

2018 Operations Overview

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 throughout Penticton and Metropolitan Area. Working in close partnership with the Thompson Okanagan Tourism Association (TOTA) and Destination BC (DBC), 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 39 accommodation properties , all of which collect the 2% 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 Association, 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 Wine Country and position it as one of North America's premier holiday and lifestyle destinations.

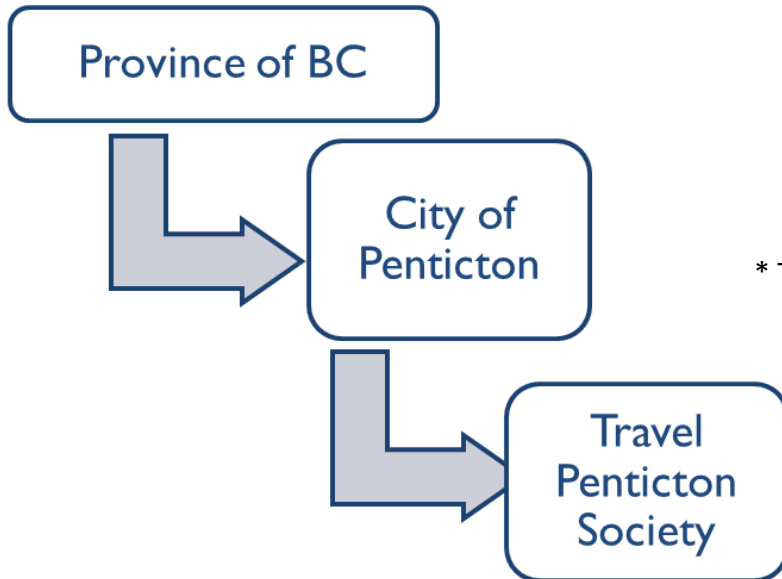
OUR VISION

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

OUR OBJECTIVES

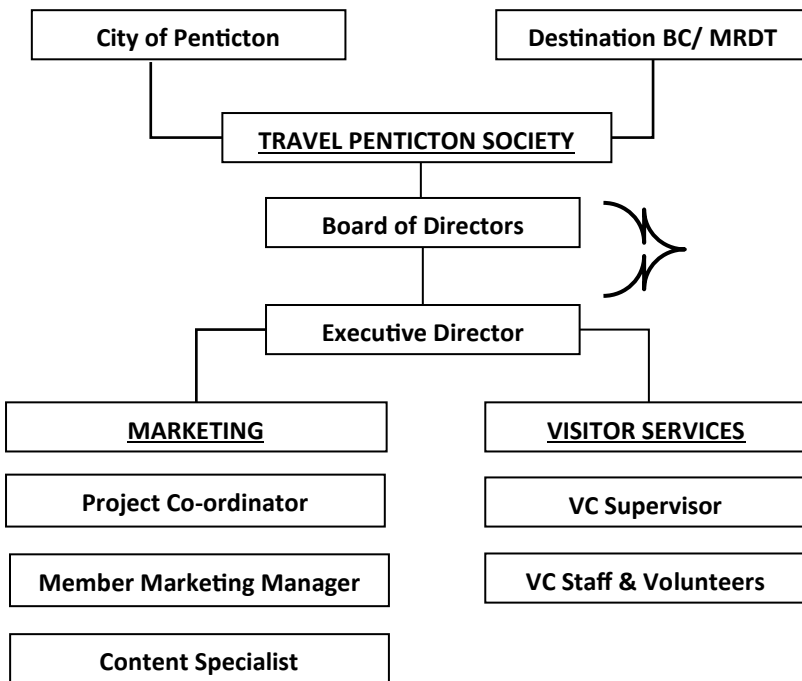
- To increase overnight visitor stays and occupancy rates for the Penticton accommodation sector and local businesses.
- To increase visitor length of stay and tourism revenue.
- To promote the interests of the accommodation industry and build tourism in Penticton.
- To promote events, attractions and experiences to encourage visitation, with focus on the shoulder seasons.
- To champion goodwill and collaboration among the public, media, government and local, provincial and national tourism organizations.
- To keep members informed and to represent and promote the interests of members on matters of public importance, including any proposed legislation or regulation.
- To 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 the society.
- To encourage excellence in accommodation properties and tourism product providers and offer professional development opportunities to enhance tourism knowledge and skills.

FLOW OF FUNDS



* The City holds the MRDT Contract with Destination BC

SOCIETY STRUCTURE



Elected Directors:

- 7 Accommodators Rep.
(3 large, 3 medium and 1 small)
- 2 Winery/Brewery/Distillery/Agritourism Rep.
- 1 Restaurant/Retail Rep.
- 1 Attraction Rep.
- 1 Sport Tourism Rep.
- 1 MICE (meeting, incentives, conferences, events) Rep.

14 Voting Directors

Appointed Directors:

- 1 City of Penticton Rep. (non-voting)
- 1 Chamber of Commerce Rep. (non-voting)
- 1 Penticton Indian Band Rep. (voting)

EXECUTIVE SUMMARY

2018 has been a solid year for Travel Penticton, despite the challenges of high water in the Spring and the smoke from nearby forest fires during the height of the tourism season. Every member of our team worked diligently to deliver a number of highly innovative and engaging marketing campaigns that early results indicate, will help to offset losses of tourism revenue by boosting visitation during the shoulder seasons.

Our collaboration with TOTA and DBC along with the engagement of an external media consultant (Serena PR) has also yielded remarkable results by attracting several high-profile national and international travel writers and television presenters.

In our first full year of operation Travel Penticton has made incredible strides in building stronger, mutually beneficial relationships with our local tourism businesses with the introduction of the new position of Member Marketing Manager. In addition to our Grant Funding Program, which supports many community events, we have developed a series of value-added initiatives for our members including our annual tourism trade show, workshops and Superhost training.

TEAM MEMBERS

Thom Tischik - Executive Director

Jo Charnock - Project Co-ordinator

Brad Morgan - Marketing Manager

Graham Filek - Content Specialist & Visitor Centre Supervisor

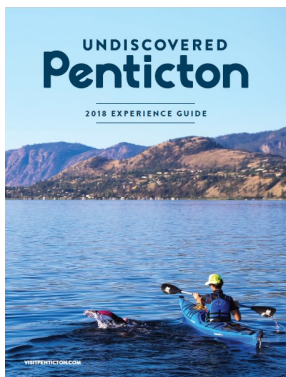
Karen Davy - Member Services & Marketing Manager

Dawne Young - Visitor Service Counsellor

Cheryl Gill - Visitor Service Counsellor

Donna Prior - Visitor Centre Volunteer

2018 KEY HIGHLIGHTS



2018 Experience Guide

- **45,000** guides printed.
- Published digitally through ISSUU (**1,199 reads**, 2,193 impressions)
- **10,000** distributed throughout Alberta through Interwest.
- **8,325** distributed throughout BC through GoBrochures
- **50 acrylic stands** purchased, branded and provided to key visitor attractions throughout the city.



Youth Influencers Program

- Working with KVR Middle School to develop a network of youth influencers that will push Penticton into the spotlight and broaden our digital reach to a younger demographic.
- **90 students** have completed the program.
- Student blogs have received a total of **11,123 views**.
- Received attention from TOTA, DBC and School Board.



Chain of Events

- Destination BC Co-op funded collaboration with **Tourism Summerland, Discover Naramata** and **regional stakeholders** to highlight activities in the area and promote overnight stays during shoulder seasons.
- Created a new logo and developed **custom itineraries** (Athlete, Adventurer, Foodie, Family).
- Major component of **promotions to media**.
- Full report available on request.



Tradeshows

- Talked directly to **several thousand potential visitors**, handed out hundreds of Experience Guides and other member marketing materials to attendees.
- Ran promotional contests in partnership with BC Ale Trail.
- Motorcycle Show Calgary - **26,593** att.
- Motorcycle Show Vancouver - **33,000** att.
- Outdoor Adventure & Travel Show Vancouver - **17,200** att.
- Outdoor Adventure & Travel Show Calgary - **13,200** att.



Event Funding

- Provided funding for **22 events/marketing projects** in 2018
- **Over \$155,000** has been allocated to date.
- **Workshop** held in September regarding funding program for 2019.
- Arranged **professional photography** of many events to assist with marketing.
- Ran promotions across TP social media channels and provided media tracking (through Meltwater) for event organizers.



TRUE Penticton Tourism Tradeshow

- **Third annual event** at the Penticton Trade and Convention Centre.
- **Promoted locally** (online, newspaper and radio)
- **50 exhibitors** and **over 250 attendees**.
- After party at the Visitor Centre gave exhibitors the **opportunity to network**.



Flood, Fire & Smoke Summit

- **Over 25 attendees**.
- Presentations by City of Penticton, Tourism Kelowna and Destination Osoyoos and TOTA.
- Local and regional media were invited to attend.
- **Open discussion** regarding image and communications.
- Comments and suggestions led to **"Tourism News"** section being added to weekly "What's On" mailer.



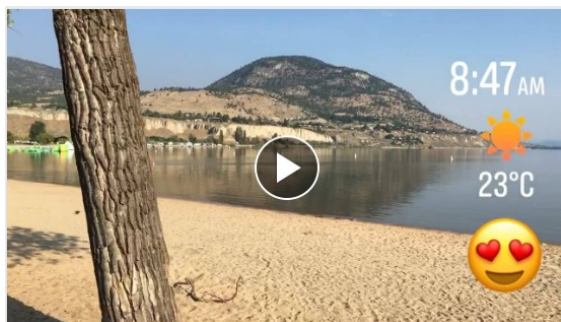
Meetings Incentives Conventions & Events

- Working in **direct partnership** with conference providers to promote Penticton as a destination of choice to the MICE market.
- Created a **uniform brand** so the DMO will be represented at future events rather than separate entities.
- Attended **Incentive Works** in Toronto and provided marketing materials for the **CSAE National Conference**.



Mobile Visitor Centre

- Set up at **strategic locations** around the city as well as at **major events**.
- Provided services directly to **11,466 visitors** without them having to seek out a brick and mortar location.
- Set up online payment processing for retail to **offset operational costs**.



"Real Time" Campaign

- **41 videos** produced and posted across Facebook and Instagram between July 20 and August 31.
- Total of **432,312 impression**, **5,424 engagements** and **217,771 video views** on Facebook and **19,643 likes** and **118 engagements** on Instagram.
- **Just \$509.95 spent** on boosting posts and the remaining costs were staff related.
- TOTA, Kelowna and Osoyoos and other DMOs saw the immense value in the campaign and followed suit.



Media Development - Serena PR

- Below is just a sample of some of the travel writers we have reached through Serena PR.
- Carolyn Heller (Sept 14-15) who is working on her new 2019 edition of **Vancouver & Canadian Rockies Road Trip Guide**.
- Jami Savage (Aug 20-21) a Vancouver based **family blogger/influencer** (adventureawaits.ca)
- Dominika Lirette (Sep 30) a Kelowna based freelancer who is writing a feature story for **Western Living**.



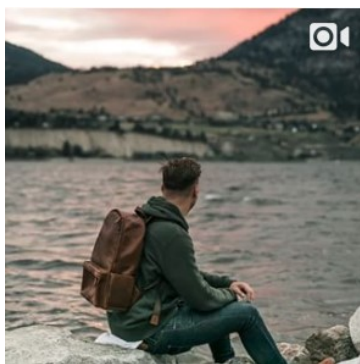
Media Development - Other

- Canada Media Market Place and GoMedia - **over 60 appointments** with international journalists.
- Hosted **television film crews** from Gay Cities and DELISH Australia.
- Hosted Jon Beck from **Road Runner Magazine** (largest motorcycle touring magazine in North America & Germany) who spent a week touring Penticton and surrounding area.
- Hosted several **regional FAM tours** in partnership with TOTA and Destination BC.



Mountain Bike Tourism Association (MBTA) Co-Op

- DBC initiative in **partnership with Kelowna, Vernon and Osoyoos**, led by the Western Mountain Bike Tourism.
- New brand and website developed by MBTA
<https://www.mountainbikingbc.ca/sagebrush-singletrack>
- **Destination showcase** produced by PinkBike.
<https://www.pinkbike.com/news/destination-showcase-the-okanagan-british-columbia.html>.



Okanagan Influencer Co-Op

- DBC Cooperative Funding initiative in **partnership with Kelowna, Kamloops and Vernon**.
- Employ **key influencer, Scott Bakken** to develop new marketing assets and social media engagement.
- **50 photos, 4 short videos, and 2 regional community videos**.
Social media - **1 static post, 10 Instagram Stories, 3 videos** among all 7 communities and **1 blog** per community.



Print Advertising

- Route 97 Magazine - **50,000 copies** (BC & WA)
- Okanagan Bouldering Guide - covering **9 BC locations**
- Inside Motorcycles Magazine (5 inserts) - **65,000 Canadian Motorcyclists** every month
- Ski Cross Country Magazine 2018-19 - **Co-op with Nickel Plate Nordic Centre**.
- Pedal Magazine - **150,000+ readers** per issue



Fall/Winter Packages Promotion

- Promoting **Member Package Deals** through a combination of **digital marketing, mobile marketing, television advertising** and **contesting** to encourage visitation throughout Fall and Winter.
- **Global TV Contest and Advertising** runs until October 31st.
- During September Bell Media saw **151,142 impressions** and **840 clicks**.
- Impressions on packages on the VisitPenticton website were **up 182%** in September compared with 2017.



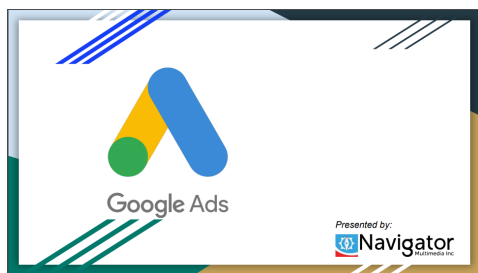
Accommodation Review

- Engaged **Quality Hotel Audits** to conduct a **thorough review** of participating accommodations and share this information with each individual property to help them identify and address any existing issues.
- Results are confidential** to each participant.



Accommodation Photography

- Hired a local photographer to take **professional images** of Penticton properties (that collect MRDT) to help **improve their digital presence** and produce **higher quality marketing materials**.
- 8 properties** participated this year and **15 properties** participated in 2017.



Member Workshops

- Held 3 workshops: **Google Ads, SEO, Google My Business**, at no charge to members.
- 73 spaces** were reserved by members across the 3 sessions.
- Workshop presentations were **added to the Travel Penticton corporate website** so they can be accessed by all members.



Superhost Training

- Held **three sessions**, each limited to **8 participants**.
- Travel Penticton staff participated and all other available spots were **filled by members at no charge**.
- Training was held at SOICS offices on Ellis and all participants received their **SuperHost Foundations of Service Quality Certificate**.



Accessible Tourism

- Engaged the assistance of Nancy Harris of Spinal Cord Injury BC, to host a **workshop on Universal Design**.
- Following the workshop in November participants had the opportunity to work with Nancy to conduct an **accessibility audit** of their businesses.
- **City of Penticton** representatives were also been invited to participate in the program.



Winter Promotional Campaign

- Used a variety of mediums to target residents in Vancouver, Lower Mainland and outlying Okanagan area to promote a broad range on Winter activities in Penticton.
- **13,000 Winter Guides, 30,000 Direct Mail Postcards**, supported by print and digital advertising.
- Guides will be distributed throughout Kelowna, Penticton and surrounding areas.



Cinema Advertising Campaign

- Working with local videographer, Chris Stenberg to create an **epic 30 second video** suitable for a cinema audience including amazing visuals and soundtrack.
- The **ads will run in February 2019** to promote Spring and Summer travel.



Mountain Biking Videos

- Produced two new Mountain Bike promotional Videos
- Sponsored BKXC You Tube **Off The Beaten Path** videos
- Let's Go Ride Bikes You Tube video