

2024

Q1 MANAGEMENT REPORT

Coop Marketing Campaigns

- Attended the Northwest Flower Show in Seattle with The Fraser Valley group where we distributed hundreds of Fraser Valley Experience Guides and special postcards detailing all the flower experiences happening throughout the Fraser Valley this spring and summer.
- Attended the Vancouver Outdoor Adventure Show with The Fraser Valley group where we distributed hundreds of Fraser Valley Experience Guides and special postcards detailing all the flower experiences happening throughout the Fraser Valley this spring and summer.
- Hosted a Circle Farm Tour Partner Mingle + Digital Workshop at The Egg Store where we shared helpful tips on how to use digital assets, short-form videos and distributed our 2024 CFT guides.

Taste of Abby Fall Food Festival

- Planning for this year's **Taste of Abby** is already in full swing. We hosted several TOA partner meetings to build excitement for this year's week-long festival.
- Many great ideas are percolating including a Winery Tour, Cup of Cheer, Soap/Candle Making, Pickleball & Pints, Long-table Dinner, Art & Wine Walk, and our much-anticipated events Night Market and Food & Farm Awards.
- Met with Infinus to start the process of adding a ticketing system to the TOA website.



MEDIA ACTIVITY

- Bethenny Frankel turned our community into an international sensation as the "Town of Treasures" resonated across social media. Tourism Abbotsford became a hot commodity with TV interviews with Global and CTV and an article published in the Georgia Strait.
- Just Here for the Beer Radio hosts Joe Leary and Rick Mohabir recorded an episode of their show at Old Yale Brewing where they were joined by Taves Estate Cider, Ravens Brewing, Field House Brewing, Maan Farms Estate Winery, Old Yale Brewing and Clare for a discussion about all the amazing things brewing in Abbotsford. Listen [here](#).



TOURISM
ABBOTSFORD

MRDT Survey

As part of the Municipal Regional & District Tax (MRDT) requirements, communities that collect 3% MRDT must undertake an annual stakeholder satisfaction report. In March we sent the MRDT survey to over 220 partners and stakeholders. Survey results and findings will be sent to Destination BC in May and summarized in our Q2 report.

Events/Sport Tourism

- Tourism Abbotsford is busy facilitating Canada Day meetings with the City of Abbotsford. Meetings include with Volunteer Coordinator, Engineering dept, Sponsorship, Parks team, Recreation & Culture and ACE committee.
- Canada Day Parade registration is now live.
- Hosted a Canada Day Committee meeting on Feb 12. Over 19 community partners participated.
- Team Tourism hosted an Events Advisory Committee Meetings in February and continued facilitation with Partners & Hawes and our event stakeholders for the Community Events Strategy work.
- Facilitated meetings with Backyard Ultra, Have a Good Ride, and BC Short Track Championships and the City of Abbotsford.
- Partnered with Economic Development to host a booth at the Pacific Agriculture Show in January.
- The team was very busy providing support (marketing, accommodation blocks, visitor servicing, grants etc.) to many events including:
 - Pacific International Judo Championships
 - Yale Basketball Tournament
 - Canada West Basketball
 - BC Short Track Championships
 - BC Cheer Provincials
 - Backyard Ultra Marathon
 - Cup of Cheer
 - Early Bird RV Show
 - Rotary Club
 - Spring at the Farm
- Attended Sport Abbotsford meeting in February.
- Attended monthly Stetis Imexstowx Planning Committee meetings.



Team Updates

- In January, Tourism Abbotsford welcomed Clare Seeley as incoming Executive Director. Clare brings more than 25 years of experience in the Tourism sector internationally and across the Fraser Valley. 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.
- Recruitment for a new Events & Ambassador Manager launched in February and was ongoing through March.
- Jen Graham was hired in March with a start date in early April. Jen joins us from the Abbotsford Canucks and brings a wealth of experience in event planning and programming. Jen will be taking the lead in planning Tourism Abbotsford events such as Canada Day and Taste of Abby and will also be leading our new Ambassador Program!



Destination Development

- Participated in Fraser Valley Development Council meetings in February.
- In collaboration with Destination BC and the FV Development Council, we continued to focus on the development of **Experience the Fraser**. Once complete, the goal is for ETF to provide a walkable/bikeable trail from Hope to the Salish Sea.
- Collaborated with the City of Abbotsford Economic Development to continue the exploration of a Hotel/Conference facility.
- Collaboration continues with the University of the Fraser Valley (UFV) and ADBA on the development of an accessible tourism strategy.
- The Abbotsford Tulip Festival is returning to Abbotsford this spring! Lakeland Flowers is showcasing 35 acres of Tulips in April and May, tourism team met with Lakeland Flowers and the marketing/PR company to discuss the event and levels of support.
- Met with **Chew on This Tasty Tours** to discuss planning for their Spring/Summer 2023 Tours.
- Applied for Visitor Servicing Grant, Tourism Growth Grant, Summer Jobs Grant, BC Fairs and Festivals Grant.
- Facilitated meetings with a potential new tourism product “Winter Woods”.
- Tourism Abbotsford, Walt Judas CEO TIABC, Chad Wetsch GM, Vancouver, Coast & Mountains met with Chris Bower and Mike Watson from Semá:th First Nation. Sumas First Nation is also working to launch an agri-tourism business.

Marketing

- Spring & Summer Campaign
 - Tourism Abbotsford will be highlighting our wineries and floral experiences through the Bouquets & Barrels Spring/Summer Campaign. We will be producing 2-day itineraries per flower season – tulips, lavender, and sunflowers. We’re also hosting 3 floral workshops with Foxglove Floral Café, Howesclere Evergreen & Gardens, and Five Acres Flower Farm. The Marketing Team worked hard to finalize the details and marketing materials for the launch in April.
 - Promoted Bouquets & Barrels in the Calgary market by doing a digital campaign and a contest with Global Calgary. We gave away a flight from Calgary to Abbotsford, tickets to the Abbotsford Tulip Festival, wine tasting at Mt. Lehman Winery, and more! We also collected emails during the contest period and received 1.2K emails.
 - Published an ad in Edible to promote Bouquets & Barrels. Click [here](#) to view the March edition of Edible Vancouver.
- Go! Abbotsford
 - Tourism Abbotsford is partnering with the City of Abbotsford to produce an online community events calendar called Go! Abbotsford. During this quarter, we were able to confirm Partner & Hawes for naming, logo design, and website design and Infinus for website development. We held meetings with P&H, Infinus, and the City to finalize event categories, pages required, and other needs for the website. Tourism Abbotsford will be maintaining the website. Go! Abbotsford is set to launch on April 10th.
 - Reached out to Rogers, Global BC, Abbotsford Centre, and Tradex to start the conversation on marketing for Go! Abbotsford.
 - Published an ad in Bellingham Alive’s Newcomers Guide to promote our social media and website.
 - Started the process of updating the Tourism Abbotsford website, including updating the homepage, and page layouts, and moving all listings from Simpleview to WordPress.
 - Renewed Social Media contract with Connect Media for 3 months. The team also took on creating all reels for Instagram and TikTok.
 - Published 12 blogs during the quarter including Fitness Fun in Abbotsford and starting a “10 Things to do in Abbotsford” each month. Check out **10 Things to Do in Abbotsford This March**.
 - Coordinated the participation of partners in the Tourism Challenge Passport program – participating partners include The Reach Gallery Museum, EcoFarm, Historic Downtown Abbotsford and Castle Fun Park.



OCCUPANCY

	Jan	Feb	Mar
This Year	66.4	74.5	69.6
Last Year	68.5	78.8	82.1
Percent Change	-3.2	-5.4	-15.3

ADR

	Jan	Feb	Mar
This Year	148.47	155.42	151.03
Last Year	142.87	150.63	159.77
Percent Change	3.9	3.2	-5.5

Industry/Partner Support

- The City of Abbotsford and the Tourism Abbotsford Society have renewed the terms of their agreement for tourism marketing and visitor engagement services in Abbotsford. Tourism Abbotsford Society will continue to lead tourism programs, services, and destination marketing activities to attract new and returning visitors to the community. Additionally, beginning this year, Tourism Abbotsford will be taking a lead role in the production of the City's signature Canada Day event in partnership with the City, undertake the development of an Abbotsford Ambassador program, as well as hosting and maintaining a robust online community arts and culture program and events calendar. Read the news release [here](#).
- Distributed collateral to accommodation partners and CFT partners.
- Hosted Wine Industry Evening with Town Hall Brands and our local wineries.
- Hosted CFT Partner Meet and Greet and a Digital Assets Workshop.
- Hosted Industry Night on February 27 at the Abbotsford Canucks.
- Presented the Canada Day plan to Council.
- Attended the UFV Canada West Basketball Reception.
- Attended Lunch with the new Chief of Police.
- Attended the Executive Presence Lunch.
- Attended the Chamber Business after Business networking evening on March 12.
- The team met online with Visit Bellingham to start a relationship and discuss possible partnerships to help tap into the Bellingham and Washington markets.
- Met with Beyond Bubbles to discuss the return of winery tours in Abbotsford and Langley.
- Participated in the City of Abbotsford's Economic Development Table meetings, Entrepreneurs Meeting, Food Economy meeting and Hotel & Conference Centre meeting.
- Published monthly Partner Newsletter in **January, February,** and **March**. Newsletters are sent to 220 partners with an open rate of 34.2%.
- Participated in Archway Food Charter Community Engagement
- Working with Sema:th First Nations on Tourism Strategy.

Society Info (Administrative)

- Renewed General Liability insurance for the Society.
- Renewed truck insurance and are reviewing a replacement vehicle.
- Hosted regular Board Meetings on January 24, February 28, and March 27.
- Attended the BCDMOA Board Meeting in March.



DIGITAL MARKETING CONTENT METRICS



92.8k
people reached



47.9k people reached
20k followers



5.5k
impressions



50k+
video views



3.2k
impressions

Tourism Conference

In early March, the Tourism Team attended the Tourism Industry Association of BC Conference in Victoria. Highlights included keynote speaker Shaun Boothe creator of 'Unauthorized Biography Series' and speakers Premier David Eby, Minister of Tourism Canada Soraya Martinez Ferrada and The Honourable Lana Popham. The team attended a host of informative workshops and plenary sessions.

