

## 2018 Member Benefits

The Travel Penticton Society is the industry leader and the premier source of collaborative marketing team intelligence for all tourism and visitor experience resources and partnerships.

Cost Effective Marketing Services	
<ul style="list-style-type: none"> <li> <b>Digital listings</b>                      Average of 8,400 unique visitors and 46,000 listing impressions on <a href="http://www.visitpenticton.com">www.visitpenticton.com</a> website each month.                 </li> </ul>	<ul style="list-style-type: none"> <li> <b>Racking at Visitor Centre (includes Mobile Centre)</b>                      An average of over 27,500 visitors annually                      New permanent location and updated signage.                      Open 9am – 5pm 7 days a week.                 </li> </ul>
<ul style="list-style-type: none"> <li> <b>Racking at Penticton Airport</b>                      Approx. 30,000 travellers in 2016.                 </li> </ul>	<ul style="list-style-type: none"> <li> <b>E-blast</b>                      Over 38,000 email contacts across Canada &amp; North America.                 </li> </ul>
Social Media Marketing	
<ul style="list-style-type: none"> <li> <b>Facebook</b>                      Over 6,500 followers.                      Post reach over 480,000 in 2017.                 </li> </ul>	<ul style="list-style-type: none"> <li> <b>Instagram</b>                      Over 9,100 followers.                      Over 52,000 likes and 540 engagements in 2017.                 </li> </ul>
<ul style="list-style-type: none"> <li> <b>Facebook Posts</b>                      Over 34 member posts shared in 2017 with a total reach of over 47,409                      Increased exposure and pre-promotion for events.                 </li> </ul>	<ul style="list-style-type: none"> <li> <b>Twitter</b>                      Over 6,500 followers.                      Over 136,000 impressions in 2017.                 </li> </ul>
Annual Marketing Campaigns	
<ul style="list-style-type: none"> <li> <b>Travel Penticton Discover Guide</b>                      40,000 copies distributed throughout BC, AB and US                      Ad space starting from \$635 for a 1/6 page                      (1 year shelf-life)                 </li> </ul>	<ul style="list-style-type: none"> <li> <b>Chain of Events</b>                      Partnership with Summerland &amp; Naramata to promote activities in our shoulder seasons.                      Print – 254,000 reach                      Website – 1,724 unique views                      Digital – 78,838 impressions/4,773 engagements                 </li> </ul>
<ul style="list-style-type: none"> <li> <b>Seasonal Campaigns</b>                      Targeted marketing campaigns to promote member package deals. Impressions increased from 14,563 in 2016 to 118,715 in 2017.                 </li> </ul>	<ul style="list-style-type: none"> <li> <b>“Hey Austin”</b>                      An expansion on the 2017 “We’re Still Happening”, campaign. Austin will be visiting, interviewing and filming member businesses to promote their tourism offerings. Facebook post impressions increased 269% on 2016 and engagement was up by 158%.                 </li> </ul>
Print Advertising (shared space/promotional opportunities)	
<ul style="list-style-type: none"> <li> <b>Route 97 Magazine</b>                      30,000 copies distributed throughout Visitor Centres in WA and the Thompson Okanagan region.                      Includes exposure on <a href="http://route97.net">route97.net</a> website                 </li> </ul>	<ul style="list-style-type: none"> <li> <b>Georgia Strait</b>                      An integral part of the active urban West Coast lifestyle with over 816,000 unduplicated readers/visitors print and website per week.                 </li> </ul>
<ul style="list-style-type: none"> <li> <b>Food &amp; Wine Trail Magazine</b>                      Over 100,000 issues circulated annually to food and wine lovers across BC and Alberta.                 </li> </ul>	<ul style="list-style-type: none"> <li> <b>What’s Brewing Magazine</b>                      For 25 years, it has been the journal of BC’s craft beer movement, since the days before it was called Craft Beer.                 </li> </ul>

Tradeshows & Events	
<ul style="list-style-type: none"> <li> <b>TRUE Penticton</b>            10' x 10' booth just \$50 for members.            46 exhibitors and 300+ attendees in 2017.         </li> </ul>	<ul style="list-style-type: none"> <li> <b>Travel Tradeshows</b>            Over 20,000 attendees at each show.            Travel Penticton has a 20' x 10' booth displaying member marketing collateral.            Various shows attended in diverse product sectors         </li> </ul>
<ul style="list-style-type: none"> <li> <b>Local Festivals &amp; Events</b>            Member marketing collateral distributed to event attendees.            Mobile Visitor Van at major local events.         </li> </ul>	<ul style="list-style-type: none"> <li> <b>Penticton Trade &amp; Convention Centre</b>            Travel Penticton's Annual Experience Guide on display in the lobby.            Partnership agreement with the Downtown Penticton Association to provide "I Heart Penticton" bags full of promotional materials to delegates.         </li> </ul>
National & International Journalists	
<ul style="list-style-type: none"> <li> <b>Media Fam Tours</b>            TV, Newspaper and digital exposure to mass audience.            Endorsements from renowned journalists, bloggers and TV presenters.         </li> </ul>	<ul style="list-style-type: none"> <li> <b>Cost Sharing for Media Hosting</b>            Travel Penticton may be able to assist members with costs of hosting media (set criteria must be met)         </li> </ul>
<ul style="list-style-type: none"> <li> <b>Go Media 2018</b>            Travel Penticton will be attending the event in Calgary to promote the region and our members to journalists and tourism representatives from around the world.         </li> </ul>	<ul style="list-style-type: none"> <li> <b>Canada Media Marketplace</b>            Similar format to the GoMedia event, with a heavier concentration of journalists from the US, particularly the West Coast, which is a key target market.         </li> </ul>
Resources	
<ul style="list-style-type: none"> <li> <b>Penticton Visitor Centre</b>            Distribute a weekly What's On Sheet of all events to stakeholders to help with guest services and staffing.            Provide up to date news and information relating to the tourism industry.         </li> </ul>	<ul style="list-style-type: none"> <li> <b>Member Development</b>            New programme for 2018 to enhance relationships and improve services to members. Will include workshops and co-operative marketing projects.         </li> </ul>
<ul style="list-style-type: none"> <li> <b>Marketing Data</b>            Reports &amp; analysis on tourism trends.            Post-campaign reports provided for all Travel Penticton major marketing initiatives.         </li> </ul>	<ul style="list-style-type: none"> <li> <b>Event Co-op Funding</b>            An opportunity to apply for grant funding to support external marketing activities for events, festivals and tourism related marketing initiatives.         </li> </ul>
Voting & Board Member opportunities	
<ul style="list-style-type: none"> <li> <b>Voting rights</b>            All member organizations within Penticton and Metropolitan Area are eligible to vote at the Travel Penticton Annual General Meeting as well as any Extraordinary General Meetings.         </li> </ul>	<ul style="list-style-type: none"> <li> <b>Become a Board Member</b>            All voting stakeholders are eligible to apply for vacant seats on the Travel Penticton Board of Directors as and when they arise (dependent on specific industry sector allowance).         </li> </ul>

For further information or join our membership, please contact:

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