

TRAVEL Penticton

▶ 2024 YEAR IN REVIEW



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VISION, MISSION, OBJECTIVES



Travel Penticton is a not-for-profit organization governed by the BC Societies Act and led by an elected Board of Directors representing the tourism sector in Penticton.

In collaboration with Destination BC (DBC) and regional partners, our mission is to promote and enhance destination marketing, raising awareness among potential travellers at the regional, provincial, national, and international levels.

WHO WE ARE

Travel Penticton is a member-driven organization comprising 32 accommodators who collect the Municipal Regional District Tax (MRDT), along with other businesses that contribute through annual membership fees.

We collaborate closely with the City of Penticton, Penticton Trade and Convention Centre, South Okanagan Events Centre, Penticton Chamber of Commerce, Downtown Penticton BIA, TOTA, DBC, and numerous local clubs and organizations. This cooperation allows us to pool our resources, maximizing benefits for both 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

The team at Travel Penticton, under the direction of the Travel Penticton Board and Executive Director, undertook a significant marketing campaign for 2024. This direction was to help offset the challenges struck by COVID from 2020 through to 2023. For 2024, the varied campaigns initiated were designed to build equity and recognition in Penticton as a preferred destination throughout the year and not just during traditional peak-season timeframes. It's important to note, Travel Penticton covers not only the area within the municipal boundaries, but also the areas including Naramata Bench, key partners in Summerland and Okanagan Falls.

Travel Penticton built significant campaigns through venues such as CTV & Global TV & Matador Network for provincial promotion to Vancouver/Lower Mainland and the Hwy 97 corridor up to Prince George. National campaigns through NG Media and Rogers Media spanned to broadcasters such as CNN, TLC, AMC, A&E, CNBC, SportsNet offered exposure to millions of viewers across the country and into the US.

Online and print promotion was done through various agencies to recognition of Penticton through several platforms including The Daily Hive, Edible Magazine, Horizon Magazine, Northwest Travel (PNW), The Globe & Mail, BC Living, Motorcycle Mojo and more. All of these initiatives were designed to build destination awareness and drive traffic to the VisitPenticton.com website and ultimately to our members websites to 'close the deal' on visitors' stays.

Areas of promotional coverage included our exclusive Fuel Free...almost, local and regional culinary offerings, outdoor adventure and our Penticton ICONICS which include wine touring, craft beer, history & culture and events. Strategic use of Facebook, Instagram, YouTube, X and other online platforms allowed for a wide variety of targeted initiatives to promote locations and, importantly, individual member businesses, as well as targeted attendance at consumer shows in BC and Alberta further strengthened our promotional reach. There was a 16.4% increase in Instagram followers over 2023 and direct email marketing to our 40,000+ contacts allowed for 1,623,162 emails to be delivered with a 43.3% open rate, well above industry standard.

During 2024, Travel Penticton hosted 22 travel writers from BC, Ontario and Washington. In total, Penticton was covered in 364 separate article with an audience reach of almost 490 million and an Ad Value Equivalent of nearly 16 million dollars.

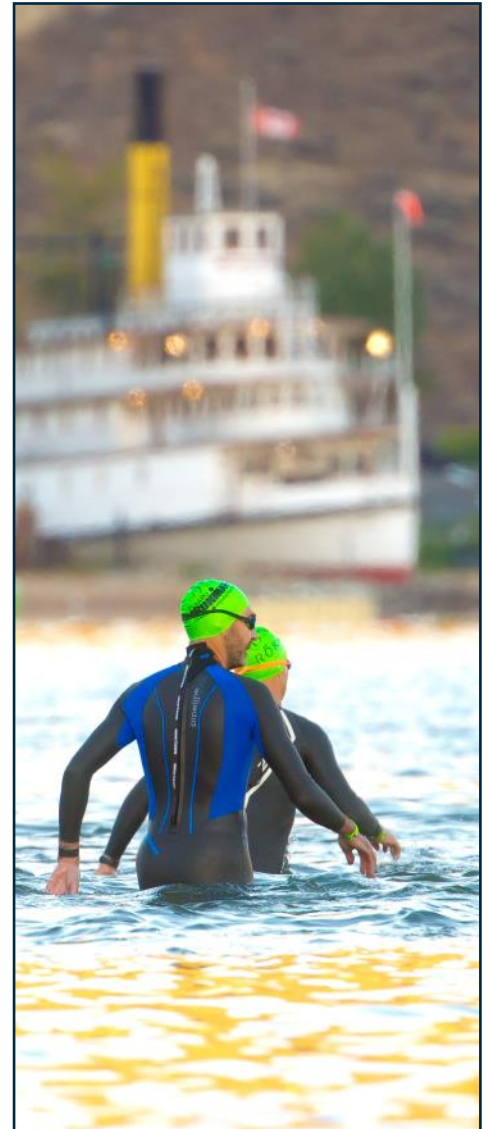
Programs such as the Member Co-Op marketing offered members considerable value in regional promotion through radio and online opportunities, training programs and DEI such as Rainbow Registered. The Visitor Centre also provided considerable exposure for member businesses at the main, Peach and mobile Visitor Centre's with up-to-date information given to travellers year-round.

The Meet In Penticton conference bureau continued to provide significant contribution to MICE development in Penticton. Contact with conference planners at key industry events went far to increase exposure of Penticton as a preferred meeting, conference and trade event destination.

Each year since the inception of Travel Penticton in 2017 has been far from normal. The expectation in the coming years is to be innovative, flexible, proactive when possible and reactive when necessary. The partnership with the City of Penticton also goes far to allow greater exposure of Penticton as the ideal place to live, work and play.

TOURISM WINS FOR 2024

- Sponsored the **IRONMAN Canada**, the **Okanagan Granfondo**, the **CSSHL Championships** and the **Okanagan Trestle Tour**. These events attract tourists from all over Canada as well as international guests.
- Secured **\$19,000** in funding for Visit South Okanagan campaign from Destination BC for 5th year.
- **630 attendees** at our annual TRUE Tourism Expo and all available spots booked.
- **Value of tourism assessment** including a Penticton Tourism Dashboard
- **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**.
- **Dine Around 2024** was a program to help the hospitality industry during slow winter months, and a total of 97 restaurants participated, **9 being from Penticton**.



TEAM MEMBERS 2024



Visitor Services Counsellors (Summer) & Returning seasonal employees:

Sheridan Cooper (on call), Maya Bassot
and Samantha Bruce

New seasonal employee:
Kaiya Hamaguchi-Van Limbeek

THOM TISCHIK — Executive Director

MANUELA FIRMINO — Office Administrator

PAIGE SCHULZ — Marketing Manager

CHELSEA TERRY — Interim Marketing Manager (Maternity coverage)

GINGER BUDINSKI — Member Services & Events Manager

KAREN DAVY — Convention Bureau & Business Liaison Manager

TARRYN GALATA — Social & Digital Media Specialist

ALICE SIMPSON — Visitor & Member Services Coordinator

2024 ADVERTISING AND MARKETING



Our strategy for 2024 was to continue amplifying our core marketing pillars, as outlined in our 5-year Strategic Plan: **Fuel Free...Almost, Daily Special/Flavour Trail (Culinary), Accessibility, Outdoor Adventure, VSOK and ICONICS**. Geographically, we directed our message toward specific demographic groups that will generate a greater dispersion of visitors throughout the entire year, building up Penticton's image as a year-round destination.

FOCUS: FUEL FREE...ALMOST

- Bell Media International Campaign**
 Digital ads geo-targeting travel and outdoor enthusiasts in BC, AB and WA promoting Fuel Free travel.
 - Summer Campaign:** 3,701 website referrals | 896,128 CPC impressions delivered | 747 clicks | 0.08% (industry average 0.05—0.10%) | 13,642 post-view conversions | 60,257 connected TV impressions
 - Fall Campaign:** 3,584 website referrals | 432,551 CPC impressions delivered | 343 clicks | 0.08% CTR (industry average 0.05—0.10%) | 6,303 post-view conversions | 56,013 connected TV impressions
- CTV Vancouver | TV, Digital and Social Campaign**
 TV segment with Jamie Savage focused on Fuel Free supported by banner ads, Instagram post, and 10 radio spots.
 Audience reach: average 18,700 per minute | Impressions: 49,976
 0.23% CTR (industry average 0.05 - 0.10%)
- Global TV Provincial Campaign**
 Fuel Free TV commercials with Michael Newman and Yvonne Schalle. Featured on CKPG TV, CFJC, CTV and Global BC TV with host promotions on Facebook and Instagram with a 2,651,000 audience reach.
 - Spring Campaign:** 90,395 social impressions | 88,771 social engagements | 39,730 thurplays (individuals who watched the videos for 15 seconds or more) | \$83,961 AVE
 - Summer Campaign:** 55,459 social impressions | 55,063 social engagements | 55,000 thurplays | \$124,468 AVE
 - Fall Campaign:** 45,489 social impressions | 29,066 thurplays
- Matador Network National Digital Spring Campaign**
 Series of 3 articles focusing on Fuel Free campaign.
 Supported by promotion on host Social Channels.
 Page views: 23,963 (overdelivered by 19%) | 8,491 social media engagements (overdelivered by 41.87%) | 1,055,478 impressions (overdelivered by 17%)
 464 clicks on Visit Penticton social/website | Engagement rate: 0.65% average (benchmark is 0.5% - overdelivered by 21%)



VISIT
Penticton



SPONSOR CONTENT

With four seasons of fun, Penticton should be on your travel calendar for fall and winter

LEARN MORE

- Mountain Life Media Provincial Digital and Print Summer Campaign

- ◇ **Digital campaign**—Mountain biking focus. Branded content article and newsletter ads.
- ◇ **Print campaign**—half page winter focused ad in June issue.
Facebook ads: **129,485** impressions | **368** engagements | **172** link clicks |
Newsletter ad: sent to **15,994** subscribers | **4,914** open

- NG Media National TV Spring Campaign

PSA video running for 8 weeks (starting mid-April) nationwide on major networks such as: CNN, TLC, AMC, A&E, CNBC and more. With **2,000 guaranteed airings**. USA focused audience—WA using USA targeted video ad, including on streaming TV. **2,438** commercials played | **543,895** impressions **63,542** impressions on streaming TV | **607,437** total impressions | **350** clicks | **11.02%** CTR | Social Media: **93,424** impressions | Banner ads: **132,032** impressions

- Rogers Media TV and Audio National Brand Awareness Campaign

Explore Penticton by foot, pedal and paddle. 60-second Fuel Free ads with Sportnet's Dan Murphy. **50** spots - audience of **1,113,000** - SN Pacific (BC) audience of **52.2K** SN West (AB, SK, MB) audience of **67.1K** | **1,310,889** impressions | **60,219** video impressions | **83,885** video completions (**88.3%** video completion rate) **18,370** audio impressions | **18,324** audio ad completions (**99.7%** listen through rate) | **312** conversions



CULINARY FOCUS

- Penticton Ale Trail Social Media and Blog Post on BC Ale Trail

DBC co-op digital article with social promotion featuring 8 local breweries. Hosted Jake and Marie for a road trip journal.

530,527 BC Ale Trail campaign impressions | **CTR** of 1.99% | **8,037** engagements | **7,835** Blog post views | **30,900** Instagram Reels views | **21,702** accounts reached | **921** Instagram Reel interactions

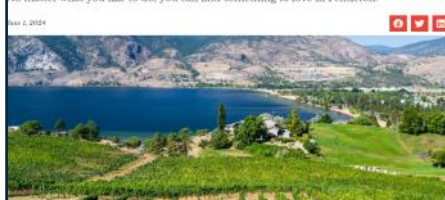
- Daily Hive & BlogTO National Spring Campaign

Digital article promoting BC's wine country's wineries with social media support by host on Facebook, Twitter and Instagram, and shared in newsletters. Distributed in Vancouver and Calgary by Daily Hive, and in Toronto by BlogTO.

485,464 social impressions | **3,680** clicks | **3,931** social engagements **18,958** article impressions | **322** clicks | **5,300** article engagements **5,822** reads | **17,768** emails sent to subscribers | **38.8%** open rate

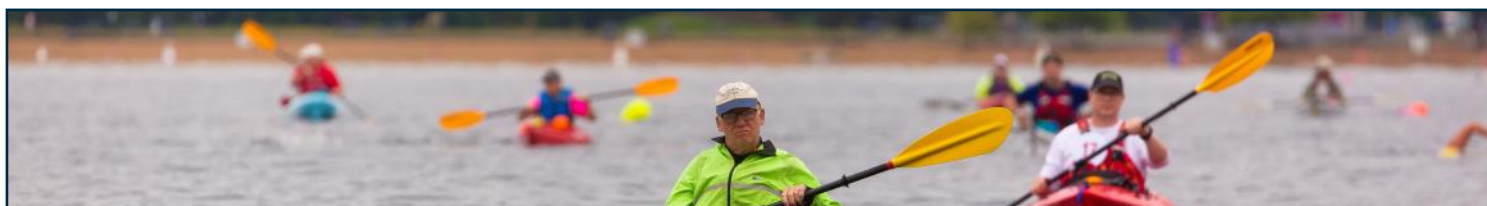


Win The Ultimate 2-Night Penticton Getaway For Wine Lovers and Foodies
No matter what you like to do, you can find something to love in Penticton!



- Datnight BC Provincial Article & Contest**
 Contest and article promoting Spring & Summer travel with a 2-Night Penticton Getaway for Wine Lover and Foodies giveaway.
21,000 website impressions | **5,557** clicks | **5,300** engagements
5,161 social impressions | **339** social engagements | **8,551** plays
22,723 new newsletter subscribers
- Dine Around South Okanagan Provincial Winter Campaign**
 Paid ad on Facebook to help promote Dine Around and garner more visitation to our restaurants.
151,037 total impressions | **4,867** link clicks | **6.92%** CTR |
5,780 total clicks
- Edible Magazine Provincial Print Ad**
 Half page ads promoting Winter, Spring, Summer and Fall wine tours.
30,000 copies distributed per issue | **140,000** total copies distributed |
 Approximately **75,000** readers per issue | **95,630** discovery impressions |
45 QR code scans
- The Globe & Mail Print & Digital National Spring Campaign**
 2 Spring sponsored articles featuring outdoor activities and Penticton's food & wine scene that circulated nationwide to a readership of over **1,700** in April and May. Digital campaign targeted Western Canada supported by CPC.
6,917 page views (**3,500** estimated views. Overdelivered by **200%**) |
 Over **67 hours** of total quality time spent on articles | **2,534,654** impressions with **11,937** clicks | **1,120,080** impressions from CPC |
16,143 sponsor content brand impressions | **992,785** social impressions and **11,082** social engagements
- Matador Network National Digital Spring Campaign**
 Digital article focused on our Culinary campaign, promoting wineries, farm-to-table dining and breweries. Supported by promotion on host Social Channels. Released from April to June.
1,055,478 total impressions | **17,859** total page views | **25,251** total minutes on all pages/articles | **6,384** social media engagements | **354** clicks to Visit Penticton social page/website | **1.98%** CTR
- Horizon Magazine National Digital & Print Feature**
 National campaign focused on the food & drink scene of Penticton on the May Issue, with copies distributed to Toronto, across the GTA and online, and billboards on Yonge & Dundas Square.
50,000 copies distributed to Toronto and the GTA | Magazine distributed to **103,323** email subscribers | **30.4%** open rate | **13.8%** CTR | **537,620** impressions | **867** spots delivered
- Narcity Vancouver Provincial Digital Campaign**
 Digital article supported by banner ads, Google and Meta ads with a focus on wineries to visit in the Summer.
4,279 page views | **417** clicks for a **9.75%** CTR (average is **2.3%**) |
 Banner and Google ads: **380,679** impressions | Meta ads: **43,152** social impressions | **423,831** total campaign impressions





Here's how to spend an unforgettable winter week in Penticton



Penticton, B.C. Features a Tailwind Array of Road, MTB & Recreational Cycling Trails for Motorists of a Lifetime



With four seasons of fun, Penticton should be on your travel calendar for fall and winter



Penticton's Winter Playground is the Best for Snowy Adventures



The Ultimate Guide to Outdoor Adventure in Penticton, BC

OUTDOOR ADVENTURE FOCUS

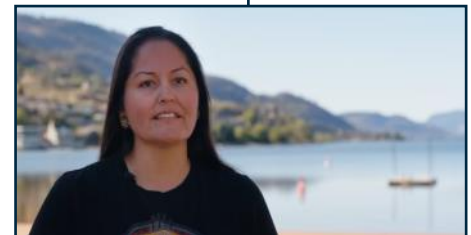
- Best Cycling Great Escapes International Print & Digital Article**
 Articles promoting cycling in Penticton and a bonus inclusion in the eAdventures section. 7,500 copies distributed to paid readers across Canada and the USA.
 USA: **400+** Barnes & Noble outlets | Canada: **120+** Indigo outlets | Readership: **50%** Canada, **25%** USA, **7%** UK, **4%** Germany, **3%** France and **3%** Netherlands | **165,500** total impressions | **8,000** direct emails | **40,000** website visitors | **100,000** newsletters
- Daily Hive Vancouver Provincial Winter Campaign**
 Digital article with a 5-day itinerary focused on winter travel.
2,128 reads | **146,832** Facebook impressions | **1,379** engagements | **4.89%** CTR
- Explore Magazine Digital & Print Provincial Campaign**
 - Winter campaign:** Print ad focused on ski and winter adventures. Digital article focused on winter activities.
 - Spring campaign:** Branded article promoting spring travel, with newsletter inclusion and social posts. Focus on fall hikes and restaurant inclusions. **15,500** print copies distributed to **72,850** readers | **11,253** article reads | **32,250** banner ads impressions | **5,074** social impressions | **171** engagements
- The Globe & Mail National Campaign**
 - Apr-May:** National Spring Campaign with 2 articles. Digital article reaching western Canada and print with a nationwide reach. **6,917** page views | **67+** hours of total quality time spent on articles | **2,534,645** discovery impressions with **11,937** clicks | **1,120,080** impressions from CPC | **16,143** sponsor content brand impressions | **992,785** social impressions | **11,082** total social engagements | **183** website referrals in April & May
 - Aug-Sep:** National Fall & Winter Campaign. Digital article targeting western Canada supported by CPC and host social promotions. **6,816** page views | **1,264,959** total impressions | **7,089** clicks | **13,602** social engagements
- Matador Network Digital Spring Campaign**
 Digital article focused on endurance and adventure, supported by promotion on host social channels, with the objective to promote Penticton's outdoor adventure options.
496,139 article impressions | **\$147,973** AVE | **370** clicks | **8,738** article engagements | **6,631** article page views | **8,952** total minutes on page (**149** hours) | **770,342** Facebook impressions | **1,821** Facebook engagements **546** clicks to Visit Penticton page/website

- Motorcycle Mojo National Spring & Summer Campaigns**
 - Spring Campaign:** full page ad in April with newsletter ads April to June. **89,228** impressions | **12,392** engagements | **42%** engagement rate
 - Summer Campaign:** full page ad in July and August with newsletter ads in July. **69,558** impressions | **4,131** engagements | **42%** engagement rate
- Rogers Media National Brand Awareness Campaign**
 30— second TV and audio commercials playing across Sportsnet, CityTV and OLN (Bravo) with a focus on outdoor sports and activities.
 - Winter Mecca of Outdoor Adventure**—January to February
4,425,217 total impressions | **70,829** video impressions
58,964 video completions | **84.65%** video completion rate and
67 conversions | **40,388** audio impressions | **40,193** audio completions
99.55% listen through rate generating **255** conversions
 - Spring Mecca of Outdoor Adventure**—April to June.
4,375,175 total impressions | **1,374** engagements
19,996 video completions | **87.6%** video completion rate
17,716 audio impressions | **17,622** audio completions
99.4% listen through rate generating **1,374** conversions
 - Summer Mecca of Outdoor Adventure**— July to August
4,397,995 total impressions | **47,908** video impressions | **41,508** video completions | **86.75%** video completion rate
36,087 audio impressions generating **2,026** conversions
 - Fall Mecca of Outdoor Adventure**— September to October
4,395,242 total impressions | **50,044** video impressions | **44,701** video completions | **89.65%** video completion rate
31,228 audio impressions generating **491** conversions



ICONIC FOCUS

- BC Living Magazine Provincial Winter Article & Contest**
 Sponsored article and Instagram contest for a Winter Weekend Getaway in Penticton giveaway with a focus on winter travel.
25,570 Instagram reel views | **1,799** engagements | **7.03%** engagement rate | **14,108** accounts reached | **178** new followers
70,740 total impressions (Instagram reels + BC Living article)
- 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.



- Bell Media International Campaign**
 Digital ads geo-targeting travel and outdoor enthusiasts in BC, AB and Washington promoting spring and winter travel.
 - ◇ **Spring Campaign: 1,670,754** total impressions | **80,268** social impressions | **15,612** engagements **15,602** post-view conversions **2,359** clicks
 - ◇ **Winter campaign: 1,240,415** total impressions | **70,824** social impressions | **11,412** engagements **11,400** post-view engagements | **1,285** clicks
- Castanet 'Four Seasons of Fun' Campaign**
 'Four Seasons of Fun' is an ongoing weekly collaboration between Castanet and Visit Penticton showcasing what Penticton has to offer all year round.
139,808 story clicks | **36,785** mobile app clicks **1,958,226** views | **278** businesses mentioned
- Castanet Provincial Digital Banner Ads**
 Banner ads promoting events and festivals in Penticton and BC.
3,031,042 impressions | **1,522** clicks
- Castanet Regional Contest**
 Contest promoting Family Fun supported by promotion on host social channels, including a bonus story to promote the contest. Giveaway of a \$1,000 Penticton Family Getaway Prize Package.
1,725 story clicks | **447** app clicks | **29,927** story views | **4,221** entries | **360** 'What's On' sign-ups **334** consumer newsletter sign-ups | **1,086,165** impressions
- CFOX Radio Contest—Global BC**
 Contest promoting a fall getaway to Penticton: "Win a Visit to Penticton—Beaches, Breweries, E-Bikes & more". Focused on Lower Mainland audience, the three-week campaign was promoted through a dedicated contest page on CFOX.com, inclusion in our produced Fox Rocks Promo, posts to the CFOX socials, features in the Fox Rocks E-Newsletter, and live announcer mentions.
742 contest entries | **364,440** impressions | **5,646** clicks | **6,129** engagements | **1,252** contest page views **1,027** contest page unique visits
- CSA News Snowbirds International Winter Print Ad**
 Full page advertorial targeting snowbirds.
90,000 copies distributed per issue reaching over **134,000** snowbirds in Canada and the USA and **36** QR code scans.
- Curiosity Social Media Contest**
 Partnered contest with the South Okanagan Events Centre for the Young Stars event in September. The contest ran from July to August on Curiosity Vancouver and was targeted to Lower Mainland.
21,066 impressions | **1,819** interactions with an **8.6%** engagement rate **458** likes | **1,300** comments | **54** shares **46** saves | **303** new followers **15,701** newsletters sent | **4,301** opens | **130** Visit Penticton website visits

Win a \$1000 Penticton Family Getaway Prize Package!
 Contest Closed - Winner: J. Charlton

WIN A PENTICTON FAMILY GETAWAY

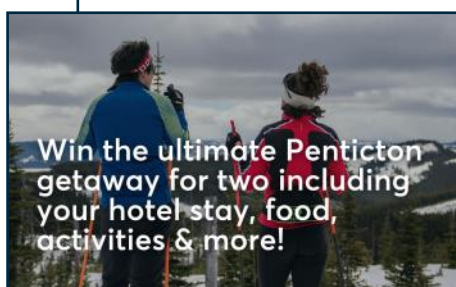
OVER \$1,000 VALUE!

Logos: The HUB, Penticton, GOAT, FOUR POINTS BY SHERATON, CLUE, PALMER

VISIT Penticton



- **Datenight BC Provincial Social Media Contest**
Instagram contest for a “Winter Couples Getaway”. **16,270** impressions | **5,799** total engagements | **36.5%** engagement rate **1,231** likes | **4,109** comments | **342** shares | **12,097** accounts reached **481** new followers
- **Horizon Travel & Lifestyle Magazine National Print Article**
Print article plus email distribution and billboards at Yonge & Dundas Square in Toronto. **50,000** print copies distributed across **96** high income regions of the GTA.
153,323 impressions | **10,332** clicks | **23,764** engagements | Magazine distributed to **103,323** email subscribers | **23%** open rate
Digital billboards impressions: **200,000** guaranteed **288** estimated spots and **397** actually delivered for **275,694** impressions



- **Mountain Life Media Provincial Winter Print Ad**
 - ◇ 1/2 page winter focused ad in the February issue (late winter) promoting winter travel. Targeting the Pacific northwest. **12,000** copies distributed per issue.
 - ◇ 1/2 page winter focused ad in the November issue (early winter) promoting Mountain Biking with **12,000** impressions.
- **Narcity Vancouver Provincial Digital Winter Campaign**
Digital article supported by banner ads, Google ads and Meta ads.
428,320 impressions | **2,286** clicks | **2,931** engagements | **182,592** website banner ads impressions | **169,244** Google ads impressions **259,076** Meta ads and organic social impressions
- **NG Media International (USA) Spring Campaign**
USA focused audience promoting spring travel. WA using US targeted video ad, including streaming TV.
4,783 commercials played | **97,409** impressions on streaming TV **1,092,276** TV impressions
 - ◇ Paid ad spend on Facebook and Instagram to further push NG Media’s updated winter video: **74,000** impressions | **61** link clicks | **62,931** page engagements | **55,830** thruplays
- **NG Media National Winter Campaign**
“Winter awaits you in Penticton” TV commercials, running across specialty channels such as TLC, CNN, MSNBC and A&E.
21,481 total airings (2,000 guaranteed) | **95,481** impressions | **61** clicks | **62,931** engagements
- **NowMedia Provincial Winter Article & Contest**
Family winter vacation package promoted to Prince George, Victoria, Kamloops, Kelowna and Vernon on NowMedia channels.
1,108 reads | **855** entries | **372** “What’s On” newsletter sign-ups | **164** consumer newsletter sign-ups | **8,902** impressions | **5,660** plays on Instagram reel | **268,580** newsletter emails sent **90,051** opens | **70,526** clicks

- Northwest Travel International Campaign**
 International Campaign targeting USA audience.
 - Summer Campaign: Half page ad in July/August issue, plus digital content package. **125,000** copies distributed throughout WA, OR, ID, MT and BC, including **31,000** paid subscribers.
534,200 impressions | **205** clicks | **15,899** engagements
 - Winter Campaign: Half page ad in January/February issue distributed throughout WA, OR, ID, MT and BC.
482,000 readers | **494,700** impressions | **6,305** engagements
- Pattison 93.7 JR Country Radio Provincial Summer Audio Campaign**
 25 15-second commercials per week promoting summer and fall travel to **297,167** weekly listeners at the Lower Mainland area.
76,800 impressions | **54,345** accounts reached
- Pattison 95.3 Wild Calgary Radio National Summer Audio Campaign**
 25 15-second commercials per week, reaching **48,689** accounts and delivering **66,800** impressions targeting Calgary audience.
- Vancouver is Awesome Provincial Digital Campaign**
 - Digital Campaign for TOTO: DBC Co-op promoting 2SLGBTQIA+ summer travel to the Thompson Okanagan.
1,955 reads | **98** link clicks | **67,234** Facebook ad impressions
1,193 Facebook ad link clicks | **12,680** newsletter email opened
220 newsletter link clicks
 - Fall Campaign: Digital article and mailer with social support focused on fun fall activities in Penticton.
1,096 reads | **52,756** social media impressions | **695** clicks
1,096 engagements | **1,500,000** monthly users
 - Summer Campaign: Digital article and mailer with social support focused on fun summer activities in Penticton.
1,955 reads | **67,234** social media impressions | **1,291** clicks
1,300 engagements | **1,500,000** monthly users

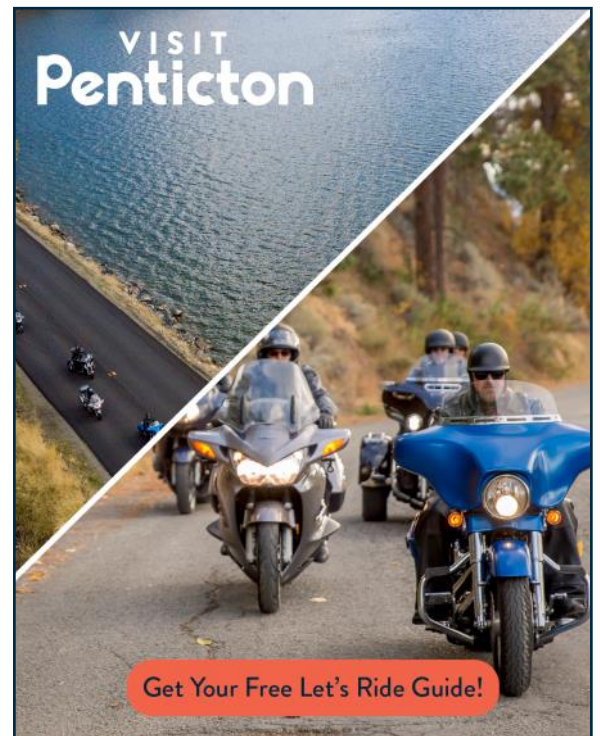


2024 CONSUMER SHOWS

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

- **Vancouver Outdoor Adventure & Travel Show**
 - ◇ **1,005** visitors to the Visit Penticton booth
 - ◇ **300** guides
 - ◇ **365** contest entries for vacation packages
 - ◇ **156** contest entries for Swagman bike rack
 - ◇ **59** consumer newsletter sign-ups
- **Calgary Outdoor Adventure & Travel Show**
 - ◇ **704** visitors to the Visit Penticton booth
 - ◇ **260** guides
 - ◇ **315** contest entries for vacation packages
 - ◇ **26** paper entries
 - ◇ **48** consumer newsletter sign-ups
- **Vancouver Motorcycle Show**
 - ◇ **105** physical ballots and
 - ◇ **149** digital entries into prize giveaway
 - ◇ **109** consumer newsletter sign-ups
 - ◇ **27** weekly "What's On" sign-ups

The Outdoor Adventure & Travel Show



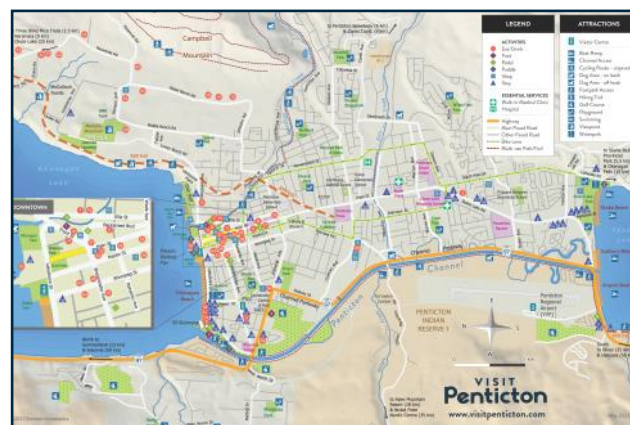
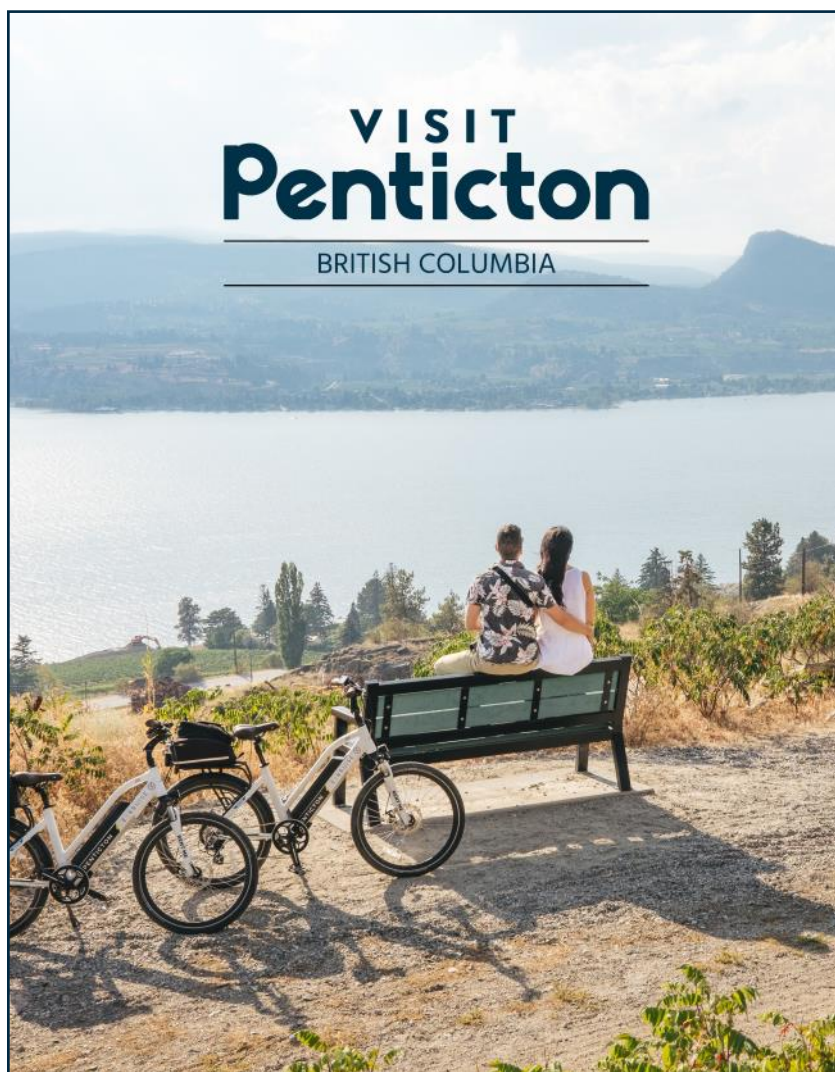
2024 IN-MARKET PROMOTIONS

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 in 2023 and **12,090** distributed in 2024.

- Delivered directly to **100+** local & regional businesses
- **3,205** directly drop-shipped to **32** Visitor Centre locations across BC
- **144** scans of QR codes printed in the guide
- The guide is also published on the [Visit Penticton website](#) via ISSUU
7,357 impressions | **964** reads | **59** downloads

30,000 tear-away maps printed in 2023 (600 pads of 50 maps) and **211** pads distributed in 2024.

- 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](#) via ISSUU
4,743 impressions | **1,075** reads | **39** downloads



2024 DIGITAL & ONLINE

VISIT Pentiction.com

VISIT PENTICTON WEBSITE

Our KPIs demonstrate that our website is a highly popular channel for visitors, serving as the primary destination for all advertising traffic.

Our marketing team consistently updates content, posts events, and creates engaging blog posts to attract a diverse consumer base. This approach encourages visitors to spend more time on our site, explore our members' businesses, and enjoy our iconic tourist attractions.

- Created and added CrowdRiff collector to Travel Pentiction website for members to upload photos.
- Designed and published new CrowdRiff galleries and stories to enhance the visitor experience — **29,800** total interactions
- **28.44%** average engagement rate
- **103,750** total gallery views in 2024
- **409,109** Unique Visitors (21.9% increase over 2023)
- **1,178,936** Page Views (65.6% increase over 2023)
- **581,899** Sessions (38.2% increase over 2023)



PAID SOCIAL MEDIA

Facebook/Instagram

The Meta Business Suite allows us to efficiently schedule and monitor the performance of our social media ads.

In 2024 we ran **2,354** paid social media ads for a total investment of **\$2,935.03**.

4,514,728 reach | **5,476,603** impressions
311,062 reactions | **\$0.52** cost per click
 (median CPC across all industries is \$0.40)

We can analyze the age and gender distribution for each ad, providing valuable insights into what resonates with specific groups. With this information, we can refine our messaging in future campaigns to more effectively target distinct demographic 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 2024 we received **3,856,075** impressions | **93,952** clicks | **2.33%** CTR (average 0.35%) | **27,008** conversions, **27.74%** conversion rate (average 0.55%)

Email Marketing

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

1,623,165 emails delivered | **43.3%** open rate | **4.4%** click rate (above industry standards)

ANNUAL REPORT 2024



ORGANIC SOCIAL MEDIA

Organic content is viewed as more authentic by prospective visitors and effectively encourages members, stakeholders, and visitors to share genuine experiences and engage with our posts. Over time we have developed a clear understanding of our audience, and the type of content that resonates with them. This is demonstrated by our channels' above average engagement ratings (Facebook: **4.95%** vs **1.06%** industry average | Instagram: **6.19%** vs **1.35%** industry average).

Another advantage of organic content is its rapid creation and adaptability, enabling Travel Penticton to adjust marketing messages in response to unforeseen external factors. This flexibility allows us to promote members and events at the most impactful moments.

Using Hootsuite, we efficiently schedule and monitor both paid and organic social media activity. Notably, organic content on Facebook accounts for approximately **47%** to our overall reach of **2,983,836** while Instagram and TikTok account for **27%** and **26%**, respectively. Through strategic content planning, we saw a **109%** increase in our overall organic reach in 2024 (**2,983,836** in 2024 vs **1,429,977** in 2023).

We continue to expand our digital presence through TikTok, YouTube and new and emerging platforms such as Blue Sky. This allows us to reach new and diverse audiences. When appropriate, we also share content on LinkedIn and X (Twitter).



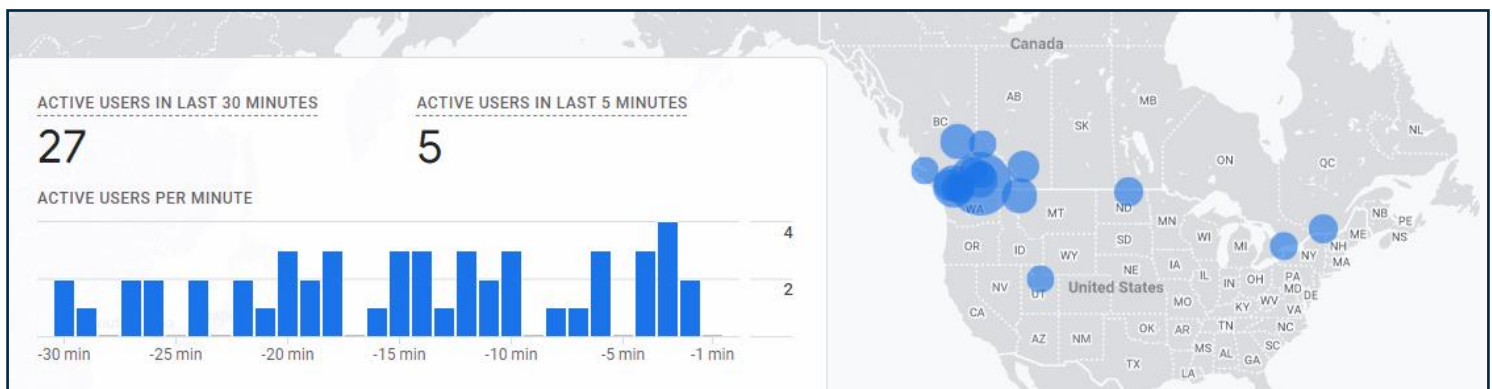
	Followers 2023	Followers 2024	Growth
Facebook	14,030	15,313	9.1%
Instagram	18,998	22,117	16.4%

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 2024 we received:

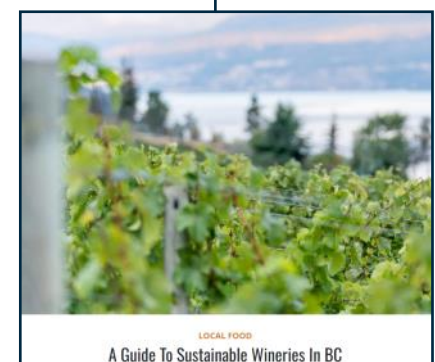
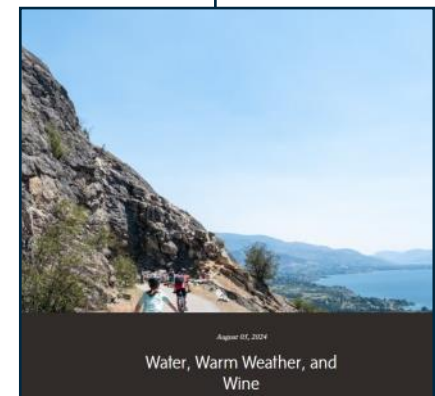
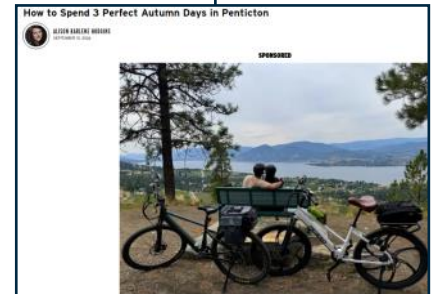
268,706 impressions | **47,137** clicks | **17.54%** CTR (average 0.35%) | **9,661** conversions
20.50% conversion rate (average 0.55%)



2024 MEDIA DEVELOPMENT

HOSTING MEDIA WRITERS

- **Aaron Thiesen** - Travel Editor of BikeMag
 - ◇ Dined at Wayne & Freda and The Bench Market
 - ◇ Enjoyed tastings at Highway 97 Brewing, Maple Leaf Spirits and Abandoned Rail Brewing
 - ◇ Stayed at Bowmont Motel and Kettle Valley Beach Resort
- **Adam Sawyer** - Northwest Travel & Life Magazine Travel Writer
 - ◇ Stayed at Kettle Valley Beach Resort
 - ◇ Dined at Wayne & Freda, Sociale and OROLO
 - ◇ Enjoyed tastings at Cannery Brewing, TIME Family of Wines and Poplar Grove Winery
 - ◇ Went on 'Fuel Free...Almost' activities at Pedego, Kettle Valley Railway Trail and Hoodoo Adventures
- **Alicia Haque** - Content Creator
 - ◇ Stayed at Kettle Valley Beach Resort
 - ◇ Dined at Wayne & Freda, Koya Penticton and The Bench Market
 - ◇ Enjoyed tastings at Neighbourhood Brewing
- **Allison Hodgins**—Explore Magazine Managing Editor
 - ◇ Stayed at Penticton Lakeside Resort
 - ◇ Dined at The Bench Market, Elma Restaurant, Brodo Kitchen, Tratto Pizzeria, Wayne & Freda, Chulo Tapas & Bar and Petrasek Bakery
 - ◇ Experienced Tickleberry's and an eBike ride with Pedego bike rentals
 - ◇ Enjoyed tastings at Ruby Blues Winery, Abandoned Rail Brewing and Neighbourhood Brewing
- **Anne Godenhan**—Bellingham Alive Magazine Travel Editor
 - ◇ Stayed at Penticton Lakeside Resort and Okanagan Lakefront Resort
 - ◇ Visited Skaha Lake and Kettle Valley Railway Trail
 - ◇ Enjoyed floating the Penticton channel with Coyote Cruises
 - ◇ Dined at Orolo, Wayne & Freda and The Bench Market
 - ◇ Experienced Cherry on Top Shake Shack
 - ◇ Enjoyed tastings at Barley Mill Brew Pub and Highway 97 Brewing
- **Catherine Dunwoody**—Writer for BC Living
 - ◇ Enjoyed tastings at Tightrope Winery, Elephant Island Winery, Blasted Church Vineyards and Liquidity Wines
- **Edward Quan** - Freelance luxury fashion & travel writer and photographer for Porsche Magazine
 - ◇ Stayed at Four Points by Sheraton
 - ◇ Dined at Hillside Bistro, Naramata Inn, Petrasek Bakery and Palmer Steakhouse
 - ◇ Enjoyed tastings at Cannery Brewing and Liquidity Wines



- **Eleni Chountalos**—Content Creator
 - ◇ Dined at Koya Penticton and Sociale
 - ◇ Experienced Cherry on Top Shake Shack
- **Josh Boettcher**—Content Creator
 - ◇ Dined at Creperie Ooolala, The Bench Market and Petrasek Bakery
 - ◇ Enjoyed tastings at JoieFarm Winery and Abandoned Rail Brewing
 - ◇ Experienced Cherry on Top Shake Shack
- **Karl Kliparchuk**—Wine Writer for My Wine Pal
 - ◇ Experienced tastings at Bench 1775 Winery, Red Rooster Winery, Blasted Church Vineyards, Hillside Winery, TIME Family of Wines and Naramata Bench Wineries & Vineyards
- **Kaylyn Barr**—Influencer
 - ◇ Stayed at the balcomo
 - ◇ Enjoyed Penticton Golf & Country Club, Apex Mountain Resort and District Wine Village
 - ◇ Dined at The Bench Market and enjoyed tastings at Roche Wines
- **Kayla Bordignon**—Content Creator
 - ◇ Stayed at Four Points by Sheraton
 - ◇ Dined at Palmer Steakhouse Casual
 - ◇ Enjoyed a tasting at Chronos Tasting Room
- **Laura Ullock**—Content Creator
 - ◇ Stayed at Naramata Inn
 - ◇ Dined at Petrasek Bakery, Soe Café, Chulo Tapas & Bar, Kin & Folk and Palmer Steakhouse Casual
 - ◇ Enjoyed a tasting at Upper Bench Winery
- **Lisa Kadane**—Matador Network Journalist
 - ◇ Stayed at Four Points by Sheraton
 - ◇ Enjoyed tastings at Poplar Grove Winery, Ruby Blues Winery, Chronos Tasting Room and Abandoned Rail Brewing
 - ◇ Dined at Orolo and Wayne & Freda
- **Mable Threadkell**—Content Creator
 - ◇ Enjoyed Penticton Peach Festival
 - ◇ Experienced Tickleberry's at Skaha Lake
- **Maria Prescilla**—Family Content Creator
 - ◇ Stayed at Bowmont Motel
 - ◇ Dined at Match Eatery and Palmer Steakhouse Casual
 - ◇ Enjoyed Locolanding Adventure Park and Cherry on Top Shake Shack

Dining farm-to-table, Penticton style



Following the Penticton Ale Trail



Award-Winning Wines, Farm-to-Table Fare, Unbelievable Beer: Why Foodies Flock to Penticton, BC

- **Maryam Siddiqi**—The Globe & Mail Journalist
 - ◇ Stayed at Kettle Valley Beach Resort
 - ◇ Dined at Naramata Inn, Kin & Folk and The Restaurant at Poplar Grove
 - ◇ Visited the En'owkin Centre, Ikeda Japanese Garden, The Lloyd Gallery, Arcadia Modern Home and 4th Meridian
- **Mhairri Woodhall**—Freelance Travel Writer
 - ◇ Stayed at the balcomo
 - ◇ Dined at Kin & Folk, Wayne & Freda and Barley Mill Pub
- **Robin and Arlene Karpan**—Freelance Travel Writers for Photo Journeys with Robin & Arlene Karpan
 - ◇ Stayed at Kettle Valley Beach Resort
 - ◇ Dined at Wayne & Freda, Sociale, Orolo and Elma
 - ◇ Enjoyed tastings at Poplar Grove Winery, La Petite Abeille Cider and Tin Whistle Brewing
 - ◇ Experienced a trip on the Kettle Valley Steam Railway
- **Twyla Campbell**—Freelance Writer for Modern Luxuria Magazine
 - ◇ Stayed at Naramata Inn
 - ◇ Dined at The Restaurant at Naramata Inn and Eliza Wine Bar
 - ◇ Experienced tours with Winds of Change Experiences and Farm to Glass Wine Tours
 - ◇ Enjoyed adventures with Freedom Bike Shop and Sun n' Sup
- **Zach Wichter**—Travel Reporter for USA Today
 - ◇ Stayed at Naramata Inn
 - ◇ Experienced fun activities at Hoodoo Adventures
 - ◇ Visited S.S. Sicamous Heritage
 - ◇ Dined at Sociale
 - ◇ Enjoyed tastings at Hillside Winery and Abandoned Rail Brewing

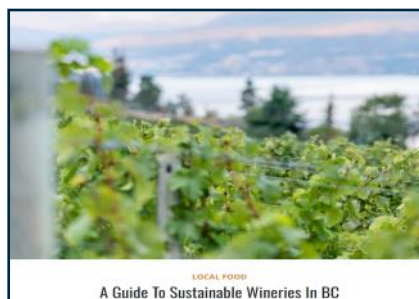
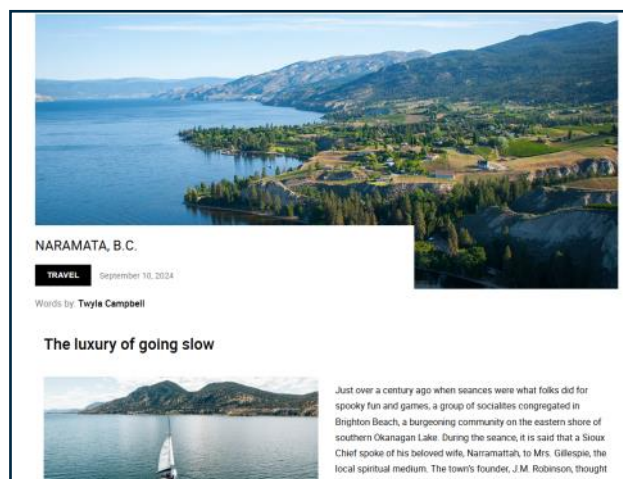


ARTICLES FROM HOSTED & PITCHED MEDIA WRITERS

- **Published on Northwest Travel & Life Magazine by Adam Sawyer**
Play Year-round in Penticton, British Columbia
 Impressions: **48,420** | AVE: **\$1,632**
- **Published on Explore Magazine by Allison Hodgins**
How to Spend 3 Perfect Autumn Days in Penticton
- **Published in Bellingham Alive Magazine by Anne Godenhan**
Water, Warm Weather and Wine
 Impressions: **not available** | AVE: **not available**



- Published in Travel Learning by Catherine Dunwoody**
A Guide to Sustainable Wineries in BC
 Impressions: **21,177** | AVE: **\$730**
- Published in MyWinePal by Karl Kliparchuk**
Visiting the Naramata Bench 2024: Bench 1775 Winery, Visiting the Naramata Bench 2024: TIME Family of Wines and Visiting the Naramata Bench 2024: Hillside Winery
 Impressions: **not available** | AVE: **not available**
- Published in Uncorkbcwine by Kayla Bordignon**
Elevate your TASTING EXPERIENCE with the BC WINE PASSPORT
 Reel views: **23,055** | Total engagements: **3,825** | Engagement rate: **16.59%** Likes: **1,284** | Comments: **2,380** | Shares: **89** | Saves: **84** | Accounts reached: **14,462** | New followers: **337** | Follow rate: **2.33%**
- Published in Matador Network by Lisa Kadane**
 - ◇ A Visit to Penticton, BC, Can Be Nearly Fuel-Free. Here's How to Plan (and Enjoy) a Sustainable Trip
 - ◇ The Ultimate Guide to Outdoor Adventure in Penticton BC, Naramata, BC: This Peaceful Hamlet in the Okanagan Valley Feels Like J.R.R. Tolkien's Fictional Shire
 - ◇ Hike, Bike, SUP and Sip in BC Wine Country's Secret Corner
 Impressions: **8,211,104** | AVE: **\$279,674**
- Published in The Globe & Mail by Maryam Siddiqi**
The Rise of 'Fuel-Free' Travel
 Impressions: **4,199,000** | AVE: **\$141,943**
- Published in Calgary Herald by Mhairri Woodhall**
Exploring Lovely Naramata and Penticton; Family Travel; Picturesque Settings and Fun Activities Sure to Delight and Family Travel: Swing Into Summer Exploring Naramata and Penticton
 Impressions: **109,082** | AVE: **\$2,026**
- Published in Modern Luxuria Magazine by Twyla Campbell**
The Luxury of Going Slow
 Impressions: **not available** | AVE: **not available**
- Published in USA Today by Zach Wichter**
Make Some Pour Decisions: You Should Visit British Columbia on your next Wine-Tasting Trip
 Impressions: **64,070,000** | AVE: **\$2,231,309**



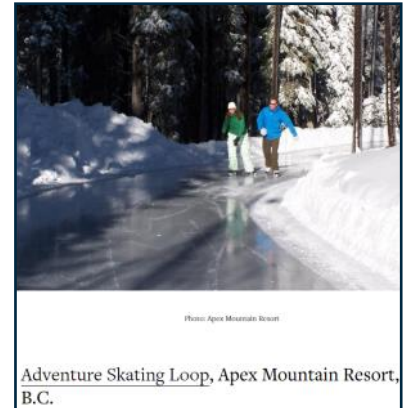
MEDIA MONITORING

Agility | PR Solutions

Over the years, our media monitoring efforts have evolved to keep pace with the digital landscape. Through our close collaboration with the experts at Agility PR, we receive weekly reports that highlight media articles about Penticton and the surrounding area, identified through targeted keyword searches. We also track media writers we've previously engaged with, as it can often take months for their articles to be published after our initial outreach and their visit to our community.

The tables below summarize our earned media over the past 3 years, along with a breakdown of this year's coverage. After experiencing declines in both audience reach and ad value equivalency (AVE) in 2023, we achieved remarkable growth in 2024, with a **140% increase** in audience reach and a **126% rise in AVE**.

This success is largely due to our initiatives in hosting guests in the city, giving them the opportunity to experience our diverse activities (many of which are offered by our members) and stunning natural beauty firsthand, which they then capture in their articles and publications. Additionally, with nearly all traditional print platforms incorporating a digital component, our audience reach has expanded significantly, further enhancing our digital presence.



Year	Number of Articles	Audience Reach	AVE
2024	364	489,822,682	\$15,842,742
2023	183	204,132,630	\$7,020,695
2022	187	395,938,307	\$10,693,961
2021	288	97,839,373	\$4,923,334

Earned Media	General Travel News	Event Coverage	Member Coverage	VSOK Coverage	Negative Sentiment
Number of Articles	100	119	53	37	19
Audience Reach	131,501,934	159,869,508	2,396,577	44,280,914	140,001,556
AVE	\$4,556,301	\$5,295,835	\$80,002	\$1,526,783	\$4,728,963

2024 SPECIAL PROJECTS



VISIT SOUTH OKANAGAN

This collaboration between Penticton and its neighbouring communities is now in its fifth year. Funded by Destination BC and contributions from the communities, the program operates from April 1 to March 31.

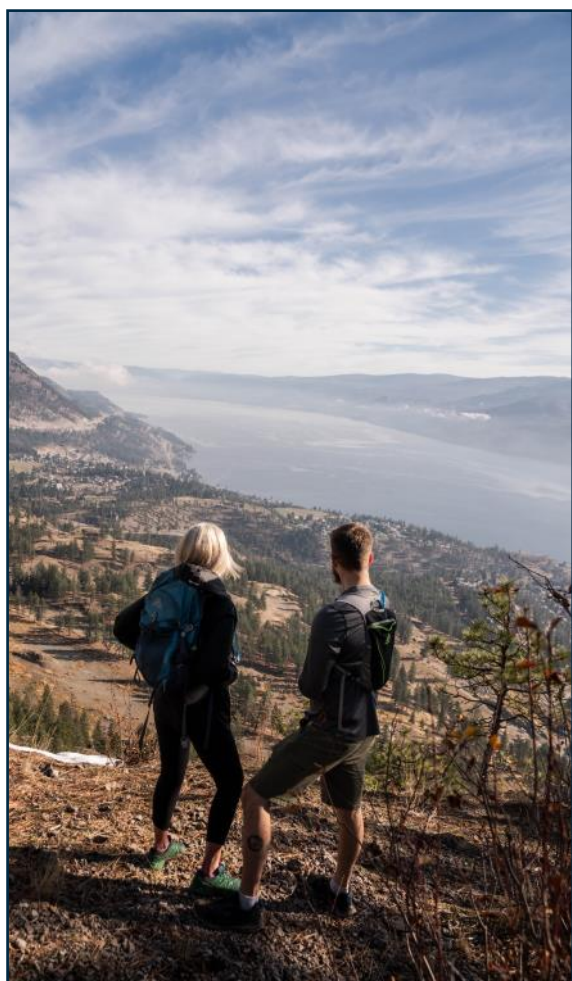
Travel Penticton takes the lead on this initiative, with support from other members of the South Okanagan Tourism Alliance.

Year 5 Highlights

- **VisitSouthOkanagan.com** website saw a **329% increase in users** compared with previous year.
- **Facebook** followers increased by **17.9%** with an overall post reach of **38,780** and an engagement rate of **6.23%** (travel/hospitality industry average is 1.62%).
- **Instagram** followers increased by **11.9%** with an overall post reach of **92,045** and an engagement rate of **10.45%**.
- **National Spring Campaign:** Digital article on DailyHive Vancouver & Calgary, and BlogTO with **4,500** impressions, promoting wineries with social support by host on Facebook, X (formerly known as Twitter), plus shared in newsletters with **6,500** impressions in Vancouver, **1,118** impressions in Calgary, and **6,840** impressions in Toronto.
- **National Fall & Winter Campaign:** Digital article on the Globe & Mail, targeting Western Canada and supported by CPC and host social promotions. Readership of **761,000**, total impressions of **1,264,959**, **7,039** clicks and **6,816** page views.

Year 5 to December 2024

- **Visit South Okanagan website - www.visitsouthokanagan.com**
14,026 users | **24,501** page views
- **Visit South Okanagan Facebook Page - [@VisitSouthOkanaganBC](https://www.facebook.com/VisitSouthOkanaganBC)**
1,494 Followers | **571,057** impressions | **6.23%** avg. post engagements
- **Visit South Okanagan Instagram Page - [@visitsouthokanagan](https://www.instagram.com/visitsouthokanagan)**
3,976 followers | **92,161** impressions | **10.44%** avg. post engagements
- **#visitsouthokanagan**
5,000+ posts tags | **4,023** engagements



2024 MEMBER DEVELOPMENT

At the start of 2024, Travel Penticton had 260 active members and we added **35 New Members** during the year.

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

- **49** Exhibitors
- **55** out of **60** spots booked
- 30-second radio ads promoting TRUE on BC Food & Wine Radio, heard **47** times weekly across **25** BC stations, with **220,000+** weekly listeners.
- Facebook ads promoting TRUE (Mar-Apr) driving traffic to Visit Penticton website had **101,214** impressions, **1,377** link clicks (**1.36%** CTR) and **4,619** total clicks.
- Facebook ads promoting TRUE driving traffic to Facebook event page had **73,827** impressions, **270** event responses, **338** link clicks (**0.46%** CTR) and **1,665** total clicks.
- The event resulted in **105** newsletter subscriptions, **105** 'What's On' subscribers from paper contest entries—plus **168** digital entries, **13** newsletter sign-ups, **12** Facebook followers, **5** Instagram followers, **3** YouTube subscribers.





St. John Ambulance

SAVING LIVES
at work, home and play

Another essential aspect of Member Development is providing our member businesses with the tools and resources necessary to create outstanding visitor experiences. We are proud to offer a range of workshops, seminars, and educational opportunities that enhance our entire tourism sector.



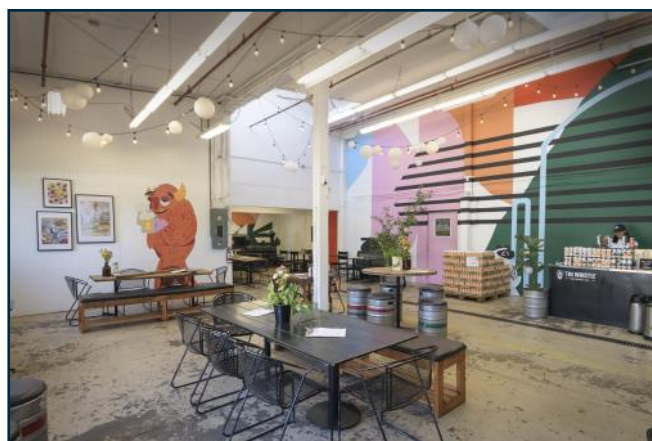
Here are some of the initiatives we led this year:

- We provided our members with an optional **\$800** photography package that included **1.5 hours** of shooting and a minimum of **25** high-resolution images, specifically highlighting restaurants, wineries, and similar venues.
- Additionally, we introduced a **\$750** option that includes either one longer video or one shorter video plus photography, with the option to add drone footage or additional photography for an extra fee.
- Once again, we offered our members a fully subsidized **Emergency First Aid for Industry** (OFA Level 1 equivalent) course delivered by St John's Ambulance.
- **Okanagan Creation Story and Okanagan Protocols** sessions were delivered in April and October by Anona Kampe of the Okanagan Nation Alliance and were fully booked.
- **12 tourism businesses** were sponsored to undertake their **Rainbow Registered Accreditation**, which provides safe spaces for members of the LGBTQ community.
- Exclusive shipping rates were offered to our members thanks to our partnership with **Freightcom**.

Travel Pentiction strives to ensure each of our members receives optimum value for their annual membership fee. Below are the results of our efforts in 2024.

- **Member Listings on VisitPentiction website**
129,372 impressions | **30,161** clicks
- **Member Package Deals on VisitPentiction website**
22,702 | **1,000** clicks
- Invested in **32** sponsored content articles published across Canada and key markets in the US—
300 member mentions | **62,755,580** audience reach | **\$2,150,486** AVE
- Ran the **'Four Seasons of Fun'** campaign on Castanet every Monday, with an Okanagan Valley wide reach, extending into Vancouver/Alberta—**60** member mentions | **1,958,226** views | **176,593** 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.
1,623,165 emails delivered | **43.3%** open rate (industry average 41.5%) | **4.4%** click rate (industry average 2.8%)

- **Professional Video Shoots by Drake Richardson**
Our members can benefit from fully funded professional video shoots to create digital assets that enhance their marketing materials, websites, and other promotional platforms. **15 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. **10 Member Businesses** participated.



MEMBER CO-OP MARKETING

This initiative was originally launched to provide financial support to local tourism businesses for marketing and promotions as part of COVID-19 recovery efforts. It quickly gained popularity among our members, significantly expanding their reach and allowing them to optimize their marketing budgets. In response to this success, Travel Penticton has decided to expand the program to include additional media partners and make it available year-round.

- **Castanet subsidized digital advertising program**
Guaranteed 500,000+ monthly impressions with a wide reach across the Okanagan Valley, extending into Vancouver and Alberta. **45 positions** were offered and **24 Members** were featured.
- **Stingray New Country 100.7 subsidized radio advertising program**
Over 31,000 listeners per week throughout Kelowna north to Oroville, WA and south Sicamous. **12 positions** were offered and **12 Members** were featured.



- **Stingray All Good Vibes subsidized radio advertising program**
Offering an extended reach of 87,500 into Lower Mainland (Abbotsford to West Vancouver). **9 member businesses** took advantage of the program.
- **Move 103.5 subsidized radio advertising program**
In an average week, over **902,000** people in Vancouver tune in to Move 103.5. The station reaches listeners across the Lower Mainland, extending as far south as Bellingham, Washington, and west to the eastern shore of Vancouver Island. **12 member businesses** took advantage of the program running.
- **BC Wine & Food Radio**
Average of 220,000 listeners per week across **25** stations from Victoria to Vancouver, Kootenays, BC Wine Country and north to Fort St. John. **45 businesses** took advantage of the program running.

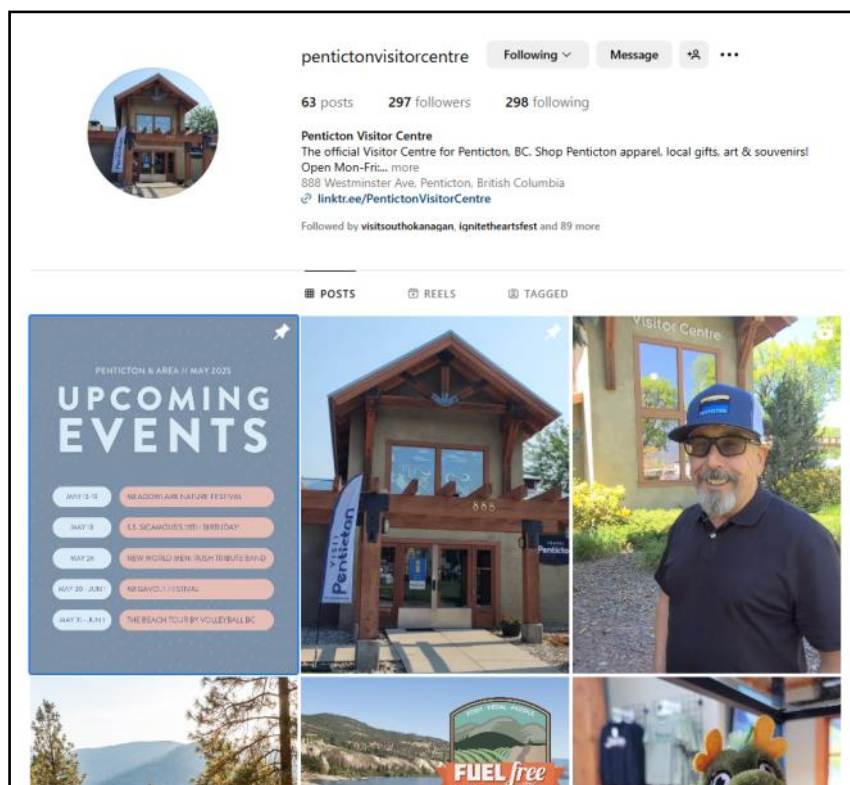
Many businesses booked multiple campaigns to further benefit from increased exposure and additional savings.



2024 VISITOR SERVICES

As a year-round destination, it's essential to have a visitor centre open throughout the year. Although the first few months tend to be quieter, this time is invaluable for preparing for the busy tourist season ahead.

- As of January 1, 2024, the Visitor Centre POS system and online store was switched to Square Canada. The switch provided a **50%** decrease in monthly operating costs.
- We have started shipping all guides through Freight.com, resulting in a streamlined process and substantial cost savings.
- We remained dedicated to delivering outstanding visitor services across all our locations. One of our initiatives focused on improving the education program for summer students by integrating FAMs, customized local worksheets, and one-on-one training with the visitor services manager.
- On May 6, four employees began full-time positions: three seasonal employees and our on-call employee, Sheridan, who joined the team as a longer serving VC Counsellor in 2023.
- Sustainability is another key element in our promotion of activities to visitors in Penticton and areas. Our "Fuel Free...Almost" campaign encourages visitors to try foot, pedal and paddle activities.
- Our Satellite location at The Peach was open seasonally this year **May-August** and our Airport Visitor Kiosk remained open **year-round**.
- We continue with our real time videos of Penticton year-round. Additionally, we've launched a separate Visitor Centre Instagram account to promote local attractions and drive more foot traffic into our brick-and-mortar Visitor Centre.



- **11,047** visitors (**37.2%** increase over 2023)
- **406** phone inquiries **14%** decrease over 2023)
- **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.
- Our Mobile Visitor Centre was able to attend the weekly Downtown Penticton Association Community Market, Canada Day and Ironman Canada.
- Our Airport Visitor Kiosk was stocked throughout the year with a selection of guides, maps, member brochures plus rack cards, as well as seasonal videos.
- Used Mobile Visitor Centre to deliver boxes of guides and tear-away maps to member businesses including accommodators and wineries.



TRAINING & PROFESSIONAL DEVELOPMENT

Whether our staff are with us for one season, multiple seasons, or permanently, we prioritize consistency in the level of service we offer to both visitors and residents. To achieve this, we continue to provide extensive training, ensuring that all team members are confident and well-prepared to engage with a diverse range of guests. In 2024, our training included:

- **DBC go2HR Required Training:** Visitor Services Basics, Foundations of Service Quality, Service for All, Emergency Procedures.
- **Rainbow Registered Training:** Training to create respectful and inclusive workplaces and to guarantee Diversity & Inclusion.
- **DBC Worksheets:** BC Road Maps and Parks Guide, Emergency Preparedness, Accessibility, Leave no Trace.
- **Indigenous Tourism Training:** Our VC staff received training on indigenous knowledge and local indigenous protocols.
- **City Specific Worksheets:**
 - ◇ Visitor Centre Multiple Choice Quiz
 - ◇ Visitor Centre Multiple Choice Quiz #2
 - ◇ Visitor Centre Written Quiz Amenities
 - ◇ Visitor Centre Written Quiz Food & Beverage
 - ◇ Visitor Centre Written Quiz Scenarios
 - ◇ Visitor Centre Written Quiz Sports
 - ◇ Visitpenticton.com Written Quiz
- **FAM (Familiarization) Tours:** Staff participated in FAM Tours to provide them with hands on experience of local tourism businesses, products and services. This year also included local Indigenous FAM Tours.





VISITOR EXPERIENCE & RETAIL

The visitor centre frequently serves as the initial point of contact for travelers to Penticton, so it is essential that we provide them with an exceptional experience. Our team has worked diligently to ensure that both our static and mobile visitor centres are inviting and well-presented. Here are some of our key investments for 2024:

- Started working with two new graphic designers and a new printer to bring in fresh merchandise:
 - ◊ Retro Penticton Hats
 - ◊ Retro Penticton Hoodies
 - ◊ Ogopogo Distressed T-Shirt
 - ◊ Paddle Boarder T-Shirt
- Worked with Wynona Paul from the Penticton Indian Band to create the Chief Bear T-Shirt which was printed in May 2024.
- We renewed the Save Your Skin Foundation contract to have sunscreen dispensers at both VC locations.
- Worked closely with the Social Media team to create timely sales promotions to coincide with key events happening around the city.
- **Our 2024 Gross Sales were the best so far: \$63,343.40!**



DIVERSITY, EQUALITY & INCLUSION

This year, Travel Penticton successfully renewed our Rainbow Registered designation, affirming our commitment to creating a welcoming and safe environment for members of the LGBTQIA+ community. Additionally, we have continued to strengthen our relationship with the Penticton Indian Band through ongoing indigenous learning initiatives and collaborations with local indigenous artists. Our dedication to diversity, equity and inclusion is evident in both our team's conduct and the atmosphere of our Visitor Centre.

In 2024, this commitment included:

- Remaining committed to advancing DEI initiatives, which we accomplished through various efforts. We also updated our onboarding paperwork to be more inclusive and continue to maintain our status as a Rainbow registered business.
- Working with local Indigenous artists, who created the Chief Bear T-shirts and art cards.
- Requiring staff to complete GO2HR Service for All (SFA) course and Rainbow Registered coursed.
- Updating on-boarding paperwork to be more inclusive (including pronouns, etc.)



Our overall visitor numbers remained stable, and the Visitor Centre continued to serve as a crucial resource, providing up to date information for visitors, tourism businesses and members of the public.

The table below shows how Penticton Visitor Centre faired in 2024 compared to others in the Okanagan:

Visitor Centre	Visitors 2023 (Static Centre)	Visitors 2023 (Event/Roaming)	Visitors 2024 (Static Centre)	Visitors 2024 (Event/Roaming)
Kamloops	0	14,331	0	6,616
Kelowna	58,736	0	69,593	0
Oliver	4,025	3,016	4,753	2,895
Osoyoos	12,176	0	13,113	0
Penticton	8,051	3,567	9,063	1,984
Summerland	2,709	121	3,043	159
Vernon	567	4,618	110	6,481

2024 CONVENTION BUREAU

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

- Officially on the committee of OMEC (Okanagan Meetings & Events Community.)
- OMEC, held at the District Wine Village, was very successful. Best OMEC event yet.
- We received a **\$15,000** grant from the ETSI (Economic Trust of the Southern Interior) BC for the Economic Impact of MICE Study .
- We are working on the iDSS Database to create a digital catalog of all MICE assets, enhancing our speed and efficiency when responding to RFPs from meeting planners.

MEET IN PENTICTON MARKETING & ADVERTISING

In 2024, the Meet in Penticton Convention Bureau allocated significant resources to a range of marketing and advertising initiatives designed to position Penticton as a premier destination for hosting events. These strategic efforts were diverse, specifically targeting decision-makers within the MICE sector. Key initiatives included:

- **Digital and Social Media Campaigns:** We executed targeted campaigns on Google and MPI to reach event planners and highlight Penticton's advantages as a host city. Additionally, we leveraged LinkedIn, Instagram, and Facebook to showcase Penticton's appeal while promoting local venues, accommodations, and businesses partnered with the Convention Bureau.
- **Website Enhancements:** Continuous updates kept the Meet in Penticton website as a vital resource for planners seeking comprehensive information on venues, services, and event logistics.

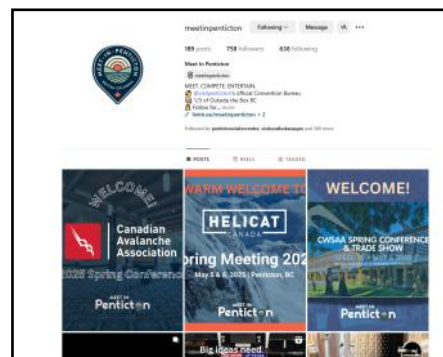


- **Email Marketing**

We have worked with Boom Business Solutions to enhance our online presence, a goal we have successfully pursued through our MiP Newsletter. **7,422** emails successfully delivered | **25.7%** open rate | **3.4%** click rate

- **Social Media**

We have managed to increase our Facebook following by **70%** and our Facebook post reach by **577%** | Our Instagram following increased by **59.7%** and our Instagram post reach by **447%**



INDUSTRY PUBLICATIONS

Penticton was featured in prominent industry publications, including Ignite Magazine and the CSAE Association Source Guide, highlighting its offerings for meetings and incentives along with its unique regional attributes. Below are some of the publications in which we were featured:

- **Canadian Society of Association Executives (CSAE)**
Full page ad in Fall Edition of Ignite Magazine (print & digital), plus a listing in the Annual Source Guide of the Association Magazine—**812** member organization | **3,000** members across Canada Reaches **8,000** association and non-profit professionals
- **Ignite Magazine**
Full page in Spring, Fall & Winter editions (print and digital), as well as Sponsored News Article and Feature, distributed to subscribers and at major tradeshow across Canada—Print: **14,700** subscribers | **47,328** readership | Digital: **13,400** subscribers | Website & Social: **6,100** unique visitors per month to ignitemag.ca | **7,498** social followers
- **Outside the Box BC Marketing Campaign**
We collaborate with Tourism Kamloops and Tourism Nanaimo to target meeting and conference planners, as well as corporate groups in British Columbia, Alberta, Ontario, and Washington, who book events for multiple consecutive years. This year, we shared the cost of a full-page ad in the special Ignite Fall Edition.
- **Canadian Meeting & Events Expo (CMEE) Spotlight Video**
Content to be used by OTBBC (all 3 destinations), CMEE and Leanne Calderwood on social platforms and on the CMEE website.
- **Cvent**
We have renewed our listing on the Cvent platform, which specializes in meetings, events, and hospitality management. This includes services such as online event registration, venue selection, event marketing and management, and attendee engagement.
- **MPI BC Chapter**
MPI British Columbia aims to be the preferred choice for professional career development among its members and to serve as a leading advocate for the meetings and events community in BC. As a Sustaining Partner, Meet in Penticton is prominently featured in this initiative.
- **BCEDA Magazine**
OTBBC was offered a free half page ad.





MEET IN PENTICTON PROJECTS

- Meet In Penticton has developed new 'Welcome to Penticton' banners. One of the banners has been installed at the PTCC for use during meetings and conventions. The banner's artwork has also been provided to PTCC for replication into posters that will be displayed throughout the convention centre during select events. QR codes on the banners direct delegates to the Visit Penticton website.
- Tambellini Design has developed a new design for the MiP Tear Away Map.
- We have started using iDSS Database, and with the support of Boom Business Solutions, successfully added contacts and accounts. We are also developing strategies to optimize our use of the platform.
- MiP is actively developing strategies to expand the MICE industry in Penticton, including a Penticton MICE Presentation video that is in progress.



MICE TRADESHOWS

The Meet in Penticton Convention Bureau participated in over a dozen trade shows, industry events, and conferences in 2024, enabling direct engagement with industry professionals, relationship building, and promotion of Penticton as a premier event destination. Key trade shows and events attended include:



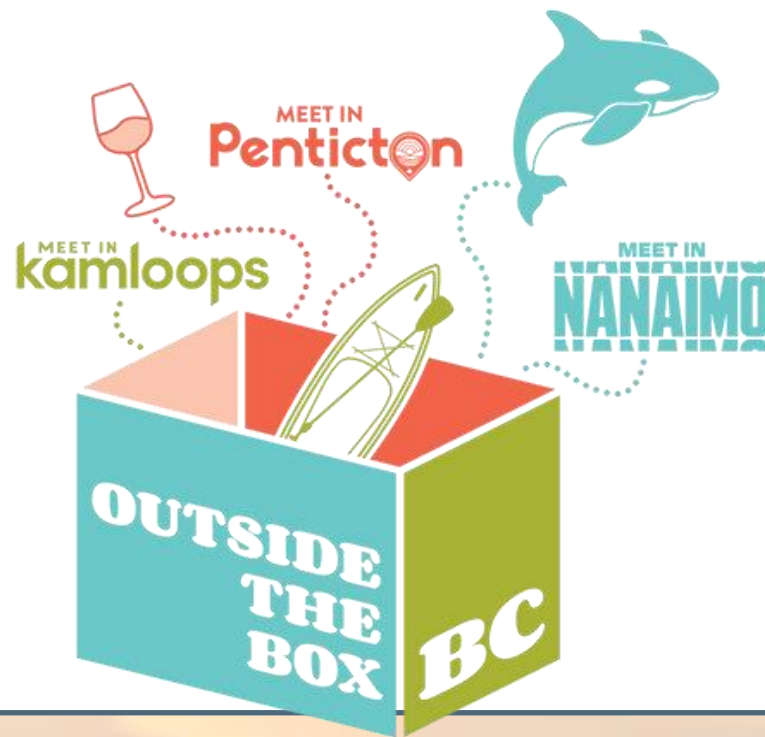
- **Go West:** January 28 – 30, Edmonton
 - ◊ MiP collaborated with the Experience BC group to create a BC aisle and sponsored the Monday Night Social. Go West is an educational conference with a tradeshow that attracts new Planners from Western Canada.
- **Ottawa Meet Week/Destination Direct/Tete-a-Tete:** February 3–8, Ottawa
 - ◊ The week included a variety of events, including a two-day tradeshow, one-on-one meetings, and social time with Planners. This whole week provides an opportunity to reconnect and continue building relationships with large corporate event planning and site selection companies.
- **Venue Series 2024:** April—Vancouver | June—Victoria | September—Calgary and Vancouver
 - ◊ These Venue Series are one-on-one meetings with a social event afterward. These shows have resulted in landed business, and Venue Partners have attended with MiP.
- **CanSPEP:** June 25–28, Victoria | April 12, Kelowna | April 13, Vancouver
 - ◊ 2024 was the first year attending this show, whose Membership consists of Independent Planners who mostly do association work with multiple clients. Outside the Box BC sponsored a break.

- **Canadian Meeting & Events Expo (CMEE):** August 13—14, Toronto
 - ◊ We collaborated with Experience BC and Outside the Box BC for this two-day tradeshow. This provides an opportunity to meet up with large corporate event planning and site selection companies.
- **Executive Travel Show:**
 - ◊ Attended for the second year, making good contacts for small incentive travel groups, specially mining companies, law firms, and accounting firms.
- **PCMA CIC:** November 17—19, Saskatoon
 - ◊ This educational conference provides many opportunities to connect with Planners, at sessions and at social functions. This event rotates nationally and attracts different Planners for each annual conference.

MEET IN PENTICTON FAM HOSTING

- **First Nations Forestry Council:** March 14—15
MIP hosted the First Nations Forestry Council in Penticton, a non-profit organization dedicated to supporting First Nations in enhancing their participation and leadership within British Columbia's Forest sector.
- **Petite Pearl:** April 15—17
In April, we hosted guests from Petite Pearl, an Indigenous and female-owned business specializing in event planning services that is equally focused on corporate and wedding planning.
- **OTBBC:** May 6—9
Outside the Box BC is a destination collective comprising the Meet in Penticton, Meet in Nanaimo and Meet in Kamloops teams. In May, we hosted two guests—one from Tourism Nanaimo and the other from Tourism Kamloops—who stayed at the Penticton Lakeside Resort & Conference Centre.
- **WE Union Travel for CUPE BC:** June 17
In June, we received guests from CUPE BC and WE Union Travel.
- **Supply Chain Canada:** October 2—October 4
October marked the visit of Supply Chain Canada, a 104-year-old national association recognized as the primary provider of supply chain training, education, and professional development, to Penticton.
- **Canadian Square and Round Dancing Society:** November 4
The Canadian Square and Round Dance Society, a non-profit organization dedicated to promoting Square, Round, Line, Contra, and Clog Dancing across Canada, were the MIP guests for November.





How It Works

Submit one Request for Proposal, to connect with all three destinations. Separate RFP responses will slide into your Inbox from each destination. While we want you to book in all three destinations, we understand it may not be possible to do so in consecutive years, so you have 5 years to book in three destinations and still reap the rewards.


The proposal responses from each destination will include:

- Non-traditional venues that will make your event standout from the rest
- Accommodations that are convenient and don't break the bank
- Vendor Lists that will make your planning seamless - photography, catering, A/V etc.
- Entertainment to keep your delegates anything but bored
- Cuisine to keep the hanger levels down
- Planning support from a representative at each destination

But wait... there's more! By booking your event with all three destinations (pen to paper or keystroke to computer), you will receive \$10 back per room night at each destination.

PLUS any other incentives each specific destination offers - Cha CHING!

* Conditions apply, to learn more about booking conditions, [click here](#).

Email Us 

Submit RFP

MEET IN PENTICTON VENUE AND CLIENT SERVICES

In 2024, the Convention Bureau provided services to over 125 unique clients. Some of the services we provided included:

- Creating brand awareness at tradeshow and industry events to Planners.
- Sourcing Requests for Proposals (RFPs), sending them to Venue Partners and assisting as needed with proposals.
- Connecting and coordinating with local partners to ensure smooth logistics and services for incoming conferences and meetings.
- Offering personalized assistance, including incentive planning, transportation coordination, off-site event organization, gifts for speakers and delegates, setting up passive Visit Pentiction information booths to encourage delegates to explore the city.
- On-site assistance is offered to Planners who may need a little extra support.

Offering a one-stop-shop to Planners and delivering high-quality service, the Convention Bureau successfully positioned Pentiction as a reliable and attractive destination for a variety of events, ranging from small corporate meetings to large-scale conferences.

MEET IN PENTICTON DEVELOPMENT

In 2024, the Convention Bureau undertook several strategic projects to enhance operational efficiency and position for future growth. These initiatives included:

- **iDSS Optimization:** Travel Pentiction acquired the iDSS CRM database, which will allow us to optimize the efficiency of tracking leads, managing communications, handling RFPs, and providing comprehensive reports.

- **Partner Relationships:** We continued to grow, develop, and maintain strong relationships with our partners. This ensured consistent collaboration and support for responding to event inquiries and managing leads effectively.
- **Marketing Strategy:** Our marketing strategy focused on continuously participating in tradeshow and industry events to directly reach and market to planners. We targeted BC Associations, BC Government businesses, incentive travel, national programs that rotate, and programs relevant to Pentiction, such as those in agriculture, life sciences, and sciences.

These initiatives allowed us to maintain a strong presence in the MICE industry, ensuring that Pentiction remains top of mind for planners considering event destinations.



2024 ECONOMIC IMPACT OF THE MICE INDUSTRY IN PENTICTON

Commissioned by Meet in Penticton, who also led the grant writing process, this 2024 Economic Impact Assessment was conducted by an independent contractor and funded through a partnership between Travel Penticton and ETSI-BC. The study examined the economic contribution of Penticton's Meetings, Incentives, Conferences, and Exhibitions (MICE) industry, focusing on delegate and organizer spending.

In 2024, Penticton hosted **485** business events at its two main venues—the Penticton Trade and Convention Centre and the Penticton Lakeside Resort & Conference Centre—drawing **18,495** delegates and generating **37,468** room nights. Based on actual spending data and BC tourism economic multipliers, the total economic impact reached **\$98.23** million.

This total reflects direct spending (e.g. accommodations, dining, transport, event services) and indirect and induced impacts (such as local business activity and employee spending), offering a comprehensive view of the MICE sector's value to the local economy.

Meetings and conferences contributed \$98.23 million to Penticton's economy.

Total Direct Delegate Spending: \$29.85 million

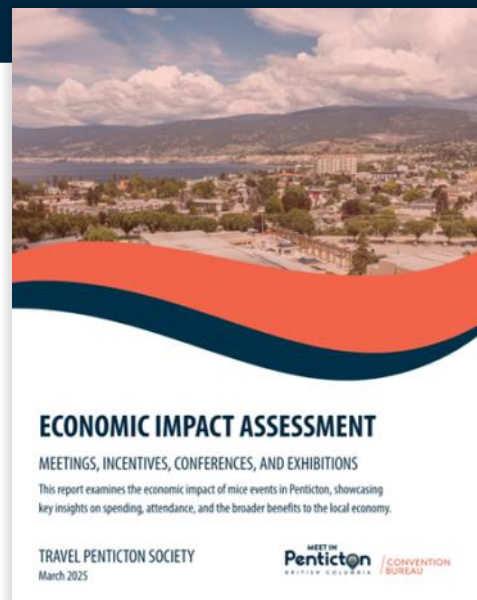
Total Direct Organizer Spending: \$26.38 million

Average Delegate Spending Per Day: \$797

Total MICE Events Hosted: 485 events at Penticton's two largest conference venues

Total Delegates: 18,495 across all events

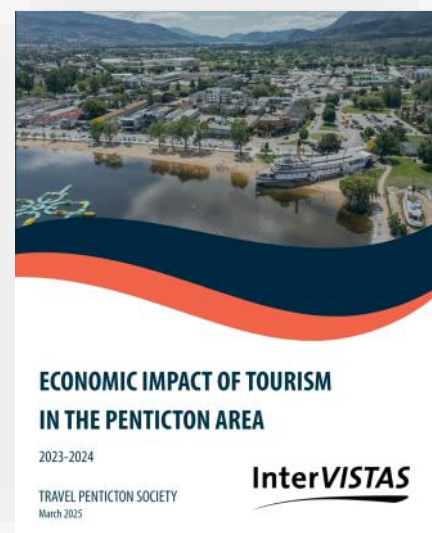
Total Room Nights: 37,468—indicating a strong reliance on local accommodations



ECONOMIC IMPACT OF TOURISM

Travel Penticton engaged InterVISTAS Consulting Inc. to conduct an economic impact analysis of tourism in Penticton and the surrounding area, using the most recent available data from 2023-24. The primary goal was to quantify tourism's role in driving employment and economic activity in the region.

Beyond measuring economic impact, the study also assessed the broader state of the tourism sector, incorporating insights from local businesses on how the industry has evolved in recent years. The findings are intended to place tourism's current economic footprint in context, highlighting key trends—such as shifts in the local labour market and broader socio-economic factors—that influence the growth and sustainability of tourism-serving businesses in Penticton.



Total Economic Impact of Tourism in the Penticton Area (2023-24)

Accommodations: 780 jobs | \$34 million in Labour Income | \$69 million in GDP
\$119 million in Economic Output

Wineries: 540 jobs | \$29 million in Labour Income | \$81 millions in GDP
\$172 million in Economic Output

Other Tourism Related: 780 jobs | \$34 million in Labour Income | \$45 million in GDP
\$106 million in Economic Output

Visitor Spending: 1,530 jobs | \$59 million in Labour Income | \$78 million in GDP
\$147 million in Economic Output

Visitors to Penticton

94% of visitor traffic is attributable to Canadian visitors

6% of visitor traffic is attributable to international visitors from the US or overseas

Food & Beverage
910 Jobs (25%)



Accommodations
780 Jobs (21%)



Wineries

540 Jobs (15%)



Local Transportation
370 Jobs (10%)



Events, Culture, & Entertainment
270 Jobs (7%)



Retail
250 Jobs (7%)



Outdoor Recreation
230 Jobs (6%)



Other Tourist Attractions & Services
190 Jobs (5%)



Breweries, Cideries & Distilleries
90 Jobs (2%)



EVENT MARKETING SUPPORT

EVENT MARKETING SUPPORT

The goal of our Event Funding program is to utilize marketing funds gathered from the Municipal and Regional District Tax (MRDT) to empower festival and event organizers. By doing so, we aim to boost visitor numbers, encourage overnight stays, and support the economic growth of the local tourism sector.

To qualify for funding, events or festivals must attract visitors from outside Penticton and its surrounding areas, which include Naramata, Okanagan Falls, Kaleden, and Apex Mountain. Additionally, these events should aim to increase tourism visitation and spending by promoting overnight stays.

- The Event Funding Committee has approved **\$150,000** in funding for **19 signature events**.
- We allocated **\$100,000** to cover accommodation costs for the Ironman crew. Although the 2023 event was unfortunately canceled due to unforeseen weather issues, it was successfully held in 2024.
- In 2024, our team focused on expanding our social media reach to promote funded events in Penticton.
 - ◇ Facebook: **49** posts | Audience Reach: **201,313** | Total Engagements: **1,598**
 - ◇ Instagram: **23** posts | Audience Reach: **73,000** | Total Engagements: **4,031**
 - ◇ Compared to 2023, this reflects a **42.8% increase** in our Audience Reach and a **16.6% rise** in Total Engagements.
- **59** regional, provincial, national and international media articles featuring funded events were published in 2024.
 - ◇ Total Audience Reach: **72,823,969** | Total AVE: **\$2,490,244**
- The event calendar page on the Visit Penticton website received a total of **178,653** views.
- Approximately **49%** of the attendees came from outside Penticton and its surrounding areas.
- The events held in Penticton resulted in an average of **3** overnight stays per event.
- We invested in professional photography for **12 events**, resulting in over **1,000** new event and festival images. These were captured by our local photographer and shared with relevant partners through our online digital library.
- Committed an additional **\$150,000** in sponsorship for major signature events including the CSSHL Championships and Okanagan Granfondo.



Appendix 1 - Key Performance Indicators for 2024

KPI	2023 Actual	2024 Target	2024 Actual
MRDT Collected	\$1,160,097	\$1,320,000	\$1,214,335
MRDT Collected OAP*	\$345,286	\$250,000	\$239,693
Room Revenue	\$41,730,171	\$44,000,000	\$41,194,961
Occupancy Rate	48.9%	54.0%	45.8%
Earned Media Articles	183	180	299
Earned Media Circulation	204,132,630	100,000,000	423,604,448
Earned Media AVE	\$7,020,695	\$2,000,000	\$14,454,328
Website Sessions	420,991	200,000	581,463
Website Unique Visitors	335,660	211,150	408,728
Website Page Views	711,754	350,000	1,168,806
Website Referrals	31,181	10,000	34,827
Facebook Followers	12,320	13,000	15,280
Facebook Post Reach	1,304,821	500,000	1,502,230
Facebook Engagement Rate	3.6%	5.0%	7.1%
Instagram Followers	18,583	20,000	22,117
Instagram Reach	849,995	500,000	794,811
Instagram Engagement Rate	5.3%	5.0%	11.3%
Email Marketing Emails Delivered	951,503	750,000	1,623,165
Email Marketing Open Rate	33.5%	39.2%	86.7%
Email Marketing Click Rate	1.1%	1.0%	7.6%
Email Marketing Unsubscribe Rate	0.3%	0.2%	0.3%
Member Listings Impressions	1,534,674	750,000	129,372
Member Listings Clicks	11,281	10,000	30,161
Member Packages Impressions	119,295	150,000	22,702
Member Packages Clicks	1,301	1,500	76
Member Earned Media Articles	195	150	55
Member Earned Media Circulation	218,770,960	40,000,000	3,493,288
Member Earned Media AVE	\$7,334,861	\$1,000,000	\$117,447
Member Emails Delivered	31,802	30,000	27,506
Member Emails Open Rate	47.2%	39.4%	87.2%
Member Emails Click Rate	4.2%	2.0%	8.2%
Visitor Centre Traffic (Westminster)	6,139	6,000	6,824
Visitor Centre Traffic (Peach)	1,912	3,000	2,239
Visitor Centre Traffic (Mobile)	3,567	8500	1,984
Visitor Centre Retail Sales (Gross)	\$41,309	\$30,000	\$58,607
Visitor Centre Retail Sales (Net)	\$13,714	\$10,000	\$27,891
MICE Event Page Views	189,955	100,000	3,799

*OAP data is only until November 2024

Appendix 2 - Terms of Reference

- **AEV - Advertising Equivalency Value** - 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.
- **MBTA** - Mountain Bike Tourism Association.
- **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.
- **NBWA** - Naramata Bench Wineries Association
- **PLR&CC** - 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)

Appendix 3 - Samples of General Travel News Earned Media Articles with a Provincial, National or International audience reach of more than 80,000.

10 Hidden Gem Cycling Routes for Bike Travel Bucket Lists

Momentum Magazine

Date: Nov 4, 2024 Author: Karen James

Audience Reach: **81,222** | AVE: **\$2,747**

The Top Rail Trails in Canada Perfect for a Fall Cycling Getaway

Momentum Magazine

Date: Oct 3, 2024 Author: Ron Johnson

Audience Reach: **81,222** | AVE: **\$2,738**

The World's Most Stunning Rail Trails for an Incredible Getaway

Momentum Magazine

Date: Oct 16, 2024 Author: Ron Johnson

Audience Reach: **81,222** | AVE: **\$2,797**

5 Magical Forest Skating Paths in Canada

Enroute

Date: July 4, 2024 Author: Antonia Whyatt

Audience Reach: **90,000** | AVE: **\$2,250**

13 Top Ski Resorts in British Columbia, 2024/25

Planet Ware

Date: Oct 5, 2024 Author: Lana & Michael Law

Audience Reach: **90,000** | AVE: **3,182**

Geeking Out on Naramata Bench

Winnipeg Free Press

Date: June 28, 2024 Author: Steve MacNaull

Audience Reach: **98,479** | AVE: **\$592**

Brand New Sesame Street Live Show Coming to Penticton

Vernon Morning Star

Date: Oct 8, 2024 Author: Brennan Phillips

Audience Reach: **102,220** | AVE: **\$1,497**

Penticton Looking at Next Steps to Preserve Heritage Tugboat

Vernon Morning Star

Date: Oct 17, 2024 Author: Brennan Phillips

Audience Reach: **102,220** | AVE: **\$3,538**

Wiener Dogs Wear Costumes as Penticton Halloween Tradition Returns

Vernon Morning Star

Date: Oct 26, 2024 Author: Logan Lockhart

Audience Reach: **102,220** | AVE: **\$3,557**

Exploring the Top 15 Family-Friendly Bicycle Routes and Destinations

Momentum Magazine

Date: July 10, 2024 Author: Ron Johnson

Audience Reach: **152,619** | AVE: **\$5,194**

Here's why Penticton is a Remote Worker's Dream Destination

Western Investor

Date: June 24, 2024 Author: Unknown

Audience Reach: **153,200** | AVE: **\$5,247**

The Best Times of Year to Visit British Columbia

Travel Lemming

Date: July 18, 2024 Author: Catherine Driver

Audience Reach: **197,000** | AVE: **\$6,742**

A Drinker's Guide to British Columbia

Wine Enthusiast

Date: June 28, 2024 Author: Zoe Baillargeon

Audience Reach: **200,000** | AVE: **\$68,138**

Float Down These Scenic Lazy Rivers in BC this Summer

Curiosity Canada

Date: July 8, 2024 Author: Isabelle Vauclair

Audience Reach: **222,000** | AVE: **\$5,500**

BC's Top 10 Beaches: Which One Gets Your Vote?

Saskatoon Star Phoenix

Date: July 16, 2024 Author: Dave Pottinger

Audience Reach: **323,000** | AVE: **\$8,075**

From Apres Ski to BBQ: Here Are Some Small-Town Festivals to Look Forward to in BC

Curiosity Canada

Date: January 26, 2024 Author: Isabelle Vauclair

Audience Reach: **222,000** | AVE: **\$7,432**

This BC Beach with Warm Waters is Among the Top in Canada

Curiosity Canada

Date: July 12, 2024 Author: Isabelle Vauclair

Audience Reach: **222,000** | AVE: **\$5,500**

[This Scenic Lazy River in BC has 7 Kilometres of Cool Waters to Float Down](#)

Curiosity Canada

Date: July 12, 2024 Author: Isabelle Vauclair

Audience Reach: **222,000** | AVE: **\$5,500**

[12 Stunning Road Trip Destinations to Check Out this Spring](#)

Curiosity Canada

Date: Mar 4, 2024 Author: Isabelle Vauclair

Audience Reach: **222,000** | AVE: **\$7,500**

[BC's 1km Forest Ice Skating Loop is Perfect for a Winter Road Trip](#)

Daily Hive Vancouver

Date: Jan 20, 2024 Author: Sarah Anderson

Audience Reach: **651,428** | AVE: **\$21,952**

[Robert Bateman's Lesser Known Works to be on Display in Penticton](#)

CBC British Columbia

Date: July 1, 2024 Author: Courtney Dickson

Audience Reach: **1,032,950** | AVE: **\$35,192**

[Watch: Here is What it's Like to Float Down this Breathtaking 4-Mile Long Lazy River](#)

Vancouver is Awesome

Date: May 10, 2024 Author: Elana Shepret

Audience Reach: **1,086,000** | AVE: **\$35,955**

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

Vancouver is Awesome

Date: May 14, 2024 By: Elana Shepret

Audience Reach: **1,086,000** | AVE: **\$36,955**

[Want to Escape Vancouver During Taylor Swift's Eras Tour Weekend? Check Out Some Top Getaways](#)

Vancouver is Awesome

Date: Nov 25, 2024 Author: Elana Shepret

Audience Reach: **1,086,000** | AVE: **\$38,098**

[Touring the Okanagan Part 2: Visiting Wineries from Naramata South](#)

Calgary Herald

Date: Aug 1, 2024 Author: Darren Oleksyn

Audience Reach: **1,114,000** | AVE: **\$38,240**

[Oleksyn: A Tour Through Some of my Favourite Spots in Okanagan Wine Country](#)

Calgary Herald

Date: July 4, 2024 Author: Darren Oleksyn

Audience Reach: **1,114,000** | AVE: **\$37,909**

[Great Okanagan Places to Eat Part 2: Penticton Gains from Vancouver Talent Drain](#)

Vancouver Sun

Date: Sept 18, 2024 Author: Mia Stainsby

Audience Reach: **1,294,000** | AVE: **\$43,986**

[Ticket to Save: 'Destination Dupes' and Other Ways to Travel Frugally in 2024](#)

The Spokesman-Review

Date: Feb 17, 2024 Author: Elaine Glusac

Audience Reach: **2,700,000** | AVE: **\$91,206**

[Your Guide to all Things Skiing from Japan to Canada](#)

Fodor's Travel

Date: Dec 12, 2024 Author: Crai Bower

Audience Reach: **2,979,997** | AVE: **\$106,783**

[Exploring Canada's Best Cottage Country Areas This Fall](#)

National Post

Date: Sept 27, 2024 Author: Kaitlin Narciso

Audience Reach: **4,095,433** | AVE: **\$138,071**

[I Moved from Ontario to BC 8 Years Ago & These 7 Places Wowed me the Most \(PHOTOS\)](#)

Narcity Canada

Date: Jan 27, 2024 Author: Asymina Kantorow

Audience Reach: **5,984,000** | AVE: **\$5,289**

[2024's 11 Most Scenic British Columbia Towns](#)

World Atlas

Date: Dec 2, 2024 Author: Brendan Cane

Audience Reach: **6,059,438** | AVE: **\$213,191**

[Okanagan City Offers up Some Protection from the Sun](#)

Global News

Date: May 20, 2024 Author: Kathy Michaels

Audience Reach: **11,811,000** | AVE: **\$403,586**

['Cautiously Optimistic': Okanagan Tourism Operators Prepare for Unofficial Start to Summer](#)

Global News

Date: May 18, 2024 Author: Taya Fast

Audience Reach: **11,811,000** | AVE: **\$403,586**

[New Winery and Tasting Room Set to Open in Summerland, BC](#)

Global News

Date: May 2, 2024 Author: Taya Fast

Audience Reach: **11,811,000** | AVE: **\$403,586**

[Canada Beer Cup Announces The Best Beers in Canada for 2024](#)

Forbes US

Date: Oct 18, 2024 Author: Don Tse

Audience Reach: **59,531,000** | AVE: **\$2,060,309**

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