



Rebuilding Abbotsford's Tourism Economy *Events Advisory Committee is Formed*

For Immediate Release

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(Abbotsford, BC) On the heels of covid-19, Tourism Abbotsford is preparing to reignite Abbotsford's tourism economy of which a large component is event tourism. On average, the economic impact from hosting 270 plus events, per year, generates approximately \$55 million. Event tourism is a strong economic driver for Abbotsford, benefiting its stakeholders, the community, and its guests.

"Events are woven within the fabric of Abbotsford. They consistently bring the community together and are an integral part of our local visitor economy," says Daniel Laverick, Board President of Tourism Abbotsford.

In conjunction with Tourism Abbotsford's Board and staff, an Events Advisory Committee has been formed with the purpose of strengthening Abbotsford's position as a premier event destination. The Committee is comprised of up to nine representatives from:

- Tourism Abbotsford's Board of Directors
- Tourism Abbotsford Staff (assigned member: Destination Sales & Marketing Manager)
- City of Abbotsford
- Abbotsford Centre
- Tradex
- Sport Abbotsford
- Chamber of Commerce
- Fraser Valley Indo-Canadian Business Association
- Event Rights Holder

All of the positions have been filled with the exception of the 'Event Rights Holder' for which applications are currently being accepted. Qualified applicants include local residents who are experienced at hosting recurring annual events, and those that are deeply engaged for the benefit of tourism, community-wide.

"We have the great fortune of having some extremely talented and passionate event professionals. We look forward to seeing the support this group provides and the opportunities they help us uncover in the months and years ahead," says Craig Nichols, Executive Director of Tourism Abbotsford.

The Events Advisory Committee is expected to: nurture existing event, grow a portfolio of new events by helping event organizers bring their visions to fruition, increase transparency and facilitate dialogue amongst stakeholders, create connectivity amongst event organizers, and streamline partner roles and responsibilities.

“Signature events like the Airshow, Run for Water, Agrifair, Berry Fest, Nagar Kirtan Procession, Canada Day, and Jam in Jubilee provide local citizens with an array of things to do and help draw visitors to Abbotsford from neighbouring communities. With facilities like Tradex, Abbotsford Centre, and Rotary Stadium, Abbotsford provides opportunities for shared experiences throughout the year,” says Nichols.

Abbotsford is not the only community hindered by the absence of events as most BC communities will be struggling to overcome the same challenges. Competition will be steep and a united, integrated, and collective effort is Abbotsford’s strongest chance to recover and reset quickly.

For those that are interested in applying for the Event Rights Holder position and to learn more, visit the **Partner Bulletins section** on Tourism Abbotsford’s website. The deadline to apply is February 19th, 2021. For timely updates on Tourism Abbotsford’s promotional efforts and upcoming campaigns, follow Tourism Abbotsford on **Facebook, Instagram, Youtube, and Twitter**.

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About Tourism Abbotsford

Tourism Abbotsford represents over 300 marketing partners, leads the delivery of Visitor Services, and has operated the Fraser Valley Tradex & Exhibition Centre (Tradex) since 2003. Tourism Abbotsford’s commitment to best practices has resulted in being recognized as a BC Tourism Industry Award recipient in Community Sport Tourism, in addition to earning a BC DMO Professional Excellence Award.