

City and Travel Penticton Society enter new five-year agreement

(Penticton, BC – February 17, 2022) – Innovative plans and campaigns to market and promote Penticton will continue through to 2027 following the signing of a new five-year *Fee for Service Agreement for Visitor Information Services* between Penticton City Council and the Travel Penticton Society.

Developed over several months, the new agreement will see tourism operations based at the Visitor Information Centres found on Westminster and Lakeshore as well as at the Penticton Regional Airport and via mobile visitor services. While the two 'bricks and mortar' locations are required to support walk-in traffic and visitations, the Society has also invested in the airport location and mobile vehicle to enhance outreach across the community.

The new agreement brings into effect a reduced reliance on the City of Penticton to provide funding with the amount given over the term of the agreement shifting from \$300,000 in 2022-2023 to \$275,000 for 2023-2024 and \$250,000 for each of the remaining three years. The five-year term also aligns with the ending of the current MRDT agreement, thereby allowing both agreements to be negotiated concurrently and with consistency in 2027.

To ensure a strong partnership remains in place across the term of the agreement, on an annual basis operational work plans will be reviewed to confirm alignment with the City's economic development and tourism initiatives. Travel Penticton will also be responsible to Destination BC to deliver high quality visitor services.

"Tourism has always been, and remains, a key economic driver and influencer in Penticton," said Penticton Mayor, John Vassilaki. "The Travel Penticton Society will again lead the City's efforts to attract new visitors to our City and region while motivating past visitors to return again. Council thanks the Travel Penticton Society for their past stewardship over this important function and looks forward to them continuing ahead with their work over the next five years."

Thom Tischik, Executive Director of Travel Penticton stated, "Since the start of Travel Penticton Society in 2017, the Travel Penticton Team has strived to best represent Penticton and offer high quality Visitor Information Services in a variety of locations and formats. We look forward to continuing our strong relationship with the City of Penticton over the next five years and will continue to work hard to assist our visitors and support the hospitality and tourism community of Penticton."

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