

# TOURISM ABBOTSFORD

2026 TACTICAL PLAN



TOURISM  
ABBOTSFORD



Our vision and values remain steadfast as we advance toward the goals defined by our core pillars of focus. “Handmade & Homegrown” continues to be at the heart of our brand identity, and we are dedicated to ensuring it resonates powerfully with both visitors and residents in the year ahead.

Our vision is to establish Abbotsford as a destination that travelers recognize and love, encouraging frequent visits and inspiring them to share their experiences with others.

Locally, Abbotsford’s tourism sector is held in high regard by residents and businesses for its substantial contributions to the economic, social, and cultural wellbeing of the community.

The strategic plan is anchored by five key pillars:

- Destination Marketing
- Destination Development
- Partnership & Collaboration
- Diversity, Equity & Inclusion
- Sustainability & Reconciliation

These pillars guide our efforts to ensure that Abbotsford remains a vibrant, inclusive, and sustainable destination, appreciated by both visitors and the community alike.

The image shows the exterior of a red building with a white roof. Large white letters on the red wall read "SEASONS FARM MARKET". Below this, there are signs for "PRODUCE" and "DELI". A red banner with "OPEN!" is visible. In the foreground, two people are seen from behind, walking towards the market. A shopping cart is visible near a white canopy. The scene is brightly lit, suggesting daytime.

# SEASONS FARM MARKET

Our current strategy concludes in 2027. This year, we will begin the process of identifying a consultant to support stakeholder engagement, facilitate meetings, and guide our strategic direction. In addition, we will initiate the development of a comprehensive brand audit to document all current applications of our brand. This work will ensure we are well-prepared to undertake a brand refresh in alignment with the new strategy.



## **DESTINATION MARKETING**

- 1** Make it easy for people to choose Abbotsford & execute loud, proud & compelling marketing.
- 2** Utilize visitor services to make it easy to explore Abbotsford.
- 3** Grow visitation outside the Lower Mainland including Washington state, Calgary, Ontario & the Okanagan.
- 4** Host media/influencers to secure new compelling stories.
- 5** Grow and leverage festivals & events to encourage increased visitation and overnight stays.
- 6** Participate in cooperative marketing campaigns.

## **DESTINATION DEVELOPMENT**

- 7** Continue to grow and develop the Taste of Abby (TOA) into a premier festival.
- 8** Support new events, attractions & experiences with advocacy, planning and funding.
- 9** Support the long-term infrastructure development, management planning and improved user experience for outdoor recreation.
- 10** Continue to explore the development of a new hotel and a conference/ large scale meeting facility.
- 11** Leverage relationships with industry to ensure Abbotsford is a viable long-term tourism destination.

## **PARTNERSHIP & COLLABORATION**

- 12** Continue to develop and grow the destination ambassador program.
- 13** Effectively communicate with stakeholders and partners.

## **DIVERSITY, EQUITY & INCLUSION**

- 14** Celebrate and promote Abbotsford's culture & diversity.
- 15** Learn and advocate for accessible infrastructure and needs in and around Abbotsford.
- 16** Ensure staff have the support, tools and training to enable their continued career growth and development.

## **SUSTAINABILITY & RECONCILIATION**

- 17** Support Indigenous tourism development.
- 18** Support the long-term development of Abbotsford and the Fraser Valley as a sustainable tourism region.

# DESTINATION MARKETING



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## **MAKE IT EASY FOR PEOPLE TO CHOOSE ABBOTSFORD & EXECUTE LOUD, PROUD & COMPELLING MARKETING**

Ensure we leverage marketing tools and partner outreach to make Abbotsford information and overnight trip planning easily accessible. Strengthen our marketing efforts and messaging to be bolder, capturing the attention of travelers inspiring more visitation and overnight stays, while encouraging residents and local industries to become ambassadors for Abbotsford.

- Introduce the 2026 theme: Rooted in Handmade and Homegrown, a reflection of a community built on the land, sustained by connection, and enriched by culture and diversity. As the Heart of the Fraser Valley, Abbotsford is evolving, with its pulse on the experiences, and people that shape it. The emotional connection will be captured through the question: “What does your heartbeat for?”
- Key messaging will include Rooted in the land, Heart of the Fraser Valley, Grounded yet Growing, and Together is Handmade. These themes help tell the stories of the people from the past and present who have shaped Abbotsford. They speak to the strong agricultural heritage, rich and diverse cultural history, and the innovative spirit that continues to drive local businesses today.

- Further integrate the Handmade & Homegrown initiative with the emerging “Abbywood” identity to cultivate a cohesive brand experience that celebrates Abbotsford’s small-town charm, that emphasizes the city’s blend of quaint local shops, artisan makers, farm-to-table experiences, and seasonal event, evoking a warm, nostalgic atmosphere reminiscent of a Hallmark movie.
- Develop distinct, targeted posts for Facebook, Instagram, TikTok, Pinterest, and LinkedIn, with a focus on engaging each platform’s unique audience. All with a clear call to action to visit Abbotsford.
- Utilize User Generated Content (UGC) to highlight experiences, develop relationships and engagement with visitors.
- Continue to curate blog content and itineraries aimed at promoting seasonal visitation and extended stays. New campaigns will center around niche topics, such as wedding tourism, heritage, music and spotlights on local talent and farmers.
- Continue to develop “Stay & Play” packages bringing event organizers, sectors, businesses and accommodations together to create compelling packages to encourage overnight stays and exploration across the community.
- Create customized itinerary packages for large incoming groups, including sports teams, trade shows, and conference attendees to encourage longer stays and deeper exploration of the local community
- Launch a new mini-documentary series that spotlights local artists, musicians, chefs, farmers, and communities, giving them a platform to share their stories and showcase the rich cultural and creative fabric of Abbotsford.
- Run a social campaign over the summer asking visitors “what does your heartbeat for?”
- Continue to update the image assets and video footage of our outdoor recreation across the year at pre-determined locations to highlight the beauty and changes each season, utilized as part of an evergreen paid campaign on social media.
- Work with the University of the Fraser Valley Students to identify potential new international markets that align with international student demographics and research and marketing programs.
- Work with local businesses and organizations to strengthen the Winter product, and design and launch a comprehensive Winter campaign, aligning with the success of our Spring, Summer, and Fall promotions, to position us as a year-round destination.
- Develop unique retail products that feature items from local businesses, encouraging community engagement and supporting small enterprises. Potential offerings include a refreshed Advent Calendar (depending on the success of the 2025 edition) and curated corporate gift baskets.
- Investigate data resources such as Rove to gather insights on visitor behavior, enabling more strategic development of itineraries, visitor service locations, and marketing efforts.
- Develop a self-guided mural tour publication and add the Indigenous mural to the Downtown area (this is expanded upon under Sustainability & Reconciliation). The design work, artists and location were confirmed in 2025.



## UTILIZE VISITOR SERVICES TO MAKE IT EASY TO EXPLORE ABBOTSFORD

TAS will showcase the value and excitement of our offerings by celebrating everything that defines Abbotsford, building awareness and enthusiasm among visitors. Our goal is to inspire longer stays, encourage visitors and residents to share their stories, and motivate them to return for new and repeat experiences in Abbotsford by offering strong and consistent customer service across all points of customer contact.

- Provide high-quality, accurate, and engaging information to both residents and visitors through multiple platforms, including in-person, digital, and mobile channels.
- Attend key regional events both within and outside of Abbotsford with the branded Explorer Trailer, promoting the city's attractions and offerings. Utilize our screen to share video content to create a sense of excitement for visitation and develop activities and a photo opportunity to attract people to the trailer.
- Partner with the Abbotsford International Airshow to manage the Autograph Aviation Booth, creating a memorable experience for guests and brand content that they will keep.
- Partner with Agrifair to elevate agritourism and highlight some of our partners, also creating an added attraction for the fair.
- Develop new visitor services materials, which will be available in both digital and print format.
- Partner with the ADBA on their "Welcome to Downtown Abbotsford" packages for new residents in the development areas to ensure our guides and online platforms are included.
- Explore the creation of a retail program in partnership with local businesses and realtors offering welcome gift packages to new residents from local experiences and businesses, which also include our guides and information.
- Continue growing the Abbotsford Ambassador Program, enhancing training with new tourism modules, digital collateral, and a certification process. Recruit a broad base of community members including students, retirees, and business owners to act as local tourism advocates.
- Engage with stakeholders to enhance our presence at events and community locations.
- Provide regular updates to front-line hospitality and service workers through a digital Go! Abbotsford PDF toolkit.
- Collaborate with the University of the Fraser Valley to host practicum students in tourism, marketing, and business programs. Students will gain hands-on experience while supporting visitor services, social media, data collection, and content creation.
- Continue to make visitors feel welcome and create unique experiences such as welcomes at the airport and giveaways as part of our guerilla marketing tactics, to create memorable and lasting experiences for visitors.

## GROW VISITATION OUTSIDE THE LOWER MAINLAND INCLUDING WASHINGTON STATE, CALGARY, ONTARIO & OKANAGAN

Tourism Abbotsford will build awareness and excitement among U.S. and Canadian communities and tourism associations to encourage visitation, extend stays, and inspire visitors to share their experiences.

- Cultivate relationships with key tourism associations and destination management organizations (DMOs) in Washington State and the Lower Mainland to develop joint promotions, event collaborations, and itinerary-sharing that foster cross-border and regional travel.
- Continue to foster and develop relationships with Abbotsford-based airlines to explore collaborative marketing opportunities, increasing Abbotsford's accessibility and appeal as a travel destination.
- Launch tailored marketing campaigns in key domestic and cross-border markets including Toronto, Calgary, Edmonton, Vancouver Island, the Okanagan, and Washington State, using insights from travel trends and audience demographics to customize messaging and offers.
- Develop welcoming and engaging activations at the airport and border to encourage extended stays or return visitation. This will include an international welcome for FIFA spectators at the border and airport.
- Use targeted paid social media and digital display ads to boost visibility in selected markets, increase qualified web traffic to Abbotsford's tourism platforms, and drive interest in specific experiences, packages, and events. With a focus on Stay & Play Packages.
- Develop and promote seasonal and niche-specific "Stay & Play" packages (e.g., agri-tourism, wellness retreats, outdoor adventure, friends' trips), targeting longer stays and cross-selling local accommodations, attractions, and events. partnerships
- Build and nurture relationships with travel journalists, bloggers, and content creators from these key markets, hosting media and influencer trips that showcase Abbotsford's authentic experiences to wider audiences.
- Align with DBC's Iconic's (Rockies to Rainforest) to ensure visibility and itinerary inclusion internationally.







## HOST MEDIA/INFLUENCERS TO SECURE NEW COMPELLING STORIES

Work with our Public Relations consultants to invite key media representatives and influencers to experience Abbotsford firsthand, we will create authentic narratives that resonate with their audiences, to amplify our messaging and generate engaging content that showcases the unique attractions, culture, and experiences Abbotsford has to offer.

- Proactively develop and pitch compelling story angles that spotlight Abbotsford's unique experiences, cultural assets, and people, capturing media interest and driving earned coverage.
- Build year-round influencer engagement by curating tailored experiences that align with audience interests, ensuring authentic, high-impact, and measurable content creation.
- Collaborate with Destination BC and sector partners to leverage media initiatives, maximize co-op funding, and strengthen Abbotsford's profile, including hosting TMAC attendees in the Fraser Valley in 2026.
- Pursue cross-regional opportunities, such as combined influencer coverage with Harrison Hot Springs creating city-to-outdoor adventure storytelling while sharing costs and amplifying reach.
- Educate and support local businesses on the value of hosting media and influencers, helping them align content creators with Tourism Abbotsford's strategy to amplify collective impact, with the inclusion of smaller and less known offerings.
- Host a dedicated media event connected to a key marketing campaign, generating awareness, engagement, and meaningful storytelling opportunities.
- Create memorable gifts for media that reflect Abbotsford's "Handmade & Homegrown" identity, ensuring the destination stays top of mind long after their visit.
- Extend the life and value of earned coverage by showcasing published stories and influencer content on the Tourism Abbotsford website, social platforms, and newsletters, boosting visibility for local partners.
- Ensure strategic alignment with Tourism Abbotsford's PR contractor by sharing the Business Plan, coordinating messaging, and collaborating on seamless execution.
- Refresh and elevate the "Handmade & Homegrown" brand through new storytelling campaigns, while continuing to expand the Abbywood initiative as a distinctive, media-attracting identity.
- Strengthen relationships with media and influencers by maintaining regular touchpoints, offering timely story updates, and cultivating Abbotsford as a must-cover destination.
- Establish clear measurement and reporting on media coverage, influencer reach, and ROI to evaluate success and inform future PR strategies and to encourage more partners to support influencers at their business.

## GROW AND LEVERAGE FESTIVALS & EVENTS TO ENCOURAGE INCREASED VISITATION AND OVERNIGHT STAYS

Leverage festivals and events to introduce travelers to Abbotsford, crafting tailored itineraries based on these interests and fostering a supportive and collaborative environment for event organizers ensuring they continue to choose Abbotsford to host their events.

- Provide event organizers with the tools, resources, and partnerships they need to deliver professional, well-attended, and impactful events.
- Continue to work with the Events Advisory Committee (EAC) to provide guidance, advocacy, and support for event planning and management, ensuring Abbotsford remains a top choice for community, sport, cultural, and signature events.
- Position Tourism Abbotsford as a leader in responsible event management by adopting best practices in sustainability and accessibility across hosted events.
- Organize a multicultural Canada Day celebration for the City of Abbotsford and expand the Taste of Abby to highlight diverse cultural food experiences.
- Collaborate with accommodations and sports groups to increase overnight stays from tournaments, explore multi-year hosting agreements, and advocate for improved sports infrastructure and facilities.
- Advocate for capital improvements at both city-owned and private venues, including accessibility enhancements, to ensure Abbotsford remains competitive in attracting major events.
- Work with other signature events to support their marketing and event experience.
- Continue to provide marketing and sports grants, while refining grant parameters to maximize impact and other support opportunities outside direct funding.
- Focus on attracting and retaining high-traffic, multi-day events that generate significant tourism and economic benefit.
- Enhance and promote the Go! Abbotsford events website as the central hub for event information, adding new marketing tools and resources for organizers, in partnership with the City of Abbotsford.
- Develop curated itineraries for sports tournaments, conferences, and multi-day events highlighting attractions, dining, and experiences beyond the event schedule, creating a presence with a purpose.
- Introduce new and impactful winter and holiday-themed events in partnership with ADBA and local businesses, including film tourism activations.
- Encourage post-event surveys, to continually evaluate attendee experience and organizer satisfaction.



## PARTICIPATE IN COOPERATIVE MARKETING CAMPAIGNS

Collaborate with other organizations to develop geographical or sector-driven campaigns that maximize marketing dollars and encourage visitors to extend their stay.

- Re-evaluate all cooperative marketing campaigns and their return on investment to ensure Tourism Abbotsford is supporting partners in the most effective and strategic ways. Where programs no longer provide value, reallocate funds to initiatives that more directly benefit local partners and key tourism sectors.
- Continue strategic collaboration with Destination Fraser Valley (DFV) to elevate regional awareness, strengthen cross-promotional opportunities, and position the Fraser Valley as a premier travel destination in alignment with Destination BC's strategies and potentially with FIFA for 2026.
- Expand partnerships across the Fraser Valley by identifying and developing new tourism assets and experiences in collaboration with individual communities and multi-regional partners. This work will strengthen the region's collective appeal, increase visitation, and align with Destination BC's tactical and strategic plans.
- Continue participating in Cineventure to assess its potential to support Abbywood in 2026. While the program's first year has yet to show clear returns, its cooperative model presents promising opportunities for future collaboration and ROI.

# DESTINATION DEVELOPMENT



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## CONTINUE TO GROW AND DEVELOP THE TASTE OF ABBY (TOA) INTO A PREMIER FESTIVAL

Utilize the Taste of Abby (TOA) to celebrate our local food and agricultural scene and as a key marketing tool to spark new interest in local products, agritourism, and libation & culinary experiences.

- Develop new year-round programs under the Taste of Abby (TOA) brand to keep the momentum, social media presence, and audience engagement strong beyond the fall festival.
- Expand culinary diversity by showcasing more ethnic cuisines and dietary options that reflect Abbotsford's multicultural community and appeal to a wider range of visitors.
- Build new partnerships and explore collaborative event opportunities to introduce fresh experiences and reach broader audiences.
- Increase engagement in the Food & Farm Awards by making all categories people's choice, encouraging community participation in selecting winners.
- Launch a focused marketing campaign to boost visibility, drive ticket sales, and strengthen partner participation.
- Integrate sustainable and accessible practices into all TOA events, aligning with 2026 priorities and ensuring inclusivity and environmental responsibility.
- Leverage the new partnership with the Culinary Tourism Alliance to create seasonal food trails that extend the TOA brand beyond September.
- Introduce a new signature event under the TOA umbrella to attract new markets and sustain interest throughout the year.
- Build strategic partnerships to expand sponsorship opportunities and enhance the overall quality and impact of all the events.





## SUPPORT NEW EVENTS, ATTRACTIONS & EXPERIENCES WITH ADVOCACY, PLANNING AND FUNDING

As the community grows and infrastructure demands increase, TAS will provide advocacy, offer seed funding, and assist with grant writing to help businesses and organizations navigate rising competition and planning challenges.

- Expand the Taste of Abby (TOA) brand by developing additional activations and events throughout the year that strengthen Abbotsford's destination appeal and support year-round visitation (see 2.1).
- Advocate for key infrastructure improvements that enhance accessibility, connectivity, and the overall visitor experience, benefiting both residents and visitors.
- Provide grant writing support and resource guidance to empower local businesses and organizations to access funding opportunities that advance tourism initiatives.
- Support a new signature destination experience that attracts visitors, complements existing offerings, and adds support to the low season Winter months.
- Collaborate with the City of Abbotsford and strategic partners to align infrastructure and development priorities, ensuring a coordinated approach to enhancing the visitor and resident experience.
- Offer advocacy and planning support for events on the Agricultural Land Reserve (ALR) helping organizers navigate regulations, permitting processes, and best practices for responsible event management.
- Serve as a connector between entrepreneurs, farmers, and city resources to strengthen business development, encourage collaboration, and enhance visitor-facing experiences.
- Support the establishment of a Sumas Mountain Planning Committee to align infrastructure development, land use, and tourism planning across all landowners and stakeholders (see 2.3).





## SUPPORT THE LONG-TERM INFRASTRUCTURE DEVELOPMENT, MANAGEMENT PLANNING AND IMPROVED USER EXPERIENCE FOR OUTDOOR RECREATION

Collaborate with stakeholders and government bodies to develop and enhance the trail network across the community. Provide users with guides & information, interpretive and directional signage and new infrastructure to improve the user experience in areas including Sumas Mountain and Experience the Fraser (ETF).

- Develop and distribute a Trail Network Guide promoting responsible recreation, trail etiquette, and environmental stewardship.
- Lead regional trail planning efforts to establish Abbotsford as a premier outdoor destination, focusing on Sumas Mountain and Experience the Fraser (ETF).
- Partner with trail groups, Indigenous communities, and regional organizations on maintenance, safety, cultural storytelling, and natural preservation.
- Continuing participation in the Experience the Fraser regional initiative, including UFV project inspired ideas, to celebrate local creativity and create a more scenic and rich cultural trail experience.
- Advocate for new and upgraded outdoor recreational amenities, including parking, rest areas, and interpretive installations, to enhance visitor satisfaction and support Abbotsford's reputation as a sport and recreation hub.
- Capture seasonal trail photography and videography to promote Abbotsford's outdoor assets year-round through digital platforms, campaigns, and visitor guides.
- Explore opportunities for sustainable trail development by aligning with the best environmental practices, incorporating input from user groups, and supporting long-term management planning.
- Investigate with tourism and recreation partners if there is interest in creating themed trail experiences (e.g., wellness walks, family routes, cycling loops) that attract diverse audiences and extend visitor stays.
- Work with "Adventure Alley" to create new content and bring business together with outdoor recreation.
- Look at amenities that accommodation can highlight or add to encourage outdoor enthusiasts to stay.
- Align safety and responsible travel messaging to the brand and include in online and print materials.

## CONTINUE TO EXPLORE THE DEVELOPMENT OF A NEW HOTEL AND A CONFERENCE/LARGE SCALE MEETING AND EVENT FACILITY

Continue to work with investors, city staff and Semá:th First Nations to actively pursue securing these facilities. The development of a new hotel and conference space will not only enhance Abbotsford's capacity to host events and conferences but also contribute to the growth of our tourism sector and the overall economy.

- Continue collaborating with current investors and landowners to advance hotel development projects in Abbotsford.
- Work closely with the City's Economic Development and Planning departments to support new investment opportunities, ensuring efficient processes for OCP amendments and policy reviews.
- Engage key stakeholders in discussions on hotel and conference development to enhance Abbotsford's hospitality capacity, attract events, and increase overnight visitation.
- Collaborate with Semá:th First Nation to support and integrate their tourism strategy, fostering cultural inclusivity and long-term partnerships.
- Advocate for investment and refurbishments within existing accommodations to meet evolving visitor expectations and strengthen the city's tourism infrastructure.
- Assess and promote the value of existing events and conference spaces, positioning Abbotsford as a hub for conferences, tradeshows, and sporting events.
- Identify and market investment-ready sites for hospitality and tourism development to attract new investors and business opportunities.
- Advocate for Abbotsford within the tradeshow and conference industry to maintain visibility and strengthen its reputation as a preferred host destination.





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## LEVERAGE RELATIONSHIPS WITH INDUSTRY TO ENSURE ABBOTSFORD IS A VIABLE LONG TERM TOURISM DESTINATION

We will collaborate with key stakeholders, all levels of government and investors to ensure that infrastructure, transportation and new tourism products are strategically developed and supported, creating a sustainable and viable year-round tourism destination.

- Strengthen stakeholder engagement and alignment to ensure coordinated progress across Abbotsford's tourism initiatives.
- Continue to educate and advocate regarding businesses and events taking place on ALR lands.
- Support the Semá:th First Nation's Tourism Strategic Plan, fostering a culturally inclusive and respectful approach to tourism development.
- Advocate for improvements in accommodations, transportation, and visitor infrastructure to enhance accessibility and visitor satisfaction, especially with large Vancouver-based events including FIFA.
- Identify and pursue new investment opportunities aligned with Abbotsford's and the Fraser Valley's long-term tourism and economic goals.
- Promote the value of tourism to stakeholders and residents, emphasizing its economic, cultural, and social contributions to the community.

# PARTNERSHIPS & COLLABORATION





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## CONTINUE TO DEVELOP AND GROW THE DESTINATION AMBASSADOR PROGRAM

We will continue to improve the content of the training ensuring it provides the knowledge and skills needed to represent Abbotsford effectively. We will engage with local organizations and residents to build a comprehensive and diverse group of Ambassadors and ensure there is added value to volunteering beyond fostering a sense of community pride and connection.

- Engage local businesses to actively support this customer service initiative, sharing information about Abbotsford's attractions, events, and services, and promoting cross-referrals that strengthen the local tourism network.
- Develop and maintain a volunteer pool of Tourism Abbotsford Ambassadors (TAS Ambassadors) to support events, attractions, and visitor services throughout the year.
- Enhance training programs by building on SuperHost foundations, integrating Tourism Abbotsford values, local knowledge, accessibility awareness, and service excellence standards.
- Highlight the personal and professional value of volunteering by showcasing opportunities for skill development, community impact, attraction visitation, and social connection.
- Establish a distinct Ambassador brand to create recognition and visibility across community events, uniforms, and marketing materials, while ensuring they are easily recognizable as being part of Tourism Abbotsford.
- Collaborate with educational institutions, seniors' networks, and community organizations to recruit diverse volunteers who reflect Abbotsford's demographics and languages.
- Foster a sense of pride and belonging by recognizing and celebrating Ambassador contributions through events, certificates, and exclusive experiences.

## EFFECTIVELY COMMUNICATE WITH STAKEHOLDERS AND PARTNERS

We will foster partnerships, collaboration and mutual respect to develop strong working relationships, while continuing to elevate the brand and perception of Tourism Abbotsford within our community and the region.

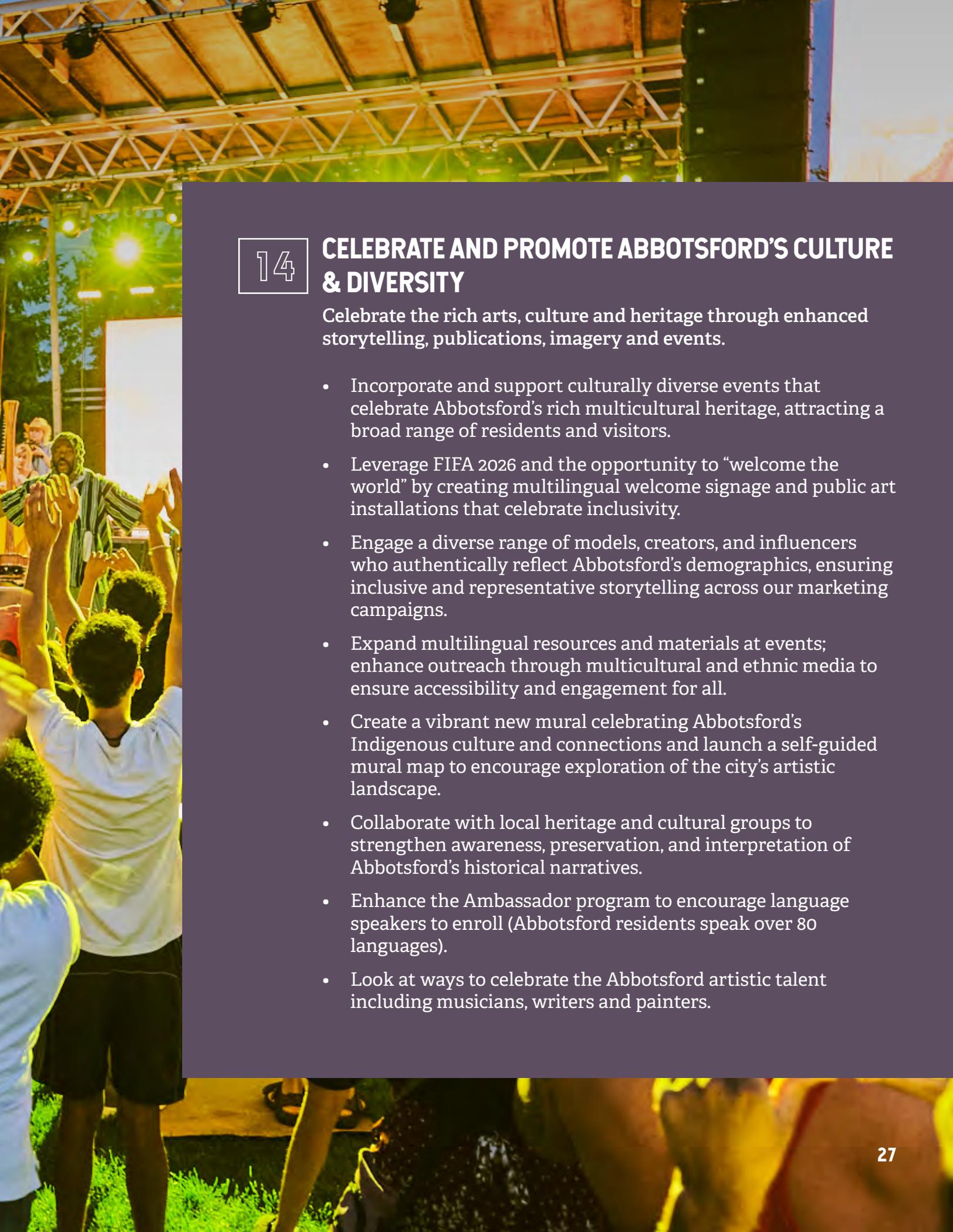
- Deliver regular updates to stakeholders to keep them informed, engaged, and aligned on key initiatives, progress, and opportunities for collaboration.
- Host stakeholder engagement events to foster collaboration, strengthen relationships, and share insights.
- Meet with accommodation providers to identify opportunities for increased support in securing sports events and conferences, including managing room blocks and incentives for teams choosing Abbotsford.
- Work collaboratively with stakeholders and partners on joint projects, building synergy and maximizing our collective impact.
- Ensure open, two-way communication and feedback mechanisms, allowing us to be responsive and to continuously improve our approach.
- Organize a workshop that encourages networking and knowledge sharing, empowering stakeholders through connection, collaboration, and education.
- Collaborate with the ADBA and Economic Development to develop new welcome business and resident packages, showcasing community support and things to do locally.
- Communicate updates on strategic planning processes once a consultant has been identified, offering advance notice for potential workshops and engagement sessions.
- Build stronger connections with outdoor recreation organizations to expand Abbotsford's tourism partnerships and reach.





# DIVERSITY, EQUITY, INCLUSION & OUR TEAM





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## CELEBRATE AND PROMOTE ABBOTSFORD'S CULTURE & DIVERSITY

Celebrate the rich arts, culture and heritage through enhanced storytelling, publications, imagery and events.

- Incorporate and support culturally diverse events that celebrate Abbotsford's rich multicultural heritage, attracting a broad range of residents and visitors.
- Leverage FIFA 2026 and the opportunity to "welcome the world" by creating multilingual welcome signage and public art installations that celebrate inclusivity.
- Engage a diverse range of models, creators, and influencers who authentically reflect Abbotsford's demographics, ensuring inclusive and representative storytelling across our marketing campaigns.
- Expand multilingual resources and materials at events; enhance outreach through multicultural and ethnic media to ensure accessibility and engagement for all.
- Create a vibrant new mural celebrating Abbotsford's Indigenous culture and connections and launch a self-guided mural map to encourage exploration of the city's artistic landscape.
- Collaborate with local heritage and cultural groups to strengthen awareness, preservation, and interpretation of Abbotsford's historical narratives.
- Enhance the Ambassador program to encourage language speakers to enroll (Abbotsford residents speak over 80 languages).
- Look at ways to celebrate the Abbotsford artistic talent including musicians, writers and painters.

## LEARN AND ADVOCATE FOR ACCESSIBLE INFRASTRUCTURE AND NEEDS IN AND AROUND ABBOTSFORD

We will collaborate with experts and city officials to identify and develop programs, infrastructure, and training initiatives that create a welcoming and supportive environment for individuals with accessibility needs. By actively engaging with the community and stakeholders, we aim to ensure that Abbotsford is an inclusive destination, enabling everyone to enjoy all it has to offer.

- Raise awareness within the tourism sector about accessibility needs and inclusive practices.
- Enhance accessibility infrastructure and services to ensure equitable access to attractions and amenities.
- Involve diverse voices in tourism planning to promote inclusive community engagement and a sense of belonging.
- Position Abbotsford as an inclusive and accessible destination that welcomes visitors of all abilities.
- Provide training and share best practices with event organizers and tourism partners.
- Advocate for accessible design in future city and tourism developments.

## ENSURE STAFF HAVE THE SUPPORT, TOOLS AND TRAINING TO ENABLE THEIR CONTINUED CAREER GROWTH AND DEVELOPMENT

Tourism Abbotsford values each team member and is committed to fostering their individual growth and development, as well as that of the team as a whole. We will provide the necessary resources, training, and support to empower our staff, ensuring they remain effective, creative, and motivated in their roles. By investing in our employees, we aim to cultivate a dynamic and innovative workforce that has a reputation for a fun and highly effective working environment.

- Enhance skill development and training opportunities to empower staff with the tools and knowledge needed for professional and personal growth.
- Conduct regular team and individual meetings to foster open communication, collaboration, and alignment on goals and objectives.
- Align projects and responsibilities with team members' strengths, interests, and development goals to increase engagement and job satisfaction.
- Investigate the expansion of motivational and non-salary benefits to create a workplace culture that recognizes and rewards employee contributions.
- Purchase updated equipment and technology to support staff efficiency and creativity.
- Encourage leadership development and succession planning.



# SUSTAINABILITY & RECONCILIATION



## SUPPORT INDIGENOUS TOURISM DEVELOPMENT

Abbotsford is situated on the traditional territory of the Stó:lō People and we are committed to fostering strong relationships with the Semá:th, Máthxwi and Leq'á:mel First Nations who are the original caretakers of the unceded land we work within. We aim to promote Indigenous tourism initiatives that honor and showcase their rich cultural heritage and create meaningful experiences.

- Strengthen partnerships with Semá:th, Máthxwi, and Leq'á:mel First Nations to foster collaboration, trust, and mutual respect.
- Create a video featuring local First Nations voices that explores what reconciliation means, helping visitors understand local history and perspectives.
- Share our journey towards reconciliation through providing ongoing education to staff, partners, and visitors on the Declaration on the Rights of Indigenous Peoples Act (DRIPA) and the United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP), and our learnings through the Xwelítem Siyáya Program.
- Incorporate Indigenous cultural elements and protocols into Tourism Abbotsford events, ensuring authenticity and community collaboration.
- Investigate adding an Indigenous representative to the Tourism Abbotsford Board, to ensure alignment with future strategies and projects.
- Continue to work towards the development of interpretive signage and storytelling installations that share the cultural and ecological significance of the land, language, and history.
- Support Indigenous tourism product development that showcases authentic, locally led experiences.
- Source locally made Indigenous products for visitor gifting, welcome baskets, and media kits, supporting Indigenous entrepreneurs.





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## SUPPORT THE LONG-TERM DEVELOPMENT OF ABBOTSFORD AND THE FRASER VALLEY AS A SUSTAINABLE TOURISM REGION

For Tourism Abbotsford to be advocates and peer leaders in promoting sustainable and responsible tourism practices that align with the framework of the United Nations 17 Sustainable Development Goals. By prioritizing sustainability, we aim to preserve our natural resources and create a thriving tourism ecosystem that aligns expectations of behaviour that resonates with both visitors and residents.

- Promote responsible tourism behaviors that encourage visitors and residents to respect the environment, local culture, and community well-being.
- Become a community leader in environmental stewardship by implementing visible, high-impact sustainability initiatives that enhance the region's natural assets.
- Incorporate sustainable practices into Tourism Abbotsford's event planning to reduce waste, increase resource efficiency, and model best practices for other event organizers.
- Collaborate with the City of Abbotsford, the Fraser Valley Conservancy, and other local organizations to align and amplify sustainability messaging and programs.
- Support infrastructure that enables sustainable travel, such as EV charging, e-bike rentals, and bike-friendly routes to reduce emissions and enhance accessibility.
- Continue to advocate for improved transit options across the Fraser Valley for interconnectivity and access to Vancouver.
- Integrate sustainability principles into Tourism Abbotsford's marketing and visitor communications, connecting responsible behavior to the visitor experience.



## PHOTO CREDITS

- Alex Harte via The Mango Market
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- Robyn Bessenger via Abbotsford Downtown Business Association
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# ABBOTSFORD

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