

2021 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 within the City of Penticton.

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

WHO WE ARE

Travel Penticton is a member driven organization, consisting of 42 accommodation providers, who collect the Municipal Regional District Tax (MRDT) along with other tourism businesses who pay an annual membership fee. We work in cooperation with the City of Penticton, Penticton Trade and Convention Centre, South Okanagan Events Centre, Penticton Chamber of Commerce, Downtown Penticton 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.

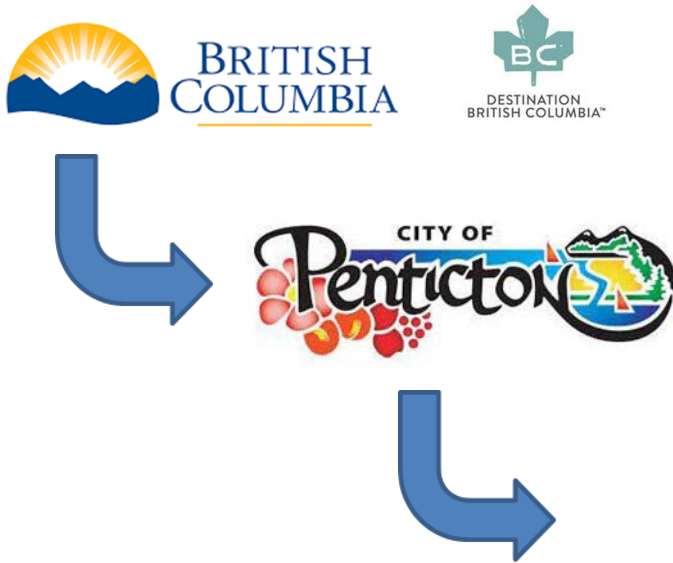
OUR VISION

Penticton will be a successful year-round destination renowned for the authentic and remarkable experiences 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 four 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.
- Develop and maintain a relevant and realistic COVID Recovery Plan.

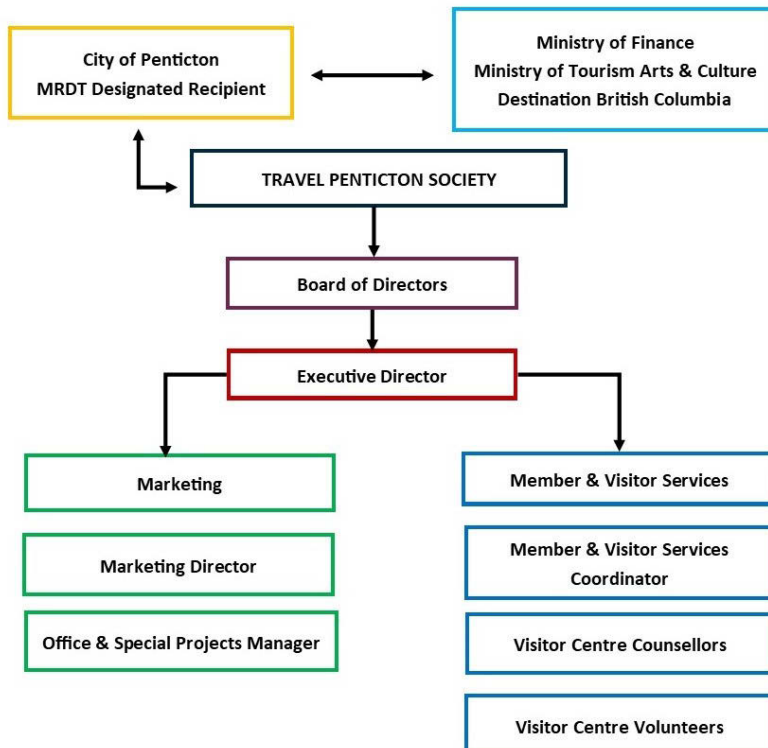
FLOW OF FUNDS



* 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 (meetings, incentives, conferences, events)

13 Voting Directors

Appointed Representatives:

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

1 Voting Appointed Representative

EXECUTIVE SUMMARY

Thom Tischik, Executive Director

With the successful opening of Apex Mountain Ski Resort and COVID cases trending down, we began 2021 with a renewed sense of optimism. However, by mid-February COVID cases began to rise and we found our local tourism sector subject to a variety of restrictions and new guidelines. We again had to reign in our marketing activities, and not to encourage travel from outside of the region and instead focus our efforts on 'Stay & Play Local' support for tourism operators and service providers.

Toward the end of May our tourism sector was provided some relief with the announcement of the BC 4 step re-opening plan. Our marketing team worked to hone our messaging strategy in preparation for welcoming visitors back to the region supported by the creation of our "We Are Getting Ready" and "We Are Ready" videos and social media coverage. We developed a plan to release these promotional campaigns in alignment with the re-opening phases announced by the provincial government.



In June, provincial travel restrictions were lifted, opening up our largest potential visitor markets in Vancouver and the Lower Mainland. As well as a long anticipated increase in travellers to Penticton, we were excited to be able to welcome some very prominent media writers. We remained acutely aware that competition within tourism would be substantial, as destinations throughout Canada fought to recoup losses from the COVID-19 pandemic. It was very promising that Penticton continued to elicit interest from travel writers immediately after health restrictions were lifted.

Notwithstanding the early Summer heat-dome, earlier wildfires and smoke, visitation during June, July and the first half of August rebounded with strong numbers. However, there were wildfires in relatively close proximity to the City and area in August and September which lead to a loss of visitor confidence in the area. Our tourism sector was dealt another blow in mid-August, as the province reinstated restrictions on group gatherings, leading to the cancellation of all major events scheduled to take place in September. The loss of Subaru IRONMAN, Granfondo Axel Merckx Okanagan and the Penticton Dragon Boat Festival resulted in significant room cancellations and eliminated the opportunity for guaranteed September revenue generation, which many tourism businesses were relying on to make up for the many months of business losses.

To negate issues from wildfires, we initialized our 'Real Time' messaging using short video clips and images. The COVID restrictions were more problematic, as we had to be sensitive to the needs of our Members and the desire of visitors while adhering to advice and regulations set in place by the Province. Toward the end of August we again reigned in our external marketing to focus on 'Stay Local, Support Local' activities, offering highly subsidized advertising opportunities to Travel Penticton Member businesses.

Throughout 2021 we invested a significant amount of time preparing for our MRDT application renewal, which was submitted to the province at the end of September. The application process was extensive and included the delivery of a Five-year Strategic Business Plan, a One-year Tactical Plan and Budget and full register and consultation with 42 accommodation providers.

2021 has certainly been challenging for our team and our tourism stakeholders, both physically and mentally. Despite the challenges, we have witnessed incredible resilience and even secured some significant wins for our tourism sector. We look forward to continuing to support our tourism and hospitality sector over the next 5 year term of the Travel Penticton business plan.

TOURISM WINS FOR 2021

- Launched “new look” Visit Penticton consumer website.
- Hired a new combined Visitor and Member Services Co-ordinator, who has become an invaluable member of our team.
- Secured a **3% rate for MRDT** (starting July 1, 2022), which will help significantly with tourism sector recovery efforts.
- Completed **5-year Strategic Plan** for tourism, including unique and innovative core marketing strategies:
 - ◇ ICONICS
 - ◇ Fuel Free
 - ◇ Daily Special
 - ◇ Accessibility
 - ◇ Endurance Training
 - ◇ Visit South Okanagan Tourism Alliance
- Designed and produced a Visit Penticton branded, tear-off map of the City featuring a member directory. More than **25,000 maps** have been distributed to tourism stakeholders and are extremely well received.
- Produced “*We Are Getting Ready*” and “*We Are Ready*” videos to coincide with BC 4 step re-opening plan announced by the Provincial Government.
- Held our Annual AGM online (May 19-26) and filled every available seat on our Board of Directors.
- Positive aggregate tourism related media articles featuring Penticton achieved an **audience reach over 570 million** with an **ad equivalency value of more than \$16 million**.
- Worked in partnership with leading industry expert, Suzanne Denbak of Cadence Strategies to establish the foundations for setting up a **New Convention Bureau**. Hired a Convention Sales & Business Liaison Manager, who will be commencing her new role mid January 2022.
- Delivered a team presentation to the Thompson Okanagan Tourism Association (TOTA) on the key tourism projects being undertaken by Travel Penticton.

TEAM MEMBERS 2021

Thom Tischik - Executive Director

Jo Charnock - Office & Special Projects Manager

Brad Morgan - Marketing Director

Paige Schulz - Member & Visitor Services Coordinator

Visitor Services Counsellor (Summer): Chi-Yan Megan Lee,
Dani Stewart-Heal, Megan Gatenby

Volunteers: Donna Prier, Elfie Siemens, Joanne Linders-Rechter



2021 KEY INITIATIVES

“Stay Local, Support Local”

This initiative was created to provide much needed in-market support for our tourism stakeholders. The objective was to encourage local residents to support local tourism businesses at a time when travel from outside of the region was being strongly discouraged.

The Travel Penticton team created and published a series of blogs, social media posts and local digital news articles designed to promote tourism businesses to the local community.

We also collaborated with other local organizations including the City of Penticton (Picnic-ton campaign), Penticton & Wine Country Chamber and Downtown Penticton Association to maximise the reach of our messaging.

- 15 Blogs published on the Visit Penticton website - **17,648 Views**
- 43 Facebook Posts - **69,168 Reach** and **5,350 Engagements**
- 44 Instagram Posts - **10,402 Likes** and **230 Comments**
- #lovelocalpenticton - featured in **6,764 Instagram posts**
- 50 Castanet Articles (posted every Monday) - **2,530,544 Views** and **168,230 Clicks**
306 mentions/highlights/interviews involving local tourism businesses



Adventure right at home

Book an adventurous Penticton staycation today
Michelle Greening - May 17, 2021 / 4:00 am



Photo: Seeley/Photo: B. Lee

"Stay Local, Support Local" is a collaboration between Castanet and Travel Penticton showcasing what Penticton has to offer all year round. Watch for it every Monday morning.

With travel restrictions still in place across the province, there are plenty of wonderful ways to have fun close to home with your very own staycation. After an overwhelming year for most of us, creating your own little getaway close to home may be the best way to get some much needed rest and relaxation in the comfort of your own community.

Penticton Lakeside Resort is a beautiful location to enjoy gorgeous views of Okanagan Lake with a fantastic location to walk to some of Penticton's best restaurants and breweries or a short drive to the ICE Trail.



visitpenticton Stay Local, Support Local Penticton

Penticton is only one of two cities in the world between two lakes, Okanagan Lake to the North and Skaha Lake to the South. As we continue to explore our local area, rent a canoe or kayak get on the water and explore the lakes!

@dnp productions
@hoodooadventures

While now is not the time to travel in BC, there's plenty to do safely and responsibly just outside our doors. From parks and attractions to outdoor dining and takeout, let's stay

[View Insights](#)



Liked by thompson_okeanagan and 409 others

2021 KEY INITIATIVES


Member Advertising Support

Working with local media providers, the objective of this initiative was to provide heavily subsidized cooperative advertising opportunities (print, radio and digital) for local tourism related businesses to promote products and services available to visitors and locals throughout the COVID-19 pandemic.

For a nominal starting fee of \$100, Travel Penticton Member businesses were able to secure a customized 4 week targeted advertising campaign, with Travel Penticton covering the remaining 75-90% of the cost.

As well as providing much needed exposure for participating businesses the program generated support for local media providers including Castanet, SunFM & EZ Rock and Bell Media.

- **Over \$23,300 invested** by Travel Penticton in 2021
- **46 tourism businesses** have benefited from participation in the program
- **More than 75** co-op advertising campaigns run in 2021. Many advertisers booked multiple months to take advantage of the exposure and savings.
- Castanet advertisers received a minimum of **200,000 impressions locally** or **900,000 impressions regionally**



HOTEL Penticton

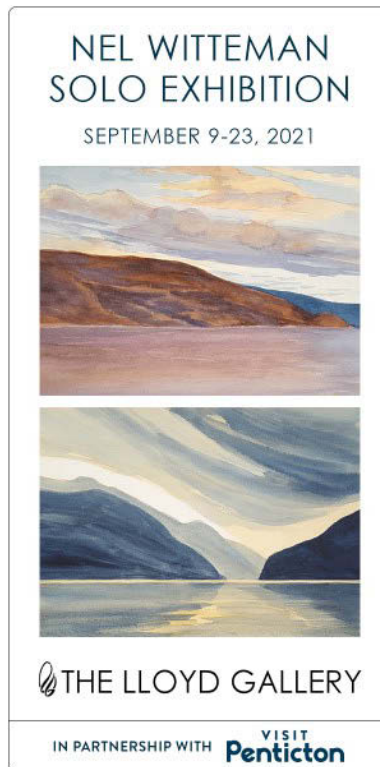
Your Staycation is Closer than You Think...

Spend a Night in Downtown Penticton

Spotless Superior Suite
Whirlpool Bath & Balcony
Walking Distance to Downtown


BOOK NOW

IN PARTNERSHIP WITH
VISIT Penticton



NEL WITTEMAN SOLO EXHIBITION

SEPTEMBER 9-23, 2021



THE LLOYD GALLERY

IN PARTNERSHIP WITH **VISIT Penticton**



PENTICTON E-KRUISE

Visit us in person or have us deliver to your door!

RENTALS:

- Electric Bikes
- Electric Scooters
- Paddleboards



IN PARTNERSHIP WITH
VISIT Penticton

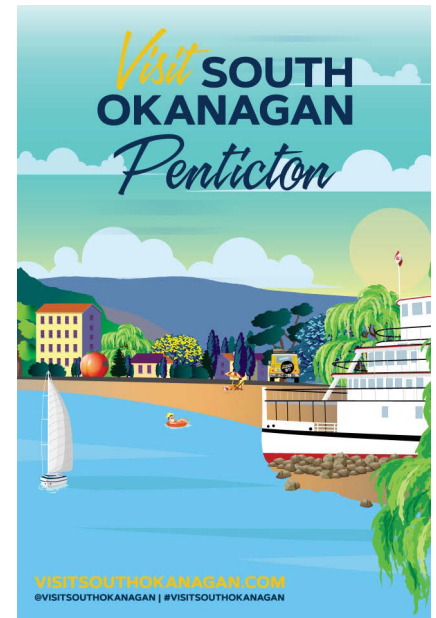
2021 KEY INITIATIVES

Visit South Okanagan

This collaboration between Penticton and our neighbouring communities was established to ensure that when COVID-19 restrictions are lifted we are in a prime position to aid and speed up the recovery efforts of our tourism sector.

Now in its second year, Travel Penticton continues leading this project, with support from other participating communities, which make up the South Okanagan Tourism Alliance (SOTA): Destination Osoyoos, Discover Naramata Association, Oliver Tourism Association, Peachland Community Arts Council, RDOS Area I (Kaleden, Apex), RDOS Area D (Okanagan Falls), and Summerland Chamber of Commerce.

- **Visit South Okanagan website** www.visitsouthokanagan.com
12,615 users and **20,868 page views**.
- **Visit South Okanagan Facebook Page** [@VisitSouthOkanaganBC](https://www.facebook.com/VisitSouthOkanaganBC)
588 followers with a **reach of 278,616** and **4,092 engagements**
- **Visit South Okanagan Instagram Page** [visitsouthokanagan](https://www.instagram.com/visitsouthokanagan)
1,192 followers with a **reach of 30,218** and **4,061 engagements**
- **South Okanagan** was ranked as the number one **Best Place for Post Pandemic Travel in Canada** by Vacay.ca out performing 19 other tourist destinations including, Banff & Lake Louise and Niagara.
- **Visit South Okanagan Photo Contest**
130 contest entries and **125,323 reach** and **157,892 impressions** on Facebook
- **TravelZoo Promotion**
Website Feature Article: The Definitive South Okanagan Autumn Checklist
audience reach 2,770,000
- **CTV News Vancouver** Television Feature **audience reach 3,116,000**
- **On This Spot Promotion**
The app takes people on guided walking tours through the history that surrounds them.
Each partner community was provided **35 Spots** within the App to highlight landmarks, attractions and other historically and culturally significant locations.
- Circa images like the one to the right have been shared across Visit South Okanagan Social Media channels.

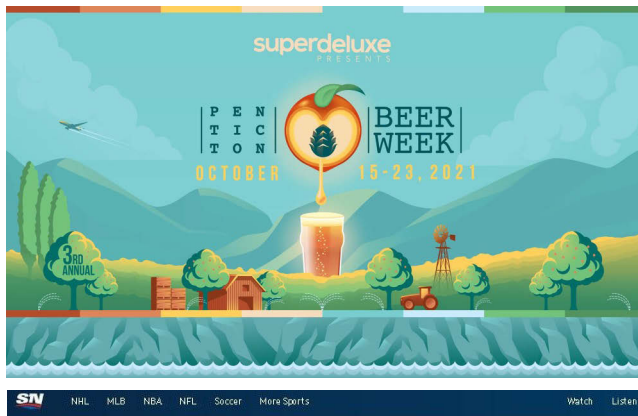


2021 KEY INITIATIVES

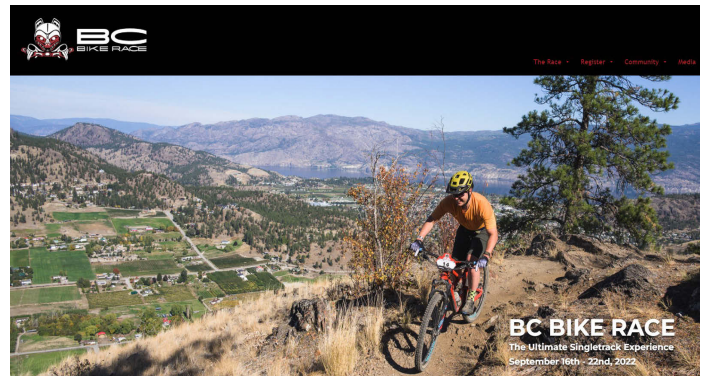
Event Marketing Support

Although we lost many major events this year due to COVID pandemic restrictions, we were able to provide support for those still able to operate.

- Provided funding to **Penticton Curling Club** to assist with the marketing and promotion of this years **Nu Floors Curling Classic**. The Visit Penticton logo was installed under the ice and featured in 36 games that were streamed across the internet and Sports Net.
- Provided support for the **Expedition Canada Adventure Race** organized by Hoodoo Adventures with prizing and a check in location at the Visitor Centre for participants. A video production team recorded event and Penticton received incredible exposure.
- Established a three-year agreement with **Okanagan Hockey Group** to provide financial support for the **CSSHL Championships** in 2022, 2023 and 2024.
- Collaborated with **Penticton Ale Trail** to promote Beer Week including providing financial support, contest prizing and marketing assistance. Castanet contest **received 3,238 entries**.
- BC Bike Race in late September
- Preparing for recovery by simplifying application process and creating more opportunities for collaboration with event organizers.



Edin edges Howard in extra end to win Penticton Nufloors Curling Classic



2021 KEY INITIATIVES

Culinary Trails & Accessible Tourism

In 2019 we secured **\$112,500 in funding** over a 2 year term from Western Economic Diversification (WED) to develop a new Culinary Trail(s) with an Accessibility component and were making significant progress with the program. COVID-19 restrictions prevented us from holding planned workshops and conducting on site audits that are key deliverables. Following discussions with WED we were permitted to extend the project by one year.

- Worked with Spinal Cord Injury BC to deliver remote workshops on Universal Design. 15 delegates from 12 different businesses and organizations attended.
- Worked with Spinal Cord Injury BC and TOTA to develop the AccessNow consumer app. Conducted onsite assessments and added over 30 tourist locations added to the app.
- Became a partner of “The Nature For All” project, which aims to create a barrier free Canada through standards-based practice.
- Secured the donation of accessible outdoor furniture valued at \$12,000 as part of a Kootenay Adaptive Sport Association social enterprise initiative.
- Organized a photo shoot with **Para-Olympian Sonja Gaudet**, Thompson Okanagan Tourism Association **Accessibility Specialist**, to gather new imagery, specific to accessible tourism, for future promotional campaigns.
- Developed the marketing concept and brand for ‘**Daily Special**’ - a reference to the unique items that every chef, bartender and winemaker lovingly prepares for their guests. It’s a nod to the things it will be providing for its readers go beyond the obvious, and instead highlight the local gems and the items they may not have otherwise ordered, and the destinations that they might not have thought to visit.
- Set up online training program for initial participants of Daily Special culinary marketing campaign.
- Curated content for new website, social media channels and other marketing materials in preparation of Culinary Trail launch including 28 stories/blogs featuring local culinary businesses.
- Sponsored article published in Vancouver Sun: [The sweetest season: Penticton breweries, wineries and restaurants embrace fall flavours.](#)



ACCESSIBILITY



The culinary industry in Penticton is collaborative and welcoming. The community supports each other, and rely on each other to create what has become one of Canada's best kept culinary destinations.

Daily Special is a celebration of that community - it is a look at the Penticton food scene through the lens of the locals, where members of the community will give newcomers an authentic look at what it's like to eat, drink and enjoy Penticton.

For people considering a trip to Penticton, they will get an immediate sense of that warm, welcoming community, and they'll receive the tip of local recommendations that they would typically only get if they had a friend on the inside.

Daily Special is a nod to industry, and at the same time it's an appreciation of all of the things that make Penticton special.

#DAILYSPECIAL

#VISITPENTICTON

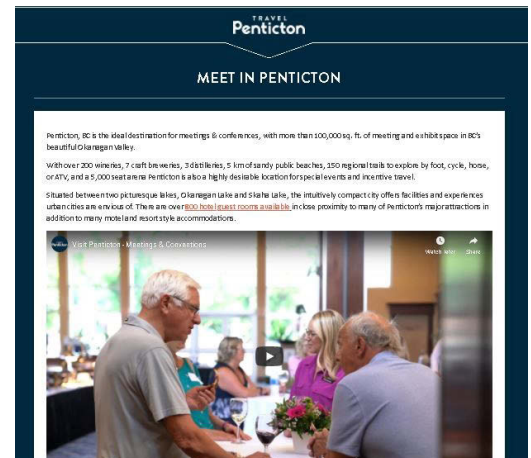
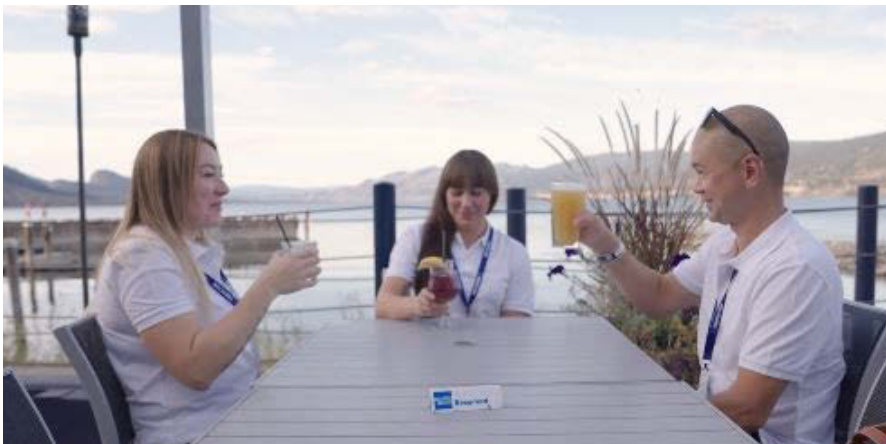
2021 KEY INITIATIVES

MICE (Meetings, Incentives, Conferences & Events)

COVID-19 restrictions have severely affected the MICE sector. Through significant research and consultation local conference facilities, accommodation stakeholders and Travel Penticton Board, the decision was made to use residual funds to set up a Convention Bureau. The plan also included using a portion of the 3% MRDT change commencing July 1/2022. Travel Penticton also engaged the services of conference industry expert, Suzanne Denbak of Cadence Solutions to develop a strategic plan and budget for the new Convention Bureau. A call was put out on various employment platforms seeking a Convention Sales & Business Liaison Manager, who will be commencing the new role mid January 2022.

Travel Penticton continues to work closely with the City of Penticton Economic Development Department, Penticton Trade and Convention Centre, South Okanagan Events Centre and Penticton Lakeside Resort to develop our MICE market. During 2021, Travel Penticton provided dedicated funds to the PTCC and Lakeside Resort & Conference Centre to establish some foundational promotional assets. These included;

- Provided marketing and financial support for the CSAE Tête a Tête event in Ottawa in January, which elicited great feedback. Have reserved a double booth for the in-person event being held in April 2022.
- Worked in collaboration with PTCC & Penticton Lakeside to produce a new promotional video for our MICE sector in preparation for relaunch.
- Invested in 360° videos for PTCC and Lakeside produced by Canadian Virtual Tours.
- Engaged a designer to develop the “Meet in Penticton” brand and purchased meetinpenticton.com and meetinpenticton.ca web domains. As an interim measure Meet in Penticton pages have been added to the existing [TravelPenticton.com](https://www.TravelPenticton.com) corporate website.



2021 ADVERTISING

2021 proved to be even more challenging than 2020. The multiple changes to health restriction orders, the early heat dome and wildfires, BC flooding, road closures, staffing shortages and Omicron all served to greatly diminish Travel Penticton's ability to launch broad-based national, provincial and regional campaigns.

- **SOAR Magazine** - Full Page in 3 editions
Pacific Coastal in-flight magazine (due to COVID being distributed digitally and available for download on their website). Featured across 75 BC websites with **4.1 million unique visitors** and **15 million page views** per month
- **IN Magazine Toronto** - Full Page in July/August Edition
Canadian publication - **44,000 readership**
- **Vancouver Sun & Province** - Print and online sponsored content and digital display ads throughout September & October
Digital properties reach an average of **14 million Canadians** per month
- **Back Road Map Books** - 2-page Community Profile in Thompson Okanagan BC Backroad Mapbook and 1/8 page in Okanagan Valley & Shuswap BC Water proof Adventure Map
- **Bell Media Display Ads** - Geo-targeted digital ads across BC and Alberta
5,000 guaranteed clicks (directed to visitpenticton.com website)
- **Mountain Bike Tourism Association (MBTA) Co-op Marketing Campaign** - Partnership with Vernon, Kelowna, and Penticton to develop the 'Okanagan Single Track' mountain bike campaign.



FUEL free
Penticton ...almost

Slow down and see more!
Enjoy Fuel Freedom as you explore Penticton by foot, pedal or paddle.

visitpenticton.com
@visitpenticton | #visitpenticton



LOCAL TRAVEL
SPONSORED BY VISIT PENTICTON

**The sweetest season:
Penticton breweries, wineries and
restaurants embrace fall flavours**

KEY HIGHLIGHT
Penticton's vibrant food scene is embracing the season with a variety of fall-themed events and offerings. From farm-to-table dining to wine and beer tastings, the city is showcasing its agricultural heritage and culinary creativity.

WINE & BEER TASTINGS
Penticton's wineries and breweries are offering a variety of fall-themed tastings and events. From wine and beer tastings to food and wine pairings, the city is showcasing its agricultural heritage and culinary creativity.

FOOD & WINE PAIRINGS
Penticton's restaurants are offering a variety of fall-themed food and wine pairings. From farm-to-table dining to wine and beer tastings, the city is showcasing its agricultural heritage and culinary creativity.

WINE & BEER TASTINGS
Penticton's wineries and breweries are offering a variety of fall-themed tastings and events. From wine and beer tastings to food and wine pairings, the city is showcasing its agricultural heritage and culinary creativity.

FOOD & WINE PAIRINGS
Penticton's restaurants are offering a variety of fall-themed food and wine pairings. From farm-to-table dining to wine and beer tastings, the city is showcasing its agricultural heritage and culinary creativity.



**VISIT
Penticton**

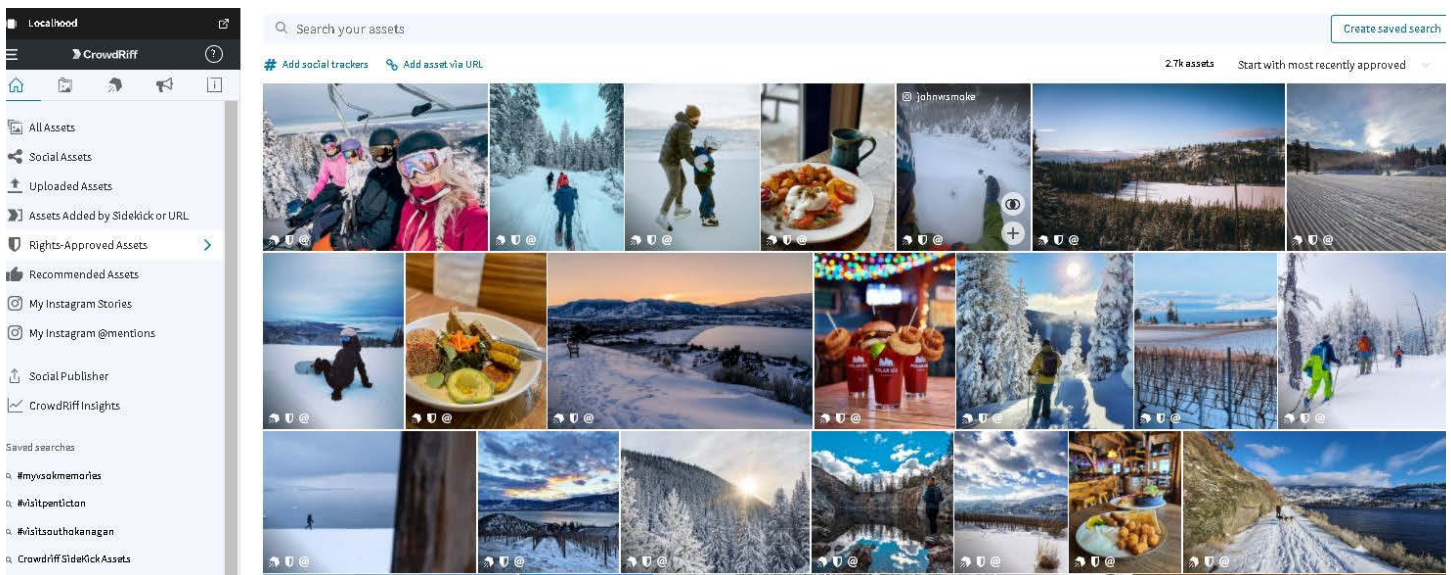
Plan Your Fall Getaway Now!
www.visitpenticton.com

2021 VIDEOGRAPHY/PHOTOGRAPHY

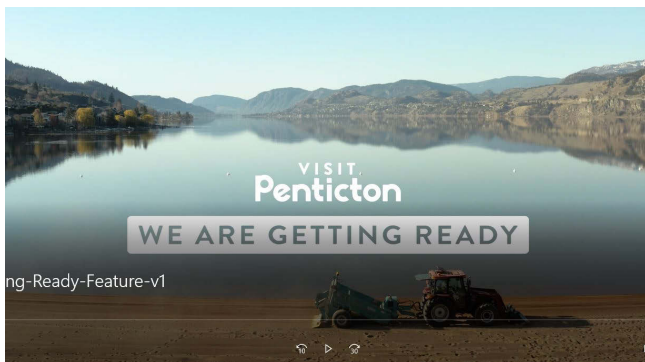
Ongoing public mask usage and social distancing tends to date any assets and limit their future usability. Travel Penticton decided 2021 would not be a good year to place significant investment in new photo/video assets. Strategic scenic, culinary and activity images were produced including assets for the Real Time notifications. Smoke for local and provincial wildfires also played a role in photo/video creation.

We continued to build on our existing digital content library, using Crowdriff and currently have access to over 175,000 user generated assets, 2,667 of which have been approved for use by Travel Penticton.

Travel Penticton remains very focused on showcasing Penticton as four season destination. While we had to concentrate mostly on local markets for 2021 the assets being collected will play a critical role in our recovery efforts. As travel restrictions ease, competition for visitor dollars will intensify and we will be in a great position to set ourselves apart from other destinations.



Travel Penticton also worked with local videographer, Chris Stenberg to create “We Are Getting Ready” and “We Are Ready” videos to promote Penticton in alignment with the BC Government’s COVID restart plan.



2021 DIGITAL/ONLINE

Facebook Ads & Boosted Posts

- Invested **\$5,075** in Facebook Ads to promote a variety of campaigns throughout the year.
- Boosted 5 posts out of a total of 303 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 91,702**, with **8,169 engagements**.

Hootsuite

- Provides a better overview of our digital marketing strategy and enables us to align the content ad schedules of several different social media platforms.
- Our #visitpenticton has been used in **38,854 posts**.



	Followers 2020	Followers 2021	Growth
Facebook	10,921	11,774	7.8%
Instagram	12,567	13,935	10.9%

Search Engine Marketing

- In Fall of 2019 Travel Penticton secured **\$10k per month** (\$120K per year) of in-kind Google Ads advertising through the Google Ad Grants Program.
- From January 1 - December 31, 2021 received **219,154 impressions, 24,361 clicks, 11.1% CTR**
- **3,700 conversions | 15.2 % conversion rate**. This is the percent of consumers 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 helps to hone our targeting and achieve optimum return on investment.

Top Performing Google Ad Groups		
Rank	Ad Group	Clicks
1	penticton weather & webcams	6,172
2	Penticton tourism	5,670
3	penticton events	2,413
4	penticton restaurants	1,499
5	BC wineries	1,433

Email Marketing - Constant Contact

- Constant Contact is used to send mass emails including: Monthly Consumer Newsletters, Weekly What's On Sheets, Member Updates, Consumer eBlasts and B2B eBlasts.
- In 2021 there were a total of 601,122 emails sent, 142,643 opens, 11,854 clicks
- Overall **open rate 27%** (4% above industry average)
- Overall **click rate 2%** (1% above industry average)

Top Performing Keyword Searches		
Rank	Search Keyword	Clicks
1	penticton weather cam	3,986
2	penticton british columbia	1,951
3	penticton weather	1,950
4	penticton bc	1,804
5	penticton canada	1,164

2021 MEDIA DEVELOPMENT

We were not able to host our usual Winter and Spring FAM tours due to COVID, but during the Summer when travel restrictions were lifted we were fortunate to be able to host some prolific media writers and secure incredible coverage for Penticton.

Josh Rimer (hosted June 21-22) article in IN Magazine [Penticton An Unexpected Destination for Canadian LGBTQ+ Travellers](#)
audience reach **44,636** | ad equivalency **\$1,116**

Mia Stainsby (hosted June 24 & 28) article published in Vancouver Sun [Great Okanagan places to eat, Part 2: Penticton gains from Vancouver talent drain](#)
audience reach **125,623** | ad equivalency **\$3,987**

Elana Shepert (hosted July 9-11) article published in Vancouver is Awesome [This B.C. gem is one of only two cities in the world located between two lakes](#)
audience reach **1,127,362** | ad equivalency **\$28,184**

Bea Broda of Outta Town Adventures (hosted September 20) A Penticton episode will feature in season 4 of the television show, which will be released in the Spring.

There were also several fantastic media articles published in 2021 as a direct result of media that we have hosted in the past

Joanne Sasvari (hosted July 2020) 5 page article published in Food & Wine Magazine - [In Western Canada, a Surprisingly Diverse Wine Region Is Booming](#)
audience reach **29 million** | ad equivalency **\$908,000**

Adrian Brijbassi (hosted October 2020) published a review of the [20 Best Places to Travel in Canada for 2021](#) on Vacay.ca and South Okanagan was number one. This review was picked up by more than 57 other publications across the globe
audience reach **21.5 million** | ad equivalency **\$4 million**

Sarah Anderson (hosted January 2020) article published in Daily Hive Vancouver [10 BC small towns that become magical in the fall](#)
audience reach **2.4 million** | ad equivalency **\$60,820**

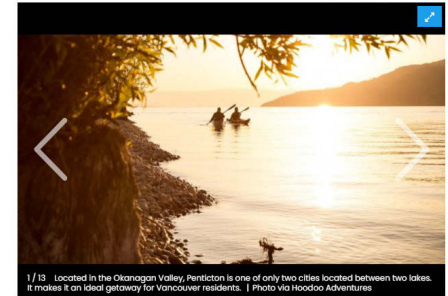
Elizabeth Chorney-Booth (attended a media dinner hosted by Travel Penticton in Seattle in August 2019) published four articles published on MSN Canada [Easy Canadian road trips you can do in a weekend](#)
audience reach **54.8 million** | ad equivalency **\$1.4 million**



This B.C. gem is one of only two cities in the world located between two lakes (PHOTOS & VIDEO)

Here's why you need to visit this place.

Jul 21, 2021 8:33 PM By: Elana Shepert



1 / 13 Located in the Okanagan Valley, Penticton is one of only two cities located between two lakes. It makes it an ideal gateway for Vancouver residents. | Photo via Hoodoo Adventures



Penticton: An Unexpected Destination for Canadian LGBTQ+ Travellers

10/17/2020 7:00 AM | 1,127,362 views | 1,127,362 views



Eat, drink and be merry in the beauty of the Okanagan Valley.

2021 MEDIA DEVELOPMENT

Agility PR Media Monitoring

In March 2019 the Travel Penticton Board approved a 3-year investment in this media monitoring service, which allows us to:

- Monitor online, print and broadcast news relating to travel and tourism in Penticton
- Receive a weekly brief of recent coverage
- Easily share coverage with stakeholders
- Create executive ready charts and reports
- Access PR news and insights to gain a better overview of hot tourism topics.

Earned Media

In addition to our own media monitoring efforts through Serena PR and Agility PR, Travel Penticton also receives quarterly reports from Destination BC, which provide an overview of the media articles that featured Penticton based on generic tourism key word searches. The table below shows a comparison with the previous 3 years and it is extremely encouraging to see, despite the pandemic, Penticton continued to garner a considerable amount of media attention.

Year	Number of Articles	Circulation	Ad Equivalency Value
2021	779	572,146,296	\$16,019,833
2020	4,019	56,097,917	\$1,402,080
2019	855	32,482,457	\$1,107,631
2018	729	24,632,260	\$738,924

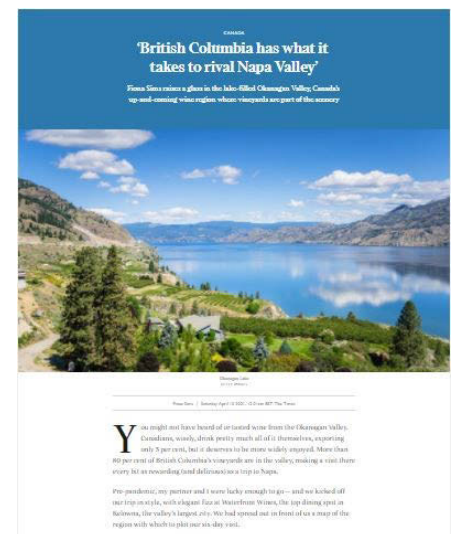
Destination BC also provides one off updates when Penticton features in a particularly prominent article. Examples from 2021 include:

Fiona Sims article in The Times (UK)

[British Columbia has what it takes to rival Napa Valley](#)
audience reach **13.5 million** | ad equivalency **\$46,902**

Penticton received a mention in an article in Forbes Magazine article written by multi-award-winning journalist Gary Stoller

[The Wonders Of Canada That Most Americans Don't Know](#)
audience reach **93.4 million** | ad equivalency **\$2.3 million**



2021 MEMBER DEVELOPMENT

For all of the businesses that paid for 2020 Member Services, we decided to carry over those services to the end of 2021 at no additional cost **saving our Membership more than \$35,000.**

During 2021 we also signed up **34 New members.**

Weekly Member updates, provided information on the work the Travel Penticton was undertaking, COVID-19 news, access to financial support and funding as well as links to a variety of other useful resources such as free remote workshops and webinars.

Over **30,200 emails were sent** to Members in 2021 with average **open rate of 36%** (industry average is 26%) and an **average click rate of 12%** (industry average is 1.7%).

Organized an in-person information session for accommodators to receive legal advice regarding long-term rentals.

Hosted a Member Appreciation event at the SOEC Vees Game.

25 individual staff members from 6 business completed Superhost Training online fully subsidized by Travel Penticton.

5 Accommodators received **free professional photography** services. Images were shared with Travel Penticton and used to create sell sheets and enhance website listings.

There are currently **216 active Members** in total.

Member listings on VisitPenticton website achieved **834,102 impressions** and **12,934 clicks**

Member Package Deals on VisitPenticton website achieved **137,113 impressions** and **1,862 clicks**



**SLEEP & EAT
PACKAGE AT
RAMADA
PENTICTON**

FROM **\$247**

Nov 1, 2021 to Jan 31, 2022

Ramada by Wyndham Penticton Hotel & Suites

The Ramada Penticton Sleep & Eat Package includes: 2 nights in a standard room 2 queen bed OR 1 king bed for 2 adults and a \$50 gift card for The Station Pub & House restaurant.

2021 VISITOR SERVICES

Open Year Round

Having developed stringent COVID-19 safety procedures and investing in new signage, protective plexi-glass screens and hand sanitizing stations, Travel Penticton was able ensure the continued operations of the Visitor Centre throughout the year.

Peach Satellite Location

We have a mutually beneficial partnership in place with the Penticton & Wine Country Chamber of Commerce, who are utilizing the Peach location for their permanent office space. As well as reducing rent this the Chambers presence has allowed us to keep this Visitor Service location active all year round.

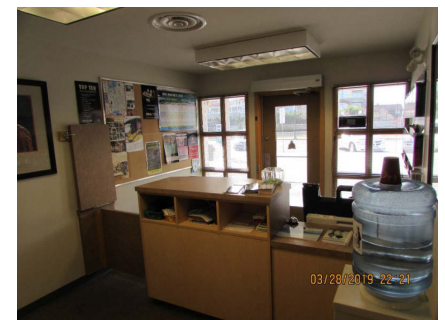
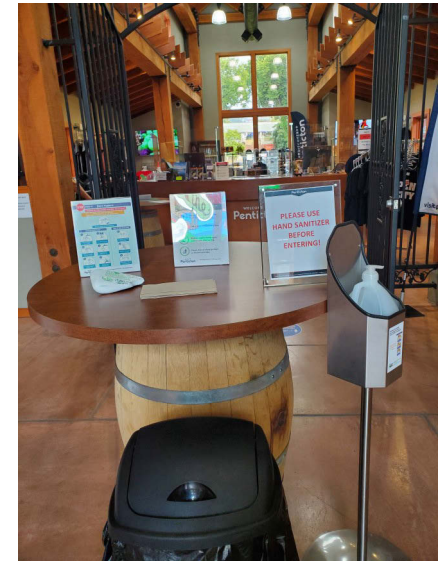
In 2021 the Main Centre and Peach location serviced **5,818 visitors**, a **5.2% increase** over 202.

Airport Info Kiosk

Travel Penticton maintained the Info Kiosk at YYF airport. The kiosk represented the community and hospitality and business stakeholders through brochure racking and available tear-off city map. In-kiosk TV screens were updated with new content. Large, hard-backed posters for each South Okanagan community was installed in the airport concourse. Baggage and other video screens displayed Travel Penticton promotional videos.

Mobile Visitor Centre

Due to COVID health restrictions, Travel Penticton was unable to operate our **Mobile Visitor Centre** van. We have made use of the van for staff and media FAM tours as well as distributing our experience guides across the region



provided branding awareness

Hiring

Travel Penticton submitted an application to the Canadian Summer Jobs Program and were successful in securing funding to cover cost for one of the two students we hired for the Summer season.

Retail

Invested in new stock, focusing on items that have proved popular in the past. We have previously been able to boost sales through attendance at the Downtown market and key events, but COVID meant that there was little opportunity for this in 2021. We were able to increase revenue though a partnership with Apex Mountain Resort and the sale of lift-passes at a discounted rate.

Retail sales for 2021 totalled **\$16,693** and while this is less than half of what we made in 2019, it is still more than **110% increase** over 2020.



2021 KPIs

KPI	2020 Actual	2021 Target	2021 Actual
MRDT Collected*	\$492,052	\$375,000	\$548,726
MRDT Collected OAP*	\$64,920	\$75,000	\$104,308
Room Revenue*	\$27,848,614	\$18,750,000	\$32,651,737
Occupancy Rate (Average)	36.0%	50%	40.5%
Average Daily Room Rate	\$137	\$150	\$171
Visitor Centre Traffic	4,615	10,000	5,818
Mobile Visitor Centre Traffic	4,770	2,500	1,024
Visitor Centre Retail Sales	\$7,874	\$10,000	\$16,693
Website - Page Views	406,848	450,000	376,679
Website - Unique Visitors	151,132	155,000	150,207
Website - Impressions on Listings	933,775	650,000	834,130
Website - Clicks on Listings	22,951	20,000	12,934
Website - Impressions on Packages	230,158	250,000	137,113
Website - Clicks on Packages	2,972	2,500	1,862
Website - Event Page Views	41,649	50,000	53,688
Facebook Post Reach	744,937	1,000,000	675,327
Facebook Engagements	68,726	50,000	44,111
Facebook Video Views	167,422	250,000	36,765
Twitter Impressions	27,287	0	8,706
Twitter Engagements	1,123	0	3,312
Instagram Likes	25,311	50,000	26,298
Instagram Engagements	436	1,000	573
eNewsletter – Open Rate	20%	20%	23%
eNewsletter – Click Rate	6%	7%	7%
eBlast – Open Rate	33%	20%	31%
eBlast - Click Rate	4%	7%	7%

* Due to a lag in MRDT figures provide by the Ministry of Finance figures for 2021 are until the end of October only