

# 2023

## Q4 MANAGEMENT REPORT

### Media Activity

#### Lu-Lee Kombe

- Lu-Lee had an exciting weekend in Abbotsford with her husband and two children. In October, the family explored Downtown Abbotsford, went apple picking at Taves Farms, and went wine tasting at Cannon Estate Winery while the kiddos had fun with some outdoor games. Check the blog **"A Fun-Filled Weekend in Abbotsford"** to see what else the Kombe family did.

#### Carmen Cheng

- In October, we hosted Alberta-based food vlogger, Carmen Cheng (Food Karma), who checked out Old Hand Coffee, Restaurant 62, Maan Farms, and so much more! Check out this lovely **video** that Food Karma shared!



### Coop Marketing Campaigns

- Team Tourism met with The Number Agency to renew memberships for BC Ale Trail, BC Bird Trail, and Gardens BC.
- Met with BC Ale Trail to discuss opportunities for more collaborations in 2024, including updating our itinerary to 2-days and inviting them to Taste of Abby.

### Team Updates

- Announced Clare Seeley as Tourism Abbotsford's new Executive Director. Clare Seeley joins the team 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.
- Attended Tourism Chilliwack's Find Your Call-to-Action Workshop at the Xa:Ytem Longhouse Interpretive Centre.
- Team Tourism Abbotsford attended the VCM Industry 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 heavily emphasized sustainability in many different forms, including social procurement and regenerative tourism.

### Visitor Servicing

- Interacted with 275 visitors at the Abbotsford Airport.
- Distributed 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.
- Tourism Team set up static More Abby displays at the Bauer Elite Hockey Tournament.



## Events/Sport Tourism

- Partnered with the Abbotsford Canucks, United Way, and Rupi Rajwan in the Cozy Covers Clothing Drive, where we received over 500 clothing donations.
- Started planning the Cup of Cheer event with United Way, Abbotsford Downtown Business Association, and Rupi Rajwan.
- Participated in the ADBA Halloween Trick or Treating.
- Supported the Crystal Gala with a silent auction prize that included products and tickets for many of our partners.
- Supported ADBA Winter Jubilee through event hosting and sponsoring the Beverage Lounge where we highlighted local products.
- Hosted the Community Event Strategy Stakeholder Workshop with Partners & Hawes and the Events Advisory Committee.
- Tourism Abbotsford supported the following events with the Sport & Event Hosting Grant:
  - Valley Vertikiller Race on Sumas Mountain
  - Frasersglen Disc Golf
  - Female Hockey Tournament
  - Bauer International Tournamen



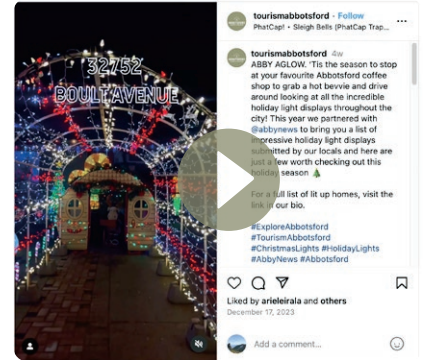
## Destination Development

- Met with City staff and DBC to review the Abbotsford's Experience the Fraser Community Report.
- Continued collaboration with City of Abbotsford Economic Development, Chamber of Commerce, Sumas First Nations and UFV on the exploration of a Hotel/Conference facility. Tourism chaired the meetings on November 7 and December 5.
- Continued collaboration with the University of the Fraser Valley (UFV) and ADBA on the development of an accessible tourism strategy. Team Tourism spoke to UFV students regarding Tourism Abbotsford and the scope of project.
- Tourism Abbotsford continued supporting the City of Abbotsford Employee Recognition program by providing Explore Abbotsford Baskets.
- Attended a meeting with DBC and MOTI to discuss highway signage needs in Abbotsford.



## Marketing

- Tourism Abbotsford launched the “Falling for Abbotsford” campaign that highlighted different activities and events to do in Abbotsford during the fall. The campaign focused on personalities and an itinerary and video were created for each one:
  - **Spoozy Szn Connoisseur**
  - **Outdoor Enthusiast**
  - **Trend Spotter**
  - **Cultural Explorer**
  - **Sports Fanatic**
- Published 13 blogs during this quarter including **Your Guide to Fall in Abbotsford** and **Festive Finds: Abbotsford’s Holiday Gift Guide**.
- Through the Marketing Grant, Tourism Abbotsford supported TEDxAbbotsford’s Sandbox, Fraser Valley Stage and Old Yale Brewing’s Miracle.
- Sent out 2 consumer newsletters and received an open rate of 45%.
- 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 Abbotsford did some fun giveaways during Q4 including the Winter Break-Up Contest with Tradex, Ultimate Explore Abbotsford Holiday Gift Basket, tickets to the Mt. Lehman Christmas Home Tour, and more!
- During the Holidays, we partnered with the Abby News on their annual “Holiday Lights Display” submission. Houses that participated in the display shared their address with Tourism Abbotsford, and we created a **video** that showcased all the beautiful displays. The video had 49K+ watches on Instagram, 9K+ watches on Tik Tok, and reached 4.7K+ people on Facebook.
- 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**.





## Industry/Partner Support

- Sent 3 newsletters to our Tourism Partners (218 recipients) with an open rate of 40%.
- Finalized Abbotsford Canucks partnership.
- Hosted the Tourism Abbotsford Holiday Mingler where we highlighted our 2023 **Tourism Abbotsford Year-End Wrap Up video**.
- Hosted Chad Wetsch, General Manager of the Vancouver, Coast & Mountains Tourism Region and the VCM team for an afternoon in Abbotsford, where we visited Banter Ice Cream, Old Yale Brewing, and Taves Farms.
- Team Tourism had a busy quarter attending partner events including:
  - Sumas Kilgard Business Park Grand Opening
  - UFV Geography Class presentation on Accessible Tourism
  - CityStudio Hubub
  - Grounded in Innovation Food Summit
  - Crime is Toast Breakfast
  - Archway Inclusive Employer Excellence Award Breakfast
  - Sport Abbotsford AGM
  - FVICBA Gala
  - Abbotsford Canucks Mingler
  - ADBA Holiday Mingler
  - Sandman & Chamber of Commerce Holiday Mingler
  - Dig for Your Rights Program presented by UFV at The Reach
- Team Tourism also participated in many different courses, meetings, and committees during Q4 including:
  - Destination BC Digital Marketing Academy
  - Working Effectively with Indigenous Peoples hosted by Destination BC
  - Crisis Communication Planning Training hosted by Destination BC
  - Vancouver, Coast & Mountains Sustainability Playbook Workshop Series
  - City of Abbotsford's Economic Development Table Meetings
  - Involve Symposium
  - BR+E Meeting with City Economic Development
  - Agriculture/Food Economy Working Group
  - Hotel/Conference Centre Working Group
- Partnered with the University of the Fraser Valley and the fall curriculum in work-integrated learning explorations in accessible tourism.
- Attended and presented the Tourism Excellence Award at the Abbotsford Chamber Business Excellence Awards.



## Q4 SOCIAL MEDIA METRICS

During Q4 our posts reached over 155k people on Facebook and 87k people on Instagram and our videos garnered nearly 545k views across Instagram, TikTok, Facebook, and YouTube.



TOURISM  
ABBOTSFORD