

2022 Operations Report



VISION | MISSION | OBJECTIVES

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 41 accommodation providers (42 when the new Four Points Sheraton is complete) , 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 area and position it as one of North America's premier holiday and lifestyle destinations.

OUR VISION

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

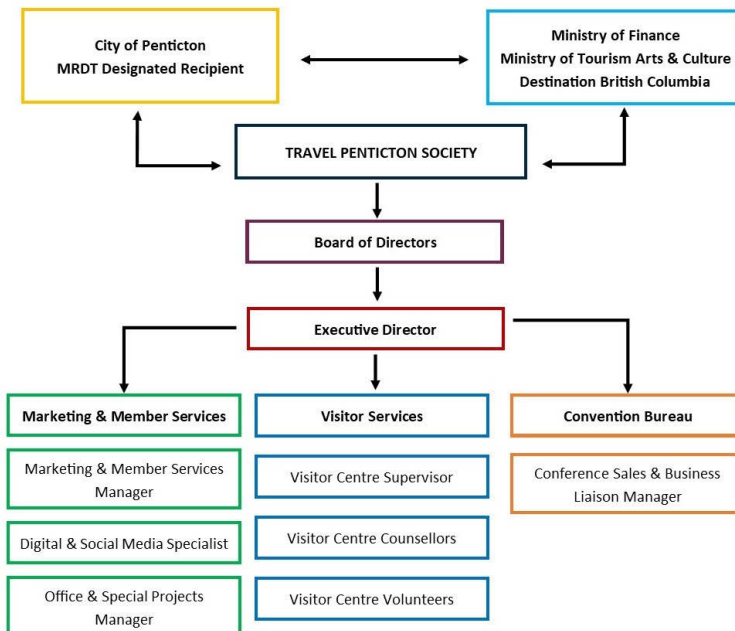
OUR OBJECTIVES

- Increase overnight visitation and occupancy rates for the Penticton accommodation and local businesses.
- Increase visitor length of stay and tourism revenue.
- Promote events, attractions and experiences to encourage visitation, with focus on 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 public importance, including any proposed legislation or regulation.

FLOW OF FUNDS



SOCIETY STRUCTURE



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

EXECUTIVE SUMMARY

Thom Tischik, Executive Director



2022 began with an air of optimism and caution. With hopes all COVID travel restrictions would be completely removed and visitor sentiment would be strong for the resumption of un-hindered travel.

Business began to return to the hospitality industry with challenges of a employee shortage carried over from the previous two years. However, business was good during July and August with BC and Alberta visitors eager to come to the Okanagan and Penticton. Beaches were busy, accommodations, restaurants, wineries, craft breweries, tours and attractions all reported a generally strong Summer.

Notwithstanding the continuing labour shortage, the accommodation sector did, however, rebound with strong revenues due to higher ADR. This translated to significant increases in MRDT for June to October. The beginning of July saw the start of the 3% MRDT for Penticton and the transfer of the OAP MRDT to the City for tourism specific housing initiatives.

Our exciting project for 2022 has been the start of the Convention Bureau operating out of Travel Penticton. The new *Meet In Penticton* has started off running and has proven to be a significant asset to the MICE business for Penticton. Karen Davy has taken the reigns of this initiative and she is collaborating with the PTCC, SOEC, Penticton Lakeside Resort & Conference Center as well as many hotel & motel partners, restaurants and activity operators to help spread the business throughout the business community. We know MICE interest in Penticton is growing. The roster of conferences over 2023/2024 is filling daily with potential meeting and conference bookings going into 2024/25 and beyond. Meet In Penticton will continue to be a significant resource to build this September to June business and help to fill conference space, put heads on beds, bolster food and beverage services as well as ancillary local businesses in this non-peak time period.

As we move into 2023, our focus is to continue to build on our core marketing initiatives including Fuel Free, almost, Daily Special Culinary and Endurance & Adventure sport in addition to promoting our local and area ICONICS. Travel Penticton will continue to adhere to the 5-Year Strategy and 1-Year Tactical Plan and budget forwarded to and approved by Destination BC. Continuance of these initiatives will build equity, recognition and value over the long-term.

Increased organic social media, greater use of TV and other digital streams will be utilized to build Penticton's market status. Events will also be an important part of the marketing strategy and Travel Penticton will look at new ways to assist our local events to ensure they continue to thrive and become self-sufficient.

The final part of our strategic planning is the evolution of a DMO from being a 'Marketing' organization into a Destination 'Management' Organization. With direction from the Travel Penticton Board, we will work to enhance the visitor experience along with readily promoting Penticton as a destination of choice to a broad base of travellers and align with other DMOs in the province.

The Travel Penticton team has worked extremely hard in a very tenuous marketplace to build destination awareness for Penticton and surrounding area.

I invite you to read through our 2022 Annual Report and feel free to contact me if you have any questions.

Yours in tourism, Thom Tischik

TOURISM WINS FOR 2022

- Established new Convention Bureau and assisted with bringing 19 MICE activations to Penticton in 2022.
- Designed and distributed a new look Experience Guide.
- Won Penticton & Wine Country Chamber award for Marketing Excellence.
- Hired new Digital & Social Media Specialist.
- Attended Travel Media Association of Canada (TMAC) event for first time.
- Attended TIAC Conference & Destinations International
- Became Rainbow Registered showing we have met a stringent set of standards to ensure LGBT+ customers feel safe, welcomed, and accepted at our locations.
- Committed to the Biosphere program and took the 7 Affirmations Pledge as key steps in our efforts to support and champion sustainable tourism.
- MRDT revenue for 2022 is over 70% higher than last year with 2 more months (November & December to be accounted for).
- Refurbished and relocated to our new office space with a



TEAM MEMBERS 2022

Thom Tischik - Executive Director

Jo Charnock - Office & Special Projects Manager

Paige Schulz - Marketing & Member Services Manager

Karen Davy - Conference Sales & Business Liaison Manager

Michael Lamont - Digital & Social Media Specialist

Alice Simpson - Visitor Services Supervisor

Visitor Services Counsellor (Summer): Chi-Yan Megan Lee,
Maya Bassot, Kai Creagh

Volunteers: Robbi Biddlecombe, Wendy Dickinson, Donna Prier

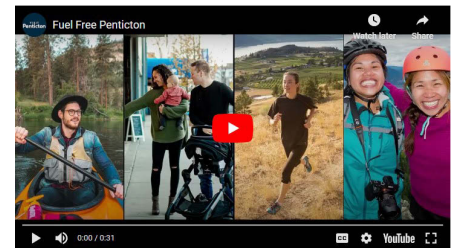
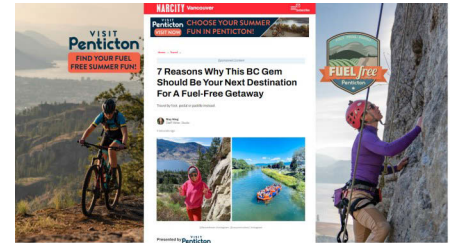


2022 ADVERTISING & PROMOTION

Our strategy for 2022 was to focus on amplifying our core promotional campaigns, as outlined in our 5-year Strategic Plan: Fuel Free...Almost, Daily Special (Culinary), Endurance/Outdoor Adventure, Accessibility/Inclusivity. Geographically we concentrated our efforts within those key markets which are home to the majority of annual visitors (Vancouver and the lower mainland & Calgary), and we also ran some significant national campaigns with Rogers Media and NG Media.



- **PostMedia:** Boosting our Vancouver Sun story with digital and social ads for the month of June. **65,000 network impressions, 137,500 impressions on Facebook and Instagram.**
- **Black Press Soar Magazine (May/Jun, Jul/Aug, Sept/Oct):** Full page ad in 3 issues. Inflight magazine for all Pacific Coastal Airlines passengers. Magazine **posted on all 75 BC Black Press websites and social platforms.**
- **Black Press Central Mountain Air (Jun/Jul, Aug/Sept):** Full page ad in 2 issues. Ads included QR code with tracking. Magazine posted on all 75 BC Black Press websites and social platforms. E-edition has **45,000 page views** per month, **35,000 unique visitors/readership.**
- **Bell Media CPC Campaign (Jul 15-Sep 30):** Geo-targeting Alberta and BC **2,100,266 impressions** | 3,577 clicks | 0.17% CTR | Investment \$10,000 **Total Media Value \$31,504.**
- **Narcity Sponsored Article:** Narcity Canada website gets an average of **5.5 million unique visitors** per month. Also shared on their social channels with **2.1 million followers.**
- **CTV Discover Series (Jul 29-Sep 16):** 6 episodes on CTV Morning Live (foot, pedal, paddle, Daily Special, Craft Beer, Wine) - **13,600 adult viewers** per episode.
- **Rogers Media (Jul 25-Oct 16):** Digital & TV advertising campaign. **51,063** digital audio/podcast impressions x 30 posts. **75,000** targeted 'Outdoor Explorer' segment display. **69,230** short form targeted video impressions x 30 posts. **355,400 viewers** (City TV & Sportsnet) x 104 spots.
- **DailyHive Western Canada:** Summer/Fall/Winter campaign including an online article, social media posts and Google Ads - **2,400 article reads** 317,060 Facebook impressions | 7,036 Twitter impressions | 334,418 Instagram impressions | 216,423 Google Ad impressions.
- **NG Media PSA Campaign (Aug 15-Oct 9):** **36,223 airings** (minimum guaranteed was 2,000) across multiple national network channels including: CNN, TLC, AMC, MSNBC, A&E and Paramount.

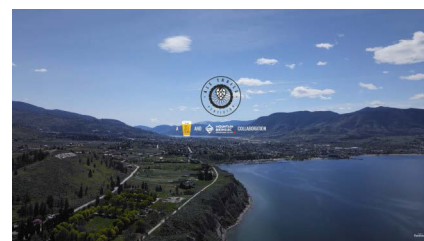


Culinary Focus

- **BC Food & Wine Radio:** 30 second advertising slots promoting a range of culinary activities in Penticton - **220,000 listeners per week** | 20 radio markets | 34 plays per week for 52 weeks.
- **Daily Hive Video, Branded Article & Contest (Oct/Nov):** – Hosted a media visit with Laureenne Karmel to collect video content **4,448 reads** (industry standard 1,500 reads) | **3.96% CTR** on article (industry standard 2-3%) | 32,667 Facebook impressions | 639 engagements for article | 76,744 IG impressions | 5,412 engagements for contest | 53,268 plays of fall travel reel on Instagram.
- **BC Ale Trails video and article:** Collaboration between local breweries and mountain biking community. Supported by an article on [Mountain Life Media](#).
- **Castanet Beer Week Promotion (Oct):** Ran ads for Beer Week events and Do Good collaboration beer directed to Visit Penticton website, amplified by a contest which included a 2-night stay in Penticton - **2,575 entries** | 815 new eNewsletter subscriptions | **16,930 story views** | 3,223 story clicks.

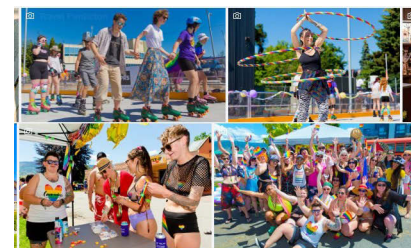
Eat your way through Penticton with these 9 must-try food spots

Neil Brennan · Nov 7 2022, 8:00 am



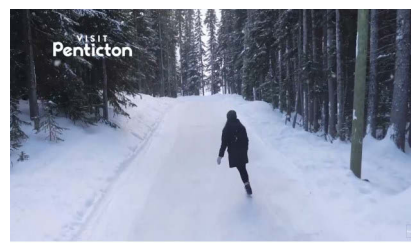
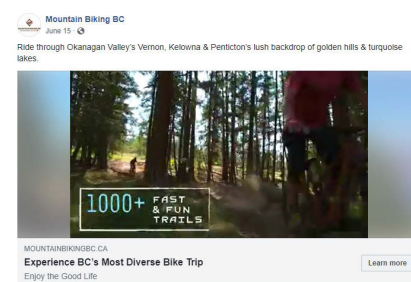
Accessibility/Inclusivity Focus

- Travel Penticton became Rainbow Registered and a [2SLGBTQIA Page](#) was added to the Visit Penticton website - **over 420 views** to date.
- **CGLCC Gala:** donated a Penticton vacation prize package, included with a specific section with donations from Rainbow Registered businesses.
- **CSA Snowbirds:** Full page advertorial, **90,000 copies** reaching 134,000 snowbirds in Canada and US.



Endurance/Outdoor Adventure Focus

- **Okanagan Singletrack:** Ad campaign part of a Western Canada Mountain Bike Tourism Association collaboration with Kelowna & Vernon - **1,449,994 impressions** | 263 conversions | 1.35% conversion rate.
- **Rogers Media TV/CPC Fall/Winter:** Extended our successful Summer/Fall campaign and created a new video with a focus on outdoor adventure. Invested \$14K on TV ads and received **\$24K in value with 917 bonus ads**. Supporting digital promotions received 186,182 impressions and a .195% CTR. Facebook and IG ads – 23,904 impressions, 7,592 thru-plays for a cost of \$0.02 per thru-play (which counts the number of times a video is played to completion or at least 15 seconds).
- **Explore Magazine (Sep 30):** Digital article, eNewsletter ads and banner ads **9,650 article reads** | **148,315 emails** | 26% open rate.
- **Apex Lift Tickets (Nov/Dec):** Facebook and Instagram ads running to encourage visitors to come into the VC and pick-up discounted tickets.



General

- **PentictonNow Best of Penticton Sponsorship (Jun-Nov)** : 6 month sponsorship 4 articles per month, shared on all PentictonNow social channels and newsletter - **223,242 total impressions** | 43,119 social impressions | 77,567 emails sent with 44.7% open rate and 38.6% click rate (20,157 clicks).
- **Inside Motorcycles**: Full page ad in 4 issues and banner ads for display on website - **65,000 motorcyclists per issue reached** through magazine readership 15,000 monthly average website views | 9,009 impressions on complimentary banner ads.
- **Motorcycle Mojo**: Full page ad in 3 issues and square ads for digital issues and newsletter. **60,000 motorcyclists reached** through magazine readership. 9,800 newsletter subscribers.
- **Vancouver International Jazz Festival (Jun/Jul)**: 2 minutes per hour of ads, displayed 11 hours per day. 6-8 x 15-20 second ads, **400,000+ attendees**. Minimum 352 guaranteed 15-second commercial spots.
- **Castanet Family Prize Package Contest**: **25,993 story views**, 3,950 story clicks **912 entries**, 657 Newsletter subscribers. Entries came from many locations across Calgary and BC.
- **NowMedia Contest**: Promoting Fall travel - **3,251 entries**, 1,505 eNewsletter sign ups, 1,104 weekly What's on sign ups.
- **Vancouver is Awesome Articles**: 5 sponsored content articles - **5,661,000 audience reach** | **\$149,371 ad equivalency value**.
- **Vancouver Magazine/BC Business/Western Living Article**: Sponsored content **320,000 total readership** | 235,700 website visitors per month | 249,974 social media followers.
- **Daily Hive Article**: Sponsored content - **651,428 audience reach**, **\$16,285 value**.
- **Four Seasons of Fun**: Sponsored content partnership with Castanet, articles published every Monday - **1,997,531 views** and **155,284 clicks**.
- **Drinkwater Movie Articles & Contest**: Collaborated with Castanet on ads, a contest and 2 articles to promote this very Penticton centric film - **783,043 impressions** 6,837 story reads. Promotions were boosted through our newsletters and social media channels. The screening of the movie was extended for **5 extra weeks** in Penticton.
- **BC Wellness Article**: Promoting health, wellness, sustainability, year-round holistic vacation spot.
- **Stingray Winter Contest**: Promoting winter travel, contest page on our website - 200,000+ banner ad impressions, radio ads on 104.3 The Breeze targeting 425,000 weekly listeners Vancouver and area.



PENTICTON FILM TO PREMIERE
Penticton-based film, Drinkwater, will have red carpet premiere Friday night
Sponsored Content - Oct 12, 2022 / 12:01 pm



PENTICTON WOWS WITH WELLNESS AND LOCAL OFFERINGS

November 24, 2022



2022 IN-MARKET PROMOTIONS

For 2022 we decided to take a different strategic direction with our Experience Guide. We removed all references to specific dates and removed all advertising to ensure the ongoing relevance of the information contained in the guide and increase its overall shelf life.

All current Members were represented in the Directory Listings at the back of the guide and tasting room maps were updated with names and locations of all wineries, breweries, distilleries and cideries throughout the area. We also used QR codes within each section of the guide to drive readers to our VisitPenticton website and ultimately to our member businesses.

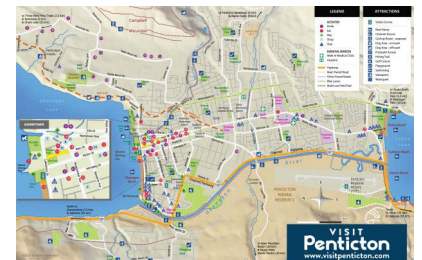
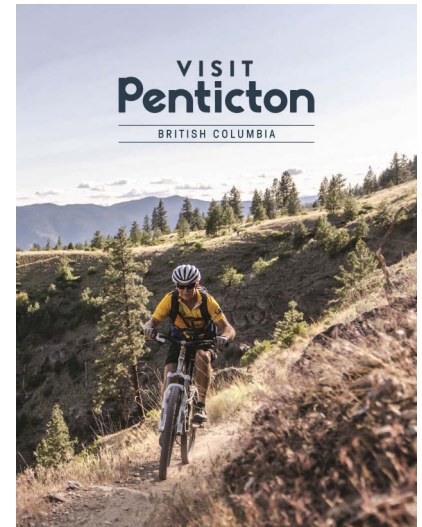
45,000 copies of our Experience Guide were printed

- **1,500 copies** were shipped directly to Impact Brochures to be distributed to Chambers of Commerce, Information Centres and CAA locations throughout Alberta, Saskatchewan and Manitoba.
- **5,292 copies** have been shipped to visitor centres throughout BC.
- **21,335 copies** have been delivered to member businesses.
- Approximately **5,000 copies** have been handed out to in-market visitors and locals via our static and mobile Visitor Centre locations.
- Our Guide is also available to be viewed online via ISSUU and had 406 reads to date with an average read time of 4 minutes 44 seconds

We continued to distribute our very popular branded tear-away maps of Penticton featuring a member directory on the reverse of the map. **189 pads of 50 maps** were delivered to local businesses for distribution to in-market visitors and guests including: hotels/motels/vacation rentals, restaurants, tour operators, wineries, breweries and other activity providers.

We updated and reprinted **5,000 copies of our “Let’s Ride” motorcycle guide** for distribution at our Visitor Centres and at other relevant locations and events. These guides were given to the **300 riders** participating in the Three Flags Classic motorcycle event over the Labour Day long weekend.

An additional in-market promotion, new for this year, was to design and create 1,000 Visit Penticton **branded coasters to support Beer Week**. The coasters were given to local breweries and accommodators participating in Beer Week to use as promotional giveaways.



2022 DIGITAL & ONLINE

Visit Penticton Website

The VisitPenticton.com newly designed website is up and running. Our main focus of for 2022 was on content and functionality. We created several new pages to better represent our commitment to [inclusivity](#) and [sustainability](#) including one dedicated to the [Okanagan Sylix People](#). Our marketing team have also produced [23 blogs](#), which have received over **33,206 views**.

As shown through our KPIs (page 26) our website remains an extremely popular channel for visitors.

In alignment with our accessibility initiatives, Travel Penticton invested in technology to ensure our website is easy for anyone to access and use. At the click of a button users can set their own personal font and colour preferences and we also have audio options for those with hearing impairments. Using Monsido we are able to continually monitor the performance of our website, locate any errors and ensure we remain ADA compliant.

Paid Social Media

The recently introduced Meta Business Suite allows us to efficiently schedule and monitor the performance of our social media ads. In 2022 we ran 165 paid social media campaigns. 755,540 reach **2,764,796 impressions** | 74,788 clicks | **\$0.10 cost per click** 2.70% click-thru rate (industry average 0.90%)

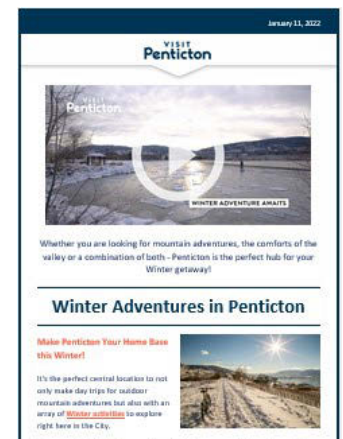
We are also able to view a breakdown of the age and gender distribution for each ad giving us valuable insights as to what is resonating most with specific groups. Armed with this information we are able hone the messaging of future campaigns to more effectively target specific demographic market segments.

Google Ads

As a registered non-profit society, Travel Penticton was able to secure free Google advertising with a \$10,000 per month value through the Google Ad Grants Program. The program is managed by one of our trusted suppliers, Navigator Multimedia. In 2022 we received **254,270 Impressions** | **34,752 Clicks** | **13.7 % CTR** (industry standard 4.68%) **5,400 Conversions** | **15.5% Conversion rate** (industry standard 3.95%)

Email Marketing

We continue to use Constant Contact to produce, schedule and monitor consumer emails sent to almost **40,000 contacts** across Canada and the US. Our average **open rate is 31.6%** which is on par with the industry standard and our **click rate is 1.1%** greater than the industry standard of 0.8%.



Organic Social Media

This year, Travel Penticton was excited to have Michael Lamont join our team taking on the new position of Digital & Social Media Specialist. While we do invest in paid digital advertising, the creation and development of organic content remains an extremely important component of our marketing activities.

Organic content is perceived to be more genuine by perspective visitors and is also an effective way to encourage members, stakeholder and visitors to share authentic experiences and engage with our posts.

A further benefit of organic content is it can be created and manipulated in an extremely timely fashion, allowing Travel Penticton to adjust our marketing messaging according to external factors that cannot be anticipated.

A prime example being our “Real Time” campaign, which we still frequently use to provide in and out-of-market visitors a true perspective of conditions in Penticton when there may be issues affecting other areas of the province, such as smoke from forest fires or adverse weather.

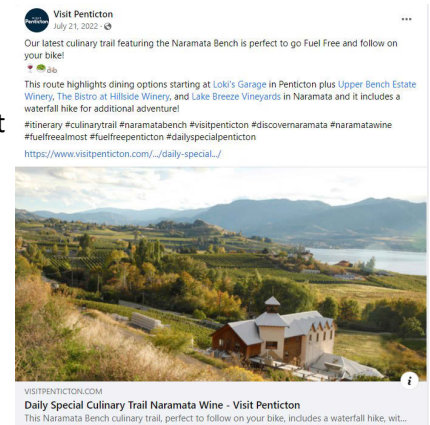
The flexibility of organic content also allows to promote members and events at the most opportune and impactful times. We have invested in technology to allow the capture of quality video and still images without having to rely on third party providers. This means our team can be ready at a moments notice to be on location creating inspiring content for our audience and we are seeing the results through our increase in followers.

	Followers 2021	Followers 2022	Growth
Facebook	10,393	11,788	13.4%
Instagram	13,934	15,662	12.4%

Using Hootsuite we are able to efficiently schedule and monitor the performance of both our paid and organic social media activity. On Facebook organic content accounts for approximately 30% of our **overall reach of 837,461**.

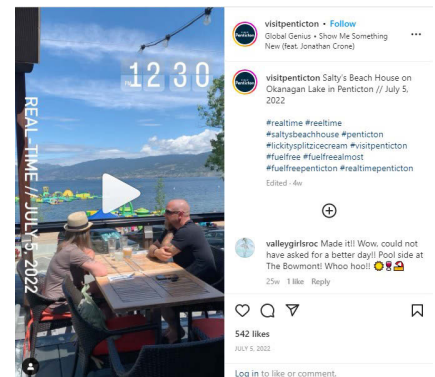
The images to the right show the best performing posts from our three main social media channels. Facebook is by far the channel we see the most engagement from, but we continue to enhance our presence on Instagram and Twitter. Where appropriate we also share content on LinkedIn on our Travel Penticton and Meet in Penticton pages.

Facebook



**Reach: 47,371 | Reactions: 406
Clicks: 1,468**

Instagram



**Reach: 7,999 | Likes: 544
Comments: 28**

Twitter

Main Street will be closed this Saturday from 3PM-7PM between Eckhardt & Lakeshore for the Santa Claus Parade. The @cityofpenticton & @BCTransit are also offering a free shuttle to the event.

#visitpenticton #pentictonnow #santaclausparade #roadclosure



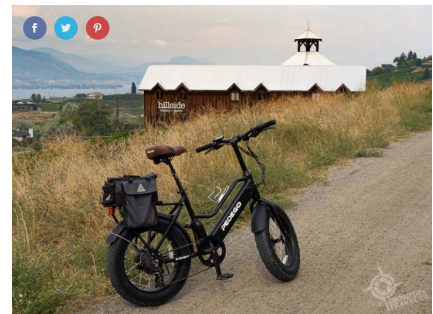
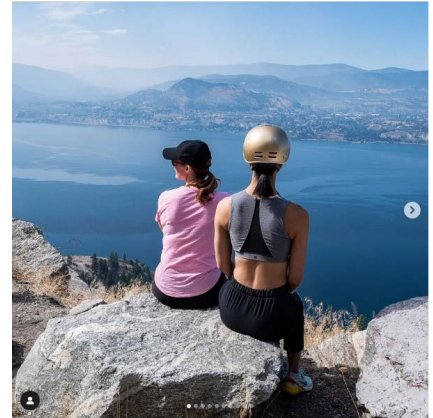
**Impressions: 985
Engagements 8 | Likes 1**

2022 MEDIA DEVELOPMENT

Our focus for 2022 was to amplify our core marketing programs by engaging with National and International media writers on several levels. We work closely with our media agency Serena PR, as well as TOTA and DBC to take advantage of opportunities to promote Penticton to a broad base of writers, capturing the attention of a large, diverse audience. We attended pre-arranged media meetings and events, hosted media groups and individual writers throughout the year, pushing the narrative of Penticton as a year-round destination.

Media Meetings & Group FAM Tours

- **Media Meetings Calgary** (March 28 & 29)
 - ◇ Shelley Arnusch, Senior Editor & Dominique Lamberton Avenue Magazine.
 - ◇ Dan Clapson - Freelance writer for Eat North, WestJet Magazine, Globe & Mail.
 - ◇ Debra Smith - Freelance writer for WestJet Magazine, Vancouver Sun and NUVO Magazine.
 - ◇ Leigh McAdam - Hike Bike, Travel.
 - ◇ Jody Robbins - Freelance writer for Calgary Herald, WestJet Magazine, Reader's Digest.
- **Media Meetings Toronto** (April 4):
 - ◇ Callaigh Alleyne - Freelance writer for Globe & Mail, The Social and EnRoute Magazine.
 - ◇ Adam Bisby - Freelance writer for Globe & Mail.
 - ◇ Kimberly Lyn - Freelance writer for Travel + Leisure.
 - ◇ Wing Sze Tang - Freelance writer for Toronto Star.
- **Media Meetings Ottawa** (April 8)
 - ◇ Fiona Tapp - Freelance writer for CNN Travel, MSN, HuffPost and more.
- **Travel Media Association Canada** (TMAC) Conference in Nova Scotia (June 22-26)
 - ◇ **30+ qualified appointments** with travel media writers from across Canada.
- **Fall FAM Tour** (September 6-9) Focus on Fall outdoor activities and seasonal culinary experiences.
 - ◇ Leigh McAdam author of Hike Bike Travel out of Calgary.
 - ◇ Kimberly Lyn a Freelance Travel Writer from Toronto.
- **Destination BC Press Trip** (September 13) Focus on unique Penticton experiences including Dragon Boating and Grape Savvy Trolley Wine Tour.
 - ◇ Ricardo Alonso a Freelance Travel Writer from Mexico
 - ◇ Zoe Baillargeon a Freelance Travel Writer from Portland, Oregon
 - ◇ Carrie Bell a Freelance Travel Writer from Los Angeles, California
 - ◇ Kristin Conard a Freelance Travel Writer from Santa Cruz, California
 - ◇ Thomas Kline a Freelance Travel Writer from Australia



Hosting Media Writers

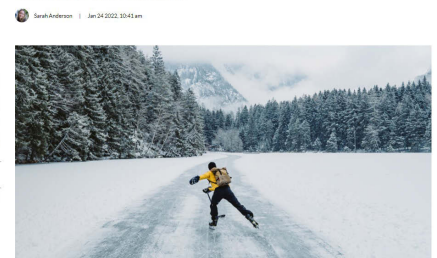
- Joanne Sasvari (hosted April 4) - Editor of Vitis Magazine and freelance writers for Vancouver Sun & Province. Focus on Fuel Free...Almost.
- Steve MacNaull (hosted May 13--15 | May 27-29) - Writer for NowMedia Group working on story development for VSOK campaign. Focus on culinary and light outdoor adventure activities in Penticton, Oliver, Summerland and Peachland.
- Andrew Dobson (hosted May 17-19) - Travel blogger from Toronto. Focus on craft-beer.
- Olivier de Maisonneuve (hosted May 31 - June 2) - Freelance travel writer from Montreal. Focus on wine, culinary and light outdoor adventure.
- Edward Quan (hosted June 7) - Freelance travel writer from Vancouver commissioned to write an article for Timberline, Porsche Club of America Canada West Region quarterly magazine. Focus on wine, culinary and road tripping.
- Joyce Lam (hosted June 12th) - Influencer and blogger for VanFoodies.com from Vancouver. Focus on wine and culinary.
- Nadin Eule (hosted August 25-29) - German athlete, travel writer and author of [Eiswuerfelimschuh.de](https://www.eiswuerfelimschuh.de). Focus on Ironman and health & wellness.
- Jane Canapini (hosted September 13-15) - Author of Grownup Travels out of Toronto. Focus on Fall outdoor activities and seasonal culinary.
- Diane Selkirk (hosted October 14-16) - Freelance travel writer from Vancouver commissioned to write an article for BC Magazine. Focus on wine and culinary, but also provided with tickets to Drinkwater, a Penticton based movie which was playing at Landmark.
- Laurene Karmel (hosted October 18-20) - Travel writer for Daily Hive Vancouver. Focus on Fuel Free...Almost.



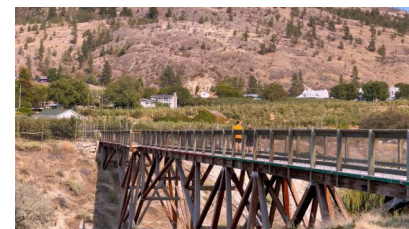
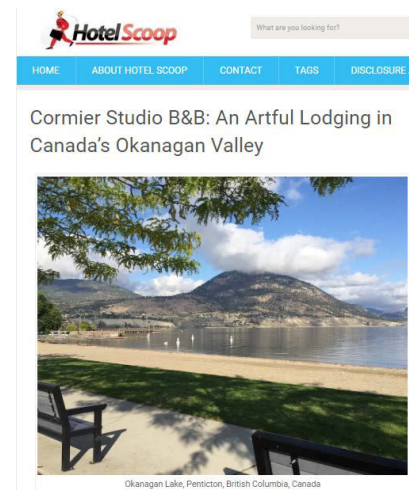
Articles from hosted & pitched media writers

- Published in Vancouver Sun & The Province by Mia Stainsby in January (hosted June 2021)
[Mia Stainsby's favourite dishes of 2021](#)
Audience Reach: **1,681,692** | AVE: **\$38,055**
- Published on HotelScoop.com by Carolyn Heller in January (hosted October 2021)
[Naramata Inn: A Gourmet Getaway in British Columbia's Wine Country](#)
Audience Reach: **148,220** | AVE: **\$3,706**
- Published in Daily Hive Toronto by Sarah Anderson in January (hosted January, 2020)
[8 breathtaking places to go ice skating in Canada this winter](#)
Audience Reach: **3,455,797** | AVE: **\$86,395**

8 breathtaking places to go ice skating in Canada this winter



- Published on Vacay.ca by Adrian Brijbassi in February (hosted May 2019)
[20 Best Places to Travel in Canada for 2022: Time for Indigenous Tourism](#)
Audience Reach: **525** | AVE: **\$13**
- Published on HotelScoop.com by Carolyn Heller in March (hosted October 2021)
[Cormier Studio B&B: An Artful Lodging in Canada's Okanagan Valley](#)
Audience Reach: **148,220** | AVE: **\$3,706**
- Broadcast on YouTube Gay Voyager Channel by Danny Kronstrom in March (hosted September 2021)
[Penticton Travel Guide - How to travel to Penticton in British-Columbia](#)
Views on You Tube to date: **9,431**
- Broadcast on Global Calgary Television segment with Jody Robbins in April (attended correspondents meeting March 2022)
[Sustainable Options for Local & Destination Travel](#)
Audience Reach: **14,225,000** | AVE: **\$355,625**
- Published on Miss 604 by Rebecca Bowlitt in May (hosted August 2020)
[10 Reasons why Penticton is an Awesome Place to Raise Kids](#)
Audience Reach: **14,225,000** | AVE: **\$355,625**
- Published on MSN by Elizabeth Chorney-Booth in (attended Seattle Media dinner August 2019)
[Canada's most dazzling views will inspire you](#)
Audience Reach **40,755,000** | AVE: **\$1,018,875**
- Published in Vancouver Sun (online & print) by Joanne Sasvari in May (hosted April 2022)
[Penticton lets you park and ride](#)
Audience Reach: **275,078** | AVE: **\$3,430**
- Published in Vancouver Sun by Mia Stainsby in May (hosted May 2021)
[Review: Okanagan wineries offer some of the region's best food](#)
Audience Reach: **1,522,000** | AVE: **\$38,050**
- Published in Vancouver Sun (online & print) by Joanne Sasvari in May (hosted April 2022)
[Penticton is a playland of outdoor adventure](#)
Audience Reach: **127,507** | AVE: **\$3,188**
- Published on Instagram, Facebook, Twitter and TikTok by Andrew Dobson in June (four separate videos) (hosted May , 2022)
www.facebook.com/DobbernationLOVES/videos/480886760473774/
Audience Reach: **27,238** | AVE: not available
- Published in Western Living Magazine by Nick Rockel (provided a crafted media pitch May 17, 2021)
[The Ultimate B.C. Summer Staycation Guide 2022](#)
Audience Reach: **68,993** | AVE: **\$1,725**



Sustainable options for local, and destination travel

Posted April 24 2022 08:45am

Travel and sustainability may seem at odds with one another – but they don't have to be. Travel writer Jody Robbins joins Global News Calgary with some tips on how to 'travel green'.



- Published on SamyRabbat.com by Olivier de Maisonneuve in June (hosted May/June 2022)
[Okanagan et Similkameen, des vallées et des vins qui ravissent les sens!](#)
Audience Reach: **15,000** | AVE: not available
- Published on Vanfoodies Instagram page by Joyce Lam in June (hosted June 2022)
[Crazy Shakes and a Cherry On Top](#)
Audience Reach: **15,700** | AVE: not available
- Broadcast in season 4 of Outta Town Adventures Bea Broda in June (hosted September 2021)
[Outta Town Adventures \(Penticton\)](#)
Series has a **five star rating** on Amazon Prime
- Published on Vancouver Foodster by Richard Wolak in June (hosted July 2019)
[Experiencing Turkish Cuisine at Elma in Penticton](#)
Audience Reach: **15,888** | AVE: **\$397**
- Published on Vancouver is Awesome by Lindsay William-Ross in June (attended media luncheon in Vancouver May 2019)
[Put these perfect Penticton pit-stops on your road trip list](#)
Audience Reach: **1,086,000** | AVE: **\$27,150**
- 8 pages published in British Columbia Magazine** about Skaha Bluffs by Andrew Findlay and Steve Ogle (hosted September 2021)
Audience Reach: **350,000** print readers, **135,365** website page views and **169,257** social media followers.
- 6 pages published in British Columbia Magazine** on Sipping & Cycling in Penticton by Jane Mundy (hosted September 2020)
Audience Reach: **350,000** print readers, **135,365** website page views and **169,257** social media followers.
- Published in Vancouver Sun by Mia Stainsby in July (hosted June 2021)
[Eliza wine bar top of mind on Okanagan trip](#)
Audience Reach: **1,294,000** | AVE: **\$32,350**
- Published on Dobbernation by Andrew Dobson in July (hosted May 2022)
[Best Penticton Breweries & Craft Cider](#)
Audience Reach: **180,000** | AVE: not available
- Published in Readers Digest Canada by Jody Robbins in July (attended correspondents meeting March 2022)
[The Best Bike Trail in Every Province](#)
Audience Reach: **759,000** | AVE: **\$18,975**
- Published on PoweredbyMom Instagram Page in July
<https://www.instagram.com/p/CgJKRVfu6B6/>
<https://www.instagram.com/p/CgUtJnbpigt/>
<https://www.instagram.com/p/CgsNGslskQV/>
(hosted July 2022)
Audience Reach: **15,900** | AVE: not available



- Published on Vancouver is Awesome by Lindsay William-Ross in August (attended media luncheon in Vancouver May 2019)
[Here's why you need to make a trip to this bucket-list B.C. hotel and restaurant](#)
Audience Reach: **1,086,000** | AVE: **\$27,150**
- Published on Vancouver is Awesome by Elana Shepert in August (hosted July 2021)
[Everything you need to know about the new route connecting Vancouver to a top B.C. destination](#)
Audience Reach: **1,086,000** | AVE: **\$27,150**
- Published in Vancouver Sun by Mia Stainsby in September (hosted June 2021)
[The Okanagan perfect for wining, dining](#)
Audience Reach: **1,522,000** | AVE: **\$38,050**
- Published on Hike Bike Travel by Leigh McAdam in September (hosted September 2022)
[A Guide to 3 Perfect Days in the South Okanagan](#)
Audience Reach: **26,442** | AVE: **\$661**
- Published on Daily Hive Vancouver by Sarah Anderson in September (hosted January 2020)
[8 adorable Okanagan small towns worth a fall road trip](#)
Audience Reach: **651,428** | AVE: **\$16,286**
- Published on Off Track Travel by Gemma Taylor in September (hosted July 2020)
[Boundary Country's Rail Trails: KVR and C&W Hiking and Biking Guide](#)
Audience Reach: **26,193** | AVE: **\$655**
- Published on Daily Hive Vancouver by Sarah Anderson in September (hosted January 2020)
[10 BC small towns that become magical in the fall](#)
Audience Reach: **651,428** | AVE: **\$16,268**
- Published on Eiswuerfelimschuh.de by Nadin Eule in October (hosted August 2022)
[Penticton Reisebericht – Besuch zum Ironman Kanada](#)
[Ironman Kanada 2022: Startunterlagen, Wettkampfbesprechung & Bike Check-In](#)
[Ironman Kanada 2022: Wettkampfmorgen & Schwimmstrecke](#)
[Ironman Kanada 2022: Radstrecke](#)
[Ironman Kanada 2022: Laufstrecke, Finishline & Finisher Party](#)
Over 24,000 social media followers
- Published in Vancouver Sun by Joanne Sasvari in October (hosted)
[A picture-perfect road trip through B.C.'s wine country](#)
Audience Reach: **125,623** | AVE: **\$242**
- 5 pages published in Timberline** (Porsche Club of America Canada West Region quarterly magazine) by Edward Quan in November (hosted June 2022)
Winding Roads and Wineries: A Porsche Tour of the Okanagan
Exclusive publication geared towards an affluent audience plus more than 3,000 Facebook followers.

Here's why you need to make a trip to this bucket-list B.C. hotel and restaurant

For starters: Location, location, location.



Lindsay William-Ross
Aug 18, 2022 11:47 AM



1/3 The Nazanoto Inn is an excellent spot for a relaxing getaway in the heart of town. | Lindsay William-Ross/Vancouver is Awesome



HIKE BIKE TRAVEL TO STAY TO DO GEAR & SAFETY MY BOOKS MORE



A Guide to 3 Perfect Days in the South Okanagan

(A) ALMOST PURE PICES, ACTIVE SUSTAINABLE PAWS (A)GATION

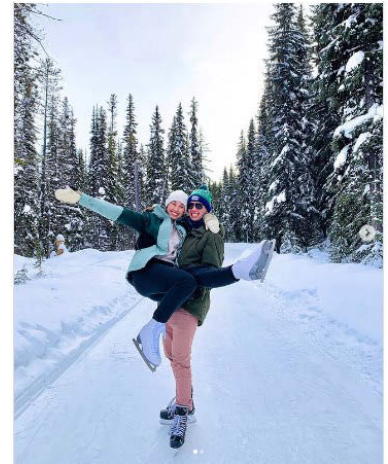


Winding Roads and Wineries:
A Porsche Tour of the Okanagan

Articles & Photos By Edward Quan



- Published by Alyssa Hirose in Vancouver Magazine and BC Living in November (hosted January 2020)
[B.C. Winter Staycation Guide 2023: The Best Restaurants in Penticton](#)
Audience Reach: **81,013** | AVE: **\$2,721**
- Published by Leslie Anthony in BC Magazine in November (hosted February 2019)
[Winter In Wine Country](#)
Audience Reach: **15,573** | AVE: **\$531**
- Published by Sarah Anderson on Daily Hive in November (hosted January 2020)
[BC's 1 km forest ice skating loop is perfect for a winter road trip](#)
Audience Reach: **651,428** | AVE: **\$16,286**



Media Monitoring

Over the years our media monitoring efforts have become much more sophisticated. Working closely with experts at Agility PR we receive daily and weekly reports of media articles featuring Penticton and area, sourced by using appropriate key word searches. We also track any media writers we have previously hosted or pitched as often many months can go by before articles are actually published.

The table below provides an overview of our earned media over the past 5 years. 2020 was somewhat of an anomaly which can be attributed to the fact that in the height of the pandemic national and international travel was extremely restrictive and Canadian travel writers were forced to look closer to home for story ideas.

While the total number of articles Penticton features in have declined the overall audience reach and ad value equivalency has substantially increased. The main reason for this is almost all traditional print platforms now also have an additional digital component, which significantly broadens the audience reach.

Year	Number of Articles	Audience Reach	Ad Value Equivalency
2022	187	395,938,307	\$10,693,961
2021	288	97,839,373	\$4,923,334
2020	4,019	56,097,917	\$1,402,080
2019	855	32,482,457	\$1,107,631
2018	729	24,632,260	\$738,924

In appendix 2, you will find examples of unsolicited (\$0 investment) media articles featuring Penticton. Two particularly prominent ones were published in Forbes Magazine
[Why You Should Explore The Wines Of The Okanagan Valley](#)
[Craft Beer Flourishes In Vancouver And British Columbia](#)
Audience Reach: **142,491,000** | AVE: **\$3,998,684**

2022 SPECIAL PROJECTS

Visit South Okanagan

This collaboration between Penticton and our neighbouring communities was established to ensure when COVID-19 restrictions are lifted, we were in a prime position to aid and speed up the recovery efforts of our tourism sector. 50% of the funding comes from Destination BC.

2022 marked the third year for this collaborative campaign. Travel Penticton continues leading this project, with support from other participating communities, which make up the South Okanagan Tourism Alliance (SOTA)

- **Visit South Okanagan website** www.visitsouthokanagan.com **47,552 users** and **10,570 page views**.
- **Visit South Okanagan Facebook Page** [@VisitSouthOkanaganBC](https://www.facebook.com/VisitSouthOkanaganBC) **671 followers** with a **reach of 28,707** and **1,297 engagements**
- **Visit South Okanagan Instagram Page** [visitsouthokanagan](https://www.instagram.com/visitsouthokanagan) **2,009 followers** with a **reach of 74,854** and **6,832 engagements**

Culinary Trails & Accessibility

2022 saw the culmination of a 3 year program (extended from 2 years due to the pandemic) to develop Culinary Trails within Penticton, which include an accessibility component. The project was 83% funded through Western Economic Development to the tune of \$112,500. Some key success of the project include:

- Set up [online training program](#) for participants of Culinary Trail program (password DailySpecial) and worked with Spinal Cord Injury BC to deliver [remote workshops](#) on Universal Design.
- Curated content for [new website](#), social media channels and other marketing materials in preparation of Culinary Trail launch including 28 stories/blogs featuring local culinary businesses.
- Collaboration article published on Castanet - [Get to know what's 'special'](#) **Audience Reach: 34,317**.
- Conducted onsite assessments with Spinal Cord Injury BC and populated [AccessNow consumer app](#) - over 50 Penticton tourism businesses have been added to the app.
- Became a community partner of the ["Nature for All"](#) program, which seeks to create a barrier-free Canada through standards based practice. Agur Lake Camp Society, which operates BC's only barrier-free wilderness campground, joined Travel Penticton as a new member.
- [Daily Special content](#) on our Visit Penticton website has earned **6,220 pageviews** to date. Daily Special promotions on Facebook earned a reach of 19,903 with 1,407 engagements for a 7% engagement rate.

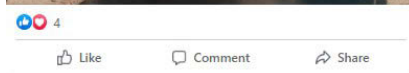
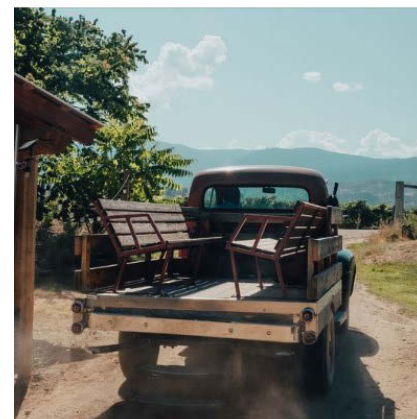


Visit South Okanagan is at Covert Farms Family Estate.
October 7 at 3:00 PM · Oliver

Hop on we are headed to [@covertfarmsfamilyestate](https://www.facebook.com/covertfarmsfamilyestate)

Open Wed - Sun, 11am-5pm this organic farm & winery is a fun place for the whole family.

Come in for hands-on harvest tours, picnics and live music on Sundays. ... See more



2022 DESTINATION DEVELOPMENT

Member Development

At the start of 2022, Travel Penticton had 222 active members and we added **34 new members** during the year.

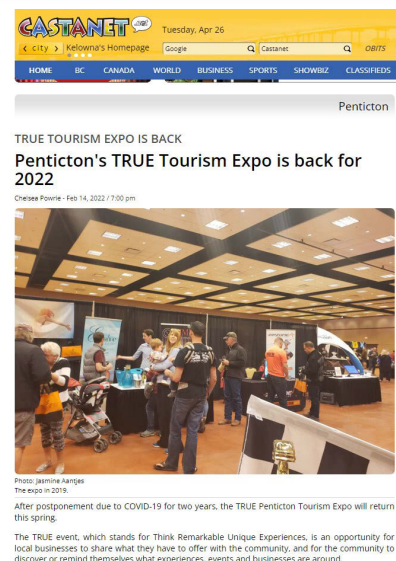
With the Covid restrictions lifted we were once again able to kick off the 2022 tourism season with our increasingly popular TRUE Penticton Tourism Expo.

- **56 Exhibitors** (20% increase over 2019)
- **Over 800 attendees** (33% increase over 2019)
- 6 stories about TRUE were published by local and regional media outlets. Audience Reach: **1,865,304** | AVE: **\$46,632**
- **Over \$5,000** in prizes donated by members
 - ◊ 7 adult prize packages (\$4,597 value)
 - ◊ 5 kid's prize packages (\$547 value)
- Conducted a post-event survey and over 90% of respondents plan to attend next year.
- Received positive feedback from many vendors
 - ◊ *"The Event was great - got to bring awareness to our brand and new marketing initiatives to locals. Met some other really great vendors and some good possible employees."*

Another key element of destination development is ensuring our member business have the tools and resources needed to deliver exceptional visitor experiences. We are pleased to support a variety of workshops, seminars and other educational opportunities that benefit our whole tourism sector.

Below are some of the initiatives we spearheaded this year.

- 7 Businesses attended **Insurance seminar** hosted by Matt Kickbush and Steve Nagle from Capri CMW
- 20 hospitality employees signed up for **SuperHost training**, which includes the Foundations of Quality Service and Service for All modules
- 8 individuals from member businesses were given the opportunity to complete a fully subsidized **Emergency FirstAid for Industry** (OFA Level 1 equivalent) course delivered by St John Ambulance. All spaces were booked within 30 minutes of the offer being posted so more are planned for 2023.
- **10 tourism business** were sponsored to undertake their **Rainbow Registered Accreditation**, which provides safe spaces for members for the LGBTQ community. A press release about the program was picked up by several local media outlets and also featured in the TIABC Newsletter.



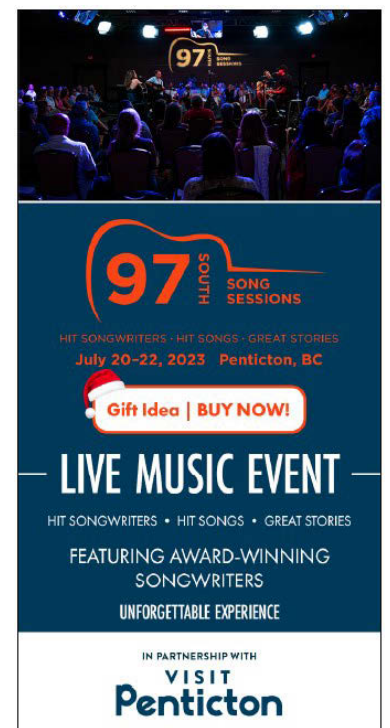
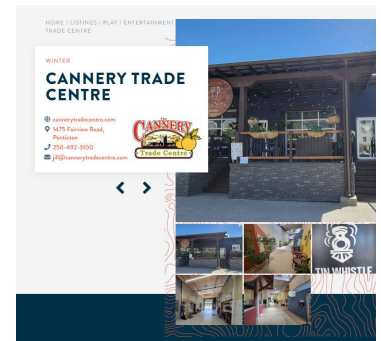
St. John Ambulance
SAVING LIVES
at work, home and play

Travel Penticton strives to ensure each of our members receives optimum value for their annual membership fee. Below are the results of our efforts in 2022.

- Member listings on VisitPenticton website achieved **1,177,650 impressions** and **11,577 clicks**. Members have the ability to access their website listing at any time to check their individual stats and make any updates.
- Member Package Deals on VisitPenticton website achieved **77,008 impressions** and **1,534 clicks**.
- Invested in 19 sponsored content articles featuring **182 member mentions** which had a **total audience reach of 14,981,811** and a **total ad equivalency value of \$459,662**
- Ran a sponsored tourism related article on Castanet every Monday which highlighted member business through **327 separate mentions**. The articles received a total of **1,997,531 views** and **155,284 clicks**.
- We have continued to produce our weekly Member Mailer to provide up to date information on tourism industry developments, available grants and subsidies, training opportunities and more. **24,009 emails delivered** | **44.2% open rate** (industry standard 33.9%) **4.0% click rate** (industry standard 1.7%)
- 11 Accommodator properties received **free professional photography** services and the images were shared with Travel Penticton and used to create sell sheets and enhance website listings.

Member Co-op Marketing

- **Castanet subsidized advertising program**
Members buy into the program for \$250 for a customized 4 week regional campaign and Travel Penticton covers the remaining cost. Digital ads are co-branded with the Visit Penticton logo.
30 member businesses took advantage of the program, which yielded a total of **72,933,210 impressions** and **37,500 clicks** over the course of the year. Many participants booked multiple months to further benefit from increased exposure and additional savings.
- **New Country 100.7 subsidized advertising program**
Members buy into the program for \$350 and Travel Penticton covers the remaining cost. Participants receive 60 x 30 second commercials dedicated to their business. The station broadcasts valley-wide, reaching audiences from Osoyoos to Vernon. **23 member business** participated in this initiative.
- **Snowbirds Promotional Campaign**
Members were given the opportunity to acquire a fully subsidized ad in the Canadian Snowbird Association magazine, which reaches **134,000 snowbirds** across Canada and the US.



2022 VISITOR SERVICES

As a year-round destination it is vital we maintain a year-round visitor centre. While the first couple of months of the year were relatively quiet the time was well spent in preparation for the upcoming tourist season.

- In April, after working as a full time VC Councilor for several months Alice Simpson was promoted to the position of Visitor Services Co-ordinator and took charge of the day to day operations of our static and mobile visitor centres.
- We were awarded funding through the government's Summer Jobs program to support hiring of one person for the 2022 season. We hired **3 summer students**, one whom returned after working at the Visitor Centre last Summer.
- **3 new volunteers** were taken on to provide additional support throughout the summer.
- Renewed the lease with Parker's Motors for the Travel Penticton branded van used as the mobile visitor centre.
- Invested in new uniforms for the Visitor Centre team and volunteers.

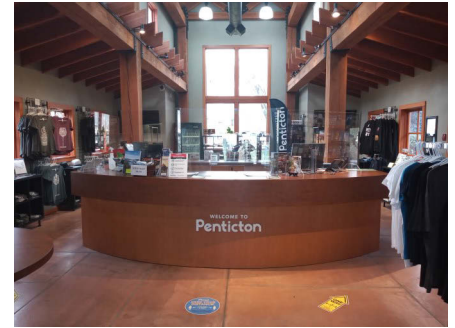
As the season picked up the team worked together to engage with visitors and members of the public at a variety of key locations.

- Started up our mobile visitor centre at the Saturday Downtown Community Market.
- Attended a variety of key events including, the Dragon Boat Festival, Young Stars Party on the Plaza and the Chamber Biz tradeshow
- Our Satellite location at The Peach was open seasonally this year May-Aug and our Airport Visitor Kiosk remained open year-round.

Inclusivity

One of our focuses this year was inclusivity. Which we achieved by becoming **Rainbow Registered** and adding required LGBT+ training for the Visitor Centre Team. We worked on forming relationships with members from the Penticton Indian Band and including Indigenous training/learning. We also focused on adding inclusive, indigenous and local products to sell at the Visitor Centre. Other inclusivity efforts included:

- Added new retail lines to reflect our policy of **openness and inclusion** including: Pride pins & stickers and Jewels of HOPE bracelets, which help raise funds to support marginalized and exploited women in the Okanagan.
- We were successful in obtaining funding to support the setting up an indigenous section in our main visitor centre, which will include artwork and a range of products from **indigenous artisans** throughout the province. (Indigenous artists are paid a royalty on every sale)



Professional Development

Regardless of whether our staff are with us for one season, multiple seasons or permanently we feel it is important to ensure consistency in the level of service we provide to visitors and residents. We therefore provide extensive training to ensure all of our team members are confident and prepared when dealing with a wide variety of guests. In 2022 our training included:

- A series of **6 FAM tours** to tourism locations and member businesses for the Visitor Centre team to enhance their knowledge and help them provide exemplary service to visitors.
- **Emergency First Aid Training for Industry** (OFA Level 1 equivalent) delivered by St John Ambulance. All team members received their certification.
- **Go2HR training** on Foundations of Quality Service, Service for All and Safer Spaces (an introduction to LGBT+ Diversity & Inclusion).
- **Indigenous Protocols** delivered through a story-telling session with Anona Kampe of the Okanagan Nations Alliance.

Visitor Experience & Retail

The visitor centre is often the first point of contact for people who travel to Penticton and as such we want to ensure they have the best possible experience. The team have worked diligently to ensure our static and mobile visitor centres are well presented and welcoming. Some of our key investments for 2022:

- New stock, focusing on items that have proved popular in the past, including a new range of Ogopogo sun hats and onesies for young children as well as a line of fun T-shirts for adults.
- Visit Penticton branded environmentally conscious paper bags.
- Purchased a new Bluetooth speaker so staff can play ambient music during quieter periods to make the space feel more inviting.
- Partnered with Apex Mountain Resort to sell adult lift-passes at a discounted rate and ran several social media ads to get the message out.
- Purchased a new revolving rack card display which allows visitors easier access.
- Created QR codes for every rack card on display so tech savvy visitors can download information, rather than taking a hard copy.

The table below shows how Penticton Visitor Centre fared in 2022 compared to other in the South Okanagan.



Visitor Centre	Visitors 2021 (Static Centre)	Visitors 2021 (Event/Roaming)	Visitors 2022 (Static Centre)	Visitors 2022 (Event/Roaming)
Kelowna	27,421	0	79,051	0
Oliver	1,956	0	4,188	4,114
Osoyoos	10,605	16	13,625	0
Penticton	5,818	1,024	8,532	2,941
Summerland	2,345	343	3,602	533

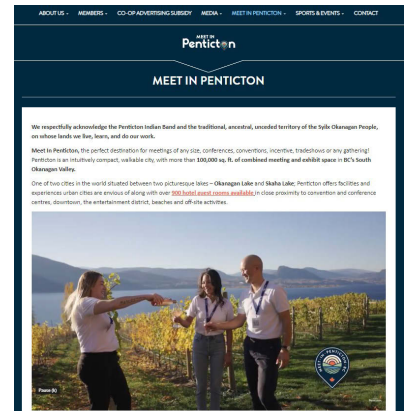
2022 CONVENTION BUREAU

Travel Penticton continues to work closely with the City of Penticton Economic Development Department, Penticton Trade and Convention Centre, South Okanagan Events Centre and Penticton Lakeside Resort to develop our MICE market. Some of the key wins in the Convention Bureau's first full year of operations include:

- Awarded a **\$100,000 grant** from the BC Ministry of Tourism, Arts, Culture & Sport through the Business Events and Conferences Restart Fund.
- Continuing to build a cohesive and professional 'Meet in Penticton' brand through print and tradeshow collateral and high-end branded giveaways to encourage interest in Penticton as a potential MICE venue.
- Developed a portfolio of sell sheets for major accommodation properties, off-site venues, transportation and group activity providers, which are used to build custom responses to RFPs.
- Purchased domain **MeetinPenticton.com** - currently forwarded to rebranded pages on TravelPenticton.com corporate website. **1,501 page views** since launch in March.
- Created new Meet in Penticton listings on Cvent and Unique Venues, two of the premier solutions used by meeting planners to source potential venues.

MICE Marketing

- Advertorial feature on CMEE site - **15,500 visitors** per month
https://www.cmeexpo.ca/city_series/penticton-a-place-to-stay-forever/
- **Ignite Magazine** - Full page ad in Fall & Winter editions - **14,600 print distribution** | 13,400 digital distribution | 10,000+ social media followers
- **BIV Meeting Places Magazine** - Full back cover ad (Co-op with PTCC) **8,500 print distribution** to industry associations, event planners and targeted addresses in Alberta
- **CSAE Advertising Campaign** - Full page in Fall/Winter conference edition of Association Magazine. 6 placements in Association Agenda Newsletter over 3 months. Leader board ads for 3 months. Programmatic ads **30,000 impressions** over 3 months
- Worked with Tambellini Designs to develop Meet in Penticton branded assets including: sell sheets, eNewsletter, website and a digital convention guide.
- Worked with Vine & Beach Media to develop digital footage highlighting the walkability of Penticton for event/meeting planners.
- Continuing to build relationships with the indigenous community through Okanagan Nation Alliance and Indigenous Tourism BC.



It's all here
MEET • COMPETE • ENTERTAIN

MEET
Over 100,000 sq ft of meeting/exhibit space
Penticton Trade & Convention Centre
Penticton Lakeside Resort & Conference Centre
100 guest rooms close to facilities
Walkable, compact City

COMPETE
Four seasons
Spring events
Agora Ball Room
World-class
110,000 sq ft
200km hiking & biking trails

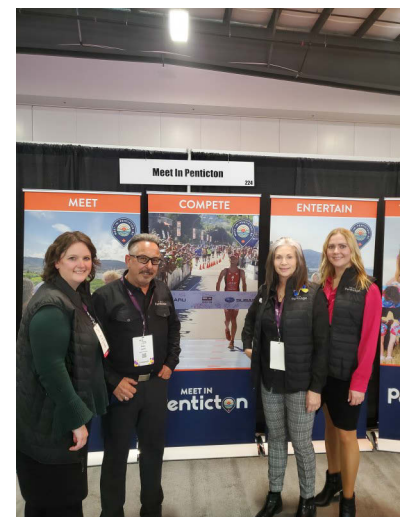
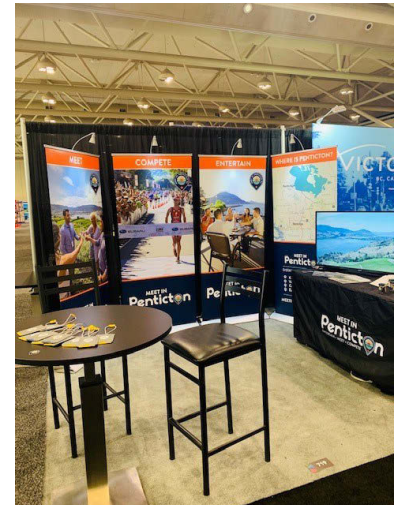
ENTERTAIN
Cala Breweries
Farm to Table
Culinary Scene
190 Regional Wineries
Okanagan Wineries
South Okanagan Events Centre



MEETINPENTICTON.COM

MICE Tradeshows

- **CSAE Tete-a-Tete & Reveal** (April in Ottawa) attended with PTCC and PLR
 - ◇ **44 vetted qualified leads** and 505 new contacts
 - ◇ RFP from H & R Block National Operations Meeting in 2024
 - ◇ Other potential new conferences interested in Penticton include: National Campus & Community Radio Association, Cider Canada
- **Venue Safari** (May in Vancouver)
 - ◇ Acquired attendee list of **124 planners**
 - ◇ Gave out 25 Meet In Penticton invitations to vetted planners
 - ◇ Offered a prize draw - winner was a planner who was there to specifically see MIP team. She will be coming to Penticton to do a site tour later in the year.
 - ◇ Dropped off invitations and gifts to 4 officers, one to whom we submitted a bid for September 2022.
- **Canadian Meetings + Events Expo** (August in Toronto) attended with PTCC and PLR.
 - ◇ **76 new contacts**
 - ◇ Great social event
 - ◇ Other BC destinations had pre-planned an **'Experience BC' section**. Due to the infancy of our Convention Bureau, Penticton was not included, but we still benefited from the set up and will be included in future similar initiatives.
- **Sport Events Congress** (November in Edmonton) attended with Jeff Plant, Sport & Event Supervisor with the City of Penticton.
 - ◇ **12 new opportunities** to host national and international sporting events including Canada Running Sports, which could bring 3,000+ runners to the City during the Spring.
- **Professional Convention Management Association (PCMA)** (November in Niagara Falls) attended with PTCC and PLR
 - ◇ 50/50 planners/suppliers, made good contacts with both
 - ◇ **178 new contacts**
 - ◇ Sessions were highly educational
- **Experience BC** (November in Toronto)
 - ◇ Venue was extraordinary and the draw for most planners
 - ◇ Each DMO gave away a prize and said a few words
- Invested in new pull-up and table-top banners highlighting the **Meet | Compete | Entertain** messaging developed to promote Penticton within the MICE sector.
- Invested in Meet in Penticton branded uniforms, which create a professional and united image when representing the city at tradeshows.
- Set up MICE database in Act to manage contacts gathered at Tradeshows. Currently holds **more than 1,100 contacts**.



MICE Incentives

When dealing with event planners it is expected that prospective locations provide a series of incentives in order to secure the business. As well as investing in branded giveaways our Meet in Penticton team works with members and accommodators to put together very competitive bids.

We have invested in a range of merchandise to be used as giveaways to potential meeting planners and also delegates once in market. These include picnic hampers, jars of fudge, luggage tags toques and scarfs.

We also purchased branded USB cards which are extremely well received. Not only can they be used to conveniently store a wealth of marketing material they are a much more environmentally conscious alternative to hard copy collateral, which is a key consideration for event planners.

MICE Results

When compiling our five year strategic plan we set a target for the Convention Bureau to bring in one new major event each year. We have in fact provided support for 19 events/conferences hosted in Penticton in 2022 and including:

- Government Finance Officers Association of BC Annual Conference & AGM (June 1-3) at PLR - **200 Delegates**
- BC Liberal Convention (June 8) at PTCC - **500 Delegates**
- Local Government Management Association (June 21/23) at PTCC **225 Delegates**
- Association of Interior Realtors Conference & Trade Show (June 22-23) at PLR - **450 Delegates**
- Canadian Beef Industry Conference (August 15-19) at PTCC/PLR **550 Delegates**

There are many more in the MICE activations confirmed and in pipeline for 2023 and beyond including:

- BC Economic Development Association (April 15-20) at PTCC **223 Delegates**
- Fire Prevention Officers Conference (April 28 - May 5 at PLR **405 Delegates**
- British Columbia Water & Wastewater Association (May 13-16) at PTCC **1,200 Delegates**
- Fire Chief Association & EFMA (June 3-5) at PTCC **850 Delegates**



Why choose Penticton?

Penticton, BC is your ideal destination for meetings and conferences, with more than 100,000 sq. ft. of combined meeting and exhibit space in BC's beautiful South Okanagan Valley. Penticton is truly a 'walkable' city with most conference and accommodation facilities within close proximity. Who wouldn't want to walk to their next meeting or meet with new friends along the Okanagan Lakeshore promenade?

Penticton features award-winning wineries, unique craft breweries and a food scene that offers amazing local farm-to-table cuisine. Good things start with great food!

Our USB and MeetInPenticton.com website offer you a full range of conference and event planning resources with key contacts, downloadable images and videos to inspire you to choose Penticton as your next conference or meeting destination.

You are WELCOME!

Karen Davy
Convention Bureau

MEET IN
Penticton

P 250.276.2163
C 250.328.4576
E karen.davy@meetinpenticton.com

MeetInPenticton.com



USB Card

Event Marketing Support

The objective of our Event Funding program is to leverage marketing funds collected from the Municipal and Regional District Tax (MRDT) to maximize the potential of festival and event organizers to increase visitation and over-night stays and contribute to the economic growth of the local tourism industry.

To qualify for funding, events or festivals must attract visitors from outside of Penticton and surrounding area (which includes Naramata, Okanagan Falls, Kaleden and Apex Mountain) and increase tourism visitation and spending by generating overnight stays.

- Event Funding committee approved \$150K funding for **27 signature events (Actual \$157K)**
- Committed \$100k to cover the cost of accommodation for Ironman crew
- **\$54 million estimated economic impact** of funded events (not including Ironman and CSSHL)
- Visit Penticton brand received significant additional exposure through:
 - ◇ CSSHL printed program, website and ads during live streaming of games
 - ◇ Meadowlark printed program
 - ◇ Jazz Festival printed program
 - ◇ Peach Festival Float appearance at other NW Festivals and Parades
 - ◇ Nu Floors Curling Classic streaming of games.
- 136 regional, national and international media articles featuring funded events were published in 2022
Total Audience Reach 254,739,585 | Total AVE \$6,586,219
- The event calendar page on the Visit Penticton website received a total of **182,231 views**
- 109 Facebook posts promoting funded events - **Total Reach 291,200 Total Engagements 10,874**
- Invested in professional photography for 17 events and acquired more than **1,870 images** which can be shared with event organizers to aid in the promotion of future events
- Approved multi-year funding support for 7 major events, so they have do not have to resubmit an application in 2023
- Issued invitations for 2023 and **received 16 applications**, which will be reviewed by our Event Funding Committee in January .



Appendix 1 - Key Performance Indicators for 2022

KPI	2021 Actual	2022 Target	2022 Actual
MRDT Collected*	\$577,857	\$625,000	\$944,534
MRDT Collected OAP*	\$123,437	\$80,000	\$171,042
Room Revenue*	\$29,478,633	\$31,250,000	\$39,545,449
Occupancy Rate*	42.6%	50.0%	55.0%
Earned Media Articles	288	180	187
Earned Media Circulation	97,839,373	100,000,000	395,938,307
Earned Media AVE	\$4,923,334	\$1,800,000	\$10,693,961
Website Sessions	204,861	200,000	288,132
Website Unique Visitors	150,207	175,000	225,152
Website Page Views	376,679	350,000	534,230
Website Referrals	19,460	7,500	36,119
Facebook Fans	10,393	11,000	11,788
Facebook Engagements	22,791	25,000	28,727
Facebook Post Reach	699,663	500,000	1,321,546
Facebook Engagement Rate	4.5%	5.0%	4.0%
Instagram Followers	13,934	14,000	15,662
Instagram Engagements	29,660	25,000	12,037
Instagram Reach	410,902	500,000	222,334
Instagram Engagement Rate	6.9%	5.0%	6.0%
Email Marketing Emails Delivered	428,169	700,000	680,029
Email Marketing Open Rate	24.2%	17.8%	31.6%
Email Marketing Click Rate	1.1%	1.2%	1.1%
Email Marketing Unsubscribe Rate	0.2%	0.3%	0.2%
Member Listings Impressions	834,103	650,000	1,177,650
Member Listings Clicks	12,934	14,000	11,577
Member Packages Impressions	137,113	190,000	77,008
Member Packages Clicks	1,862	1,900	1,534
Member Earned Media Articles	165	150	181
Member Earned Media Circulation	120,634,273	40,000,000	306,454,854
Member Earned Media AVE	\$4,197,726	\$1,000,000	\$7,910,962
Member Emails Delivered	27,711	30,000	24,009
Member Emails Open Rate	36.0%	20.9%	44.2%
Member Emails Click Rate	5.0%	1.7%	4.0%
Visitor Centre Traffic (Westminster)	3,846	6,000	6,509
Visitor Centre Traffic (Peach)	1,972	3,000	2,023
Visitor Centre Traffic (Mobile)	1,024	7,000	2,941
Visitor Centre Retail Sales (Gross)	\$16,693	\$25,000	\$26,073
Visitor Centre Retail Sales (Net)	\$3,530	\$5,000	\$7,547
MICE Event Page Views	53,688	100,000	182,231
MICE New Events Confirmed	0	1	19

*MRDT, Room Revenue and Occupancy Rates are only until September 2022

Appendix 2 - Samples of General Travel News Earned Media Articles with a Provincial, National or International audience reach of more than 100,000

[Fresh snow a much-needed boon for Okanagan ski resorts](#)

Global News

Date: Jan 6, 2022

By: Doyle Pontenau

Audience Reach: **12,693,353**

AVE: **\$317,334**

[10 Cities In BC & Alberta Named In Top 25 Popular Places To Move To Canada](#)

Narcity Canada

Date: Jan 11, 2022

By: Daniel Milligan

Audience Reach: **6,673,000**

AVE: **\$166,825**

[Why You Should Explore The Wines Of The Okanagan Valley](#)

Forbes

Date: Jan 11, 2022

By: Joseph V Micallef

Audience Reach: **93,450,000**

AVE: **\$2,336,250**

[21 Amazing Beaches in Canada](#)

Travel2Next

Date: Jan 19, 2022

By: Spencer Samaroo

Audience Reach: **186,080**

AVE: **\$4,652**

[You're Not A True British Columbian Unless You've Gone On At Least 9 Of These 14 Adventures](#)

Narcity Canada

Date: Jan 27, 2022

By: Daniel Milligan

Audience Reach: **7,030,000**

AVE: **\$175,750**

[Penticton, B.C.'s long-awaited outdoor rink opens to the public](#)

Global News

Date: Feb 13, 2022

By: Taya Fast

Audience Reach: **14,225,000**

AVE: **\$355,325**

[10 extravagant Airbnbs you can rent in Canada right now](#)

Curiosity Canada

Date: Feb 22, 2022

By: Unknown

Audience Reach: **222,000**

AVE: **\$5,550**

[Spring skiing: Sunny skies, no masks in forecast for Okanagan mountains](#)

Global News

Date: Mar 18, 2022

By: Travis Lowe

Audience Reach: **12,693,353**

AVE: **\$317,334**

[6 Lazy Rivers Near Vancouver To Float Down All Summer Long & Wash Those Worries Away](#)

Narcity Vancouver

Date: Mar 26, 2022

By: Ali Watkins

Audience Reach: **7,030,000**

AVE: **\$175,750**

[5 Spring Outdoor Adventures in and around the Canadian Rockies](#)

Calgary Herald

Date: Apr 6, 2022

By: Matt Mosteller

Audience Reach: **2,492,000**

AVE: **\$62,300**

[Top 5 road trip destinations in B.C. to visit in your EV](#)

Vancouver is Awesome

Date: Apr 11, 2022

By: Hyundai (Sponsored Content)

Audience Reach: **1,654,000**

AVE: **\$41,350**

[30 Best Tourist Attractions in Canada & Best Places to Visit in Canada](#)

Proudinoy.ph

Date: Apr 21, 2022

By: Carenlove

Audience Reach: **418,540**

AVE: **\$1,046**

[Best Small Towns For An Interior BC Road Trip](#)

WorldAtlas

Date: May 3, 2022

By: Andrew Douglas

Audience Reach: **1,387,000**

AVE: **\$10,608**

[Hop-on hop-off wine trolleys to launch in Naramata](#)

Global News

Date: May 5, 2022

By: Taya Fast

Audience Reach: **12,693,353**

AVE: **\$317,334**

[12 Hottest Cities in Canada - 2022 Update](#)

Housegrail.com

Date: May 6, 2022 By: Chris Rogers

Audience Reach: **649,000**

AVE: **\$16,225**

[Canada's best-ever weekend road trips](#)

Vietnam Explorer News Channel

Date: May 7, 2022 By: Unknown

Audience Reach: **2,365,000**

AVE: **\$59,142**

[7 Luxury Train Vacations for Wine Lovers](#)

Wine Enthusiast

Date: May 11, 2022 By: Lauren Mowery

Audience Reach: **227,000**

AVE: **\$5,675**

[10 North American Destinations For Vineyards & Wineries](#)

TheTravel

Date: May 15, 2022 By: Ronne Trueman

Audience Reach: **184,100**

AVE: **\$4,600**

[24 Best Places to Visit in British Columbia](#)

ThePlanetD

Date: May 24, 2022 By: Deb Corbill

Audience Reach: **305,144**

AVE: **\$7,629**

[The best places for a weekend getaway with friends in BC this summer](#)

Daily Hive Vancouver

Date: May 25, 2022 By: Meagan Gill

Audience Reach: **107,761**

AVE: **\$2,694**

[Very optimistic': Busy start to tourism season in Penticton, B.C.](#)

Global News

Date: May 25, 2022 By: Taya Fast

Audience Reach: **12,693,353**

AVE: **\$317,334**

[This Lazy River In BC Is The Perfect Summer Activity & You Can Rent A 'Party Island'](#)

Narcity Canada

Date: May 30, 2022 By: Ashley Ray-Harris

Audience Reach: **5,984,000**

AVE: **\$149,600**

[South Okanagan racecar driver returning to home track](#)

Curiosity

Date: June 9, 2022 By: Isabelle Vauclair

Audience Reach: **222,000**

AVE: **\$5,550**

[Here are 6 clothing-optional beaches to take a dip in around BC this summer](#)

Curiosity

Date: June 9, 2022 By: Isabelle Vauclair

Audience Reach: **222,000**

AVE: **\$5,550**

[7 Places To Visit In Canada That Will Make You Feel Like You've Stepped Onto A Greek Island](#)

Narcity Canada

Date: June 10, 2022 By: Katherine Caspersz

Audience Reach: **5,984,000**

AVE: **\$149,600**

[These cities were just ranked the cheapest places to live in BC](#)

Curiosity

Date: June 10, 2022 By: Isabelle Vauclair

Audience Reach: **222,000**

AVE: **\$5,550**

[Top 15 Airbnb Vacation Rentals In Penticton, Canada](#)

Trip 101

Date: June 12, 2022 By: Kavita Jain

Audience Reach: **842,045**

AVE: **\$21,051**

[Float away your troubles: Here are 9 breathtaking lazy rivers in BC to check out this summer](#)

Curiosity

Date: June 13, 2022 By: Isabelle Vauclair

Audience Reach: **222,000**

AVE: **\$5,550**

Put these perfect Penticton pit-stops on your road trip list

Vancouver is Awesome

Date: June 14, 2022 By: Lindsay William-Ross

Audience Reach: **1,086,000**

AVE: **\$27,150**

Last: Naramata offers a little slice of wine heaven

Edmonton Journal

Date: June 18, 2022 By: Geoff Last

Audience Reach: **810,000**

AVE: **\$20,250**

Travel Central Okanagan, Canada, Tips From a Local: P3 For the Shopaholic

Medium

Date: June 21, 2022 By: Libby Hawkes

Audience Reach: **21,015,000**

AVE: **\$525,375**

5 best lazy rivers to go for a float in BC this summer

Daily Hive Vancouver

Date: June 24, 2022 By: Meagan Gill

Audience Reach: **651,428**

AVE: **\$16,286**

The Best Bike Trail in Every Province

Reader's Digest Canada

Date: Jul 11 By: Jody Robbins

Audience Reach: **759,000**

AVE: **\$18,975**

Save your summer with these one-tank family road trips from Vancouver

Vancouver is Awesome

Date: Jul 15, 2022 By: Bianca Bujan

Audience Reach: **1,086,000**

AVE: **\$27,150**

6 Nude Beaches In BC To Check Out This Summer & Avoid Tan Lines

Narcity Canada

Date: Jul 28, 2022 By: Ashley Ray-Harris

Audience Reach: **5,984,000**

AVE: **\$149,600**

This city nestled between two lakes has one of BC's most affordable lifestyles

604 Now

Date: Jul 29, 2022 By: Unknown

Audience Reach: **287,546**

AVE: **\$7,189**

10 Canadian Beaches That Are Beyond Beautiful

TheTravel

Date: Aug 2, 2022 By: Dominic Horner

Audience Reach: **184,000**

AVE: **\$4,600**

Naramata Magic: A Guide to This Okanagan Valley Town and Wine Region, Plus Recipes

Zoomer Magazine

Date: Aug 5, 2022 By: Dick Snyder

Audience Reach: **147,086**

AVE: **\$3,677**

To the lake!

100 Mile Free Press

Date: Aug 26, 2022 By: Lia Crowe

Audience Reach: **160,393**

AVE: **\$4,010**

Pinot noir the perfect choice for a fall wine

Calgary Herald

Date: Sep 3, 2022 By: Darren Oleksyn

Audience Reach: **109,082**

AVE: **\$1,476**

From Beachside Bonfires to Mountain Backdrops, 6 Canada Beaches to Visit This Fall

Marriott Bonvoy Traveller

Date: Sep 28, 2022 By: Vivian Chung

Audience Reach: **205,992**

AVE: **\$5,150**

The best available hotels & places to stay near Okanagan Valley

Things to do

Date: Oct 1, 2022 By: Tynisha Seiler

Audience Reach: **153,320**

AVE: **\$3,833**

[Weekend Wine Picks](#)

Vancouver Sun

Date: Oct 8, 2022 By: Anthony Gismondi

Audience Reach: **147,571**

AVE: **\$119**

[Beer capital celebrates its status](#)

Vancouver Sun

Date: Oct 13, 2022 By: Anthony Gismondi

Audience Reach: **125,623**

AVE: **\$118**

[35 Amazing Things to do in Canada – Ultimate Canadian Bucket List](#)

ThePlanetD

Date: Nov 1, 2022 By: Deb Corbiel

Audience Reach: **400,288**

AVE: **\$12,899**

[Destination B.C. showcases ski resorts, powder and mountain scenery](#)

Travel Week

Date: Nov 3, 2022 By: Toby Lubkowski

Audience Reach: **136,480**

AVE: **\$4,591**

[The most livable and underlooked areas in BC, according to Reddit \(PHOTOS\)](#)

Daily Hive Vancouver

Date: Nov 4, 2022 By: Amir Ali

Audience Reach: **651,428**

AVE: **\$21,911**

[The 20 best Northwest wines of 2022](#)

Pacific Northwest Magazine

Date: Nov 4, 2022 By: Eric Degerman

Audience Reach: **7,444,000**

AVE: **\$250,380**

[8 of the best ski hills to check out near Vancouver this year](#)

Curocity

Date: Nov 7, 2022 By: Isabelle Vauclair

Audience Reach: **222,000**

AVE: **\$7,467**

[10 BC ski resorts that are hiring for the winter season right now](#)

Curocity

Date: Nov 8, 2022 By: Isabelle Vauclair

Audience Reach: **222,000**

AVE: **\$7,467**

[Section of Penticton, B.C. lake-to-lake bike route complete, roads re-open](#)

Global News

Date: Nov 20, 2022 By: Taya Fast

Audience Reach: **10,250,000**

AVE: **\$343,697**

[Best BC wineries for a wedding](#)

Daily Hive Vancouver

Date: Dec 12, 2022 By: Allison Wallace

Audience Reach: **651,428**

AVE: **\$22,083**

[Craft Beer Flourishes In Vancouver And British Columbia](#)

Forbes Magazine

Date: Dec 9, 2022 By: Gary Stoller

Audience Reach: **49,041,000**

AVE: **\$1,662,434**

[Penticton home turned into winter wonderland to spread holiday spirit](#)

Global News

Date: Dec 25, 2022 By: Sydney Morton

Audience Reach: **10,250,000**

AVE: **\$348,149**

[10 Best Ski Spots In British Columbia](#)

The Travel

Date: Dec 28, 2022 By: Aunindita Bhatia

Audience: **184,000**

AVE: **\$6,250**

Appendix 3 - Terms of Reference

- **ADA** - American's with Disabilities Act
- **AVE** - Advertising Value Equivalency. The estimated value of a published media article if it was purchased.
- **Agility PR** - An organization that provides powerful and intuitive media outreach, monitoring, and measurement solutions.
- **CMEE** - Canadian Meeting & Events Expo
- **Conversion Rate** - A conversion takes place when a user takes a desired action. (ex. submitting a form, registering an account, phone call, or purchase). Conversion rate is the rate at which people convert on your site or landing page. Divide total sessions by total conversions to calculate a conversion rate.
- **CPC - Cost Per Click** - A paid advertising term where an advertiser pays a cost to a publisher for every click on an ad.
- **Crowdriff** - A digital asset management solution that makes it easy for destinations to find the photos and videos their visitors have taken (also known as user-generated content), and integrate them seamlessly (and painlessly) into their websites.
- **CSAE** - Canadian Society of Association Executives
- **CTR - Click-Through Rate** - The percentage of time your ad is clicked. Calculated by ad clicks divided by ad impressions.
- **DBC** - Destination BC
- **DMO** - Destination Marketing Organization
- **Earned Media** - Any media coverage that is not directly paid for by Travel Penticton.
- **FAM Tour** - FAM stands for familiarization. They are tours organised by Travel Penticton with the purpose of educating media writers about the city's tourism products & services and promoting them.
- **Hootsuite** - A social media management platform. The system's user interface takes the form of a dashboard, and supports social network integrations for Twitter, Facebook, Instagram, LinkedIn, Google+ and YouTube. Wikipedia.
- **Influencer** - A person with the ability to influence potential buyers of a product or service by promoting or recommending the items on social media.
- **ISSUU** - A media company that gives anyone with digitally bound content the ability to upload and distribute their publications worldwide.
- **MICE** - Meetings, Incentives, Conventions & Events
- **MIP** - Meet in Penticton (established branding for promoting Penticton as a MICE destination)
- **Monsido** - An online tool to monitor and perfect a website's accessibility, content quality, branding, SEO, data privacy, Core Web Vitals and more.
- **PLR** - Penticton Lakeside Resort & Conference Centre
- **PTCC** - Penticton Trade and Convention Centre
- **RFP** - Request for Proposal
- **SOEC** - South Okanagan Events Centre
- **SOTA** - South Okanagan Tourism Alliance
- **TIABC** - Tourism Industry Association of BC
- **TOTA** - Thompson Okanagan Tourism Association
- **TRUE** - 'Think, Remarkable Unique Experiences' - brand for annual Tourism Expo
- **VSOK** - Visit South Okanagan (community marketing collaboration supported with funding from Destination BC)