



# 2022

## Q4 MANAGEMENT REPORT

### Q4/2022 Highlights

#### 5 year strategy Areas of Focus

Tourism Abbotsford team, along with consultant Suzanne Denbak completed extensive community outreach receiving feedback on building our next five-year strategic plan. The five strategic areas of focus identified are:

##### Strategic Area of Focus #1: Destination Marketing

We will continue to celebrate everything that defines ‘Abbotsford’ and build awareness, excitement and intention to visit amongst visitors who stay longer, share their stories with their friends and return often.

##### Strategic Area of Focus #2: Destination Development

We will be leaders and champions of the tourism industry in Abbotsford, further educating our residents and our local government in the importance of tourism and successfully advocating for investments that enhance the visitor experience.

##### Strategic Area of Focus #3: Partnerships & Collaboration

We will foster partnerships, collaboration and mutual respect to strengthen every initiative upon which we embark.

##### Strategic Area of Focus #4: Diversity, Equity, Inclusion & Our Team

We will continue to be open to new perspectives and different worldviews. We will challenge status quo in our own organization and invest in the development of a strong and capable team.

##### Strategic Area of Focus #5: Sustainability & Reconciliation

We will connect our industry to training and tools to enhance sustainable tourism practices. We will work together with the Mathxwí First Nation and the Semá:th First Nation to contribute to the economic, social and cultural aspirations of their members.

### 2022 MARKETING TACTIC PLAN ACCOMPLISHMENTS

- Ensure Abbotsford is top of mind for key markets (Metro Vancouver, Vancouver Island, Okanagan) through our Spring/Summer and Christmas campaigns
- Showcase things that are in line with what people want post-Covid with an emphasis on outdoor recreation
- Facilitate product and experience development through Taste of Abby
- Secured provincial and federal tourism-related funding
- Grow online audience on all all channels including launch of our TikTok account
- Engaged media to help communicate Abbotsford’s strengths and key reasons for visiting
- Strengthen event industry with Events Advisory Committee and support of numerous events
- Provided Visitor Servicing at partner businesses and throughout the community
- Rebuild our industries lost connections by hosting Spring and Christmas mingler





DIGITAL MARKETING  
CONTENT STRATEGY



WEBSITE PAGE VIEWS (YTD)  
125, 567 Total

WEBSITE USERS (YTD)  
72,623 Total

SOCIAL CHANNELS

-  11,000
-  7,581
-  17,176
-  1,607
-  52,366 Hashtag  
#ExploreAbbotsford



EXPLORE ABBOTSFORD APP  
139 Downloads (YTD)  
1,448 Impressions (YTD)



VISITOR SERVICES  
1,114 Visitors Helped

2023  
GOALS

Building off of 2022 accomplishments, and in support of our new five-year plan, we have identified the following goals for 2023:

- Ensure Abbotsford is top of mind for key markets (Metro Vancouver, Vancouver Island, Okanagan)
- Explore “More Abby” opportunities - continue to celebrate everything that defines ‘Abbotsford’ and build awareness, excitement and intention to visit longer, share their stories with their friends and return often to experience ‘more Abby’
- We will be leaders and champions of the tourism industry in Abbotsford, further educating our residents and our local government in the importance of tourism and successfully advocating for investments that enhance the visitor experience
- Facilitate product and experience development
- Work with City to identify opportunities for provincial and federal tourism-related funding
- Grow online audience through digital marketing content plan
- Engage media to help communicate Abbotsford’s strengths and key reasons for visiting
- Strengthen and grow event industry
- Grow Taste of Abby Fall Food Festival
- Grow Visitor Servicing at partner businesses and throughout the community
- Increase communication and foster partnerships to partners, stakeholders and community
- Make it easy to choose Abbotsford

HOTEL METRICS

	2021 YTD	2022 YTD	2022 Target
Hotel Revenue (\$)	\$19,451,313	\$31,401,807	\$25,600,000
Occupancy (%)	61.1%	74.3%	71.5%
ADR (\$)	\$110.42	\$146.50	\$120.00
MRDT	\$546,375	\$879,948	\$573,184





# ACTIVITY REPORTS



## Execute Co-Op Marketing Plan for the Fraser Valley

- Distributed and updated Fraser Valley Experience Guide 2023
- Increased awareness of the Fraser Valley as a tourism destination
- Distributed Circle Farm Tour and outreach to CFT partners
- Welcomed new CFT partners, Cannon Winery and Lakeland Flowers
- Continued to meet regularly with neighbouring Fraser Valley DMOs through our collaborative work on the Fraser Valley Experience Guide and Fraser Valley marketing initiative

## Media Relations / Travel Trade

- Continued to host Instagrammers/bloggers and media in support of campaigns and community stories. BC Bird Trail media hosting November 4th and 5th
- Media page on website consistently updated with relevant story starters, images, and previous media features: <https://tourismabbotsford.ca/industry/media/>
- Media buys with The Abbotsford News, Patrika and Rogers 107.1/Star and Fraser Valley Current highlighting Abbotsford App, and Taste of Abby

## Marketing Partnerships

- Continued membership in Mountain Bike BC and worked with Fraser Valley Mountain Bike Association on signage on Sumas Mountain
- Updated listing on BC Bird Trail
- Continued collaboration as part of the Fraser Valley Ale Trail
- Continued membership with FVMBA
- Created Experience Abbotsford video for Abbotsford Canucks games and to be streamed on AHL TV. Vimeo: <https://vimeo.com/777398881/cc68c3cd00>
- Team Tourism partnered with Abby Canucks for pop up ticket give away for October 28, home opener. Other pop up ticket give away games are January 18, February 20 and April 15
- Met with "Don't Love It to Death" marketing consortium to discuss 2023 messaging plans

## Grow & Leverage Events

- Coordinated Static Display at Fraser Valley RV Show
- Hosted Event Advisory Committee meeting on October 18th
- Team Tourism attended the Sport Hosting Conference in Edmonton. Post-site meeting with International Volleyball and Legion Track and Field
- Tourism facilitated meetings with Watchtower Organizers and Abbotsford Centre and City of Abbotsford to secure 2023 convention in Abbotsford
- Outreach to Pacific International Judo championship
- Met with organizers of Disc Golf Tournament in support of their Fall event at Fraser Glen Golf Course
- Met with Ledgeview Golf Course to discuss support of 2023 PGA of Canada's Senior Championship
- Met with Volleyball BC to discuss support of 2023 event and securing future Volleyball Provincial Championships
- Supported several events in Q4 with either hosting grant, marketing support, securing accommodations, image gathering, or a combination of these activities:
  - Nagar Kirtan Procession
  - Girls Fly Too (Video Support)
  - CIBC Run for Cure
  - Valley Vertikiller
  - Bauer Bantam Elite Hockey
  - Bantam U17 Hockey Tournament
  - Disc Golf
  - Abbotsford Police Foundation Trees of Hope
  - Fraser Valley Stage Productions
  - Gallery 7 Productions
  - Minor Hockey Christmas Tournament
  - Winter Jubilee

## Visitor Service Presence

- Assisted 1,114 visitors to our Visitor Kiosk at the Abbotsford International Airport



# ACTIVITY REPORTS

## CONTINUED

### Governance & Administrative Activities

- Attended Vancouver Coast and Mountain Industry Forum in North Vancouver on November 29th
- Attended the Future of Tourism Roundtable in Harrison Hot Springs as part of the Province's Tourism Renewal Initiative
- Hosted monthly board meetings on November 2nd and December 9th

### Partner Support & Engagement

- Continue to send monthly newsletters updating partners on Federal, Provincial and local Tourism activities
- Partnered with City of Abbotsford Economic Development Office in welcoming new tourism businesses. Zilla Donuts, The Flying Bun and Forage & Faire
- Hosted Tourism Christmas Mingler at Legacy Building on December 1, which was attended by 105 guests
- Tourism Abbotsford received 100% approval from 12 accommodation partners for MRDT (Municipal and Regional District Tax) Renewal

### Continue Working with Indigenous Partners to Explore Opportunities to Develop Indigenous Tourism

- Continued to advocate the need to update Stop of Interest Sumas Lake sign at Cole Road exit
- Invited Willie Lewis Indigenous Tourism Specialist from Indigenous Tourism BC to visit our community in January 2023
- As part of Taste of Abby, worked with Se:math First Nation on hosting Indigenous picnic experience on the banks of the Sumas River
- Attended land acknowledgment webinar delivered through Destination BC

### Destination Management

- Advocacy work in support of Experience the Fraser, finalize signage needs along the route, and requested meeting with City staff to update on planning
- Trail development and maintenance of Sumas Mountain
- Collaborated with the City's homelessness coordinator to discuss the City's plan for using 2023 OAP revenue
- Virtually attended "Reshaping Workplace with EDI Framework" delivered by Go2HR

### Community Collaboration

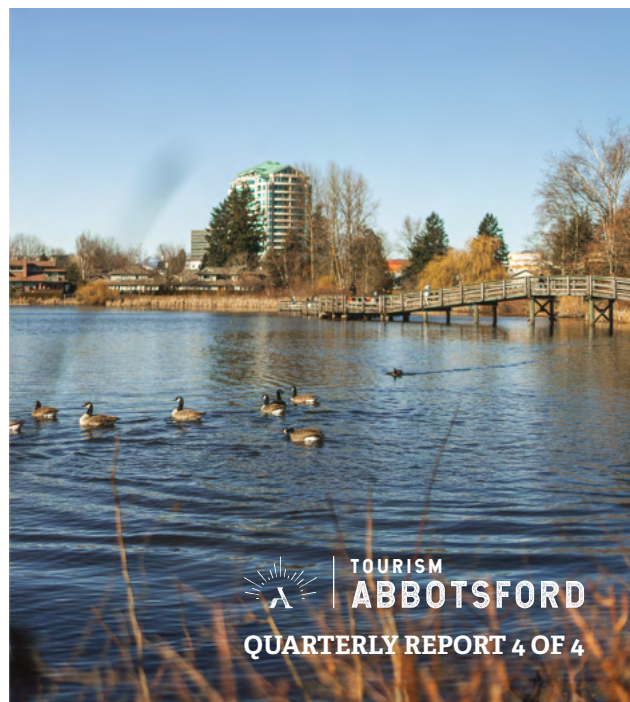
- Team Tourism presented at the Abbotsford Involve symposium highlighting our 2022 marketing tactics and the Abbotsford Tourism Landscape
- Team Tourism attended Council Inaugural meeting
- Team Tourism attended Abbotsford Communities in Bloom Exploration & Planning Session
- Team Tourism attended and presented Tourism Excellence Award at the Chamber Business Excellence
- Team Tourism updated Council on our 5-year strategy and areas of focus for 2023
- Team Tourism attended Sport Abbotsford meeting
- Continued collaboration with several other local organizations on the Abbotsford Food Ecosystem initiative (FRESH) in support of developing a stronger culinary culture. Abbotsford FRESH Food Ecosystem is a gathering place where everyone from producers to creators to foodies come together to create a thriving inclusive food culture
- Continue to share grant opportunities
- Team Tourism attended the ADBA and Chamber Christmas Minglers
- Team Tourism decorated the Christmas tree at Seven Oaks Mall in support of Abbotsford Police Foundation Trees of Hope
- Met with Rod Santiago from Archway Community Services to discuss 2023 plans

### Accessible Tourism

- Started to engage in dialogue with partners and stakeholders on accessible tourism
- Applied for DBC Grant for accessible tourism strategy

## TOURISM ABBOTSFORD'S MANDATE

*We are Abbotsford's tourism champions. We lead our industry, inspiring targeted travellers to choose Abbotsford and 'experience more Abby' through our strategic marketing campaigns and our visitor engagement programs. We educate residents and their elected representatives on the contribution tourism makes to life in Abbotsford. We advocate for our industry's needs and for improvements to infrastructure and experiences that visitors and residents alike will enjoy.*



TOURISM  
ABBOTSFORD

QUARTERLY REPORT 4 OF 4