

# 2021 MEMBERSHIP


## TRAVEL Penticton

Travel Penticton is a Destination Marketing Organization (DMO) tasked with providing destination marketing and awareness to potential travelers on a regional, provincial, national and international level, to support and market the tourism destination of Penticton and Penticton Metropolitan area in a sustainable manner that strengthens the local economy and enriches the quality of life.

### MEMBERSHIP

**Annual Membership Fee •** Includes a single digital listing on website  \$199

### DIGITAL MARKETING STATISTICS

 **11,100** Followers on Visit Penticton's Facebook page

 **6,500** Followers on Visit Penticton's Twitter page

 **12,800** Followers on Visit Penticton's Instagram page

 **36,400** Subscribers to our email database

**\*\*Must be a Member to purchase marketing services**

### BROCHURE RACKING

PRICING IS FOR ONE 4 X 9 BROCHURE/CARD RACKED FOR ONE YEAR (JAN-DEC) IN SPECIFIC VISITOR-CENTRIC CATEGORIES ONLY

- Penticton Visitor Centre (888 Westminster Ave W)  \$99
- Penticton Airport (YYF)  \$99

### ADDITIONAL DIGITAL LISTING

DESIGNED FOR ORGANIZATIONS THAT REQUIRE SEPARATE LISTINGS UNDER DIFFERENT CATEGORIES (E.G. A HOTEL OR WINERY THAT WOULD ALSO LIKE TO PROMOTE AN AFFILIATED RESTAURANT)

- Additional Digital Listing  \$99

### E-BLASTS

TO BE PROVIDED DIGITAL READY, CONTENT CAN INCLUDE COPY, LOGO, IMAGES

- Consumer Based E-blast (sent to 36,400+ subscribers on our mailing database)  \$249 Per E-blast
- Business to Business E-blast (Penticton and Surrounding area 1,650+ recipients)  \$75 Per E-blast

### MEMBER BENEFITS

- Digital listing at [www.visitpenticton.com](http://www.visitpenticton.com) includes info, images, contact, map, link and more (39,450 average page views per month)
- Eligible to list your events, packages, specials, tours on [www.visitpenticton.com](http://www.visitpenticton.com)
- Eligible to advertise in the Visitors Guide (50,000 printed/distributed plus digital publication)
- Eligible for your events to be included in the weekly "What's On" e-blasts (1,650 local business contacts)
- Eligible to send e-blasts to Travel Penticton databases (1,650 business / 36,400 consumer contacts)
- Ability to participate in collaborative marketing, content marketing, media and destination initiatives
- Ability to access to Undiscovered Penticton brand tools, select images and more
- Eligible to attend free Travel Penticton Workshops
- Eligible to attend free SuperHost Workshops and receive certification
- Eligible for select business improvement activities
- Eligible to apply for Travel Penticton Cooperative Marketing Funding Program
- Eligible to attend Travel Penticton's Annual General Meeting
- One vote at General Meetings of the Society (if within municipal boundary)
- Eligible to become a Director on the Travel Penticton Board

## MEMBERSHIP CONTACT

FOR MORE INFORMATION PLEASE CONTACT:

**Paige Thomas**  
Member & Visitor Services

250-276-2169  
[paige.thomas@visitpenticton.com](mailto:paige.thomas@visitpenticton.com)

**Jo Charnock**  
Office & Special Projects Manager

250-276-2161  
[jo.charnock@visitpenticton.com](mailto:jo.charnock@visitpenticton.com)

 Corporate Website  
[www.travelpenticton.com](http://www.travelpenticton.com)

 Consumer Website  
[www.visitpenticton.com](http://www.visitpenticton.com)

 @visitpenticton

 @visitpenticton

 @visitpenticton

#visitpenticton #mypenticton

\*All prices subject to GST

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## AGREEMENT

### CONTACT INFORMATION

Business	<input type="text"/>	Contact	<input type="text"/>
Address	<input type="text"/>	Phone	<input type="text"/>
City/Prov	<input type="text"/>	Mobile	<input type="text"/>
Postal Code	<input type="text"/>	Email	<input type="text"/>

### PAYMENT

Amount Owed Fee(s)  + GST  = Total

Payment Method Credit Card  Cheques  (payable to Travel Penticton)

Credit Card: VISA  MASTERCARD

Name on Card  Card Number

Expiry Month  Year  CVV

### TERMS & CONDITIONS

PAYMENT IS DUE AT TIME OF BOOKING.

I agree to these terms and conditions

Signature (digital)

Date:

Signature by hand \_\_\_\_\_

To submit, please return completed form by email to: [paige.thomas@visitpenticton.com](mailto:paige.thomas@visitpenticton.com)



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