

2023

Q3 MANAGEMENT REPORT

Media Activity

- Hosted 16 writers and influencers including Roanna (FoodieGram), Amanda Waryk (Daily Hive), Christos Shaw, and more!
- DBC and Tourism Abbotsford hosted Natalie Preddie, a travel expert that has been featured on CTV and Global. She stayed a Brookside Inn and visited Taves Farm, Maan Farms, and Restaurant 62.
- The Fraser Valley Group co-hosted Seattle-based YouTuber, Mina Oh, who visited Taves Family Farm, Re:Vive Boutique Bistro and the Taste of Abby Foraging Workshop.
- **The Fraser Valley was recently featured in the Spring Edition of Sip Magazine.** The article featured Northwest Libation Destinations. Many of our partners were included!
- Tourism Abbotsford recently hosted Travel Writer Kathryn Anderson. Read her blog [here](#) on Travel Locally – Why You Should Explore Your Own Backyard!
- Adventue Awaits travel writer, Jami Savage, went on CTV Morning Live on September 6th to talk all things Taste of Abby! Watch [here](#).

Co-Op Marketing Campaigns

- Destination Fraser Valley (DFV) changed social providers to Patio. They presented a thoroughly researched proposal with a strong background in working with other DMO's like Destination Vancouver and Westcoast Foods. Patio started managing the channel beginning of October.
- Ordered The Fraser Valley crewnecks and t-shirts for merchandise.
- In partnership with Tourism Langley, Tourism Chilliwack, Tourism Harrison River Valley and Gardens BC, the Fraser Valley Gardens Tour was launched on September 9th, 2023. See itinerary [here](#).
- Ledgeview Golf & Country Club along with Ravens Brewing were recently part of the BC Ale Trail blog about **"Birdies and Breweries"** and **"Discover Indigenous Food and Artwork along our BC Ale Trail"**.

Taste of Abby Fall Food Festival

- Overall attendance:
 - Night Market: 1000/1000
 - Guided CFT: 15/15
 - Food Hub: 35/40
 - Pickleball & Pints: 28/30
 - Grape Stomping: 100/120
 - Foraging Workshop: 19/20
 - Food & Farm: 60/75
- Partnered with the Abbotsford Canucks to run a restaurant contest for a lucky diner to win an 18-ticket flex pack. The contest ran from September 6-24 in 18 restaurants and received 200 entries.
- Team Tourism asked local partners and leaders in the community for recipes to include in the Taste of Abby Fall Flavours mini cookbook. The cookbook includes 6 recipes and can be viewed [HERE](#).
- Our Support Local shelves hit retail stores again during this year's TOA festivities and were placed in 8 locations.
- Welcomed over 350 Art & Wine Walk participants to Tourism Abbotsford Office.
- Finalized UFV Taste of Abby Annual Leadership Award.
- Top moments from Taste of Abby 2023. Read blog [HERE](#).





Team Updates

- After more than nine years serving as Executive Director of Tourism Abbotsford, Craig Nichols is leaving his role to take an active position with his family business - Rusted Rake Brewery in Nanoose Bay. Craig will be sorely missed by his team, Tourism Board, colleagues, community, and partners. A celebration of Craig took place on September 28.
- Visitor Serving team participated in the Coqualeetza Cultural Experience Tour.
- Team Tourism Abbotsford attended the VCM Community Forum. The annual event provides an opportunity for the Vancouver, Coast & Mountains and Destination BC teams to connect with community partners and to share updates between all the organizations. This year's agenda placed a heavy emphasis on sustainability in many different forms, including social procurement and regenerative tourism.

Visitor Servicing

- Tourism Abbotsford Ambassadors were busy activating pop ups at just over 90 locations and staffing the Abbotsford Airport Kiosk M-F. Locations included Willband Creek, Historic Downtown Abbotsford, Birchwood Dairy, EcoFarm, With a Good Heart Pow Wow, Abbotsford Farmer's Market, Run for Water and many more.
- Interacted with 2216 passengers at the Abbotsford Airport and with 3239 guests at pop-ups Visitor Booths in the community.
- Distributed 42 pads of tear-away maps, 1374 Abbotsford Circle Farm Tour, 750 Fraser Valley Experiences Guides and 1560 Abbotsford Community Guides.
- Distributed Abbotsford guides and brochures to our 12 accommodation partners, Circle Farms Tour partners, breweries, coffee shops, Booster Juice, wineries, farm stores, City Hall, ADBA, realtor offices and Libraries.
- Team Tourism brought our "A" game on July 1! Tourism Abbotsford launched our More Abby summer brand at the Canada Day parade along with 40 dancers from Legacy Dance. And we didn't stop there! Team Tourism hosted a 9-hole mini-golf activity at Rotary Stadium where every hole was an Abbotsford must-see attraction!
- Star FM/Country 107.1 Community Cruiser distributed 1000 guides at Fraser Valley events throughout the summer.

Events/Sport Tourism

- Ledgview Golf Club hosted the PGA Canada Senior Golf Tournament August 9-11. Tourism Abbotsford was onsite to welcome the Pro's to our wonderful community and to showcase More Abby.
- Supported Abbotsford Minor Baseball Association for their Mid-Summer Classic. Over 800 baseball players from all over the province and even a team from Taiwan participated.
- Supported U19 Abbotsford minor fastball provincials with visitor servicing and a hosting grant.

- Supported the Western Canadians Waterski Championships July 21-23 with hotel room blocks.
- Supported the Bauer Elite Hockey Tournament with visitor information and hosting grant.
- Hosted Events Advisory Committee meeting on July 18 and September 20. The discussion included Community Event Strategy discussion, upcoming events and Taste of Abby.
- Supported several events with marketing, visitor servicing, prizing or hosting grants including Canada Day, Jam in Jubilee, Abbotsford Film Festival, Berry Festival, Agrifair, Airshow, Symphony in the Park, Multicultural Food Sharing Day, UFV Golf Tournament, Nagar Kirtan Procession, Chamber Golf Tournament, MCC Festival, and Fraser Valley RV Show.
- Hosted successful Abbotsford 55+ BC Games and a well-attended Opening Ceremonies. Tourism Abbotsford produced a video welcoming participants to our wonderful community.



- Participated in the planning committee for the Stetis ímexstowx - Walk Beside Us Gathering alongside The City of Abbotsford, Abbotsford School District, Abbotsford Police Department, UFV Peace and Reconciliation, Abbotsford Children's Theatre, The Reach Gallery Museum, Abbotsford Fire Rescue, Literacy Matters Abbotsford, United Way, and the Clearbrook Library. This gathering hosted over 300 guests to the Civic Plaza on September 30th as a way to commemorate National Truth and Reconciliation Day. Tourism Abbotsford provided marketing support through Connect Media as well as additional social posting from our team.
- Supported the planning of the Grounded Innovative Food Summitt



Destination Development

- Attended September 25 City Council meeting with DBC consultant Laura Plant to showcase Experience the Fraser .
- Collaborated with City of Abbotsford Economic Development to continue exploration of a Hotel/Conference facility. Held stakeholder workshop on May 24th attended by City Staff, Chamber of Commerce, Sumas First Nations, Abbotsford Innovation Network and Tourism Abbotsford.
- Continued collaboration with the UFV and ADDBA on development of an accessible tourism strategy. Updated UFV students on Tourism Abbotsford and scope of project.
- Continued supporting City of Abbotsford Employee Recognition program by providing Explore Abbotsford Baskets.
- Participated in the DBC Iconics Industry Advisory Group workshop to discuss Rockies to Rainforest brand strategy. This route is scheduled to launch later this year.
- Tourism Abbotsford supports Sumas Mountain users and the Fraser Valley Mountain Bike Association with updating signage at Sumas Mountain. Kiosk update is complete and onto the next stage -wayfinding signage. Thank you to the volunteers with FVMBA for design and install! Tourism Abbotsford received a grant from Province of BC Destination Development Fund for this project. View the map [here](#).
- Toured Abbotsford with Laura Plant to determine welcome signage opportunities.
- See below for Abbotsford's hotel metrics during this quarter:

Occupancy

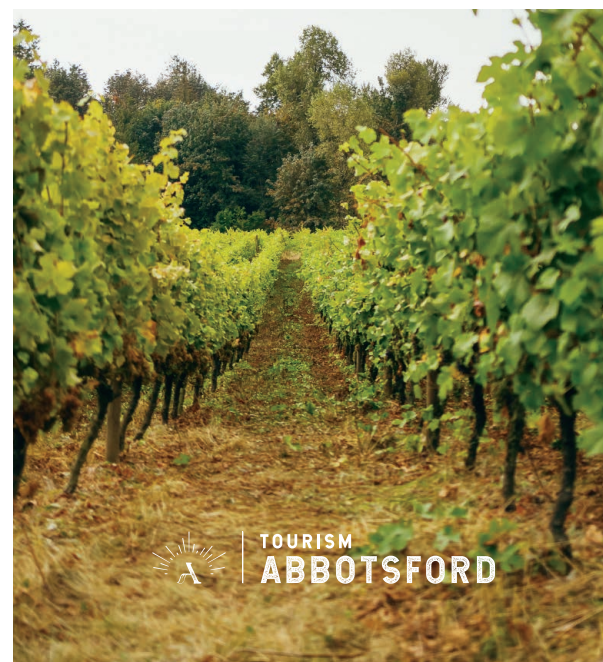
	July	August	September
2023	85.8%	83.8%	82.4%
2022	79.8%	82.2%	82.8%
	7.5%	2.0%	-0.05%

Daily Average Rate (\$)

	July	August	September
2023	197.72	200.64	174.05
2022	172.27	184.38	159.59
	14.8%	8.8%	9.1%

Marketing

- Published 4 blogs during this quarter including **10 Things to do This August in Abbotsford** and **Abbotsford's Local Products**.
- Launched the Marketing Grant program. This grant supports marketing costs for tourism-related products, services or experiences that contribute to attracting day and overnight visitation in Abbotsford during off-peak season. During the launch, we received 3 applications which will be reviewed for funding. We will continue to promote the grant throughout the fall//winter.
- Each week we promote the use of the #ExploreAbbotsford hashtag on our social channels - you can see a sample of some of the photos [HERE](#).
- Short-form videos continue to be our most successful posts across our social platforms. Our most popular post for Q3 was **10 Things to Do in Abbotsford this August** with 87.6K views on Instagram and Tik Tok.
- Sent out 2 consumer newsletters - received an open rate of 41%.
- Tourism Abbotsford and Tourism Langley teamed up to promote our wine regions with a **Fraser Valley Wine Passport**. The program encourages guests to explore wineries in our own backyard.



**TOURISM
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Industry/Partner Support

- Sent 4 newsletters to our Tourism Partners (217 recipients) with an open rate of 49%.
- Hosted two successful Sun & Soil Concert Series in Abbotsford. This concert series celebrates the Fraser Valley's welcoming natural beauty and highlights all the talents found within the valley by featuring local musicians, local farms, and local food for an intimate and flavourful concert experience. Fraser Valley Sun & Soil Concert Series line up is:
 - July 8, Fraser Valley Cider Company
 - July 22, Cannon Estate Winery
 - August 19, Lakeland Flowers
 - August 26, Roots and Wings Distillery
- Community Futures South Fraser, City of Abbotsford, and Tourism Abbotsford have collaborated to create AbbyFresh farm signs, an initiative that supports our local farms, processors and markets in Abbotsford that shape our region's culinary landscape. Check out the website [here](#).
- Participated in the City of Abbotsford's Economic Development Table meetings.
- Attended wrap-up showcase that highlighted UFV students' projects on accessible tourism.
- Participated in working committees - Agriculture/Food Economy Working Group and Hotel/Conference Centre Working Group.
- Participated in the Sustainable Tourism Workshop hosted by Destination BC and The Travel Foundation.
- Partnered with University of the Fraser Valley and the summer curriculum in work-integrated learning explorations in accessible tourism.
- Participated in the City of Abbotsford Public Art Workshop
- Participated in the MOTI Fraser Valley Region passenger transportation focus group
- Attended the UFV St'elt'elawtexw: a Celebration of Community.
- Participated in the City of Abbotsford Business Walks which featured Abbotsford Downtown Businesses.
- Hosted regular Board Meetings on August 2 and September 27.
- Met with Semath First Nations representatives to discuss tourism related plans.

DIGITAL MARKETING CONTENT STRATEGY

Continued to promote the download of our Tourism Abbotsford app through messaging to event attendees and printed and radio advertising.

TASTE OF ABBY SOCIAL CHANNELS

 **335 Followers & 103,35 Reach**

 **1.5K Impressions**

 **1,551 Followers & 30,732 Reach**

TOURISM ABBOTSFORD SOCIAL CHANNELS

 **11,588**

 **7,542**

 **18,981**

 **1,732**

 **57,988 Hashtag**
#ExploreAbbotsford



EXPLORE ABBOTSFORD APP

1,985 downloads (YTD)

12,091 impressions (YTD)