

# 2025

## Q2 MANAGEMENT REPORT



### Team Updates

- Tourism Abbotsford Ambassadors Jenna Grewal and Alysha Penman joined the team for a busy spring and summer season!
- Tourism Abbotsford welcomed Armaan Singh Sandhu and Tina Murgai, practicum students from UFV.
- Elle Penner joined the team from April – July 2nd to help support Canada Day planning.

### Media Activity

- Hosted 17 media visits including a visit from US-based Rose Winter of @aussiegirltravels who visited a number of partners like Maan Farms, Singletree Winery, Downtown Abbotsford and Taves Farms.
- Travel writer Wendy Nordvik-Carr visited Abbotsford in April and wrote about her stay, **A tale of two wineries: Singletree and Cannon Estate Wineries offer unique experiences.**
- Hosted members of Tourism Media Association of Canada in May at Maan Farms, Taves Estate Cidery and Lakeland Flowers.

### Coop Marketing Campaigns

- Delivered more boxes of Circle Farm Tour guides to our CFT partners.
- Began work on planning for the BC Ale Trail CTV Segment with Chef Ned Bell, Tasting Passport and Road Trip Journal with a US-based Content Creator.
- Joined the Cineventure Marketing Committee and Communications Committee, committed Tourism Abbotsford to do a social media takeover in November to promote Hallmark Christmas movies.

### Taste of Abby Fall Food Festival

- Planning for this year's **Taste of Abby (TOA)** is already in full swing. The Night Market is taking place Friday, September 19 at Jubilee Park. The restaurant contest is back look for "Taste the Thrill" signage at local eateries in September, with a chance to win a package for two with Skydive Vancouver.
- We published a "save the date" ad in Edible Magazine including a highlight on the Night Market and the Long-Table Brunch at Tanglebank Estate.
- Worked on adding 5 new recipes to the Taste of Abby Fall Flavours digital cookbook.
- We will be hosting another Abbywood "Movie in the Vineyards", playing Eat, Pray, Love at Seaside Pearl Winery.

### MRDT Survey

The Tourism Abbotsford Stakeholder Survey was conducted to assess stakeholders' familiarity with and satisfaction toward Tourism Abbotsford, while also capturing insights to inform future planning. The survey was distributed to 220 tourism stakeholders, garnering 77 responses for a 35% response rate.

#### Key findings from the survey include:

1. Stakeholders would like to see Tourism Abbotsford play a more active role in community planning and advocacy and contribute to provincial destination management reports.
2. There is an opportunity to increase stakeholder awareness of existing marketing co-op programs and strengthen recognition of the Handmade and Homegrown brand.
3. Experiences identified as having the highest potential for growth include events, farm-based and culinary experiences, and Indigenous tourism.
4. The top three barriers to tourism growth identified were the lack of hotels, the need for stronger sustainability practices, and concerns about the quality of accommodation.
5. The Tourism Abbotsford team received widespread praise for its dedication, support, and community engagement.

The full report is available at: <https://tourismabbotsford.ca/industry/>





## Events/Sport Tourism

- Provided Hospice Gala support with special Abbotsford wine tastings and co-emcee duties.
- Tourism Abbotsford pop-up in the Community Corner at an Abbotsford Canucks game during the Calder Cup playoffs.
- Attended Ledgeview Golf BC Open with Banter Ice Cream to offer free ice cream scoops.
- In May the team volunteered at McHappy Day.
- Tourism Abbotsford was busy facilitating Canada Day meetings with the City of Abbotsford.
- Tourism hosted an Events Advisory Committee Meeting on April 15 and June 11.
- Tourism Abbotsford received grant funding from FVRD for a waste management initiative for Canada Day. Engaged Youth Commission in the planning.
- Attended meetings including with the BCHL Showcase, BC Amateur Golf Championships, Horsepower for Hospice, Early Bird RV Show, West Coast Women's Show, Taste Around the World, Symphony in the Park, and University of Fraser Valley.
- The team was very busy providing support (marketing, accommodation blocks, visitor servicing, grants etc.) to many events including:
  - Volleyball BC
  - Tulip Festival
  - City of Abbotsford Volunteer Appreciation
  - Run for Water
  - BCSS Rugby
  - Maan Farms Bae Days
  - UFV 50th Alumni Celebration
  - Arts & Culture Day
  - Good Ride Gravel
  - Fraser Valley Stage
  - Mango Market
  - Abbotsford Chamber Leadership Summit
  - Canadian Federation of University Women's Conference
  - Abbotsford Cardinals vs Ontario Bluejays
- Attended Sport Abbotsford AGM meeting on June 12.
- Attended monthly Stetis Imexstowx Planning Committee meetings.

## DIGITAL MARKETING CONTENT METRICS



**820k**  
views



**608.4k**  
views



**48.6k**  
Tourism Abbotsford  
Website page views



**162K**  
video views



**11.4**  
impressions

**31k**  
Go! Abbotsford Website  
page views



**TOURISM**  
**ABBOTSFORD**



## Destination Development

- Experience the Fraser / Art Under the Bridge student project was completed with an event at the bridge in Matsqui Trail Park.
- Sumas Mountain signage ceremony took place in April, with the Fraser Valley Mountain Bike Association.
- Participated in the Fraser Valley Development Council meeting on April 23.
- Met with Tanglebank owners to explore Winter offerings.
- Met with City of Abbotsford staff regarding Event Organizer Customer Journey map next steps.
- Attended DBC Vancouver Coast and Mountains Forum.
- Attended Vancouver, Coast & Mountain Visitor Services Regional Engagement call.
- Attended ITBC Regional Experiences Update call.
- Joined Culinary Tourism Alliance to explore unique “Abbotsford” trails.
- Received Government of Canada Summer jobs grant to help with summer visitor servicing.
- Met with Downtown Business association regarding downtown winter lights activation.
- Attended BC Wine Tourism meeting to share updates from across BC’s wine regions, discuss potential collaborations and share real time information on what’s happening in the regions.
- Attended FIFA update calls.
- Met with Sumas First Nations, FVRD and City of Abbotsford for Sumas Mountain projects and future development opportunities.
- Tourism is working with Community Futures South Fraser and Abbotsford Chamber of Commerce to create a series of agricultural videos.

## Occupancy

	Apr	May	June
This Year	69.5%	71.2%	66.0%
Last Year	69.8%	67.1%	69.1%
Percent Change	-0.4%	6.1%	-4.4%

## ADRW

	Jan	Feb	Mar
This Year	\$163.73	\$171.36	\$160.92
Last Year	\$154.73	\$175.29	\$161.91
Percent Change	5.8%	-2.2%	-0.6

## Marketing

- Abbywood is in full swing with a “Wicked” Movie Night hosted at Ripples Estate Winery & New Wave Distilling in April. Window Decals have been distributed to participating businesses and itineraries have been launched.
- We began a guerilla marketing campaign to ensure everyone receives a warm welcome to Abbotsford. This began with free tulips given to arriving flights at Abbotsford Airport, a border welcome with some mascot friends from Agrifair, Berry Fest and EcoFarm and a welcome to the Calder Cup and Abbotsford Canucks at Abbotsford Airport.
- Fraser Valley Stage and The Mango Market received our Marketing Grant.
- Go! Abbotsford added a video from Mayor Siemens highlighting the important role events play in the community.



- Published 9 blogs during the quarter including **Inked in Abbotsford: Tattoo Artists Worth Visiting For**.
- The Tourism Challenge Passport program was a great success with participating partners that included The Reach Gallery Museum, EcoFarm, and Castle Fun Park.
- Created a successful stay n’ play package with Clarion Hotel for the Abbotsford Tulip Festival.







## Industry/Partner Support

- Supported Lakeland Flowers Abbotsford Tulip Festival by delivering bunches of tulips to our tourism and community partners.
- Hosted a FAM Tour for our tourism and community partners at The Pastry Portal, Tuscan Farm Gardens, The Agora & Apothecary at Tanglebank Estate, Seaside Pearl Farmgate Winery and Maan Farms.
- Provided SuperHost Training in May to our industry partners.
- Met with Sumas First Nations Economic Development team.
- Met with Seaside Pearl Winery, Singletree Winery, Cannon Estate Winery, The Table Bistro, Ripples The Habit, Good Coffee, Anne Marie Cafe.
- Met with new tourism partners; Reflections Banquet Hall, The Topsy Barrel, Habitual Wellness Club & Café, Totally Book-ish, Seasons Farm Market, Rookie Blooms, and Marion Estates.
- Attended the Indigenous Role Model Ceremony.
- Launched the new Stetis Imexstowx website in partnership with the City of Abbotsford.
- Presented a tourism update to City Council.
- Met with Fraser Health regarding grant opportunities to support active living events/programs.
- Presented to the City of Abbotsford Community Accessibility Committee to look share accessible improvements for Canada Day.
- Participated in the Community Clean-Up Challenge by picking up garbage at Sumas Mountain Regional Park.
- Participated in the City of Abbotsford's Economic Development Table meetings.
- Published monthly Partner Newsletter in April, May and June. Newsletters are sent to 218 partners with an open rate of 57.1%.
- Published monthly consumer Newsletter in April, May and June. Newsletters are sent to 3,403 consumers with an open rate of 45.2%.
- Supported the City of Abbotsford to provide 'Explore Abbotsford' gift baskets for service milestone recognition.
- Hosted a table at the Mayors Lunch, which included a tour of Cascade Aerospace.
- Attended the LMS "We Paddle Together" celebration with our local Indigenous Communities.

## Society Info (Administrative)

- Hosted regular Board Meeting on April 30th.
- Held the AGM at Ledgeview Golf Club on June 11th and were thrilled to see so many partners and Dignitaries in attendance.
- Completed the 2024 MRDT Report, which received approval from the City of Abbotsford and Destination BC.
- Completed the 2024 Annual Report, copies available at the Tourism Office or online at [www.tourismabbotsford.ca/industry/](http://www.tourismabbotsford.ca/industry/)

