

2025

Q3 MANAGEMENT REPORT

Media Activity

- We hosted 19 media visits from influencers from as far as Seattle, Toronto, Calgary, Edmonton, and Saskatoon who visited partners such as Downtown Abbotsford, Tanglebank Estate, Maan Farms, Taves Farms, Seaside Pearl Farmgate Winery and of course, Taste of Abby events.
- Maggi Mei attended the Taste of Abby Fall Long Table Brunch at Tanglebank Estate and shared her experience in her blog [here](#).
- We hosted Joe Leary and Rick Mohabir at Trading Post Brewing for a special Taste of Abby recording of Just Here for the Beer Radio and Podcast featuring Jenny from Campbell's Gold Honey Farm & Meadery, Chris from Heritage Acres Distilling, Cam from Old Abbey Ales, Quinn from Trading Post Brewing and Clare from Tourism Abbotsford. You can listen to the episode [here](#).

Co-Op Marketing Campaigns

- The Fraser Valley partnered with the Snowbird RV Show to produce a video featuring RV-friendly locations and campsites throughout Langley, Harrison and Abbotsford with videographers, Blrrd Creative. This video was then played on a loop at the Fraser Valley booth at the Snowbird RV Show and on the Fraser Valley social channels to promote the show. You can watch the video [here](#).
- We worked with BC Ale Trail on several initiatives during this quarter:
 - We took over a segment of CTV Morning Live with Chef Ned Bell and BC Ale Trail who featured our brewery partners Field House Brewing and Ravens Brewing. Chef Ned Bell crafted a flatbread recipe to pair with the brews that included goat cheese from Mt Lehman Cheese Co / Goat's Pride Dairy and apples from Taves Family Farm. You can watch the segment [here](#) and read the BC Ale Trail blog post and save Chef Ned Bell's recipe [here](#).
 - Tourism Abbotsford teamed up with local breweries and the BC Ale Trail and promoted an Abbotsford Tasting Passport September 1-30. Eleven locations participated. Lucky winner enjoyed a \$25 gift card from each of the participating partners.
 - US-based blogger, Matt Wastradowski was hosted by Tourism Abbotsford as a part of BC Ale Trail's Road Trip Journal series through the Fraser Valley and featured our community in the blog, **Discover BC's Fraser Valley: Hop the Border for Farm-Fresh Flavours, Community Breweries, and Big Adventures**.
- We crafted two-day seasonal itineraries for the Circle Farm Tour. Check out the Summer itinerary [here](#) and Fall itinerary [here](#).
- We updated the Abbotsford listing on the Canada Culinary Tourism Alliance website [here](#).
- Met with Cineventure group to discuss strategic plan for the co-op moving forward, as well as upcoming marketing campaigns including "Holiday Movie Magic", which focuses on Abbotsford, Langley, and Maple Ridge.



Canada Day

- For the 2nd year, Tourism Abbotsford produced the Canada Day Festival and Parade for the City of Abbotsford.
- The parade theme, "Lights, Camera, Canada Day!" aligned with Abbywood campaign with floats decked out with movie characters and iconic movie moments. We had 60 floats participate; with the winners of the parade: third place/People's Choice: Abbotsford Filipino Society, Second Place: Abbotsford Children's Theatre, First Place: Xtreme Talent Dance and Baton twirling.
- The Festival site was redesigned for accessibility and expansion; fireworks launch zone and main Stage were moved, and additions such as the Mango Market and the STEM Zone were a hit!
- The well attended community event concluded with an Abbywood themed fireworks finale featuring hit songs from blockbuster movies!



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Taste of Abby Fall Food Festival

- We celebrated the fall harvest from September 19-28, 2025. We worked with local partners to feature different programs and products that showcase the flavours of Abbotsford.
- Tourism Abbotsford engaged 68 restaurants with our Taste the Thrill contest. If you dined at one of the **participating Taste of Abby restaurant partners**, you were entered to a tandem skydive for two with Skydive Vancouver. We had over 300 entries for this contest.
- There was a packed schedule of events, kicking off with the 4th Annual Night Market at Jubilee Park. 972 guests were treated to the delicious and specific Taste of Abby offerings from 32 local restaurants, wineries, breweries, distilleries and food trucks.
- Over the next 9 days, the Festival included a diverse lineup of events, including:
 - Sept 19: Night Market, including 2025 Food & Farm Awards presented by Envision Financial
 - Sept 20: Cup of Cheer
 - Sept 20: Farm-To-Table Dinner Experience at Rookie Blooms Flower Farm
 - Sept 21: Fall Long Table Brunch at Tanglebank Estate
 - Sept 22: Music Bingo & Beer at Old Yale Brewing
 - Sept 23: Taste of Abby Amici Pasta Cooking Class at Yes Chef
 - Sept 24: Bonus Entries Day for the Taste the Thrill Restaurant Contest
 - Sept 25: Log House Harvest: Pumpkins, Petals & Pie at Little Log House Farms
 - Sept 26: Eat, Sip, Love: An Abbywood Movie Night at Seaside Pearl Farmgate Winery
 - Sept 27: Culture Days / CITI/Seen Mural Walk with The Reach Gallery Museum
 - Sept 28: Dinner in Bloom at Howeseclere Evergreens & Gardens
- Taste of Abby was featured on a special CTV Segment with BC Ale Trail and Chef Ned Bell and Just Here for the Beer podcast and radio show.
- The BC Ale Trail x Abbotsford Tasting Passport ran for the month of September with 11 participating locations. Several hundred stamps were collected during this period while visitors checked out our breweries and restaurants in order to fill up their passports.
- We awarded our second TOA Leadership Award to Macey Marchaud. This award is presented to a student who displays a commitment to local food and cultivating relationships with local farmers, while also actively engaging with the community.
- Taste of Abby was featured heavily in the media this year with articles in: **Vancouver Sun, Georgia Straight, BC Magazine, Abby News**, and more.
- Updated the Taste of Abby Fall Flavours cookbook, including 4 new recipes from local partners. View the cookbook **here**.
- Ran print advertisements in the Abby News, Edible Magazine, radio campaigns on Sonic 104.9, Country 107.1, CKNW, and Star FM, as well as digital ads across multiple Rogers Media websites.
- Envision Financial and Tourism Abbotsford Society were proud to announce the recipients of the 2025 Food & Farm Awards, unveiled during the Taste of Abby Night Market on Friday, September 19. This year's awards saw robust competition, reflecting the high caliber of Abbotsford's agritourism offerings and its exceptional dining and beverage experiences. The awards serve as a key highlight of the Taste of Abby, a ten-day fall food celebration that has become a hallmark event for the region. View all the nominees **here**. Congratulations to the winners:
 - Outstanding Spirited Sips: Taves Estate Cider
 - Outstanding Café/Bakery: Oldhand Coffee
 - Outstanding Eatery: Amici Italian Wine Bar
 - Outstanding AgriTourism Experience: Silverbrook Farm
 - People's Choice: Little Sprout Café



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Visitor Servicing

- Summer Ambassadors attended over 40 events/pop-ups during the summer.
- Continued distribution of Abbotsford guides, CFT, Experiences Guides and Food & Wine Guides.
- Interacted with 3,364 visitors, excluding our engagement at key events including the International Airshow, and Chamber Golf Tournament.
- Welcomed our new Explore Abbotsford Trailer at key events including Canada Day, Berry Festival, and Mission Folk Music Festival
- Purchased two binoculars to have with visitor servicing to lend out to beginner birders.
- Staffed Abbotsford Airport Kiosk Monday-Friday, July & August and Monday-Thursday September.
- Created a Travel Reel. Transportation “how to” from Abbotsford to Vancouver; Vancouver to Abbotsford.

Events/Sport Tourism

- Team Tourism hosted an Events Advisory Committee Meeting on August 19.
- Ongoing work on the Community Events Customer Journey Map included the completion of a getting here transit message highlighting the ease of using public transit between Vancouver and Abbotsford, a dedicated blog for events, and created an Event Support Visitor Servicing program highlighting how we can support events, and began the work on a sustainable event management signage program.
- Supported the Youth Commission with their waste management for Welcome Day and spoke at their Summer Camp about the importance of volunteerism and tourism.
- Attended meetings with the Castle Fun Park, BCHL, UFV, Helicopter Association of BC, City of Abbotsford, Sport Abbotsford, Rope Canada, Co-Star, and Fraserway RV.
- In the spirit of Taste of Abby, Tourism Abbotsford hosted beer tasting activations at Ledgerview for the Chamber Golf Tournament.
- Created a new website for the **Stetis ímexstowx** gathering.
- Tourism Abbotsford was very busy providing support (marketing, accommodation blocks, visitor servicing, grants etc.) to many events including:
 - Jam in Jubilee
 - Berry Festival
 - Horsepower for Hospice
 - Agrifair
 - Abbotsford International Airshow
 - Abbotsford Film Festival
 - Youth Commission Welcome Day
 - Abbotsford Minor Baseball Association
 - Abbotsford Minor Fastball Association
 - Junior B Lacrosse Association
 - AbbyPD Movie Night
 - Abbotsford Chamber Golf Tournament
 - Snowbird RV Show
 - Stetis Ímexstowx Gathering - Walk Beside Us



Team Updates

- The team said farewell to the Summer Ambassadors with a session at Escape Room.
- Attended Destination BC, Tourism Industry Update webinar.
- Welcome two UFV practicum Students, Armann Sandhu and Tina Murgai
- Attended VCM Grant Writing Workshop
- Presented Tourism updates at the City Council meeting, July 29.
- Team handed out Birchwood Dairy to Matsqui Park go-ers. Part of our guerilla marketing initiative. Very happy and surprised folks.
- Attended the Castle Fun Park Hospitality night.



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Destination Development

- Participated in the Fraser Valley Development Council meeting on September 23
- In partnership with the Destination Development Council the website was launched for **Experience the Fraser**. Preliminary discussions took place with the CEWL program at UFV to explore community signage opportunities along the route.
- Met with Night Owl and Lighthouse Bar and Grill, two new establishments
- Collaboration continues with the University of the Fraser Valley (UFV) on Art Under the Bridge program
- Presented an overview of tourism in Abbotsford at the Sumas First Nations Tourism Evening, which was accompanied by a delicious Tilapia dinner from the Nations Fish Farm.

Occupancy

	Jul	Aug	Sep
This Year	81.8%	87.7%	71.3%
Last Year	79.6%	82.5%	74.8%
Percent Change	2.8%	6.3%	-4.8%

ADR

	Jul	Aug	Sep
This Year	\$181.79	\$195.46	\$162.81
Last Year	\$183.00	\$186.24	\$166.86
Percent Change	-0.7%	4.9%	-2.4

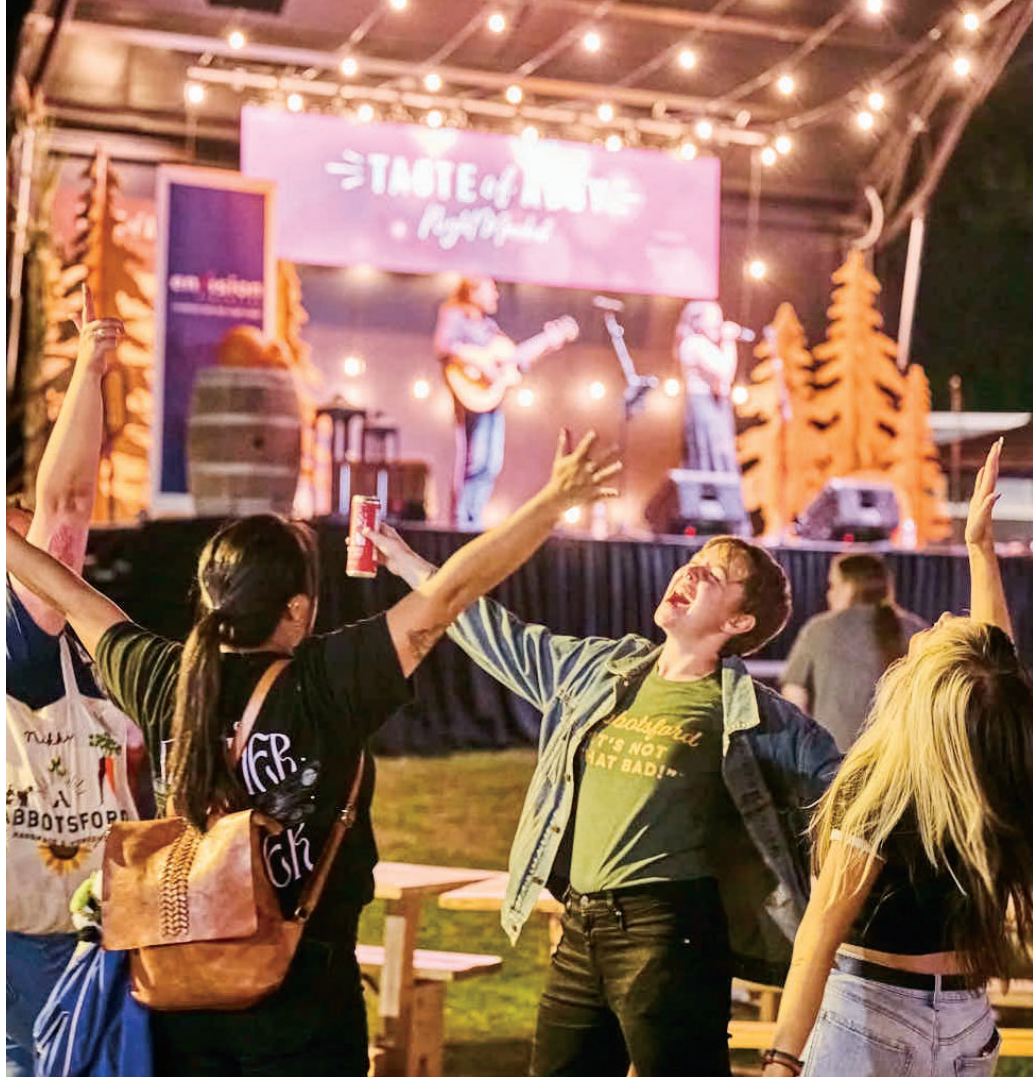


Marketing

- The Abbywood campaign continues on with popular itineraries like **Discovering Small-Town Charm** and **Spooky Screens & Autumn Scenes**. We also hosted an Abbywood Movie Night: Eat, Sip, Love at Seaside Pearl Farmgate Winery during Taste of Abby this year.
- We love welcoming visitors into our community and finding fun ways to do so! This quarter we welcomed visitors with free ice cream with our Abbotsford Explorer trailer at Matsqui Trail Regional Park and with drumming and singing with Robert Jimmie, Suzanne and Fraser at Abbotsford Airport.
- Recently Tourism Abbotsford advertised in the Canada Magazine expanding our reach across the country. Check out the digital edition of the magazine:
 - **Travel:** https://issuu.com/thecanadamag/docs/the_canada_magazine_august_2025_/40
 - We were also featured on the digital billboards in Toronto!



- Published 7 blogs including the popular **Discover Abbotsford's Spook-tober Trail**



Industry/Partner Support

- Launched Stay n Play Package with Sandman Hotel & Suites Simon and Agrifair for Monster Trucks.
- Distributed collateral to the accommodation and CFT partners.
- Participated in the City of Abbotsford's Economic Development Table meetings.
- Sent Partner Newsletters in July, August and September. Newsletters are sent to 215 partners with an open rate of 38.3%.
- Sent consumer newsletters in July, August & September. The consumer newsletter was sent to 3,479 consumers with an open rate of 20.7%.
- Supported the City of Abbotsford to provide 'Explore Abbotsford' gift baskets for service milestone recognitions.
- Met with Fraser Health regarding possible synergies and grant opportunities.
- Met with Old Yale Brewing to discuss Taste of Abby and collaboration with their Beaumont location
- Met with CYPE for partnership for Taste of Abby
- Met with Goats Pride regarding Agrifair activation
- Supported UFV practicum student placement program for Summer and Fall semesters, 2025.
- Continued work on the Ambassador program framework.
- Attended the Maan Farms, Taves and Terror at Tanglebank attraction's media night.
- Attended UFV's 50th Celebration
- Attended UFV Chamber lunch
- Attended Westcoast Municipal Events Network meeting
- Facilitated outdoor accessible flooring from Abbotsford Airshow to Taves

Society Info (Administrative)

- Hosted regular Board Meetings on July 31 and September 25.
- Coordinated a hike on Sumas Mountain with Tourism Board and John Vissers.

DIGITAL MARKETING CONTENT METRICS



175 K
views



93.3 K
views



113 K
video views



1 K
video views



41 K
Tourism Abbotsford
Website page views

47 K
Go! Abbotsford
Website page views

33 K
Taste of Abby
Website page views



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