



## **THE CORPORATION OF THE CITY OF VERNON**

### **TOURISM COMMISSION**

**WEDNESDAY, AUGUST 21, 2019**

**OKANAGAN LAKE ROOM – 8:00 a.m.**

## **A G E N D A**

### **1. ADOPTION OF AGENDA**

### **2. ADOPTION OF MINUTES**

- a) June 19, 2019 (attached)

### **3. PRESENTATION**

Derek Hall – Okanagan Military Tattoo – 2020 Marketing Coop Funding Request (letter attached)

### **4. UNFINISHED BUSINESS**

- a) FTE coordinator for Sports & Events (see attached)
- b) Destination B.C.
- c) Follow up meeting for Recovery Campaign with TOTA – update
- d) Sports Tourism
- e) Launch of #OkanaganExploring with Zen Seeker operated by Seeker Media
- f) Re-launch of Okanagan Singletrack with Mountain Biking BC
- g) Destination video film shoot #1
- h) Public Service Announcement for US broadcast
- i) Tourism Emergency Communication Strategic Plan
- j) World Travel Awards in October 2020
- k) Rail Trail/Biking Campaign with Tourism Kelowna for Open Pool Funding
- l) Request
- m) Update on Council support for \$25,000 to be taken from Reserve for 50-50 Marketing Coop Funding
- n) Media dinners
- o) Frontline training with hotel partners
- p) Kate Wheeler "What She Said" and #SeeingCanada videos -
  - 1. Explore Vernon: Goat Yoga, O'Keefe Ranch & Mackie Lake House- <https://youtu.be/DWq2JGm1EUM>
  - 2. Explore Vernon: Food and Beverage Tour- <https://youtu.be/0NLvGwbS6E4>
  - 3. Explore Vernon: Davison Orchards & Planet Bee Honey Farm- <https://youtu.be/0fZrBLnWu7o>

**5. NEW BUSINESS:**

- a) Marketing budget for 2020
- b) Tourism Vernon has committed to a pilot project for Content Commonwealth Story Pilot with Destination BC
- c) BCDMOA AGM and Annual Meeting:

**6. INFORMATION ITEMS:**

- a) Accommodation Tracking (attached)
- b) Visitor Info Centre Statistics (attached)
- c) Municipal Reg. District Tax Update (will be provided at meeting)
- d) Marketing Coop Funding
- e) Arts
- f) Sports
- g) Travel Trade
- h) Media Update:
- i) Conferences – Recent & Upcoming:
  - July 16 – CITAP Golf Tournament
  - August 16 – 17 DBC Open Pool & Sector Funding Workshop
  - August 11 – 15 Go Media in Ottawa
  - August 15 Media dinner in Toronto
  - October 2 – 4 Mountain Biking Tourism Symposium in Whistler
  - October 22 – 25 Showcase Canada in Hong Kong
  - January 22 – 23 Travel Media's IMM with Destination Canada

**7. NEXT MEETING:**

The next meeting of the Tourism Advisory Committee is tentatively scheduled for Wednesday, September 18, 2019

**8. ADJOURNMENT**



THE CORPORATION OF THE CITY OF VERNON

**MINUTES OF  
TOURISM COMMISSION MEETING  
HELD WEDNESDAY, JUNE 19, 2019  
OKANAGAN LAKE ROOM**

**PRESENT: VOTING:**

David Gibbs, Accommodation Provider  
Troy Hudson, Ski  
Richard Rolke, Greater Vernon Chamber of Commerce  
Brett Woods, Biking  
Christine Kashuba, Arts & Culture  
Ricardo Smith, Sports & Events  
Myles Johnson, Golf  
Gale Woodhouse, Arts & Culture  
Dudley Coulter, Downtown Vernon Association  
Mayor Victor Cumming

**ABSENT:**

Mary-Jo O'Keefe, Restaurant  
Cecilia Guerrero, Accommodation Provider  
Jenelle Brewer, Okanagan Indian Band  
Jacqueline Birk, Accommodation Provider  
Claus Larsen, Chair, Accommodation Provider  
Kevin O'Brien, Attractions

**STAFF:**

Ange Chew, Manager, Tourism  
Marissa Liebel, Tourism Coordinator  
Karen Savill, Admin. Assistant, Economic Development & Tourism  
Janice Nicol, Legislative Committee Clerk

**ORDER**

The meeting was called to order at 8:02 a.m.

**ELECTION OF INTERIM  
VICE-CHAIR**

Moved by Troy Hudson, seconded by David Gibbs:

THAT Gale Woodhouse be elected as Interim Vice-Chair for the  
Tourism Commission.

**CARRIED.**

**ADOPTION OF AGENDA**

Moved by David Gibbs, seconded by Christine Kashuba:

THAT the agenda for Wednesday, June 19, 2019 Tourism  
Commission be adopted.

## TOURISM COMMISSION MINUTES – JUNE 19, 2019

**CARRIED.**

### **ADOPTION OF MINUTES**

Moved by David Gibbs, seconded by Troy Hudson;

THAT the minutes of the Tourism Commission meeting held Wednesday, May 15, 2019 be adopted.

**CARRIED.**

### **UNFINISHED BUSINESS**

#### **MEETING WITH DESTINATION BC – JUNE 13, 2019**

The Manager, Tourism and Tourism Coordinator met with Destination BC on June 13, 2019. The following update was provided:

- Meeting was held in Vancouver, 13 members of global marketing team attended
- Very successful, copies of presentation were distributed to Commission
- Will follow-up for travel trade side and information requests
- Flat sheets will be available for everyone, after translation.

#### **MEETING THOMPSON OKANAGAN TOURISM**

Pending discussion with Chair and the Marketing Committee before proceeding.

#### **RECOVERY CAMPAIGN WITH NOISE AND TOTA**

The Manager, Tourism met with NOISE and Thompson Okanagan Tourism Association (TOTA) and the following points were noted:

- \$140,000 in combined funding for program
- Tourism Vernon was very unhappy with program, information presented was incorrect and confusing
- Working with NOISE and TOTA to be compensated for a disappointing outcome.

#### **SPORTS TOURISM CONTENT ON WEBSITE**

Currently working to have more sports tourism content on the website.

#### **CONTRACT WITH NORTH OKANAGAN SPORTS & EVENTS SOCIETY**

- Contract has been signed and will begin on July 2
- There are potential bids for 2021 Taekwondo and volleyball
- Canadian 2020 Nordic championships are being brought to Vernon
- Tourism Event Program and Canadian Experiences – Tourism Vernon has contributed \$76,000 in 2018, to date and as of March 2019 - \$14,900

## TOURISM COMMISSION MINUTES – JUNE 19, 2019

- Different organizations are looking at hosting events in the next few years
- A template can be created and can be reviewed with the Marketing Committee
- Necessary to look at how budget is structured.

### **ASSOCIATED MEMBERSHIP**

#### **ARMSTRONG/SPALLUM-CHEEN CHAMBER OF COMMERCE**

This item has been deferred to the September meeting.

A Memo and background information regarding the agreement with Armstrong Spallumcheen Chamber of Commerce was distributed as part of the agenda. A resolution has been agreed upon, Tourism Vernon to have Armstrong Chamber of Commerce review content before posting.

Consensus is that Vernon Tourism will support tourism in the Okanagan and help promote area overall.

### **NEW BUSINESS**

#### **LAUNCH OF #OKANAGANEXPLORING WITH SEEKER MEDIA**

The Committee watched a video with a biking and foodie theme produced by Seeker Media. The following points were noted:

- Working with Kelowna, West Kelowna, Oliver, Osoyoos
- Marketing campaign also on Facebook
- Program will also bring in writers and will have a spring campaign component.

#### **RE-LAUNCH OF OKANAGAN SINGLETRACK**

Manager, Tourism working with BC Mountain Biking and Freehub as well as other communities for promotion of a single track biking connecting trail – Kamloops has dropped out so Sagebrush Singletrack Trail has been renamed to Okanagan Single Track Trail.

Tourism Vernon has also hosted a U.S. company, Freehub, to promote biking in Vernon .

#### **MEETING AND BRIEFING – CHRIS WHEELER**

The destination video with Chris Wheeler has gone to procurement for a 'Request for Proposal'. The initial briefing is complete, filming will occur on July 2 – 5.

Intention is to have video weave in history and where we aspire to be as a tourism destination. Will highlight the differences in our four geographical zones as well as culture and the *Activate Life* theme.

#### **PUBLIC SERVICE ANNOUNCEMENT FOR U.S. BROADCAST**

As a non-profit, Tourism Vernon qualified for a 60 second video and an eight week campaign for U.S. broadcast.

## TOURISM COMMISSION MINUTES – JUNE 19, 2019

### TOURISM EMERGENCY COMMUNICATION STRATEGIC PLAN

A Workshop was held on June 5, 2019. The following points were noted:

- Five partners attended
- Messaging and understanding is important, not feeding media frenzy
- Workshop reviewed what a provincially declared 'State of Emergency' means
- Messaging needs to focus on curbing human-caused fires
- Please contact Marissa if you would like a presentation for your staff
- Need to be prepared with statements, have a spokesperson with message ready
- Suggestion to bring local media on board, they can help with making sure everyone is aware of message and spread through local contacts
- Reach-out to local media to be done.

### TOURISM COMMISSION SUPPORT FOR WORLD TRAVEL AWARDS

Update coming soon from Predator Ridge.

### RAIL TRAIL/BIKING CAMPAIGN

The following points were noted:

- This is an open pool funding project and will help Tourism Vernon get involved in future projects
- Important to get some messaging out for navigation while some portions of the trail remain incomplete
- Currently promoting the Predator Ridge Shuttle, with a drop off and pick-up, also promoting Crystal Waters trail loop – if trail receives upgrades, route down to Rail Trail at Kekuli
- RDNO Memo - imperative to communicate that people should **not** be dropped off at Kickwillie Loop as it is too congested, interim strategies for drop-off needed!
- Messaging focuses on leaving your car at your hotel and using trail connections to get to the Rail Trail
- The Ribbons of Green map is the only map being handed out to tourists, mapping is the Regional District of North's (RDNO) responsibility
- Staff is working with RDNO staff to resolve mapping issue while being respectful and following process
- Messaging requests visitors park in designated Coldstream gravel parking lot or Kal Beach parking lot.

## TOURISM COMMISSION MINUTES – JUNE 19, 2019

### MARKETING COOP FUNDING

The Manager, Tourism advised that requests may come in to the Commission for the 50/50 Cooperative Marketing Grant in the case of a natural emergency situation for the remainder of 2019. All funds have been allocated this year.

Moved by Christine Kashuba, seconded by David Gibbs;

THAT the Tourism Commission recommends transferring up to \$25,000.00 from the Hotel Tax Reserve to the Cooperative Marketing Fund to support natural emergency events in 2019.

**CARRIED.**

### MEDIA DINNERS

Hosted 42 media dinners at 3 dinners, the following was noted:

- Five media confirmed for Edmonton to getting assignments
- Three stories confirmed for Calgary to getting assignments
- Four media confirmed from Vancouver, all to pitch stories.

### TRAVEL TRADE INFO SHEETS

- Media flat sheets are being updated and will be ready for distribution
- Vernon being promoted as a destination for Hong Kong
- The Manager, Tourism had 92 appointments in three days
- Vernon has gained popularity as a stop-over on the way to or from Banff
- Working on experiences like enjoying the fall foliage, Okanagan College working on an Indigenous Gardens Tourism Tours, 'real life canada', farm to table experiences.

### FRONTLINE TRAINING WITH HOTEL PARTNERS

Additional training for frontline staff of hotel partners ongoing.

### INFORMATION ITEMS:

### ACCOMMODATION TRACKING

Tourism Commission reviewed the Accommodation Tracking update. Only three partners participated.

### VISITOR INFO CENTRE STATISTICS

The Commission reviewed the statistics for the Visitor Info Centre that were attached to the agenda.

## TOURISM COMMISSION MINUTES – JUNE 19, 2019

### MUNICIPAL & REGIONAL DISTRICT TAX (MRDT) UPDATE

- Experienced a softer January and February, now 1.3% behind 2018.
- Snow season was weaker than expected (MRDT and OAP).
- Overall, with 11 or 12% ahead overall.
- March has been very strong, up \$1M in room revenue
- Challenge remains in reporting, important to compare apples to apples
- Vernon contributed \$76,000 | 2018 to the Tourism Event Program (also applies to cultural event as long as they are provincial) component of the MRDT.

### MARKETING COOP FUNDING

All funds allocated, see motion above.

### ARTS

Surveys are in progress for Arts Council members, determining which events are local and which are geared toward tourists. Strategic Plan for Arts Council in the works.

### SPORTS, TRAVEL TRADE, MEDIA AND CONFERENCES

All updates above.

### DATE AND TIME OF NEXT MEETING

The next meeting of the Tourism Commission is scheduled for **Wednesday, July 17, 2019** at 8:00 a.m. in the Okanagan Lake Room.

The Tourism Commission meeting adjourned at 9:00 a.m.

### CERTIFIED CORRECT:

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Chair



July 8, 2019

City of Vernon  
Community Services Building  
3001 – 32 Avenue,  
Vernon, BC V1T 2L8

Attn: Ms. Karen Savill

Administrative Assistant, Economic Development & Tourism

*Karen*  
Dear Ms. Savill

**Okanagan Military Tattoo Society – Co operative Marketing Program**

Attached is our application for Matching Dollars under the City's Co-operative Marketing Program. We have increased our request for Matching Dollars for 2020 to expand our reach through the use of social media to attract a larger out-of-town, out-of-Region audience to our 7<sup>th</sup> annual show in July 2020.

You may be aware that the Okanagan Military Tattoo receives funding from Heritage Canada. Funding from Heritage Canada is "conditional upon confirmation of cash or in-kind support from the applicant's municipal government or equivalent authority". Further, our application for Heritage Canada Funding for 2020 must be submitted by the end of September 2019.

In this regard, it would be most helpful if you could arrange for us to make a presentation to the Tourism Commission at its July 17<sup>th</sup> meeting. This will give the Commission time to consider our application and hopefully have a favourable response prior to our submission to Heritage Canada.

Thanks so much for your kind assistance in this matter. If you need any further information, please contact me by phone (250-549-2123) or email.

Sincerely

Derek Hall



## Appendix B (2) - Application Form - Matching Dollars



### CO OPERATIVE MARKETING PROGRAM

Projects funded under this program are evaluated and must meet certain criteria as outlined in approved policy. Evaluation, tracking, and the use of the Tourism Vernon logo for print/online/visual applications and the words "Vernon – make it yours" for audio applications, is required. Please print off and complete the following:

#### APPLICATION FORM - MATCHING DOLLARS

Matching Dollars are used for individual business marketing initiatives.

Name of Organization: OKANAGAN MILITARY TATTOO SOCIETY

Address: 1312 PHOENIX DRIVE

City/Town: VERNON Postal Code: V1B 3M4

Contact Person: DEREK HALL Title: VICE PRESIDENT

Phone: 250-549-2123 Email: derek.a.hall47@hotmail.ca

Website Address: WWW.OKANAGANTATTOO.CA

Type of Tourism Business:

Accommodation  Service Provider  Attraction  Event  Adventure

Tour Operator  Other:

Describe the marketing project for which you are seeking support: CREATE AWARENESS & PROMOTE TICKET SALES TO OUT-OF-REGION TOURISTS FOR THE 7TH ANNUAL OKANAGAN MILITARY TATTOO TO BE HELD AT KAL TIRE PLACE ON JULY 25 & 26 2020

What media is being used:

Radio/TV  Newspaper  Travel Guides  Magazines  Other (please describe):  
Brochure  Online  BILLBOARDS

Please provide detailed information on the media type, advertisement, its content, costs (not including taxes), deadlines and length of advertising initiative.

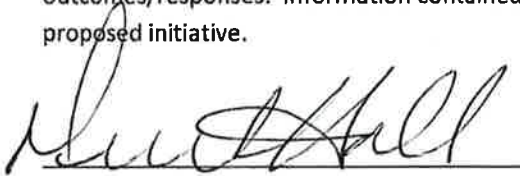
PLEASE SEE ATTACHED - APPENDIX "A"

Why have you chosen this type of media? (outline previous success, performance measurements)

BILLBOARDS ARE HIGHLY VISIBLE TO TOURISTS. MAGAZINES & NEWSPAPERS APPEAL TO OUR OLDER / MILITARY / VETERANS AND THOSE WITH CELTIC HERITAGE. SOCIAL MEDIA IS BECOMING MORE POPULAR WITH OUR DEMOGRAPHIC AND WILL HOPEFULLY ATTRACT A YOUNGER / FAMILY COMPONENT

**Applicant Statement and Signature:**

I confirm that I am authorized to sign on behalf of the named organization, that we are responsible for fulfilling all financial reporting, supplying proof of initiative in either print or digital format, and reporting outcomes/responses. Information contained within this application is a true representation of the proposed initiative.



Signature

OKANAGAN MILITARY TATTOO SOCIETY

Organization

DEREK HALL

Print Name

JULY 8, 2019

Date

**Applications should be forwarded to:**

Angeline Chew, Manager - Tourism Services  
City of Vernon  
3001 - 32<sup>nd</sup> Avenue  
Vernon BC V1T 2L8

Phone: 250.550.3649

Email: [achew@vernon.ca](mailto:achew@vernon.ca)

**Appendix A**

**OKANAGAN MILITARY TATTOO  
Proposed Out-of-Town / Region Advertising for 2020 Event**

**Celtic Life Magazine**

- **Nov/Dec 2019 Edition Full Page at \$595**
- **Jan/Feb 2020 Edition Full Page at \$595**
- **Mar/Apr 2020 Edition Full Page at \$495**
- **May/June 2020 Edition Full Page at \$495**
- **July/Aug 2020 Edition Full Page at \$ 0**
- **Feature article on Celtic Life website**
- **Inclusion in digital newsletter**
- **Listing on Events Page of Celtic Life website**
- **200 word profile in Festival Focus in Summer 2020 edition**
- **30 day online banner ad**

**COST \$2,480**

**Pattison Outdoor Signs (Billboards)**

- **Billboard at Abbotsford BC on Highway 1**
- **Billboard at Williams Lake BC**
- **Billboard on Highway 1 between Golden & Revelstoke**

**Billboards to be installed just prior to May long weekend for Eight weeks minimum to create awareness especially during the high traffic periods of the May & July long weekends. Scheduled cost \$9,600 reduced (not for profit) to \$6,615**

**COST \$6,615**

**Lookout Newspaper CFB Esquimalt & Western Sentinel CFB Edmonton  
Targeting Military & Families, Legions & Veterans in BC & Alberta**

- **Advertising split between BC & Alberta**
- **Minimum 10 quarter page or equivalent full colour ads**
- **Editorial in both newspapers**
- **Military Social Media Blasts**
- **Contest in each market to create extra awareness with Tattoo tickets for prizes.**

**COST \$2,785**

***Appendix A continued***

**Scottish Banner**

- **Three full page full colour ads in April / May / June 2020 Editions of monthly digital Scottish publication. Scheduled Cost \$1,500 discounted to \$1,000**

**COST \$1,000**

**Facebook (Social Media) Advertising**

- **Purchase targeted Facebook (or similar) advertising in Markets that are within a one day drive of Vernon, including Greater Vancouver, Calgary, Edmonton, Spokane and Seattle. Maximum total cost \$5,000**

**COST \$5,000**

**TOTAL COST \$17,880**

# **NORTH OKANAGAN SPORT, RECREATION & CULTURE SOCIETY**

**INTRODUCTION & PURPOSE**



# **WHO WE ARE**

- **SPORT, RECREATION AND CULTURE SOCIETY WAS BORN OUT OF OUR SUCCESS HOSTING THE 2012 BC WINTER GAMES**

- **WE ARE A REGISTERED NOT FOR PROFIT SOCIETY IN THE PROVINCE OF BC**

- **OUR MEMBERS ARE OUR DIRECTORS, WE CURRENTLY HAVE 4 DIRECTORS:**

- **PRESIDENT – GLENN BENISCHEK**
- **VICE PRESIDENT – MEL SPOONER**
- **TREASURER – KAREN TRUESDALE**
- **SECRETARY – VAL TREVIS**

# **OUR MISSION**

- **COLLABORATION: WE BRING TOGETHER PARTNERS (ALL SPORT AND CULTURE ORGANIZATIONS, ALL LEVELS OF GOVERNMENT, COMMUNITY, VOLUNTEERS) TO ENHANCE SPORT, RECREATION AND CULTURE IN THE NORTH OKANAGAN**
- **LEADERSHIP: TO CHAMPION AND PROVIDE LEADERSHIP FOR THE DEVELOPMENT OF SPORT, RECREATION AND CULTURAL INFRASTRUCTURE AND HOST EVENTS FOR THE BETTERMENT OF OUR COMMUNITY.**

# **OUR WHY**

**TO ENSURE A STRONG AND VIBRANT COMMUNITY LEVERAGING THE  
ECONOMIC BENEFITS OF SPORT, RECREATION AND CULTURE**

**&**

**TO IMPROVE THE FUTURE OF SPORT, RECREATION AND CULTURE IN  
OUR REGION FOR FUTURE GENERATIONS.**

# **OUR VISION**

**INSPIRE AND CHAMPION A HEALTHY COMMUNITY THROUGH  
SPORT, RECREATION AND CULTURE**

# **OUR KEY STRATEGIC INITIATIVES**

- **STRATEGY 1: ESTABLISH HUMAN RESOURCE CAPABILITIES – HIRE AN EXECUTIVE DIRECTOR**
- **STRATEGY 2: ESTABLISH WORKING RELATIONSHIP WITH TOURISM VERNON FOR ATTRACTING AND HOSTING EVENTS**
- **STRATEGY 3: ESTABLISH CENTRALIZED DIGITAL RESOURCE FOR SPORT, RECREATION AND CULTURE**
- **STRATEGY 4: DATABASE CREATION – CREATE VOLUNTEER DATABASE FOR SPORT, RECREATION AND CULTURE**

# OUR PROPOSED DELIVERABLES

- **ATTRACT SPORTING AND CULTURAL EVENTS TO THE CITY OF VERNON WITH AN EMPHASIS ON MULTI-DAY EVENTS**
- **PARTICULAR EMPHASIS IS PLACED ON BRINGING FALL AND WINTER EVENTS (SHOULDER AND OFF SEASON) TO THE COMMUNITY**
- **WORK WITH SPORTING AND CULTURAL ASSOCIATIONS ALONG WITH LOCAL GOVERNMENT TO PREPARE BIDS THAT CAN ATTRACT EVENTS TO THE COMMUNITY**
- **PROMOTE VERNON AS A SPORT AND CULTURAL EVENT DESTINATION**
- **PROVIDE EVENT ASSIST TO GROUPS THAT ARE BRINGING EVENTS TO THE COMMUNITY (IE: ASSIST WITH ITINERARIES, LOGISTICS, ETC...)**
- **CATALOGUE SPORTING AND CULTURAL EVENT FACILITIES CAPABLE OF HOSTING EVENTS**
- **DEVELOP A VOLUNTEER DATABASE THAT COULD SUPPORT SPORTING AND CULTURAL EVENTS**
- **WORK WITH TOURISM OPERATORS TO ASSIST IN PREPAREDNESS TO ENSURE BUSINESSES MAXIMIZE THE ECONOMIC IMPACT OF EVENTS**
- **PREPARE A BID TEMPLATE THAT CAN BE UTILIZED BY GROUPS TO ATTRACT EVENTS TO THE AREA.**

# **WHAT WE ARE ASKING FOR**

**FUNDING FOR OUR EXECUTIVE DIRECTOR POSITION TO DELIVER ON  
OUR VISION, MISSION, STRATEGIC INITIATIVES AND DELIVERABLES**

# QUESTIONS?





**THANK  
YOU  
FOR  
HAVING  
US**

Vernon Commercial Accommodation Survey  
Year to Date Report for 2019

Table 1: Summary of room information and percent of allocated room nights for booking type and method for All Properties

ROOM INFORMATION	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year to Date
Available room nights	21,735	20,987	19,281	17,715	18,068								105,855
Occupied room nights	9,804	11,003	9,989	9,929	12,256								58,967
Total guests	16,340	21,400	19,615	18,075	14,993								99,882
Occupancy rate	45.11%	52.43%	51.81%	56.05%	67.84%								55.71%
Average room rate	\$110.89	\$121.26	\$133.24	\$138.04	\$155.25								\$142.03
Average length of stay	3.08	3.07	3.18	1.56	1.53								2.38
RevPAR	\$49.83	\$63.57	\$69.03	\$76.25	\$105.33								\$79.12
<b>BOOKING TYPE</b>													
Independent travelers	5,860	8,293	8,472	7,835	8,983								44,233
Leisure	4,641	6,214	6,974	6,632	6,811								35,481
Long stay	363	1,288	428	170	84								2,380
Corporate	898	560	781	770	1,426								4,503
Government	144	209	277	254	817								1,750
Tour & Travel	18	14	12	9	45								139
Group travelers	1,431	2,278	1,583	1,933	3,704								12,125
Association	23	161	99	89	511								883
Corporate	237	188	348	637	1,380								3,417
Government	0	7	0	0	0								7
Incentive	0	167	0	0	0								167
Sports teams	463	878	351	412	514								2,675
Tour & Travel	224	312	277	662	1,165								3,114
Complimentary	185	220	189	124	109								856
Air Crew	0	0	0	0	0								0
Promotional	0	0	0	2	0								2
Weddings	9	0	0	7	15								31
Other group	260	345	321	0	0								956
Unallocated group	0	0	0	0	0								7
Unknown type	2,513	432	-66	181	-431								2,609
Total room nights	9,804	11,003	9,989	9,929	12,256								58,967
<b>BOOKING METHOD</b>													
Walked in	276	192	312	279	302								1,455
Direct to hotel	4,089	6,007	6,819	4,912	5,785								31,308
Through property or brand website	1,097	1,710	2,241	2,327	1,683								8,948
Through phone, fax, email	2,497	3,841	3,806	2,100	3,745								18,967





DATE RANGE:

PHONE CALLS											
	AB	MB	BC	ON	SK	USA	UK	Local	Europe	Other	Total
Toll Free	16		33	2							51
Regular	4	1	15	1				84			105
Emails	13		46			3	1	106		6	175
Packages	2		21					5			28
	<b>TOTAL</b>										<b>359</b>

**\*Some calls may have more than one inquiry**

TOLL FREE INFORMATION				VISITORS		2019		% Change over 2018	
Requested	Total Regular	Source	Total TF	Total Parties	Total Visitors				
Phone Number		Website Tour	12	1,137	2,110			11.0%	
Event/Attraction	28	Website Other						13.8%	
Relocation		Print	4						
Silver Star		Repeat Visits	20						
Roads		Other (Word of mouth)	2						
Services	3								
Accom/Camping	26								
<b>TOTAL</b>	<b>57</b>		<b>38</b>						

REGULAR CALL LINE		Requested		Total Regular	Source	Total
Phone Number		12	Website Tour	26		
Event/Attraction		46	Website Other	3		
Relocation			Print	4		
Silver Star			Repeat Visits	20		
Roads	4		Other (Word of mouth)	2		
Services	45					
Stakeholder	14					
Accom & Camping	15					
<b>TOTAL</b>	<b>136</b>		<b>TOTAL</b>	<b>85</b>		

ORGANIZATIONS ASSISTED		Name of Group	Assistance Provided
		Davison Orchard	Guides & Maps
		Kamloops	Guides
		Crowdriff Meeting	Digital Data migration
		Crowdriff DBC	Story Pilot Project
		Destination Think	Content creation project & meetings
		Staff DBC Certifications	2 more complete
		Mobiles Provincial Parks	Summit Lake & McDonald Creek Nakusp
		Mobiles	Kal Park, Ellison Park, Kekuli, Kekuli
		Meeting Tourism	
		Staff Meeting VIC	
		Foodie Tour	
		Military Tattoo	Stand alone mobile & 65 Packages preped
		Womens Immigration Group	Vernon info bags & maps
		Hotel and campgrounds	Availability call out
		Vernon Cruise-in & Dragon Boat Festival	Attended

WEBSITE VISITS									
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday		
Facebook Organic	8,482	6,991	8,397	5,339	5,250	5,454	5,974	0	45887
Paid Campaign	215,245	313,257	341,518	319,295	316,492	323,699	350,353		2179859
<b>Day</b>	<b>Mon</b>	<b>Tue</b>	<b>Wed</b>	<b>Thur</b>	<b>Fri</b>	<b>Sat</b>	<b>Sun</b>		<b>Totals</b>
Tourism Vernon	5,258	4,775	4,683	3,602	3,724	3,842	3,831		29715
Twitter Activity	Twitter Followers 4,519 Increase of 54								
Instagram	Instagram Followers 8,199 Increase of 488								

WEBSITE TRAFFIC		
	Visits	%
Organic	19,951	76.33%
Referring Sites	527	2.01%
Direct Traffic	2,456	9.39%
Social	2,722	10.41%
Email	15	0.05%
Display	25	0.09%
Other	527	2.01%
<b>Total Visits</b>	<b>26,223</b>	<b>100.29%</b>

MAIL OUTS SENT		EMAIL INQUIRIES	
	Totals	Emails Sent	
Relocation	2	All from the website	175
Info Pkg	25	Accommodation Camping	5
Advert Pack	1	Vernon Information Requests	129
<b>TOTAL</b>	<b>28</b>	Other	41

**Facebook Insights July 2019**

Daily New Likes 271  
 Daily Page Engaged Users 29,075  
 Daily Total Reach 2,307,767  
 Daily Organic Reach 45,892  
 Daily Total Impressions 2,467,219  
 Daily Organic Reach of Page posts 42,668

**Twitter Analytics**

28 day summary with change over previous period

Tweets: 273 ↑7.9%    Tweet impressions: 101K ↑10.0%    Profile visits: 603 ↑0.7%    Mentions: 111 ↓7.5%    Followers: 4,465 ↑41




Jun 2019 · 30 days

**TWEET HIGHLIGHTS**

**Top Tweet** earned 1,400 impressions  
 Such an amazing trail to [#ActivateYourRide](#) and do some [#OkanaganExploring!](#) [#VernonBC](#) [#ExploreBC](#) [#ExploreVernon](#) [twitter.com/OceolaLanding/...](#)

[View Tweet activity](#)    [View all Tweet activity](#)

**Top mention** earned 75 engagements  
 **Michelle Peters - Jones**  
 Looking forward to an amazing dinner Rge Rd. courtesy of [@TourismVernon](#) and [@predatorridge](#), showcasing the Okanagan 🍷 [#yegfood](#) [#ExploreVernon](#) [pic.twitter.com/gQKbvFqUKf](#)

**JUN 2019 SUMMARY**

Tweets: 286    Tweet impressions: 107K  
 Profile visits: 642    Mentions: 112  
 New followers: 46

**Top Follower** followed by 146K people



**DJ Lashay**

[@DJLASHAY](#) [@ExploresBC](#) **FOLLOWS YOU**

Co-Host of the [@TrendCityShow](#) Live on Radio Mon - Fri at 10am(pst) for Music/Beat Submissions:  
<https://t.co/g0ymQ0MJMr>

[View profile](#)

[View followers dashboard](#)



[Retweet](#) [Like](#)

[View Tweet](#)

**Top media Tweet** earned 1,123 impressions

[#OkanaganExploring](#) [#ExploreBC](#)

Visitor Services Network Statistics Program Year Over Year Report 2019

VERNON

Start Date: 01/01/2018

End Date: 31/12/2019

Parties Per Hour	January	February	March	Q1 Total	April	May	June	Q2 Total	July	August	September	Q3 Total	October	November	December	Q4 Total	TOTAL	
2019	0.88	1.06	1.59	1.18	2.11	2.84	3.41	2.89	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.15
% change 2019 - 2018	-9.4%	-2.0%	-5.6%	-6.0%	12.5%	-3.7%	0.7%	0.7%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-14.4%
2018	0.97	1.08	1.65	1.26	1.88	2.95	3.39	2.87	4.58	3.58	3.56	3.95	1.89	0.99	0.72	1.19	2.51	

Total Hours	January	February	March	Q1 Total	April	May	June	Q2 Total	July	August	September	Q3 Total	October	November	December	Q4 Total	TOTAL	
2019	176.00	160.00	176.00	512.00	168.00	229.00	270.00	667.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,179.00
% change 2019 - 2018	0.0%	0.0%	-4.3%	-1.5%	5.0%	-0.4%	0.0%	1.1%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-51.5%
2018	176.00	160.00	184.00	520.00	160.00	230.00	270.00	660.00	279.00	279.00	187.00	745.00	176.00	176.00	152.00	504.00	2,429.00	

Total Parties	January	February	March	Q1 Total	April	May	June	Q2 Total	July	August	September	Q3 Total	October	November	December	Q4 Total	TOTAL	
2019	155	170	280	605	355	650	920	1,925	0	0	0	0	0	0	0	0	0	2,530
% change 2019 - 2018	-9.4%	-1.7%	-9.7%	-7.5%	13.3%	-4.1%	0.7%	1.7%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-58.4%
2018	171	173	310	654	300	678	914	1,892	1,278	999	686	2,943	333	156	109	598	6,087	

Total Parties-Event/Roaming	January	February	March	Q1 Total	April	May	June	Q2 Total	July	August	September	Q3 Total	October	November	December	Q4 Total	TOTAL	
2019	0	0	0	0	0	20	15	35	0	0	0	0	0	0	0	0	0	35
% change 2019 - 2018	0	0	0	0	0	0	-96.2%	-91.1%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-97.2%
2018	0	0	0	0	0	0	392	392	473	163	130	766	0	93	0	93	1,251	

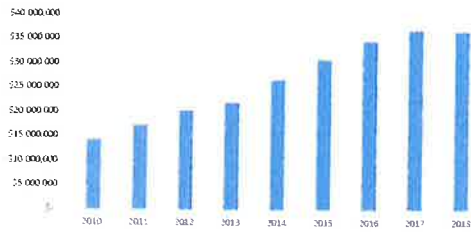
Total Visitors	January	February	March	Q1 Total	April	May	June	Q2 Total	July	August	September	Q3 Total	October	November	December	Q4 Total	TOTAL	
2019	202	258	411	871	534	1,025	1,587	3,146	0	0	0	0	0	0	0	0	0	4,017
% change 2019 - 2018	-20.5%	3.6%	-14.6%	-11.5%	12.4%	-12.5%	0.2%	-2.6%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-63.0%
2018	254	249	481	984	475	1,172	1,584	3,231	2,447	2,136	1,152	5,735	560	211	139	910	10,860	

Total Visitor-Event/Roaming	January	February	March	Q1 Total	April	May	June	Q2 Total	July	August	September	Q3 Total	October	November	December	Q4 Total	TOTAL	
2019	0	0	0	0	0	43	42	85	0	0	0	0	0	0	0	0	0	85
% change 2019 - 2018	0	0	0	0	0	0	-84.3%	-88.5%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-96.6%
2018	0	0	0	0	0	0	738	738	901	348	210	1,459	0	317	0	317	2,514	

Total Buses	January	February	March	Q1 Total	April	May	June	Q2 Total	July	August	September	Q3 Total	October	November	December	Q4 Total	TOTAL	
2019	0	0	0	0	2	0	0	2	0	0	0	0	0	0	0	0	0	2
% change 2019 - 2018	0	0	0	0	0.0%	-100.0%	0.0%	0.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-33.3%
2018	0	0	0	0	0	2	0	2	1	0	0	1	0	0	0	0	0	3

### City of Vernon – Room Revenue

City of Vernon - Room Revenue



For more information, contact:  
 Kevin Poole  
 Manager, Economic Development and Tourism  
 250-550-3249  
[kpooles@vernon.ca](mailto:kpooles@vernon.ca)

City of Vernon - Municipal Regional District Tax (MRDT-NET minus TEP & Admin)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	% Change
2010			\$14,059.37	\$15,378.73	\$ 29,706.08	\$ 28,307.55	\$ 57,794.11	\$ 51,024.02	\$ 37,161.53	\$23,118.91	\$ 15,367.53	\$15,076.39	\$ 286,994.22	
2011	\$13,981.12	\$ 16,742.05	\$17,222.08	\$21,906.75	\$ 30,889.11	\$ 36,343.13	\$ 53,694.20	\$ 55,603.86	\$ 39,460.30	\$28,493.44	\$ 16,974.86	\$16,846.68	\$ 348,157.38	21.3%
2012	\$15,892.31	\$ 22,100.33	\$23,464.58	\$25,369.30	\$ 45,707.82	\$ 32,426.54	\$ 58,396.59	\$ 65,696.25	\$ 46,579.53	\$30,194.44	\$ 21,192.47	\$19,748.59	\$ 906,768.75	16.8%
2013	\$16,026.37	\$ 23,733.51	\$19,139.83	\$40,283.88	\$ 24,869.37	\$ 57,577.49	\$ 58,946.46	\$ 75,141.02	\$ 46,232.59	\$28,396.24	\$ 25,350.52	\$22,797.62	\$ 438,495.00	7.8%
2014	\$25,807.91	\$ 26,765.80	\$38,843.83	\$35,149.52	\$ 46,008.33	\$ 60,983.09	\$ 71,608.62	\$ 89,567.76	\$ 51,430.75	\$34,414.08	\$ 30,018.81	\$25,148.39	\$ 535,746.89	22.2%
2015	\$29,094.14	\$ 31,022.31	\$33,554.57	\$32,953.08	\$ 63,650.92	\$ 84,034.83	\$ 63,183.41	\$ 95,771.69	\$ 61,559.02	\$62,992.74	\$ 15,199.82	\$43,604.74	\$ 616,621.27	15.1%
2016	\$17,588.50	\$ 42,075.23	\$37,320.57	\$53,626.42	\$ 50,353.08	\$ 70,757.97	\$ 110,712.30	\$116,350.69	\$ 71,607.80	\$48,901.92	\$ 11,770.00	\$41,991.25	\$ 693,255.73	12.4%
2017	\$22,673.79	\$ 34,065.95	\$41,568.22	\$49,031.11	\$ 65,502.09	\$ 88,915.85	\$ 112,682.35	\$ 97,088.02	\$ 88,380.56	\$52,740.43	\$ 42,124.24	\$43,201.18	\$ 737,973.77	6.5%
2018	\$39,258.88	\$ 59,772.88	\$61,597.04	\$63,210.77	\$ 96,599.97	\$125,756.96	\$ 156,731.06	\$135,348.42	\$108,477.52	\$63,206.88	\$ 53,951.02	\$55,325.25	\$ 1,019,436.65	38.1%
2019	\$38,230.66	\$ 51,771.93	\$68,477.21	\$61,208.76									\$ 219,688.56	-1.9%

City of Vernon - Online Accommodation Platform (OAP) Collection

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2018												\$ 15,758	\$ 15,758
2019			\$ 21,878										\$ 21,878

### Room Revenues

OAP Only	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	% Change
2018	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 525,279.67	\$ 525,279.67	
2019	\$ -	\$ -	\$ 783,399.67	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 785,418.67	49%

MROF Only	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	% Change
2010			\$ 702,988.50	\$ 768,976.50	\$ 1,485,304.00	\$ 1,415,377.50	\$ 1,859,705.50	\$ 2,551,201.00	\$ 1,858,076.50	\$ 1,155,245.50	\$ 768,276.50	\$ 753,819.50	\$ 14,848,711.00	
2011	\$ 699,256.00	\$ 837,102.50	\$ 861,104.00	\$ 1,095,337.50	\$ 1,544,455.50	\$ 1,817,156.50	\$ 2,634,710.00	\$ 2,780,183.00	\$ 1,973,015.00	\$ 1,424,672.00	\$ 848,743.00	\$ 842,334.00	\$ 17,407,869.00	21.3%
2012	\$ 794,818.50	\$ 1,105,016.50	\$ 1,173,129.00	\$ 1,268,465.00	\$ 2,285,391.00	\$ 1,621,327.00	\$ 2,919,629.50	\$ 3,284,812.50	\$ 2,328,976.50	\$ 1,509,212.00	\$ 1,059,623.50	\$ 987,429.50	\$ 20,338,437.50	16.8%
2013	\$ 803,311.50	\$ 1,186,675.50	\$ 958,991.50	\$ 2,014,184.00	\$ 1,243,168.50	\$ 2,876,874.50	\$ 2,947,323.00	\$ 2,297,051.00	\$ 2,311,626.50	\$ 1,419,311.00	\$ 1,267,531.00	\$ 1,189,301.00	\$ 21,924,250.00	7.8%
2014	\$ 1,290,391.50	\$ 1,338,290.00	\$ 1,841,191.50	\$ 1,757,476.00	\$ 2,100,416.50	\$ 3,049,154.50	\$ 3,589,431.00	\$ 4,478,308.00	\$ 2,571,537.50	\$ 1,720,704.00	\$ 1,500,940.50	\$ 1,257,419.50	\$ 28,737,344.50	22.2%
2015	\$ 1,454,707.00	\$ 1,551,115.50	\$ 1,677,732.50	\$ 1,847,554.00	\$ 3,182,546.00	\$ 4,201,741.50	\$ 3,159,170.50	\$ 4,788,584.50	\$ 3,077,951.00	\$ 1,448,637.00	\$ 759,891.00	\$ 2,180,237.00	\$ 30,834,083.50	15.1%
2016	\$ 873,425.00	\$ 1,101,761.50	\$ 1,875,028.50	\$ 2,681,121.00	\$ 2,817,654.00	\$ 3,537,893.50	\$ 4,535,218.00	\$ 5,817,534.50	\$ 3,580,390.00	\$ 2,445,056.00	\$ 1,388,500.00	\$ 2,099,561.50	\$ 34,662,786.50	12.4%
2017	\$ 1,133,689.50	\$ 1,702,297.50	\$ 2,028,411.00	\$ 2,451,555.50	\$ 3,276,104.50	\$ 4,445,793.50	\$ 5,634,117.50	\$ 4,854,401.00	\$ 4,419,628.00	\$ 2,437,020.50	\$ 2,106,212.00	\$ 2,180,059.00	\$ 36,893,668.50	8.5%
2018	\$ 1,420,819.67	\$ 2,153,488.67	\$ 2,218,439.47	\$ 2,274,274.67	\$ 3,468,788.67	\$ 4,510,147.00	\$ 4,616,404.33	\$ 4,652,731.33	\$ 3,393,002.33	\$ 2,276,896.00	\$ 1,946,214.33	\$ 2,547,168.67	\$ 37,200,726.48	0.8%
2019	\$ 1,386,096.00	\$ 1,869,063.67	\$ 2,465,035.00	\$ 2,205,438.67									\$ 7,925,618.33	-1.8%