

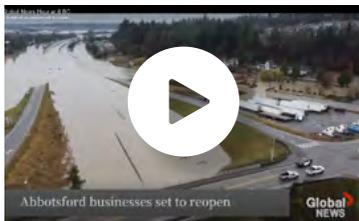
# 2025

## Q4 MANAGEMENT REPORT

### Media Activity

- Abbotsford experienced another flood in December, affecting parts of the Sumas Prairie after the Nooksack River overflowed during a series of atmospheric rivers. Several of our partners, including Castle Fun Park and the Clarion Hotel, were impacted.

Thanks to their strong preparedness and swift response, both businesses were able to reopen before Christmas and successfully host New Year's Eve celebrations. Their resilience and recovery efforts received positive media coverage from Global and City TV, highlighting their ability to overcome challenges during another difficult period.



### Co-Op Marketing Campaigns

- Took over **Cineventure's** Instagram during the month of November to promote Abbywood's Holiday Magic. Posts included a **Hallmark's Countdown to Christmas**, **The Holiday Magic of Historic Downtown Abbotsford**, and the **Abbywood Magical Movie Moments Itinerary**.
- Met with the Fraser Valley group to update the Circle Farm Tour program application.

### Canada Day

- Completed the park booking for Abbotsford Exhibition Park.
- Meetings with COA Special Events team commenced.
- Meeting with Bolton Events to finalize contract for Parade Coordinator.
- Creation of Critical Path for Canada Day 2026.
- Connecting with Greater Vancouver Food Truck Festival for Food Truck coordination.
- Connected with The Mango Market for confirmation of participation for 2026.

### Taste of Abby Fall Food Festival

- Launched Taste Around Abby, a new addition to the Taste of Abby experience, offering a unique two-week culinary celebration from January 21 to February 4, 2026. Confirmed participating partners include The Table Bistro, Amici Italian Wine Bar, Restaurant 62, Tasty Indian Bistro, and Ministère of Seafood.

### Team Updates

- The team welcomed two UFV Practicum students, Sanya Gupta and Stephanie Gajsek.
- Attended Crime is Toast Breakfast supporting AbbyPD Foundation.
- Attended Mayor's address to the business community.
- Presented to Council Tourism updates October 28.
- Created a team year in review video for the Holiday Mingle.
- Volunteered at the Archway Christmas Bureau.
- Completed the Xwelitem Siyaya: Allyship and Reconciliation Building course through UFV.





## Visitor Servicing

- Continued distribution of Abbotsford guides, CFT, Experiences Guides and Food & Wine Guides.
- Interacted with 598 visitors.
- Attended the Helicopter Association of Canada Conference and The Very Merry Mango Market.
- Staffed Abbotsford Airport Kiosk Monday-Thursday.
- Supported the Helicopter Association of BC conference by creating special discounts at selected local establishments and providing beer tasting at their delegation reception.
- Supported Winter Jubilee, promoted our 12 Days of Handmade & Homegrown Advent Calendars and volunteered at the ADBA booth selling jingle bells and jingle juice.
- Provided visitor servicing at the BCHL Showcase.
- Attended the Visitor Services Engagement Call.
- Decorated the Abbotsford Airport highlighting Maan Farms Fall on the Farm and Terror at Tanglebank.

## Event/Sport Tourism

- Team Tourism hosted an Events Advisory Committee Meeting on October 21. Maan Farms graciously hosted and committee members enjoyed Fall on the Farm.
- Attended meetings with the Abby Canucks, City of Abbotsford, Sport Abbotsford, Co-Star, UFV Athletics, Taves Estate Cidery for Wassailing Event, Fraser Valley Hockey Association, Matsqui Blades, Fraser Valley Bandits and Fraserway RV.
- Tourism Abbotsford was very busy providing support (marketing, accommodation blocks, visitor servicing, grants etc.) to many events including:
  - PITA (Provincial Intermediate and Middle Years Teachers Association) Conference
  - Crystal Gala
  - Helicopter Association of BC Conference
  - Downtown Abbotsford's Treat Trail
  - AFHA Icebreaker Tournament
  - BCHL Showcase
  - Archway Inclusive Awards Breakfast
  - Irrigation Industry Association of BC Conference
  - AMHA Christmas Tournament

## Occupancy

	Oct	Nov	Dec
<b>This Year</b>	75.4%	68.0%	46.0%
<b>Last Year</b>	70.9%	65.5%	51.6%
<b>Percent Change</b>	6.3%	3.9%	-10.9%

## ADR

	Oct	Nov	Dec
<b>This Year</b>	\$167.18	\$164.83	\$149.71
<b>Last Year</b>	\$170.38	\$160.14	\$166.20
<b>Percent Change</b>	-1.9%	2.9%	-9.9%

\* December rates are lower in part due to the impacts of the flood and hotel closure.

## Destination Development

- Participated in the Fraser Valley Development Council meeting on November 25.
- 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 Simply Golf and Ministère of Seafood, new tourism partners.
- Collaboration continues with the University of the Fraser Valley (UFV) on Art Under the Bridge program and Experience the Fraser signage projects.
- Attended UFV Presentation of signage concepts for Experience the Fraser.

## Digital Marketing Content Metrics

 **474.6K**  
Views

 **606.3K**  
Views

 **57.2K**  
Tourism Abbotsford  
Website Page Views

 **82K**  
Video Views

 **1.2K**  
Impressions

**23K**  
Go! Abbotsford  
Website Page  
Views

**1.2K**  
Taste of Abby  
Website Page  
Views

## Industry/Partner Support

- Launched Stay n Play Spooky Package with Sandman Hotel and Clarion.
- Distributed collateral to the accommodation and CFT partners.
- Participated in the City of Abbotsford's Economic Development Table meetings.
- Sent Partner Newsletters in October, November & December. Newsletters are sent to 202 partners with an open rate of 47.2%.
- Sent three consumer newsletters in October, November & December. The consumer newsletter was sent to 3,799 consumers with an open rate of 19.6%.
- Supported the City of Abbotsford to provide 'Explore Abbotsford' gift baskets for service milestone recognitions.
- Attended the Sto:lo Remembrance Day Ceremony.
- Attended Night Owl Soft Opening.
- Met with Run for Water regarding 2026 plans.
- Met with organizers from Early Bird and Snowbird RV Shows.
- Attended It's Time To Go Open House.
- Supported UFV practicum student placement program for Fall semesters, 2025.
- Continued work on the Ambassador program framework.
- Attended the Parallax Exhibition Networking Event at the Reach in collaboration with Abbotsford Chamber of Commerce and Community Futures.
- Attended Archway Inclusive Awards Breakfast.
- Attended Westcoast Municipal Events Network meeting.
- Met with new partner Simply Golf.
- Attended and sponsored Tourism Excellence Award at the Chamber of Commerce Business Excellence Awards.
- Attended Tourism Chilliwack Christmas Appreciation Breakfast.
- Attended BC Wine Meetings.
- Attended Christmas at Tanglebank Media Night.
- Attended Archway Toys for Tots Breakfast.
- Attended City Studio HubBub UFV Experience the Fraser Showcase.
- Attended Outdoor Recreation Council of BC webinar.
- Attended ADBA Holiday Mingler.
- Attended Chamber and Sandman Corporate Reception.

## 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: Love Actually at Ripples Estate Winery.
- Published 10 blogs which including **Holiday Happenings** and **Holiday Light Displays** drawing in 15.6k views.
- Launched our 12 Days of Handmade & Homegrown advent calendars filled with curated goods from local makers and tourism partners.
- Began outlining a Hiking Guide, with a designer secured to begin work in 2026, and collaborated with the Fraser Valley Mountain Bike Association, John Vissers, and Brent from Valhalla Pure Outfitters to verify content.
- Introduced a new accessibility feature on the Tourism Abbotsford website to make content easier to read and navigate for users.
- Began research for Wedding Guide.
- We coordinated video and drone shoots with Colla Films and Wine BC to capture our Mt. Lehman winery partners, and worked with photographer Mady Hart to shoot all our brewery partners.

## Society Info (Administrative)

- Hosted regular Board Meetings on October 29 and November 26.
- Hosted Holiday Mingler at The Tipsy Barrel.

