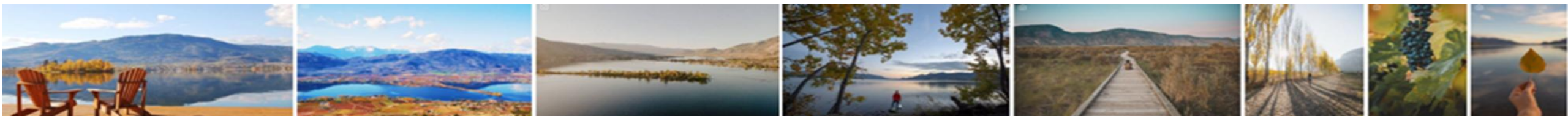
Create a more diverse and resilient tourism system by expanding product experiences for all four seasons, including specific support for new experiences in agri-tourism, arts, culture & heritage, and outdoor recreation.

Photo: Osoyoos Pride Arts Festival,
Courtesy of Osoyoos Times Chronicle

SUPPORTING ACTIONS (PROJECTS):

Arts, Culture & Heritage Tourism

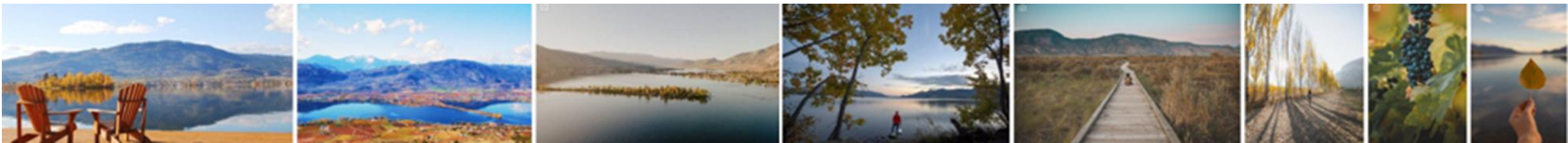
- Support and strengthen the Osoyoos and District Arts Council and the Osoyoos Events Alliance with strategic planning, collaboration, and fundraising to foster a community of excellence in the arts.
- Support development of Indigenous cultural tourism based on input and guidance from local/regional Indigenous organizations on their current needs and priorities.
- Pursue joint funding for collaborative arts-related initiatives – develop at least one new collaborative arts-related event for 2025/26.
- Identify opportunities to support a more strategic approach to arts facilities via Town of Osoyoos lease review.
- Ensure current Town of Osoyoos-funded events are adequately supported and promoted by Destination Osoyoos and partners.
- Develop an Art Crawl Map to showcase the community's many artistic offerings.
- Grow and enhance culinary arts experiences in peak season and shoulder/low seasons, with options including food truck attraction, increasing local pasture-to-plate culinary offerings, developing local food-related festivals / events, establishing a culinary “tourist in your own town” initiative, and/or others.
- Explore options to utilize 85th Street as a hub for entertainment in peak season.



SUPPORTING ACTIONS (PROJECTS):

Agri-Tourism

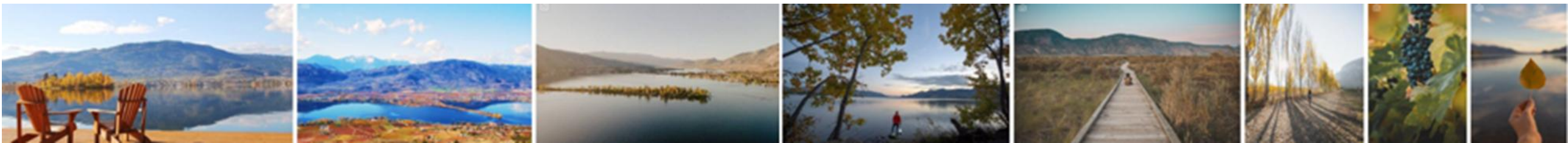
- Develop a farm gate agri-tourism initiative to unearth the region's rich agricultural heritage and products, building on current strengths and knowledge in the wine/winery sector.
 - Identify incremental agri-tourism opportunities by conducting an inventory of farms and current agri-tourism engagement.
 - Develop incentives and supports for new agri-tourism products and experiences.
 - Develop a self-guided tour (car, bike) of agri-tourism opportunities in the region.
 - Explore opportunities to develop guided agri-tourism tours that leverage current winery tour infrastructure and experiences.
- Support the Osoyoos Farmers' Market with connecting local agricultural suppliers with the visitor economy, helping to grow and sustain agri-tourism opportunities in the region.



SUPPORTING ACTIONS (PROJECTS):

Outdoor Recreation

- Ensure that the Osoyoos area (incl RDOS Areas A & B) has a variety of four-seasons outdoor recreation opportunities and related infrastructure such as multi-use trails, while deeply respecting and protecting the area's sensitive ecosystems and complex land use / titles in the area.
- Continue developing municipal and regional trail and park signage and support infrastructure such as bike repair stations as needed.
- Improve commuter trail connectivity within Osoyoos and throughout the region with the appropriate wayfinding and interpretation signage and including support for the “Trail of the Okanagans” initiative.
- Develop and implement a Parks Master Plan (municipal and regional) focusing on increasing usage, responsible use, accessibility, and quality of experiences.
- Establish and maintain a forum for recreation-related organizations and individuals to meet, collaborate, and support the sustainable development and management of recreation trail infrastructure.
- Identify specific opportunities to develop and market winter outdoor recreation activities such as cross-country skiing and winter motorized recreation.



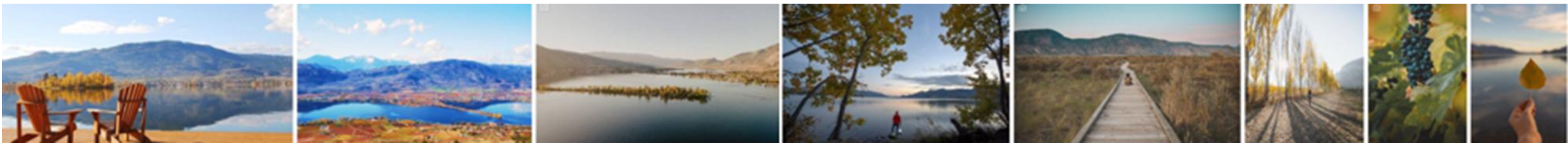
PRIORITY TWO: DESTINATION SUSTAINABILITY & REGENERATION

Utilize tourism to support the stewardship of local water, desert, and forest ecosystems, enhancing the adoption of sustainable and regenerative tourism practices at the business, destination, and visitor levels.

Photo Courtesy of: Osoyoos Desert Centre

SUPPORTING ACTIONS (PROJECTS):

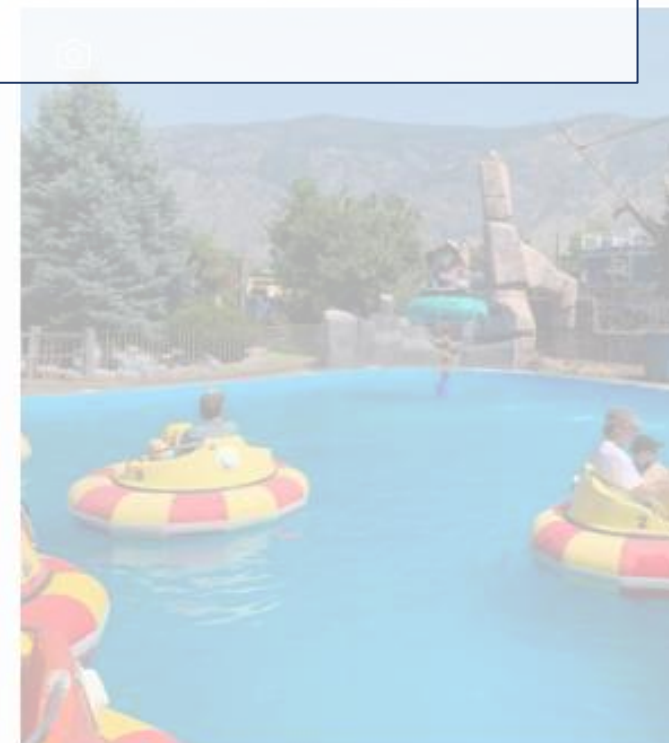
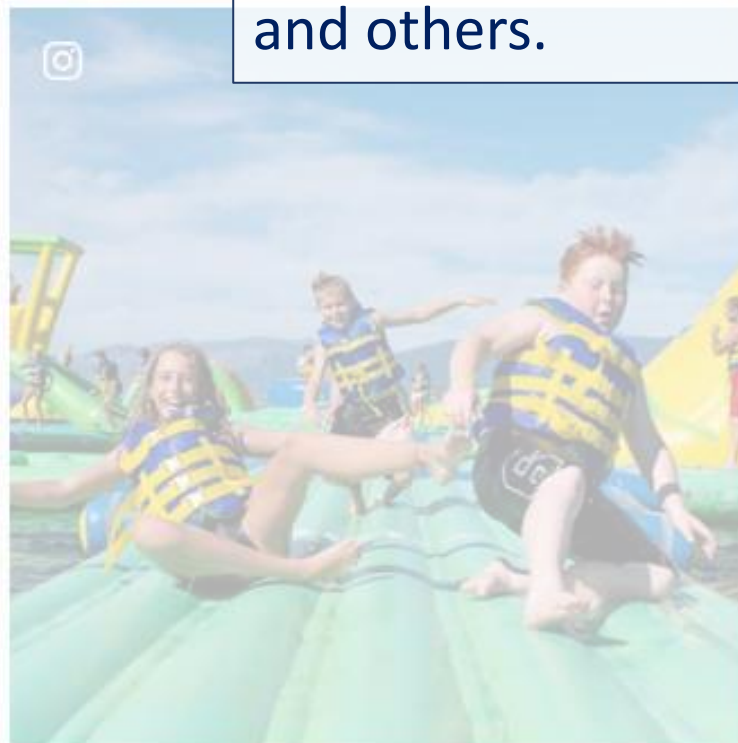
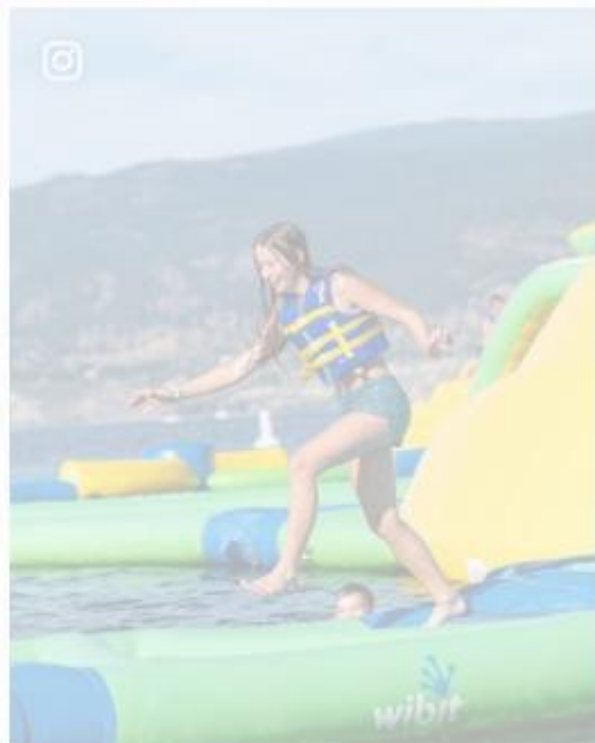
- Work with conservation organizations and the Osoyoos Desert Centre to identify impacts of tourism on the area's sensitive lake, desert, and forest ecosystems and develop a strategic and coordinated approach to protection of the environment.
- Increase efforts to ensure safe and responsible tourism activities on Osoyoos Lake, particularly related to the spread of invasive species adoption of other responsible boating practices.
- Ensure that boat moorage on Osoyoos Lake is safe, legal, and responsible.
- Improve communications flows about scientific research on priority environmental issues to connect destination managers and businesses with leading practices in environmentally sustainable governance in a strategic and coordinated manner.
- Increase resident awareness related to sustainable tourism practices, demonstrating the best practices underway and planned for Osoyoos.
- Identify opportunities to engage visitors (and residents) in environmental restoration projects, such as “plant a native tree day,” invasive species remediation events, and/or other ecological tours that combine education with engaging entertainment.
- Identify and manage illegal and/or unauthorized camping / encampments near Osoyoos, while increasing options for semi-formal camping arrangements such as Hip Camp and Harvest Host.





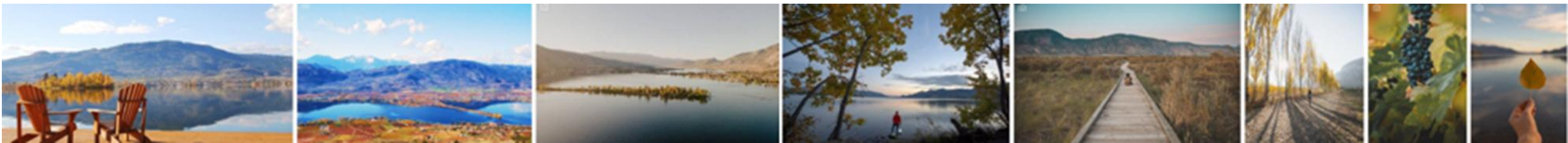
PRIORITY THREE: STRATEGIC INVESTMENTS IN DESTINATION INFRASTRUCTURE

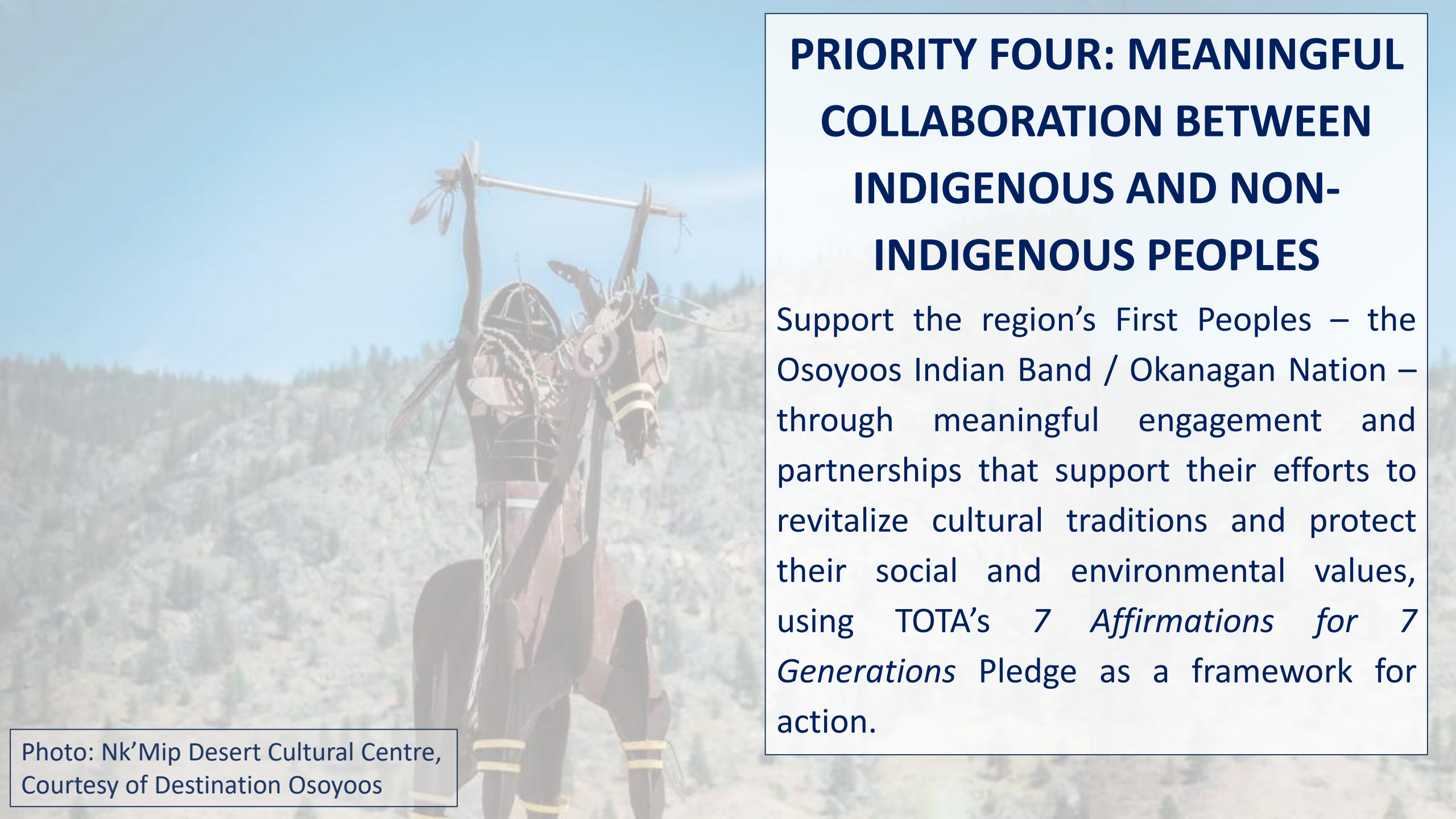
Develop tourism-related infrastructure that enhances local experiences, such as lakefront trails, docks, recreation facilities, and others.



SUPPORTING ACTIONS (PROJECTS):

- Develop an asset management plan to build, enhance, and possibly amalgamate existing recreational facilities, such as an aquatics centre, event spaces, and additional pickleball / other racquet sports infrastructure.
- Assess the feasibility of developing lakeside amenities such as docks to improve access to and engagement with Osoyoos Lake.
- Enhance Road 22 parking lot (Osoyoos Oxbows) for birders, cyclists, runners, and walkers, including public washrooms, garbage bins, and an overhaul of the gazebo, while improving the Oxbow trails.



A person in traditional Indigenous attire, including a feathered headdress and carrying a staff, standing in a desert landscape.

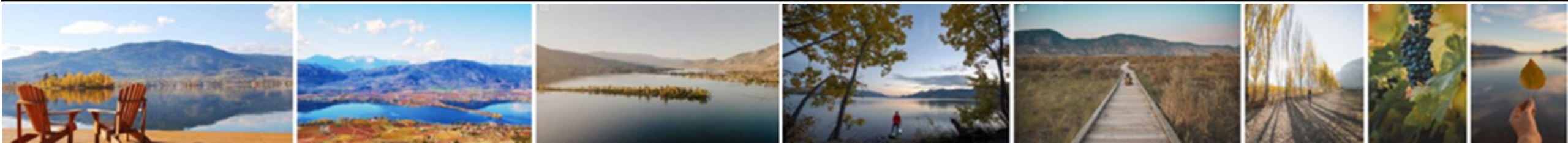
PRIORITY FOUR: MEANINGFUL COLLABORATION BETWEEN INDIGENOUS AND NON- INDIGENOUS PEOPLES

Support the region's First Peoples – the Osoyoos Indian Band / Okanagan Nation – through meaningful engagement and partnerships that support their efforts to revitalize cultural traditions and protect their social and environmental values, using TOTA's *7 Affirmations for 7 Generations* Pledge as a framework for action.

Photo: Nk'Mip Desert Cultural Centre,
Courtesy of Destination Osoyoos

SUPPORTING ACTIONS (PROJECTS):

- Develop content specific to Osoyoos and area related to the 7 Generations Pledge Campaign on TMP partner websites / resources, and share with visitors, businesses, and residents to learn about and respect Indigenous culture and environmental values in the area.
- Explore opportunities to develop more Indigenous-themed cultural and historical content on the Destination Osoyoos website.
- Develop a "cultural corner" in the Osoyoos Visitor Centre to display and share the rich culture of the Osoyoos Indian Band / Okanagan Nation.
- Ensure tourism organizations and partners undertake Indigenous cultural awareness education and appoint an organizational liaison to support Indigenous partnerships.
- Ensure tourism representation at Indigenous events and Indigenous representation at tourism events.
- Build a relationship of trust and collaboration between Indigenous and non-Indigenous organizations in Osoyoos and region.
- Work with Indigenous organizations to develop guidelines for tourism organizations / events / meetings to ensure these are done in a culturally respectful and meaningful way.
- Actively promote Nk'Mip Desert Cultural Centre, as a “highly recommended” itinerary component for meeting/event attendees.



PRIORITY FIVE: FOCUSED & RESPONSIVE DESTINATION MARKETING

Strengthen tourism demand in all four seasons, through a nimble, responsive, and focused multi-channel marketing strategy, to address ongoing volatility and uncertainty in travel, targeting the right types of travellers at the right time and through the most effective channels.

Photo Credit: @casadelmilaoro,
via Destination Osoyoos



SUPPORTING ACTIONS (PROJECTS):

Digital Advertising of Key Markets: 1) Continue to leverage data for decision making such as PRIZM, STR, and visitor statistics for targeted campaigns, and sharing data with stakeholders for their own implementation. 2) Deeper collaboration with stakeholders and community/regional/provincial DMOs to amplify marketing efforts. 3) Continue to develop new/underdeveloped tourism product/sectors (i.e. mountain biking, birding) to grow shoulder season visitation.

Multi-Channel Campaigns to Amplify Summer Events and Packages: Run comprehensive, multi-channel marketing campaigns promoting summer experiences such as wine and culinary tours, lake activities, and family-friendly events - among others.

Collaborative Regional Campaigns to Boost Summer Road Trips: Strengthen partnerships between Destination Osoyoos, Thompson Okanagan Tourism Association (TOTA) and Destination BC (DBC) to promote regional summer travel using partnerships to enhance promotional reach and drive more visitors to the region during peak summer months.

Sustainable Travel Promotions: 1) Continue to align DMO values/goals with Sustainable Development Goals and promote sustainable tourism practices by encouraging businesses to adopt sustainable operations (i.e. becoming biosphere certified). 2) Continue to highlight eco-friendly tourism experiences and organizations through marketing and visitor services. Work with existing businesses/organizations (i.e. desert centre, desert cultural centre, Osoyoos Lake Water Quality Society) to develop activations for regenerative tourism participation. 3) Promote visitor education through marketing campaigns and messaging (i.e. Leave no trace, Love our Lake). 4) Implement measurement of visitor impact (for example can implement Environmental Impact Assessment of tourism).

Emergency Response: Continue and deepen partnerships between Destination Osoyoos and regional lead organizations related to Emergency Management, such as TOTA, the Town of Osoyoos, and the RDOS, to ensure two-way communications between regulatory agencies and travellers / businesses, ensuring travellers are provided with timely and accurate information to support their safety while avoiding unnecessary travel cancellations.

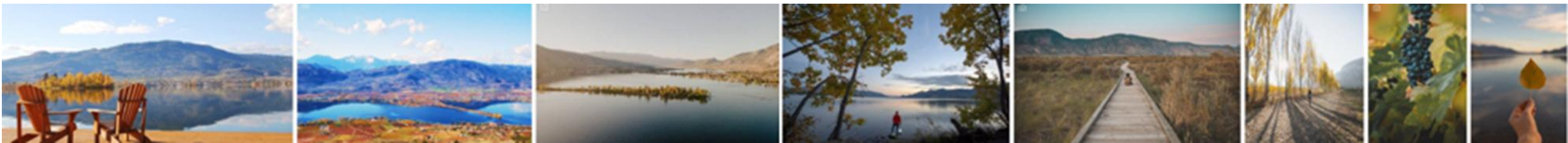
The background image shows a vineyard with rows of grapevines. In the foreground, two bicycles are lying on the ground. One is a light blue bicycle and the other is an orange bicycle. A wooden post with the number '31' is visible on the left. The scene is set in a rural area with mountains in the distance.

PRIORITY SIX: STRATEGIC AND INTER-CONNECTED TRANSPORTATION / ACCESS – TO THE REGION AND THROUGHOUT THE DESTINATION

Ensure transportation access to the region and throughout is well-connected and environmentally friendly, through an efficient and integrated system of roads, trails, and sidewalks that connect visitors and residents to attractions via walking, cycling, transit, and personal vehicles.

SUPPORTING ACTIONS (PROJECTS):

- Explore opportunities to better connect the town centre with Spirit Ridge and possibly other outlier areas (shuttles, Town of Osoyoos bus, other).
- Evaluate the feasibility of a public bike / e-bike sharing program.
- Evaluate the feasibility of a water taxi connecting the east and west sides of Osoyoos Lake.
- Implement recommendations in the Osoyoos Active Transportation Plan.
- Support initiatives for enhanced inter-regional transit including but not limited to a possible Hwy 97 transit system (LRT or other) from Vernon to Osoyoos.
- Examine options to enhance commercial air services to the Osoyoos airport.
- Support the Town of Osoyoos and BC Ministry of Transportation and Infrastructure to improve traffic flows and enhance pedestrian safety in the downtown core in the peak travel season.





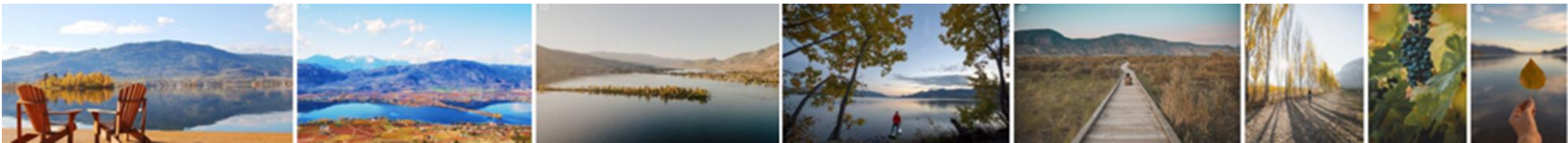
PRIORITY SEVEN: RESIDENT ENGAGEMENT & SUPPORT FOR TOURISM

Ensure Osoyoos and area residents understand, value, and benefit from the contributions of tourism to the area, through ongoing resident engagement in research, planning, and communications.

Photo: Osoyoos Farmers' Market,
Courtesy of Destination Osoyoos

SUPPORTING ACTIONS (PROJECTS):

- Conduct ongoing research on resident perceptions of the Value of Tourism, with consistent measures for trend analysis.
- Develop regular resident-facing communications about tourism events, new experiences, and benefits of tourism to the community.
- Ensure that all businesses in Osoyoos understand the important contributions of the visitor economy to their success and viability.
- Identify opportunities for resident input into tourism planning on a periodic basis – Focus Groups, Town Halls, surveys, direct public outreach (e.g., booth at Farmers' Market), and other mechanisms.



The background of the slide is a collage of nature photographs. The top left shows a woman in a white dress walking on a dirt path towards a lake with mountains in the background. The bottom left shows a close-up of pink cherry blossoms on a tree branch. The bottom right shows a person walking on a path through a wooded area.

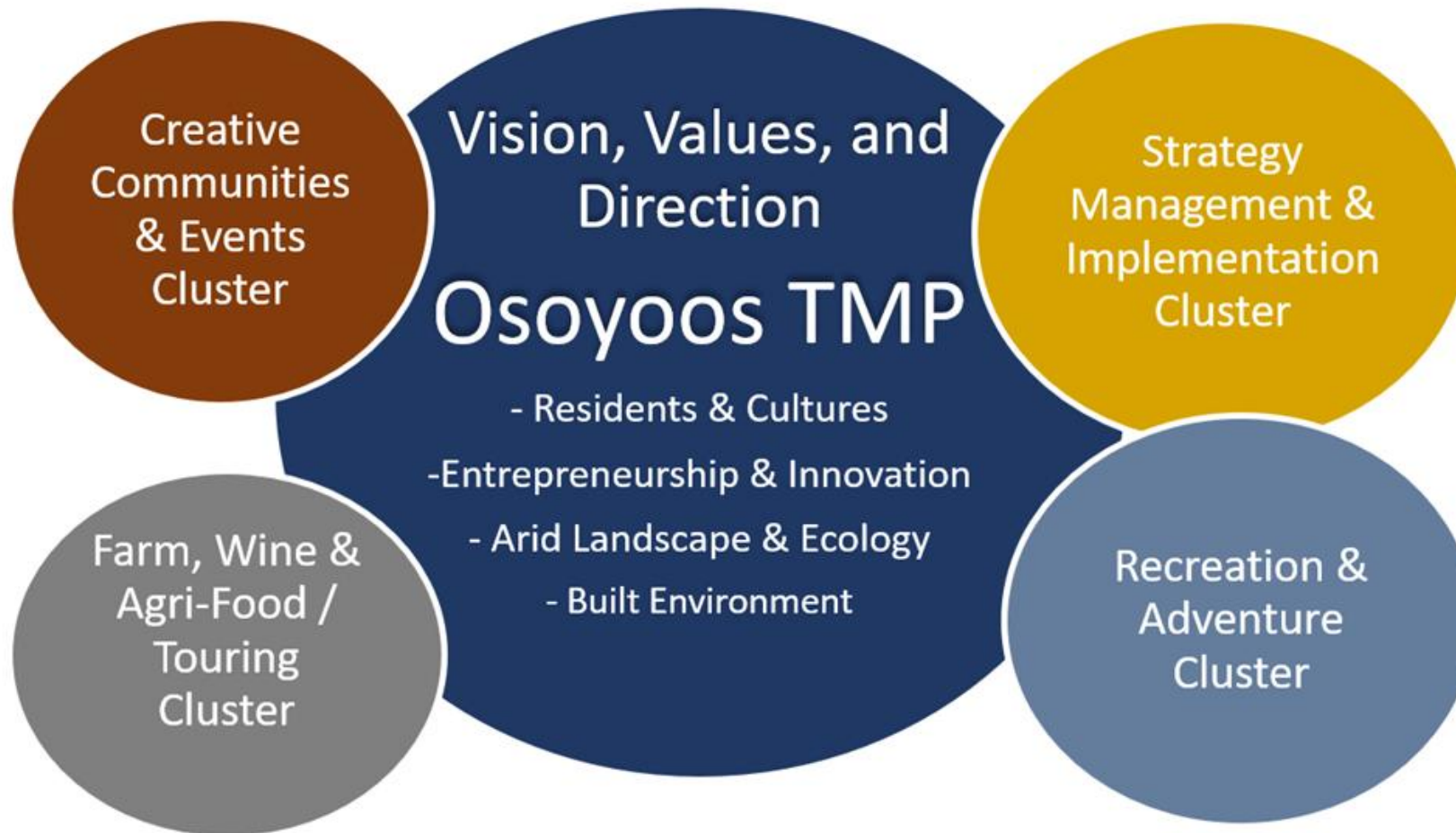
IMPLEMENTING THE TOURISM MASTER PLAN – THE COLLABORATIVE MANAGEMENT MODEL

To ensure the Tourism Master Plan fulfills its Vision and successfully executes the many strategies and actions, the Project Task Force made a number of commitments that will ensure project success.

These include specific commitments by each organization to lead or support the strategies and actions identified in the Plan, and a pledge to continue working together in a spirit of openness and partnership.

THE COLLABORATIVE MANAGEMENT MODEL

The Collaborative Management Model is a Community Based Tourism (CBT) model that ensure ongoing partnerships and collaboration among key organizations in the region.



IMPLEMENTING THE TOURISM MASTER PLAN – THE COLLABORATIVE MANAGEMENT MODEL

- ❖ Identify resources to support implementation of the Tourism Master Plan and an ongoing system of collaboration for the next two years (2025-2027).
- ❖ Enhance linkages between tourism planning and environmental conservation, through existing organizations.
- ❖ Support grassroots collaboration in key areas: i) Arts, culture and heritage, ii) Outdoor recreation / adventure tourism. Strengthen the capacity of local organizations to define issues, needs, and opportunities, and supported by relevant and appropriate agencies.
- ❖ Conduct ongoing research and analysis in partnership with relevant TMP Task Force members and others to better understand and communicate the value and benefits of tourism for the community, while identifying and addressing resident issues and concerns where feasible and appropriate.
- ❖ Enhance meaningful collaboration and partnerships with the region's First Peoples: the Osoyoos Indian Band / syilx Peoples with guidance from the Thompson Okanagan Tourism Association's *7 Affirmations for 7 Generations* Pledge.
- ❖ Partner with regional lead organizations related to Emergency Management, such as TOTA, Town of Osoyoos, and the RDOS, to ensure two-way communications from regulatory agencies and travellers / businesses.

ACKNOWLEDGMENTS

This project would not have been possible without the significant, multi-year commitments made by the project Task Force member organizations.

The Destination Osoyoos board of directors also reviewed progress of the Master Plan and committed the required funds to finance its development.

Thank-you to the Osoyoos and District Museum and Archives for hosting the Public Engagement Session (background photo).

Also thank-you to Deb Kulchiski who assisted with gathering resident and stakeholder feedback.



Photo: Open House of Draft Tourism Master Plan,
October 2024 at the Osoyoos & District Museum and Archives