

MRDT MARKETING ACTIVITIES

2017-2020

EXECUTIVE SUMMARY

Travel Penticton was incorporated in December 2016 following the amalgamation of Tourism Penticton and the Penticton Hospitality Association. The tourism industry in Penticton had experienced steady growth of an estimated 26% from 2011 and 2015 and our first 5-year Strategic Plan was developed with all of the optimism and ideologies that accompany a new organization and a fresh start.



After our first full year of operation, during which our tourism businesses were impacted by high water and smoke from regional forest fires, we quickly realized that flexibility and creative thinking would be key components in achieving our planned objectives. 2018 brought similar external challenges, with some of the worst forest fires our province has experienced, but we were much better prepared to mitigate visitor concerns with coordinated, timely and accurate messaging.

While we did not have to contend with these same environmental issues in 2019, the year was not without its challenges. The experiences of the previous two years made travellers more hesitant and our accommodators saw a lot more last minute bookings, which impacted staff scheduling and financial planning. However, tourism revenues were the highest we'd seen in Penticton and we began 2020 with renewed vigour. Then came COVID-19.

As the pandemic swept across the globe, Travel Penticton was forced to restructure its entire marketing strategy and budget. While dealing with issues concerning staff and public safety we had to pivot from external marketing to initiate projects and campaigns encouraging more localized travel and offering much needed support for our local tourism businesses. While COVID-19 definitely put a strain on our tourism providers by reducing capacity, increasing workload and hindering access to seasonal workers, most businesses have risen to the challenge and continued to offer exceptional service and amazing visitor experiences.

Despite all the challenges we have faced over the past four years, our Team and Board have remained resilient and focused on our primary objective, which is to support and market the tourism destination of Penticton in a sustainable manner that strengthens the local economy and enriches the quality of life. This report serves to highlight the hard work and dedication of Travel Penticton and the numerous innovative projects that have contributed to our success.

As we develop our next 5-year Strategic Plan, recovery must be a key focus. We will certainly face significant competition from other destinations, once travel restrictions are lifted and we need to hit the ground running with engaging campaigns and attractive offers that will compel travelers to choose Penticton.

ABOUT TRAVEL PENTICTON

Travel Penticton is a not-for-profit society governed by the BC Societies Act as well as an elected Board of Directors who represent tourism business interests within the City of Penticton.

Working in close partnership with Destination BC (DBC) and regional partners, we are charged with the task of providing destination marketing and awareness to potential travelers on a regional, provincial, national and international level.

WHO WE ARE

Travel Penticton is a member driven organization, consisting of accommodation providers, who collect the Municipal Regional District Tax (MRDT) along with other tourism businesses who pay an annual membership fee. We work in cooperation with the City of Penticton, Penticton Trade and Convention Centre, South Okanagan Events Centre, Penticton Chamber of Commerce, Downtown Penticton Association, TOTA, DBC as well as many local clubs and organizations. By doing so we are able to leverage our collective resources to yield optimal results that are of mutual benefit to our community and the tourism industry as a whole.

OUR MISSION

To promote, protect and enhance Penticton and Wine Country and position it as one of North America's premier holiday and lifestyle destinations, through building destination awareness and tourism product development.

OUR VISION

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

OUR OBJECTIVES

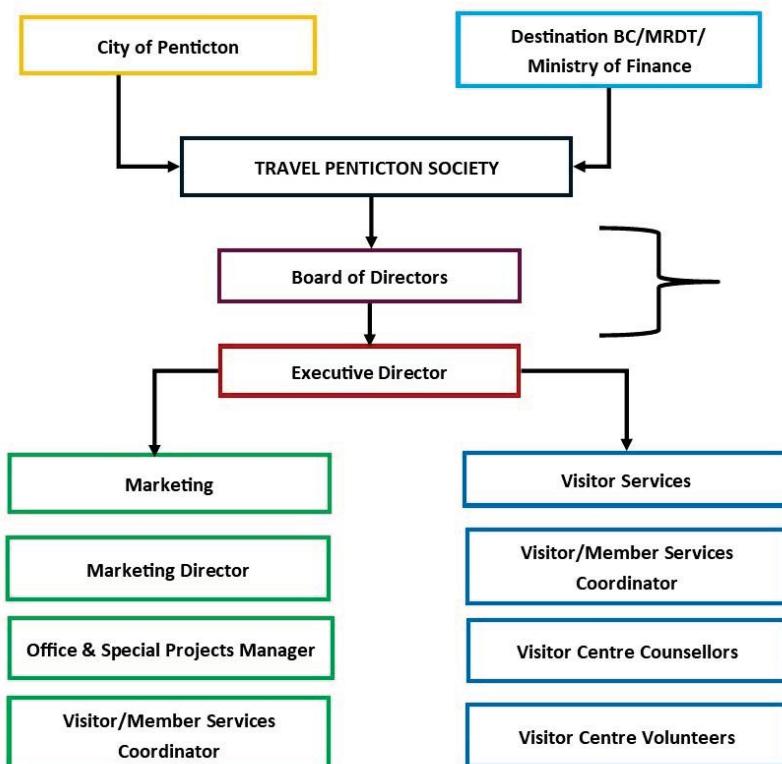
- To increase overnight visitor stays and occupancy rates for the Penticton accommodation sector and local businesses.
- To increase visitor length of stay and tourism revenue.
- To promote the interests of the accommodation industry and build tourism in Penticton.
- To promote events, attractions and experiences to encourage visitation, with focus on four seasons.
- To champion goodwill and collaboration among the public, media, government and local, provincial and national tourism organizations.
- To keep members informed and to represent and promote the interests of members on matters of public importance, including any proposed legislation or regulation.
- To develop a cooperative and ethical environment in which all operators can voice their concerns and work together to improve relationships between accommodation properties and other members of the society.
- To encourage excellence in accommodation properties and tourism product providers and offer professional development opportunities to enhance tourism knowledge and skills.
- Develop and maintain a relevant and realistic COVID Recovery Plan.

FLOW OF MRDT FUNDS & ORGANIZATION STRUCTURE



* The City holds the MRDT Contract with Destination BC

TRAVEL
Penticton



Elected Directors:

- 7 Accommodators (3 large, 3 medium and 1 small)
- 2 Winery/Brewery/Distillery/Agri-tourism
- 1 Restaurant/Retail
- 1 Attraction
- 1 Sport Tourism
- 1 MICE (meetings, incentives, conferences, events)

13 Voting Directors

Appointed Representatives:

- 1 City of Penticton (non-voting)
- 1 Chamber of Commerce (non-voting)
- 1 Penticton Indian Band (voting)

1 Voting Appointed Representative

KEY MARKETING INITIATIVES USING MRDT FUNDS 2017-2020



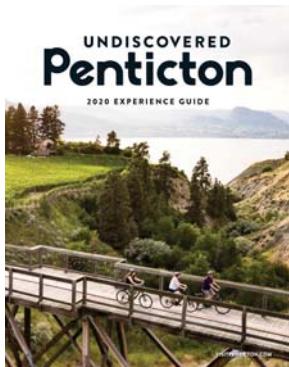
VisitPenticton Website

- **1,442,135** page views
- **531,687** unique visitors
- **2,562,048** impressions and **56,533** clicks on Member Listings
- **461,278** Event Calendar views



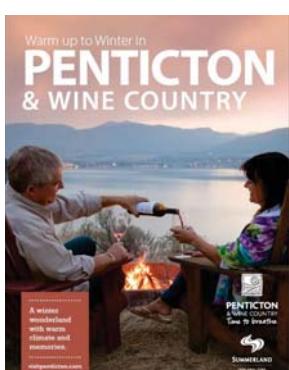
Accommodation Providers

- **\$125 million** estimated accommodation revenue generated
- **20% increase** in accommodation revenue generated in 2019 compared with 2016
- Despite external challenges of high water, forest fire smoke and public perception, from 2017 to 2019 **the average annual occupancy rate increased by 5%** compared with the 3 years prior
- During this same time frame the **average daily room rate increased by 14%**
- **\$165,902** in MRDT contributions collected from online accommodation providers (Airbnb) since 2018, when legislation was amended.



Experience Guide

- **205,000** guides printed.
- **16,985 impressions** and **5,773 reads** of digital version published online via ISSUU
- **36,750** distributed throughout Alberta through Interwest
- **30,700** distributed throughout BC through GoBrochures
- **67 acrylic stands** purchased, branded and provided to key visitor attractions throughout the city



Snowbirds/Long Term Stay Promotions

- **10,000** guides produced and distributed across AB
- 10,755 impressions and **3,069 reads** on ISSUU
- 1/2 page ad in CSA News with **70,000 distribution**
- ENewsletter ad with Snowbirds and RV Travellers with over **13,000 subscribers**
- **7,468 VisitPenticton website page views** relating to Snowbirds/Long Term Rentals

TRAVEL Penticton



Event Funding

- Provided funding to support the external marketing efforts for **82 large scale events**
- **Over \$531,600** has been invested to date
- Invested **\$9,500 in professional photography** of events to assist with marketing - **over 3,000** new images created.
- Boosted marketing efforts with promotions across TP website, social media channels and email marketing
- Over **3,850 media articles** have featured local events



Chain of Events

- Destination BC Co-op funded 3-year collaboration with **Tourism Summerland, Discover Naramata** and **regional stakeholders** to highlight activities in the area and promote overnight stays during shoulder seasons.
- Created a new logo and developed **16 custom itineraries** (Athlete, Adventurer, Foodie, Family, Eco Traveler, Cultural Traveler, Signature Experiences).
- Major component of promotions to media - featured in **471 articles**, with a reach of over **16 million**.



Consumer Shows

- Attended **20** consumer shows in BC, Alberta & Washington
- Showcased Penticton to over **400,000 attendees**
- Made direct contact with over **14,000 consumer groups**
- Invested in new tradeshow banners, branded table covers, flags and uniforms to develop the Visit Penticton brand and **present a professional image** to consumers



Meetings Incentives Conventions & Events

- Ongoing collaboration with Penticton Trade and Convention Centre, Penticton Lakeside Resort, City of Penticton and local accommodation providers
- **\$104,000 committed** to support co-operative marketing initiatives designed to drive more MICE business to Penticton
- Developed a **uniform brand** so the regional as whole is represented events rather than separate entities

TRAVEL Penticton



Mountain Bike Tourism Association (MBTA) Co-Op

- DBC initiative in **partnership with Kelowna, Vernon and Osoyoos**, led by the Western Mountain Bike Tourism
- New brand and website developed by MBTA www.mountainbikingbc.ca/sagebrush-singletrack
- Destination showcase produced by PinkBike, a well known cyclist forum.
- Feature video, Freehub Magazine editorial, social media & digital ads - **6.25 million impressions**



Positioning Penticton as a 4-Season Destination

- **13,000 Winter Guides, 30,000 Direct Mail Postcards**, supported by print and digital advertising.
- Promoted **Member Package Deals** through a combination of digital marketing, mobile marketing and television advertising to encourage visitation throughout Fall and Winter and saw **151,142 impressions** and **840 clicks**.
- Impressions on packages on the VisitPenticton website was **1,480% higher** in 2020 compared with 2016.



Motorcycle Tourism

- Developed a traveller segment, which relies more on fixed roof accommodation and restaurants during stays, usually travels in small groups and typically spends more
- Created a "**Let's Ride Guide**" showcasing Penticton as a hub for motorcycle touring in the region
- Earned a **13 page feature article** in RoadRUNNER Magazine after hosting photojournalist Jon Beck - **readership 231,020**
- **Feature article** in Motorcycle Mojo Magazine after hosting writer Emily Roberts - **readership 59,400**
- **3 page feature article** in Inside Motorcycles (Canada) after hosting editor Patrick Lambie - **readership 65,000**



TRUE Tourism Tradeshow (showcasing local businesses)

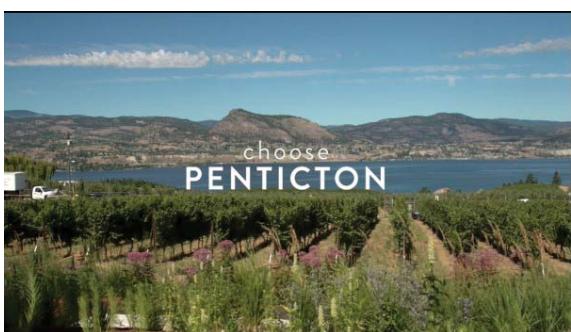
- **139 exhibitors** showcased to more than **1,175 attendees**
- **30+ free exhibitor spaces** offered to event organizers and tourism partners
- After-party events gave exhibitors a valuable **opportunity to network** with other local tourism business operators
- **2020 would have been the tradeshow's 6th year**, but unfortunately it had to be cancelled due to COVID restrictions

EXTERNAL MARKET DEVELOPMENT USING MRDT FUNDS 2017-2020



Print Advertising

- Invested **over \$76,000** in prime advertising space in more than 25 specialty travel/tourism publications
- Overall readership in excess of **4,400,000**
- More than **1,750,000** complementary digital impressions
- Optimized spend through co-operative advertising campaigns, with key tourism partners including Destination BC, Destination Osoyoos and Penticton Ale Trail



Television Advertising

- **Net value of over \$83,600** for a \$28,500 total investment
- Created a **30 second all-season** promotional advertisement encouraging viewers to "Choose Penticton"
- Aired in **22 separate slots** including prime time during Global News with an average of **530,000 viewers** per week
- Ran an accompanying Global TV Authentic Experience Contest which had **27,493** contest page views, a post reach of **19,202** on Facebook and earned **16,122 entries**



Cinema Advertising

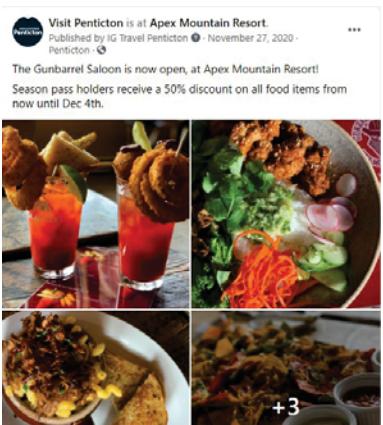
- **\$25,000 investment** to reach a captive audience of over **200,000 viewers** in Lower Mainland, Calgary & Edmonton
- Worked with local videographer, Chris Stenberg to create an **epic 30 second video** suitable for a cinema audience including amazing visuals and soundtrack
- Also earned **7,733 video views** across Travel Penticton social media channels



Digital Advertising

- Digital billboard at Vancouver International Jazz festival with over **400,000 spectators**
- Ran a 15-week programmatic digital campaign through Bell Media showcasing Fall & Winter activities - **1,435,638 impressions** and **363 walk-ins** (people who clicked on a digital ad that stayed in Penticton for at least 2 hours)
- Online contest and article in Vancouver is Awesome - **2,161** reads, **35,152** Facebook impressions, **935** contest entries

TRAVEL Penticton



Social Media

- Facebook - increased followers by 76%, 4,123,401 impressions, **335,552 engagements**, 1,183, 995 video views
- Instagram - increased followers by 88% - 154,407 impressions **2,577 engagements**, 81,562 video views
- Twitter - increased followers by 6% - 554,578 impressions, **17,137 engagements**
- Invested in Hootsuite to centralize management and reporting for multiple social media feeds



Photography & Videography

- Over **\$89,000 invested** in new photo and video assets covering a broad range of activities and attractions during all four seasons (includes purchase of new equipment to allow us to create digital content using in-house resources)
- Over **35 professional high quality videos** ranging from 2-3 minutes in length, which have been used to create countless shorter clips for our website and social media channels
- **Specialty videos** showcasing, rock climbing at Skaha Bluffs, the return of IRONMAN and Conventions
- More than **260 new professional images** showcasing local accommodations and more than **3,200 new professional images** showcasing annual events and festivals



Asset Management

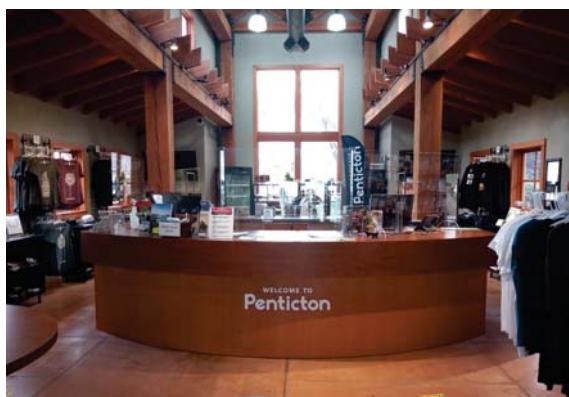
- Invested in CrowdRiff to better manage and share Travel Penticton owned digital assets and collect user generated content.
- Have full publication rights for **13,789 photos** and **131 videos**.
- Have received limited publication rights for **1,889 user generated assets**

Google



- In Sep 2019, secured **\$10k per month (\$120K per year)** in in-kind Google Ads advertising through the Google Ad Grants Program. Generated **380,820 impressions and 38,756 clicks**
- Became a Google My Business Trusted Verifier and approved contributor, which enables us to assist Members with the verification and set up of their Google listings

INTERNAL MARKET DEVELOPMENT 2017-2020



Visitor Services

- **47,939** visitors serviced at main Visitor Centre
- Opened new Visitor Information Kiosk at **Penticton Regional Airport**.
- Opened new seasonal satellite Visitor Centre in a **prime location** by the Penticton Peach and offset costs by sharing office space with the Penticton & Winer Country Chamber of Commerce
- Provided seasonal placement jobs for **7 students**, some of whom worked with us over two or more Summers



Mobile Visitor Centre

- **31,064** visitors serviced without them having to seek out a brick and mortar location
- Negotiated **very favourable lease rates** with local company, Parkers Motors to secure use of a branded vehicle
- Set up online payment processing for retail to **offset operational costs**
- **Increased visibility** to visitors and local community by attending the Farmer's Market and many major events



Youth Influencers Program

- Worked with KVR Middle School to develop a network of youth influencers to Penticton into the spotlight and broaden our digital reach to a younger demographic
- **182 students** completed the program
- Student blogs received a total of **35,772 views**.
- Received very positive attention from TOTA, Destination BC and the local School Board



Local Radio Sponsorship

- Sun FM & EZ Rock FunSeeker sponsorship and New Country 100.7 FunFinder sponsorship, provided extended reach to in-market visitors
- **200+ promotional radio ads** and exposure at more than 100 community events.
- Reached an average of **51,400 listeners** per week

MEDIA DEVELOPMENT USING MRDT FUNDS 2017-2020



Travel & Lifestyle
List contains 264 contacts

Filter By
Selected: All

Category	Count
All	264
Lifestyle and...	204
Lifestyle	97
Healthcare &...	97
Culture	70
Travel and...	65

Media
Selected: All

Category	Count
All	184
Print	160
Online	5
Radio	0
Television	0

Located In

Enter Subject Name

B of 264 Contracts Selected: Select All

ACTIONS ▾

Contact Name	Outlet Name	Potential Audience	Contact Email	Link	Action
Branci, Steven	Swapper	106,330	editor@swappermag.com	Editor-in-Chief	+1 647-987-1234
Chau, Eddie	Canada.com	614,083	ehau@canadamedia.com	Web Editor	+1 416-363-2230
Dobson, Andre	Outdoorsmen Lovers	20,770	andre@dobsonmedia.ca	Editor-in-Chief/Publis...	
Canton, Leslie	Accents Magazine	1,710	lesanton@accents.ca	Editor-in-Chief	+1 514-279-32...
Reznikoff, Agnes	Our Kids	150,491	agnes@reznikoffmedia.com	Managing Editor	905-272-104...
Braggins, Carla	Notable Life	39,252	editor@notablelife.com	Content Manager	
Sommerfeld, Loraine	National Post	4,035,128	loraine.sommerfeld@postmedia.com	Freelance Writer, Aut...	+1 416-388-3...
Dufour, Nicole	Canadian Reviewer	5,265	nicoleduf42@gmail.com	Editor	
Davies, Jackie	Cottage Life	174,188	jackie@cottagelife.com	Managing Editor	+1 (800) 26...
Kelly, Michelle	Cottage Life	174,188	michelle@cottagelife.com	Editor-in-Chief	+1 (800) 26...
Penfold, Philippa	Shutterstock Photo	4,625,000	philippa.penfold@shutterstock.com	Photographer, Writer, Mod...	+1 414-844...

Enter a Contact Name, Email or Outlet Name to search within result



Hosting & FAM Tours

- Hosted 65 national and international media writers that have published more than 95 articles with a combined reach/readership of more than 97 million
- Pitched Penticton related story ideas to more than 120 additional national and international media writers
- More than 186 local tourism businesses have featured in articles published by hosted media writers

Media Marketplaces and Collaboration

- Attended several GoMedia and Canada Media Market Place events and participated in face-to-face appointments with over 120 international journalists
- Invited 5 journalists from around the world to Penticton for a post GoMedia FAM tour
- Worked in partnership with TOTA and Destination BC to host international television crews including BS Fuji TV from Japan and DELISH from Australia

Media Monitoring

- Invested in an online media reporting solution called Agility, which allows us to track media stories featuring Penticton, follow journalists we have hosted and target press releases to a tailored audience.
- Between 2017 and 2020 Penticton has featured in 6,264 articles with a reach of 145,694,713 and an estimated value of more than \$4,585,713
- The value of earned media coverage was 450% higher in 2020 compared with 2016.

Okanagan Influencer Co-Op

- DBC Cooperative Funding initiative in partnership with Kelowna, Kamloops and Vernon.
- Employ key influencer, Scott Bakken to develop new marketing assets and social media engagement.
- 50 photos, 4 short videos, and 2 regional community videos. Social media - 1 static post, 10 Instagram Stories, 3 videos among all 7 communities and 1 blog per community.

MEMBER DEVELOPMENT USING MRDT FUNDS 2017-2020



Fully Funded SuperHost Training

- Held **nine sessions**, each limited to **8 participants**
- Travel Penticton staff participated and all other **68 available spots** were filled by Members at **no charge**
- Training was held at SOICS offices on Ellis and all participants received their **SuperHost Foundations of Service Quality Certificate**

Fully Funded Member Workshops

- Conducted several **Member surveys** to determine workshop topics that would be most valuable
- Ran **9 half-day workshops**, which provided free education to **181 individual Member attendees**
- Workshop presentations were **added to the Travel Penticton corporate website** so they could be accessed by all Members in their own time
- Had **7 new workshops** scheduled in 2020 and **44 places reserved**, which unfortunately had to be cancelled due to COVID-19 restrictions on group gatherings

Fully Funded Accommodation Reviews

- Engaged **Quality Hotel Audits** to conduct '**secret shopper reviews**' of participating accommodation providers to help identify and address any existing issues
- **10 reviews** were conducted and results are provided **confidentially** to each participant
- Cost included overnight stays and meal service at properties being reviewed, which was fully covered by Travel Penticton

Free Accommodation Photography

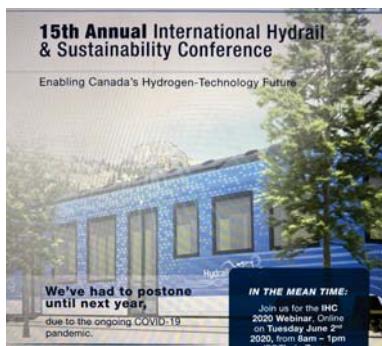
- Hired a local photographer to take **professional images** of Penticton properties that collect MRDT
- **24 properties** participated and a total of **330 new images** were taken
- Images in high and low resolution format were shared with properties to help **improve their digital presence** and produce **higher quality marketing materials**
- Travel Penticton created **19 property sell-sheets** to share with visitors, media and conference/meeting planners

TRAVEL Penticton



Fully Funded Member Service Assessments

- Following on from the success of accommodation reviews, Travel Penticton engaged **Quality Hotel Audits** to conduct **'secret shopper' reviews** of Member food & beverage providers to help identify and address any existing issues
- 16 wineries and 5 restaurants** participated and results from the service reviews are provided **confidentially** to each participant



Co-Op Marketing Program

- Cost share program to a maximum of 50% to help Members reach new markets, generate overnight stays and make their marketing dollars go further
- 12 applications** were received and reviewed on a case by case basis with **8 being approved** for funding
- Over **\$20,250** in co-op funding was provided to participating Members



WHAT'S ON THIS WEEK? MARCH 20-28, 2020

Saturday, March 21
Slackwater Sessions #32 - Freestone
When: 8:00pm
Where: Slackwater Brewing, 218 Martin Street
Why: Join Shayne Cowie and Keley Hussey of Freestone for some great rock and blues acoustic covers.
Contact: www.slackwaterbrewing.com
Cost: No Cover

Stoliqight "SINGLES" Party at Barley Mill Pub
When: 9:00pm
Where: Barley Mill Brew Pub, 2460 Shaha Lake Rd
Why: What's Your Dating Status?
RED – Not available
YELLOW – It's complicated
GREEN – Single and ready to mingle !!

Monday, March 23 - Friday 27
What the ART? Spring Break Camp
When: 9:00am - 3:00pm
Where: ArtUp Studios, 102-94 Ellis Street
Why: The options are endless but Spring Break is not, so we've planned a different form of art each day! From painting, sculpting and beading, to garden decorations and DIY 'squishies', we've got art-fun for everyone! Let's Get Creative! Come join the fun as we explore various facets of the wide world of art, for 2 weeks of creative boredom-busting activities with artists, Kona Sankey and Pamela Thorsteinson.
For ages 6-13
Contact: RouterCatMedia@gmail.com
Cost: \$25 Half Day, \$45 Full Day, \$200 Week

Wednesday, March 25
Paint Nite at ArtUp Studio
When: 7:00pm - 9:00pm
Where: ArtUp Studios, 104 Ellis Street

Weekly 'What's on Sheet'

- Created to provide tourism business with a regular update of all events taking place, so they can stay informed and share provide information to customers and guests
- Sent by email every Thursday and published on the VisitPenticton website - **166,144 emails** sent with a **39% open rate** and **47,301 webpage views**
- Because there have been very few events taking place during the pandemic the What's on Sheet was replaced with a weekly Member update

Member Website

- To provide Members with easy access to information and resources we developed a corporate website **TravelPenticton.com**
- The site holds key information about the society, including **strategic plans** and **operational overview**
- Members are also able to access a wealth of **tourism related resources**
- The site has received **47,301 page views**



CRISIS MANAGEMENT USING MRDT FUNDS

2017-2020



Flood, Fire & Smoke Summit

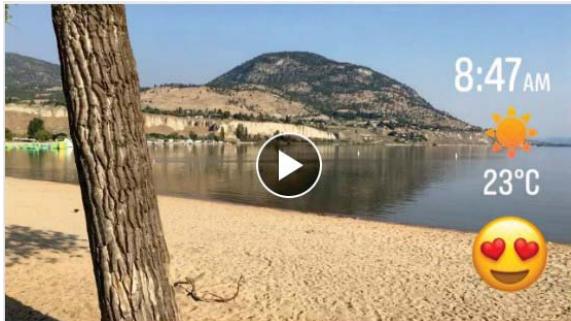
- **Over 25 attendees.**
- Presentations by City of Penticton, Tourism Kelowna and Destination Osoyoos and TOTA.
- Local and regional media were invited to attend.
- **Open discussion** regarding image and communications.
- Comments and suggestions led to “**Tourism News**” section being added to weekly “What’s On” mailer.



‘We’re Still Happening’ Campaign

- Created a series of video vignettes and still photographs featuring tourist activities and Member businesses, to assure potential visitors that it’s still worth coming to Penticton and that there is plenty of things ‘Still Happening’ during a season impacted by smoke and high water levels
- **293,75 impressions, 3,036 engagements and 64,362 video views.**

‘Real Time’ Campaign



- Created a series of time stamped video vignettes to show visitors ‘real time’ conditions in Penticton to offset negative province wide press coverage during wildfire season
- 41 videos produced **432,312 impression, 5,424 engagements and 217,771 video views** on Facebook and **19,643 likes and 118 engagements** on Instagram
- Just **\$509.95 spent** on boosting posts
- TOTA, Kelowna and Osoyoos and other DMOs saw immense value in the campaign and followed suit.
- The initiative is still receiving recognition today as a **model example of crisis management**



COVID-19 Support

- Brokered agreements with local media partners to allow us to offer subsidized advertising campaigns (digital, print & radio) to local tourism businesses
- Participants bought-in for nominal fee and we covered the remaining 75-90% of the cost - **over \$30,000 invested**
- **44 tourism businesses have benefited** from the program
- Collaborated with the City of Penticton to support ‘Love Local’ messaging . Our “Stay Local, Support Local” blog received **3,446 views**

**TRAVEL
Penticton**

KPI	2017	2018	2019	2020
MRDT Collected	\$610,004	\$625,604	\$616,045	\$501,279
MRDT Collected OAP	\$0	\$7,867	\$80,123	\$77,912
Room Revenue	\$30,500,227	\$31,673,555	\$32,587,291	\$28,959,567
Occupancy Rate	57.8%	54.9%	51.9%	36.0%
Average Daily Room Rate	\$141	\$146	\$153	\$157
Westminster Visitor Centre Traffic	18,522	12,326	11,562	4,615
Mobile Visitor Centre Traffic	2,301	11,466	16,797	945
Visitor Centre Retail Sales	\$16,400	\$14,163	\$40,226	\$7,874
Website - Page Views	325,891	334,181	375,287	406,848
Website - Unique Visitors	112,370	122,817	145,368	151,132
Website - Impressions on Listings	450,587	501,139	650,708	933,775
Website - Clicks on Listings	5,428	13,394	14,760	22,951
Website - Impressions on Packages	176,994	264,624	138,194	230,158
Website - Clicks on Packages	2,566	1,761	662	2,972
Website - Event Page Views	155,736	140,841	123,052	41,649
Facebook Post Reach	480,863	1,534,056	1,120,941	744,937
Facebook Engagements	4,850	162,483	99,322	68,726
Facebook Video Views	213,930	601,914	200,487	167,422
Twitter Impressions	136,101	218,590	172,600	27,287
Twitter Engagements	7,566	5,932	2,516	1,123
Instagram Likes	52,066	43,519	32,250	25,311
Instagram Engagements	541	914	553	436
eNewsletter – Open Rate	23%	20%	19%	20%
eNewsletter – Click Rate	7%	6%	5%	6%
eBlast – Open Rate	24%	20%	26%	33%
eBlast - Click Rate	3%	4%	5%	4%

TRAVEL
Penticton



TRAVEL PENTICTON SOCIETY | 120-888 WESTMINSTER AVENUE W | PENTICTON, BC | CANADA V2A 8S2