



## **NEWS RELEASE-**

### **Tourism Abbotsford Society Hires New Executive Director**

**Nov 30, 2023 - ABBOTSFORD, BC** – The Tourism Abbotsford Society is pleased to announce Clare Seeley as incoming Executive Director. Clare brings more than 25 years of experience in the Tourism sector internationally and across the Fraser Valley.

This announcement marks the conclusion of a Province-wide recruitment process, overseen by an executive search committee of Tourism Abbotsford Board Directors with support from search firm Chemistry Consulting.

“On behalf of the Board, we are delighted to announce that Clare Seeley will be leading our Tourism Abbotsford team,” said Daniel Laverick, President of the Tourism Abbotsford Board, who also led the Search Committee. “Clare can really take Tourism in Abbotsford to the next level as we continue to develop this destination and we look forward to seeing Abbotsford’s Tourism community continue to flourish under her leadership.”

Clare Seeley joins Tourism Abbotsford from the City of Mission where she has served as the Manager of Tourism and Film. She is well connected to the Abbotsford and Fraser Valley communities and has established relationships with Destination BC and the local Indigenous communities, focusing on destination marketing, destination development, and stakeholder support across the Fraser Valley.

Clare is passionate about finding creative solutions and strategic ways to collaborate. She moved to Canada from the UK in 2006, where her career and education focused on business and tourism in the public and private sectors, seeing her travel across North America as a consultant and trainer for the industry.

“I am thrilled to be joining the passionate and dynamic team at Tourism Abbotsford. Tourism continues to offer new challenges and opportunities that have kept me invested in the industry throughout my career,” said Clare Seeley. “Craig Nichols has left a wonderful legacy that I look forward to building upon, seeing Abbotsford’s strong reputation continue to flourish and creating a year-round visitor economy to support the business and community’s success.”

#### **About the Tourism Abbotsford Society:**

Tourism Abbotsford is a Destination Marketing Organization that delivers tourism marketing on behalf of over 300 marketing partners. We are Abbotsford’s tourism champions. We lead our industry, inspiring targeted travellers to choose Abbotsford and ‘experience more Abby’ through our strategic marketing



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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.

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