

# 2023 Year End Marketing & 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 41 accommodation providers (42 when the new Four Points Sheraton is complete) , who collect the Municipal Regional District Tax (MRDT) along with other tourism businesses who pay an annual membership fee.

We work in cooperation with the City of Penticton, Penticton Trade and Convention Centre, South Okanagan Events Centre, Penticton Chamber of Commerce, Downtown Penticton 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 area and position it as one of North America's premier holiday and lifestyle destinations.

### OUR VISION

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

### OUR OBJECTIVES

- Increase overnight visitation and occupancy rates for the Penticton accommodation and local businesses.
- Increase visitor length of stay and tourism revenue.
- Promote events, attractions and experiences to encourage visitation, with focus on Spring, Fall, and Winter seasons.
- Encourage excellence in tourism service and product providers and offer professional development opportunities to enhance tourism knowledge and skills.
- Work as a 'mini-regional' DMO to promote the areas of Apex Mountain Resort, Naramata and Okanagan Falls.
- Develop a cooperative and ethical environment in which all tourism stakeholders can voice their concerns and share information and ideas.
- Keep members informed and represent and promote the interests of members on matters of public importance, including any proposed legislation or regulation.



## EXECUTIVE SUMMARY

Thom Tischik, Executive Director

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

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

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

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

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

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

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

Yours in tourism, Thom Tischik




## TOURISM WINS FOR 2023

- Sponsored the Penticton Adventure Racing Team to attend the world series event in South Africa. As a result **Penticton won the bid to host the event in 2025.**
- Secured **\$22,950** in funding for Visit South Okanagan campaign from Destination BC for 4th year.
- Mina Oh social media coverage as a result of Seattle Media trip in March
- **950 attendees** at our annual TRUE Tourism Expo (19% increase over previous year)
- Success of **new videos**: How to Say Penticton & Where is Penticton?
- **Value of tourism assessment** including a Penticton Tourism Dashboard
- **New CRM Database** and improved invoicing for membership
- **Indigenous Grants** received for staff training and content development
- Staff and member training with Anona Kampe on the **Okanagan Creation Story and Okanagan Protocols Session**, and staff attendance at Working Effectively with Indigenous Peoples Training



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

## TEAM MEMBERS 2023

Thom Tischik - Executive Director

Jo Charnock - Office & Special Projects Manager

Paige Schulz - Marketing & Member Services Manager

Karen Davy - Conference Sales & Business Liaison Manager

Tarryn Galata - Digital & Social Media Specialist

Alice Simpson - Visitor Services Supervisor

Sheridan Cooper - Visitor Services (On-Call/Part-Time)

Visitor Services Counsellor (Summer): Maya Bassot, Samantha Bruce, Madison McGuire

Volunteers: Wendy Dickinson





## 2023 ADVERTISING & MARKETING

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

### Fuel Free Focus

- [Globe & Mail National Spring Campaign](#)  
 Sponsored article about big outdoor adventures and small carbon footprints in Penticton.  
 Online: **6,834,000** audience reach | **\$229,668** AVE  
 Print: **761,000** readership  
 Article: **12,317** page views | **12,067** social engagements  
 Banner Ads: **2,351,030** impressions | **12,886** clicks | **61** web referrals
- [Rogers Media International Spring Campaign](#)  
 Sports Commentator, Caroline Cameron presented Fuel Free videos  
**174,52** impressions | **52,409** engagements | **31,208** thruplays
- [CTV News Calgary National TV Campaign](#)  
 7 'Discover Series' commercials promoting Foot, Pedal, Paddle, Wineries, Craft Beer and Culinary and Winter Travel.  
 Audience reach **1,104,439** per commercial | AVE: **\$259,220**  
**82 member highlights.** CTV liked these segments so much, they ran bonus airings of them for no charge on the 'Best of Morning Live' on stat holidays.
- [NG Media National Spring PSA Campaign](#)  
 Fuel Free...Almost Penticton, BC. Ran mid April through to mid June.  
 Featured on specialty channels such as TLC, CNN, MSNBC and A&E.  
 Received **21,688 airings** on Rogers and Telus.
- [Global TV Province-wide Spring Campaign](#) (with US spill)  
 Paid for 81 guaranteed spots and received **348 spots** - over **\$17.2k** in additional value. Reached an audience of **2.3 million** in Vancouver & Lower Mainland and over **244,000** in Northern BC. Featured on Clare Newell's Travel Best Bets which directed to the packages page on the visitpenticton.com website - page impressions were 40% higher than same period last year.
- [Vancouver is Awesome Spring/Summer Digital Campaign](#)  
 Sponsored article about how Penticton is emerging as B.C.'s hidden gem for sustainable summer travel.  
 Article: **1,086,000** audience reach | **\$36,237** AVE | **869** reads | **89** clicks  
 Facebook/Twitter: **34,002** impressions | **1,993** clicks | **60** engagements  
 News Letter: **14,380** opens | **112** clicks  
 Banner ads: **103,268** impressions

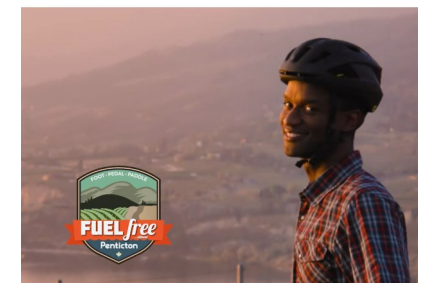
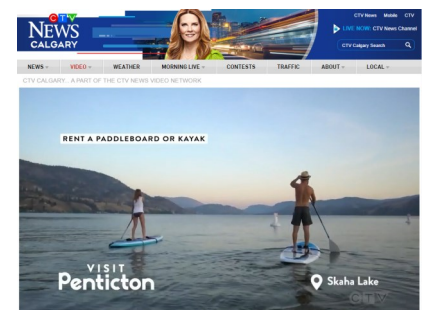


Big outdoor adventures and small carbon footprints in Penticton, B.C.

CONTENT FROM GLOBE CONTENT STUDIO  
PUBLISHED APRIL 10, 2023



Penticton, B.C.'s Campbell Mountain offers a network of 40 marked biking trails, from easy rides to technical challenges, all with gorgeous views of the Okanagan Valley.  
VISIT PENTICTON



- [Narcity National Campaign](#)  
 Sponsored article about Penticton being the perfect car-free Summer escape.  
 Online article: **5,984,000** audience reach | **\$200,044** AVE | **2,744** reads  
**350** clicks | **11.02%** CTR  
 Social Media: **93,424** impressions  
 Banner ads: **132,032** impressions
- [CW Media Province-wide Campaign](#)  
 1/2 page ads in Vancouver Magazine, Western Living & BC Business plus  
 online article on BCLiving website and dedicated eBlast listing  
**65,000** distribution | **320,000** readership
- [Highway 97 Billboard](#)  
 Replaced the vinyl signage for metal printed plates to enhance the lifespan  
 and updated the design to feature our Fuel Free...Almost messaging
- [Bell Media International Summer/Fall CPC Campaign \(Jun-Oct\)](#)  
 Geo-targeting BC, Alberta, and Washington with a focus on Summer and  
 Fall vacations with Fuel Free...almost messaging.  
**2,7908,910** impressions | **5,854** clicks | **0.23%** CTR (ind. av. 0.05 - 0.10%)
- [BC Living](#)  
 Online promoting Penticton as the ultimate sustainable Summer getaway.  
**1,033** page views | **52,300** social media impression | **1,419** engagements  
**2.7%** engagement rate. Article was also shared in the BC Living eNewsletter  
 sent to **19,765** subscribers | **9,685** opens (49% open rate | **24** ad clicks
- [Social promotion of Michael Newman Global TV videos](#)  
 16 Facebook ad placements including reels targeting active travellers  
 across Canada.  
**156,907** impressions | **157** link clicks | **151,043** thruplays (individuals who  
 watched the video for 15 seconds or more)

## Culinary Focus

- [BC Food & Wine Radio](#)  
 Heard **34 times weekly in 20 BC radio markets**. Ongoing interviews with  
 Anthony Gismondi and 30-second ads played **3,500 times** over the year.  
 Messaging is regularly updated to reflect seasonal/promotional focus.  
 Promotions included: Peach Fest, 97 South Song Sessions, Ironman,  
 Dragonboat Festival, Bryan Adams, Pentastic Jazz Festival, Kettle Mettle  
 Gravel Fondo, Bonnie Rait, Steel Panther, CMHA Pickleball Tournament,  
 Young Stars Classic, Billy Talent, Penticton Beer Week and The Penti-con.
- [Penticton Ale Trail Brochure](#)  
 Assisted with the review of the new layout and added to VisitPenticton  
 website and social channels.  
**349** page views

## NARCITY

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

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

 **Kianni Reynolds-Lewis**  
Sponsored Content Contributing Writer

May 08, 2023, 11:28 AM

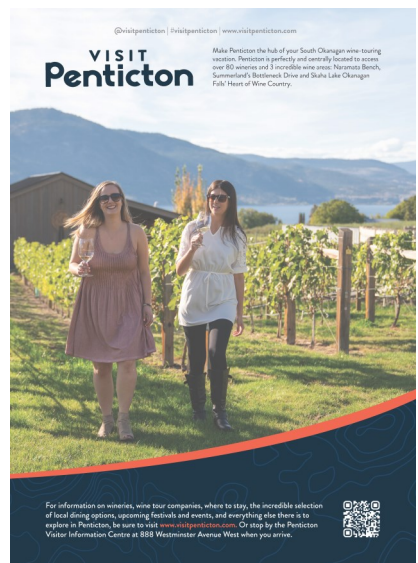




- [Edible Magazine Vancouver Province-wide Campaign](#)  
1/2 page in April Touring Guide and 1/2 page in May/June, Jul/Aug and Sept/Oct issues, promoting Penticton as the ideal hub for a South Okanagan wine touring vacation. Copy and images were updated throughout the campaign to reflect the specific season being promoted.  
**20,000** copies of Touring Guide | **30,000** copies of bi-monthly Magazine
- [Penticton Ale Trail Sponsored Contest with Curiosity Vancouver](#)  
Partnership with BC Ale Trail and 8 Penticton craft breweries.  
Article: **499** reads | **99,330** Instagram impressions | **4,451** Instagram engagements  
Contest: **46,397** impressions | **3,884** engagements | **35,206** newsletter opens | gained **443** new Instagram followers in one week (**2.6%** growth)
- [BC Food & Wine Trails National Campaign](#)  
Full page ad and editorial in May/Jun, Jul/Aug & Sep/Oct issues.  
**100,000** copies distributed annually to food and wine lovers across BC and Alberta
- [The Globe and Mail National Fall Campaign](#)  
Sponsored article promoting Fall harvest flavours and outdoor adventure.  
**6,834,000** Audience Reach | **\$231,275** AEV | **14** Member highlights  
**7,356** page views | **95,630** discovery impressions | **682,841** banner ad impressions | **12,330** sponsor content brand impressions | **464,757** social impressions | **7,406** social engagements | **\$43,996** additional value
- [Soar Magazine](#)  
Full page ad in Jul/Aug issue with QR code promoting wine touring in conjunction with an article feature on TIME Winery & OROLO Restaurant  
**4.1 million** visitors and **15 million** page views per month across 75 websites.
- [Summer Dining & Patio Blog Post](#)  
Customized blogs created by the Travel Penticton team posted to Visit Penticton website and boosted through targeted social media posts.  
**4,800** website views
  - ◇ Brewery Promo: **23,150** impressions | **697** engagements | **574** clicks
  - ◇ Winery Promo: **29,481** impressions | **714** engagements | **611** clicks
  - ◇ Restaurant Promo: **22,412** impressions | **5,529** engagements **782** clicks

## Outdoor Adventure Focus

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



### YOUR PENTICTON SUMMER DINING & PATIO GUIDE 2023

June 7, 2023 Visit Penticton 0 Comments 4800 Views

This summer, enjoy the incredible food, drinks and beautiful views on of our local Penticton patios.



Penticton Outdoor Mecca of Adventure

- Bell Media International Spring CPC Campaign (Apr-May)  
Geo-targeting BC, Alberta and Washington with a focus on outdoor adventure and activities.  
**895,399** impressions | **1,583** clicks | **0.25%** CTR (ind. av. 0.05 - 0.10%)
- Explore Magazine National Spring Campaign  
1/2 page ad in March issue promoting year-round outdoor adventures.  
Print article: **72,850** readership | **15,500** copies  
Online article: **29,722** impressions | **2:43** average time on page  
ENewsletter: **261,088** impressions | **40** clicks  
Social Media: **4,471** impressions | **63** engagements  
Website banner ads: **99,526** impressions | **0.06%** CTR
- Inside Motorcycles National/US Campaign  
Full page ad in 3 issues, editorial spotlight and 12 months of banner ads on website, promoting Penticton as an ideal hub for motorcycle touring.  
**65,000 motorcyclists** reached through magazine readership.  
Digital banner ads: **69,648** impressions | **44** clicks | **0.07%** CTR  
Website reaches **84,000** visitor annually with **14,000+** minutes spent on the site each month.
- Swagman Mountain Biking Contest  
As the new official sponsor the Swagman Logo and website link was added to our Fuel Free...Almost web page and we received **2 x \$300** gift card to present to contest prize winners.
- Daily Hive National Campaign  
Sponsored article highlighting why Penticton is an outdoor lover's dream come true (featured in Vancouver, Calgary & Edmonton editions)  
**1,954,284** audience reach | **\$54,370** AVE | **3,001** reads (ind. av. 1,500)  
**121** clicks | **4.03%** CTR (ind. av. 2-3%) | **81,059** Facebook impressions  
**1,699** Facebook engagements | **17,685** Twitter impressions  
**14,042** Instagram impressions.
- BlogTO National Campaign  
Sponsored article highlighting must-do outdoor adventure activities.  
Audience Reach **4,247,000** | AVE **\$144,478**
- Motorcycle Mojo National Print Ad Campaign  
Full page in April and Jul/Aug issue plus editorial.  
**59,723** readership per issue | **76** website referrals from QR code
- MBTA Provincial Co-op Campaign (Penticton, Kelowna Vernon)  
**2.3 million** impressions | **40,236** ad clicks | **761** conversions | **1.89%** conversion rate | **\$28,526** campaign value for \$7,000 contribution.  
We also Hosted Beth & Ryan from The Loam Ranger who shot a Penticton Mountain Biking video. They have **383,000** subscribers on their YouTube channel and **25,400** Instagram followers | **34,968** video views to date

explore  
Articles Podcast Gear Box Ma



Year-Round Adventure Activities in Penticton, BC

@visitpenticton | #visitpenticton | www.visitpenticton.com

## Let's Ride

VISIT Penticton

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

SCAN HERE

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

blogTO

Sponsored 1 day 1 month 1 year 5 years 10 years

It's wonderful to get far by an advertising solution. Total views about 1.7 million views.

## Toronto outdoor lovers should try these 5 must-do adventures in BC's Penticton





- [Vancouver Is Awesome Fall Digital Campaign](#)**  
 Sponsored article highlighting Fall outdoor adventures in Penticton  
 Article: **1,086,000** audience Reach | **\$36,752** AEV | **515** reads | **60** clicks  
 Facebook/Twitter: **57,031** impressions | **808** clicks  
 News Letter: **14,614** opens | **41** clicks  
 Banner ads: **40,110** CPC impressions
- [Explore Magazine National Fall Campaign](#)**  
 Branded article, banner ads, eNewsletter inclusion and social posts with a focus on Fall hikes and dining.  
 Article: **10,804** reads | **00:03:25** av. time on page  
 Banner ads: **64,522** impressions | **0.07%** CTR  
 eNewsletter: **86,300** sends | **20** engagements
- [Global TV Province-wide Fall Campaign \(with US spill\)](#)**  
 Ads playing in Vancouver, Lower Mainland, Vancouver Islands, Prince George and Northern BC, as well as on BC1 24hr News Channel. Paid for 103 guaranteed spots received **599 spots** (additional **\$19.7K** value).  
 TV Commercials: **2.8 million** audience reach  
 Social Media Boosted Posts: **5,055** impressions **77** engagements  
**72,922** thru plays
- [Swagman Mountain Biking Blog Posts](#)**
  - [Swagman's Backyard Ride Guide: Campbell Mountain](#)**  
 Website: **708** views  
 Social media: **128,174** impressions | **1,185** engagements
  - [Swagman's Backyard Ride Guide: Wiltse](#)**  
 Website: **492** views  
 Social media: **30,921** impressions | **404** social engagements
  - [Swagman's Backyard Ride Guide: Skaha Bluffs](#)**  
 Website: **304** views  
 Social media: **30,624** impressions | **342** social engagements
  - [Swagman's Backyard Ride Guide: Three Blind Mice \(Flow\)](#)**  
 Website: **393** views  
 Social media: **97,327** impressions | **3,408** social engagements
  - [Swagman's Backyard Ride Guide: Three Blind Mice \(Tech\)](#)**  
 Website: **338** views  
 Social media: **99,731** impressions | **385** social engagements

## Iconics Focus

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

## VANCOUVER IS AWESOME

Home | Sponsored

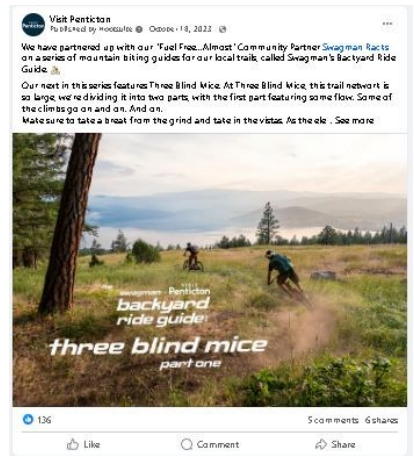
SPONSORED CONTENT  
This content is as possible by our sponsor's investment and does not necessarily reflect the views of the editorial staff.

### Extend your summer celebration with outdoor adventures abound in Penticton

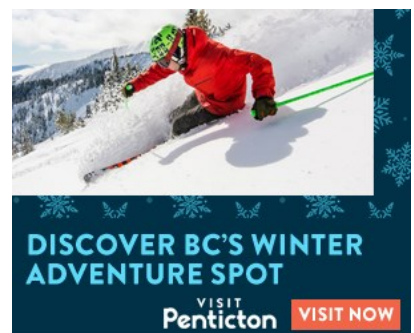
While summer is its busiest season, Penticton offers many fantastic opportunities for travellers year-round, with beautiful warm weather to enjoy summer activities well into fall.



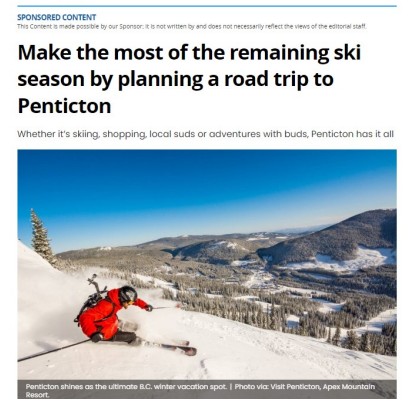
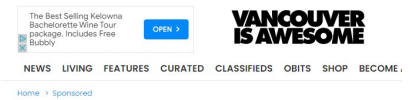
Photo: Visit Penticton



Fall in Love with Winter in Penticton



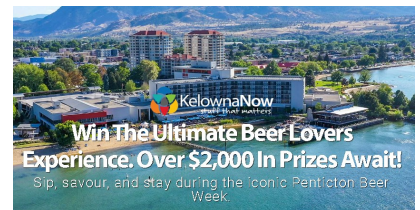
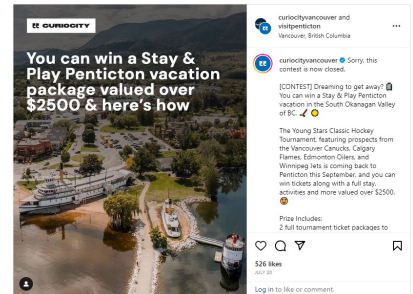
- [NG Media National Winter PSA Campaign](#)  
Fall in Love with Winter in Penticton  
8 week run time across specialty channels such as TLC, CNN &, MSNBC  
**36,658** airings. Supported with boosted posts on Facebook & Instagram  
**68,306** impressions | **15,715** thru plays.
- [Vancouver is Awesome Winter Digital Campaigns](#)  
Two sponsored articles about winter activities in Penticton in  
[January/February](#) and [November/December](#)  
Articles: **1,086,000** audience reach | **\$63,423** AVE | **2,229** reads | **324** clicks  
Facebook/Twitter: **84,182** impressions | **3,618** clicks **69** engagements  
Newsletters: **29,179** newsletter opens | **88** clicks  
Banner ads: **57,301** impressions.
- [DailyHive](#)  
5 exciting things to explore in Penticton for the ultimate winter vacation  
Branded article and contest with bonus IG post throughout Vancouver, Calgary and Edmonton.  
Article: **1,833** reads (industry av. 1,500) | **7.8% CTR** (industry av. 2-3%)  
Social Media: **479,563** impressions | **2,404** engagements | **99** web referrals  
DailyHive website receives 6 million unique visits and 17 million page views each month from across Canada.
- [Stingray Winter Contest](#)  
Radio contest promoting winter travel. Ran from early December to mid January on 104.3 The Breeze targeting **425,000** weekly listeners in Vancouver and area.  
Entries: **432** website referrals
- [NowMedia Contests](#)  
Spring & Winter Penticton vacation packages promoted through Prince George, Victoria, Kamloops, Vernon and Kelowna NowMedia news and social media channels  
**4,196** article reads | **2,840** entries | **45** website referrals | **1,484** newsletter signups
- [How to Say Penticton / The Always Place](#)  
Video produced in collaboration with Anona Kampe of the Penticton Indian Band.  
  - ◇ Facebook: **225,920** impressions | **55,000** views | **724** engagements
  - ◇ Instagram: **15,477** reach | **17,166** views | **939** engagements
  - ◇ YouTube: **755** views
- [Where is Penticton?](#)  
Produced two videos - one for Visit Penticton and one for Meet in Penticton. The MiP video feature some different clips specific to a MICE audience.  
Facebook: **35,906** impressions | **49** link clicks | **5,262** thru plays  
YouTube: **821** views
- 



The Always Place



- [Castanet Penticton Beer Week Contest](#)  
Vacation package promoted on all Castanet channels.  
**4,196** article reads | **1,323** entries | **507** newsletter sign ups
- [Curiosity Contest](#)  
Partnership with South Okanagan Events Centre to promote Young Star Classic in Vancouver, Calgary and Edmonton (Toronto added in for free).  
**715** New Instagram followers | **153,386** impressions | **5,590** engagements
- [NowMedia Penticton Beer Week Contest](#)  
Beer Week vacation package promoted to Prince George, Victoria, Kamloops, Kelowna and Vernon NowMedia news and social channels  
Article: **4,106** reads | **1,478** contest entries | **1,168** newsletter sign ups  
Social media: **47,267** impressions | **4,521** TikTok video views  
eNewsletters: **127,957** opens | **1,721** clicks
- [Castanet 'Four Seasons of Fun' Regional Campaign](#)  
Sponsored articles published every Monday.  
**2,263,182** views | **141,517** story clicks | **29,058** mobile clicks  
**7.5%** CTR (0.5% is considered a good)  
**341** member/tourism partners mentions
- [TOTO: Travelling OUT in the Thompson Okanagan](#)  
A cost share agreement with Destination BC for a co-op marketing campaign between Penticton, Kelowna, Osoyoos, Vernon & Kamloops to build an LGBT+ focused website and encourage LGBT+ visitors to the region.  
Featured on [Global News](#)  
**15,034,000** audience reach | **\$511,440** AVE  
The project runs from April 1, 2023 to March 31, 2024.
- [South Okanagan Events Centre Contest](#)  
Partnered with SOEC to giveaway 2 tickets to Shaggy & TLC & \$100 gift certificate  
**3,607** entries
- [Visit Penticton Blog Posts](#)  
Winter Wonderland: A guide to vacationing in Penticton - **1,881** views  
Family Day Weekend 2023 in Penticton - **1,078** views  
Plan your 2023 Spring Break Family Getaway in Penticton - **1,140** views  
Beer T-shirts 30% off for Okanagan Fest of Ale 2023 - **721** views  
Celebrate Mother's Day 2023 with a Penticton Getaway - **2,613** views  
Your Penticton Summer Bucket List for September 2023 - **1,319** views  
Penticton: Raising the Bar as Canada's Craft Beer Capital - **409** views  
Celebrate Penticton Beer Week with up to 40% off Beer Shirts - **819** views  
Plan Your Next Couple's Getaway in Penticton this Winter - **170** views  
Plan your 2023 Holiday Party in Penticton - **1,276** views  
Holiday Gift Guide with Poplar Grove Winery - **449** views  
Shop the Visit Penticton 2023 Holiday Sale - **1,516** views  
2023 Holiday Markets in Penticton this December - **668** views  
45 Unique Local Gifts to Give this Christmas - **877** views



## 2023 CONSUMER SHOWS

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

- **Vancouver Outdoor Adventure & Travel Show**
  - ◇ 15,300 attendees
  - ◇ **500+** visitor interactions
  - ◇ **270** contest entries | **328** newsletter sign-ups
- **Calgary Outdoor Adventure & Travel Show**
  - ◇ 13,200 attendees
  - ◇ **350+** visitor interactions
  - ◇ **139** contest entries | **167** newsletter sign-ups
- **Vancouver/West Coast Wellness Shows**
  - ◇ 20,750 attendees across both shows
  - ◇ Partnered with Wellness Travel BC, providing guides and Fuel Free flat sheets and decals to hand out
  - ◇ Put together the grand prize for the West Coast show and received \$5k promotional value: **1,401,434** social media impressions
  - ◇ **12,726** emails sent (68% open rate)
  - ◇ **166** contest entries | **449** newsletter sign-ups



## 2023 IN-MARKET PROMOTIONS

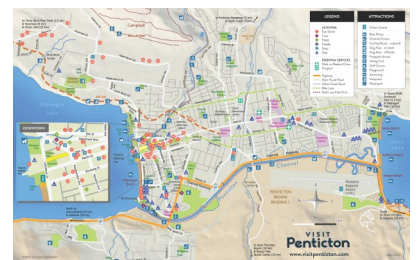
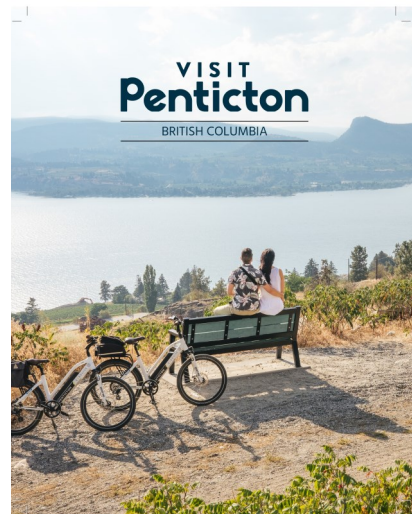
After reviewing the previous year's results, we decided to continue with the new strategic direction for our annual Experience Guide. All advertising and references to specific dates have been removed to ensure ongoing relevance of the information contained in the guide as well as increasing its overall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

**35,000 copies** of our Experience Guide were printed

- Delivered directly to **100+** local & regional businesses
  - **7,300** directly drop-shipped to 48 Visitor Centre locations across BC
  - **144** scans of QR codes printed in the guide
  - The guide is also published on the [Visit Penticton website](https://www.visitpenticton.com) via ISSUU
- 5,514** impressions | **637** reads | **50** downloads

**30,000 tear-away maps** printed (600 pads of 50 maps)

- Delivered to local businesses for distribution to in-market visitors and guests including: hotels/motels/vacation rentals, restaurants, tour operators, wineries, breweries and other activity providers.
  - The tear-away map is published on the [Visit Penticton website](https://www.visitpenticton.com) via ISSUU
- 3,501** impressions | **505** reads | **39** downloads





## 2023 DIGITAL & ONLINE

### Visit Penticton Website

As shown through our KPIs (page 34) our website remains an extremely popular channel for visitors and is where all advertising traffic is directed to. Our marketing team constantly update content, post events, and create blogs to appeal to a broad consumer base, encouraging them to stay longer, visit our members businesses and enjoy our iconic tourist attractions.

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

### Paid Social Media

#### Facebook/Instagram

The Meta Business Suite allows us to efficiently schedule and monitor the performance of our social media ads. In 2023 we ran 300 paid social media ads for a total investment of \$7,373.54.

**887,772** reach | **3,073,099** impressions | **19,142** clicks | **\$0.39** cost per click (median CPC across all industries is \$0.40)

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

#### Google Ads

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

#### Email Marketing

We continue to use Constant Contact to produce, schedule and monitor consumer emails sent to almost **40,000** contacts across Canada and the US.

**951,053** emails delivered | **33.5%** open rate | **1.1%** click rate (on par with industry standards)



## Organic Social Media

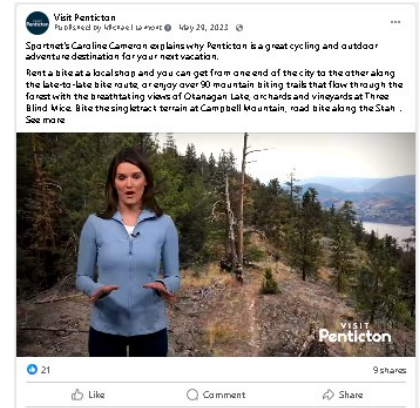
Organic content is perceived to be more genuine by perspective visitors and is also an effective way to encourage members, stakeholder and visitors to share authentic experiences and engage with our posts.

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

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

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

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



**Facebook - June 1**  
**51.28% engagement rate**



**Instagram - Feb 13**  
**14.28% engagement rate**



**Twitter - Sep 12**  
**100.00% engagement rate**

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

## Google Ads Grant

As a registered non-profit society, Travel Penticton was able to secure free Google advertising with a \$10,000 per month value through the Google Ad Grants Program. The program is managed by one of our trusted suppliers, Navigator Multimedia. In 2023 we received:

**268,706** impressions | **47,137** clicks | **17.54%** CTR (av. 0.35%)  
**9,661** conversions | **20.50%** conversion rate (av. 0.55%)



## 2023 MEDIA DEVELOPMENT

### Media Trips

#### • **Seattle Media Trip in March**

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

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

### Hosting Media Writers

- [Matthew Bailey](#) - Founder & Creator of Must do Media (partnership with TOTA, Tourism Oliver and Destination Osoyoos)
  - ◇ Dined at Brodo, Petrasek, Wayne & Freda, Sushi Genki, Bear's Den
  - ◇ Enjoyed tastings at Barley Mill Brew Pub, Neighbourhood Brewing
  - ◇ Experienced an E-bike tour
- [Alexandra Gill](#) - Globe & Mail Journalist
  - ◇ Stayed at Penticton Lakeside Resort
  - ◇ Dined at Elma and Wayne & Freda
- [Mina Oh](#) - Digital Creator & Travel Writer and [Adam Sawyer](#), who we met with during our Seattle Media Trip in March.
  - ◇ Stayed at Kettle Valley Beach Resort
  - ◇ Dined at Sociale, Orolo, Poplar Grove Winery, Cannery Brewing, Wayne & Freda, The Bench Market
  - ◇ Enjoyed tastings at La Petit Abeille, Tightrope Winery, Abandoned Rail Brewing
  - ◇ Experienced Cherry on Top Shake Shack, eBike Touring with rentals from Pedago, Kayak tour with Hoodoo Adventures
- [Laura Ullock](#), Digital Creator of Vancouver's Best Food and Fun
  - ◇ Stayed at Kettle Valley Beach Resort
  - ◇ Dined at Sociale, Orolo, Elma, Wayne & Freda, The Bench Market
  - ◇ Enjoyed tastings at Creek & Gully, Abandoned Rail Brewing
  - ◇ Experienced Cherry on Top Shake Shack and an eBike touring with rental from Pedago.



### THINGS TO DO IN PENTICTON, BC

March 19, 2023 by [Hushe & Bailey](#) — [Leave a Comment](#)

Sharing is caring

300 Likes 2 Comments 1 Share 1 Pin



Located only 80 kilometers south of **Kelowna**, Penticton is a beautiful small city sandwiched in-between Okanagan Lake and Skaha Lake. Surrounded by beautiful mountains and lakes, as well as Canada's wine country, Penticton is a truly stunning place to visit and one of the best places to visit for families, couples, wine lovers, and anyone seeking outdoor adventures.



- [Colleen Seto](#) prominent Calgary based freelance writer & her family.
  - ◇ Stayed at Bowmont Motel
  - ◇ Dined at Loki's Garage, Hooded Merganser and Tratto
  - ◇ Experienced Cherry on Top Shake Shop, Loco Landing, and a family bike rental from Penticton Bike Rentals
- [Rod Phillips](#) Ottawa based wine writer and author.
  - ◇ Stayed at Penticton Lakeside Resort
  - ◇ Dined at Orolo Restaurant & Cocktail Bar
- [Ann Kim-Dannibale](#) from National Geographic, [Joanne Sasvari](#) a Vancouver based freelancer and [Greg Tasker](#) a Michigan based freelancer
  - ◇ Stayed at Penticton Lakeside Resort
  - ◇ Dined at Orolo, Wayne & Freda and The Bench Market
  - ◇ Enjoyed tastings at Chronos and Hillside
  - ◇ Experienced an eBike ride with rentals from Pedago
- [Amy Eckert](#) a US based freelance writer
  - ◇ Stayed at Penticton Lakeside Resort
  - ◇ Dined at Kin & Folk, Elma, Wayne & Freda
  - ◇ Enjoyed tastings at Abandoned Rail Brewing & Little Engine Winery and Poplar Grove Winery

## Articles from hosted & pitched media writers

- Published in Sharp Magazine by Adam Bisby  
(Hosted Feb 2019)  
[Have the Mountain All to Yourself at These Canadian Ski Destinations](#)  
Audience Reach: **76,417** | AVE: **\$2,552**
- Published on 7X7 by Kristin Conard  
(Hosted Sep 2022)  
[Okanagan Valley: The British Columbia Wine Region You Need to Know](#)  
Audience Reach: **194,795** | AVE: **\$6,623**
- Published on You Tube by Matt Bailey of Must Do Media  
(Hosted Feb 2023)  
[OKANAGAN ROAD TRIP in Penticton, Oliver, and Osoyoos \(Winter Road Trips in Canada\)](#)  
**92,900** subscribers | **3,335** views | **205** likes
- Published on Skyscanner Canada by Caleigh Alleyne  
(Met in Toronto Apr 2022)  
[11 amazing places to visit in Canada for a summer vacation](#)  
Audience Reach: **224,000** | AVE: **\$7,537**

### Pedal around town with Penticton Bike Rentals

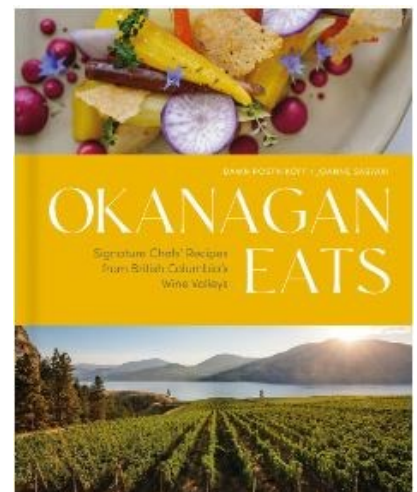


### Have the Mountain All to Yourself at These Canadian Ski Destinations

**O**f the activities we embraced en masse during COVID lockdowns – breadmaking, knitting, starting blankly into the middle distance – skiing and snowboarding have what it takes to keep Canadians coming back. Thrills aplenty? Check. Instagram-worthy scenery? Pretty much anywhere we hit the slopes. Cozy warm-up cuisine and cocktails? In question.

According to the Canadian Ski Council, participation in snow sports increased by 360,000 people over the 2020-21 season, with the 8.2 percent of Canadians who took part producing the highest participation rate in 20 years.

This impressive growth owes much to strong offerings by Canada's busiest and most accessible ski areas, which draw neophytes in droves. If you prefer your mountainides to be drive-free, however, look no further than the nine under-the-radar options explained here.





- Published in Vancouver Sun by Lisa Kadane  
(Hosted Aug 2020)  
[Beer and spirits causing a brouhaha in wine country](#)  
Audience Reach: **224,000** | AVE: **\$7,537**
- Published on Vancouver is Awesome by Elana Shepert  
(Hosted Jul 2021)  
[Floating season: 5 stunning lazy rivers to float down in B.C.](#)  
Audience Reach: **1,086,000** | AVE: **\$36,917**  
[Ready for a dip? 10 jaw-dropping B.C. lakes that will take your breath away](#)  
Audience Reach: **1,086,000** | AVE: **\$36,923**
- Published on Traveling Canucks by Cam & Nicola Wears  
(Aug 2021 planned Fam was cancelled due to travel restrictions)  
[Best Things to do in Penticton this Summer with Kids](#)  
Audience Reach: **23,683** | AVE: **\$785**
- Published in Readers Digest Canada by Jody Robbins  
(Met in Calgary Mar 2022)  
[The Best Bike Trail in Every Province](#)  
Audience Reach: **759,000** | AVE: **\$25,003**
- Published by Laura Ullock on TikTok and Instagram  
(Hosted June 2023)  
**68,700** TikTok followers | **23,700** Instagram Followers  
[Cherry on Top Shake Shack TikTok](#) - 295 comments  
[Elma & Orolo TikTok](#) - 55 comments  
[Fuel Free...Almost TikTok](#) - 17 comments  
[Cherry on Top Shake Shack Instagram](#) - 2,961 likes  
[Elma & Orolo Instagram](#) - 809 likes  
[Fuel Free...Almost Instagram](#) - 339 likes
- Published by Mina Oh on You Tube and Instagram  
(Hosted May 2023)  
[EXPLORING CANADA Penticton's Food, Wine & Outdoor Adventures!](#)  
**26 minute** video | **1,160,000** subscribers | **42,554** views | **2,100** likes  
**62,354** Instagram followers  
[KVR eBike Tour](#) - 1,425 likes  
[Highlights of Penticton](#) - 1,734 likes  
[Okanagan Lake Kayak Tour](#) - 723 likes  
[Penticton highlights video](#) - 475 likes

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

Ready to get your float on?



Elana Shepert  
May 24, 2023 5:07 PM



## The Best Bike Trail in Every Province



By Jody Robbins,  
reader and great cat

Not only is cycling a fantastic exercise, it also presents the opportunity to see pristine parts of the country you can't always reach by car. Discover the most scenic bike routes across Canada.



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

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

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

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

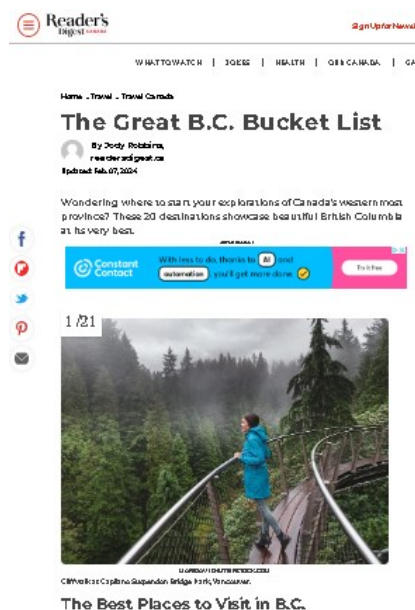
- Published in Readers Digest Canada by Tim Johnson  
(Met at TMAC Jun 2022)  
[Great Canadian Legends From the Rocky Mountains](#)  
Audience Reach: **759,000** | AVE: **\$26,065**

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

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

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

[Make a run for it; 6 of B.C.'s best resorts not on the Powder Highway](#)  
Audience Reach: **2,795,055** | AVE: **not available**





## Media Monitoring

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

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

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

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

## Agility PR Solutions

### Coverage by Media Type

All Q3 2023 - Penticton



### Coverage by Region - World

All Q3 2023 - Penticton



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

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

## 2023 SPECIAL PROJECTS

### Visit South Okanagan

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

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

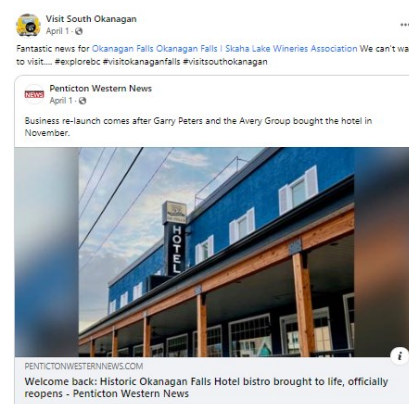


### Year 3 Highlights

- [VisitSouthOkanagan.com](https://www.visitsouthokanagan.com) website saw a **240% increase in users** compared with previous year.
- [Facebook](https://www.facebook.com/visitsouthokanagan) followers increased by **10.8%** with an overall post reach of **27,282** and an engagement rate of **4.85%** (travel/hospitality industry average is 1.62%).
- [Instagram](https://www.instagram.com/visitsouthokanagan) followers increased by **68%** with an overall post reach of **118,123** and an engagement rate of **1.96%**.
- [Winter Staycation campaign](#): Prints ads in BC Business, Vancouver Magazine & Western Living Magazine - audience reach of approx. **1,000,000**. Contest in BC Living received **210 entries**.
- [The Okanagan You Remember campaign](#): Digital ads in Soar Magazine and 75 affiliated websites - audience reach of approx. **4,100,000** per month, plus 74,500 eEdition subscribers.
- [BC Food & Wine Radio campaign](#): **1,768 promotional messages** over 52 weeks.
- [Regional Brand Awareness campaign](#): New Country 100.7 - more than **26,048 listeners per week**, ran 66 30-second spots.
- More than **370 new photo assets** have been added to the CrowdRiff platform for communities to share.
- **36 new video reels** of various size and format were produced.
- 53 video posts and reels on Facebook and Instagram generated **2,946 views**.

### Year 4 to December 2023

- Visit South Okanagan website [www.visitsouthokanagan.com](https://www.visitsouthokanagan.com) **47,552** users | **10,570** page views.
- Visit South Okanagan Facebook Page [@VisitSouthOkanaganBC](https://www.facebook.com/VisitSouthOkanaganBC) **855** Followers | **40,412** impressions | **869** engagements
- Visit South Okanagan Instagram Page [visitsouthokanagan](https://www.instagram.com/visitsouthokanagan) **2,981** followers | **85,935** reach | **3,392** engagements
- #visitsouthokanagan **5,000+** posts tags | **1,433** engagements





## 2023 DESTINATION DEVELOPMENT

### Member Development

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

We held our increasingly popular **TRUE Penticton Tourism Expo** in April

- **40 Exhibitors**
- Over **950 attendees** (19% increase over 2022)
- 3 stories about TRUE were published by local and regional media outlets. Audience Reach: **1,263,041** | AVE: **\$42,411**
- Over **\$6,600** in prizes donated by members
- The after event at Salty's was at capacity and provided a great opportunity for local tourism business to network.
- Received positive feedback from many vendors
  - ◊ *"We love the event, and we thank all the Travel Penticton, team, and volunteers, the event was amazing, and we had lots of potential clients and lots of exposure. Big Thanks to all."* Flattile Designs

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

Below are some of the initiatives we spearheaded this year.

- Provided a **\$100 subsidy** for **11 Members Businesses** to attend the Penticton & Wine Country Chamber of Commerce **Job Fair**.
- **40 hospitality employees** completed fully subsidized **SuperHost** training, which includes Foundations of Quality Service and Service for All modules.
- **37 employees** from member businesses completed a fully subsidized **Emergency First Aid for Industry** (OFA Level 1 equivalent) course delivered by St John Ambulance. All spaces were booked within 30 minutes of the offer being posted so more are planned for 2024.
- **20 individuals** attended fully subsidized **Okanagan Creation Story and Okanagan Protocols** sessions delivered in June and November by Anona Kampe of the Okanagan Nation Alliance.
- **4 tourism business** were sponsored to undertake their **Rainbow Registered Accreditation**, which provides safe spaces for members for the LGBTQ community.



**St. John Ambulance**

**SAVING LIVES**  
at work, home and play



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

- Member Listings on VisitPenticton website  
**1,534,674** impressions (30.3% increase over 2022) | **11,281** clicks
- Member Package Deals on VisitPenticton website  
**119,295** impressions (54.9% increase over 2022) | **1,301** clicks
- Invested in 30 sponsored content articles published across Canada and key markets in the US.  
**407** member mentions | **48,187,103** audience reach | **\$1,579,660** AVE
- Ran a sponsored tourism related article on Castanet every Monday with an Okanagan Valleywide reach, extending into Vancouver/Alberta.  
**354** member mentions | **2,263,182** views | **170,575** clicks
- We continue to produce our weekly Member Mailer providing up to date information on tourism industry developments, available grants and subsidies, training opportunities and more.  
**31,802** emails delivered | **47.2%** open rate (ind. av. 41.5%)  
**4.2%** click rate (industry standard 2.8%)

- **Quality Hotel Audits (QHA) - Hospitality Evaluations**  
Mystery shopper style program which has been extended to include other member businesses as well as accommodators. All assessment results are completely confidential and shared only with the business owner/manager. We have receive extremely positive feedback from organizations that have participated and used results to improve service quality and monitor employee performance.  
**12 Member Businesses** participated.
- **Professional Photography by Stuart Bish**  
Members are able to take advantage of a fully funded professional photography shoot to acquire digital assets, which can be used to enhance marketing materials, websites and other promotional platforms.  
**20 Member Businesses** participated.

## Member Appreciation

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

- Veas Game (Nov 29): **27 members** were invited to join our team for an evening of entertainment in a catered suite at the South Okanagan Events Centre.
- Open House & Late Night Shopping (Nov ): **35 members** joined us at the Visitor Centre for this special event, which provided an opportunity for informal networking with our team and members of the public.



Interior of Lanyon Homes





## Member Co-op Marketing

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

- Castanet subsidized digital advertising program**  
 Guaranteed 400,000 monthly impressions with an Okanagan Valley wide reach, extending into Vancouver and Alberta or guaranteed 600,000 impressions for additional reach into Kamloops.  
**28 member businesses** took advantage of the program running **47 promotional campaigns**.
- New Country 100.7 subsidized radio advertising program**  
 Over 26,000 people in Kelowna listen to New Country 100.7 in an average week. The station reaches listeners as far south as Orville, Washington and as far north as Sicamous.  
**22 member businesses** took advantage of the program running **26 promotional campaigns**.
- Stingray All Good Vibes subsidized radio advertising program**  
 Offering an extended reach of 87,500 into Lower Mainland (Abbotsford to West Vancouver)  
**3 member businesses** took advantage of the program running **3 promotional campaigns**.
- Move 103.5 subsidized radio advertising program**  
 Over 902,000 people in Vancouver listen to Move 103.5 in an average week. The station reaches listeners throughout the Lower Mainland, as far south as Bellingham, Washington and west into the eastern shore of Vancouver Island.  
**11 member businesses** took advantage of the program running **13 promotional campaigns**.

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



**Join BC's Best Wine Club!**

[SUBSCRIBE HERE](#)



**BC VQA**  
WINE INFORMATION CENTRE  
Serving the Okanagan since 1996

IN PARTNERSHIP WITH  
**VISIT Penticton**




**NEW**  
**COUNTRY**  
**100.7**



**STINGRAY**  
ALL GOOD VIBES

TODAY'S BEST VARIETY  
**move**  
**103.5**

**SUZANNE SIMARD**  
suzannesimard.com  
Author of "Finding the Mother Tree"



May 20th 2023  
Venables Theatre, Oliver BC  
**Meadowlark Nature Festival Speaker**

[CLICK HERE](#)

**Meadowlark**  
Nature Festival

IN PARTNERSHIP WITH  
**VISIT Penticton**

## 2023 VISITOR SERVICES

As a year-round destination it is vital we maintain a year-round visitor centre. While the first couple of months of the year are relatively quiet the time is well spent in preparation for the upcoming tourist season.

### Static Visitor Centres

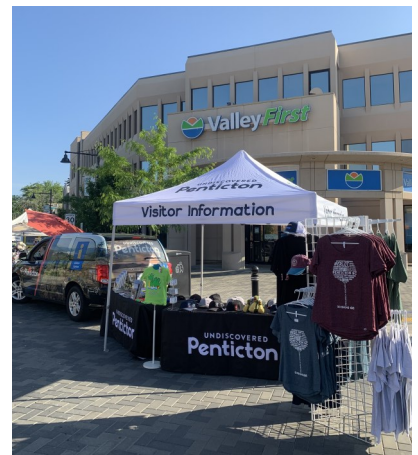
- Awarded funding through the government's Summer Jobs Program to support the cost of hiring 3 people for the 2023 season. We hired **3 summer students**, one of whom returned after working at the Visitor Centre last Summer (they started work in May).
- Sheridan joined the team as a longer serving VC Counsellor who worked with us until October, when our student counsellors have returned to University.
- Invested in new uniforms for the Visitor Centre team and volunteers.
- Our Satellite location at The Peach was open seasonally this year May-Aug and our Airport Visitor Kiosk remained open year-round.
- Updated visitor hand-outs for Breweries, Pet Friendly Accommodations, Fruit Stands and Camping and compiled Spring and Winter Dining Guides.
- Purchased a new mini-fridge and stocked with flow water, which is packaged in environmentally friendly materials.
- Partnered with 'Save Your Skin' Sunscreen and have dispensers for Visitors to use at the Westminster and Peach centres.
- Hosted a Prologue Stop for the Expedition Canada teams in partnership with Amuzing Fun Rentals, which included a photo booth and encouraged participants to share images like the one above across their social media channels.
- Had a Celebration Station for Go by Bike Week (May 29th).
- Purchased new flags, table cloths and signage.
- The Peach VC was closed early (Aug 21st) due to wildfires and travel restrictions. The wildfires, Ironman cancellation and rockslide on Hwy 97 has a significant impact on visitor centre foot traffic.
- **8,051** visitors (5.6% decrease in over 2022)
- **519** phone inquiries (20% decrease over 2022)
- **4.5/5 rating** on TripAdvisor (**312** excellent reviews, **111** very good reviews)
- **4.5/5 rating** on Google (**89%** of reviews scored 4 or higher)





## Mobile Visitor Centre

- Renewed the lease with Parker's Motors for the Travel Penticton branded van used as the mobile visitor centre.
- As the season picked up the team worked together to engage with visitors and members of the public at a variety of key locations.
- Set up our mobile visitor centre every Saturday at the Downtown Community Market from May 20 Until August 19.
- Canada Day Booth at Gyro Park from 10am - 5pm - generated over **\$825 in retail sales**.
- Used Mobile Visitor Centre to deliver boxes of guides and tear-away maps to member businesses including accommodators and wineries.



## Training & Professional Development

Regardless of whether our staff are with us for one season, multiple seasons or permanently we feel it is important to ensure consistency in the level of service we provide to visitors and residents. We therefore provide extensive training to ensure all of our team members are confident and prepared when dealing with a wide variety of guests. In 2023 our training included:



- Working Effectively with Indigenous Peoples Workshop in Kelowna.
- DBC Visitor Centre conference in February in Vancouver.
- Start Here Job Fair in March.
- TOTA Summit Reception in October.
- Visitor Services Regional Meeting in October.
- **DBC Go2HR Required Training**
  - ◇ Visitor Services Basics | Foundations of Service Quality Service for All
  - ◇ DBC Worksheets (BC Road Maps and Parks Guide, Emergency Preparedness, Accessibility, Leave No Trace)
- **Rainbow Registered Training**
  - ◇ Go2HR Safer Spaces Workers in Tourism & Hospitality
  - ◇ An introduction to LGBT+ Diversity & Inclusion
- **Indigenous Training**
  - ◇ Product and Experience Updates provided by BC's 6 Tourism Regions and Indigenous Tourism BC
  - ◇ Building knowledge of local First Nations communities and Indigenous-owned tourism businesses worksheet.



- **Survey Training**
  - ◇ Our visitor centre team assisted with Travel Penticton's Value of Tourism Assessment by conducting surveys with visitors.
- **Staff Fam Tours**
  - ◇ SS Sicamous and Lakeshore motels
  - ◇ Nature walk with Anone Kampe of the Okanagan Nation Alliance
  - ◇ Okanagan Creation Story and Protocols
  - ◇ Signature properties (Fairfield, Hotel Penticton, Casa Grande)
  - ◇ eBike tour of Kettle Valley Rail Trail
  - ◇ Purpose Presentation delivered by Anona Kampe



## Visitor Experience & Retail

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

- Brought in new product lines
  - ◇ Maple Roch products (Maple candies, Maple Syrup and Maple Salmon).
  - ◇ New Ogopogo stuffies (a very popular seller) from Tourism Kelowna
  - ◇ A series of art prints, magnets and stickers, produced by local artist Peggy Collins.
  - ◇ Water bottles and wine cups, which include iconic Penticton images and Visit Penticton branding from local print company Flattiles.
- Worked closely with the Social Media team to create timely sales promotions to coincide with key events happening around the city.
- Redesigned our best selling beer shirts in collaboration with Penticton Beer Blocks to include all current local craft breweries and ordered new range of sizes and colours.
- Worked with a local designer to develop a new design for our toddler and youth Ogopogo T-Shirts which Travel Penticton will own the copyright of.
- Ran a Holiday Sale December 4th – 15th, with 25% off storewide and an additional 5% with food donation to Penticton Community Fridge and Pantry.
- Organized a late night shopping event on December 15th from 4pm-7pm in partnership with the VQA Wine Info Centre, which included refreshments, prizes and photos with Santa.
- Retail sales were almost double last year  
**\$41,309** gross and **\$13,714** net  
 (compared with \$26,073 gross and \$7,547 net in 2022)





## Diversity, Equality & Inclusion

This year Travel Penticton renewed our **Rainbow Registered** designation, which ensures our space is welcoming and safe for members for the LGBT+ community. We also continued to build relationships with members of the Penticton Indian Band through indigenous learning and collaboration with local indigenous artists.

Our commitment to diversity, equity and inclusion is reflected in the conduct of our team and our Visitor Centre environment which in 2023 included:

- Developing our range of Indigenous products which generates a percentage of sales for Indigenous artisans.
  - ◊ Ogoogo and the Mysterious Stranger kid's book. Partial Proceeds benefit Okanagan Nation Alliance's Kwu ʔast Program.
  - ◊ Indigenous collection by Cap Products - calendars, glass magnets, coloring books, travel puzzles, stickers, bookmarks, and a new stand for art cards.
  - ◊ Working with local indigenous artist Wynona to create a Chief Bear design for T-shirts and art cards.
- Acquiring new jewelry from local artist, Sandy Kind, including earrings inspired by LGBT+ and indigenous culture.
- Adding LGBT+ influenced product lines: pins, stickers, Rainbow Ogo Stuffies.
- Participating in 'Pink Shirt Day' which stands against bullying and promotes inclusivity.

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

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



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

## 2023 CONVENTION BUREAU

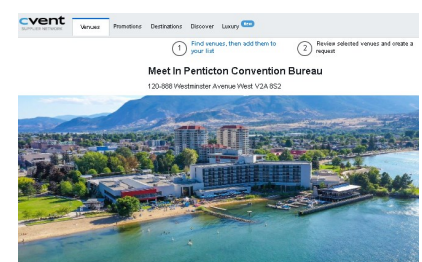
Travel Penticton continues to work closely with the City of Penticton Economic Development Department, Penticton Trade and Convention Centre, South Okanagan Events Centre and Penticton Lakeside Resort to develop our MICE market. Some of the key wins in the Convention Bureau's second full year of operations include:

- Awarded a second **\$100,000 grant** from the BC Ministry of Tourism, Arts, Culture & Sport through the Business Events and Conferences Restart Fund.
- Launched the new **MeetinPenticton.com** website in August.
- Purchased a new iDSS Database and working to build a digital catalogue of all MICE assets to improve speed and efficiency when responding to RFPs from meeting planners.



### Meet in Penticton Marketing

- Canadian Society of Association Executives (CSAE)  
Full page in Annual Source Guide and Fall/Winter editions of Association Magazine (print & digital) plus a listing in the Online Buyers Guide.  
**812** member organization | **2,584** members across Canada  
Reaches **8,000** association and non-profit professionals.
- Ignite Magazine  
Full page in Spring, Summer & Fall editions (print and digital) distributed to subscribers and at major tradeshows across Canada  
Print: **14,700** subscribers | **47,328** readership  
Digital: **13,400** subscribers | **?** clicks  
Website & Social: **6,100** unique visitors per month to ignitemag.ca  
**7,498** social followers.  
Penticton was also featured in a two-page "Destination Spotlight" in the Fall issue with a mention on the front cover.
- BC Business Magazine  
Full page September issue  
**5,463** impressions | **0.24%** CTR (above 0.1% is good according to industry standards)
- Outside the Box BC Marketing Campaign  
Co-op with Tourism Kamloops and Tourism Nanaimo, targeting Meeting & Conference Planners, and Corporate Groups in BC, Alberta, Ontario and Washington who book events for several consecutive years.
- Cvent  
Renewed our listing on this platform, specializing in meetings, events, and hospitality management including online event registration, venue selection, event marketing and management, and attendee engagement.





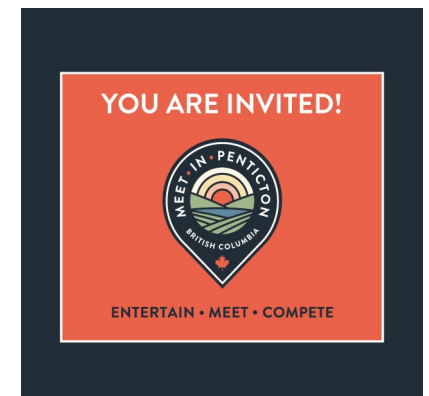
- Videography  
Worked in collaboration with One Peak Creative and the Travel Penticton marketing team to create MiP branded versions of our 'How to Say Penticton' and 'Where is Penticton?' videos.
- Email Marketing  
**5,898** emails successfully delivered | **37.5%** open rate (36.8% ind. av.)  
**2.7%** click rate (1.9% ind. av.)
- Public Relations  
Worked with Serena PR to target media writers and publications specializing in the MICE sector.

## Meet In Penticton Collateral

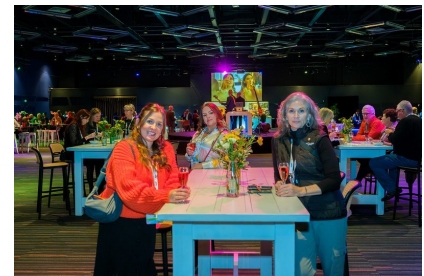
- Purchased new floor and tabletop pull up banners to boost tradeshow presence. The most recent ones feature a QR code directing to the MeetinPenticton website.
- Reordered 'You Are Invited!' cards from Vistaprint, which are used for mailing out our MICE USB cards to prospective clients.
- Purchased 750 branded 8GB USB cards from Flashbay to present to event planners and prospective clients. These are extremely popular, as they allow us to present all of our assets with minimal environmental impact.
- Ordered MiP branded pens from local supplier Sherwood and reordered our poplar branded picnic hampers which were used as tradeshow giveaways and prizes.

## MICE Tradeshows

- **Go West:** January 29 – 31, Edmonton
  - ◇ **47 vetted leads** (67 total)
- **Ottawa Meet Week:** February 6-9, Ottawa
  - ◇ Destination Direct Canada hosted buyer program.
  - ◇ Reveal Social - **over 300** planners and association executives in an exclusive environment for a night of food, drinks and networking.  
**75 new contacts**
  - ◇ CSAE Tete-a-Tete - participated in Experience BC.
  - ◇ Association and not-for-profit leaders, meeting and event planners, and government procurers from across the country attend this event at no charge.  
**514 new contacts**
- **International Indigenous Tourism Conference:** March 8 -10, Winnipeg
  - ◇ Had many takeaways from this conference such as working with our Indigenous peoples in regards to land acknowledgements for conferences and events held in Penticton.



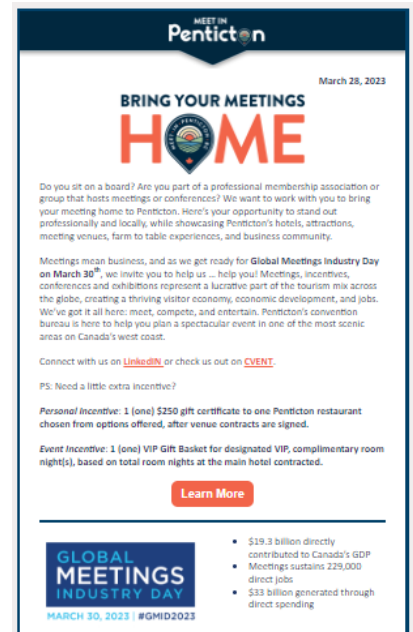
- **Venue Safari Series:** March 2, Edmonton | March 3, Calgary  
April 12, Kelowna | April 13, Vancouver
  - ◇ Designed for event planners seeking fresh venue ideas.
  - ◇ **220 new contacts** added to the database.
- **Canadian Meeting & Events Expo (CMEE):** August 15 - 16, Toronto
  - ◇ Collected **132 leads**.
  - ◇ The quality of planners was much better this year and our booth was a hit.
  - ◇ The Vault activation (interactive game to entice delegates) gave away 26 larger items with high engagement.
  - ◇ Collaborated with other regional DMOs to present the Experience BC Aisle, which was a big hit with planners and we are planning to build on this initiative.
- **Reveal:** (Part of CMEE event)
  - ◇ MIP was a sponsor again this year.
  - ◇ **428 planners** registered, **191 DMO's/Suppliers** registered
- **Executive Travel Show:** September 6, Vancouver
  - ◇ The show itself was great and we made good contacts.
  - ◇ Unfortunately, the organizers did not provide email addresses in their follow up and felt phone numbers were sufficient (MIP will not be attending this show again unless this changes).
- **MPI's BC Chapter September Schmooze:** September 28, Richmond
  - ◇ A great event with about **80 people** in attendance.
  - ◇ Sponsored in partnership with Tourism Nanaimo, Tourism Kamloops and Bench 1775 (beverage sponsor).
  - ◇ Our 'Outside the Box BC' brand and messaging, was well received.
  - ◇ MPI BC sent out our video and information to the entire membership as well as sending us a list of the attendees.
- **Fraser Valley Event Planners Association September Mingle:**  
September 26, Burnaby
  - ◇ A joint event with Professional Convention Management Association (PCMA).
  - ◇ Attended as a new member of both organizations.
  - ◇ Went well and we met up with planners who book in Penticton.
- **CSAE National:** November 7 - 10, Montreal
  - ◇ Outside the Box BC (partnership with Nanaimo and Kamloops) participated in the tradeshow and gamification.
  - ◇ Acquired good leads and MiP followed up with those who were specifically interested in Penticton.
  - ◇ On the down side this show was expensive and the tradeshow element poorly planned, which will be future considerations.





## Meet in Penticton Fam Hosting

- **Global Meeting Industry Day: March 30**  
“Bring It Home” initiative. A campaign to encourage locals to think about bringing their association, board and/or organization’s meeting home to Penticton. We put together personal and Meeting/Event incentives packages to encourage participation.
  - **Meeting Professionals International (MPI) Board Retreat: May 5-7**  
All partners hosted fantastic experiences and Penticton shone.
  - **Wild Sheep Society: May 31 - June 1**  
Hosted 2 planners and provided hotel and site tours. The visit went well and a contract signed with the PTCC (also looking at PLRCC for off-sites).
  - **Fabulous Fam: June 21-24**  
Hosted an invite only meeting planner event in collaboration with IGNITE Magazine **5 meeting planners** from across Canada attended, staying at Fairfield Inn & Suites and were treated to a showcase of Penticton’s incredible MICE experiences including:
    - ◇ A Grape Savvy Trolley Bus ride to dinner at Poplar Grove Winery.
    - ◇ A tour and brewing lesson at Tin Whistle Brewing, lunch at Neighbourhood Brewing and a tasting at Slackwater Brewing.
    - ◇ An eBike tour along the KVR with Velo Volt followed by a tasting at Red Rooster Winery.
    - ◇ A wine tasting at the Chronos tasting room and dinner at OROLO restaurant.
    - ◇ A site tour and brunch at Penticton Lakeside Resort and Conference Centre.
    - ◇ A site tour at Penticton and Trade and Convention Centre.
    - ◇ A corporate box experience of the Pow Wow Between the Lakes.
- An editor from Ignite/Adrenaline Magazine also attended and was introduced to Jeff Plant in regards to Sports Tourism. Penticton was highlighted in the fall issue of Ignites “Oh Canada” feature.
- We received **2 RFPs from attendees** for events in January 2025 and February 2027, which is unheard of.
- **Sussex Insurance: August 10**  
Went well. Focused on off sites, pre/post activities, partner programs. Penticton will be hosting their 2024 annual conference of **200 delegates** (plus some families).
  - **HelmsBriscoe and Canadian Hospice & Palliative Care Association: October 23-24**  
HelmsBriscoe is a global leader in Meetings Procurement & Site Selection and we put together a customized Fam tour for key personnel to showcase Penticton’s incredible range of MICE assets. The Fam went very well and we are in the running to host the client’s 2025 National Conference.



## Meet in Penticton Incentives

When dealing with event planners it is expected that prospective locations provide a series of incentives in order to secure the business. As well as investing in branded giveaways our Meet in Penticton team works with members and accommodators to put together very competitive bids.

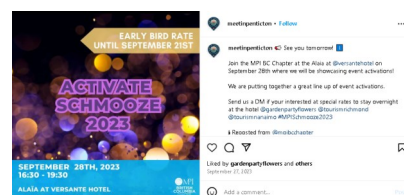
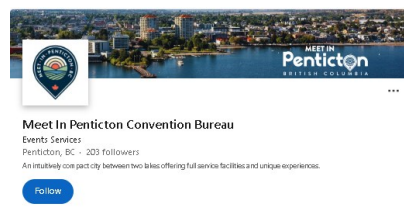
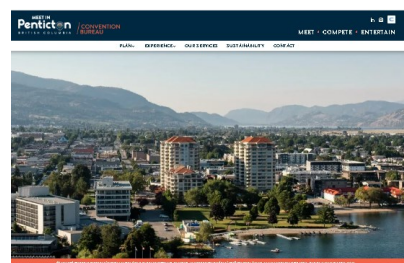
- Sponsored the TOTA Summit held in September at Okanagan College.
- Purchased a Silver Sponsorship for the BC Organic Conference, held in Penticton in November.
- Worked with local supplier Flattiles Design on a range of giveaways including branded luggage tags and insulated water bottles.
- Ordered MiP branded pens and decals from local supplier, Sherwood.
- Purchased sample jars of locally made chocolate fudge and jelly from Tickleberry's that were branded with Meet in Penticton decals.



## Meet in Penticton Development

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

- **New Meet in Penticton Website**
  - ◇ Launched in August
  - ◇ Created new MICE specific content
- **Social Media**
  - ◇ Elevated the profile of Meet in Penticton profile on Linked-In and Instagram through frequent, relevant and targeted content.
  - ◇ **203** LinkedIn followers | **479** Instagram followers
- **CRM Database**
  - ◇ Completed initial installation of new CRM system called iDSS from Tempest, which is specifically designed for DMOs and Convention Bureaus.
  - ◇ All team members have completed training.
  - ◇ Data has been exported from previous system.
  - ◇ We currently have **1,673** MICE clients/prospects in the new system.
- **Digital Catalogue**
  - ◇ Developing an online catalogue of all of our MICE assets to improve efficiency and accuracy when providing RFPs to potential clients.



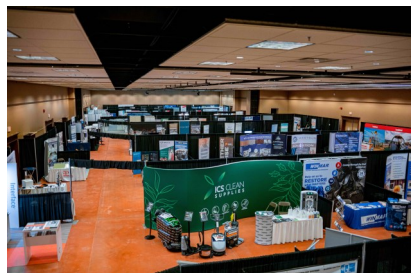


## Meet In Penticton Hosted Event Assistance

When compiling our five year strategic plan we set a target for the Convention Bureau to bring in one new major event each year. We have in fact provided support for **23 events/conferences** hosted in Penticton in 2023:

- **Winter Wine Festival:** January 27 - Put together exhibitor 'stay' packages.
- **BC Ground Water Association:** April 13-15 - Assisted PLRCC with off-sites.
- **Fortis BC:** April 17-20 - Assisted PLRCC with off-sites and transportation.
- **BC Economic Development Association:** April 15-20 - Arranged room blocks for PTCC.
- **Recreation Facilities Association of BC:** April 24-27 - worked with organization for off-sites and incentives and connected with Visitor Centre.
- **Fire Prevention Officers Conference:** April 28-May 5 - Sorted out confusion from planner regarding facilities.
- **BC Water & Waste Water Association:** May 13-16 - Set up information table at the event and assisted with off-sites.
- **BC Association of School Business Officials:** May 24-26 - Assisted PLRCC to avoid challenges from 2022.
- **Denturist Association of BC:** May 31 - June 3 - Gifts for delegate bags.
- **Fire Chiefs Association & Educational Facility Managers Association:** June 3-5 - Assisted PTCC.
- **CanGems Show:** June 9-11 - Assisted PTCC with vendor room nights.
- **Agrifoods Cooperative:** June 13-15 - Assisted PLRCC.
- **BC Realtors Conference:** June 18-21 - Provided grand prize (MIP branded picnic cooler and wine), worked with planner to set up a static Visitor Centre display at the conference and assisted with room blocks.
- **Wine Align:** June 21-25 - Assisted PTCC.
- **Pow Wow Between the Lakes:** June 23-25 - Travel Penticton sponsored the event and MiP included it in the itinerary of the Ignite Fabulous Fam.
- **Phoenix Dance Competition:** July 25-30 - Assisted PTCC.
- **Royal le Page National Conference:** September 12-15 - Assisted planner with off-sites.
- **PWABC/BC Municipal Safety Association Joint Conference/Tradeshow:** September 25-28 - Assisted PTCC & PLRCC with accommodation and themed dinner. Worked with planner for pre and post event off-sites.
- **Okanagan Nation Alliance (ONA) Annual General Assembly:** October 3-4 - Assisted PTCC and provided delegate gift.
- **BC Wild Fire - Parattack Meeting:** October 6-8 - Sent info to planner.
- **Canadian Association of Wilderness Medicine Conference:** October 13-15 - Assisted with room blocks.
- **Department of Fisheries & Oceans:** November 6-10 - Assisted with off-sites.
- **Organic BC Conference (COABC):** November 7-9 - MiP was a Silver Sponsor.

As of the end of 2023 The Meet in Penticton Convention Bureau is working on **17 active** opportunities to host events/conferences between 2024-2027 of which **9 are confirmed**.



## Event Marketing Support

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

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

- Event Funding Committee approved **\$150,500** funding for **22 signature events**.
- Committed \$100k to cover the cost of accommodation for Ironman crew. The 2023 event was unfortunately cancelled due to the wildfires, which was a significant loss to our annual events calendar.
- Visit Penticton brand received significant additional exposure through:
  - ◊ CSSHL printed program, website and ads during live streaming of games
  - ◊ Meadowlark printed program
  - ◊ Jazz Festival printed program
  - ◊ Peach Festival Float appearance at other NW Festivals and Parades
  - ◊ Nu Floors Curling Classic streaming of games.
- **126** regional, national and international media articles featuring funded events were published in 2023.  
**144,864,477** Total Audience Reach | **\$4,831,070** Total AVE
- The event calendar page on the Visit Penticton website received a total of **189,995** views.
- **107** Facebook posts promoting funded events  
**192,090** Total Reach | **4,829** Total Engagements (stats only available until Sept 30)
- Invested in professional photography for **11 events** and acquired more than **1,064** new event & festival images via our local photographer and shared with relevant partners via our online digital library.
- Committed an additional **\$41,000** in sponsorship for major signature events including the CSSHL Championships and Okanagan Granfondo.





## Appendix 1 - Key Performance Indicators for 2022

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

\*MRDT and OAP data is only until October 2023

## Appendix 2 - Samples of General Travel News Earned Media Articles with a Provincial, National or International audience reach of more than 100,000

### [8 fun spots to go tubing and tobogganing in BC this winter](#)

Curiosity

Date: Jan 12, 2023 By: Isabelle Vauclair

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

### [10 BC wineries that have gorgeous million-dollar views](#)

Daily Hive Vancouver

Date: Jan 12, 2023 By: Allison Wallace

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

### [Wine Guy: New year brings new brews](#)

The Province

Date: Jan 18, 2023 By: James Nevison

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

### [13 Canadian Beaches That Are Beyond Beautiful](#)

The Travel

Date: Jan 27, 2023 By: Dominic Horner

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

### ['Booze on the beach' now permanent in Penticton, B.C.](#)

Global News

Date: Feb 8, 2023 By: Doyle Ponteneau

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

### [Flights from Penticton to Edmonton, Kelowna to the Prairies set to resume](#)

Global News

Date: Feb 13, 2023 By: Kathy Michaels

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

### [Okanagan Valley: The British Columbia Wine Region You Need to Know](#)

7X7

Date: Feb 27, 2023 By: Kristin Conard

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

### [Anthony Gismondi: B.C. wine for the week of March 1, a bottle to cellar and calendar items](#)

Vancouver Sun

Date: Mar 1, 2023 By: Anthony Gismondi

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

### [10 of the world's most underrated wine regions](#)

Lonely Planet

Date: Mar 2, 2023 By: Unknown

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

### [8 places to hit the slopes in BC before winter ends](#)

Curiosity

Date: Mar 14, 2023 By: Isabelle Vauclair

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

### [Things to Do in Penticton, BC](#)

Look Travels

Date: Mar 15, 2023 By: Unknown

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

### [Anthony Gismondi: B.C. wine for the week of March 29, a bottle to cellar and calendar items](#)

Vancouver Sun

Date: Mar 29, 2023 By: Anthony Gismondi

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

### [The wine guy](#)

The Province

Date: Mar 30, 2023 By: James Nevison

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

### [Playing the fool; A look at wine scams and frauds - plus some real-deal picks](#)

Calgary Herald

Date: Apr 1, 2023 By: Darren Oleksyn

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

### [11 amazing places to visit in Canada for a summer vacation](#)

Skyscanner Canada

Date: Apr 2, 2023 By: Caleigh Alleyne

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

### [10 must-visit winery restaurants in BC](#)

Daily Hive Vancouver

Date: Apr 3, 2023 By: Allison Wallace

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



## [Tantalus wines have stood the test of time](#)

Vancouver Sun

Date: Apr 14, 2023 By: Anthony Gismondi

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

## [British Columbia-Bound: 10 Pretty Cities To See On Canada's West Coast](#)

The Travel

Date: Apr 17, 2023 By: Oscar Aponte

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

## [An insider's guide to the 2023 Vancouver International Wine Festival](#)

Vancouver Sun

Date: Apr 19, 2023 By: Anthony Gismondi

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

## [Restaurant takes guests on exploration of estate wine](#)

Vancouver Sun

Date: Apr 20, 2023 By: Anthony Gismondi

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

## [10 Top-Rated Motels in Penticton, Okanagan Valley](#)

Things to Do

Date: Apr 23, 2023 By: Concepcion Newsome

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

## [Penticton hosts its first-ever Earth Day celebration](#)

Global News

Date: Apr 23, 2023 By: Jeyden Wasney

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

## [B.C. wines enter a new age with platinum-winning vintages](#)

Vancouver Sun

Date: Apr 28, 2023 By: Anthony Gismondi

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

## [Five great \(and affordable\) places to retire in B.C.](#)

Vancouver Sun

Date: May 2, 2023 By: David Carrigg

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

## [Beer and spirits causing a brouhaha in wine country](#)

Vancouver Sun

Date: May 6, 2023 By: Lisa Kadane

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

## [BC wineries to see live music this summer](#)

Daily Hive Vancouver

Date: May 8, 2023 By: Allison Wallace

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

## [B.C. wine for the week of May 11, a bottle to cellar and calendar items](#)

Vancouver Sun

Date: May 10, 2023 By: Anthony Gismondi

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

## [Three B.C. recreational areas investors should watch this summer](#)

Vancouver is Awesome

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

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

## [From vacation destination to investment haven: Penticton's real estate market in focus](#)

Business in Vancouver

Date: May 18, 2023 By: Allie Turner

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

## [9 breathtaking lazy rivers to check out in BC](#)

Curiosity

Date: May 19, 2023 By: Isabelle Vauclair

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

## [Floating season: 5 stunning lazy rivers to float down in B.C.](#)

Vancouver is Awesome

Date: May 24, 2023 By: Elana Shepert

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

## [The best available Motels to stay near Okanagan Valley](#)

Things to Do

Date: May 28, 2023 By: Randall Brittan

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

## [10 Top-Rated Bed and Breakfast Inns in Okanagan Valley](#)

Things to Do

Date: May 28, 2023 By: Sheron Bogner

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

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

Storeys

Date: May 29, 2023 By: Sokana  
Audience Reach: **142,439** | AVE: **\$4,843**

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

Vancouver is Awesome

Date: May 31, 2023 By: Elana Shepert  
Audience Reach: **1,086,000** | AVE: **\$36,923**

## 7 experiences at this beautiful BC village that make it the perfect all-season getaway

Curiosity

Date: Jun 7, 2023 By: Kiran Khush  
Audience Reach: **222,000** | AVE: **\$7,415**

## B.C. rosés poised to have a banner year

Vancouver Sun

Date: Jun 9, 2023 By: Anthony Gismondi  
Audience Reach: **1,294,000** | AVE: **\$42,954**

## Weekend wine picks

Vancouver Sun

Date: Jun 10, 2023 By: Unknown  
Audience Reach: **147,571** | AVE: **\$176**

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

The Travel

Date: Jun 19, 2023 By: Ronne Trueman  
Audience Reach: **1,904,000** | AVE: **\$62,739**

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

Travel Lemming

Date: Jun 20, 2023 By: Taylor Harper  
Audience Reach: **197,000** | AVE: **\$6,491**

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

Vancouver Sun

Date: Jun 24, 2023 By: Anthony Gismondi  
Audience Reach: **147,571** | AVE: **\$312**

## Wildfire risk this summer could mean early Okanagan tourism season

Global News

Date: Jun 27, 2023 By: Taya Fast  
Audience Reach: **10,083,000** | AVE: **\$334,040**

## B.C. wine of the week for June 29, best value wine and calendar items

Vancouver Sun

Date: Jun 29, 2023 By: Anthony Gismondi  
Audience Reach: **125,623** | AVE: **\$1,189**

## 5 best-budget wines for Canada Day

Vancouver Sun

Date: Jun 30, 2023 By: Anthony Gismondi  
Audience Reach: **1,294,000** | AVE: **\$42,941**

## Get in on summertime fun in Osoyoos and Penticton

Vancouver Sun

Date: Jul 1, 2023 By: Unknown  
Audience Reach: **147,571** | AVE: **\$148**

## 5 lazy rivers in BC perfect for a summer float

Daily Hive Vancouver

Date: Jul 1, 2023 By: Meagan Gill  
Audience Reach: **651,428** | AVE: **\$21,618**

## The Longest Biking Trails in Canada

A-Z Animals

Date: Jul 7, 2023 By: Kathryn Koehler  
Audience Reach: **124,000** | AVE: **\$4,085**

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

Curiosity

Date: Jul 7, 2023 By: Isabelle Vauclair  
Audience Reach: **222,000** | AVE: **\$7,313**

## The Best Bike Trail in Every Province

Readers Digest Canada

Date: Jul 10, 2023 By: Jody Robbins  
Audience Reach: **759,000** | AVE: **\$25,003**

## Exploring Canada's best cottage country areas

National Post

Date: Jul 17, 2023 By: Kaitlin Narciso  
Audience Reach: **3,303,000** | AVE: **\$108,762**

## Float your troubles away: This BC spot has one of Canada's laziest rivers

Curiosity

Date: Jul 7, 2023 By: Isabelle Vauclair

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

## Best value wine of the week for July 27 and calendar items

Vancouver Sun

Date: Jul 26, 2023 By: Anthony Gismondi

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

## The 4 Best Lakes to Vacation on in Canada

A-Z Animals

Date: Jul 7, 2023 By: Niccoy Walker

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

## Hit the road: 9 of BC's quirkiest roadside attractions

Daily Hive Vancouver

Date: Aug 1, 2023 By: Sheri Radford

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

## Anthony Gismondi: B.C. wine of the week, best value wine for Aug. 24 and calendar items

Vancouver Sun

Date: Aug 23, 2023 By: Anthony Gismondi

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

## 10 BC small towns that become magical in the fall

Daily Hive Vancouver

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

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

## The 10 Cleanest Lakes in British Columbia

A - Z Animals

Date: Aug 30, 2023 By: Kristin Harrington

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

## 6 charming small towns you can visit in BC

Curiosity

Date: Sep 11, 2023 By: Isabelle Vauclair

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

## 17,000 pound T. rex sculpture moving from Chilliwack to Penticton

Global News

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

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

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

100 Mile Free Press

Date: Sep 21, 2023 By: Monique Tamminga

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

## Giant metal T-Rex assumes lookout over Okanagan city

CBC BC

Date: Sep 22, 2023 By: Michelle Gomez

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

## Why is there a giant metal T. Rex overlooking Okanagan Lake?

CBC News Explore

Date: Sep 22, 2023 By: Unknown

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

## Great Canadian Legends From the Rocky Mountains

Readers Digest Canada

Date: Sep 29, 2023 By: Tim Johnson

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

## Canada's Answer to Tuscany Will Totally Surprise You

Travel Insider

Date: Sep 29, 2023 By: Unknown

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

## This small town in BC is home to a historic rail trail & year-round tasting rooms

Curiosity

Date: Oct 6, 2023 By: Isabelle Vauclair

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

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

Narcity Canada

Date: Oct 6, 2023 By: Morgan Leet

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



## [The Great B.C. Bucket List](#)

Readers Digest Canada

Date: Oct 23, 2023 By: Jodie Robbins

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

## [The Best Day Trips from Vancouver](#)

East End Taste

Date: Oct 24, 2023 By: Unknown

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

## [Pacific Coastal Airlines to add more flights between Penticton, Vancouver](#)

Global News

Date: Nov 3, 2023 By: Taya Fast

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

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

Vancouver Sun

Date: Nov 3, 2023 By: Dave Pottinger

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

## [35 Bucket List Things to do in Canada - by Canadians](#)

PlanetD

Date: Nov 10, 2023 By: Unknown

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

## [The wine guy](#)

The Province

Date: Nov 15, 2023 By: James Nevison

Audience Reach: **330,550** | AVE: **not available**

## [Six of B.C.'s best resorts and what it will cost you to ski for a day](#)

Toronto Sun

Date: Nov 16, 2023 By: Dave Pottinger

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

## [Make a run for it; 6 of B.C.'s best resorts not on the Powder Highway](#)

Toronto Sun

Date: Nov 24, 2023 By: Dave Pottinger

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

## [The 100 most livable cities in Canada](#)

The Globe & Mail

Date: Nov 25, 2023 By: Mahima Singh

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

## [Here are 10 B.C. wine selections perfect for the holiday season](#)

Calgary Herald

Date: Dec 1, 2023 By: Darren Oleskyn

Audience Reach: **988,032** | AVE: **not available**

## [13 Best Cities in British Columbia in 2023 \(By a Local\)](#)

Travel Lemming

Date: Dec 7, 2023 By: Catherine Driver

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

## [8 Charming Small Towns & Cities In BC That Have A Cheaper Cost Of Living Than Vancouver](#)

Narcity Canada

Date: Dec 13, 2023 By: Lisa Belmonte

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

## [Anthony Gismondi: Last-minute wine picks for Christmas dinner](#)

The Province

Date: Dec 22, 2023 By: Anthony Gismondi

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

## [8 Most Welcoming Towns in British Columbia](#)

World Atlas

Date: Dec 25, 2023 By: Andrew Cowie

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

### Appendix 3 - Terms of Reference

- **ADA** - American's with Disabilities Act
- **AVE** - Advertising Value Equivalency. The estimated value of a published media article if it was purchased.
- **Agility PR** - An organization that provides powerful and intuitive media outreach, monitoring, and measurement solutions.
- **CMEE** - Canadian Meeting & Events Expo
- **Conversion Rate** - A conversion takes place when a user takes a desired action. (ex. submitting a form, registering an account, phone call, or purchase). Conversion rate is the rate at which people convert on your site or landing page. Divide total sessions by total conversions to calculate a conversion rate.
- **CPC - Cost Per Click** - A paid advertising term where an advertiser pays a cost to a publisher for every click on an ad.
- **Crowdriff** - A digital asset management solution that makes it easy for destinations to find the photos and videos their visitors have taken (also known as user-generated content), and integrate them seamlessly (and painlessly) into their websites.
- **CSAE** - Canadian Society of Association Executives
- **CTR - Click-Through Rate** - The percentage of time your ad is clicked. Calculated by ad clicks divided by ad impressions.
- **DBC** - Destination BC
- **DMO** - Destination Marketing Organization
- **Earned Media** - Any media coverage that is not directly paid for by Travel Penticton.
- **FAM Tour** - FAM stands for familiarization. They are tours organised by Travel Penticton with the purpose of educating media writers about the city's tourism products & services and promoting them.
- **Hootsuite** - A social media management platform. The system's user interface takes the form of a dashboard, and supports social network integrations for Twitter, Facebook, Instagram, LinkedIn, Google+ and YouTube. Wikipedia.
- **Influencer** - A person with the ability to influence potential buyers of a product or service by promoting or recommending the items on social media.
- **ISSUU** - A media company that gives anyone with digitally bound content the ability to upload and distribute their publications worldwide.
- **MICE** - Meetings, Incentives, Conventions & Events
- **MIP** - Meet in Penticton (established branding for promoting Penticton as a MICE destination)
- **Monsido** - An online tool to monitor and perfect a website's accessibility, content quality, branding, SEO, data privacy, Core Web Vitals and more.
- **PLR** - Penticton Lakeside Resort & Conference Centre
- **PTCC** - Penticton Trade and Convention Centre
- **RFP** - Request for Proposal
- **SOEC** - South Okanagan Events Centre
- **SOTA** - South Okanagan Tourism Alliance
- **TIABC** - Tourism Industry Association of BC
- **TOTA** - Thompson Okanagan Tourism Association
- **TRUE** - 'Think, Remarkable Unique Experiences' - brand for annual Tourism Expo
- **VSOK** - Visit South Okanagan (community marketing collaboration supported with funding from Destination BC)



@VisitPenticton