

2023 Year in Review





VISION | MISSION | OBJECTIVES

Travel Penticton is a not-for-profit society governed by the BC Societies Act as well as an elected Board of Directors who represent tourism business interests within the City of Penticton.

Working in close partnership with Destination BC (DBC) and regional partners, we are charged with the task of providing destination marketing and awareness to potential travelers on a regional, provincial, national and international level.

WHO WE ARE

Travel Penticton is a member driven organization, consisting of 41 accommodation providers (42 when the new Four Points Sheraton is complete), who collect the Municipal Regional District Tax (MRDT) along with other tourism businesses who pay an annual membership fee.

We work in cooperation with the City of Penticton, Penticton Trade and Convention Centre, South Okanagan Events Centre, Penticton Chamber of Commerce, Downtown Penticton BIA, TOTA, DBC as well as many local clubs and organizations. By doing so we are able to leverage our collective resources to yield optimal results that are of mutual benefit to our community and the tourism industry as a whole.

OUR MISSION

To promote, protect and enhance Penticton and area and position it as one of North America's premier holiday and lifestyle destinations.

OUR VISION

Penticton will be a successful year-round destination renowned for the authentic and remarkable experiences we have to offer visitors of all ages, backgrounds and abilities.

OUR OBJECTIVES

Increase overnight visitation and occupancy rates for the Penticton accommodation and local businesses.

Increase visitor length of stay and tourism revenue.

Promote events, attractions and experiences to encourage visitation, with focus on Spring, Fall, and Winter seasons.

Encourage excellence in tourism service and product providers and offer professional development opportunities to enhance tourism knowledge and skills.

Work as a 'mini-regional' DMO to promote the areas of Apex Mountain Resort, Naramata and Okanagan Falls.

Develop a cooperative and ethical environment in which all tourism stakeholders can voice their concerns and share information and ideas.

Keep members informed and represent and promote the interests of members on matters of public importance, including any proposed legislation or regulation.

EXECUTIVE SUMMARY

2023 began on an extremely positive note. The winter season had been very successful for our key partners, Apex Mountain Resort and Nickel Plate Nordic Centre. Early and continuous snow gave both downhill and Nordic ski operations a solid season that extended well into April.

We continued to significantly bolster our marketing efforts in Q1 Q2 & Q3 establishing various television campaigns with national exposure, radio with a BC wide reach and contests promoted through digital platforms. In addition, we offered cooperative marketing opportunities to Travel Penticton members, and hosted several travel writers and influencers from across Canada and Washington state.

Our social media stats and followers have grown incrementally over the past two years with above-standard engagement and click-through rates. Various print media were also used to promote our core programs such as FUEL FREE...almost and our Penticton ICONICS.

The *Meet In Penticton* initiative, now 2 years in operation, has grown significantly with much higher than anticipated ROI. Bookings are up at the PTCC and Penticton Lakeside and conference planners are extremely pleased Penticton has a one-stop-shop for assistance and collaboration. 2023 saw over 44,000 delegate days in Penticton. Multiplied by an average daily spend of \$325 per person and it comes out at over \$14 million dollars in revenue. This is especially important since a majority of this was generated during Penticton's non-peak visitation seasons.

Although we ramped up our marketing efforts, some tourism operators experienced a decrease in business. The current economy can play a role in decreased travel due to higher interest rates, inflation, higher fuel costs, etc. These factors can take away from visitors available discretionary funds. We continually monitored visitor traffic through the Value of Tourism audit as well as checking with local hotels and motels twice weekly on their occupancy and room availability. Travel Penticton will continue to monitor travel trends and external influencers and adjust marketing efforts accordingly.

In 2023, as the Summer progressed, the wildfire situation went from bad to worse with major fires in West Kelowna and the Osoyoos/Keremeos/Similkameen regions. The government imposed a travel ban to the Okanagan in August that had a devastating effect on many businesses, compounded in the Penticton and South Okanagan region with the closure of Hwy 97 due to the rock slide. The last-minute cancellation of IRONMAN was another significant blow to our Members bottom line in a normally busy August. Thankfully, there was some recovery during September and the beginning of October.

There is no doubt we will continue to experience external challenges for the years to come. Our team continues to be flexible, quick to react and pivot to as many challenges we face over the next year(s). The Travel Penticton team is ready to take on these challenges.

Yours in tourism,
Thom Tischik, Executive Director



MEET THE TEAM



Thom Tischik, Executive Director

Thom is the Board's link to the operational achievement and conduct of Travel Penticton. He is accountable and responsible for overseeing day-to-day operations including: managing the approved annual budget, overseeing the delivery of the approved annual marketing plan and all related administration and human resource requirements.



Jo Charnock, Office & Special Projects Manager (former)

Jo's main role was to oversee internal administration for Travel Penticton. Jo ensured that documentation and reports for the Board, City and Destination BC were completed and delivered as required. She also updated the working budgets and checked they align with our monthly and year-end financials. Jo moved back home to New Brunswick in October.



Paige Schulz, Marketing & Member Services Manager

Paige is responsible for the delivery of Travel Penticton's marketing and member development strategies, which includes advertising, branding, videography & photography, digital & online marketing, media development, consumer shows and website development.



Karen Davy, Conference Sales & Business Liaison Manager

Karen oversees the Meet In Penticton Convention Bureau, which is focused on generating meetings, Incentives, Conference and Event travel business for Penticton. Karen is in regular communication with the Penticton Trade and Convention Centre, Penticton Lakeside Resort & Conference Centre, accommodators, activity providers and event planners.



Tarryn Galata, Digital & Social Media Specialist

Tarryn is responsible for the organization, creation and delivery of Travel Penticton's digital and social media content. She works closely with other members of the team to ensure alignment with ongoing marketing initiatives and key campaigns.



Alice Simpson, Visitor Services Manager

Alice oversees the delivery of Visitor Services at the main Visitor Centre location on Westminster as well as the satellite centres by the Peach and at the airport. During the summer months Alice is also responsible for the mobile visitor centre which can be found every Saturday at the Downtown Market and major festivals and events.

TOURISM WINS FOR 2023

Sponsored the Penticton Adventure Racing Team to attend the world series event in South Africa.
Penticton won the bid to host the event in 2025.

Secured \$22,950 in funding for Visit South Okanagan campaign from Destination BC for 4th year.

Major TV National Television Campaigns on Global, Rogers & Shaw

950 attendees at our annual TRUE Tourism Expo (19% increase over previous year)

Success of new videos: How to Say Penticton & Where is Penticton?

Value of tourism assessment including a Penticton Tourism Dashboard

New CRM Database and improved invoicing for membership

Indigenous Grants received for staff training and content development

Staff and member training with Anona Kampe on the Okanagan Creation Story and Okanagan Protocols Session
and staff attendance at Working Effectively with Indigenous Peoples Training



2023 ADVERTISING & MARKETING

Our strategy for 2023 was to continue amplifying our core marketing pillars, as outlined in our 5-year Strategic Plan: Fuel Free...Almost, Daily Special (Culinary), Outdoor Adventure and Iconics. Geographically we concentrated our efforts within those key markets which are home to the majority of annual visitors (Vancouver and the Lower Mainland & Calgary), and we also ran a several significant national campaigns with Rogers Media, NG Media, Bell Media and Global Television.

FUEL FREE...almost Focus

Globe & Mail National Spring Campaign

Sponsored article about big outdoor adventures and small carbon footprints in Penticton.

Online: 6,834,000 audience reach | \$229,668 AVE

Print: 761,000 readership

Article: 12,317 page views | 12,067 social engagements

Banner Ads: 2,351,030 impressions | 12,886 clicks | 61 web referrals

Rogers Media International Spring Campaign

Sports Commentator, Caroline Cameron presented Fuel Free videos
174,52 impressions | 52,409 engagements | 31,208 thruplays

CTV News Calgary National TV Campaign

7 'Discover Series' commercials promoting Foot, Pedal, Paddle, Wineries, Craft Beer and Culinary and Winter Travel.

Audience reach 1,104,439 per commercial | AVE: \$259,220

82 member highlights. CTV liked these segments so much, they ran bonus airings of them for no charge on the 'Best of Morning Live' on stat holidays.

NG Media National Spring PSA Campaign

Fuel Free...Almost Penticton, BC. Ran mid April through to mid June.

Featured on specialty channels such as TLC, CNN, MSNBC and A&E.

Received 21,688 airings on Rogers and Telus.

Global TV Province-wide Spring Campaign (with US spill)

Paid for 81 guaranteed spots and received 348 spots - over \$17.2k in additional value. Reached an audience of 2.3 million in Vancouver & Lower Mainland and over 244,000 in Northern BC. Featured on Clare Newell's Travel Best Bets which directed to the packages page on the visitpenticton.com website - page impressions were 40% higher than same period last year.

Vancouver is Awesome Spring/Summer Digital Campaign

Sponsored article about how Penticton is emerging as B.C.'s hidden gem for sustainable summer travel.

Article: 1,086,000 audience reach | \$36,237 AVE | 869 reads | 89 clicks

Facebook/Twitter: 34,002 impressions | 1,993 clicks | 60 engagements

News Letter: 14,380 opens | 112 clicks

Banner ads: 103,268 impressions

@visitpenticton | #visitpenticton | www.visitpenticton.com

DISCOVER BC's Outdoor Adventure Capital

Located in the Okanagan Valley in British Columbia's interior, and one of just two cities in the world situated between two lakes, you'll find a mecca of outdoor adventure in Penticton!

From rock climbing, hiking, and biking, to paddling, kitesurfing, and golfing —it's all here.

After a day of adventure, reward yourself at one of the over 80 wineries, 8 craft breweries, or cideries and distilleries. Plus, Penticton is home to world-class dining, with the culinary scene offering local farm-to-table ingredients.

VISIT
Penticton



What are you waiting for?

Plan your trip now at
www.visitpenticton.com

Narcity National Campaign

Sponsored article about Penticton being the perfect car-free Summer escape.
Online article: **5,984,000** audience reach | **\$200,044** AVE | **2,744** reads
350 clicks | **11.02%** CTR
Social Media: **93,424** impressions
Banner ads: **132,032** impressions

CW Media Province-wide Campaign

1/2 page ads in Vancouver Magazine, Western Living & BC Business plus online article on BCLiving website and dedicated eBlast listing
65,000 distribution | **320,000** readership

Highway 97 Billboard

Replaced the vinyl signage for metal printed plates to enhance the lifespan and updated the design to feature our Fuel Free...Almost messaging

Bell Media International Summer/Fall CPC Campaign (Jun-Oct)

Geo-targeting BC, Alberta, and Washington with a focus on Summer and Fall vacations with Fuel Free...almost messaging.
2,7908,910 impressions | **5,854** clicks | **0.23%** CTR (ind. av. 0.05 - 0.10%)

BC Living

Online promoting Penticton as the ultimate sustainable Summer getaway.
1,033 page views | **52,300** social media impression | **1,419** engagements **2.7%** engagement rate. Article was also shared in the BC Living eNewsletter sent to **19,765** subscribers | **9,685** opens (49% open rate) | **24** ad clicks

Social promotion of Michael Newman Global TV videos

16 Facebook ad placements including reels targeting active travellers across Canada.
156,907 impressions | **157** link clicks | **151,043** thruplays (individuals who watched the video for 15 seconds or more)

NARCITY

Penticton BC Is The Perfect Car-Free Summer Escape & Here Are 7 Activities To Prove It

The perfect sunny destination to explore by foot, pedal or paddle.



Kianni Reynolds-Lewis
Sponsored Content Contributing Writer

May 08, 2023, 11:28 AM



Culinary Focus

BC Food & Wine Radio

Heard **34 times weekly** in **20 BC radio markets**. Ongoing interviews with Anthony Gismondi and 30-second ads played **3,500 times** over the year. Messaging is regularly updated to reflect seasonal/promotional focus.

Penticton Ale Trail Brochure

Assisted with the review of the new layout and added to VisitPenticton website and social channels.
349 page views



**MAKE PENTICTON
THE HUB OF YOUR
SOUTH OKANAGAN
WINE TOURING
VACATION.**

Penticton is perfectly and centrally located just a 20-minute drive from over 80 wineries and 3 incredible wine areas: Naramata Bench, Summerland's Bottleneck Drive and Skaha Lake Okanagan Falls' Heart of Wine Country.

For information on wineries, wine tour companies, where to stay, the incredible selection of local dining options, upcoming festivals and events, and everything else there is to explore in Penticton, be sure to visit www.visitpenticton.com

**VISIT
Penticton**



VISITPENTICTON.COM

Edible Magazine Vancouver Province-wide Campaign

1/2 page in April Touring Guide and 1/2 page in May/June, Jul/Aug and Sept/Oct issues, promoting Penticton as the ideal hub for a South Okanagan wine touring vacation.
Copy and images were updated throughout the campaign to reflect the specific season being promoted.
20,000 copies of Touring Guide | **30,000** copies of bi-monthly Magazine

Penticton Ale Trail Sponsored Contest with CurioCity Vancouver

Partnership with BC Ale Trail and 8 Penticton craft breweries.
Article: **499** reads | **99,330** Instagram impressions | **4,451** Instagram engagements
Contest: **46,397** impressions | **3,884** engagements | **35,206** newsletter opens | gained **443** new Instagram followers in one week (**2.6%** growth)

BC Food & Wine Trails National Campaign

Full page ad and editorial in May/Jun, Jul/Aug & Sep/Oct issues.
100,000 copies distributed annually to food and wine lovers across BC and Alberta

The Globe and Mail National Fall Campaign

Sponsored article promoting Fall harvest flavours and outdoor adventure.
6,834,000 Audience Reach | **\$231,275** AEV | **14** Member highlights
7,356 page views | **95,630** discovery impressions | **682,841** banner ad impressions | **12,330** sponsor content brand impressions | **464,757** social impressions | **7,406** social engagements | **\$43,996** additional value

Soar Magazine —Pacific Coastal Airlines

Full page ad in Jul/Aug issue with QR code promoting wine touring in conjunction with an article feature on TIME Winery & OROLO Restaurant
4.1 million visitors and **15 million** page views per month across 75 websites.

Summer Dining & Patio Blog Post

Customized blogs created by the Travel Penticton team posted to Visit Penticton website and boosted through targeted social media posts.
4,800 website views

Brewery Promo: **23,150** impressions | **697** engagements | **574** clicks Winery Promo: **29,481** impressions | **714** engagements | **611** clicks
Restaurant Promo: **22,412** impressions | **5,529** engagements **782** clicks

Outdoor Adventure Focus

Rogers Media International TV, Audio, CPC Campaign

Penticton Outdoor Mecca of Adventure 1 minute commercials and 15-30 second digital video ad spots.
Total Campaign: **148,702** impressions | **86** clicks | **485** conversions
Display Ads: **81,377** impressions
Video: **27,521** video completions | **86.4%** completion rate
Digital Audio: **27,617** ad completions | **97%** listen through rate



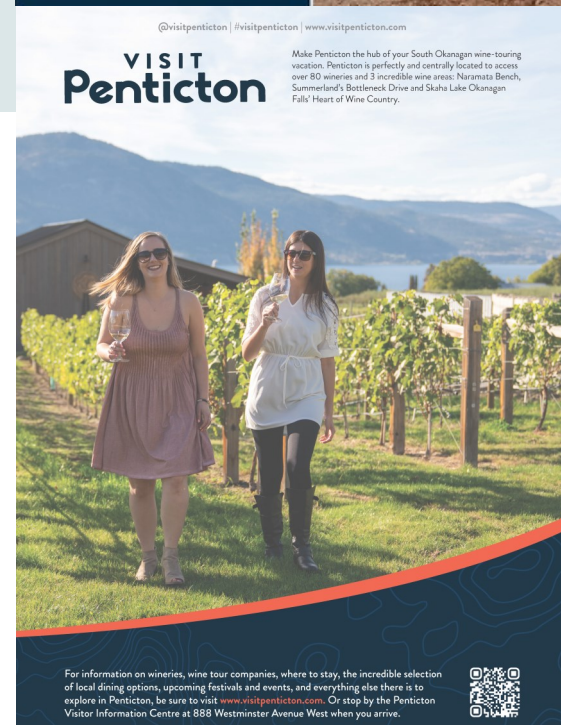
MAKE PENTICTON THE HUB OF YOUR SOUTH OKANAGAN WINE-TOURING VACATION.

Penticton is perfectly and centrally located just a 20-minute drive from over 80 wineries and 3 incredible wine areas: Naramata Bench, Summerland's Bottleneck Drive and Skaha Lake Okanagan Falls' Heart of Wine Country.

For information on wineries, wine tour companies, where to stay, the incredible selection of local dining options, upcoming festivals and events, and everything else there is to explore in Penticton, be sure to visit www.visitpenticton.com

VISIT PENTICTON

www.visitpenticton.com



VISIT PENTICTON

Make Penticton the hub of your South Okanagan wine-touring vacation. Penticton is perfectly and centrally located to access over 80 wineries and 3 incredible wine areas: Naramata Bench, Summerland's Bottleneck Drive and Skaha Lake Okanagan Falls' Heart of Wine Country.

For information on wineries, wine tour companies, where to stay, the incredible selection of local dining options, upcoming festivals and events, and everything else there is to explore in Penticton, be sure to visit www.visitpenticton.com. Or stop by the Penticton Visitor Information Centre at 888 Westminister Avenue West when you arrive.

www.visitpenticton.com

[@visitpenticton](https://www.instagram.com/visitpenticton) | [#visitpenticton](https://www.facebook.com/visitpenticton) | www.visitpenticton.com

QR code

Bell Media International Spring CPC Campaign (Apr-May)

Geo-targeting BC, Alberta and Washington with a focus on outdoor adventure and activities.

895,399 impressions | 1,583 clicks | 0.25% CTR (ind. av. 0.05 - 0.10%)

Explore Magazine National Spring Campaign

1/2 page ad in March issue promoting year-round outdoor adventures.

Print article: 72,850 readership | 15,500 copies

Online article: 29,722 impressions | 2:43 average time on page

ENewsletter: 261,088 impressions | 40 clicks

Social Media: 4,471 impressions | 63 engagements

Website banner ads: 99,526 impressions | 0.06% CTR

Inside Motorcycles National/US Campaign

Full page ad in 3 issues, editorial spotlight and 12 months of banner ads on website, promoting Penticton as an ideal hub for motorcycle touring.

65,000 motorcyclists reached through magazine readership.

Digital banner ads: 69,648 impressions | 44 clicks | 0.07% CTR

Website reaches 84,000 visitor annually with 14,000+ minutes spent on the site each month.

Swagman Mountain Biking Contest

As the new official sponsor the Swagman Logo and website link was added to our Fuel Free...Almost web page and we received 2 x \$300 gift card to present to contest prize winners.

Daily Hive National Campaign

Sponsored article highlighting why Penticton is an outdoor lover's dream come true (featured in Vancouver, Calgary & Edmonton editions)

1,954,284 audience reach | \$54,370 AVE | 3,001 reads (ind. av. 1,500)

121 clicks | 4.03% CTR (ind. av. 2-3%) | 81,059 Facebook impressions

1,699 Facebook engagements | 17,685 Twitter impressions

14,042 Instagram impressions.

BlogTO National Campaign

Sponsored article highlighting must-do outdoor adventure activities.

Audience Reach 4,247,000 | AVE \$144,478

Motorcycle Mojo National Print Ad Campaign

Full page in April and Jul/Aug issue plus editorial.

59,723 readership per issue | 76 website referrals from QR code

MBTA Provincial Co-op Campaign (Penticton, Kelowna Vernon)

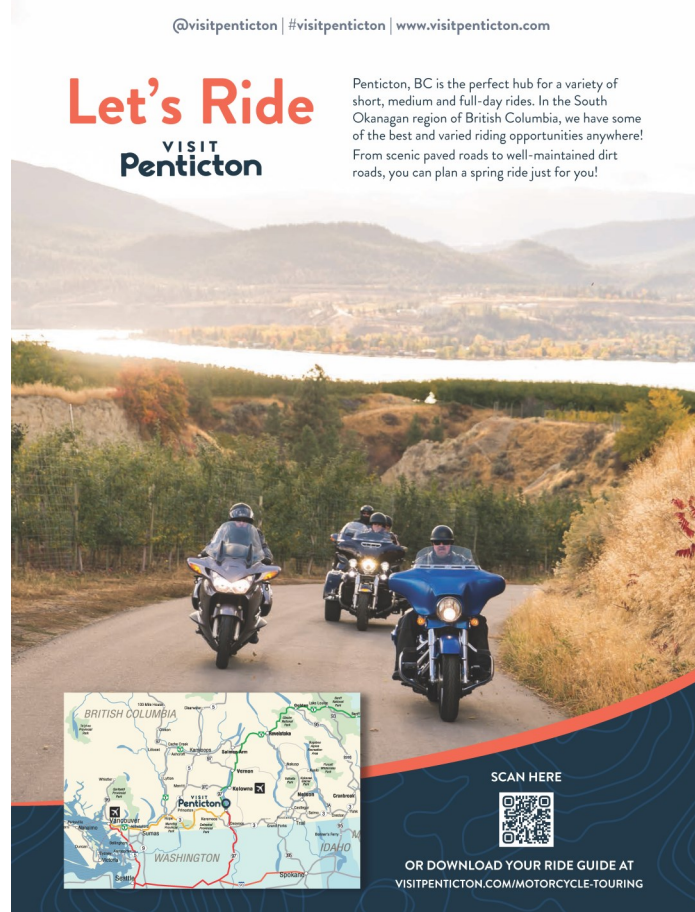
2.3 million impressions | 40,236 ad clicks | 761 conversions | 1.89%

conversion rate | \$28,526 campaign value for \$7,000 contribution

The Loam Ranger

(Beth & Ryan) who shot a Penticton Mountain Biking video.

They have 383,000 subscribers on their YouTube channel and 25,400 Instagram followers | 34,968 video views to date



Let's Ride
VISIT
Penticton

Penticton, BC is the perfect hub for a variety of short, medium and full-day rides. In the South Okanagan region of British Columbia, we have some of the best and varied riding opportunities anywhere! From scenic paved roads to well-maintained dirt roads, you can plan a spring ride just for you!

SCAN HERE

OR DOWNLOAD YOUR RIDE GUIDE AT
VISITPENTICTON.COM/MOTORCYCLE-TOURING



Vancouver Is Awesome Fall Digital Campaign
Sponsored article highlighting Fall outdoor adventures in Penticton
Article: 1,086,000 audience reach | \$36,752 AEV | 515 reads | 60 clicks
Facebook/Twitter: 57,031 impressions | 808 clicks
News Letter: 14,614 opens | 41 clicks
Banner ads: 40,110 CPC impressions

Explore Magazine National Fall Campaign
Branded article, banner ads, eNewsletter inclusion and social posts with a focus on Fall hikes and dining.
Article: 10,804 reads | 00:03:25 av. time on page
Banner ads: 64,522 impressions | 0.07% CTR
eNewsletter: 86,300 sends | 20 engagements

Global TV Province-wide Fall Campaign (with US spill)
Ads playing in Vancouver, Lower Mainland, Vancouver Islands, Prince George and Northern BC, as well as on BC1 24hr News Channel. Paid for 103 guaranteed spots received 599 spots (additional \$19.7K value).
TV Commercials: 2.8 million audience reach
Social Media Boosted Posts: 5,055 impressions 77 engagements
72,922 thru plays

Swagman Mountain Biking Blog Posts

Swagman’s Backyard Ride Guide: Campbell Mountain
Website: 708 views
Social media: 128,174 impressions | 1,185 engagements
Swagman’s Backyard Ride Guide: Wiltse
Website: 492 views
Social media: 30,921 impressions | 404 social engagements
Swagman’s Backyard Ride Guide: Skaha Bluffs
Website: 304 views
Social media: 30,624 impressions | 342 social engagements
Swagman’s Backyard Ride Guide: Three Blind Mice (Flow)
Website: 393 views
Social media: 97,327 impressions | 3,408 social engagements
Swagman’s Backyard Ride Guide: Three Blind Mice (Tech)
Website: 338 views
Social media: 99,731 impressions | 385 social engagements

VANCOUVER IS AWESOME

Home | Sponsored
SPONSORED CONTENT
This content is made possible by our sponsor's contribution and does not necessarily reflect the views of the advertiser(s).

Extend your summer celebration with outdoor adventures abound in Penticton

While summer is its busiest season, Penticton offers many fantastic opportunities for travellers year-round, with beautiful warm weather to enjoy summer activities well into fall.



Photo: Visit Penticton

Visit Penticton
BC's family-friendly place to play!

Spring is in the air and summer can't be far behind... what a great time to start planning a western vacay! High on the must-go destination list, we find the charming city of Penticton, British Columbia. Nestled between two sparkling lakes, surrounded by rolling mountains, Penticton is a true charmer - right in the heart of the South Okanagan Valley.

Getting there is a breeze, with direct flights from the GTA into Kelowna airport, just an hour's drive north of Penticton. If you're flying into Calgary or Vancouver, flights from there will take you directly to Penticton Regional Airport.

Penticton is a special place for a bevy of reasons, according to Paige Schulz, Marketing Manager for Visit Penticton. She shares, "Our location is ideal. There are other cities and areas in BC and in the Okanagan that are similar, and you can do some of the same things, but you'll have to drive 30 minutes to get to them... you're always driving. Whereas Penticton is so compact. In fact, we have a program called 'Fuel Free Almost'. The focus being that when you get here, you can park the car and explore. You don't need to drive - it's easy to walk or hop on a bike or rent an e-bike, we even have kayak wine tours, where you paddle across the water and then go for a wine tasting." - www.visitpenticton.com

Revel in the great outdoors
As a year-round adventure destination, Penticton never fails to impress. From hiking and biking to rock climbing,



kayaking and the lake-to-lake channel float, this outdoor playground is just waiting to be explored. Keep your camera close at hand, as you're bound to discover beautiful viewpoints, with a backdrop of sparkling lakes, forested vistas or granite cliffs to highlight your outdoor adventures.

Beautiful beaches and calm waters are part of Penticton's DNA. Okanagan and Skaha beaches feature nearly 15 acres of premium, sandy shores and swimming areas, and offer fun outdoor activities around throughout the year. For golfers, the season begins early and plays late - often from February to December.

In April, the orchard and vineyard blossoms are a delightful sight, heralding the upcoming season of fresh, farm-to-table bounty that can't be beat. You'll be spoiled for choice at the Penticton Farmers' Market, along with a large selection of fruits stands, u-pick, farms and other markets to satisfy your seasonal cravings. Adding to all its other attributes, Penticton boasts an incredible culinary scene and 80+ wineries, 8 craft breweries, 2 cideries and 3 distilleries all within easy walking or biking distance of the downtown core.

Paige notes, "Our downtown core is very quaint with lots of wonderful local shops and art galleries, as well as the Farmers' Market. It opens in April for the season, and nothing is more produced, it has all handmade local products and delicious fresh produce."

Trail blazing on the Okanagan Trestles
Mark the date. On July 7th, you're invited on a cycling tour along the historic Kettle Valley Rail Trail starting at the famous Myra Canyon, Kelowna and finishing at the

Penticton Lakeside Resort. This fun, non-competitive 80 km event begins with 18 trestles and two tunnels and a flat profile for the first 30 km then a 2.2% decline to Penticton. For a shorter journey, the 40km route starts at the half-way point "Chute Lake" and goes through Rock Oven Regional Park, Nanamata Beach Vineyards to Penticton, where you'll be greeted with live music, bbq, beer, wine, cider and more. <https://www.visitpenticton.com/okanagan-trestles-tour/>

Ready to compete? IRONMAN Canada returns
Penticton is thrilled to welcome back IRONMAN Canada in August 2024! Athletes from around the world come to Penticton to race this iconic triathlon event that begins with a cool, 3.8KM single-loop swim in Okanagan Lake and transitions to a 180KM bike through the picturesque Okanagan Valley. The last leg of the race will be a high energy 42.4KM run through the heart of Penticton, ending with glorious applause at the spectator-lined finish line.

As the birthplace of IRONMAN Canada, the Penticton community is well-known for hosting IRONMAN events and anticipated turnout is high. Visitors are encouraged to book their accommodation in advance. Whether you're actively participating or spectating, it's sure to be an exciting experience! <https://www.visitpenticton.com/ironman-canada/>

Pack your bags
Generations of visitors to Penticton have been inspired by the city's welcoming spirit. Now it's your turn to enjoy sipping, strolling, shopping and cycling to your heart's content! Whether you're planning a romantic getaway, wine and spa experience, railway adventure or family vacation, there is a Penticton travel package just for you. Why wait? Browse for special discount offers on tours and experiences at <https://www.visitpenticton.com/packages/>

Let the Fun Begin!

When it comes to family adventures, here are 7 great spots to make everybody smile 😊

Local Land Adventure Park: A Penticton favourite, featuring Balfour - the largest outdoor inflatable park in Canada! <http://www.locallandadventure.com/>

Goats@Farm: Fun for all ages. Interact and cuddle with the adorable goats and learn for yourself about their diverse personalities. <http://www.goatsatfarm.com/>

Hoodoo Adventure Company: Bikes, hike, climb and paddle. Shuttles, rentals, tours and events - this is your one-stop shop for adventure in the Okanagan. <https://www.hoodooadventures.ca/>

Linden Gardens and the Frog City Café: Enjoy organic coffees, high-quality loose-leaf teas, and fresh baked goodies, while surrounded by gorgeous flowers and stunning trees. Oh, and don't forget the goats! <https://www.lindengardens.ca/>

Kettle Valley Steam Railway: All aboard for a ride on a restored 1912 steam locomotive train. The 16 km tour includes a view of Okanagan Lake from Trout Creek Trestle Bridge - 238 ft above the canyon floor! <https://www.kettlevalleysteamrailway.org/>

ZipZone Peachland: Canada's Highest Freestyle Zip Lines. Six of the highest, longest, fastest, most epic zip lines in the country, crisscrossing the breathtaking Deep Creek Gorge. <https://zipzone.ca/>

Penticton Speedway: Buckle up, race fans - this season promises to be bigger, bolder and more exhilarating than ever before. <https://www.pentictonspeedway.com/>

Iconics Focus

Bell Media International CPC Winter Campaign (Jan-Mar / Nov-Dec)
Geo-targeting BC, Alberta, and Washington with a focus on Winter vacations (November also included Fall promotions)
2,355,030 impressions | 5,082 clicks | 0.16% CTR (ind. av. 0.05 - 0.10%)

NG Media National Winter PSA Campaign

Fall in Love with Winter in Penticton
8 week run time across specialty channels such as TLC, CNN &, MSNBC
36,658 airings. Supported with boosted posts on Facebook & Instagram
68,306 impressions | 15,715 thru plays.

Vancouver is Awesome Winter Digital Campaigns

Two sponsored articles about winter activities in Penticton in January/February and November/December
Articles: 1,086,000 audience reach | \$63,423 AVE | 2,229 reads | 324 clicks
Facebook/Twitter: 84,182 impressions | 3,618 clicks 69 engagements
Newsletters: 29,179 newsletter opens | 88 clicks
Banner ads: 57,301 impressions.

DailyHive

5 exciting things to explore in Penticton for the ultimate winter vacation
Branded article and contest with bonus IG post throughout Vancouver, Calgary and Edmonton.
Article: 1,833 reads (industry av. 1,500) | 7.8% CTR (industry av. 2-3%)
Social Media: 479,563 impressions | 2,404 engagements | 99 web referrals
DailyHive website receives 6 million unique visits and 17 million page views each month from across Canada.

Stingray Winter Contest

Radio contest promoting winter travel. Ran from early December to mid January on 104.3 The Breeze targeting 425,000 weekly listeners in Vancouver and area.
Entries: 432 website referrals

NowMedia Contests

Spring & Winter Penticton vacation packages promoted through Prince George, Victoria, Kamloops, Vernon and Kelowna NowMedia news and social media channels
4,196 article reads | 2,840 entries | 45 website referrals | 1,484 newsletter signups

How to Say Penticton / The Always Place Videos

Video produced in collaboration with Anona Kampe of the Penticton Indian Band.

Facebook: 225,920 impressions | 55,000 views | 724 engagements
Instagram: 15,477 reach | 17,166 views | 939 engagements
YouTube: 755 views

Where is Penticton? Video

Produced two videos - one for Visit Penticton and one for Meet in Penticton.
The MiP video feature some different clips specific to a MICE audience.
Facebook: 35,906 impressions | 49 link clicks | 5,262 thru plays
YouTube: 821 views



Castanet Penticton Beer Week Contest

Vacation package promoted on all Castanet channels.

4,196 article reads | 1,323 entries | 507 newsletter sign ups

Curiosity Contest

Partnership with South Okanagan Events Centre to promote Young Star Classic in Vancouver, Calgary and Edmonton (Toronto added in for free).

715 New Instagram followers | 153,386 impressions | 5,590 engagements

NowMedia Penticton Beer Week Contest

Beer Week vacation package promoted to Prince George, Victoria, Kamloops, Kelowna and Vernon NowMedia news and social channels

Article: 4,106 reads | 1,478 contest entries | 1,168 newsletter sign ups

Social media: 47,267 impressions | 4,521 TikTok video views

eNewsletters: 127,957 opens | 1,721 clicks

Castanet 'Four Seasons of Fun' Regional Campaign

Sponsored articles published every Monday.

2,263,182 views | 141,517 story clicks | 29,058 mobile clicks

7.5% CTR (0.5% is considered a good)

341 member/tourism partners mentions

TOTO: Travelling OUT in the Thompson Okanagan

A cost share agreement with Destination BC for a co-op marketing campaign between Penticton, Kelowna, Osoyoos, Vernon & Kamloops to build an LGBT+ focused website and encourage LGBT+ visitors to the region.

Featured on Global News

15,034,000 audience reach | \$511,440 AVE

The project runs from April 1, 2023 to March 31, 2024.

South Okanagan Events Centre Contest

Partnered with SOEC to giveaway 2 tickets to Shaggy & TLC &

\$100 gift certificate

3,607 entries

Visit Penticton Blog Posts

Winter Wonderland: A guide to vacationing in Penticton - 1,881 views

Family Day Weekend 2023 in Penticton - 1,078 views

Plan your 2023 Spring Break Family Getaway in Penticton - 1,140 views

Beer T-shirts 30% off for Okanagan Fest of Ale 2023 - 721 views

Celebrate Mother's Day 2023 with a Penticton Getaway - 2,613 views

Your Penticton Summer Bucket List for September 2023 - 1,319 views

Penticton: Raising the Bar as Canada's Craft Beer Capital - 409 views

Celebrate Penticton Beer Week with up to 40% off Beer Shirts - 819 views

Plan Your Next Couple's Getaway in Penticton this Winter - 170 views

Plan your 2023 Holiday Party in Penticton - 1,276 views

Holiday Gift Guide with Poplar Grove Winery - 449 views

Shop the Visit Penticton 2023 Holiday Sale - 1,516 views

2023 Holiday Markets in Penticton this December - 668 views

45 Unique Local Gifts to Give this Christmas - 877 views



2023 CONSUMER SHOWS

Our aim is to attract outdoor adventure and travel enthusiasts from key regional markets by showcasing Penticton as an outdoor adventure destination of choice, using a combination of unique branding/messaging (Fuel Free...Almost), contesting and face-to-face interactions.

Vancouver Outdoor Adventure & Travel Show

- 15,300 attendees
- 500+ visitor interactions
- 270 contest entries | 328 newsletter sign-ups

Calgary Outdoor Adventure & Travel Show

- 13,200 attendees
- 350+ visitor interactions
- 139 contest entries | 167 newsletter sign-ups

Vancouver/West Coast Wellness Shows

- 20,750 attendees across both shows
- Partnered with Wellness Travel BC, providing guides and Fuel Free flat sheets and decals to hand out
- Put together the grand prize for the West Coast show and received \$5k promotional value: 1,401,434 social media impressions
- 12,726 emails sent (68% open rate)
- 166 contest entries | 449 newsletter sign-ups



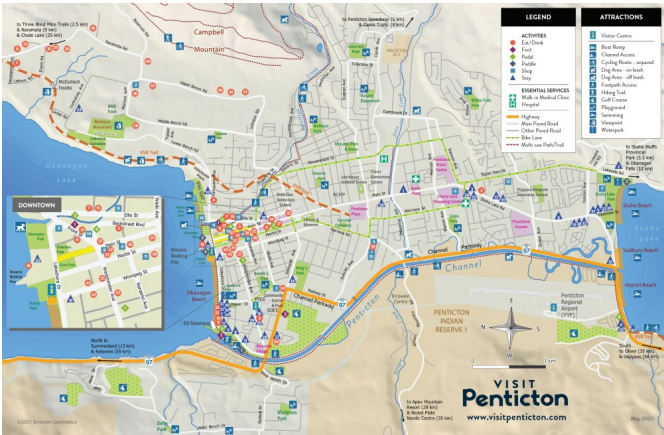
2023 IN-MARKET PROMOTIONS

After reviewing the previous year’s results, we decided to continue with the new strategic direction for our annual Experience Guide. All advertising and references to specific dates have been removed to ensure ongoing relevance of the information contained in the guide as well as increasing its overall shelf life.

- 35,000 copies of our Experience Guide were printed
- Delivered directly to 100+ local & regional businesses
- 7,300 directly drop-shipped to 48 Visitor Centre locations across BC
- 144 scans of QR codes printed in the guide
- The guide is also published on the Visit Penticton website via ISSUU
- 5,514 impressions | 637 reads | 50 downloads
- 30,000 tear-away maps printed (600 pads of 50 maps)

Delivered to local businesses for distribution to in-market visitors and guests including: hotels/motels/vacation rentals, restaurants, tour operators, wineries, breweries and other activity providers.

The tear-away map is published on the Visit Penticton website via ISSUU 3,501 impressions | 505 reads | 39 downloads



2023 DIGITAL & ONLINE

Visit Penticton Website

As shown through our KPIs (page 37) our website remains an extremely popular channel for visitors and is where all advertising traffic is directed to. Our marketing team constantly update content, post events, and create blogs to appeal to a broad consumer base, encouraging them to stay longer, visit our members businesses and enjoy our iconic tourist attractions.

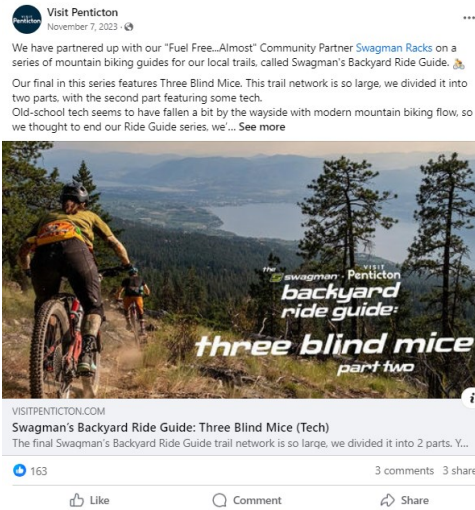
- Optimized site for mobile and ADA compliance
- Redesigned the homepage with help of Tambellini, which will allow us to make edits without requiring third-party assistance
- Created new pages to promote, Kettle Valley Rail Trail, Rock Climbing and Endurance Training
- Designed and published new CrowdRiff galleries and stories to enhance the visitor experience.
- 335,660 Unique Visitors (49% increase over 2022)
- 711,754 Page Views (33% increase over 2022)
- 1,534,674 Impressions on Member Listings (30% increase over 2022)

Paid Social Media

Facebook/Instagram

The Meta Business Suite allows us to efficiently schedule and monitor the performance of our social media ads. In 2023 we ran 300 paid social media ads for a total investment of \$7,373.54
887,772 reach | 3,073,099 impressions | 19,142 clicks | \$0.39 cost per click (median CPC across all industries is \$0.40)

We are also able to view a breakdown of the age and gender distribution for each ad giving us valuable insights as to what is resonating most with specific groups. Armed with this information we are able hone the messaging of future campaigns to more effectively target specific demographic market segments.



Google Ads

Google is by far the most popular search engine, with a 91.58% market share and running ads on this platforms allows us to reach the largest possible audience. In 2023 we received **1,691,259** impressions | **21,936** clicks | 1.30% CTR (av. 0.35%) 4,445 conversions | 20.26% conversion rate (av. 0.55%)



Email Marketing

We continue to use Constant Contact to produce, schedule and monitor consumer emails sent to almost 40,000 contacts across Canada and the US. 951,053 emails delivered | 33.5% open rate | 1.1% click rate (on par with industry standards)

Organic Social Media

Organic content is perceived to be more genuine by perspective visitors and is also an effective way to encourage members, stakeholder and visitors to share authentic experiences and engage with our posts.

A further benefit of organic content is it can be created and manipulated in an extremely timely fashion, allowing Travel Penticton to adjust our marketing messaging according to external factors that cannot be anticipated.

The flexibility of organic content also allows to promote members and events at the most opportune and impactful times. We have invested in technology to allow the capture of quality video and still images without having to rely on third party providers. This means our team can be ready at a moments notice to be on location creating inspiring content for our audience and we are seeing the results through our increase in followers.

Using Hootsuite we are able to efficiently schedule and monitor the performance of both our paid and organic social media activity. On Facebook organic content accounts for approximately 70% of our overall reach of 1,429,977.

The images to the right show the best performing posts from our three main social media channels. Facebook is by far the channel we see the most engagement from, but we continue to enhance our presence on Instagram and Twitter. Where appropriate we also share content on LinkedIn on our Travel Penticton and Meet in Penticton pages.

	Followers 2022	Followers 2023	Growth
Facebook	11,788	12,625	7.1%
Instagram	15,662	18,998	21.3%



Google Ads Grant

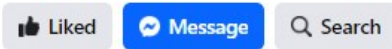


As a registered non-profit society, Travel Penticton was able to secure free Google advertising with a \$10,000 per month value through the Google Ad Grants Program. The program is managed by one of our trusted suppliers, Navigator Multimedia. In 2023 we received: 268,706 impressions | 47,137 clicks | 17.54% CTR (av. 0.35%) 9,661 conversions | 20.50% conversion rate (av. 0.55%)



Visit Penticton

12K likes • 14K followers



2023 MEDIA DEVELOPMENT

Media Trips

Seattle Media Trip in March

Pre-arranged meetings with prominent travel writers. Presented gift packs containing t-shirts, maple syrup from Maple Roch and Naramata Bench wines.

Kristin Bacon - Sip Northwest
 Crai Bower - Freelance Journalist
 Dan Clapson - Freelance Food Writer and Cookbook Author
 Natalie Compagno & Greg Frietas - Seattle Magazine
 Allen Cox - Editor in Chief Northwest Travel Magazine
 Julia Duin - Freelance Journalist and Author
 Ana Knauf - Assistant Features Editor Seattle Times
 Minah Oh - Freelance Food, Travel and Nature Writer



[View more on Instagram](#)

Hosting Media Writers

Matthew Bailey - Founder & Creator of Must do Media (partnership with TOTA, Tourism Oliver and Destination Osoyoos)

Dined at Brodo, Petrsek, Wayne & Freda, Sushi Genki, Bear's Den
 Enjoyed tastings at Barley Mill Brew Pub, Neighbourhood Brewing
 Experienced an E-bike tour

Alexandra Gill - Globe & Mail Journalist

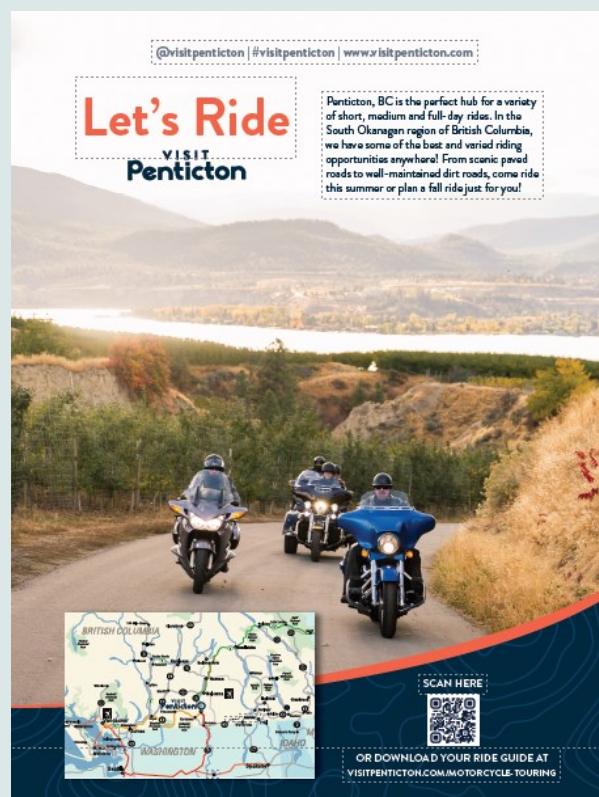
Stayed at Pentiction Lakeside Resort
 Dined at Elma and Wayne & Freda

Mina Oh - Digital Creator & Travel Writer and Adam Sawyer, who we met with during our Seattle Media Trip in March.

Stayed at Kettle Valley Beach Resort
 Dined at Sociale, Orolo, Poplar Grove Winery, Cannery Brewing, Wayne & Freda, The Bench Market
 Enjoyed tastings at La Petit Abeille, Tightrope Winery, Abandoned Rail Brewing
 Experienced Cherry on Top Shake Shack, eBike Touring with rentals from Pedago, Kayak tour with Hoodoo Adventures

Laura Ullock, Digital Creator of Vancouver's Best Food and Fun

Stayed at Kettle Valley Beach Resort
 Dined at Sociale, Orolo, Elma, Wayne & Freda, The Bench Market
 Enjoyed tastings at Creek & Gully, Abandoned Rail Brewing
 Experienced Cherry on Top Shake Shack and an eBike touring with rental from Pedago.



Colleen Seto prominent Calgary based freelance writer & her family.

Stayed at Bowmont Motel
Dined at Loki's Garage, Hooded Merganser and Tratto
Experienced Cherry on Top Shake Shop, Loco Landing, and
a family bike rental from Penticton Bike Rentals

Rod Phillips Ottawa based wine writer and author.

Stayed at Penticton Lakeside Resort
Dined at Orolo Restaurant & Cocktail Bar

Ann Kim-Dannibale from National Geographic, **Joanne Sasvari** a Vancouver based freelancer and **Greg Tasker** a Michigan based freelancer

Stayed at Penticton Lakeside Resort
Dined at Orolo, Wayne & Freda and The Bench Market
Enjoyed tastings at Chronos and Hillside
Experienced an eBike ride with rentals from Pedago

Amy Eckert a US based freelance writer

Stayed at Penticton Lakeside Resort
Dined at Kin & Folk, Elma, Wayne & Freda
Enjoyed tastings at Abandoned Rail Brewing & Little Engine
Winery and Poplar Grove Winery

Articles from hosted & pitched media writers

Published in Sharp Magazine by **Adam Bisby**
(Hosted Feb 2019)

Have the Mountain All to Yourself at These Canadian Ski Destinations
Audience Reach: 76,417 | AVE: \$2,552

Published on 7X7 by **Kristin Conard**
(Hosted Sep 2022)

Okanagan Valley: The British Columbia Wine Region You Need to Know
Audience Reach: 194,795 | AVE: \$6,623

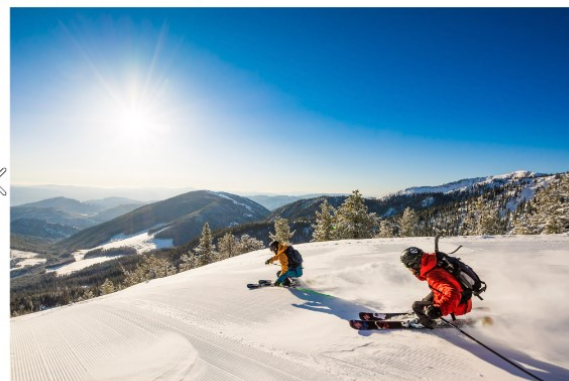
Published on You Tube by **Matt Bailey** of Must Do Media
(Hosted Feb 2023)

OKANAGAN ROAD TRIP in Penticton, Oliver, and Osoyoos
(Winter Road Trips in Canada)
92,900 subscribers | 3,335 views | 205 likes

Published on Skyscanner Canada by **Caleigh Alleyne**
(Met in Toronto Apr 2022)

11 amazing places to visit in Canada for a summer vacation
Audience Reach: 224,000 | AVE: \$7,537

Apex Mountain Resort, B.C.



A 30-minute drive from Penticton on the west side of winery-lined Okanagan Lake, **Apex** combines sunny skies with an average of 600 centimetres of snow each winter. Beginner and intermediate runs abound, with double-black chutes and glades testing the skills of even the most experienced skiers and riders. No skills are required for the resort's undulating Tube Park, while a kilometre-long skating loop through a picturesque pine forest provides a leisurely option for anyone taking a break from the slopes. The 56 cross-country skiing trails, meanwhile, add to Apex's active, outdoorsy vibe.

Where to stay: The resort's boutique (and pet-friendly) namesake lodge offers 10 ski-in/ski-out rooms of varying configurations, along with a self-contained (and fireplace-equipped) four-bedroom suite.

Where to apres: Just when you think the two-level Gunbarrel Saloon is just another extremely lively ski bar, someone orders its trademark Gunbarrel Coffee and out comes a shotgun, the barrels of which guide flaming Grand Marnier into a sugar-rimmed goblet of coffee, brandy, and creme de cacao.

Pass privileges: Indy Pass holders receive two free days at Apex with no blackout dates.

Photos courtesy of redresort.com (Ryan Flett and Ashley Voykin), Le Massif, Adam Bisby, Marmot Basin, Sun Peaks, Marble, Apex, Panorama, Resorts of the Canadian Rockies, Owl's Head, and Marriott Hotels & Resorts





VISIT Penticton

PLAN YOUR
WINTER ADVENTURE!

Published in **Vancouver Sun** by Lisa Kadane
(Hosted Aug 2020)

Beer and spirits causing a brouhaha in wine country

Audience Reach: 224,000 | AVE: \$7,537

Published on **Vancouver is Awesome** by Elana Shepert
(Hosted Jul 2021)

Floating season: 5 stunning lazy rivers to float down in B.C.

Audience Reach: 1,086,000 | AVE: \$36,917

Ready for a dip? 10 jaw-dropping B.C. lakes that will take
your breath away

Audience Reach: 1,086,000 | AVE: \$36,923

Published on **Traveling Canucks** by Cam & Nicola Wears
(Aug 2021 planned Fam was cancelled due to travel re-
strictions)

Best Things to do in Penticton this Summer with Kids

Audience Reach: 23,683 | AVE: \$785

Published in **Readers Digest Canada** by Jody Robbins
(Met in Calgary Mar 2022)

The Best Bike Trail in Every Province

Audience Reach: 759,000 | AVE: \$25,003

Published by Laura Ullock on **TikTok and Instagram**
(Hosted June 2023)

68,700 TikTok followers | 23,700 Instagram Followers

Cherry on Top Shake Shack TikTok - 295 comments

Elma & Orolo TikTok - 55 comments

Fuel Free...Almost TikTok - 17 comments

Cherry on Top Shake Shack Instagram - 2,961 likes

Elma & Orolo Instagram - 809 likes

Fuel Free...Almost Instagram - 339 likes

Published by Mina Oh on **You Tube and Instagram**
(Hosted May 2023)

EXPLORING CANADA Penticton's Food, Wine & Outdoor
Adventures!

26 minute video | 1,160,000 subscribers | 42,554 views |
2,100 likes

62,354 Instagram followers

KVR eBike Tour - 1,425 likes

Highlights of Penticton - 1,734 likes

Okanagan Lake Kayak Tour - 723 likes

Penticton highlights video - 475 likes

Published in **Food & Wine Magazine** by Joanne Sasvari
(Hosted Apr 2022)
Welcome to Wine Country
Audience Reach: 900,000 | AVE: not available

Published in **Sharp Magazine** by Adam Bisby
(Hosted Feb 2019)
Canada's Best Foodie Road Trips
Audience Reach: 76,417 | AVE: \$2,549

Published on **Daily Hive** by Sarah Anderson
(Hosted Jan 2020)
10 BC small towns that become magical in the fall
Audience Reach: 651,428 | AVE: \$22,027

Published on **Avenue Calgary** by Colleen Seto
(Hosted Jul 2023)
7 Lesser-Known Things to Do in the Okanagan
Audience Reach: 68,952 | AVE: \$2,332

Published in **Readers Digest Canada** by Tim Johnson
(Met at TMAC Jun 2022)
Great Canadian Legends From the Rocky Mountains
Audience Reach: 759,000 | AVE: \$26,065

Published in **Readers Digest Canada** by Jody Robbins
(Met in Calgary Mar 2022)
The Great B.C. Bucket List
Audience Reach: 759,000 | AVE: \$25,967

Published in **Vancouver Sun** by Dave Pottinger
(Met in Vancouver Mar 2022)
Ski & snowboarding 2023/24 preview; It's the time of year when
skiers and boarders get excited to head back to the slopes.
Audience Reach: 1,423,783 | AVE: not available

Published in **Toronto Sun** by Dave Pottinger
(Met in Vancouver Mar 2022)
Six of B.C.'s best resorts and what it will cost you to ski for a day
Audience Reach: 2,457,000 | AVE: \$80,484

Dine Around



Dine Around



VISIT
Penticton
VISIT NOW

PLAN YOUR
WINTER FUN IN
PENTICTON!



Media Monitoring

Over the years our media monitoring efforts have become much more sophisticated. Working closely with experts at Agility PR we receive daily and weekly reports of media articles featuring Penticton and area, sourced by using appropriate key word searches. We also track any media writers we have previously hosted or pitched as often many months can go by before articles are actually published.

The tables below provide an overview of our earned media over the past 5 years and a coverage breakdown for this year. While the number of articles Penticton featured in was consistent with 2022, audience reach and AVE was markedly lower. This was to be expected following the forest fires and subsequent travel restrictions, which forced us to pause our promotional activity.

The forest fires were also a significant contributor to the number of ‘negative sentiment’ media articles.

Looking over the past five years, the total number of earned media articles has declined, but overall audience reach and ad value equivalency has substantially increased. The main reason for this is almost all traditional print platforms now also have an additional digital component, which significantly broadens the audience reach.

Year	Number of Articles	Audience Reach	Ad Value Equivalency
2023	183	204,132,630	\$7,020,695
2022	187	395,938,307	\$10,693,961
2021	288	97,839,373	\$4,923,334
2020	4,019	56,097,917	\$1,402,080
2019	855	32,482,457	\$1,107,631

EARNED MEDIA	General Travel News	Event Coverage	Member Coverage	VSOK Coverage	Negative Sentiment
Number of Articles	183	345	55	70	104
Audience Reach	204,132,630	448,297,392	61,913,432	68,909,150	215,683
Ad Value Equivalency	\$7,108,559	\$15,102,385	\$2,093,580	\$2,199,950	\$7,315,130



2023 SPECIAL PROJECTS

Visit South Okanagan—Year 4 to December 2023

This collaboration between Penticton and our neighbouring communities is currently in its fourth year. The program is funded by Destination BC and community contributions and runs from April 1 to March 31.

Travel Penticton continues leading this project, with support from other participating communities, which make up the South Okanagan Tourism Alliance.

Year 3 Highlights

VisitSouthOkanagan.com website saw a 240% increase in users compared with previous year.

Facebook followers increased by 10.8% with an overall post reach of 27,282 and an engagement rate of 4.85% (travel/hospitality industry average is 1.62%).

Instagram followers increased by 68% with an overall post reach of 118,123 and an engagement rate of 1.96%.

Winter Staycation campaign: Prints ads in BC Business, Vancouver Magazine & Western Living Magazine - audience reach of approx. 1,000,000. Contest in BC Living received 210 entries.

The Okanagan You Remember campaign: Digital ads in Soar Magazine and 75 affiliated websites - audience reach of approx. 4,100,000 per month, plus 74,500 eEdition subscribers.

BC Food & Wine Radio campaign: 1,768 promotional messages over 52 weeks.

Regional Brand Awareness campaign: New Country 100.7 - more than 26,048 listeners per week, ran 66 30-second spots.

More than 370 new photo assets have been added to the CrowdRiff platform for communities to share.

36 new video reels of various size and format were produced.

53 video posts and reels on Facebook and Instagram generated 2,946 views.

Visit South Okanagan website www.visitsouthokanagan.com
47,552 users | 10,570 page views.

Visit South Okanagan Facebook Page @VisitSouthOkanaganBC
855 Followers | 40,412 impressions | 869 engagements

Visit South Okanagan Instagram Page visitsouthokanagan
2,981 followers | 85,935 reach | 3,392 engagements

#visitsouthokanagan
5,000+ posts tags | 1,433 engagements



2023 DESTINATION DEVELOPMENT

Member Development

At the start of 2023, Travel Penticton had 235 active members and we added 56 New Members during the year.

We held our increasingly popular TRUE Penticton Tourism Expo in April

40 Exhibitors

Over 950 attendees (19% increase over 2022)

3 stories about TRUE were published by local and regional media outlets.

Audience Reach: 1,263,041 | AVE: \$42,411

Over \$6,600 in prizes donated by members

The after event at Salty's was at capacity and provided a great opportunity for local tourism business to network.

Received positive feedback from many vendors:

"We love the event, and we thank all the Travel Penticton, team, and volunteers, the event was amazing, and we had lots of potential clients and lots of exposure. Big Thanks to all." Flattile Designs

Another key element of destination development is ensuring our member business have the tools and resources needed to deliver exceptional visitor experiences. We are pleased to support a variety of workshops, seminars and other educational opportunities that benefit our whole tourism sector.

Below are some of the initiatives we spearheaded this year.

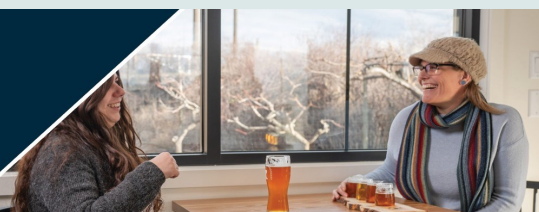
Provided a \$100 subsidy for 11 Members Businesses to attend the Penticton & Wine Country Chamber of Commerce Job Fair.

40 hospitality employees completed fully subsidized SuperHost training, which includes Foundations of Quality Service and Service for All modules.

37 employees from member businesses completed a fully subsidized Emergency First Aid for Industry (OFA Level 1 equivalent) course delivered by St John Ambulance. All spaces were booked within 30 minutes of the offer being posted so more are planned for 2024.

20 individuals attended fully subsidized Okanagan Creation Story and Okanagan Protocols sessions delivered in June and November by Anona Kampe of the Okanagan Nation Alliance.

4 tourism business were sponsored to undertake their Rainbow Registered Accreditation, which provides safe spaces for members for the 2LGBTQ + community.



Travel Penticton strives to ensure each of our members receives optimum value for their annual membership fee. Below are the results of our efforts in 2023.

Member Listings on VisitPenticton website

1,534,674 impressions (30.3% increase over 2022) | 11,281 clicks

Member Package Deals on VisitPenticton website

119,295 impressions (54.9% increase over 2022) | 1,301 clicks

Invested in 30 sponsored content articles published across Canada and key markets in the US.

407 member mentions | 48,187,103 audience reach |

\$1,579,660 AVE

Ran a sponsored tourism related article on Castanet every Monday with an Okanagan Valleywide reach, extending into Vancouver/Alberta.

354 member mentions | 2,263,182 views | 170,575 clicks

We continue to produce our weekly Member Mailer providing up to date information on tourism industry developments, available Grants and subsidies, training opportunities and more.

31,802 emails delivered | 47.2% open rate (ind. av. 41.5%)
4.2% click rate (industry standard 2.8%)

Quality Hotel Audits (QHA) - Hospitality Evaluations Mystery shopper style program which has been extended to include other Member businesses as well as accommodators. All assessment Results are completely confidential and shared only with the business owner/manager. We have receive extremely positive feed back from organizations that have participated and used results to improve service quality and monitor employee performance. 12 Member Businesses participated.

Professional Photography by Stuart Bish - Members are able to take advantage of a fully funded professional photography shoot to Acquire digital assets, which can be used to enhance marketing materials, websites and other promotional platforms.

20 Member Businesses participated.

Member Appreciation

We feel it is incredibly important to the ongoing success of our tourism sector, to take the time to recognise and reward the valuable contribution of our members.

Vees Game (Nov 29): 27 members were invited to join our team for an evening of entertainment in a catered suite at the South Okanagan Events Centre.

Open House & Late Night Shopping (Nov): 35 members joined us at the Visitor Centre for this special event, which provided an opportunity for informal networking with our team and members of the public.

VISIT Penticton

**FIND YOUR FUEL
FREE SUMMER FUN!**



Member Co-op Marketing

This initiative was initially established to provide financial support for local tourism businesses to assist with marketing and promotions as part of COVID-19 recovery efforts. The program proved to be incredibly popular with our members, offering them significantly increased reach as well as the opportunity to optimize their marketing budgets. As a result Travel Penticton made the decision to expand the program to include additional media partners and make it available on a year-round basis.

Castanet subsidized digital advertising program

Guaranteed 400,000 monthly impressions with an Okanagan Valley wide reach, extending into Vancouver and Alberta or guaranteed 600,000 impressions for additional reach into Kamloops.

28 member businesses took advantage of the program running **47 promotional campaigns**

New Country 100.7 subsidized radio advertising program

Over 26,000 people in Kelowna listen to New Country 100.7 in an average week. The station reaches listeners as far south as Orville, Washington and as far north as Sicamous.

22 member businesses took advantage of the program running **26 promotional campaigns**

Stingray All Good Vibes subsidized radio advertising program

Offering an extended reach of 87,500 into Lower Mainland (Abbotsford to West Vancouver)

3 member businesses took advantage of the program running **3 promotional campaigns**

Move 103.5 subsidized radio advertising program

Over 902,000 people in Vancouver listen to Move 103.5 in an average week. The station reaches listeners throughout the Lower Mainland, as far south as Bellingham, Washington and west into the eastern shore of Vancouver Island.

11 member businesses took advantage of the program running **13 promotional campaigns**.

Many businesses booked multiple campaigns to further benefit from increased exposure and additional savings.



Visitor Services

The Visitor Centre was awarded funding through the Canada Summer Jobs Program to support the cost of hiring 3 youths for the 2023 season. We hired 3 summer students, one of whom returned after working at the Visitor Centre last Summer (they started work in May).

The Visitor Centre continues to be a Rainbow registered business.

We reprinted the Visit Penticton Visitor guide with relevant update and 8,186 copies were distributed to British Columbia, Alberta and Manitoba; 15,358 copies were delivered locally; and 2,655 copies mailed. We also produced a new version of the Visit Penticton tearaway map with a new section showcasing our Fuel Free... Almost initiative. Both are available at our Visitor Centre, mobile Visitor Centre and online.

We were selected for the Destination BC Indigenous Learning & Projects Grant for Visitor Services. This grant has allowed us to educate our staff and visitors about the syilx Okanagan People and to work on forming relationships with members from the Penticton Indian Band. Our Visitor Centre staff attended multiple sessions with the Penticton Indian Band. With elder in training, Anona Kampe, we produced a video on the syilx pronunciation of Penticton and its history. We will be making a video on local indigenous protocols for visitors to the area. The first video has been positively received and we are looking forward to educating visitors with the second video.

Sustainability is another key element in our promotion of activities to visitors in Penticton and areas. The Visitor Centre promotes “Fuel Free, Almost” to our visitors, encouraging foot, pedal, paddle activities. Also, in conjunction with the sponsor organization, we participate in the Biosphere certification.

Our Peach satellite location was open seasonally this year May- August and our Airport Visitor kiosk was stocked throughout the year with a selection of guides, maps, member brochures, rack cards and seasonal videos.

The Peach satellite location was closed early (August 21st) due to wildfires and travel restrictions. The wildfires, Ironman cancellation and rockslide on Highway 97 had a significant impact on Visitor Centre foot traffic.



8,051 visitors
(5.6% decrease over 2022)

519 phone inquiries
(20% decrease over 2022)

4.5/5 rating on TripAdvisor
(312 excellent reviews, 111 very good reviews)

4.5/5 rating on Google
(89% of reviews scored 4 or higher)



Mobile Visitor Centre

Our Mobile Visitor Centre was able to attend the weekly Downtown Penticton Association Community Market and Canada Day. We were also able to provide booths at the Visitor Centre for the Expedition Canada Prologue and Go by Bike Week. For Expedition Canada, we partnered with Amuzing Fun Rentals, which included a photo booth, and encouraged participants to share images (like the one to the right) on their social media channels.

We renewed the Lease with Parker Motors for the Travel Penticton branded van, which is used as the mobile Visitor Centre. The van was used to attend mobile Visitor Centre events and deliver boxes of reprinted guides and tear-away maps to member businesses including accommodators and wineries.



Training & Professional Development

Regardless of whether our staff are with us for one season, multiple seasons or permanently, we feel it is important to ensure consistency in the level of service we provide to visitors and residents. Therefore, we provide extensive training to ensure all our team members are confident and prepared when dealing with a wide variety of guests.

In 2023 we continued to focus on inclusivity which we achieved with the following training:

DBC go2HR Required Training

- Visitor Services Basics (VSB)
- Foundations of Service Quality (FSQ)
- Service for All (SFA)
- Emergency Procedures
- Worksheets: BC Road Maps and Parks Guide, Emergency Preparedness, Accessibility, Leave No Trace

Rainbow Registered Training

- GO2HR Safer Spaces Workers in Tourism & Hospitality
- An Introduction to LGBT+ Diversity & Inclusion
- LGBTQ2S+ inclusion training

Indigenous Training

- 2022 Product and Experience Updates provided by BC's 6 Tourism Regions and Indigenous Tourism BC document
- Building our knowledge of local First Nations communities and Indigenous-owned tourism businesses
- Local Indigenous FAM Trips

FAM Tours

- FAM (Familiarization) Tours allow the staff to better Recommend attractions by experiencing them in person. These tours also allow us to connect directly with our Travel Penticton Members.
- SS Sicamous and Lakeshore motels
- Nature walk with Anone Kampe of the Okanagan Nation Alliance
- Okanagan Creation Story and Protocols
- Signature properties (Fairfield, Hotel Penticton, Casa Grande)
- eBike tour of Kettle Valley Rail Trail
- Purpose Presentation delivered by Anona Kampe



Visitor Experience & Retail

The Visitor Centre is often the first point of contact for people who travel to Penticton and, as such, we want to ensure they have the best possible experience. The team has worked diligently to ensure our static and mobile visitor centres are well presented and welcoming. Some of our key investments for 2023 included:

Investing in new uniforms for the Visitor Centre team and volunteers.

Purchasing a new mini-fridge to stock with flow water, which is packaged in environmentally friendly materials.

Purchasing new flags, tablecloths and signage.

Partnering with 'Save Your Skin' Sunscreen to have dispensers for Visitors to use at the Westminster and Peach Centres.



Retail:

Retail sales were almost double last year: \$41,309 gross and \$13,714 net (compared with \$26,073 gross and 7,547 net in 2022)

Brought in new product lines:

Maple Roch products (Maple candies, Maple Syrup and Maple Salmon).

New Ogopogo stuffies (a very popular seller) from Tourism Kelowna

A series of art prints, magnets and stickers, produced by local artist Peggy Collins.

Water bottles and wine cups, which include iconic Penticton images and Visit Penticton branding from local print company Flattiles.

Redesigned our best-selling beer shirts in collaboration with Penticton Beer Blocks to include all current local craft breweries and ordered new range of sizes and colours.

Worked with a local designer to develop a new design for our toddler and youth Ogopogo Shirts which Travel Penticton will own the copyright of.

Diversity, Equality & Inclusion

The Visitor Centre continued to focus on inclusivity in 2023. Our commitment to diversity, equity and inclusion is reflected in the conduct of our team and our Visitor Centre environment which included:

- The renewal of our Rainbow Registered designation, which ensures our space is welcoming and safe for members of the LBGT+ community.
- We displayed a Progress Pride flag in the Visitor Centre.
- We continued to build relationships with members of the Penticton Indian Band through indigenous learning and. collaboration with local indigenous artists.
- Continued diversity, equality & inclusion training for Visitor Centre staff (Service for All, Rainbow registered, and Indigenous training).
- Added inclusive merchandise to our Visitor Centre Gift Shop:
 - Ogopogo and the Mysterious Stranger kid’s book. Partial Proceeds benefit Okanagan Nation Alliance’s Kwuxast Program.
 - Indigenous collection by Cap Products which royalties go to the Indigenous artists- calendars, glass magnets, coloring books, travel puzzles, stickers, bookmarks, and a new stand for art cards.
 - Acquiring new jewelry from local artist, Sandy Kind, including earrings inspired by LGBT+ and indigenous culture.
 - Adding LGBT+ influenced product lines: pins, stickers, Rainbow Ogo Stuffies.
 - Working with local indigenous artist Wynona to create a Chief Bear design for T-shirts and art cards to be printed in 2024.
 - Participated in ‘Pink Shirt Day’ which stands against bullying and promotes inclusivity.

Despite our 2023 summer season being cut short, our overall visitor numbers remained steady. The Visitor Centre also played a vital role during the wildfires and landslide on Highway 97 as a constant source of up-to-date information for visitors, tourism businesses and members of the public.

The table below shows how the Penticton Visitor Centre faired in 2023 compared to others in the Okanagan.

Visitor Centre	Visitors 2022 (Static Centre)	Visitors 2022 (Event/Roaming)	Visitors 2023 (Static Centre)	Visitors 2023 (Event/Roaming)
Kamloops	0	8,629	0	14,331
Kelowna	82,142	0	58,736	0
Oliver	4,188	4,114	4,025	3,016
Osoyoos	13,625	0	12,176	0
Penticton	8,532	2,941	8,051	3,567
Summerland	3,602	533	2,709	121
Vernon	1,199	1,842	567	4,618

MEET IN
Penticton
BRITISH COLUMBIA

CONVENTION
BUREAU



It's all here

MEET • COMPETE • ENTERTAIN

A truly unique convention location, Penticton B.C., Canada, is located in the south of the Okanagan Valley's wine country. One of only two cities in the world nestled between two lakes, it offers more than 100,000 sq ft of meeting/exhibit space, 900+ hotel guest rooms, and the largest convention centre in BC's interior. Your delegates will find world-class culinary experiences (including award-winning wineries, craft breweries, and restaurants showcasing farm-to-table cuisine) all within walking distance of venues and accommodations. Plus, Penticton offers year-round outdoor adventures and team building options like e-biking, rock climbing, kayaking tours, and more.



MEETINPENTICTON.COM

2023 MEET IN PENTICTON CONVENTION BUREAU

Meet in Penticton (MiP) continued to build the foundation of the Convention Bureau in 2023. Working closely with the Penticton Trade and Convention Centre, South Okanagan Events Centre, the Penticton Lakeside Resort and the City of Penticton to grow the MICE (Meetings, Incentive, Conferences/Conventions and Exhibitions (Tradeshows) market. Highlights from the Convention Bureau's second full year of operations include:

Awarded a second \$100,000 grant from the BC Ministry of Tourism, Arts, Culture & Sport through the Business Events and Conferences Restart Fund.

New MeetinPenticton.com website launched in August, retaining 1 page on the Travel Penticton website.

Assisted in research and rational for a new CRM; Travel Penticton purchased iDSS Database.

@MeetInPenticton

Dedicated MiP Instagram and Facebook launched.

Produced a digital catalogue of all MICE vendors and suppliers which lives in the new CRM. Content includes information/contact for anything and everything an incoming Planner or Venue would be looking for from florists to magicians to security services and more. This asset immediately improved efficiency when responding to incoming inquiries.

Sourced and supported local product to take to tradeshows to represent Penticton.

Grew MiP's network, built new relationships in the MICE industry.

Marketing: targeted directly at industry publications and media, both print and digital.

Canadian Society of Association Executives (CSAE): digital and print media buy along with listing in the Online Buyers Guide. CSAE has 812 member organizations and 2,584 members across Canada, reaching 8,000 association and non-profit professionals.



Ignite Magazine: full page ad in quarterly print and digital editions. Distributed to subscribers and at all major tradeshows across Canada

Print: 14,700 subscribers | 47,328 readership

Digital: 13,400 subscribers

Website & Social: 6,100 unique visitors per month to ignitemag.ca

7,498 social followers.

Penticton was also featured in a two-page "Destination Spotlight" in the Fall issue with a mention on the front cover.

BC Business Magazine : Full page in September Conference issue targeting BC Associations.

Cvent: Renewed listing on this platform used by major Planning Companies globally. MiP has a robust listing which includes our venues, conference accommodations and general information about Penticton. Cvent includes engagement for RFP requests and direct contact with destinations.

Videography: Worked in collaboration with the Travel Penticton marketing team and One Peak Creative to create MiP branded versions of our 'How to Say Penticton' and 'Where is Penticton?' videos.

Email Marketing: Newsletters were sent quarterly with 5,898 emails successfully delivered at a 37.5% open rate (36.8% ind. av.) 2.7% click rate (1.9% ind. av.)

Public Relations: Worked with Serena PR to target media writers and publications specializing in the MICE sector.

Outside the Box BC Marketing (OTBBC) Initiative: Collaboration with Tourism Kamloops and Tourism Nanaimo targeting BC Associations and National Conferences in a rotation. All 3 destinations are similar in offerings with completely different experiences. Incentives are offered for booking all 3 destinations within 7 years and provide a streamlined efficient system. No other communities in Canada are working together to benefit the Planner or Organization at this time.

Experience BC Marketing Initiative: Collaboration with 9 BC destinations to leverage marketing dollars and create a BC Experience in a BC only aisle at all major tradeshow. This initiative was very successful in driving more Planners to the aisle, the participated in an activation which provided engagement at every booth. The BC aisle had prominent signage with greenery and carpets to visually represent the Province.

Global Meeting Industry Day: March 30

Partnered with the Penticton Trade and Convention Centre to promote "Bring It Home" initiative. This campaign encourages locals to think about bringing their association, board and/or organization's meeting home to Penticton with incentives offered.

Meet In Penticton Collateral: Equipment and assets used to promote the brand in a variety of situations.

New floor and tabletop pull up banners to boost tradeshow presence featuring a QR directing to the Meet in Penticton website.

Purchased 750 branded 8GB USB cards to give away at Tradeshow, FAMS and to prospective clients. The USB is a Planner Guide and is created with the intention of providing all the information they would need to assess if Penticton is a good fit, create a presentation for a board. They are extremely popular, as they allow us to present all our assets with minimal environmental impact.

Reordered 'You Are Invited!' cards with envelopes, for mailing the MICE USB cards to prospective clients.

Ordered MiP branded pens/stylus from local supplier Sherwood and reordered our poplar branded insulated beverage coolers which were used as tradeshow giveaways, incentive prize and FAMS.



It's all here

MEET • COMPETE • ENTERTAIN

A truly unique convention location, Penticton B.C., Canada, is located in the south of the Okanagan Valley's wine country. One of only two cities in the world nestled between two lakes, it offers guests a compact and walkable experience between downtown and the more than 100,000 sq ft of meeting/exhibit space, 900+ hotel guest rooms, and the largest convention centre in BC's interior. It boasts year-round activities including beaches, wineries, and ski hills...all within reach.



MICE Tradeshow and Industry Events: MiP attended specific industry events for Planners and Site Selection Specialists, not open to the Public.

Go West: January in Edmonton.

Ottawa Meet Week: February in Ottawa, included the following events.

Destination Direct Canada hosted buyer program. Set meetings and social opportunities with Planners.

Reveal Social hosted over 300 planners and association executives in an exclusive environment for an evening social and networking.

Canadian Society of Association Executives (CSAE) Tete-a-Tete is a major annual Tradeshow drawing Planners from all over Canada.

BC Experience aisle collaboration and activation.

International Indigenous Tourism Conference: March in Winnipeg.

Attended as a delegate to have a better understanding of Indigenous Tourism; great takeaways regarding working with Indigenous Peoples, land acknowledgements and representation for conferences and events held in Penticton.

Venue Safari Series: March in Edmonton and Calgary, April in Kelowna and Vancouver. September in Seattle, October in Vancouver and Calgary.

Smaller events with rotating Planner meetings and social engagement.

Canadian Meeting & Events Expo (CMEE): August in Toronto.

Two-day Tradeshow with educational sessions for Planners.

Reveal Social - an evening social and networking, MiP was a sponsor.

BC Experience aisle collaboration and activation.

Executive Travel Show: September in Vancouver.

First year to attend, provincial association focused with many incentive inquiries.

MPI's BC Chapter September Schmooze: September in Richmond.

Industry event with about 80 people in attendance.

Sponsored in partnership with Tourism Nanaimo, Tourism Kamloops and Bench 1775 (beverage sponsor)

Outside the Box BC collaboration was officially launched.

MPI BC sent OTBBC video and information to the membership.

Fraser Valley Event Planners Association September Mingle: September in Burnaby.

A joint industry event with Professional Convention Management Association (PCMA).

Attended as a new member of both organizations.

Canadian Society of Association Executives National Conference: November in Montreal.

Outside the Box BC collaboration participated in the tradeshow and gamification. Each destination marketed individually with branding, information and takeaways.

Meet in Penticton FAM Hosting

Meeting Professionals International (MPI) Board Retreat: May 5-7

MiP worked with local Partners to create a fabulous and well received stay in Penticton.

Wild Sheep Society: May 31 - June 1

Hosted executives to tour venues and accommodation along with some off-site options.

Ignite Fabulous Fam: June 21-24

Hosted a FAM in collaboration with and advertised by IGNITE Magazine. Planners had to apply and were vetted; 5 meeting planners and 1 Ignite Editor, from across Canada came to Penticton. Social content was a focus for all and Ignite published an article on Penticton under their Oh Canada feature with a mention on the cover of the issue. Fairfield Inn & Suites accommodated the guests, who were treated to a showcase of Penticton's incredible MICE experiences including:

A Grape Savvy Trolley Bus ride to dinner at Poplar Grove Winery.

A tour and brewing lesson at Tin Whistle Brewing, lunch at Neighbourhood Brewing and tasting at Slackwater Brewing.

An E-bike tour along the KVR with Velo Volt followed by a tasting and food at Red Rooster Winery.

A wine tasting at the Chronos tasting room and dinner at OROLO restaurant.

A site tour and brunch at Penticton Lakeside Resort and Conference Centre.

A site tour at Penticton and Trade and Convention Centre.

An SOEC corporate box experience of the Pow Wow Between the Lakes.

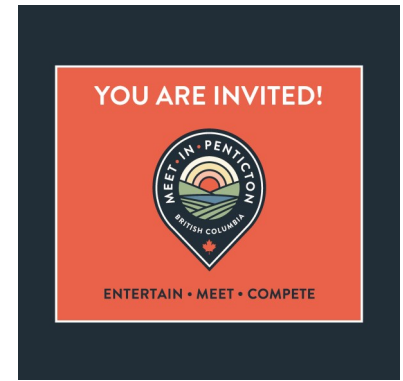
The editor from Ignite/Adrenaline Magazine also attended and was introduced to Jeff Plant in regard to Sports Tourism. MiP received 2 RFPs from attendees for events in January 2025 and February 2027.

Sussex Insurance: August 10

Focused on off sites, pre/post activities, partner programs.

HelmsBriscoe and Canadian Hospice and Palliative Care Association (CHPCA): October 23-24

HelmsBriscoe is a global leader in Meetings Procurement & Site Selection, CHPCA is one of their clients.



Meet in Penticton Incentives

MiP partners with local companies, businesses and vendors to offer incentives to perspective clients and incoming clients. These incentives can range from offering a fully paid site visit to covering a certain number of room nights based on the total to early bird registration prizing and delegate offerings. These incentives assist the venues in securing the contract, incentivize registrations and attendance while promoting Penticton and local businesses. Items are sometimes branded with MiP decals as well. Below are some of the incentives offered in 2023:

- Sponsored the TOTA Summit held in September at Okanagan College
- Purchased a Silver Sponsorship for the BC Organic Conference, held in Penticton in November
- Worked with local supplier Flattiles Design on a range of giveaways including branded luggage tags and insulated water bottles for inclusion in prizing, room drop and guest gifts.
- Ordered MiP branded pens and decals from local supplier from Sherwood for delegate bags.
- Purchased cases of jars of locally made chocolate fudge from Tickleberry's that were branded with Meet in Penticton decals for Planner, VIP room drops and Tradeshow take-aways.
- Purchased Downtown Penticton Dollars to use as prizing for early bird registration and welcome events.

Meet in Penticton Development

As our Meet in Penticton Convention Bureau grows, it has become necessary to attain professional services to assist with brand and asset development. In 2023 we worked closely with Jennifer Vincent and Allison Markin on specific MiP development projects which included:

New Meet in Penticton Website

- Launched in August
- Created new MICE specific content

Social Media

- Elevated the profile of Meet in Penticton profile on Linked-In and Instagram through frequent, relevant and targeted content
- 203 LinkedIn followers | 479 Instagram followers

CRM Database

- Completed initial installation of new CRM system called iDSS from Tempest, which is specifically designed for DMOs and Convention Bureaus
- All team members have completed training
- Data has been exported from previous system.
- We currently have 1,673 MICE clients/prospects in the new system

Digital Catalogue

- Developing an online catalogue of all of our MICE assets to improve efficiency and accuracy when providing RFPs to potential clients



Meet In Penticton Convention Bureau

17 likes • 37 followers

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Meet In Penticton Convention Bureau and Clients:

When compiling our five-year strategic, a target was set for the Convention Bureau to bring in one new major event each year. MiP has worked on a total of 88 clients files which consisted of: leads, assisted with proposals, assisted with room blocks, off-site options, pre/post/during companion programs, assisted and/or provided support to Venues, Partners, and Planners. Below is partial list of these client files; notes are not repetitive, they are indicative; assisted with one or all of the tasks as indicated:

Winter Wine Festival: January 27. Put together exhibitor 'stay' packages.

BC Ground Water Association: April 13-15. Assisted PLR&CC with off-sites.

Fortis BC: April 17-20. Assisted PLR&CC with off-sites and transportation.

BC Economic Development Association: April 15-20. Assisted room blocks for PTCC.

Recreation Facilities Association of BC: April 24-27. Off-site options, incentives, and connections.

Fire Prevention Officers Conference: April 28-May 5.

BC Water & Waste Water Association: May 13-16. City wide conference.

BC Association of School Business Officials: May 24-26.

Denturist Association of BC: May 31 -June 3. Fudge for delegate bags.

Fire Chiefs Association & Educational Facility Managers Association: June 3-5.

CanGems Show: June 9-11.

Agrifoods Cooperative: June 13-15.

BC Realtors Conference: June 18-21. Provided grand prize (MiP branded picnic cooler and wine), worked with planner to set up a static Visitor Centre display at the conference.

Wine Align: June 21-25.

Pow Wow Between the Lakes: June 23-25 - Travel Penticton sponsored the event and MiP included it in the Itinerary of the Ignite Fabulous Fam.

Phoenix Dance Competition: July 25-30.

Royal le Page National Conference: September 12-15.

PWABC/BC Municipal Safety Association Joint Conference/Tradeshow: September 25-28. Assisted planner for pre and post event off-sites for companion program.

Okanagan Nation Alliance (ONA) Annual General Assembly: October 3-4. Provided delegate gifts.

BC Wild Fire - Parattack Meeting: October 6-8.

Canadian Association of Wilderness Medicine Conference: October 13-15.

Department of Fisheries & Oceans: November 6-10,

Organic BC Conference (COABC): November 7-9. MiP was a Silver Sponsor.

As of the end of 2023 the Meet in Penticton Convention Bureau is working on over 30 active opportunities to host events/ conferences between 2024-2027 of which 9 are confirmed.

Event Marketing Support

The objective of our Event Funding program is to leverage marketing funds collected from the Municipal and Regional District Tax (MRDT) to maximize the potential of festival and event organizers to increase visitation and over-night stays and contribute to the economic growth of the local tourism industry.

To qualify for funding, events or festivals must attract visitors from outside of Penticton and surrounding area (which includes Naramata, Okanagan Falls, Kaleden and Apex Mountain) and increase tourism visitation and spending by generating overnight stays.

Event Funding Committee approved **\$150,500** funding for 22 signature events.

Committed **\$100k** to cover the cost of accommodation for Ironman Canada crew.

The 2023 event was unfortunately cancelled due to the wildfires, which was a significant loss to our annual events calendar.

Visit Penticton brand received significant additional exposure through:

- CSSHL printed program, website and ads during live streaming of games

- Meadowlark printed program

- Jazz Festival printed program

- Peach Festival Float appearance at other NW Festivals and Parades

- Nu Floors Curling Classic streaming of games

126 regional, national and international media articles featuring funded events were published in 2023.

144,864,477 Total Audience Reach | \$4,831,070 Total AVE

The event calendar page on the Visit Penticton website received a total of 189,995 views.

107 Facebook posts promoting funded events 192,090 Total Reach | 4,829 Total Engagements (stats only available until Sept 30)

Invested in professional photography for 11 events and acquired more than 1,064 new event & festival images via our local photographer and shared with relevant partners via our online digital library.

Committed an additional \$41,000 in sponsorship for major signature events including the CSSHL Championships and Okanagan Granfondo.



Key Performance Indicators (“KPI’s)

KPI	2022 Actual	2023 Target	2023Actual
MRDT Collected*	\$944,934	\$1,031,500	\$1,103,153
MRDT Collected OAP*	\$171,042	\$120,000	\$322,404
Room Revenue	\$39,545,449	\$36,790,000	\$39,732,312
Occupancy Rate	55.0%	52.0%	48.9%
Earned Media Articles	187	180	183
Earned Media Circulation	395,938,307	100,000,000	204,132,630
Earned Media AVE	\$10,693,961	\$2,000,000	\$7,020,695
Website Sessions	288,123	200,000	420,991
Website Unique Visitors	225,152	201,250	335,660
Website Page Views	534,230	350,000	711,754
Website Referrals	36,119	7,500	31,181
Facebook Fans	17,788	11,000	12,320
Facebook Engagements	28,727	25,000	29,944
Facebook Post Reach	1,321,546	500,000	1,304,821
Facebook Engagement Rate	4.0%	5.0%	3.6%
Instagram Followers	15,662	14,000	18,583
Instagram Engagements	12,037	25,000	26,202
Instagram Reach	222,334	500,000	849,995
Instagram Engagement Rate	6.0%	5.0%	5.3%
Email Marketing Emails Delivered	680,029	700,000	951,503
Email Marketing Open Rate	31.6%	17.8%	33.5%
Email Marketing Click Rate	1.1%	1.2%	1.1%
Email Marketing Unsubscribe Rate	0.2%	0.3%	0.3%
Member Listings Impressions	1,177,650	650,000	1,534,674
Member Listings Clicks	11,577	14,000	11,281
Member Packages Impressions	77,008	190,000	119,295
Member Packages Clicks	1,534	1,900	1,301
Member Earned Media Articles	181	150	195
Member Earned Media Circulation	306,454,854	40,000,000	218,770,960
Member Earned Media AVE	\$7,910,962	\$1,000,000	\$7,334,861
Member Emails Delivered	24,009	30,000	31,802
Member Emails Open Rate	44.2%	20.9%	47.2%
Member Emails Click Rate	4.0%	1.7%	4.2%
Visitor Centre Traffic (Westminster)	6,509	6,000	6,139
Visitor Centre Traffic (Peach)	2,023	3,000	1,912
Visitor Centre Traffic (Mobile)	2,941	7,000	3,567
Visitor Centre Retail Sales (Gross)	\$26,073	\$30,000	\$41,309
Visitor Centre Retail Sales (Net)	\$7,547	\$7,500	\$13,714
MICE Event Page Views	182,231	100,000	189,955
MICE New Events Confirmed	19	1	23

Samples of General Travel News Earned Media Articles with a Provincial, National or International audience reach of more than 100,000

8 Fun Spots to go Tubing and Tobogganing in BC this Winter

Curiocity

Date: Jan 12, 2023 By: Isabelle Vauclair

Audience Reach: 222,000 | AVE: \$7,453

10 BC Wineries that have Gorgeous Million-Dollar Views

Daily Hive Vancouver

Date: Jan 12, 2023 By: Allison Wallace

Audience Reach: 651,428 | AVE: \$21,799

Wine Guy: New Year brings New Brews

The Province

Date: Jan 18, 2023 By: James Nevison

Audience Reach: 403,000 | AVE: \$13,486

13 Canadian Beaches That Are Beyond Beautiful

The Travel

Date: Jan 27, 2023 By: Dominic Horner

Audience Reach: 184,000 | AVE: \$6,138

'Booze on the Beach' now Permanent in Penticton, B.C.

Global News

Date: Feb 8, 2023 By: Doyle Ponteneau

Audience Reach: 11,811,000 | AVE: \$396,721

Flights from Penticton to Edmonton, Kelowna to the Prairies set to Resume

Global News

Date: Feb 13, 2023 By: Kathy Michaels

Audience Reach: 11,811,000 | AVE: \$394,397

Okanagan Valley: The British Columbia Wine Region You Need to Know

7X7

Date: Feb 27, 2023 By: Kristin Conard

Audience Reach: 194,796 | AVE: \$6,623

B.C. Wine for the Week of March 1, A Bottle to Cellar and Calendar Items

Vancouver Sun

Date: Mar 1, 2023 By: Anthony Gismondi

Audience Reach: 1,294,000 | AVE: \$43,997

10 of the World's most Underrated Wine Regions

Lonely Planet

Date: Mar 2, 2023 By: Unknown

Audience Reach: 1,324,000 | AVE: \$42,542

8 Places to Hit the Slopes in BC before Winter Ends

Curiocity

Date: Mar 14, 2023 By: Isabelle Vauclair

Audience Reach: 222,000 | AVE: \$7,588

Things to Do in Penticton, BC

Look Travels

Date: Mar 15, 2023 By: Unknown

Audience Reach: 163,780 | AVE: \$5,598

B.C. Wine for the Week of March 29, A Bottle to Cellar and Calendar Items

Vancouver Sun

Date: Mar 29, 2023 By: Anthony Gismondi

Audience Reach: 1,294,000 | AVE: \$43,912

The Wine Guy

The Province

Date: Mar 30, 2023 By: James Nevison

Audience Reach: 114,191 | AVE: \$186

Playing the Fool: A look at wine scams and frauds - plus some real-deal picks

Calgary Herald

Date: Apr 1, 2023 By: Darren Oleksyn

Audience Reach: 109,082 | AVE: \$2,194

11 Amazing Places to Visit in Canada for a Summer Vacation

Skyscanner Canada

Date: Apr 2, 2023 By: Caleigh Alleyne

Audience Reach: 224,000 | AVE: \$7,357

10 Must-Visit Winery Restaurants in BC

Daily Hive Vancouver

Date: Apr 3, 2023 By: Allison Wallace

Audience Reach: 165,428 | AVE: \$21,918

Tantalus Wines have Stood the Test of Time

Vancouver Sun

Date: Apr 14, 2023 By: Anthony Gismondi

Audience Reach: 1,294,000 | AVE: \$43,507

British Columbia-Bound: 10 Pretty Cities To See On Canada's West Coast

The Travel

Date: Apr 17, 2023 By: Oscar Aponte

Audience Reach: 1,904,000 | AVE: \$64,017

An Insider's Guide to the 2023 Vancouver International Wine Festival

Vancouver Sun

Date: Apr 19, 2023 By: Anthony Gismondi

Audience Reach: 1,294,000 | AVE: \$43,507

Restaurant takes Guests on Exploration of Estate Wine

Vancouver Sun

Date: Apr 20, 2023 By: Anthony Gismondi

Audience Reach: 125,623 | AVE: \$172

10 Top-Rated Motels in Penticton, Okanagan Valley

Things to Do

Date: Apr 23, 2023 By: Concepcion Newsome

Audience Reach: 115,480 | AVE: \$5,289

Penticton Hosts its first-ever Earth Day Celebration

Global News

Date: Apr 23, 2023 By: Jeyden Wasney

Audience Reach: 15,034,000 | AVE: \$551,440

B.C. Wines enter a New Age with Platinum-Winning Vintages

Vancouver Sun

Date: Apr 28, 2023 By: Anthony Gismondi

Audience Reach: 1,294,000 | AVE: \$44,025

Five Great (and Affordable) Places to Retire in B.C.

Vancouver Sun

Date: May 2, 2023 By: David Carrigg

Audience Reach: 1,294,000 | AVE: \$44,025

Beer and Spirits Causing a Brouhaha in Wine Country

Vancouver Sun

Date: May 6, 2023 By: Lisa Kadane

Audience Reach: 1,294,000 | AVE: \$43,258

BC Wineries to Wee Live Music this Summer

Daily Hive Vancouver

Date: May 8, 2023 By: Allison Wallace

Audience Reach: 651,428 | AVE: \$21,777

B.C. Wine for the Week of May 11, A Bottle to Cellar and Calendar Items

Vancouver Sun

Date: May 10, 2023 By: Anthony Gismondi

Audience Reach: 1,294,000 | AVE: \$43,298

Three B.C. Recreational Areas Investors should Watch this Summer

Vancouver is Awesome

Date: May 18, 2023 By: Frank O'Brien

Audience Reach: 1,086,000 | AVE: \$36,914

From Vacation Destination to Investment Haven: Penticton's Real Estate Market in Focus

Business in Vancouver

Date: May 18, 2023 By: Allie Turner

Audience Reach: 324,828 | AVE: \$11,042

9 Breathtaking Lazy Rivers to Check Out in BC

Curiosity

Date: May 19, 2023 By: Isabelle Vauclair

Audience Reach: 222,000 | AVE: \$7,547

Floating Season: 5 Stunning Lazy Rivers to Float Down in B.C.

Vancouver is Awesome

Date: May 24, 2023 By: Elana Shepert

Audience Reach: 1,086,000 | AVE: \$36,917

The Best Available Motels to Stay near Okanagan Valley

Things to Do

Date: May 28, 2023 By: Randall Brittan

Audience Reach: 155,480 | AVE: \$5,286

10 Top-Rated Bed and Breakfast Inns in Okanagan Valley

Things to Do

Date: May 28, 2023 By: Sheron Bogner

Audience Reach: 155,480 | AVE: \$5,286

**From Vacation Destination to Investment Haven:
Penticton's On the Rise**

Storeys

Date: May 29, 2023 By: Sokana

Audience Reach: 142,439 | AVE: \$4,843

**Ready for a Dip? 10 Jaw-Dropping B.C. Lakes that will
take your Breath Away**

Vancouver is Awesome

Date: May 31, 2023 By: Elana Shepert

Audience Reach: 1,086,000 | AVE: \$36,923

**7 Experiences at this Beautiful BC Village that Make it
the Perfect All-Season Getaway**

Curiosity

Date: Jun 7, 2023 By: Kiran Khush

Audience Reach: 222,000 | AVE: \$7,415

B.C. Rosés Poised to have a Banner Year

Vancouver Sun

Date: Jun 9, 2023 By: Anthony Gismondi

Audience Reach: 1,294,000 | AVE: \$42,954

Weekend Wine Picks

Vancouver Sun

Date: Jun 10, 2023 By: Unknown

Audience Reach: 147,571 | AVE: \$176

**The Ultimate Bucket List For Summer In The North:
10 Canadian Experiences You Can't Miss**

The Travel

Date: Jun 19, 2023 By: Ronne Trueman

Audience Reach: 1,904,000 | AVE: \$62,739

**13 Canada Road Trips You Should Really Drive
At Least Once**

Travel Lemming

Date: Jun 20, 2023 By: Taylor Harper

Audience Reach: 197,000 | AVE: \$6,491

**Tracking Evolution of B.C. Wine Through the Winealign
Awards**

Vancouver Sun

Date: Jun 24, 2023 By: Anthony Gismondi

Audience Reach: 147,571 | AVE: \$312

**Wildfire Risk this Summer could mean early Okanagan
Tourism Season**

Global News

Date: Jun 27, 2023 By: Taya Fast

Audience Reach: 10,083,000 | AVE: \$334,040

**B.C. Wine of the Week for June 29, Best Value Wine and
Calendar Items**

Vancouver Sun

Date: Jun 29, 2023 By: Anthony Gismondi

Audience Reach: 125,623 | AVE: \$1,189

5 Best-Budget Wines for Canada Day

Vancouver Sun

Date: Jun 30, 2023 By: Anthony Gismondi

Audience Reach: 1,294,000 | AVE: \$42,941

Get in on Summertime Fun in Osoyoos and Penticton

Vancouver Sun

Date: Jul 1, 2023 By: Unknown

Audience Reach: 147,571 | AVE: \$148

5 Lazy Rivers in BC Perfect for a Summer Float

Daily Hive Vancouver

Date: Jul 1, 2023 By: Meagan Gill

Audience Reach: 651,428 | AVE: \$21,618

The Longest Biking Trails in Canada

A-Z Animals

Date: Jul 7, 2023 By: Kathryn Koehler

Audience Reach: 124,000 | AVE: \$4,085

**10 Sandy Beaches in BC that will make you feel like
you're on Vacation**

Curiosity

Date: Jul 7, 2023 By: Isabelle Vauclair

Audience Reach: 222,000 | AVE: \$7,313

The Best Bike Trail in Every Province

Readers Digest Canada

Date: Jul 10, 2023 By: Jody Robbins

Audience Reach: 759,000 | AVE: \$25,003

Exploring Canada's best Cottage Country Areas

National Post

Date: Jul 17, 2023 By: Kaitlin Narciso

Audience Reach: 3,303,000 | AVE: \$108,762

Float your Troubles Away: This BC spot has one of Canada's Laziest Rivers

Curiocity

Date: Jul 7, 2023 By: Isabelle Vauclair

Audience Reach: 222,000 | AVE: \$7,338

Best Value Wine of the Week for July 27 and Calendar Items

Vancouver Sun

Date: Jul 26, 2023 By: Anthony Gismondi

Audience Reach: 1,294,000 | AVE: \$42,772

The 4 Best Lakes to Vacation on in Canada

A-Z Animals

Date: Jul 7, 2023 By: Niccoy Walker

Audience Reach: 6,254,000 | AVE: \$486,707

Hit the Road: 9 of BC's Quirkiest Roadside Attractions

Daily Hive Vancouver

Date: Aug 1, 2023 By: Sheri Radford

Audience Reach: 651,428 | AVE: \$21,730

B.C. Wine of the Week, Best Value Wine for Aug. 24 and Calendar Items

Vancouver Sun

Date: Aug 23, 2023 By: Anthony Gismondi

Audience Reach: 1,294,000 | AVE: \$43,791

10 BC Small Towns that Become Magical in the Fall

Daily Hive Vancouver

Date: Aug 24, 2023 By: B. Anderson & S. Morgan

Audience Reach: 651,428 | AVE: \$22,027

The 10 Cleanest Lakes in British Columbia

A - Z Animals

Date: Aug 30, 2023 By: Kristin Harrington

Audience Reach: 124,000 | AVE: \$4,193

6 Charming Small Towns you can Visit in BC

Curiocity

Date: Sep 11, 2023 By: Isabelle Vauclair

Audience Reach: 222,000 | AVE: \$7,516

17,000 pound T. Rex Sculpture moving from Chilliwack to Penticton

Global News

Date: Sep 17, 2023 By: Darrian Matassa-Fung

Audience Reach: 10,083,000 | AVE: \$333,096

PHOTOS: Alice the 17K pound T-Rex has Landed in Penticton

100 Mile Free Press

Date: Sep 21, 2023 By: Monique Tamminga

Audience Reach: 160,396 | AVE: \$5,378

Giant Metal T-Rex assumes lookout over Okanagan City

CBC BC

Date: Sep 22, 2023 By: Michelle Gomez

Audience Reach: 1,032,950 | AVE: \$34,881

Why is there a Giant Metal T. Rex overlooking Okanagan Lake?

CBC News Explore

Date: Sep 22, 2023 By: Unknown

Audience Reach: 9,249,000 | AVE: \$312,326

Great Canadian Legends From the Rocky Mountains

Readers Digest Canada

Date: Sep 29, 2023 By: Tim Johnson

Audience Reach: 759,000 | AVE: \$26,065

Canada's Answer to Tuscany Will Totally Surprise You

Travel Insider

Date: Sep 29, 2023 By: Unknown

Audience Reach: 117,800 | AVE: \$40,454

This Small Town in BC is Home to a Historic Rail Trail & Year-Round Tasting Rooms

Curiocity

Date: Oct 6, 2023 By: Isabelle Vauclair

Audience Reach: 222,000 | AVE: \$7,555

7 Road Trips Around BC That Will Give You All The Spectacular Fall Views

Narcity Canada

Date: Oct 6, 2023 By: Morgan Leet

Audience Reach: 5,984,000 | AVE: \$203,633

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The Great B.C. Bucket List

Readers Digest Canada

Date: Oct 23, 2023 By: Jodie Robbins

Audience Reach: 759,000 | AVE: \$25,967

The Best Day Trips from Vancouver

East End Taste

Date: Oct 24, 2023 By: Unknown

Audience Reach: 107,300 | AVE: \$3,698

Pacific Coastal Airlines to add more flights between Penticton, Vancouver

Global News

Date: Nov 3, 2023 By: Taya Fast

Audience Reach: 11,811,000 | AVE: \$407,601

Ski & snowboarding 2023/24 preview; It's the time of year when skiers and boarders get excited to head back to the slopes.

Vancouver Sun

Date: Nov 3, 2023 By: Dave Pottinger

Audience Reach: 1,423,783 | AVE: not available

35 Bucket List Things to do in Canada - by Canadians

PlanetD

Date: Nov 10, 2023 By: Unknown

Audience Reach: 639,442 | AVE: \$21,848

The Wine Guy

The Province

Date: Nov 15, 2023 By: James Nevison

Audience Reach: 330,550 | AVE: not available

Six of B.C.'s best Resorts and What it will Cost you to Ski for a Day

Toronto Sun

Date: Nov 16, 2023 By: Dave Pottinger

Audience Reach: 2,347,123 | AVE: not \$80,484

Make a Run For It; 6 of B.C.'s best resorts not on the Powder Highway

Toronto Sun

Date: Nov 24, 2023 By: Dave Pottinger

Audience Reach: 2,795,055 | AVE: not available

The 100 Most Livable Cities in Canada

The Globe & Mail

Date: Nov 25, 2023 By: Mahima Singh

Audience Reach: 4,199,000 | AVE: \$142,368

10 B.C. Wine Selections Perfect for the Holiday Season

Calgary Herald

Date: Dec 1, 2023 By: Darren Oleskyn

Audience Reach: 988,032 | AVE: not available

13 Best Cities in British Columbia in 2023 (By a Local)

Travel Lemming

Date: Dec 7, 2023 By: Catherine Driver

Audience Reach: 197,000 | AVE: \$6,683

8 Charming Small Towns & Cities In BC That Have A Cheaper Cost Of Living Than Vancouver

Narcity Canada

Date: Dec 13, 2023 By: Lisa Belmonte

Audience Reach: 5,984,000 | AVE: \$202,998

Last-Minute Wine Picks for Christmas Dinner

The Province

Date: Dec 22, 2023 By: Anthony Gismondi

Audience Reach: 403,000 | AVE: \$13,307

8 Most Welcoming Towns in British Columbia

World Atlas

Date: Dec 25, 2023 By: Andrew Cowie

Audience Reach: 2,383,510 | AVE: \$78,710

Terms of Reference

ADA - American's with Disabilities Act

AVE - Advertising Value Equivalency. The estimated value of a published media article if it was purchased.

Agility PR - An organization that provides powerful and intuitive media outreach, monitoring, and measurement solutions.

CMEE - Canadian Meeting & Events Expo

Conversion Rate - A conversion takes place when a user takes a desired action. (ex. submitting a form, registering an account, phone call, or purchase). Conversion rate is the rate at which people convert on your site or landing page. Divide total sessions by total conversions to calculate a conversion rate.

CPC - Cost Per Click - A paid advertising term where an advertiser pays a cost to a publisher for every click on an ad.

CrowdRiff - A digital asset management solution that makes it easy for destinations to find the photos and videos their visitors have taken (also known as user-generated content), and integrate them seamlessly (and painlessly) into their websites.

CSAE - Canadian Society of Association Executives

CTR - Click-Through Rate - The percentage of time your ad is clicked. Calculated by ad clicks divided by ad impressions.

DBC - Destination BC

DMO - Destination Marketing Organization

Earned Media - Any media coverage that is not directly paid for by Travel Penticton.

FAM Tour - FAM stands for familiarization. They are tours organised by Travel Penticton with the purpose of educating media writers about the city's tourism products & services and promoting them.

Hootsuite - A social media management platform. The system's user interface takes the form of a dashboard, and supports social network integrations for Twitter, Facebook, Instagram, LinkedIn, Google+ and YouTube. Wikipedia.

Influencer - A person with the ability to influence potential buyers of a product or service by promoting or recommending the items on social media.

ISSUU - A media company that gives anyone with digitally bound content the ability to upload and distribute their publications worldwide.

MICE - Meetings, Incentives, Conventions & Events

MIP - Meet In Penticton (established branding for promoting Penticton as a MICE destination)

Monsido - An online tool to monitor and perfect a website's accessibility, content quality, branding, SEO, data privacy, Core Web Vitals and more.

PLR - Penticton Lakeside Resort & Conference Centre

PTCC - Penticton Trade and Convention Centre

RFP - Request for Proposal

SOEC - South Okanagan Events Centre

SOTA - South Okanagan Tourism Alliance

TIABC - Tourism Industry Association of BC

TOTA - Thompson Okanagan Tourism Association

TRUE - 'Think, Remarkable Unique Experiences' - brand for annual Tourism Expo

VSOK - Visit South Okanagan (community marketing collaboration supported with funding from Destination BC)

VISIT Penticton

Make Penticton the hub of your South Okanagan wine-touring vacation. Penticton is perfectly and centrally located to access over 80 wineries and 3 incredible wine areas: Naramata Bench, Summerland's Bottleneck Drive and Skaha Lake Okanagan Falls' Heart of Wine Country.



For information on wineries, wine tour companies, where to stay, the incredible selection of local dining options, upcoming festivals and events, and everything else there is to explore in Penticton, be sure to visit www.visitpenticton.com. Or stop by the Penticton Visitor Information Centre at 888 Westminister Avenue West when you arrive.

