

WELCOME TO TRAVEL PENTICTON'S DIGITAL TOOLKIT

MODULE 1:
**TRAVEL PENTICTON'S SOCIAL
MEDIA STRATEGY**

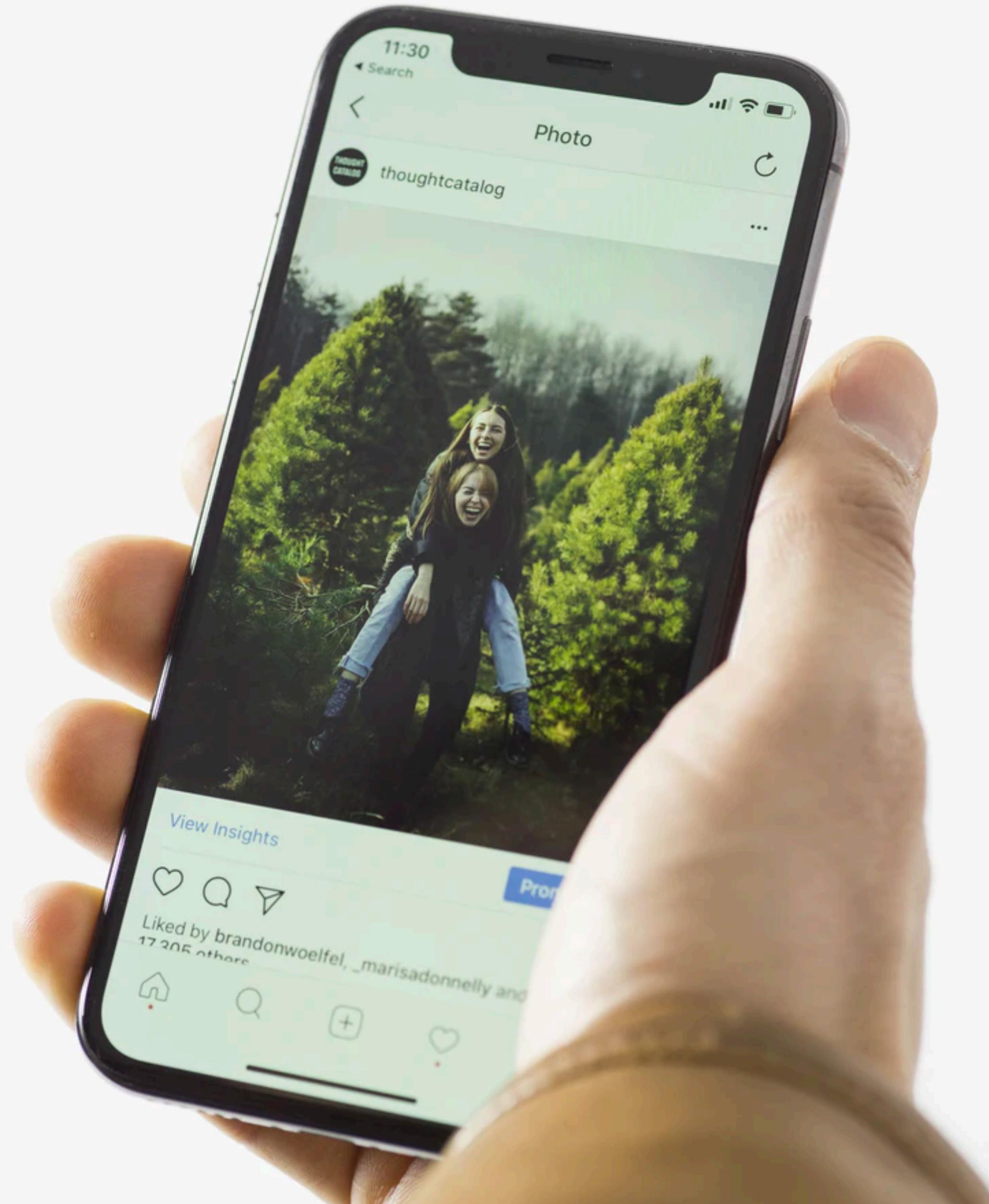




DREAM



PLAN



BOOK



VISIT







MAKERS



CHEFS &
BARTENDERS



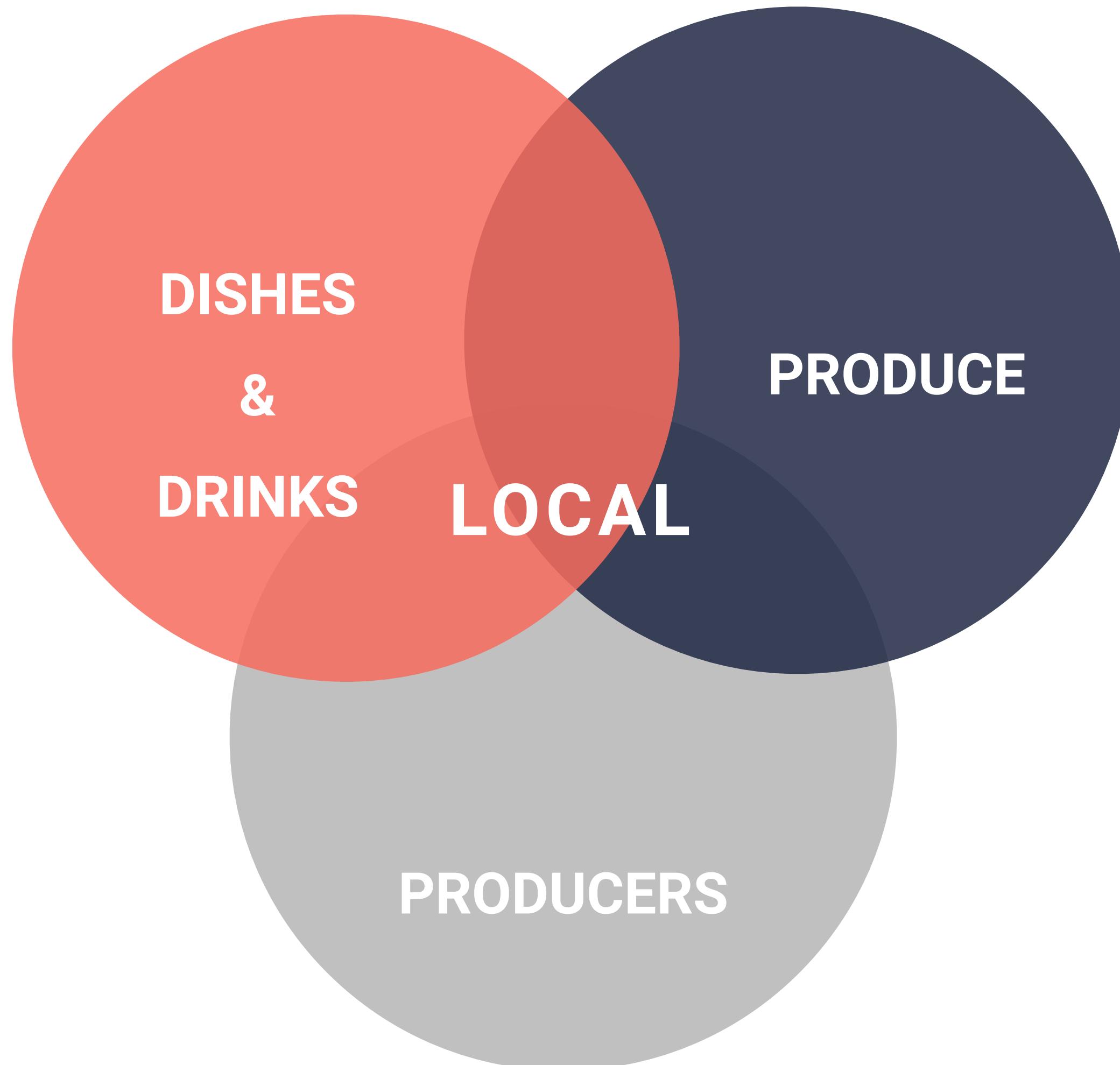
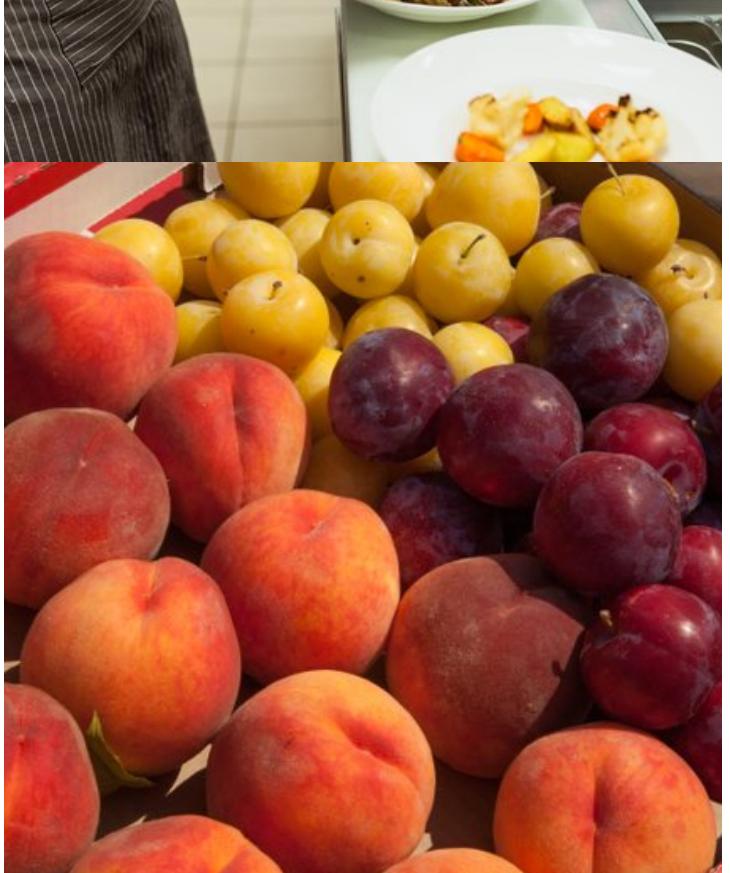
ATHLETES



SUPPLIERS
& VENDORS

DAILY *Special*

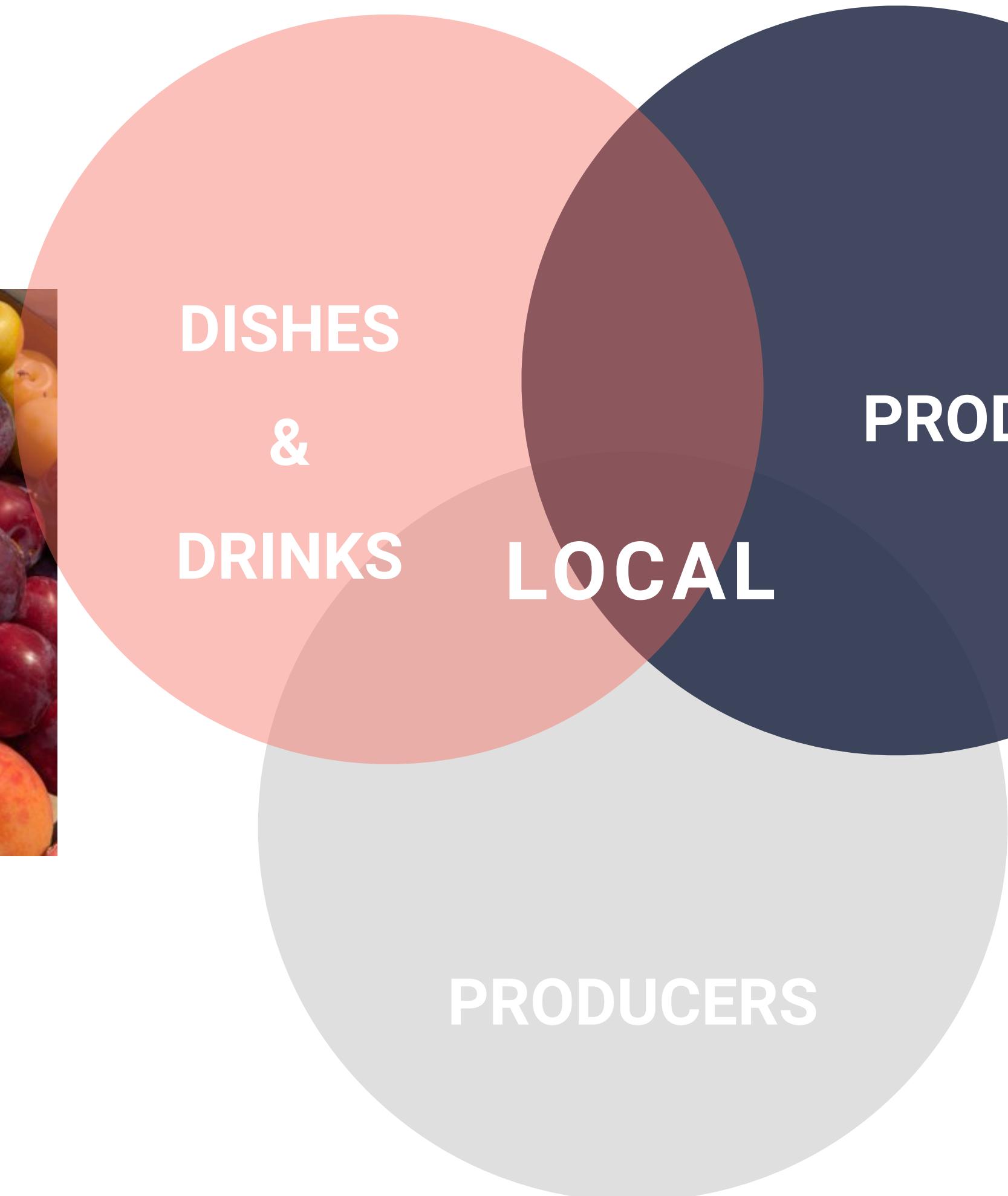




CONTENT PLAN



CONTENT PLAN



A UNIQUELY COLLABORATIVE COMMUNITY



UNIQUELY FRESH
INGREDIENTS



TRAVEL
Penticton

A group of people are holding up pints of beer from Cannery Brewing. There are four visible glasses: one yellow glass with light beer, one red glass with reddish beer, and two dark glasses with dark beer. They are outdoors, with a building and trees in the background. The sun is setting, creating a warm glow and lens flare. A woman's face is partially visible on the right, smiling.