

# TRAVEL Penticton

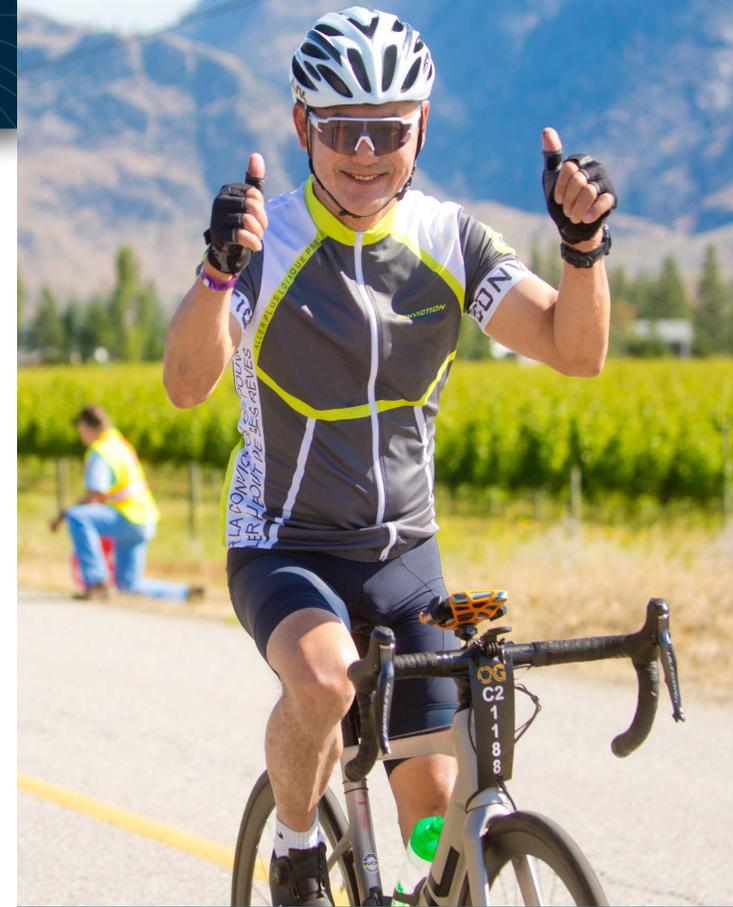


## 2023 MARKETING PLAN



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Travel Penticton is a Member driven Destination Marketing Organization (DMO). Our current membership consists of accommodation properties within the City of Penticton, offering 4 or more units and collecting the Municipal Regional District Tax (MRDT) along with other tourism businesses, who pay an annual membership fee.

# Introduction

Since it was first founded in December 2016, the Travel Penticton Society has been charged with the task of providing external destination marketing and awareness to potential travellers on a regional, provincial, national and international level. Travel Penticton promotes a collaborative funding model offering a balanced approach to Tourism Marketing utilizing;

- Digital & Social Media Platforms
- Print Mediums
- Media Development & Leveraging
- Event Marketing Support, Sponsorship & Promotion
- Consumer Direct Shows
- Partnerships with local tourism service providers and attractions
- Destination development

By virtue of the surrounding topography, product mix and communities, Travel Penticton serves as a 'mini-regional' DMO assisting 3 distinct additional areas.



Travel Penticton works in cooperation with  
the City of Penticton  
Penticton Trade and Convention Centre  
South Okanagan Events Centre  
Penticton Chamber of Commerce  
Downtown Penticton Association  
Thompson Okanagan Tourism Association  
Destination British Columbia

# Vision & Mission

As outlined in our constitution and bylaws the purposes of the of the Travel Penticton Society are to:

- Support and market the tourism destination of Penticton and surrounding area in a sustainable manner that strengthens the local economy, and enriches the quality of life;
- Advise, approve and implement the overall marketing direction and strategies on broad tourism issues affecting Penticton and surrounding area;
- Seek funding opportunities and manage funding for the support and marketing of tourism in Penticton and surrounding area; AND
- Promote inclusiveness and indigenous culture marketing and destination development opportunities.

## Society Objectives

- Increase overnight visitation and occupancy rates for Penticton accommodation and local businesses.
- Increase the length of visitor stays and tourism revenue.
- Promote events, attractions and experiences to encourage visitation, with focus on the 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 importance to the tourism sector, including any proposed legislation or regulation.
- Increase meeting, conference and tradeshow traffic to public and privately owned conference facilities

## Guiding Principles of the Society

- Our businesses relationships are a model of trust and integrity.
- We strive for excellence and to continuously improve our effectiveness.
- We value and respect the opinions of our Members and strategic partners.



## Vision

Travel Penticton will be recognized as an industry-leading Community Destination Marketing Organization.

We will continue to embrace diversity and ensure our community is a safe and welcoming destination for all.

# Future Growth of Regional Tourism

In a pre-pandemic British Columbia, the tourism economy was the third largest sector, representing 19,300 businesses, 161,000 employees and \$21.5 billion in revenue. Penticton fared better than many other tourist destinations throughout the pandemic, seeing lower than anticipated drops in room revenue of -17.5% in 2020 and -4.4% in 2021 compared with 2019 figures.

In 2022 the recovery of our tourism sector was further expedited by several key factors including:

- The return of major festivals; especially Ironman, Okanagan Grandfondo and Peach Festival, which have a massive economic impact for tourism.
- Our investment in a new Convention Bureau to assist with revitalizing interest in Penticton as a destination of choice for meeting and event planners.
- A relatively calm forest fire season in the Okanagan, resulting in fewer cancellations and travel restrictions caused by road closures.

Despite our successes, we cannot afford to become complacent. There are still some areas of concern, which are stymying the growth of our tourism sector; most notably labour shortages and staff housing. We are working closely with the City of Penticton and industry specialists to conduct a thorough review of tourism in Penticton with a view to developing potential solutions to these province-wide issues. A 'Value of Tourism' audit will further define the importance of the tourism industry to the City and area.

Travel Penticton will continue to focus on expanding interest in Fall, Winter and Spring travel through support of events, the Okanagan Hockey School and specific traveller markets such as MICE, culinary or outdoor adventure.

Collaborations with other DMOs, stakeholders and tourism partners remains key to our success. The pooling of resources and marketing dollars enables us to maximise our reach and coverage without over extending our budget.



**Penticton's North Gateway is set to become the city's first neighbourhood where people can live, work, shop and play all within a 15-minute walking radius.**

**Up to 350 new hotel rooms are among the changes called for in the plan.**

*City of Penticton*

# SWOT Analysis

The SWOT analysis below highlights key factors about the area Travel Penticton serves. This SWOT analysis covers key factors that may influence or impact the marketing strategy and tactics. While we remain aware of other provincial, national and even global influences, our focus remains on the tourism activities and providers we are responsible for promoting.

## Strengths

- Ambient weather during shoulder seasons
- Well established culinary, wine and craft-beer scene
- Wide range of festivals and events that encourage multi-night stays throughout the year
- Recognized sports tourism destination
- Single, cohesive and recognized brand
- Excellent location - between 2 lakes, easy highway access
- Strong media and social media presence
- Compact region with easy access to a broad range of visitor attractions and outdoor adventure activities

## Weaknesses

- Distinct seasonality with limited offerings for visitors during Spring, Fall and Winter seasons
- Lack of tourism industry staff impacting consistency and quality of product offerings
- Difficult path to purchase once visitors are in the region with no central system or process for booking or packaging
- Limited high-end/boutique accommodations to draw more affluent visitors

## Opportunities

- Capacity to increase visitation in Spring, Fall & Winter seasons through increased marketing/incentives during these times
- Ability to differentiate Penticton as a unique destination based on integrated product offerings (Fuel Free, Culinary, Outdoor Adventure, LGBTQ2+, Accessibility, Indigenous Culture)
- Maximize Penticton's presence in the MICE sector through the operation of a Convention Bureau
- Enhance our profile and leverage our limited budget through strategic local and regional partnerships

## Threats

- Underlying concerns of potential economic recession
- Increased intensity and frequency of environmental impacts such as forest fires, high water or extreme weather
- Community capacity for visitors - fixed roof and camping accommodation in particular is declining
- Similar products and experiences are being offered by neighbouring DMOs
- Lack of affordable housing and high cost of living makes it difficult to attract and retain tourism industry staff
- Increase in short-term rentals diluting existing accommodation inventory

# Collaboration & Alignment

The goal of Travel Penticton is to activate and maintain key alignment and collaboration with our Members as well as relevant, regional, provincial and national tourism marketing entities and governments. Recognizing and supporting a common goal to promote Penticton and the regional area is key to a successful and non-siloed approach to marketing. Travel Penticton promotes the Visit Penticton and Meet in Penticton brands while respecting and aligning with other agency's programs and plans to develop seamless initiatives to consumers, media and travel trade.

## Local

Travel Penticton works locally with the City of Penticton, Downtown Penticton BIA, Penticton Chamber of Commerce and South Okanagan Similkameen Volunteer Society as key partners for common goals of positive community profile and event support. Regular consultation with these (and other) local agencies allow for proactive planning and execution of promotions and events. Collaboration is also essential with our Member businesses for support of varied media, event and Member related offers and programs.

## Regional

Travel Penticton works with other tourism destination marketing agencies (DMOs) throughout the Okanagan and the Regional District of Okanagan-Similkameen (RDOS). The 'Visit South Okanagan' initiative is a pure collaboration between communities and product sectors from Peachland to Oliver. This collaboration has also been supported by Destination BC on a provincial level.

## Provincial & National

Destination British Columbia offers support for various opportunities including media FAMs, listings on the HelloBC website, training and travel trade FAMs to name a few. Destination Canada provides opportunities through collaborative programs and financial support. Others partnerships include Mountain Bike BC, Tourism Industry Association of BC, BC Hotel Association, Canadian Sport Tourism Alliance, BC DMO Association, Tourism Industry Association of Canada.



**The strength of the team is each individual member.**

**The strength of each member is the team.**

*Phil Jackson*

# Target Markets - Geographic

To optimise our effectiveness in attracting new and returning visitors to our city, Travel Penticton will continue to concentrate our marketing activities within those geographic regions which represent the origin of the highest percent of our visitors. As the graph shows 85% of our visitors come from within Canada, with Europe a distant second at 9%.

The broadness and diversity of the European market does not make it a viable secondary target for Penticton, but we will take advantage of potential media coverage through FAM hosting and PR campaigns when feasible. It makes more economic sense to aim at expanding the US market, so this will be the secondary focus.

## Primary Markets

- British Columbia - with a focus on Vancouver, Lower Mainland Area, Hwy 97 Corridor North
- Alberta - with a focus on Calgary, Edmonton and Red Deer

## Secondary Markets

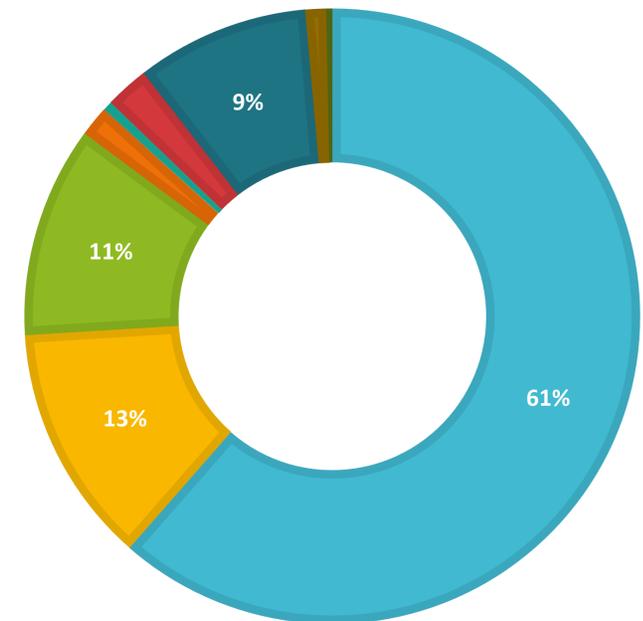
- United States - with a focus on Washington State, Hwy 97 corridor and West Coast

Marketing campaigns will be formulated to compliment each geographic market, perhaps highlighting proximity and affordability within BC and Alberta and overall cost savings within US markets due to a favourable US/CDN dollar exchange rate.

We must also remain aware visitors from specific regions are more prevalent at certain times of the year. We experience a higher influx of BC and Alberta visitors throughout the Summer and those from other parts of Canada are more inclined to visit during the quieter seasons. The timing of our promotions will be adjusted with this in mind.

As with Europe, promotion to Ontario will be considered and activated as specific media coverage opportunities arise.

## PENTICTON VISITOR ORIGIN



# Target Markets - Demographic

With a diverse product offering, temperate climate and innumerable recreation opportunities, it's safe to say Penticton really does have something for everyone. However, everyone has their own motivations and desires when it comes to travel. With our foundational and ICONICS marketing campaigns in mind, we will ensure the overall messaging speaks to those most likely to be incited to action.

These target groups have been identified using Explorer Quotient (EQ) profiles.

**ICONIC Penticton:** Authentic Experiencers, Cultural Explorers, Free Spirits

**Fuel Free...almost:** Free Spirits, No-hassle Travellers, Rejuvenators

**Culinary/Daily Special:** Authentic Experiencers, Cultural Explorers, Free Spirits

**Accessibility:** No-hassle Travellers, Gentle Explorers, Rejuvenators

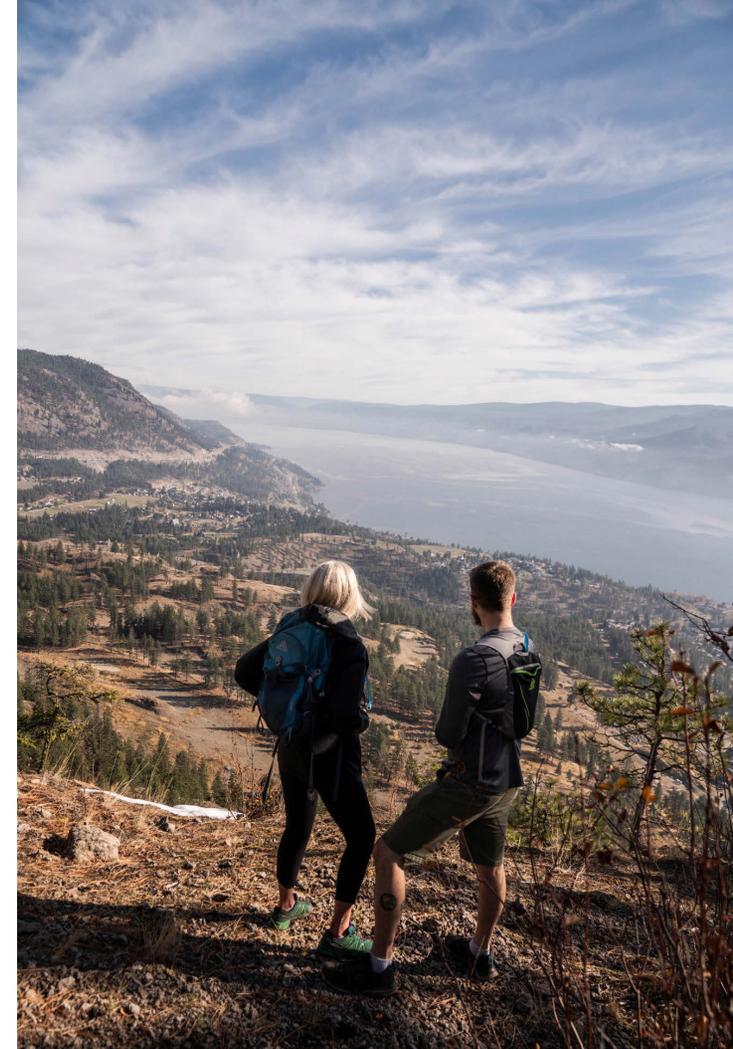
**Outdoor Adventure:** Authentic Experiencers, Free Spirits, Cultural Explorers

**Visit South Okanagan:** Cultural Explorers, Authentic Experiencers, Gentle Explorers

We will also consider each EQ profile contains subsets of Family's, Mature Travellers and Millennials, who will be more responsive to specific messaging at certain times of the year.

With schools being out, Summer is very much a time for family travellers who are typically more value conscious and seeking convenience over luxury. Spring and Fall are key times to target mature travellers and millennials who have more flexibility regarding travel dates and tend to be more incentivised by unique authentic experiences and opportunities for exploration.

Honing our marketing message toward specific demographic groups will help generate a greater dispersion of visitors throughout the entire year. This will benefit the tourism sector by offering businesses a steadier income flow, allowing them to remain operational and retain staff longer. This in turn translates to having more experiences available for those shoulder season visitors, building up Penticton's image as a year-round destination.



**EQ is a market segmentation system based on the science of psychographics.**

**Instead of just breaking travellers into groups based on age, income, gender, family status or education level, psychographics looks deeper at people's social values and views of the world.**

*Canadian Tourism Commission*

# Goals, Objectives & Targets

## Primary Objectives

- Annual average room occupancy rates to return to highest pre-pandemic level of 58% by 2026.  
**Target for 2023: 52% annual occupancy rate**
- Earned media to reach a minimum potential audience of 100 million each year.  
**Target for 2023: 100,000,000 total circulation for earned media articles**
- Increase unique visitors to the VisitPenticton.com website by an average of 15% (currently 12.7%) per year from 2022-2026.  
**Target for 2023: 201,250 unique visitors to VisitPenticton.com website**
- Attract a minimum of one new large-scale event or conference to Penticton each year from 2022-2026.  
**Target for 2023: win the bid for ? new large scale events or conferences**

## Secondary Objectives

- Align our occupancy and room revenue rates with regional averages by 2026.  
**Target for 2023: 52% annual occupancy rate and \$36,790,000 in annual room revenue**
- Have our earned media for members and events reach a minimum potential audience of 40 million each every year.  
**Target for 2023: 40,000,000 total circulation for earned media articles featuring individual members**
- Maintain an average engagement on Facebook & Instagram of above 5% from 2022-2026  
**Target for 2023: Facebook & Instagram engagement rate of 5%**
- Increase Mobile Visitor Centre engagement by an average of 10% per year from 2022-2026.  
**Target for 2023: 7,700 visitors serviced via Mobile Visitor Centre**

## Annual MRDT Revenues

Year	Received	Total Room Revenue	
2018	\$633,471	\$31,673,555	+3.8%
2019	\$696,168	\$34,808,414	+9.9%
2020	\$579,191	\$28,959,567	-16.8%
2021	\$701,294	\$35,066,345	+17.4%
2022*	\$944,534	\$39,545,449	

\* figures until Sep 2022

The change from a 2% to a 3% MRDT rate has had some impact on room revenue as of July 1, 2022

## Annual Occupancy Rates

Year	Penticton		Thompson Okanagan	
	Occupancy	Change	Occupancy	Change
2018	54.9%	-5.0%	60.3%	-2.3%
2019	51.9%	-5.5%	60.7%	+0.7%
2020	36.0%	-30.1%	40.2%	-33.8%
2021	42.6%	+15.5%	45.3%	+12.7%
2022*	55.0%	+29.1%	63.0%	

\* figures until Sep 2022

# Key Performance Indicators

KPI	Target	Measurement Tools
MRDT Collected	\$1,031,500	Actual revenue remitted by Province
MRDT Room Revenue	\$36,790,000	STR Reports
MRDT Occupancy Rate	52.0%	
Earned Media Articles	180	Agility PR Weekly Reports
Earned Media Circulation	100,000,000	
Earned Media AEV	\$2,000,000	
Website Sessions	200,000	Google Analytics
Website Unique Visitors	201,250	
Website Pageviews	350,000	
Website Referrals	7,500	
Facebook Fans	11,000	Hootsuite Analytics
Facebook Engagements	25,000	
Facebook Post Reach	500,000	
Facebook Engagement Rate	5.0%	
Instagram Followers	15,000	
Instagram Engagements	25,000	
Instagram Reach	500,000	
Instagram Engagement Rate	5.0%	
Email Marketing Emails Delivered	700,000	Constant Contact Analytics
Email Marketing Open Rate	17.8%	
Email Marketing Click Rate	1.2%	
Email Marketing Unsubscribe Rate	0.3%	
Member Listings Impressions	650,000	Wordpress Website Analytics
Members Listings Clicks	14,000	
Member Packages Impressions	190,000	
Member Packages Clicks	1,900	Agility PR Weekly Reports
Member Earned Media Articles	150	
Member Earned Media Circulation	40,000,000	
Member Earned Media AEV	\$1,000,000	Constant Contact Analytics
Member Emails Delivered	30,000	
Member Emails Open Rate	20.9%	
Member Emails Click Rate	1.7%	Manually recorded daily stats
Visitor Centre Traffic (Westminster)	6,000	
Visitor Centre Traffic (Peach)	3,000	
Visitor Centre Traffic (Mobile)	7,700	
Visitor Centre Retail Sales (Gross)	\$30,000	ePOS Retail System
Visitor Centre Retail Sale (Net)	\$7,500	
MICE Event Page Views	100,000	Google Analytics
New MICE Events Confirmed	1	Direct count



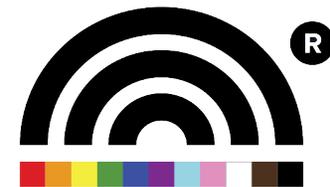
After conducting a thorough review of our performance over the past 5 years and accounting for the anomalies arising from the COVID-19 pandemic, Travel Penticton has set what we feel are solid achievable and measurable objectives for this coming year.

# Building a Unique Brand Identity

Our aim is to continue to build a unique brand identity for Penticton & the South Okanagan. We will achieve this by focusing on our established foundational marketing campaigns:

- **Fuel Free...almost:** This unique campaign focuses on the convenience of available recreation and food & beverage facilities in Penticton, all accessible without the need for a vehicle. As well as encouraging health and wellness, Fuel Free...almost promotes the importance of responsible and sustainable tourism.
- **Culinary Trail/Daily Special:** Being blessed with such an abundant local natural pantry, Penticton draws talented chefs from every corner of the globe. Daily Special is a celebration of this community. It is a picture of the Penticton food scene through the lens of locals, where members of the community give newcomers an authentic look at what it's like to eat, drink and enjoy Penticton.
- **Accessibility & Inclusion:** The aim of this project is to develop experiences, products and locations that are accessible and inclusive for people of all ages, abilities and backgrounds. In addition to our educational programs around universal design and service for all, we are now a Rainbow Registered organization. Through sponsoring our members to also participate in these initiatives we are confident Penticton will soon be recognised as one of the most inclusive communities in our region.
- **Endurance/Outdoor Adventure:** This campaign aims to capitalize on Penticton's long history of hosting major endurance events such as IRONMAN Canada, Okanagan Granfondo, and Expedition Canada. Combined with our comfortable climate we encourage athletes to choose Penticton as an annual training ground with our 'Train Early, Train Late' messaging.
- **Visit South Okanagan:** This ongoing collaboration between the South Okanagan DMOs, Wine Regions and Destination BC, seeks to promote 'The Okanagan You Remember'. Enticing new and returning visitors to explore more of the diverse experiences the whole region has to offer.

While maintaining their own unique messaging, these elements will be integrated with and build on each other through complimentary themes, content and imagery. Focusing on these already curated programs will help facilitate a speedier recovery for regional tourism and give us a competitive edge over destinations with less market-ready experiences.



# Media Development

The engagement of media writers is one of the most effective ways for Travel Penticton to positively promote our region to a broad spectrum of potential visitors. Media writers offer a unique, first-hand perspective of a destination and can be a significant influence over where people choose to vacation.

Working closely with our media partners: Destination Canada, Destination BC, TOTA, industry stakeholders and Serena PR, we will arrange FAM tours to delight and inspire media writers to share their Penticton experiences with audiences around the world.

In alignment with building a unique brand identity, we will focus on showcasing our foundational marketing campaigns along with the distinctive ICONIC elements, which contribute to Penticton's desirability as a vacation destination.

## ICONIC PENTICTON

- **Wine Country:** 80+ Wineries | Vineyards and Orchards within City boundaries
- **Craft Culture:** Breweries, Cideries, Distilleries | Penticton Farmers Market | Downtown Community Market
- **Indigenous Culture:** Home of the Syilx Okanagan nation peoples territory
- **Events:** 30 annual events | Sporting events, natural and cultural showcases
- **Location:** Hub of the South Okanagan | One of two cities in the world located between two lakes
- **'Float the Channel':** 7km river channel between Okanagan Lake and Skaha Lake | Must do activity every Summer
- **Beaches & Water Activities:** 15 acres of premium sandy beaches | Water skiing, wakeboarding, wake surfing & fishing | Canoe, kayak, stand-up paddle board
- **Kettle Valley Rail Trail:** Non-motorized trails connecting Naramata to OK Falls to Summerland | Walking, trail running, hiking, biking or horseback through vineyards overlooking the lake
- **Outdoor Recreation:** +350km of hiking, biking and trail running trails & world class rock climbing | Alpine & Nordic skiing, snowshoeing, pond hockey and fat biking



The mass media,  
their influence is everywhere.  
They tell us what to do, what to think,  
and they tell us to think about  
ourselves all of the time.

*Tricia Harris*

# Social Media & Digital Asset Development

Our consumer website VisitPenticton.com, is the hub to where all of our consumer marketing is driven. The main goal is to drive in and out of market visitors from 'interest' to 'purchase' by presenting information in a cohesive format which makes it easy to find hotel rooms, tour operators and activity providers.

For those potential visitors who are still undecided our website also provides rich stories, cultural insights and personal experiences about what Penticton has to offer. We hope to lengthen the time spent on site, which will ultimately lead to an increase in referrals/conversions.

With regard to other social and digital marketing channels we will continue to utilize management solutions such as Hootsuite, Google Ads, Telus Insights and Constant Contact for efficient scheduling, distribution and performance measuring. Crowdriff will also play a key role in the curation of our digital assets including User Generated Content, which we have found extremely impactful for creating authentic marketing messages.

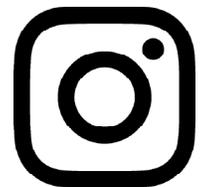
Digital advertising is not only the most cost effective in terms of audience reach, it also offers several other advantages:

- It can be instantly updated to reflect current market conditions
- Messaging can be targeted to very specific geographic markets
- Launch of campaigns can be more easily controlled

An additional benefit of social media is the ability to track and react to consumer sentiment. Word-of-mouth has always been a powerful marketing tool. Visitors sharing positive personal experiences are often seen as a trustworthy source for people considering travelling to Penticton. We will continue to encourage this form of content sharing through use of our key hashtags: #visitpenticton | #visitsouthokanagan | #thompsonokanagan | #exploreCanada | #lovelocalPenticton

For 2023 our key objectives will include:

- Building curated content (photo/video) to promote Penticton ICONICS
- Being more proactive by working from an annual schedule for Social Media activity (paid & organic)
- Conducting market research utilizing Telus Insights to assist with optimal targeting



# Destination Development

Tourism in Penticton is the third largest contributor to the economy and a robust and a sustainable tourism sector will contribute significantly to the City's long term prosperity. Travel Penticton will continue to share knowledge and ideas with local tourism industry experts and advocate for the interests of tourism stakeholders regarding City developments that impact this sector.

For our tourism sector to be successful we must be willing and able to adapt to change. The best way to do this is to keep well informed about developments within the industry and take advantage of the knowledge and experience shared by industry partners. We will do this through:

- Attending the annual TIABC Conference and relevant tourism based seminars
- Remaining active members of key tourism groups (TIABC, BCDMOA, BCHA, TIAC, Chamber etc.)
- Participating in sponsorship opportunities to help elevate the profile of tourism within the region
- Hosting an annual retreat/planning session for Travel Penticton team, Board Members and tourism specialists

If we hope to attract new accommodation and businesses willing to make a long-term commitment to Penticton's tourism sector we must work in collaboration with the City of Penticton, Penticton Indian Band and other relevant interest groups on projects that will benefit our tourism sector including the Northern Gateway Development. Partnering with other regional DMOs , TOTA and Destination BC will also be key to ensuring a broad based approach.

Travel Penticton will also continue to forge positive relationships and partnerships with local media outlets, who play a very influential role in broadcasting positive consumer sentiment and elevating the profile of Penticton ICONICS and the tourism industry within the region.

Our residents are also an important aspect of our destination development strategy. Engaged and well informed local residents become effective abassadors for our community.



**Sustainability is the capability to equitably meet the vital human needs of the present without compromising the ability of future generations to meet their own needs by preserving and protecting the area's ecosystems and natural resources.**

*American Planning Association*

# Member Development

Many visitors to Penticton have pre-conceived ideas of what to expect based on previous experience, or what they may have read or researched. We want to continue to surprise and delight visitors with everything Penticton has to offer today, so there needs to be continuity from the external branding and messaging to in-market delivery.

Travel Penticton strives to work closely with our Membership on activities, initiatives, partnerships and investments, which lead to external awareness of our community and to support incremental revenues for Members and the City as a whole.

Our intention is to include in-market activations for our foundational marketing campaigns (Fuel Free, Culinary, Outdoor Adventure), through the creation of branded assets which can be shared with our local tourism stakeholders. Encouraging tourism community participation will help increase brand awareness and create champions and ambassadors to drive the messaging and delivery of exceptional experiences to consumers. Member development activities will include:

- Providing workshops and training opportunities for tourism industry stakeholders focused on:
  - marketing and product development
  - customer services
  - facility improvement
  - reputation management
- Actively encouraging members to claim their TripAdvisor and Google My Business Listings
- Hosting our annual TRUE Penticton Tourism Expo to showcase tourism businesses/activities for upcoming season
- Sharing member news, stories and events across our social media channels

In 2023 collaboration will continue to be key to our success. Travel Penticton encourages information and knowledge sharing and takes the lead in building a viable and sustainable local tourism sector, which will contribute to the long-term economic prosperity of our City.



**Travel Penticton offers valuable marketing opportunities, workshops, events and more for our Members. This direct collaboration helps us all to reach wider audiences and travelers on a regional, national and international level, bringing even more visitors to Penticton and area.**

# Penticton Convention Bureau

Our newly created Convention Bureau serves as a central source of information and first point of contact for meeting and event planners interested in booking Penticton. This one-stop-shop approach has been most welcomed by prospective clients and helped us to secure 19 conferences/meetings in 2022, with a further 29 confirmed for 2023 & 2024.

The first impression of a destination must be professional, coordinated and responsive or the planner will go no further - they simply will not take the risk. Planners are used to working with one person who develops an understanding of their event requirements and facilitates the gathering of information, suppliers and room blocks and rates. The Travel Penticton Convention Bureau:

- Co-ordinates an annual MICE marketing strategy which brings all relevant players together to identify and collaborate on priority sales opportunities.
- Builds awareness of Penticton as a preferred meetings and event destination in agreed target markets.
- Serves as the central source of information and first point of contact for meeting and event planners interested in booking Penticton.
- Leads a collaborative effort designed to maximise economic impact from each event and each delegate through co-ordination of pre and post off-site event locations and offers.

## Meet in Penticton Brand

We have developed a cohesive and professional 'Meet in Penticton' brand, which will be amplified through the website, advertising, tradeshow collateral and purchasing high-end branded incentives to encourage interest in Penticton as a potential MICE venue.

We will continue to collaborate with the City of Penticton Economic Development Department, Penticton Trade and Convention Centre, South Okanagan Events Centre, Penticton Lakeside Resort and other strategic partners to ensure our destination as a whole is well represented within key national and international MICE markets.



Penticton is fortunate to have the facilities to serve the MICE market already in place.

Penticton Trade and Convention Centre  
South Okanagan Events Centre  
Lakeside Resort & Conference Centre  
Other large hotels with meeting capacity

# Visitor Services

Consumers have a wealth of options when travelling and if they're not impressed with Penticton from the outset it's very easy for them to go elsewhere. Working closely with the City, members and tourism partners, we will strive to ensure a consumer's initial experience of Penticton is positive.

The same can be said for those considering relocation. Maintaining a healthy and diverse population is vital to Penticton's economic prosperity and we must constantly encourage new residents and investment. Providing accurate, engaging and informed advice about living and working in Penticton increases our viability and attractiveness as a relocation option.

One of our main objectives is to encourage excellence in tourism service. As well as providing timely and accurate responses to visitor requests we need to ensure staff and volunteers present and conduct themselves in a professional manner.

Visitor Centre staff and volunteers are often a first point of contact and their expertise and demeanour has a significant influence on a visitor's perception of our destination as a whole. Through standardized, relevant training, constant support and opportunities for improvement we can deliver a first class customer experience.

Competition for visitor dollars is fierce. If we want visitors to stay longer and experience more of what our region has to offer, we must seize every possible opportunity to meet or exceed their expectations.

- **888 Westminster:** Main location | operated year-round
- **Peach:** Satellite location | operated year-round (by the Chamber during the off-season)
- **Airport:** Satellite location | unmanned location | can be staffed during key times
- **Mobile:** Van & tent | operated at select events and key tourist locations (e.g. Penticton Farmer's Market)

By operating and maintaining all of the above Visitor Centre locations at the same high standard we will leave visitors with a positive, lasting impression of Penticton as a destination that welcomes and appreciates their business.



