



# 2025 STRATEGIC PLAN

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Travel Penticton is a Member driven Destination Marketing Organization. Our current membership consists of accommodation properties within the City of Penticton, offering 4 or more units and collecting the Municipal Regional District Tax (MRDT) along with other tourism businesses, who pay an annual membership fee.

# Introduction

Travel Penticton is a Member driven Destination Marketing Organization (DMO). Our current membership consists of 40 accommodation properties, collecting the 3% Municipal Regional District Tax (MRDT) along with other tourism businesses who pay an annual Membership Fee. Travel Penticton's other revenue streams include an annual service agreement with the City of Penticton, Destination BC Visitor Centre Network Funding and a variety of member focused sales & marketing initiatives and grants.

## Objectives

- Increase overnight visitation and occupancy rates for Penticton accommodations and local businesses.
- Increase the length of visitor stays and tourism revenue.
- Promote the interests of the tourism industry in Penticton.
- Promote events, attractions and experiences to encourage visitation, with focus on the Spring, Fall and Winter seasons with focus on building MICE traffic and capacity.
- Champion advocacy and collaboration among the public, media, government and local, provincial and national tourism organizations.
- Keep members informed and represent and promote the interests of members on matters of public importance including any proposed legislation or regulation.
- Develop a cooperative and ethical environment in which all operators can voice their concerns and work together to improve relationships between accommodation properties and other members of Travel Penticton.
- 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 areas of Naramata, Okanagan Falls & Summerland

Travel Penticton works in cooperation with the City of Penticton, Penticton Trade and Convention Centre, South Okanagan Events Centre, Penticton Chamber of Commerce, Downtown Penticton Association, various local clubs and organizations, events promoters, Thompson Okanagan Tourism Association, Destination Canada and Destination British Columbia to leverage and expand marketing reach and understand visitor demographics and trends.



Travel Penticton works in cooperation with:  
the City of Penticton  
Penticton Trade and Convention Centre  
South Okanagan Events Centre  
Penticton Chamber of Commerce  
Downtown Penticton BIA  
Thompson Okanagan Tourism Association  
Destination British Columbia

# Vision & Mission

## Society Purpose

As outlined in our constitution and bylaws the purposes of the of the Travel Penticton Society are to:

- Support and market the tourism destination of Penticton and surrounding area in a sustainable manner that strengthens the local economy, and enriches the quality of life;
- Advise, approve and implement the overall marketing direction and strategies on broad tourism issues affecting Penticton and surrounding area;
- Seek funding opportunities and manage funding for the support and marketing of tourism in Penticton and surrounding area; AND
- Champion the values of diversity, equity, inclusion and reconciliation by listening, learning and acting.

## Guiding Principles of the Society

- Our businesses relationships are a model of trust and integrity.
- We strive for excellence and to continuously improve our effectiveness.
- We value and respect the opinions of our Members and strategic partners.

## Society Objectives

- Increase overnight visitation and occupancy rates for Penticton accommodation and local businesses.
- Increase the length of visitor stays and tourism revenue.
- Promote events, attractions and experiences to encourage visitation, with focus on the 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 importance to the tourism sector, including any proposed legislation or regulation.
- Increase meeting, conference and tradeshow traffic to public and privately owned conference facilities, with a focus on filling gaps within the regular tourism market.



## Vision

Travel Penticton will be recognized as an industry-leading Community Destination Marketing Organization.

We will continue to embrace diversity and ensure our community is a safe and welcoming destination for all.

# Future Growth of Regional Tourism

In 2024 Travel Penticton focused on strengthening the foundation of our established marketing campaigns and tourism partnerships including:

- Supporting major festivals and sporting events, such as CSSHL, Ironman, Okanagan Gran Fondo and Peach Festival by offering incentives and marketing assistance.
- Acquiring national coverage for our Fuel Free...Almost initiative and Outdoor Adventure promotions through Global Television, CTV and Rogers Media.
- Launching the new 'Flavour Trail' culinary initiative.
- Building the brand and presence of our Meet In Penticton Convention Bureau by attending key industry events and hosting meeting planners.

Changes to the economic climate has been a significant factor in overall visitor travel spending. Occupancies have generally not increased over 2023 and, in some months, there has been a decline. Travellers capacity to afford travel has been challenged by an overall higher cost of living, increased mortgage rates and other factors. This has translated to fewer numbers of visitors, decreased overnight stays and less money spent on food, beverage and entertainment.

Further, the change in the STR regulations as of May 1st 2024 had a significant impact on overnight stays related to large events such as Gran Fondo, IRONMAN Canada etc. affecting the number of participants and their team support. We are working with statistical specialists to conduct thorough reviews of tourism in Penticton with a view to developing potential solutions to these province-wide issues. The 'Value of Tourism' and 'MICE Performance' audits will further define the importance of the tourism and conference industry to the City and area.

Travel Penticton will continue to focus on expanding interest in Fall, Winter and Spring travel through support of events, the Okanagan Hockey School and specific traveller markets such as MICE, culinary or outdoor adventure.

Collaborations with other DMOs, stakeholders and tourism partners remains key to our success. The pooling of resources and marketing dollars enables us to maximise our reach and coverage without over extending our budget and human resources capacity.



**Penticton's North Gateway is set to become the city's first neighbourhood where people can live, work, shop and play all within a 15-minute walking radius.**

**Up to 350 new hotel rooms are among the changes called for in the plan.**

- City of Penticton

# SWOT Analysis

The SWOT analysis below highlights key factors about the area Travel Penticton serves. This SWOT analysis covers key factors that may influence or impact the marketing strategy and tactics. While we remain aware of other provincial, national and even global influences, our focus remains on the tourism activities and providers we are responsible for promoting.

## Strengths

- Ambient weather during shoulder seasons
- Well established culinary, wine and craft-beer scene
- Wide range of festivals and events that encourage multi-night stays throughout the year
- Recognized sports tourism destination
- Excellent location - between 2 lakes, easy highway access
- Strong media and social media presence
- Compact region with easy access to a broad range of visitor attractions and outdoor adventure activities

## Weaknesses

- Distinct seasonality with limited offerings for visitors during Spring, Fall and Winter seasons
- Lack of tourism industry staff impacting consistency and quality of product offerings
- Difficult path to purchase once visitors are in the region with no central system or process for booking or packaging
- Limited high-end/boutique accommodations to draw more affluent visitors
- Change to STR legislation impacted event participants

## Opportunities

- Capacity to increase visitation in Spring, Fall & Winter seasons through increased marketing/incentives during these times
- Ability to differentiate Penticton as a unique destination based on integrated product offerings (Fuel Free, Flavour Trail, Outdoor Adventure, LGBTQ2+, Accessibility, Indigenous Culture)
- Maximize Penticton's presence & build equity in the MICE sector through the operation of a Convention Bureau
- Enhance our profile and leverage our limited budget through strategic local and regional partnerships

## Threats

- Increased intensity and frequency of environmental impacts such as climate change, forest fires, high water or extreme weather
- Capacity for visitors - economic restraints & spending capacity
- Similar products and experiences are being offered by neighbouring DMOs
- Lack of affordable housing and high cost of living makes it difficult to attract and retain tourism industry staff
- Media (large scale provincial/national) carriers promoting negative stories, often inaccurate

# Collaboration & Alignment

The goal of Travel Penticton is to activate and maintain key alignment and collaboration with our Members as well as relevant, regional, provincial and national tourism marketing entities and governments.

## Local

Travel Penticton works locally with the City of Penticton, Downtown Penticton BIA, Penticton Chamber of Commerce and Penticton Indian Band as key partners for common goals of positive community tourism development and event support. Regular consultation with these (and other) local agencies allow for proactive planning and execution of promotions and events.

Collaboration is also essential with our Member businesses for support of varied media, event and Member related offers and programs.

## Regional

Travel Penticton works with other tourism destination marketing agencies (DMOs) throughout the Okanagan and the Regional District of Okanagan-Similkameen (RDOS). The 'Visit South Okanagan' initiative is a pure collaboration between communities and product sectors from Peachland to Oliver. This collaboration has also been supported by Destination BC on a provincial level.

## Provincial & National

Thompson Okanagan Tourism and Destination British Columbia offer support for various opportunities including media FAMs, training, listings on the HelloBC website, training and travel trade FAMs to name a few. Destination Canada provides opportunities through collaborative programs and financial support. Others partnerships include Mountain Bike BC, Tourism Industry Association of BC, BC Craft Brewers, BC Hotel Association, Canadian Sport Tourism Alliance, BC DMO Association.

## Alignment

Recognizing and supporting a common goal to promote Penticton and the regional area is key to a successful and non-siloed approach to marketing. Travel Penticton promotes the Visit Penticton brand while respecting and aligning with other agency's programs and plans to develop seamless initiatives to consumers, media and travel trade. Travel Penticton will align, within practical reason, with Destination BC markets of visitor origin.



Collaboration allows us to know more than we are capable of knowing by ourselves.

- Paul Solarz

# Target Markets - Geographic

To optimise our effectiveness in attracting new and returning visitors to our city, Travel Penticton will continue to concentrate our marketing activities within those geographic regions which represent the origin of the highest percent of our visitors. As the graph shows 85% of our visitors come from within Canada, with BC Lower Mainland/Vancouver Island/Hwy 97 Corridor.

Secondary focus will be on the US market, specifically in the Pacific Northwest and potentially California to aim at expanding consumer knowledge of the area.

## Primary Markets

- 2 - 8 hour driving range
- British Columbia - Regional -Okanagan Valley
- Vancouver, Lower Mainland Area, Hwy 97 Corridor North
- Alberta - with a focus on Calgary, Edmonton and Red Deer

## Secondary Markets

- United States - with a focus on Washington State, Hwy 97 (WA) corridor and West Coast
- Key regions in Eastern Canada (GTA, Quebec)

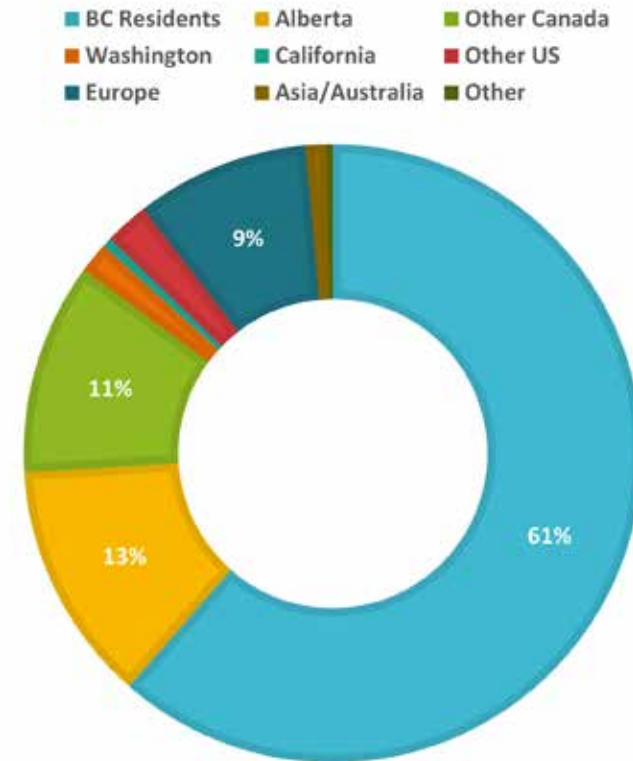
Marketing campaigns will be formulated to compliment each geographic market, perhaps highlighting proximity and affordability within BC and Alberta and overall cost savings within US markets due to a favourable US/CDN dollar exchange rate.

We must also remain aware visitors from specific regions are more prevalent at certain times of the year. We experience a higher influx of BC and Alberta visitors throughout the Summer and those from other parts of Canada are more inclined to visit during the quieter seasons. The timing of our promotions will be adjusted with this in mind.

Continuing focus will be for MICE business to assist with growing visitation October through to May.

Events will continue to play a significant role with focus on supporting and promoting new events that are attractive for attendees, support crews, families and spectators requiring overnight accommodation.

PENTICTON VISITOR ORIGIN





# Target Markets - Demographic

With a diverse product offering, temperate climate and innumerable recreation opportunities, it's safe to say Penticton really does have something for everyone. However, everyone has their own motivations and desires when it comes to travel. With our foundational and ICONICS marketing campaigns in mind, we will ensure the overall messaging speaks to those most likely to be incited to action. These target groups have been identified using Explorer Quotient (EQ) profiles.

**ICONIC Penticton:** Authentic Experiencers, Cultural Explorers, Free Spirits

**Fuel Free...Almost:** Free Spirits, No-hassle Travellers, Rejuvenators

**Culinary/Flavour Trail:** Authentic Experiencers, Cultural Explorers, Free Spirits

**Accessibility:** No-hassle Travellers, Gentle Explorers, Rejuvenators

**Outdoor Adventure:** Authentic Experiencers, Free Spirits, Cultural Explorers

**Visit South Okanagan:** Cultural Explorers, Authentic Experiencers, Gentle Explorers

**LGBTQ2:** Across BC, Alberta, PNW, other

**Accessibility:** Across BC, Alberta, PNW, other

We will also consider each EQ profile contains subsets of Family's, Mature Travellers and Millennials, who will be more responsive to specific messaging at certain times of the year. With schools being out, Summer is very much a time for family travellers who are typically more value conscious and seeking convenience over luxury. Spring and Fall are key times to target mature travellers and millennials who have more flexibility regarding travel dates and tend to be more incentivised by unique authentic experiences and opportunities for exploration.

## Millennials

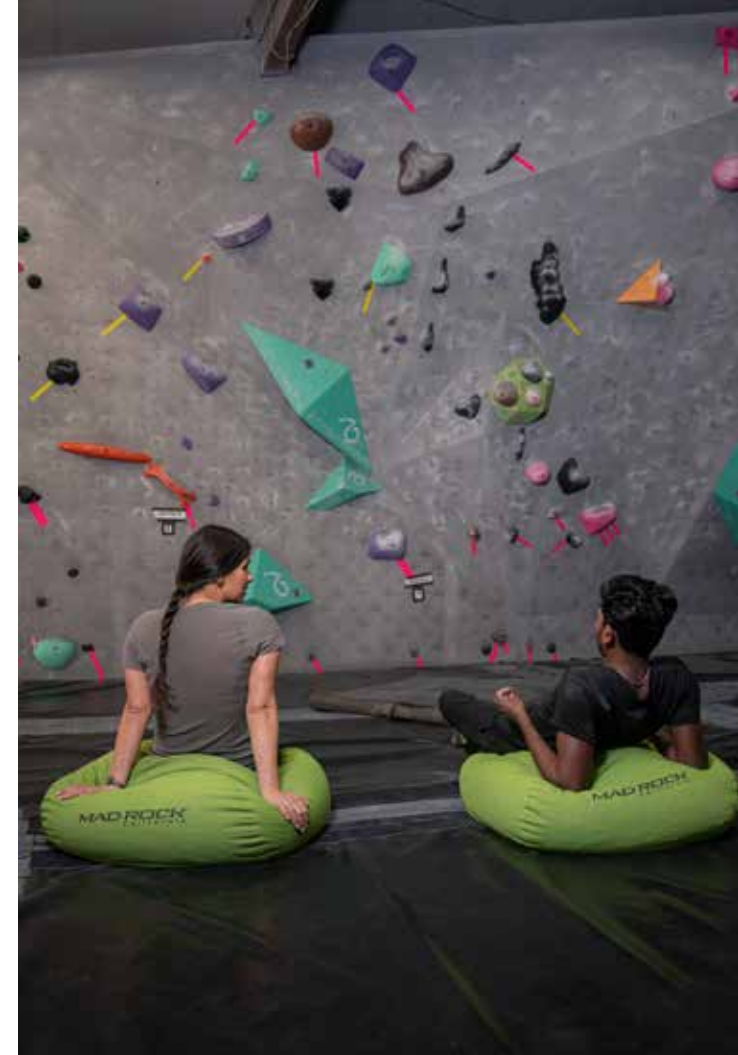
EQ Profiles - Authentic Experiencers (AE), Free Spirits (FS)

## Families

EQ Profiles - Gentle Explorers (GE), No-hassle Travellers (NHT)

## Mature Travellers

EQ Profiles - Authentic Experiencers (AE), Cultural Explorers (CE), Rejuvenators (RJ)



**EQ is a market segmentation system based on the science of psychographics.**

**Instead of just breaking travellers into groups based on age, income, gender, family status or education level, psychographics looks deeper at people's social values and views of the world.**

- Destination Canada

# Target Sectors

## Product Segments

- FIT Leisure & Adventure Travel
- Wine & Culinary
- Cooperative Opportunities
- Winter
- Festivals & Events
- MICE Development
  - Sub Categories:**
    - Local & Area ICONICS
    - LGBTQ2+ Travel
    - Arts & Culture, Indigenous
    - Eco Tourism - 'Fuel Free' ...almost
    - Culinary - Flavour Trail
    - Accessible Tourism

Often, today's travellers are more inclined to purchase experiences, rather than physical goods.

Travel Penticton will continue to focus on promoting and delivering unique and remarkable visitor experiences, which can provide the highest return for our marketing investment. There will be an additional and evolving focus on sustainable and eco-responsible travel combining limited vehicle use while at the destination and promotion of human-powered, active recreation. Accessible tourism will also be an emerging factor in Travel Penticton's marketing strategy.

## FIT Leisure & Adventure:

The focus in 2025 will continue with the leisure market, primarily from within BC. Leisure travellers are usually a high yield market. Travel Penticton's goal is to increase shoulder season tourism and recognizing the importance of overnight visitors and will facilitate a focused approach to encourage overnight stay, encouraging visitors to stay longer and experience more. Travel Penticton will continue to partner for co-operative marketing initiatives, including Visit South Okanagan, Mountain Biking BC, BC & Penticton Ale Trails.

## Wine and Culinary:

Culinary tourism continues to be a sector focus for 2025. 2024 was a challenge due to significant crop failure and negative media coverage. In recognition of this situation, Travel Penticton has created the new 'FLAVOUR TRAIL' initiative. The FT will highlight a broad-base of culinary & farm-to-table experiences, wine, craft beer, tours and culinary and beverage events focusing on a 'still vibrant' wine industry. Partnerships will continue with local providers, Naramata Bench Winery Association, Bottleneck Drive Winery Association, Penticton Ale Trail, Downtown Penticton Business Development Association.

## Co-operative Opportunities:

Travel Penticton continues to see value in cooperative partnerships and initiatives. The DBC Co-op Fund may be utilized for the long-standing Visit South Okanagan initiative encompassing communities and regional districts from Peachland to Oliver. Co-op opportunities will also be extended to TP Members through shared-cost advertising initiatives, social media opportunities and event promotion. Travel Penticton will continue, for 2025, to engage with the TOTO (Travelling Out Thompson Okanagan), BC Mountain Bike Co-op, Okanagan Single Track, BC Ale Trail, Penticton Ale Trail, and other provincial co-operative marketing initiatives as deemed appropriate.

## Winter:

Although historically, Penticton has not been known as a primary winter destination, Travel Penticton will continue to work with Apex Mountain Resort and Nickle Plate Nordic Centre as two winter destination ICONICS. Events such as "Frost Fest" in January and key media visits to promote Penticton as an affordable and less-busy alternative to other major BC ski resorts will continue for 2025. Snowbird travel will be recognized and promoted as deemed appropriate.

# Target Sectors, Continued

## Festivals and Events:

Festivals and events continue to be a significant sector in the tourism matrix in Penticton. Travel Penticton will continue to support selected events through cooperative marketing support and sponsorship. Key events such as CSSHL and Gran Fondo that promote significant overnight stays will continue to be supported. Events are an important factor to help build shoulder season business. Travel Penticton will support both new and existing events with amplification through our channels as well as co-operative marketing initiatives. Travel Penticton works directly with festival and event organizers to assist with marketing initiatives, pre-promote the events, assist with marketing tactics and to help facilitate local partnerships with accommodators, F&B suppliers, event staging resources.



## MICE Development:

Our Meet In Penticton Convention Bureau serves as a central source of information and first point of contact for meeting and event planners interested in booking Penticton. We have developed a cohesive and professional 'Meet in Penticton' brand, which is amplified through the website, advertising, tradeshow collateral and high-end branded incentives to encourage interest in Penticton as a potential MICE venue.

We will continue to collaborate with the City of Penticton Economic Development Department, Penticton Trade and Convention Centre, South Okanagan Events Centre, Penticton Lakeside Resort and other strategic partners to ensure our destination as a whole is well represented within key national and international MICE markets.

- Co-ordinate an annual MICE marketing strategy which brings all relevant players together to identify and collaborate on priority sales opportunities.
- Serves as the central source of information and first point of contact for meeting and event planners interested in booking Penticton.
- Builds awareness of Penticton as a preferred meetings and event destination in agreed target markets.



# Brand Identity

Our aim is to continue to build a unique brand identity for Penticton & the South Okanagan. We will achieve this by focusing on our established foundational marketing campaigns:

## **Sustainability: Fuel Free...Almost**

This unique campaign focuses on the convenience of available recreation and food & beverage facilities in Penticton, all accessible without the need for a vehicle. As well as encouraging health and wellness, Fuel Free...Almost promotes the importance of responsible and sustainable tourism.

## **Culinary: Flavour Trail**

Being blessed with such an abundant local natural pantry, Penticton draws talented chefs from every corner of the globe. Flavour Trail is a celebration of this community. It is a picture of the Penticton food scene through the lens of locals, where members of the community give newcomers an authentic taste of what to eat, drink and enjoy Penticton.

## **Regional: Visit South Okanagan**

This ongoing collaboration between the South Okanagan DMOs, Wine Regions and Destination BC, seeks to promote 'The Okanagan You Remember'. Enticing new and returning visitors to explore more of the diverse experiences the whole region has to offer embracing change but staying familiar.

## **Accessibility & Inclusion:**

Our aim of this project is to develop experiences, products and locations that are accessible and inclusive for people of all ages, abilities and backgrounds. In addition to our educational programs around universal design and service for all, we are now a Rainbow Registered organization and offer certifications to Member businesses through a Member Benefit program. Through sponsoring our members to also participate in these initiatives we are confident Penticton will soon be recognised as one of the most inclusive communities in our region.

While maintaining their own unique messaging, these elements will be integrated with and build on each other through complimentary themes, content and imagery. Focusing on these already curated programs will help facilitate a resilient regional tourism profile and messaging and forging a competitive edge over destinations with less market-ready experiences.

Travel media has also embraced these initiatives which go further than selling just 'peaches & beaches' or a sunny climate which is part of the entire Okanagan Valley.



# Media Development

The engagement of media writers is one of the most effective ways for Travel Penticton to positively promote our region to a broad spectrum of potential visitors. Media writers offer a unique, first-hand perspective of a destination and can be a significant influence over where people choose to vacation.

Working closely with our media partners; Destination Canada, Destination BC, TOTA, industry stakeholders and Serena PR, we will arrange FAM tours to delight and inspire media writers to share their Penticton experiences with audiences around the world.

In alignment with building a unique brand identity, we will focus on showcasing our foundational marketing campaigns along with the distinctive ICONIC elements, which contribute to Penticton's desirability as a vacation destination.

- **Fuel Free...Almost:** Promotion of this program for responsible tourism, health & wellness, unique selling proposition.
- **Flavour Trail:** New initiative to bolster the wine, craft beer, farm-to-table culinary opportunities.
- **Country:** 80+ Wineries, Vineyards and Orchards within City boundaries.
- **Craft Culture:** Breweries, Cideries, Distilleries, Penticton Farmers Market, Downtown Community Market.
- **Indigenous Culture:** Home of the syilx Okanagan nation peoples territory.
- **Events:** 35+ annual events, sporting events, natural and cultural experiences.
- **Location:** Hub of the South Okanagan, One of two cities in the world located between two lakes.
- **'Float the Channel':** 7km river channel between Okanagan Lake and Skaha Lake, a must-do activity every Summer.
- **Beaches & Water Activities:** 15 acres of premium sandy beaches, Water skiing, wakeboarding, wake surfing & fishing, canoe, kayak, stand-up paddle board.
- **Kettle Valley Rail Trail:** Non-motorized trails connecting Naramata to OK Falls to Summerland, walking, trail running, hiking, biking or horseback through vineyards overlooking the lakes.
- **Outdoor Recreation:** 350+ km of hiking, biking and trail running trails & world class rock climbing, alpine & nordic skiing, snowshoeing, pond hockey and fat biking.



Wanderlust:  
(n.) a strong desire for impulse to wander or travel and explore the world.

# Social Media & Digital Asset Development

Our consumer website VisitPenticton.com, is the hub to where all of our consumer marketing is driven. The main goal is to drive in and out of market visitors from 'interest' to 'purchase' by presenting information in a cohesive format which makes it easy to find hotel rooms, tour operators and activity providers.

For those potential visitors who are still undecided our website also provides rich stories, cultural insights and personal experiences about what Penticton has to offer. We hope to lengthen the time spent on site, which will ultimately lead to an increase in referrals/conversions.

With regard to other social and digital marketing channels, we will continue to utilize management solutions such as Hootsuite, Google Ads, Monsido and Constant Contact for efficient optimization, scheduling, distribution and performance measuring. Crowdriff will also play a key role in the curation of our digital assets including User Generated Content, which we have found extremely impactful for creating authentic marketing messages.

Digital advertising is cost effective in terms of audience reach and it also offers several other advantages:

- It can be instantly updated to reflect current market conditions
- Messaging can be targeted to very specific geographic markets
- Launch of campaigns can be more easily controlled

An additional benefit of social media is the ability to track and react to consumer sentiment. Word-of-mouth has always been a powerful marketing tool. Visitors sharing positive personal experiences are often seen as a trustworthy source for people considering travelling to Penticton. We will continue to encourage this form of content sharing through use of our key hashtags: #visitpenticton | #visitsouthokanagan | #thompsonokanagan | #exploreCanada | #lovelocalPenticton

**For 2025 our key objectives will include:**

- Building curated content (photo/video) to promote Penticton ICONICS
- Being more proactive by working from an annual schedule for Social Media activity (paid & organic)



# Destination Development

Tourism in Penticton is the third largest contributor to the economy. A robust and a sustainable tourism sector will contribute significantly to the City's long term prosperity. Travel Penticton will continue to share knowledge and ideas with local tourism industry experts and advocate for the interests of tourism stakeholders regarding City developments that impact this sector.

For our tourism sector to be successful we must be willing and able to adapt to change. The best way to do this is to keep well informed about developments within the industry and take advantage of the knowledge and experience shared by industry partners. We will do this through:

- Attending the annual TIABC Conference and relevant tourism based seminars
- Remaining active members of key tourism groups (TIABC, BCDMOA, BCHA, TIAC, Chamber etc.)
- Participating in sponsorship opportunities to help elevate the profile of tourism within the region
- Hosting an annual strategy session for Travel Penticton team, Board Members and tourism specialists

If we hope to attract new accommodation and businesses willing to make a long-term commitment to Penticton's tourism sector, we must work in collaboration with the City of Penticton, Penticton Indian Band and other relevant interest groups on projects that will benefit our tourism sector including the Northern Gateway Development. Partnering with other regional DMOs , TOTA and Destination BC will also be key to ensuring a broad based approach.

Travel Penticton will also continue to forge positive relationships and partnerships with media outlets, who play a very influential role in broadcasting positive consumer sentiment and elevating the profile of Penticton ICONICS and the tourism industry within the region.

Our residents are also an important aspect of our destination development strategy. Engaged and well informed local residents become effective ambassadors for our community.



**Sustainability is the capability to equitably meet the vital human needs of the present without compromising the ability of future generations to meet their own needs by preserving and protecting the area's ecosystems and natural resources.**

- American Planning Association

# Member Development

Many visitors to Penticton have pre-conceived ideas of what to expect based on previous experience, or what they may have read or researched. We want to continue to surprise and delight visitors with everything Penticton has to offer today, so there needs to be continuity from the external branding and messaging to in-market delivery.

Travel Penticton strives to work closely with our Membership on activities, initiatives, partnerships and investments, which lead to external awareness of our community and to support increased incremental revenues for Members and the City as a whole.

Our intention is to include in-market activations for our foundational marketing campaigns (Fuel Free, Flavour Trail, Outdoor Adventure, ICONICS), through the creation of branded assets which can be shared with our local tourism stakeholders. Encouraging tourism community participation will help increase brand awareness and create champions and ambassadors to drive the messaging and delivery of exceptional experiences to consumers.

Member development activities will include:

- Providing workshops and training opportunities for tourism industry stakeholders focused on:
  - marketing & product development
  - customer service & safety
  - facility improvement
  - reputation management
- Actively encouraging members to claim their TripAdvisor and Google My Business Listings
- Hosting our annual TRUE Penticton Tourism Expo to showcase tourism businesses/activities for upcoming season
- Sharing member news, stories and events across our social media channels

In 2025, collaboration will continue to be key to our success. Travel Penticton encourages information and knowledge sharing and takes the lead in building a viable and sustainable local tourism sector, which will contribute to the long-term economic prosperity of our City.



**Travel Penticton offers valuable marketing opportunities, workshops, events and more for our Members. This direct collaboration helps us all to reach wider audiences and travellers on a regional, national and international level, bringing even more visitors to Penticton and area.**



# Visitor Services

Consumers have a wealth of options when travelling and if they're not impressed with Penticton from the outset it's very easy for them to go elsewhere. Working closely with the City, members and tourism partners, we will strive to ensure a consumer's initial experience of Penticton is positive.

The same can be said for those considering relocation. Maintaining a healthy and diverse population is vital to Penticton's economic prosperity and we must constantly encourage new residents and investment. Providing accurate, engaging and informed advice about living and working in Penticton increases our viability and attractiveness as a relocation option.

One of our main objectives is to encourage excellence in tourism service. As well as providing timely and accurate responses to visitor requests we need to ensure staff and volunteers present and conduct themselves in a professional manner.

Visitor Centre staff and volunteers are often a first point of contact and their expertise and demeanour has a significant influence on a visitor's perception of our destination as a whole.

Through standardized, relevant training, constant support and opportunities for improvement we can deliver a first class customer experience.

Competition for visitor dollars is fierce. If we want visitors to stay longer and experience more of what our region has to offer, we must seize every possible opportunity to meet or exceed their expectations.

- **888 Westminster:** Main location | operated year-round
- **Peach:** Satellite location |
- **Airport:** Satellite location | unmanned location | can be staffed during key times
- **Mobile:** Van & Tent | operated at select events and key tourist locations (e.g. Penticton Farmer's Market)

By operating and maintaining all of the above Visitor Centre locations at the same high standard we will leave visitors with a positive, lasting impression of Penticton as a destination that welcomes and appreciates their business.





Visit SOUTH  
OKANAGAN



VisitPenticton.com

TRAVEL PENTICTON SOCIETY TACTICAL PLAN 2025

**ADVERTISING \$307,898 (MRDT)**

Initiative	Target Sector	Description	Objectives	KPI's	Timeframe	Budget
<b>Print Advertising - Regional</b>						
Edible Vancouver	Wine & Culinary	BC Touring Guide full page ad, plus newsletter ads	Promotion of the areas diverse wineries, culinary scene / Flavour Trail	Distribution, QR Code Scans	Q1	\$ 3,210
Mountain Life Media	Outdoor Adventure Winter/Ski	ML Coast Mountains - 2 full page ads + editorial and newsletter ads	Promotion of summer and winter mountain activities	Distribution, QR Code Scans, Newsletter base/engagement	Q1/Q2/Q4	\$ 6,500
Naramata Bench Wineries Association	Wine & Culinary	Full page ad in Winery Tasting Passport	Promotion of local wineries, Visitor Centre offer	Distribution, Visitor Centre sales	Q2	\$ 250
<b>Print Advertising - National/International</b>						
Northwest Travel & Life	Leisure	1 x full, 1 x 1/2 + digital content, dedicated newsletter (BC, WA, MT, OR, ID, AK)	Promotion to USA travelers	Distribution, QR Code Scans, Engagement, Clicks to VP website, Newsletter base/engagement	Q2/Q3	\$ 10,000
Canadian Snowbirds Association	Winter / Snowbirds	Full page advertorial (Canadian & US audience)	Attract snowbirds for winter visitation	Distribution, QR Code Scans	Q4	\$ 5,500
Sip Magazine	Wine & Culinary	2 full page ads, sponsored story, newsletter feature + socials (Seattle, Pacific NW)	Promotion of the areas diverse wineries, culinary scene / Flavour Trail to USA travelers	Distribution, QR Code Scans, Newsletter base/engagement, Social Engagement	Q2/Q3	\$ 6,000
Ski Canada Magazine	Winter/Ski	2 full page ads	Promotion of winter activities and travel	Distribution, QR Code Scans	Q4	\$ 7,000
Accessible Journeys	Accessibility Leisure	2 full page ads + 3 newsletter ads	Targeted to people with diverse abilities looking for accessible travel destinations	Distribution, QR Code Scans, Newsletter base/engagement	Q1-Q3	\$ 6,900

## TRAVEL PENTICTON SOCIETY TACTICAL PLAN 2025

Initiative	Target Sector	Description	Objectives	KPI's	Timeframe	Budget
<b>Digital Advertising - Regional/Provincial</b>						
Vancouver is Awesome	Outdoor Adventure Leisure Wine & Culinary	2 articles + newsletter	Custom content to attract visitors from Vancouver/Lower Mainland	Impressions, Article Reads, Engagement, Clicks to VP website, Social Engagement, Newsletter base/engagement	Q1/Q3	\$ 8,500
Rogers Media	Outdoor Adventure	60 second targeted TV ads - Foot, Pedal and Paddle segments	Promoting Fuel Free...Almost	TV Viewers	Q2	\$ 14,000
Global BC	Outdoor Adventure Leisure	30 second Fuel Free TV ads (Van Island/Lower Mainland, Kamloops to Prince George)	Promoting Fuel Free...Almost	TV Viewers	Q2/Q3	\$ 50,000
NowMedia	Outdoor Adventure Leisure Wine & Culinary	Now Cities Contest Series - 1 promotion, 3 contests, 3 articles, plus external promotions	Offers the ability to get info on types of travelers through survey/contests	Impressions, Engagement, Contest Entries, Clicks to VP website	Q2	\$ 9,000
Sher-E Punjab Radio	Leisure	7 week radio ad campaign (Lower Mainland)	Targeted market reach to the South Asian Community	Impressions	Q1/Q2	\$ 10,500
Castanet	Festivals & Events	Contesting - Connect TV programmatic audio through Glacier (Western Canada)	Promotion of festivals and events	Impressions, Engagement, Contest Entries, Clicks to VP website	Q2-Q4	\$ 7,500

## TRAVEL PENTICTON SOCIETY TACTICAL PLAN 2025

Initiative	Target Sector	Description	Objectives	KPI's	Timeframe	Budget
<b>Digital Advertising - National</b>						
Narcity Media	Outdoor Adventure Leisure Wine & Culinary	2 performance content packages/articles + native banner ads (Western Canada)	Custom content to attract visitors from BC/AB, increase website visitation	Impressions, Article Reads, Engagement, Clicks to VP website, Social Engagement	Q2/Q3	\$ 17,500
Globe & Mail	Outdoor Adventure Leisure Wine & Culinary	2 national campaigns - sponsored content, brand ads - multiplatform campaign (2 digital articles, no print) targeting Western Canada	Custom content to attract visitors from BC/AB, increase website visitation	Impressions, Article Reads, Engagement, Clicks to VP website	Q2/Q3	\$ 17,500
Outside Magazine	Outdoor Adventure	Dedicated e-blast custom content to Outside audience	Promotion of outdoor adventures and operators	Newsletter base/engagement	Q1	\$ 5,500
datenight	Leisure Wine & Culinary	Email list growth package and IG follower growth package - BC/Canadian audience	Increase newsletter sign-ups and social media followers with enticing vacation packages	Impressions, Engagement, Contest Entries, Clicks to VP website, Growth in Followers	Q3/Q4	\$ 4,500
AMA Travel	Leisure	2 digital articles, + content emails and social posts (distribution of guides to 17 AMA centers across Alberta)	Custom content to attract visitors from AB, increase website and social channel visitation	Impressions, Article Reads, Engagement, Clicks to VP website, Social Engagement, Newsletter base/engagement	Q1/Q2	\$ 8,500

## TRAVEL PENTICTON SOCIETY TACTICAL PLAN 2025

Initiative	Target Sector	Description	Objectives	KPI's	Timeframe	Budget
<b>Digital Advertising - International</b>						
Matador Network	Outdoor Adventure Leisure Wine & Culinary	2 articles + newsletters, social posts (Canada, US - Can also reach UK, Australia, Germany)	Custom content to attract visitors from BC/AB/WA, increase website visitation	Impressions, Article Reads, Engagement, Clicks to VP website, Newsletter base/engagement	Q2/Q3	\$ 41,100
Bell Campaign	Outdoor Adventure Leisure	CPC/Connected TV programs with extended reach (AB, BC, WA), targeting 25+ travelers	Banner ads and video ads to attract visitors from BC/AB/WA, increase website visitation	Impressions, Clicks to VP website, Post conversions	Q1-Q4	\$ 30,000
<b>Co-op Marketing</b>						
MBTA/Mountain Biking BC/Okanagan Singletrack	Outdoor Adventure	DBC funded co-op to promote our mountain biking trails. Advertisements, promotion of new videos	Targeted market reach to the mountain biking community in BC, AB	Impressions, Engagement, Video views	Q2/Q3	\$ 3,500
BC craft Brewers Guild/BC Ale Trail/Penticton Ale Trail	Wine & Culinary	DBC funded co-op to promote our craft breweries. Maps, digital campaign, video promotions	Targeted market reach to visitors in BC, AB interested in craft beer	Impressions, Engagement, Video views	Ongoing	\$ 4,700
Visit South Okanagan	Leisure	DBC funded co-op to promote touring in the South Okanagan with Peachland, Summerland, Naramata, Kaleden, Okanagan Falls and Oliver	Differentiate ourselves from Central or North Okanagan to reach visitors in BC and AB	VSOK Website traffic, Users, Page views, Social Engagement, Growth in Followers	Ongoing	\$ 5,000
Travelling Out in the Thompson Okanagan	2SLGBTQIA+	DBC co-op to promote 2SLGBTQIA+ visitation, with Osoyoos, Kelowna, Vernon & Kamloops	Targeted market reach to the 2SLGBTQIA+ Community	TOTO Website traffic, Users, Page views, Social Engagement, Growth in Followers	Ongoing	\$ 8,000

## TRAVEL PENTICTON SOCIETY TACTICAL PLAN 2025

Initiative	Target Sector	Description	Objectives	KPI's	Timeframe	Budget
<b>Advertising - Other</b>						
Contests & Prizing	Leisure Festivals & Events Wine & Culinary Outdoor Adventure Winter/Ski	Social contests, giveaways, events, Stay & Play with the SOEC	Increase newsletter sign-ups and social media followers with enticing vacation packages	Contest entries, Newsletter sign-ups, Growth in Followers	Ongoing	\$ 2,000
Bandwango	Wine & Culinary	Bandwango - Passports to promote Flavour Trail, local businesses	Easily downloadable passport to increase visitation to member businesses, awareness of Flavour Trail	Downloads, Stats on business visitation	Ongoing	\$ 5,988
Unanticipated Opportunities	Leisure Wine & Culinary Outdoor Adventure Winter/Ski	New opportunities, seasonal campaigns, health and wellness or sustainability publications, 2SLGBTQIA+, targeted newsletters	Allocated spend for unanticipated or new opportunities that arise to target specific markets		Ongoing	\$ 9,250

### **BRANDING - \$2,000 (MRDT)**

Initiative	Target Sector	Description	Objectives	KPI's	Timeframe	Budget
Fuel Free Corporate Sponsorship	Outdoor Adventure	Onboarding corporate sponsors to enhance and expand on the Fuel Free program	To get corporate businesses to sponsor the program to increase funding, targeting those businesses that align with the Fuel Free brand	Sponsors onboarded, Website traffic, Page views	Ongoing	\$ 1,000
Flavour Trail/Fuel Free Almost	Wine & Culinary Outdoor Adventure	Coasters, stickers, rack cards, flat sheets, window decals, etc.	Provide collateral to increase awareness of these campaigns	Distribution	Ongoing	\$ 1,000

## TRAVEL PENTICTON SOCIETY TACTICAL PLAN 2025

### DIGITAL & ONLINE MARKETING - \$44,500 (MRDT)

Initiative	Target Sector	Description	Objectives	KPI's	Timeframe	Budget
<b>Social Media Advertising</b>						
Social Media/Meta Ads	All Sectors	Social Media marketing to promote target markets based on location and interest	Promotion of Penticton Iconics, Realtime conditions, Fuel Free Almost Campaign, Festivals & Events and Flavour Trail	Impressions, Clicks, Engagements, Growth in Followers	Ongoing	\$ 6,000
Assets & Tools	All Sectors	Hootsuite, Canva, Social Media Apps, QR Code Generator	Apps and tools to make work process and flow quicker and easier	Each platform has their own KPI tracking for posts, ads, etc.	Ongoing	\$ 3,080
Content Creation	All Sectors	Photography and Video of Activities, Events, Experiences, Travel, Member Businesses	Utilize in-house resources and leverage content creators / influencers to extend reach on all social platforms, create reels and use UGC	Impressions, Engagements, Clicks to VP website, Growth in Followers	Ongoing	\$ 9,500
<b>Search Engine Marketing</b>						
Paid Google Ad word & Display Ads	All Sectors	Targeted search and display advertising + retargeting through the Google ad network	Paid Google ad words/Display ads - promotion of winter activities, events, fuel free, outdoor activities	Impressions, Engagement, Clicks to VP website, Website traffic, Page views	Ongoing	\$ 9,000
Google Cloud API	Leisure Wine & Culinary Outdoor Adventure Accessibility	For itineraries and maps	Flavour Trail itineraries, maps and directions from Google map API on website	Website traffic, Users, Page views	Ongoing	\$ 1,200
Navigator	All Sectors	Grant ad management	Manages non-profit Google ad grant of \$10,000/month, plus additional ad spend for display ads	Impressions, Engagement, Clicks to VP website, Website traffic, Page views	Ongoing	\$ 7,920
<b>Email marketing</b>						
Constant Contact	All Sectors	Weekly and monthly mailers to promote sponsored content, events and member businesses	Targeted messaging to subscribers	Growth in subscribers, Open rate, Clicks	Ongoing	\$ 7,800



TRAVEL PENTICTON SOCIETY TACTICAL PLAN 2025

**MEDIA DEVELOPMENT - \$50,000 (MRDT)**

Initiative	Target Sector	Description	Objectives	KPI's	Timeframe	Budget
<b>Media Development</b>						
Media Liaison	All Sectors	Serena PR - Consulting Fees	Planning and itinerary creation for all hosted media	FAMs planned, Articles	Ongoing	\$ 30,000
FAM Tours	All Sectors	Accommodation, meals, activities, transportation for media writers	Hosting a variety of writers, media and content creators from various sectors	Impressions, Article Reads, Engagement, Clicks to VP website, Social Engagement	Ongoing	\$ 10,000
Media Monitoring	All Sectors	Agility PR - metrics on print and digital publications	Sourcing all earned media, paid media and other media mentions	Impressions, Article Value	Ongoing	\$ 10,000

**WEBSITE - \$9,220 (CFFS)**

Initiative	Target Sector	Description	Objectives	KPI's	Timeframe	Budget
GoDaddy Domains	All Sectors	Visitpenticton.ca / Visitpenticton.com / Travelpenticton.ca / Travelpenticton.com	Various domains for website traffic both for leisure/consumer website and society/member website	Website traffic, Users, Page views	Ongoing	\$ 150
Website Maintenance	All Sectors	Maintain website performance and optimization	Ensure functionality and performance of website is maintained	Website traffic, Users, Page views	Ongoing	\$ 750
Website Hosting	All Sectors	Upgraded server	Driving traffic to website for visitors to plan their trip to Penticton	Website traffic, Users, Page views	Ongoing	\$ 1,320
Website Review	Accessibility	Monsido Toolset - Website Review & Accessibility Toolset/icon - SEO, broken links or images	Ensure all visitors of all abilities can easily use and navigate the website	Website traffic, Users, Page views	Ongoing	\$ 7,000

TRAVEL PENTICTON SOCIETY TACTICAL PLAN 2025

**VIDEOGRAPHY/PHOTOGRAPHY - \$18,750 (MRDT)**

Initiative	Target Sector	Description	Objectives	KPI's	Timeframe	Budget
<b>Videography</b>						
TOTO Video Shoot/Ark Media	2SLGBTQIA+	Includes filming, travel, planning, activities, talent	2SLGBTQIA+ content, shoulder season/winter	Video views	Q1	\$ 2,500
Video Assets	Leisure Festivals & Events Wine & Culinary Outdoor Adventure Winter/Ski	Enhance existing assets specifically major events, seniors, families, leisure biking, drone footage, fall focused, other needed assets	Increase video media library for more variety in advertising and promotions and use on website	Video assets	Ongoing	\$ 2,500
<b>Photography</b>						
TOTO Photo Shoot	2SLGBTQIA+	TOTO Photo Shoot Winter	2SLGBTQIA+ content, shoulder season/winter	Photos	Q1	\$ 1,200
Photo Assets	All Sectors	Enhance existing assets specifically seniors, walking/hiking with views, accessibility, other needed assets	Increase video media library for more variety in advertising and promotions and use on website	Photo assets	Ongoing	\$ 3,000
<b>Digital Storage</b>						
Asset Management Software	All Sectors	CrowdRiff - Asset management software (storage of digital assets, content collection, media sharing)	Media library, User Generated Content (UGC), content collector, media hub	Assets, Gallery views, Engagement, Media hub users and downloads	Ongoing	\$ 9,500
Google Drive	All Sectors	Google Drive Storage	Storage and sharing of large files		Ongoing	\$ 50

TRAVEL PENTICTON SOCIETY TACTICAL PLAN 2025

**CONSUMER SHOWS - \$9,500 (MRDT)**

Initiative	Target Sector	Description	Objectives	KPI's	Timeframe	Budget
Vancouver Outdoor Show	All Sectors	Spring Outdoor Show, includes booth space, travel and prizing	Opportunity to connect directly with consumers in key market	Attendance, Interactions, Contest Entries	Q1	\$ 9,500

**MEMBER CO-OP INITIATIVES - \$29,950 (General)**

Initiative	Target Sector	Description	Objectives	KPI's	Timeframe	Budget
Castanet Co-op	All Sectors	50/50 split - Coverage focused on Lower Mainland and AB	Provide funding assistance for members to expand digital marketing efforts, with co-branding from Visit Penticton	Members signed up, Impressions, Engagement	Q1, Q2, Q4	\$ 10,800
Bell Media/Move 103.5 Radio Co-op	All Sectors	6 spots for spring campaign - Vancouver/Lower Mainland	Provide funding assistance for members to expand radio marketing efforts in the Lower Mainland, with co-branding from Visit Penticton	Members signed up, Radio listeners	Q2	\$ 5,400
BC Food & Wine Radio	Wine & Culinary	1 x 30-sec brand commercials, plus 1 x 2-hour on-site show with 10 min guest interviews	Provide opportunity for members to expand radio marketing efforts across BC, with sponsorship from Visit Penticton	Radio listeners	Q2/Q3	\$ 13,750

TRAVEL PENTICTON SOCIETY TACTICAL PLAN 2025

**IN MARKET PROMOTIONS & DISTRIBUTION - \$70,800 (CFFS)**

Initiative	Target Sector	Description	Objectives	KPI's	Timeframe	Budget
Visitor Guides	Leisure Festivals & Events Wine & Culinary Outdoor Adventure	Update and reprint Guides for distribution in VC, Mobile Centers, provincial distribution, member businesses and accommodations	Promote a wide range of activities and travel to Penticton, promote all member businesses	Distribution, QR Code Scans	Q1	\$ 59,500
City Maps	Leisure	Update and reprint tearaway maps for distribution in VC, Mobile Centers, provincial distribution, member businesses and accommodators	Provide a map for visitors to easily navigate the city and find member businesses	Distribution, QR Code Scans	Q2	\$ 7,500
Miscellaneous Print Collateral	Leisure Outdoor Adventure	KVR maps, other maps or printouts	Provide a map for visitors to easily navigate the KVR trail	Distribution, QR Code Scans	Ongoing	\$ 1,000
Other	Leisure	GoBrochures online listing, Issuu License, Shipping guides	Distribution of guides and maps, plus digital publication of guides and maps for easier accessibility	Impressions, Downloads, Clicks to VP website	Ongoing	\$ 2,800

TRAVEL PENTICTON SOCIETY TACTICAL PLAN 2025

**EVENTS - \$80,000 (MRDT)**

Initiative	Target Sector	Description	Objectives	KPI's	Timeframe	Budget
Event Marketing Support	Events & Festivals	Financial support for event organizers to assist with out of area marketing initiatives for their event	Increase exposure for festivals and events and, ensure the continued success and longevity of signature events, which attract large number of visitors to the region	# of events, Post Event Measurable report (estimates on attendees/ out of town guests/ length of stay)	Annual	\$ 50,000
Event Sponsorship	Sport & Events	Direct financial support for 2 large scale sporting events (CSSHL and Gran Fondo)	Support Penticton as a 'first choice' sport and event destination	Increase in overnight stays, Economic impact study	Q2	\$ 30,000

TRAVEL PENTICTON SOCIETY TACTICAL PLAN 2025

**MICE - MARKETING, PROMOTIONS & COLLATERAL - \$78,360 (MRDT)**

Initiative	Target Sector	Description	Objectives	KPI's	Timeframe	Budget
<b>Advertising - Print &amp; Digital</b>						
CSAE (Naylor)	Event planners	Association Magazine Source Guide, Association Magazine Conference Edition	For Meet in Penticton to become the provincially and nationally recognized brand within the MICE sector.	Distribution	Annual	\$ 3,000
Ignite Magazine	Event planners	2 full page ads - Print and Digital Campaigns	For Meet in Penticton to become the provincially and nationally recognized brand within the MICE sector.	Distribution, Impressions	Q2/Q4	\$ 11,200
Cvent	Event planners	Annual Subscription to premier lead generating platform	Utilize software to review and distribute RFPs for conventions and meeting in Penticton	Number of Event leads	Annual	\$ 14,000
Google Ads	Event planners	Targeted search and display advertising + retargeting through the Google ad network	Entice event planners to choose Penticton as their conference destination	Impressions, Engagement, Clicks to MIP website	Ongoing	\$ 6,000
Design	Event planners	Professionally design creative collateral to be used in print and digital marketing	To maintain the integrity and cohesiveness of the visit Penticton brand	Brand recognition, number of assets created	Ongoing	\$ 3,000
Videography & Photography	Event planners	Professional photography and videography	Integrate the Meet in Penticton brand with existing Travel Penticton portfolios to create a uniform look for our MICE market	Brand recognition, number of assets created	Ongoing	\$ 3,000

## TRAVEL PENTICTON SOCIETY TACTICAL PLAN 2025

Initiative	Target Sector	Description	Objectives	KPI's	Timeframe	Budget
<b>Co-op Marketing</b>						
OTBBC	Partnerships Event Planners	Outside of the Box BC is a Collaboration with Penticton, Nanaimo and Kamloops to promote all locations as a ideal locations for multi year conventions to flow through	Leveraging marketing dollars and expertise to promote conference business in all 3 locations on a rotational basis to event planners	# of events attend, # leads generated	Ongoing	\$ 5,000
Other	Partnerships	Unanticipated Co-Op Opportunities	Leverage marketing dollars with relevant businesses actively promoting the area as an ideal convention location	# of events attend, # leads generated	Ongoing	\$ 1,000
<b>Professional Services</b>						
Digital Catalogue	Event Planners	Digital presentation of Attractions and Amenities	Provide a compact and comprehensive listing of assets specifically curated to attract and promote the local MICE industry	# of assets developed and maintained	Ongoing	\$ 1,500
Sales & Marketing	Event Planners	Professional support with content creation / social media management, website, newsletters, asset development and special projects	Cohesive marketing collateral and messaging to promote the MIP brand and MICE industry in Penticton	# of assets, social posts, social engagement, emails sent and engagement, #of special projects completed	Ongoing	\$ 20,000
Website Maintech		Web Hosting			Ongoing	\$ 160
<b>Promotional Collateral</b>						
Sales Tools		USB Cards, Business Cards			Q1	\$ 2,400
General Promotions		Pull up and table top banners Branded pens, decals, tags, sweets, shirts			Q1	\$ 8,100

TRAVEL PENTICTON SOCIETY TACTICAL PLAN 2025

**MICE - ASSOCIATIONS, EVENTS, TOURS & INCENTIVES - \$94,850 (MRDT)**

Initiative	Target Sector	Description	Objectives	KPI's	Timeframe	Budget
<b>Tradeshows</b>						
Tradeshow	Event Planners	Go West Tradeshow Ottawa Meet Week Can SPEP Tradeshow CMEE Tradeshow Venue Series - Vancouver Hosted Lunches CMEE Tradeshow	Build the out of market reputation of Penticton as a highly desirable MICE destination	# of events attend, # leads generated	Q1	\$ 59,000
<b>Associations and Memberships</b>						
Associations & Memberships	Industry	Join and collaborate within the MICE sector and ensure the Meet in Penticton profile is represented where possible, PCMA, MPI, CSAE.	Raise awareness of the key selling features Penticton has to offer the MICE sector over and above other destinations in Western Canada.		Annual	\$ 2,350
<b>FAM Hosting</b>						
FAM Hosting	Event Planners	Offer FAMs and incentives to event planners to increase the desirability and competitiveness of Penticton; may include Accommodation, Meals, Activities, Transportation	Promote Penticton as a destination of choice for Meetings, Incentives Conventions and Events	# of FAM hosted, # of conference / conventions secured	Ongoing	\$ 8,000
<b>Events &amp; Incentives</b>						
Events	Event Planners	EPCMA / MPI / CANSPEP / OMEC Industry Events	Ensure Penticton has representation at key MICE industry events	# of events attend, # leads generated	Ongoing	\$ 6,000
Incentives		Sponsorship, Group Incentives & Planner Gifts, includes travel and entertainment	Ensure Penticton has enough resources to optimize opportunities to secure new and recurring bids from event planner	# of conference / conventions secured, increase in overnight stays/MRDT	Ongoing	\$ 19,500



TRAVEL PENTICTON SOCIETY TACTICAL PLAN 2025

**DESTINATION DEVELOPMENT - \$90,535 (MRDT)**

Initiative	Target Sector	Description	Objectives	KPI's	Timeframe	Budget
<b>Strategic Planning</b>						
Value of Tourism Assessment	All	Conduct an in depth study of the economic impact of tourism within Penticton.	Obtain a clear understanding of the value of the tourism in Penticton and area			\$ 68,535
Strategy Session	All	Board / Team Strategic Planning	Build a robust and sustainable tourism industry within Penticton		Q3	\$ 3,000
Associations & Membership	All	Remain active members of key tourism groups (TIABC, BCDMOA, TOTA, DBC, Chamber etc.)	Keep well informed about developments within the industry and take advantage of the knowledge and experience shared by industry partners	Industry Engagement	Ongoing	\$ 3,000
<b>Conferences, Events &amp; Development</b>						
Conferences	All	Attend Regional, Provincial & National industry relevant conferences & workshops	Keep up to date on developments in local, regional and national tourism markets and share information with relevant partners	#of Conferences attended	Ongoing	\$ 7,500
Professional Development	All	Provide training opportunities for team members to enhance their tourism skills and knowledge base.	Provide training opportunities for team members to enhance their tourism skills and knowledge base		Ongoing	\$ 1,000
Sponsorship & Appreciation	All	Chamber of Commerce Events, DPA Events	Participate in sponsorship opportunities locally to create a more broad-based image of tourism development in Penticton	# of Events Supported	Ongoing	\$ 2,500
Travel & Entertainment					Ongoing	\$ 5,000

TRAVEL PENTICTON SOCIETY TACTICAL PLAN 2025

**MEMBER DEVELOPMENT - \$21,250 (MRDT)**

Initiative	Target Sector	Description	Objectives	KPI's	Timeframe	Budget
<b>Member Photography &amp; Videography</b>						
Sandy Wei Photography	All Sectors	Sandy Wei Photography - 8 spots	Provide funding for photoshoot to increase our photo media library and assist members with getting photos of their business	Members signed up, Photo assets	Ongoing	\$ 6,400
Drake Richardson Photography	All Sectors	Videography - 4 spots	Provide funding for video shoot to increase our video media library and b-roll and assist members with getting a video of their business	Members signed up, Video assets	Ongoing	\$ 3,200
<b>Education &amp; Accreditation</b>						
St. John's Ambulance	All Sectors	First Aid Training - 10 spots	Provide valuable member training / First Aid Certification	Members signed up	Q2	\$ 1,200
Indigenous Training	All Sectors	Okanagan Creation Story and Okanagan Protocols Session - 2 annual sessions	Provide valuable Indigenous member training	Members signed up	Q2/Q4	\$ 1,300
Rainbow Registered/LGBT+ Accreditation	2SLGBTQIA+	2SLGBTQIA+ accreditation for members - 5 businesses total (small, 2 medium)	Provide access for members to become accredited Rainbow Registered businesses, supporting and serving the 2SLGBTQIA+ community	Members signed up	Ongoing	\$ 2,100
<b>Member Events &amp; Exposure</b>						
Dine Around Okanagan	Wine & Culinary	Penticton/South Okanagan sponsorship with landing page	Assist restaurants with promotional support in low/winter season	Members signed up, Contest entries, Restaurant visitors, Dine Around Website Traffic	Q1	\$ 1,500
TRUE Penticton Experience Market	All Sectors	Opportunity for members to showcase their businesses to community	Opportunity for members to showcase their businesses to community	Members signed up, Attendees, Contest Entries, Newsletter Sign-ups	Q2	\$ 4,550
Member Appreciation	All Sectors	Spring Open House	Opportunity for members to network, learn more about what we do at Travel Penticton and the Penticton Visitor Centre	Attendees	Q1	\$ 1,000

TRAVEL PENTICTON SOCIETY TACTICAL PLAN 2025

**VISITORS CENTRE - \$52,495 (CFFS) - RETAIL COGS \$25,000 (GENERAL)**

Initiative	Target Sector	Description	Objectives	KPI's	Timeframe	Budget
<b>Visitors Centre - Westminster/Peach Locations</b>						
General Operations	In person visitors, phones and email queries	Westminster Lease/ Peach Lease Phones, Janitorial, Signage, Display & Racking	Offer a first class customer experience both externally in the trip planning stages and while in market	# of Visitors, # of phone/email queries, Trip Advisor and Google ratings,	Ongoing	\$ 30,145
<b>Mobile Visitors Centre</b>						
Truck Lease	In person visitors, phone and email queries	Truck Lease, Truck Insurance / Truck maintenance / display, Fuel	Work with members and local community groups and event organizers to arrange key locations for Mobile Visitor Centre, attend the local Community Market	# of visitors, Trip Advisor and Google ratings	Ongoing	\$ 12,600
<b>Staffing</b>						
Training & Recruitment & Appreciation					Q2	\$ 2,550.00
Uniforms					Q2	\$ 1,000.00
<b>Retail Operations</b>						
*Retail Cost of Goods		Cost of Merchandise sold in store	Offer visitors the opportunity to purchase mementos of their time in Penticton at Visitors Centers and Online			\$ 25,000
Credit Card Fees		POS Charges/ Support				\$ 6,000
Freight		Shipping of Online Purchases	Offer convenient options for the purchase of retail goods			\$ 200

TRAVEL PENTICTON SOCIETY TACTICAL PLAN 2025

**ADMINISTRATION - \$59,450 (MRDT), \$12,750 (CFFS), \$6,000 (GENERAL)**

Initiative	Target Sector	Description	MRDT	CFFS	General
<b>Shared Costs with Admin</b>					
Credit Card Fees		Credit card fees (VC & membership)	n/a	included in VC	\$ 6,000.00
Building Lease		Westminster / Peach Locations	\$ 18,500.00	included in VC	
Board Meetings		Board Meeting	\$ 3,500.00	n/a	
Telephone		Mobile phones	\$ 1,250.00	\$ 1,250.00	
Subscriptions		Microsoft 365 365/Teams/IDSS CRM	\$ 12,000.00	\$ 6,000.00	
Accounting & Legal		Accounting & Legal	\$ 11,000.00	\$ 1,500.00	
Insurance		Contents, Liability, Director	\$ 4,000.00	\$ 1,800.00	
IT Support		IT Support	\$ 750.00	\$ 250.00	
Internet		Internet	\$ 500.00	\$ 250.00	
Bank Charges		Bank Charges	\$ 750.00	\$ 250.00	
Repair & maintenance		Repair & Maintenance		\$ 250.00	
Office Supplies		Office Supplies	\$ 5,000.00	\$ 500.00	
Photocopy		photocopy	\$ 2,000.00	\$ 700.00	
Courier & Postage		Courier & Postage	\$ 200.00	\$ -	
<b>TOTALS</b>			<b>\$ 59,450.00</b>	<b>\$ 12,750.00</b>	<b>\$ 6,000.00</b>