



# 2019 Operations Report



## 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 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 66 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

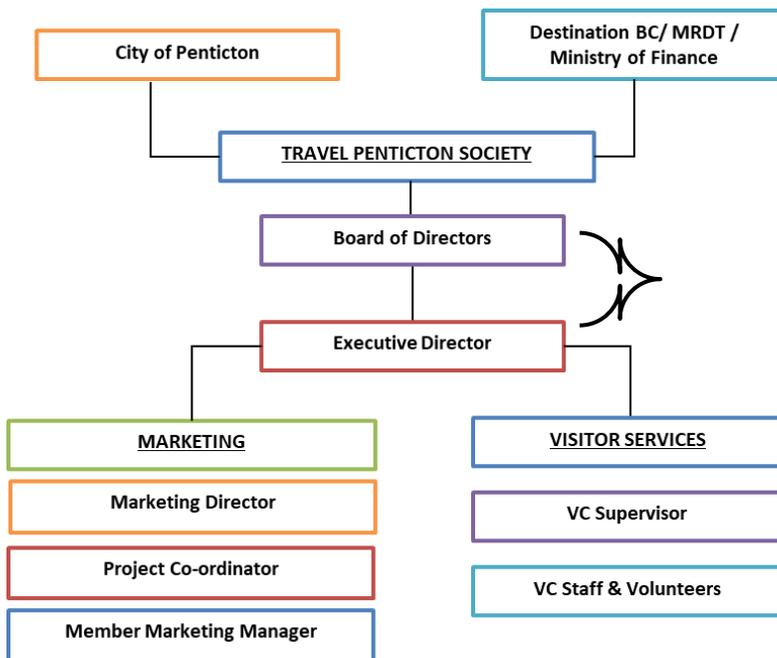


\* The City holds the MRDT Contract with Destination BC



# TRAVEL Penticton

## SOCIETY STRUCTURE



### Elected Directors:

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

### 14 Voting Directors

### Appointed Directors:

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

## EXECUTIVE SUMMARY

The Summer of 2019 provided fewer external challenges compared to the two previous years. The lack of high water and smoke from wildfires allowed for clear beaches and skies throughout the Summer. We were however, not without challenges. The high water and smoke from the previous two years seemed to have travellers more cautious about booking their vacation.

In July & August we experienced higher MRDT revenues than compared to 2018, but both months were slower to fill in. Enquiries to accommodators and wineries revealed that there was not a significant amount of pre-booked business during those months, which was concerning for many of our Members.

Travel Penticton continued with a strong social media presence, promoting travel to the City and surrounding areas featuring several community events, attractions, wineries, breweries and activities.

With the assistance of Serena PR, Travel Penticton ensured that media interest in Penticton remained high with visits from more than 40 international travel writers and several TV crews.

## TEAM MEMBERS 2019

Thom Tischik - Executive Director

Jo Charnock - Office & Special Projects Manager

Brad Morgan - Marketing Manager

Raquel Meriam - Member Services Manager

Graham Filek - Visitor Services Manager

Dawne Young - Visitor Service Counsellor

Cheryl Gill - Visitor Service Counsellor

Donna Prior - Visitor Centre Volunteer

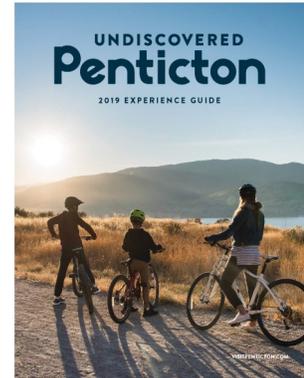
Cornelia King - Visitor Centre Volunteer



## 2019 KEY HIGHLIGHTS

### 2019 Experience Guide

- **50,000** guides printed.
- Published digitally through ISSUU (**1,432 reads**, 3,289 impressions).
- **10,000** distributed throughout Alberta through Interwest.
- **11,160** distributed throughout BC through GoBrochures.
- **14,648** delivered to members and stakeholders in Penticton & surrounding area.



### Cinema Advertising Campaign

- **Over 200,000** viewers in Lower Mainland, Calgary and Edmonton.
- Following the campaign the video was launched and promoted on our social media channels - **5,861** video views on Facebook, **1,222** on YouTube, **650** on Instagram.
- Received reports from local accommodators about several separate guest groups from Calgary who decided to visit after seeing this advertisement in the cinema.



### Event Funding Assistance

- Provided funding for **18 major events**.
- **Over \$107,000** in funding support for external marketing.
- Invested **\$5,600 in professional photography** of events to assist with marketing efforts.
- Also provided support for events through Travel Penticton's website, email and social media channels - **18,779** website page views, **346,696** Facebook Impressions, **196,106** email impressions.



### Youth Influencers Program

- **182 Students** from KVR Middle School participated in the program.
- Student blogs on the visitpenticton.com website have received **23,767** views.
- In September, the teacher took up a new post at Penticton Secondary School and we introduced high school photography students to the program.
- The photos they posted on the Youth Influencer Instagram Page have reached as far away as, **Spain, the Netherlands, Italy, Australia, and Venezuela** to name a few.



## 2019 KEY HIGHLIGHTS

### Consumer Tradeshows

- Talked directly to **over 6,000 potential visitors**, handed out hundreds of Experience Guides and other member marketing materials to attendees.
- **Motorcycle Shows:** Calgary **26,000** att., Edmonton **25,000** att., Vancouver **33,000** att.
- **Seattle Bike Show** **18,000** att.
- **Outdoor Adventure & Travel Shows:** Vancouver **17,200** att., Calgary **13,200** att.
- **Calgary International Beer Festival** **45,000** att.



### MICE (Meetings, Incentives, Conferences & Events)

- Worked in collaboration with Penticton Trade and Convention Centre, Spectra and Penticton Lakeside Resort to develop a 3-year marketing strategy.
- An additional **\$25,000** was approved for the MICE budget over the next 3 years.
- Created a **new promotional video** to target the MICE market.
- Invested in a **Diamond Listing** for Penticton on **Cvent** (the largest online event management software solution)



### Culinary Trails & Accessible Tourism

- Secured **\$112,500 in funding** over 2 years from Western Economic Diversification (WED) to develop a new Culinary Trail(s) with an Accessibility component.
- The initial months (June-December) have been spent conducting **research and developing the framework** for the project with an anticipated launch date of March 2021.
- Workshops and assessments for participants in the program are being set up for March 2020



## 2019 ADVERTISING

### Print Advertising

- Route 97 Magazine - Full page on reverse of pull-out map - **50,000 copies** (BC & WA)
- Inside Motorcycles Magazine - Full page, 5 issues - **65,000 Canadian Motorcyclists** every month
- Road Runner Magazine - Half page ads to compliment 13 page earned media article - **231,020 readership**
- Motorcycle Mojo Magazine - Full page, 3 issues - **59,400 readership**
- Coast Mountain Culture - Full page, 2 issues - **80,000 readership**
- Georgia Straight - 350 word custom article (plus digital) - **1.5 million print** readers per month, **3 million** page views per month
- Growler Magazine BC - Half page co-op with Penticton Ale Trail - **5,000 circulation per quarter**
- Vita Magazine - Full page co-op with Destination Osoyoos - **70,000 subscribers, 35,000 social media followers**
- We also ran several online advertising pieces and sponsored editorial posts to compliment some of our print campaigns with Georgia Straight, Vancouver is Awesome and Castanet - **1,750,000+ Impressions (27% CTR)**

The image shows two magazine spreads from 'TRIPS & SIPS'. The left spread is titled 'Okanagan OK' and features a white house, a vineyard, and a lake. The right spread is titled 'Summer School Sippers' and features wine bottles, a pencil, and a red car. Both spreads include text, photos, and small graphics.

The image shows a motorcycle rider on a winding road. The text 'UNDISCOVERED Penticton' is at the top. Below the image, the text reads: 'Let's Ride! Penticton is the perfect hub for a variety of short, medium and full-day rides from excellent paved roads to well maintained dirt roads, you'll be sure to find a ride just for you! Explore more than 70 Local Wineries, 4 Distilleries, 6 Craft Breweries, and over 30 annual festivals, all enveloped by 2 pristine lakes, 5 beaches, and a rugged mountain terrain. DOWNLOAD YOUR RIDE GUIDE AT VISITPENTICTON.COM @VISITPENTICTON | #VISITPENTICTON'.

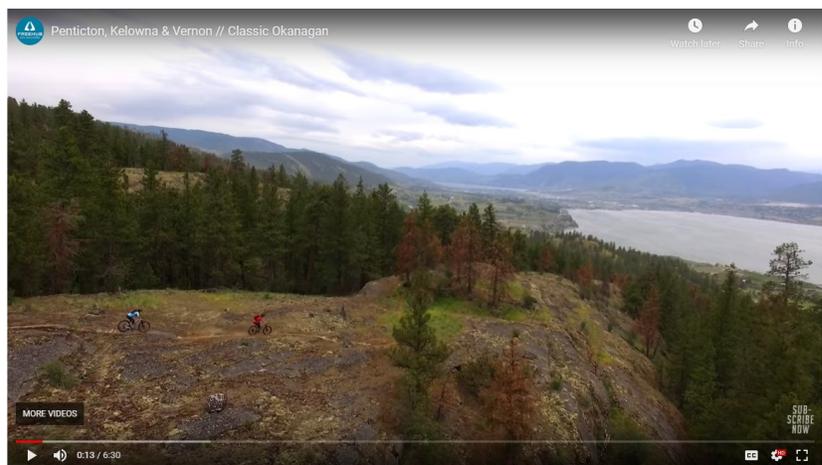
## 2019 ADVERTISING

### Digital/Radio Advertising

- Vancouver International Jazz Festival - 2min/hr of video content - **400,000 spectators**
- Vancouver is Awesome - Custom content in Fall/Winter 2019 Travel Guide - **5 million page views** per month.
- Stingray - Sun Seeker Van Sponsorship with 100 promo ads (30 sec)
  - ◇ 18 week campaign supporting local travel (April 29 & September 2)
  - ◇ Exposure at **50 community events** between Salmon Arm & Osoyoos
  - ◇ Potential **51,400 av. weekly listeners**
- Bell Media Digital - Programmatic Digital Advertising
  - ◇ 15 week campaign showcasing Fall & Winter activities (October 1, 2019 - January 15, 2020)
  - ◇ **1,435,638 impressions** (8% above target), 0.28% Click Through Rate (CTR)
  - ◇ **363 Walk-ins** (people who clicked on ad that actually stayed in Penticton for at least 2 hours)

### Co-op Marketing

- MBTA Marketing Campaign - Collaboration between Penticton, Kelowna & Vernon to promote Mountain Bike visitation
  - ◇ Target markets – BC, Alberta and Washington (May 28 - July 6)
  - ◇ 6:30 minute feature video, Freehub Magazine editorial print & online, Social Media, Digital Ad
  - ◇ **6.25 million impressions**, 0.21% Click Through Rate (CTR)
  - ◇ **10,107 landing page visitors**



## 2019 VIDEOGRAPHY/PHOTOGRAPHY

### Videography

- Worked with local videographer, Chris Stenberg of Vine & Beach Media
- Created 6 new feature videos showcasing:
  - ◊ Women's Mountain Biking
  - ◊ Wine & Culinary
  - ◊ International Cuisine
  - ◊ Penticton Farmers' Market
  - ◊ Fuel Free (or almost) Penticton
  - ◊ Skaha Lake / South Penticton
- Also created a Welcome Back IRONMAN promotional video - **32,330 views**



### Photography

- Climbing, Hiking, Trail Running - MiKO Photo - 50 new images
- Peach City Beach Cruise - Nathan Penner - 31 new images
- Event Photography - Gord Gobel - 3,156 new images

- |                             |  |
|-----------------------------|--|
| ◊ Brewski                   | ◊ Canada Day                             |
| ◊ Okanagan Valley Throwdown | ◊ Scottish Festival                      |
| ◊ OneWorld Festival         | ◊ Trestles Tour                          |
| ◊ Dual Moguls at Apex       | ◊ Prospera Axel Merckx Granfondo         |
| ◊ Verticals & Vintages      | ◊ Peach City Triathlon                   |
| ◊ Fest of Ale               | ◊ Peach Festival                         |
| ◊ TRUE Penticton            | ◊ Skaka Lake Ultraswim                   |
| ◊ Peach City Half Marathon  | ◊ Pow Wow Between the Lakes              |
| ◊ Shatford Centre Pow Wow   | ◊ Dragon Boat Festival,                  |
| ◊ Penticton Beer Run        | ◊ Pentastic Hot Jazz & Music Festival    |
| ◊ Colour4Kids               | ◊ Naramata Bench Wineries Tailgate Party |
| ◊ Peach City Beach Cruise   | ◊ Oktoberfest                            |
| ◊ Elvis Festival            | ◊ Penticton Tree Light Up                |
| ◊ Ribfest                   | ◊ Santa Claus Parade                     |



- Some Travel Penticton video & photo assets will be reserved for exclusive use in external marketing campaigns, but many will be available to share with members, tourism partners and media.

## 2019 DIGITAL/ONLINE

### Crowdriff Digital Asset Management

- Created a library of relevant and up to date digital content, which can be easily accessed and utilized by our marketing team and shares with members, tourism partners and media writers.
- Uploaded **12,293 Travel Penticton owned assets** and have gathered **53,255 user generated assets**.

### Boosted Facebook Content

- Boosted 15 posts out of a total of 239 as we are aiming to generate the majority of interest from organic content, which has \$0 cost and is found to be most authentic by users.
- Boosted posts achieved a total **reach of 304,627**, with **13,033 engagements** and **84,295 video views**
- Total **reach 3,028,861** which is a **104% increase** on 2018.

### Hootsuite

- Provided a better overview of our digital marketing strategy and enabled us to align the content ad schedules of several different social media platforms.
- Our #visitpenticton has been used **26,849 times**.

	Followers 2018	Followers 2019	Growth
Facebook	7,379	9,896	34%
Instagram	9,462	10,900	15%
Twitter	6,523	6,597	1%

### Search Engine Marketing

- Secured **\$10k per month** (\$120K per year) of in-kind Google Ads advertising through the Google Ad Grants Program.
- From Sept 1 - Dec 31 received **46,862 impressions**, 4,765 clicks, 10.2% CTR
- **449 conversions** (10.2% conversion rate) - This is the number of people who go directly to the visitpenticton.com website from a Google Ad.
- The Google Ads report provides a wealth of other useful marketing data, such as most popular searches, geographic location of users and audience behaviours, which will help to hone our targeting and achieve and optimum ROI.

### Email Marketing - Constant Contact

- Constant Contact is used to send mass emails including: Monthly Newsletters, Weekly What's On Sheet, Consumers eBlasts, B2B eBlasts.
- In 2019 there were a total of 923,595 sends, 184,133 opens, 15,237 clicks
- Overall **open rate 22%** (9% above industry average)
- Overall **click rate 8%** (1% above industry average)

## 2019 MEDIA DEVELOPMENT

### Serena PR

- Winter Media Visit - 6 travel writers from Vancouver, Whistler and Toronto working for publications and media stations including: Canadian Geographic, Best Health Magazine, Globe & Mail, OutTV and Daily Hive.
- Hosted Media Lunches in Vancouver & Seattle in partnership with Destination Osoyoos.
- Spring Media Visit - 4 travel writers from Vancouver and Edmonton working for publications including: Vitis Magazine and Vancouver Sun.
- Individual Media Visits from:
  - Adrian Brijbassi, Managing Editor of Vacay.ca
  - Sandra Thomas, Travel & Lifestyles Editors for Vancouver Courier
  - Noa Nichols, Editor of VITA Magazine
  - Colleen Stinchcombe, Freelance Travel Writer from Seattle
  - Richard Wolak, from Vancouver Foodster
  - Mia Gordon, The Weather Network
  - Joanne Sasvari, Editor of Vitis Magazine
  - Natalie Langston, TV Personality & Reporter from Vancouver
  - Leslie Rossi, a blogger from Vancouver
  - Daniel Honan, Australian writer for Gourmet Traveller
  - Jennifer Foden, Fodor's Travel Guide

### Other FAM Tours

- Accessible Media Inc - TV film crew shooting 'Postcards from the Okanagan' included an on screen interview with presenter, Marco Pasqua.
- GoMedia Post FAM Tour
- Inside Motorcycles Magazine - hosted Editor Patrick Lambie and his colleague.
- Motorcycle Mojo Magazine - hosted writer Emily Roberts
- BS Fuji TV Japan - organized through TOTA , spend a couple of hours filming on KRV Trail
- Robin Cherry - Freelance travel writer and historian.





## 2019 MEMBER DEVELOPMENT

### Free Workshops

- Delivered a series of workshops based on feedback from our members. Some were delivered by members of the Travel Penticton and others by tourism partners,
- **Digital Marketing 101 - 29 attendees** from 21 member organizations
- **Reputation Management - 19 attendees** from 15 member organizations
- **Instagram - 12 attendees** from 10 member organizations
- **Google My Business - 12 attendees** from 11 member organizations
- **Trip Advisor - 15 attendees** from 13 member organizations
- **Customer Service & Customer Experience - 12 attendees** from 8 member organizations



### SuperHost Training for Members

- Delivered 6 SuperHost workshops and **all were filled to capacity.**
- **48 individuals** completed the training and received certification.



### Co-op Marketing Funding Program

- **7 applications** for co-op funding were submitted and **\$18,050** was committed to assist these members with their marketing projects.

### TRUE Penticton Tourism Expo

- Worked with The City, Chamber and DPA to spread the word about the event to local business owners.
- Used internal marketing platforms and local media to generate a buzz about the event and incite public participation.
- A total of **46 exhibitors** took up **50 booth spaces** (some exhibitors had 2 booths) generating \$1,800 in revenue towards the cost of hosting the event.
- There were **585 attendees** - more than double that of the previous year.
- Moving the event to a Saturday, rather than a weekday helped to draw more visitors and we will keep this format for future events.



## 2019 MEMBER DEVELOPMENT

### Accommodation Quality Service Reviews

- Worked with Quality Hotel Audits to set up a quality assurance review for members.
- **5 accommodators** participated in the program
- Results of the review were confidential to each individual property.



### Winery/Brewery/Cidery/Distillery/Restaurant Review

- After receiving great feedback from the accommodators that participated in this program, Travel Penticton decided to extend the offer to members in other sectors.
- **21 member businesses** participated in reviews.
- Feedback from participants has been very positive and this member benefit is viewed as a great value add, helping businesses to identify areas for improvement.



### Google My Business Trusted Verifier

- Travel Penticton is now authorized to assist local businesses in claiming/editing their **Google My Business** profile on- the-spot vs waiting for Google to process (typically a 6-10 week process).
- We are also an approved contributor to up-date **Google Street View** and **Google My Business Imagery**.
- We can keep imagery relevant and accurate for Google Maps. Access performance insights of where the general public is searching within Penticton. This is also a significant member benefit/service opportunity.
- After a few trial runs we will be able to offer **Google My Business Profile Updates** to our members, including imagery and 360 views of their business location.



### Member Appreciation Event

- Worked in collaboration with a local venue and other tourism partners to create a fun event which offered members the opportunity to network with each other and Travel Penticton staff members.
- **78 people attended.**
- 6 prizes, all donated by other members, were awarded and very well received.



## 2019 VISITOR SERVICES

### Visitor Centre Conference

Attended the 2019 Visitor Centre Conference in Vancouver, BC hosted by Destination British Columbia to gain insight on new strategies, networking and industry workshops.

### Hiring

Created job postings for our Summer positions and placed them on Indeed, Castanet, LinkedIn, Twitter, Instagram and Facebook.

### Airport Kiosk

Designed our new airport kiosk for the newly opened arrivals lounge at the Penticton Regional Airport. This kiosk includes racking for the visitor guides and member rack cards. Also included is a Touch Tourism screen that allows visitors to look at what Penticton has to offer and to send that information directly to their device.

### Mobile Visitor Centre

Throughout 2019 Travel Penticton retained the use of our branded van leased from local provider Parker's Motors. As traffic at brick and mortar centres declines across the province our mobile centre has become an invaluable asset in providing improved visibility and service to thousands of visitors.

### Staff FAM Tours

FAM Tours are an important education piece for our Visitor Centre Staff. By acquiring a first hand knowledge of local experiences they are better able to inform and guide visitors. This season our VC staff participated in a Naramata Bench Wine Tour, Rock Climbing at Skaha Bluffs with Skaha Rock Adventures, a Tour of the SS Sicamous and a Tasting Event at Great Estates Wine Experience Centre.

### Staff Appreciation

At the end of August we held an appreciation event for the staff, students and volunteers of the Visitor Centre, to reward their efforts over a very busy and successful tourist season. It was a great opportunity for team bonding and almost all of our students and volunteers are all planning to return in 2020.



## 2019 VISITOR SERVICES

### Retail

- Created new designs for t-shirts and souvenirs for our gift shop. We brought in new products to diversify our selection.
- Total retail sales - **\$40,226** (184% up on 2018)

### Visitor Centre Traffic

- 888 Westminster - 11,562 - (6.2% down on 2018)
- Mobile Visitor Centre - **16,797** (46.5% up on 2018)

### Visitor Perception

- The Visitor Centre has been consistently receiving great reviews. At the end of December 2019 the Centre had **59 Google Reviews** and **437 Trip Advisor Reviews** which have received a **4.5 out of 5 average** rating. The Penticton Visitor Centre is also listed as #5 out of 75 Things to Do in Penticton.



## 2019 KPIs

KPI	2018	2019
MRDT Collected	\$625,604	\$616,045
MRDT Collected OAP	\$7,867 (Oct-Dec only)	\$80,123
Room Revenue	\$31,673,555	\$32,587,291
Occupancy Rate	54.9%	51.9%
Average Daily Room Rate	\$145	\$153
Visitor Centre Traffic	12,326	11,562
Mobile Visitor Centre Traffic	11,466	16,797
Visitor Centre Retail Sales	\$14,463	\$40,226
Website - Page Views	334,181	375,287
Website - Unique Visitors	122,817	145,368
Website - Impressions on Listings	501,139	650,708
Website - Clicks on Listings	13,394	14,760
Website - Impressions on Packages	264,624	138,194
Website - Clicks on Packages	1,761	662
Website - Event Page Views	140,841	123,052
Facebook Post Reach	1,534,056	1,120,941
Facebook Engagements	162,483	99,322
Facebook Video Views	601,914	200,487
Twitter Impressions	218,590	172,600
Twitter Engagements	5,932	2,516
Instagram Likes	43,519	32,250
Instagram Engagements	914	553
eNewsletter – Open Rate	20%	19%
eNewsletter – Click Rate	6%	5%
eBlast – Open Rate	20%	26%
eBlast - Click Rate	4%	5%