



# 2019 BUDGET

## Purpose

Travel Penticton is a Destination Marketing Organization (DMO), charged with the task of providing external marketing and awareness to potential travelers on a regional, provincial, national and international level.

Travel Penticton promotes a collaborative funding model offering a balanced approach to Tourism Marketing utilizing:

- **Print**
- **Digital & Social Media Platforms**
- **Media Development & Leveraging**
- **Event Support**
- **Consumer Direct Shows**
- **Partnerships with Local Events, Facilities and Attractions**

Travel Penticton is the **FIRST FACE** for promotion of Penticton externally at shows, events, conventions & marketplaces.

## Definitions

- **MRDT** Municipal Regional District Tax
- **DMO** Destination Marketing Organization
- **TOTA** Thompson Okanagan Tourism Association – Regional DMO
- **BCHA** British Columbia Hotel Association
- **TIABC** Tourism Industry Association of BC
- **DBC** Destination British Columbia
- **KPI's** Key Performance Indicators for Measurement
- **Analytics** Measurement of Digital & Social Media Performance
- **Conversion** Defined by either direct promotion > \$\$ or by engagement of followers on social media

## 2018 Challenges

- High Water, Fire, Smoke
- July Hwy 97  
Summerland/Peachland fire
- Drifting smoke from  
external fires near  
Keremeos & Area
- Constant media coverage  
on ‘Flooding’ & ‘Wildfires’
- BC ‘State of Emergency’
- Repairing Public Perception  
over the short, medium &  
long term
- ***Maintain Room Night  
Levels & Visitation***



BC Wildfires **2018**: Flights cancelled as **smoke** chokes airports  
CBC.ca - Aug. 20, 2018  
Kelowna International Airport, Penticton Regional Airport and the West Kootenay  
Airport in Castlegar all reported several flights cancelled by ...  
Smoky conditions, poor visibility affect BC-bound flights  
Globalnews.ca - Aug. 20, 2018

[View all](#)



UPDATE: Okanagan air quality index poor due to **smoke**  
Penticton Western News - Aug. 13, 2018  
According to Environment Canada, during a wildfire, smoke conditions can change  
quickly over short distances and can vary considerably ...  
Thick **smoke** continues to blanket the Okanagan creating bad air ...  
Globalnews.ca - Aug. 13, 2018

[View all](#)



Thick **smoke** to smother the Okanagan again this weekend  
Globalnews.ca - Aug. 16, 2018  
The **smoke**-directing flow in the upper atmosphere transitioned to be more westerly  
... Peter Quinlan (@PQuinlanGlobal) August 18, 2018 ...



Air quality in nearly a dozen BC communities 'very high risk' on Sunday  
Globalnews.ca - Aug. 19, 2018  
**Smoke** is filling interior valleys with poor visibility & high AQHI values. ... the **smoke**  
towards the coast #bcstorm #vernon #kelowna #penticton  
pic.twitter.com/6lFQfrYeXR ... Dwayne Rourke (@DwayneRourke) August 19,  
2018 ...



Heavy **smoke** and poor air quality force cancellation of two Okanagan ...  
CBC.ca - Aug. 20, 2018  
Athletes from 19 countries are in Penticton for the race, some from as far ... for a  
cancelled 2018 national championship event that was initially ...

Triathlon **smoked out**  
Local Source - Castanet.net - Aug. 18, 2018

[View all](#)




PHOTOS: BC city wakes up to darkness under wildfire **smoke**  
Penticton Western News - Aug. 17, 2018  
The wildfire **smoke** has become so thick in B.C. that it's blocking the sun in some  
communities. People in Prince George woke up to dark skies ...

# 2018 Solutions

**Visit Penticton** is 😊 feeling curious at Okanagan Lake, Penticton.  
July 20, 2018 · Penticton, BC · 🌐

Wondering about Real Time conditions in Penticton? Take a look at this raw video shot this morning on the Okanagan Lake Beach 📹! Castanet, Penticton Herald, Penticton Western News, Thompson Okanagan, Destination British Columbia & Destination Canada



01:33

**44,124** People Reached      **7,019** Engagements      [Boost Again](#)

Boosted on Jul 20, 2018      Completed By

People Reached	<b>11.1K</b>	10-Second Video Views	<b>2.9K</b>
----------------	--------------	-----------------------	-------------


[View Results](#)

👍❤️ 200      39 Comments 228 Shares

👍 Like    💬 Comment    ➦ Share    🌐

**Visit Penticton** is 😊 feeling curious in Penticton, British Columbia.  
July 22, 2018 · 🌐

Wondering about the "Real Time" conditions in Penticton ? Check out this Raw footage captured this morning from Skaha Lake Park !  
City of Penticton - Municipality , Castanet, Penticton Western News, Penticton Herald, Thompson Okanagan Tourism Association, Route 97, Global BC, Destination British Columbia & Destination Canada



01:10

**62,566** People Reached      **15,890** Engagements      [Boost Again](#)

Boosted on Jul 22, 2018      Completed By


People Reached	<b>11.7K</b>	10-Second Video Views	<b>3.9K</b>
----------------	--------------	-----------------------	-------------

[View Results](#)

👍❤️👏 390      50 Comments 424 Shares

**Visit Penticton** is 😊 feeling curious in Penticton, British Columbia.  
August 4, 2018 · 🌐

Wondering about the "Real Time" conditions in Penticton? Check out th RAW footage from the Channel.  
Shot at 5:00 PM  
City of Penticton - Municipality, Thompson Okanagan Tourism Association, Destination British Columbia, Castanet, Global BC Commu Central, Global Calgary, Global Edmonton, Global Vancouver, CTV Vancouver, CTV Calgary ,CTV Edmonton, CBC Vancouver, CBC Calga CBC Edmonton



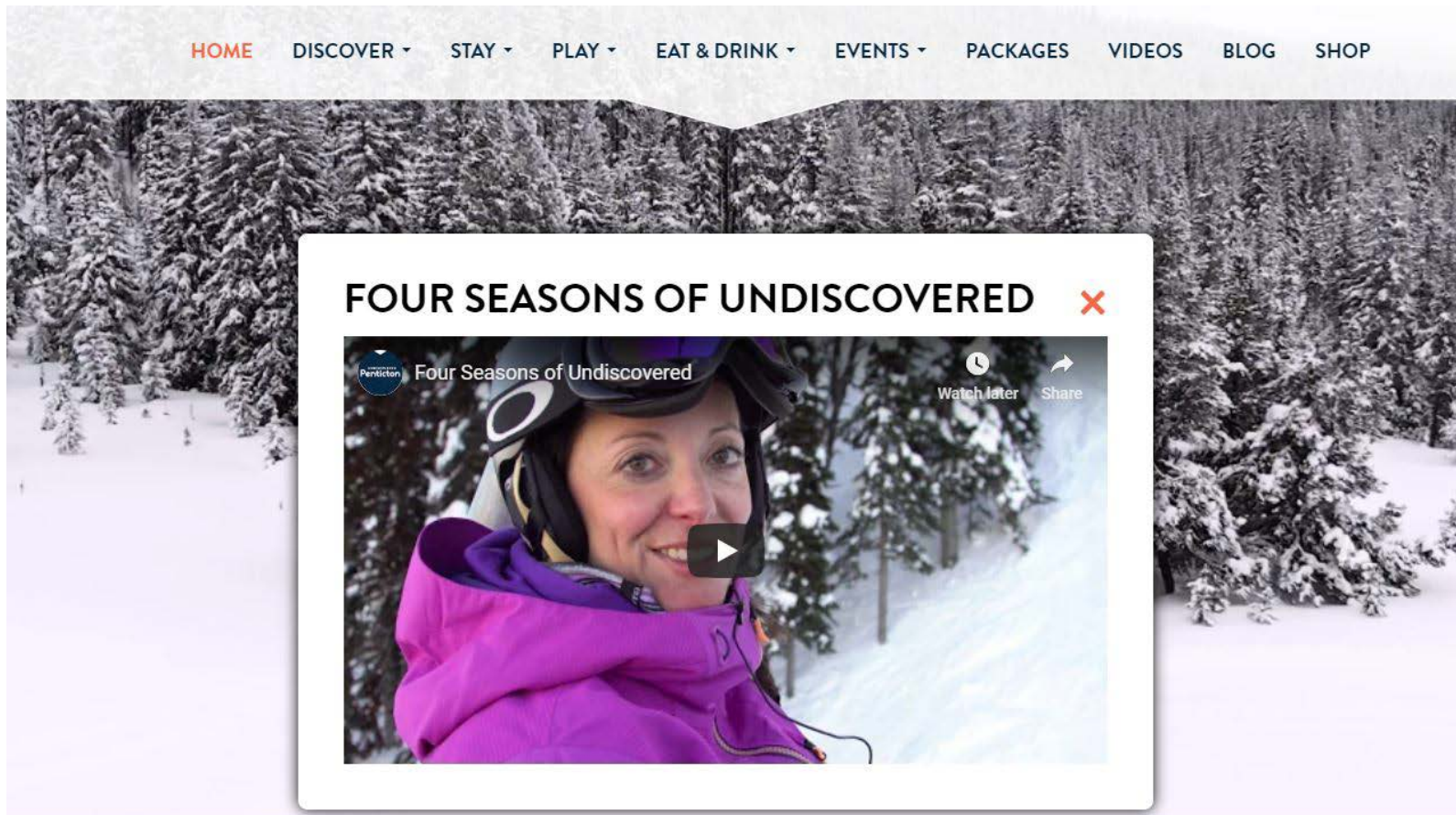
00:25

**24,864** People Reached      **1,105** Engagements      [Boost Ag](#)

Boosted on Aug 4, 2018      Completed By

People Reached	<b>19.4K</b>	10-Second Video Views	<b>4.5K</b>
----------------	--------------	-----------------------	-------------

## 2018 Accomplishments in Brief



# WELCOME TO PENTICTON

## 2018 Accomplishments in Brief

### EXAMPLE:

- **Consumer Focussed Trade Shows:**  
Travel Penticton representing the entire community for **TOURISM & potential INVESTMENT & RELOCATION**

**Attended 4 Consumer Shows:**

**Calgary Motorcycle: 26593 Attendees**

**Vancouver Motorcycle: 33000 Attendees**

**Vancouver Outdoor Show: 17200 Attendees**

**Calgary Outdoor Show: 13200 Attendees**



Visit Penticton is at Motorcycle Show - Edmonton.

January 10 at 10:25 AM · Edmonton, AB · 🌐

Time to start planning to Ride Somewhere New ! Come visit us at the Edmonton Motorcycle Show on January 11-13th to get your FREE Penticton Motorcycle Route Map !

Event details: [www.motorcycleshows.ca/](http://www.motorcycleshows.ca/)



Visit Penticton

Travel Company

Send Message

Like

Comment

Mannull Rubio Bibanco, Dennis Henderson, Dennis Wolden and 62 others like this.

Most Relevant ▾

## 2019 Innovative Projects

- **Tourism Economic Impact Study**
- **Accessible Tourism Initiative**
- **Cinema Advertising**
- **Increase Media Profile**
- **Penticton Beach & Airport Visitor Kiosks**
- **Local Tourism Open House**
- **Offer Co-Op Marketing Program for Travel Penticton Members**



## Our Partnership with our City of Penticton - 2019

- **Provide Workshops to Council & Staff on Travel Penticton operations**
- **Present Quarterly Reports to Council on Travel Penticton operations – Currently submitted electronically**
- **Work to secure a beach location for a high-volume seasonal Visitor Information Centre**
- **Continue collaboration with Economic Development department on Tourism Impact Assessment**

## **Benefits of City Funding - \$300,000**

- **Visitor Services**
- **Promotion of Penticton through trade and consumer shows**
- **Support Sales & Marketing Professional Staff**
- **Satellite Visitor Centres**
- **Digital content for promotion**
- **Photography**
- **Videography**
- **Story content**

# Facts about MRDT Program

- 5 Year Term – July 1, 2017 to June 30, 2022
- 2% Supported by Accommodators
- City Resolution for financial community support
- Provincial program – partnership between Ministry of Tourism, Arts and Culture, Ministry of Finance and Destination BC
- Any changes would require a new application supported by local industry...accommodators
- Reporting partnership with City of Penticton and Travel Penticton – working very well!

## 2019 Budget - Revenue

Revenue	Budget
Municipal Contract for Service	\$300,000.00
MRDT Revenue	\$640,000.00
Vacation Rental Revenue	\$11,500.00
Co-op & Special Project Revenue	\$10,000.00
DBC Visitor Centre Network Funding	\$25,000.00
Member Marketing Services	\$35,000.00
Experience Guide Advertising	\$58,000.00
Grants	\$6,500.00
Retail Sales Revenue	\$25,000.00
Other (interest/commission)	\$1,500.00
<b>Revenue TOTAL</b>	<b>\$1,112,500.00</b>

## 2019 Budget – Expenses

	Budget
Marketing Initiatives	\$386,600.00
Marketing Staff Wages	\$246,685.00
Visitor Centre Operations	\$182,514.00
Event Co-op Funding	\$150,000.00
Professional Services Expenses	\$87,500.00
Administration Expenses	\$44,030.00
Other Expenses	\$15,000.00
<b>Expenses TOTAL</b>	<b>\$1,112,329.00</b>

## Team

### Full Time Staff - Marketing

Executive Director, Thom Tischik

Project Co-ordinator, Jo Charnock

Marketing Manager, Brad Morgan

Member Services & Marketing Manager, Karen Davy

### Full Time Staff - Visitor Centre

Visitor Centre Supervisor, Graham Filek

Travel Experiences Councillor, Dawne Young

Travel Experiences Councillor, Cheryl Gill

### Summer Staff - Visitor Centre

Student - Paul Garcha

Student - Jacob Winstone

Student – Sierra Simpson

### Volunteer Staff - Visitor Centre

2 current volunteers