

EVENT SUPPORT VISITOR SERVICING PROGRAM



TOURISM
ABBOTSFORD



Lakeland Flowers:
Abbotsford Tulip Festival

About Tourism Abbotsford

From the carefully nurtured agricultural lands in the valley to rugged mountain peaks, Abbotsford is a place where untamed wilderness meets carefully crafted experiences. With a connection to the land that goes back to the longstanding relationships that the Stó:lō People have with this territory, we gratefully acknowledge the Semá:th, Máthe'kwi, and Leq'á:mel First Nations who are the original caretakers of this unceded land.

Abbotsford thrives on celebration through a wealth of signature events, the vibrant arts & culture scene, restaurants that lean into the agritourism experiences, and becoming part of a growing beer and wine region. This is the essence of Handmade & Homegrown, where hands may be immersed in soil or paint, cupped around a locally roasted coffee, or raised in cheers.

Tourism Abbotsford's Mandate

We are Abbotsford's tourism champions. We lead our industry, inspiring targeted travellers to choose Abbotsford and 'experience more Abby' through our strategic marketing 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.



Abbotsford Agrifair



PGA Senior's Championship
at Ledgerview Golf Club

Event Support: Visitor Servicing Program

Tourism Abbotsford supports and promotes events across the Fraser Valley that have the potential to attract visitors to the city.

Tourism Abbotsford will determine the level and type of support provided based on several factors, including the time of year, event duration, anticipated attendance, and whether the event is new or established. Please note that event support is based on availability of resources.

How We Can Help:

The purpose of the Event Support: Visitor Servicing Program is to utilize Tourism Abbotsford's resources to help assist organizations who are hosting sporting or community events. We recognize that these events increase the economic impact and overnight visitation to Abbotsford, as well as contribute to the energy of the community. Our event support is offered at three levels:

- 1. Comprehensive "All-Inclusive" Support:** Ideal for large-scale events, this package includes tenting, staffed visitor servicing, and promotional support.
- 2. Intermediate Support:** Designed for community groups and mid-sized events, this level offers a balanced mix of logistical and promotional support.
- 3. Basic Support:** Best suited for events with modest needs, this option provides essential support in a streamlined format.

Event support will be evaluated and awarded based on the event's ability to generate overnight visitation, economic impact, proper data collection methods, and sport and community development.

Please review the full details on the next page regarding different levels of support.

Complete “All-Inclusive” Support

Value of \$3,000+ *(Increased support is based on multiple day events)*

- Fully staffed mobile visitor services, which may include a pop-up booth and/or our Abbotsford Explorer Trailer, interactive games, and our knowledgeable Visitor Services team.
- Visitor Information Guides provided for distribution at your event.
- Up to two (2) complimentary Tourism Abbotsford marquee tents (10' x 10'). Based on availability.
- Marketing and digital promotion, including social media posts, ticket giveaway opportunities, and a feature on the Tourism Abbotsford email newsletter.
- Event listing on the Go! Abbotsford events calendar.

Intermediate Support

Value of \$1,500

- Static mobile visitor services pop-up booth.
- Up to two (2) complimentary Tourism Abbotsford marquee tents (10' x 10'). Based on availability.
- Marketing and digital promotion, such as social media posts and an event listing on the Go! Abbotsford events calendar.
- Visitor Information Guides provided for distribution at your event.

Basic Support

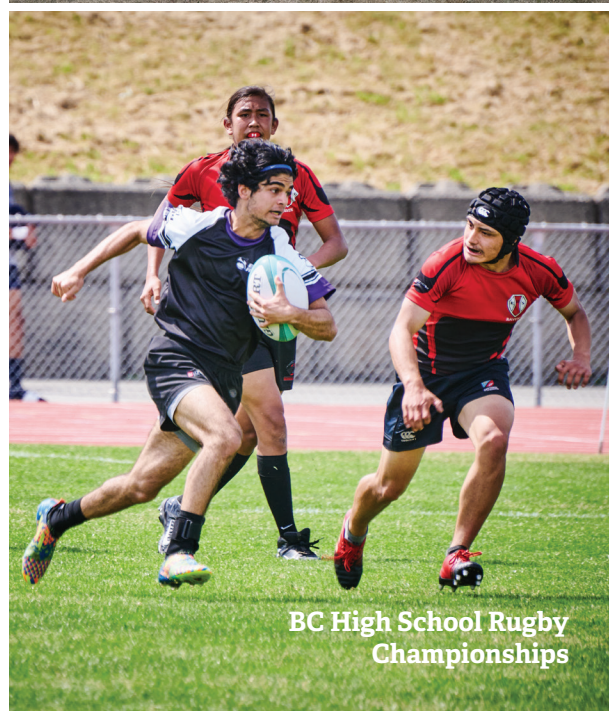
Value of \$700

- Tourism Abbotsford marketing materials, including brochures, guides, and more.
- Up to one (1) complimentary Tourism Abbotsford marquee tents (10' x 10'). Based on availability.
- Event listing on the Go! Abbotsford events calendar.

Additional Support

Tourism Abbotsford offers enhanced support for **large-scale events** such as accommodation blocks and custom itineraries.

If you are looking for additional support, please contact us at info@tourismabbotsford.ca.





Explorer Trailer

The Abbotsford Explorer Trailer is a mobile visitor centre that brings the best of the city directly to you. Whether you're a visitor looking for local experiences or a resident rediscovering your hometown, our friendly team is here to help. Find information on events, attractions, trails, dining, and more—right from the heart of where it's happening.

Keep an eye out for the trailer at community events, festivals, and popular local spots. Stop by to ask questions, pick up maps and guides, and get inspired to explore everything Abbotsford has to offer.

Questions?

If you have any questions or would like to explore how Tourism Abbotsford can support your event, please reach out to us at info@tourismabbotsford.ca — we'd be happy to connect and help bring your event to life.