

2017 Year End Report



CONTENTS

Executive Summary	2
Key Initiatives	3-4
Other Initiatives	5
Consumer Show Highlights	6
Print Advertising Highlights	7
Digital Marketing Highlights	8
Brand Development Highlights	9
Media Development Highlights	10
Stakeholder Development Highlights	11
Visitor Services Highlights	12
Key Performance Indicators	13
Budget	14
Key Learnings & Future Considerations	15

EXECUTIVE SUMMARY

2017 was a year of changes and transition for tourism marketing in Penticton. The dedication and hard work by both Tourism Penticton and Penticton Hospitality Association Boards and staff to amalgamate the two agencies into one DMO was a monumental task. Fortunately, the transition progressed smoothly and Travel Penticton is on a solid foundation. 2017 was not without its challenges. Changes in staffing and external issues with first high water then smoke from forest fires, forced the organization to reassess our marketing strategy. The new team pulled together well and achieved some remarkable programs and successes.

Executive Highlights

- Held first AGM of Travel Penticton Society on February 28th - new Board members elected.
- Secured DBC funding for year 2 of Chain of Events project in collaboration with Tourism Summerland and Discover Naramata - \$8,800.
- Collaboration with City of Penticton, initiated the “We’re Still Happening” campaign re high water and wildfire smoke issues.
- Staff changes - new Marketing Manager, Austin Weaver, Jo Charnock, returns as Project Coordinator. Graham Filek assumes the role of Visitor Centre Supervisor.
- Initiated action for a new Visitor Centre —back to the original building at 888 Westminster.
- Held a training session for 2018 Event Grant Funding Program. It was a full house with over 60 attendees.
- Held first Travel Penticton Board Strategic Planning Retreat - 1 Full-day session covering a variety of action items.
- Renewed MRDT Agreement with Destination BC and the City of Penticton.
- Submitted 2018 Marketing Plan & Budget to City Staff and Council.
- Submitted 1-Year Marketing Strategy & Budget to Destination BC.

Regional & Provincial Collaboration

- Attended 3-day session with Destination BC Tourism Marketing Committee.
- Attended 2-day meetings of British Columbia Destination Marketing Organization Association (BCDMOA) along with 20+ regional DMO representatives.
- Attended 3-day Tourism Industry Association of BC conference and networked with several DMOs and tourism suppliers.
- Monthly meetings with SOEC, PTCC and Eventful Penticton to ensure that everyone is fully informed about what events are taking place throughout the city (working towards developing a single internal calendar).
- Worked in collaboration with the City of Penticton to offset negative media regarding the high-water levels in Penticton. Developed an online campaign through Black Press to reinforce the message that we are “Open for Business”
- The “We’re Still Happening” campaign was shared by TOTA, Destination BC and TIABC.
- Attended the “Uncorked” Festival in Canmore and met with organizers to discuss the viability of hosting an Okanagan “Uncorked” event in Penticton.
- Participated in SOEC Campus meetings.
- Developed strategy to assist with the promotion of ITU in partnership with event organizers and the City and completed a post-ITU assessment including feedback from various tourism stakeholders.
- Attended the BCDMOA Meeting and AGM in Vancouver.
- Met with Destination Osoyoos & Tourism Kelowna to discuss partnering opportunities.
- In conjunction with DBC and TOTA attended presentation to 150 travel trade representatives for Asia Pacific.
- Attended Okanagan Valley - Destination Development Planning Session hosted by TOTA
- Attended Emergency Wildlife Recovery Marketing Strategy hosted by TOTA.
- Attended TIABC AGM in Vancouver in October.
- Attended TOTA AGM in Kamloops in November with the Marketing Manager and 2 Board Members.
- Elected to the TOTA Board for a two year term.
- Attended DBC Visitor Services Conference in Victoria in November with the Visitor Centre Supervisor.
- Attended TOTA /DBC Destination Development Sessions in Summerland.

KEY INITIATIVES

Snowbird Campaign

Budget: \$10,000

Spend: \$11,206

Revenue: \$6,585

Actual Cost: \$5,379

Timeframe: Jul 1st, 2016 - Feb 29th, 2017

Objective: Increase room revenue during winter shoulder season.

Strategy: After reviewing key learnings from 2016 we decided to begin promotions earlier in the year to encourage Snowbird stays between November & February. Distributed 10,000 printed Snowbirds Guides in rural AB, SK & MB via the Western Producer, posted a digital version of the guide on ISSUU (1,104 reads and 5,232 impressions), ran a 1/2pg ad in CSA News with a 70,000 distribution, ran digital E-Newsletter advertisement with Snowbirds & RV Travellers with a reach of 13,000, sent eNewsletters to our database of 40,000 contacts.

Results: Room revenues for November, December & January increased by 13.3% . *While the figures for February initially indicates a decrease we must bear in mind that Penticton hosted the BC Winter Games in February 2016. Looking at the February Room Revenues for 2015 (a fairer comparison) we see an increase of 14.2%.

	November	December	January	February
2016/2017	\$937,808	\$594,556	\$592,668	\$804,920
2015/2016	\$766,852	\$660,654	\$450,341	\$1,163,598*
2014/2015	\$574,663	\$540,677	\$553,400	\$704,614

Annual Experiences Guide

Budget: \$51,000

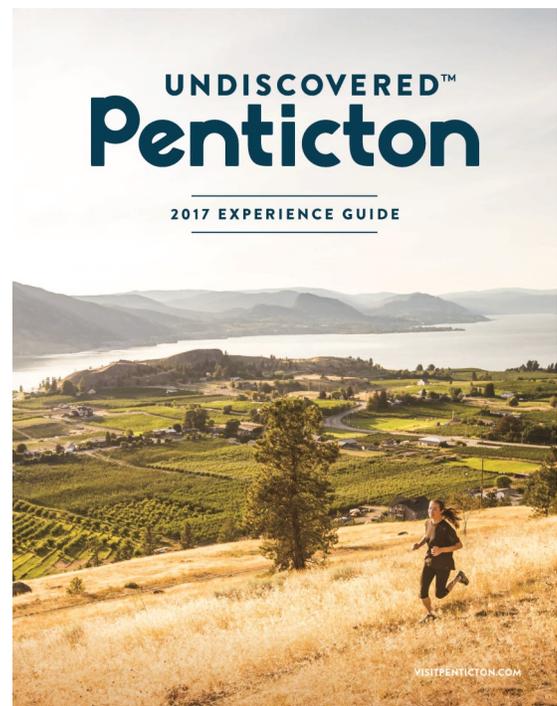
Spend: \$48,515

Revenue: \$57,917

Profit: \$9,402

Timeframe: Jul 1st, 2016 - Feb 29th, 2017

Results: 60,000 guides printed, 25% directly distributed to 60 locations across, BC, AB, SK and WA. The remainder were distributed throughout the year via the Visitor Centre, tradeshows and tourism stakeholders. The online version of the guide was published on ISSUU and has received 1,373 reads and 4,244 impressions to date.



KEY INITIATIVES

Chain of Events

Budget: \$22,000 (\$8,800 provided by the Co-op Marketing Partnership Funding through Destination BC, \$6,400 contributed by Summerland, \$1,800 contributed by Discover Naramata)

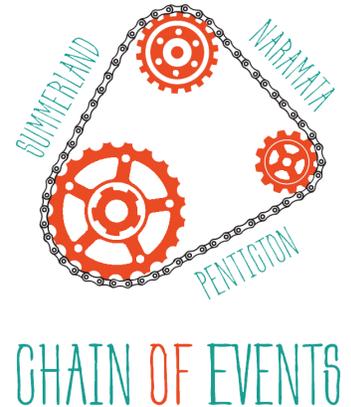
Spend to Date: \$16,693

Timeframe: Ongoing 3-year project (Year 2 promotional activity - April 1, 2017-March 31, 2018)

Objective: Work in collaboration with Tourism Summerland, Discover Naramata and regional stakeholders to highlight cycling and other outdoor activities in the area and promote overnight stays during shoulder seasons with a focus on cycling events within the region.

Strategy: We access all segments of the outdoor activity marketplace through grass roots activations and market directly to all demographics through communication with sports clubs and organizations, event providers and other expos and trade shows. We position Penticton & Wine Country as the premiere location for outdoor experiences for all disciplines and abilities, focusing on the varied terrain and top-notch facilities to differentiate ourselves from the competition.

Results: The interim project report has been submitted and approved by Destination BC. A post project report will be submitted after March 31st, 2018 to align with DBC fiscal year.



Spring Campaign - Packages Promotion

Budget: \$1,800

Spend: \$1,140.87

Timeframe: April - May

Objective: To increase consumer interested in the stakeholder package deals available in Penticton & Wine Country.

Strategy: Encourage tourism stakeholders to promote their package deals on the visitpenticton.com website. Create a series of digital advertisements that will drive traffic to the package deals page on our website.

Results: During the 2 month duration of the campaign impressions on stakeholder package listing increased from 1,333 in 2016 to 48,463 and clicks rose from 86 to 1,147. For the whole year impressions went up from 14,563 in 2016 to 176,994 a staggering increase of 1,115.4%



Internal Events Calendar

Budget: \$5,000

Spend to date: \$2,820

Timeframe: Ongoing

Objective: Develop an internal calendar to be used by key organizations within the City to record all major events taking place in the foreseeable future. Initial users will include: The City of Penticton, Penticton Trade and Convention Centre, South Okanagan Events Centre and Travel Penticton. More users may be added once the initial testing is completed.

Strategy: Create access for users on the internal calendar that was set up by Navigator Multimedia and is linked to the travelpenticton.com website. Have everyone utilize the system and make suggestions/recommendations for improvements. Make changes accordingly with a view to have a fully functioning, multi-access internal calendar in place by the end of the year.

Results: The calendar is now up and running and being used by the key groups to identify busy times and opportunities.

OTHER INITIATIVES

Festivals & Events Funding

Budget: \$250,150

Spend: \$180,400

Timeframe: Jan - Dec

Objective: To support annual festivals and events in Penticton through funding partnerships and out-of-market advertising. Goal is to enhance on-going target specific external marketing initiatives.

Strategy: Developed a new application process in-line with Destination BC funding requirements, which was made available to all applicants. Set up an Events Funding Committee to review all applications and allocate funding.

Results: 31 applications received, 25 approved. Total funding approved \$183,925. Total funding claimed \$180,400.



Photography & Videography

Budget: \$30,000

Spend: \$25,516

- **Love & Life Photography** - digital and print ready images for Penticton major/annual events.
- **Stuart Bish** - build up inventory of accommodation property images., focusing on members collecting MRDT.
- **Shaun Kennedy** - new photography for motorcycle tourism.
- **Chris Stenberg** - 10-15 short videos (30 - 60 secs) for social media engagement, 15 story videos (5 mins) to promote a variety of activities and additional still photography.

Radio Advertising

Budget: \$8,000

Spend: \$8,523

- Signed up as a sponsor with SunFM and EZ Rock for the FunSeeker Summer promotion. We supplied branded sunglasses and mini frisbees for give-aways as well as marketing collateral including the 2017 Experience Guides and monthly What's On Sheets. Regional campaign in Penticton, South Okanagan & Kelowna. July through August.



CONSUMER SHOW HIGHLIGHTS

Outdoor Adventure & Travel Trade Shows

Vancouver & Calgary - March 4-5 & March 25-26

Budget: \$11,400 (under Chain of Events project budget)

Spend: \$12,854

Results: Over 20,000 attendees at each event. Talked directly to over 1,250 attendees. Offered a contest for data capture and received 570 entries. Handed out Penticton guides, Summerland guides, Discover Naramata brochures, Hoodoo Adventures, Zipzone, Okanagan Hockey School, PACA handouts, Apex Mountain Resort, Freedom Bikes & Skaha Rock Climbing .



Fort McMurray Fall Show & Market - September 22-24

Budget: \$5,125

Spend: \$4,908

Results: Fort McMurray has potential as a key northern market for Penticton tourism products, however the Fall Market Show was down to 9,000 show attendees from the 15,000 of the previous year making it difficult to judge the shows overall effectiveness for attracting future travellers. Travellers from Fort McMurray are long-haul travellers who travel or vacation during peak Summer season months and are likely to tour the entire Okanagan region ,not just Penticton. Further research into the viability of this market will need to be considered before attending future shows in this community .



Vancouver Wedding Show - October 1

Budget: \$4,500

Spend: \$4,269

Results: This show was a collaborative partnership with Destination Osoyoos as a 50% partner. The show was not as large as the one that takes place in January. We gathered 320 new contacts and distributed materials from several key stakeholders. There was much more interest in Penticton as a vacation destination rather than a Wedding Destination. In the future it would be advantageous to have packaged products (wine tour/brewery tour/golf weekends) that we can promote/sell. Further research and increased stakeholder buy in is required before we invest any more into this particular market.

PRINT ADVERTISING HIGHLIGHTS

Budget: \$20,000

Spend: \$8,511

Route 97 Touring Map Guide Full Page - This is the formal touring guide for the Thompson Okanagan region and follows the Hwy 97 corridor. 30,000 copies printed in the spring and distributed through the North Central Washington and Thompson Okanagan region at Visitor Centres and select locations. (Package also included web page on Route 97.net, directory listing, social media and contest options).

Kettle Valley Express Magazine 3-Page Feature - 50,000 copies printed in the spring and distributed via: Several regional visitor centres, Vancouver, Penticton & Castlegar airports, BC Ferries Main Routes, 48 locations along I-90 in Northern Washington State, 41 locations in Northern Idaho, 91 locations in North Western Montana.

Coast Mountain Culture - This high quality 'table top' publication is available for free at over 150 select retail shops, resorts, backcountry operations and businesses throughout the Pacific Northwest. Outdoor retailers in Vancouver, Seattle, Whistler, Pemberton, Squamish, Victoria, Vancouver Island, Portland, Smithers, Prince Rupert, Kamloops and Kelowna will see the bulk of retail circulation. Backcountry operators and resorts throughout British Columbia, and an already established worldwide subscription base, round out the magazine's circulation. Coast Mountain Culture, as well as its partner product Kootenay Mountain Culture, connects with more than 120,000 dedicated outdoors enthusiasts.



UNDISCOVERED ADVENTURE

UNDISCOVERED FAMILY FUN

UNDISCOVERED VINEYARDS

TRAVELLER'S CHECKLIST:

- Float 'the Channel' between Okanagan and Skaha Lake
- Bike or hike the Kettle Valley Railway
- Tour and taste at one of the 70 plus wineries within 20 minutes
- Relax on one of our beautiful beaches
- Go vertical at the world renowned Skaha Bluffs
- Attend one of our many annual events and festivals
- Pick fresh fruit at a local orchard
- Check activity once discovered

Stop by the Penticton & Wine Country Visitor Information Centre, where our friendly and knowledgeable staff can assist you with your trip planning needs.

#VisitPenticton    1.800.663.5052 | visitpenticton.com



WHAT'S YOUR CHAIN OF EVENTS?

TRAVELLER'S CHECKLIST:

- Cycle the Kettle Valley Railway Trail
- Check out craft breweries, distilleries and cideries
- Soak up the sun at one of our local beaches
- Swirl, sip and savour your way along the wine trails
- Go vertical on the cliffs of Skaha Bluffs

CHAIN OF EVENTS

OKCHAINOFEVENTS.COM

DIGITAL MARKETING HIGHLIGHTS

'We're Still Happening' Campaign

Budget: Staff Time

Spend: Purchased new photography equipment (under general expenses as this will be used for other projects in the future)

Timeframe: June - September

Objective: Off-set the negative media and consumer perceptions resulting from high water levels and forest fires throughout the region. Timeframe was mid June through September.

Strategy: Create a series of video vignettes and still photographs featuring tourist activities and local stakeholders, to assure potential visitors that it's still worth coming to Pentiction and that there is plenty of things "Still Happening"

Results: First Facebook post went out June 10th. Impressions at the end of September - 293,756 (up from 79,650 in 2016), Post Engagements were 3,036 (up from 1,176 in 2016), there were also 64,362 video views.

	Reach 2016	Reach 2017	Engagements 2016	Engagements 2017
Facebook	239,753	480,863	3,688	4,850

With regard our digital marketing, consideration must be made to the high water and smoke/wildfires during the Spring & Summer of 2017. Facebook posts were targeted for family activities, wine touring, special events, beaches etc. as the Summer progressed. However, the variable smoke, water levels and negative external media coverage made it difficult to get the positive message out there. The 'We're Still Happening' campaign was the core of the social media platform for Summer 2017. Facebook was used as the key messaging platform due to it's ability to reach a vast number of people in 'real time'. Travel Pentiction also worked with TOTA and DBC on positive messaging.

Email Marketing - to Visitors

- Monthly eNewsletter - 380,144 emails sent , 84,696 opens, 23% open rate, 7% click rate
- Consumer eBlast (promoting specific individual events) - 345,572 emails sent, 80,366 opens, 24% open rate, 10% click rate.

NB: Average open rate for Travel & Tourism Industry is 15% , average click rate is 7%

Email Marketing - to Stakeholders

- Weekly What's On Sheet - 40,931 emails sent , 84,696 opens, 23% open rate, 7% click rate
- 15 direct communications to stakeholders—8,225 emails sent, 2,830 opens, 40.1% open rate, 12.8% click rate.



BRAND DEVELOPMENT HIGHLIGHTS

Brand Development

Budget: \$25,000

Spend: \$23,144

Objective: Create a brand that immediately strikes a chord with travellers and compels them to visit our region.

Strategy: Develop a branding essence, which encapsulates all of the unique experiences that makes Penticton a sought after destination. Create uniform brand messaging that will underlie all marketing activity in the foreseeable future. Align the look of our digital templates and other marketing collateral. Use of the Undiscovered Penticton brand on all digital, social & print media. Trade show backdrops all reflected the new brand identity.

Results: The website and social media tags remained as VisitPenticton for the visitor website and social media sites to ensure that the current rating and public visibility are not lost. Travel Penticton became the corporate brand and the Undiscovered Penticton brand was used for consumer marketing. Purchased the following marketing collateral pieces with new Undiscovered and Travel Penticton branding:

- Map Banner - 2x5 Xscape Pop Up,
- Table Throws - 2 x 6ft, 1 x 8 ft,
- Inflatable Pop-up tent cover
- Uniforms
- Tradeshow Banners
- Office Signage
- Tent - 10ft x 10ft
- Flags - 2 x 8ft



Websites

www.visitpenticton.com - Developed a new-look for this website focusing on stunning imagery and useful, informative text. This site is now entirely visitor centric and all other information relating to media visits, stakeholders and conferencing was moved to the new corporate website. The visitor website is also now optimized for mobile usage, which is essential for current and future target markets.

	Page Views	Unique Visits	Event Calendar Views
2016	311,197	94,348	96,681
2017	325,819	112,370	155,736

www.travelpenticton.com - The objective for this website was to create a central hub for all stakeholder communications including, members, event organizers and media. The new site was launched in July and we continue to enhance and promote the site and monitor its progress.

MEDIA DEVELOPMENT HIGHLIGHTS

- Met with a group from EBS TV , Korea (TOTA hosting)
- Hosted 2 journalists from “International Traveller Magazine”, a very popular Australian publication, while here they toured the Kettle Valley Rail on electric assist mountain bikes, visited 3 Wineries, 1 Brewery and local restaurants. DBC host.
- **Electric Car—E Bike Cynthia Dial** Hosted journalists for Kettle Valley Trail and winery rides. TOTA hosted.
- Hosted a Chicago based journalist from “Private Clubs Magazine”, while here she toured the KVR by cycle visiting local wineries and restaurants.
- Received notification from Destination BC of 3 major news articles from across the world that featured Penticton & Wine Country - see below:

Article Title	Publication	Circulation	Value
Going for Gold	Metro, London UK	892,060	\$98,175
Three Days in the Valley	Vancouver Sun	185,174	\$14,155
Fall into Harvest Season in BC	Nuee, Beijing	N/A	\$720

- Worked with organizers of the Family Adventure Summit (50 Families of Travel Bloggers from across the globe) to promote the region to their delegates.

GoMedia Marketplace - Halifax in October

This forum is operated by Destination Canada and hosts travel writers from around the world. Writers are vetted pursuant to their medium used, interest in subject matter and key market reach. 32 appointments are available of which all 32 appointment slots were filled as a ‘perfect match’ between Travel Penticton and the writer, meaning both parties requested each other. Appointments were held between writers from UK, Germany, Japan, China, US, Canada, Australia, Korea. This was also an excellent opportunity to promote Penticton as a destination and feature the new **Chain of Events** campaign on an international forum.



Earned Media

	2014	2015	2016	2017
# of Articles	262	633	132	661
Circulation	60,436,082	107,551,198	15,065,496	32,481,476
Value	\$977,985	\$3,031,276	\$255,026	\$1,337,078

STAKEHOLDER DEVELOPMENT HIGHLIGHTS

TRUE Penticton, June 6th

Budget: \$8,500 (\$5,229 in funding provided by Destination BC under the Innovation Fund).

Spend: \$7,124

Revenue: \$1,850

Objective: Think Remarkable Unique Experiences - host an industry/consumer tradeshow that provides stakeholders a platform to promote tourism experiences and offerings for the upcoming season.

Strategy: Worked closely with PTCC for catering and rental requirements and set up floor plan. Also collaborated with Penticton Chamber of Commerce, the Downtown Penticton Association and the City of Penticton to Create booking sheet and distribute to all tourism stakeholders. Involve the City and Penticton Chamber in the event.

Results: 46 Exhibitors, 300+ Attendees (final clicker count was 339 but we allowed for a margin of error). In 2016 the tradeshow has 42 exhibitors and saw 160 attendees.



Accommodator Inventory

Budget: Staff Time

Objective: Build a comprehensive inventory of all available accommodation within Penticton including: # of rooms, # of beds, amenities, seasonal hours or operation etc.

Strategy: On site visits began in May and information gathered has been imported into a single, easy to access document. This information combined with the new photographs taken by Stuart Bish has allowed us to begin creating sell sheets for each of our member properties.

Results: All of the 41 properties in our city collecting MDRT have a digital listing on the visitpenticton.com website. 12 have provided a completed form outlining room numbers and configuration. Stuart Bish has visited 15 properties and provided high and low res photographs and we have so far created 16 sell sheets.

Other

- Created promotional videos of local tourism related businesses as part of the “We’re Still Happening” campaign and posted across our social media channels. There were a total of 70 posts between June & September with a reach of 196,837, eliciting, 1,887 engagements and 58,899 video views.
- Took part in a DBC online webinar on Digital Reputation Management hosted by Andrew Wiens, International Destination Manager for TripAdvisor. Gathered useful information, which can be passed on to our stakeholders.
- TOTA Remarkable Experiences Program provided a 50% reimbursement for stakeholders that signed up for the program.

VISITOR SERVICES HIGHLIGHTS

The Penticton Visitor Centre had existed in partnership with the VQA Wine Info Centre for several years. During the construction of the new Cascades Casino, both organizations occupied a temporary building within the South Okanagan Events Centre Campus. Once construction was completed in April, the Wine Info Centre moved to a newly designed space in the same building as the Casino.

The focus for the remainder of 2017 was to establish a new location that would house the Visitor Centre and Travel Penticton staff offices for the long term. Several proposals were made to the City of Penticton to locate the VC at the forefront of the SOEC Campus at the Queen's Drive location, but the City was not able to support these proposals.

It was finally decided the building at 888 Westminster Avenue would be the new location. The City of Penticton offered to close the lease early for the existing tenant and re-fit the space with new public restrooms, upgraded lighting and communications infrastructure. Travel Penticton would install new service counters, brochure racking and retail sales areas. Negotiations were initiated in December 2017 for occupancy for February 2018.

In preparation of the relocation an extensive audit of retail inventory levels was conducted along with the reorganization of the P.O.S. system to rectify any issues. A new Visitor Centre Supervisor was appointed in June and he has worked diligently with the Executive Director to review staff schedules, retail sales and operational costs to ensure that they budget available for 2018 will meet the requirements of the Visitor Centre.



KEY PERFORMANCE INDICATORS

KPI	2016	2017	Growth
MRDT Collected	\$580,181	\$610,005	+ 5.1%
Room Revenue	\$29,009,045	\$30,500,277	+ 5.1%
Occupancy Rate	55.2%	60.1%*	+ 8.9%
Average Daily Room Rate	\$134	\$144*	+ 7.5%
Visitor Centre Traffic	25,913	18,522	- 27.8%
Mobile Visitor Centre Traffic	5,720	2,301 (inc shows)	- 59.8%
Visitor Centre Retail Sales	\$33,963	\$16,400	- 51.7%
Website - Page Views	311,197	325,819	+ 4.7%
Website - Unique Visitors	94,348	112,370	+ 19.1%
Website - Impressions on Listings	619,161	450,587	- 27.2%
Website - Clicks on Listings	11,321	5,428	- 40.5%
Website - Impressions on Packages	14,563	176,994	+1,115.4%
Website - Clicks on Packages	767	2,566	+ 234.6%
Website - Event Page Views	96,681	155,736	+ 61.1%
Facebook Post Reach	239,753	480,863	+ 100.6%
Facebook Engagements	3,688	4,850	+ 31.5%
Twitter Impressions	230,333	136,101	- 40.9%
Twitter Engagements	10,390	7,566	- 27.7%
Instagram Likes	102,637	52,066	- 49.3%
Instagram Engagements	1,752	541	- 69.1%
eNewsletter – Open Rate	22%	23%	+ 4.5%
eNewsletter – Click Rate	7%	7%	0
eBlast – Open Rate	23%	24%	+ 4.3%
eBlast - Click Rate	9%	10%	+ 11.1%

NB: Due to lags in DBC reporting Occupancy Rate and Average Daily Room Rate are until October 2017.

BUDGET

INCOME	BUDGET	ACTUAL
Municipal Contract for Service	\$354,000	\$354,000.00
MRDT Revenue (2% Collected from Accommodations)	\$550,000	\$616,069.12
Vacation Rental Revenue (City of Penticton)	\$9,000	\$10,550.00
Co-op & Special Project Revenue	\$22,100	\$37,500.00
Destination BC Visitor Centre Network	\$55,000	\$55,000.00
Stakeholder Marketing Services	\$49,004	\$41,552.05
Experiences Guide Advertising	\$58,295	\$109,308.75*
Grants (DBC Innovation Fund used for TRUE Tourism Tradeshow)	-	\$5,229.34
Retail Sales Revenue	\$11,400	\$17,215.30
Other Revenue (one time Fund transfer from Tourism Penticton & Penticton Hospitality Association)	-	\$489,973.26
TOTALS	\$1,108,799	\$1,736,397.82

* Experience Guide Advertising actual includes \$58,295 sales from 2017 Guide and \$51,013.75 pre-paid sales for 2018 Guide (moved from accrual to cash based accounting)

EXPENSES	BUDGET	ACTUAL
Marketing Initiatives	\$326,700	\$216,639.66
Marketing Staff Wages	\$190,000	\$190,016.73
Visitor Centre Operations	\$63,529	\$22,631.15
Visitor Centre Staff Wages	\$146,235	\$92,581.60
Event & Sport Tourism Funding	\$250,150	\$184,836.08
Travel Penticton Administration	\$71,862	\$58,687.00
TOTALS	\$1,048,476	\$765,392.22

KEY LEARNINGS & FUTURE CONSIDERATIONS

- Effective and timely communication continues to be the root of our success. Through constant engagement with our stakeholders and visitors we have managed to offset the effects of what, in terms of the environment, has been quite a disruptive season. Weather and external factors will continue to be a key component of our marketing strategy over the next several years. A community strategy is necessary to offer a ‘common voice’ when adversity strikes. Travel Penticton will offer a forum with key community agencies in early 2018 to discuss how to manage media, perceptions and image.
- Continued communication with our stakeholders has also helped to strengthen relationships as well as our brand presence in and around the region. The roles and responsibilities of Travel Penticton have been more clearly defined and our stakeholders have a much better appreciation of how we can help with the growth and development of their individual tourism businesses. This is something that we intend to continue into 2018 through a series of one to one meetings, seminars and events. Travel Penticton will offer more stakeholder engagement opportunities.
- Penticton is no longer just a “Beaches and Peaches” family vacation destination. Growing visitor numbers in the shoulder seasons indicates that the City is appealing to a much broader demographic. We will continue to collaborate with stakeholders and community partners to promote more unique experiences that will encourage longer stays, a higher percent of return visitors and a positive image. Programs such as the **Chain Of Events** are dedicated to offering a broad base of itineraries targeted to Adventurers, Foodies, Families and Athletes.
- Our **Event Funding Program** needs to expand beyond the realms of just monetary support. Travel Penticton has developed a strong brand and social media following and by working more closely with our event organizers we can leverage and continue to strengthen this presence within our external target markets. Stronger collaboration, education and monitoring of events media and fiscal performance will be necessary to evaluate overall performance, value and ROI for Travel Penticton and associated stakeholders and the community at large.
- The return on investment for print advertising is increasingly difficult to measure and the production of hardcopy materials continues to decline. While there is some benefit to maintaining a presence in a few select publications (e.g. Route 97) we have found that digital media marketing offers measureable results at a much lower cost. Digital marketing also has the added advantage of opening up a channel of direct 2-way communication between Travel Penticton and potential visitors. Travel Penticton will engage the services of an agency to assist with measuring social & broadcast media. As well, we will initiate a contract with a media & PR company to assist with greater exposure to media.
- To strengthen the tourism industry as a whole we must continue to collaborate with TOTA, Destination BC and TIABC. By attending events, such as the **TIABC Conference** and **TOTA AGM** we have the opportunity to network with other tourism professionals as well as staying well informed about key developments within the industry.
- Tourism Marketing stretches well beyond the realms of just attracting visitors. It is critical that, as a City, we monitor and manage our valuable tourism assets, such as the trail network or waterways, to ensure their future preservation. Forming positive relationships with key groups (e.g. PACA, Okanagan Trail Alliance, Penticton Indian Band) will ensure that we remain directly involved in any developments that may have a significant impact on tourism in our region.
- The SHARING ECONOMY is proving to be a significant factor in several areas of tourism, from transportation to accommodation to food services. This also affects TP through the MRDT with new legislation re MRDT revenues, social housing and child care ideas.
- Consumer Advocacy: More than ever, the consumer is the ‘instant judge of facilities, product and service. Travel Penticton must be keenly aware of and transfer this information on to stakeholders, no matter what the message may be to ensure we are offering top-quality product and services.

