

2026

Q1 MANAGEMENT REPORT



Co-Op Marketing Campaigns

- Created a static Fraser Valley display at the Early Bird RV Show at Tradex.
- Cineventure produced a series of videos highlighting DMO partners including [Abbotsford](#).
- Produced 20,000 new Abbotsford Circle Farm Tour guides with a Highland Coo from Maan Farms as the cover image. We welcomed three new partners to this year's program: Howard Wong Farms, Wisbey Veggies and Farmhouse Brewing.
- Continue to meet with BC Wine on Wine Industry promotions
- Created itineraries for a Fraser Valley and Cineventure media tour in April and May.

Media Activity

- Taste Around Abby was featured in [Daily Hive](#) and [Miss 604](#).

Taste of Abby Fall Festival

- Planning for this year's [Taste of Abby](#) is in full swing. Sent a Save the Date to previous participants to gain excitement for the 5th Annual celebration from 18th to 27th September.
- Taste Around Abby, which ran from January 21st to February 4th, is a brand-new addition to the Taste of Abby brand and experience. Local restaurants featured exclusive three-course, fixed-price menus that highlight Abbotsford's vibrant food scene and showcase the creativity of our chefs. It was a great success for its first year and plans are in place to expand.
- Launched Old Yale Beaumont Contest "Flight Path" to promote Abbotsford in the Edmonton area. The contest winner will win a flight to Abbotsford for the Night Market, plus the Saturday event before heading back to Beaumont.

Team Updates

- In early March, Clare attended and presented at the Tourism Industry Association of BC Conference in Kelowna.
- The team participated in a workshop "Creating Content in an AI World" with Katt Stearns.
- Attended the VCM Forum.
- Posted the Mobile Visitor Ambassador Job and volunteer positions.
- Two staff graduated from the Xwelítem Siyáya UFV program on Indigenous Alliedship.

MRDT Survey

- As part of the Municipal Regional & District Tax (MRDT) requirements, communities that collect 3% MRDT are required to do an annual stakeholder satisfaction report. In March we sent the MRDT survey to over 220 partners and stakeholders. Survey results and findings will be sent to Destination BC in May and summarized in our Q2 report, with the full report available on the website.



Events/Sports Tourism

- Tourism Abbotsford is busy facilitating Canada Day meetings with the City of Abbotsford and planning team. Meetings include Volunteer Coordinator, Engineering, Sponsorship, Parks/ Recreation/Culture, Parks Ops and ACE committee.
- The Canada Day Parade & Festival applications opened.
- Launched the Canada Day T-Shirt Drawing Contest to the Abbotsford School District and children in the Abbotsford area. The contest winner will have their drawing on the 2026 Canada Day T-shirts.
- Hosted an Events Advisory Committee Meetings on February 17.
- Attended the Westcoast Municipal Events Meeting.
- Attended the Sport Abbotsford meeting.
- Met with BC School Sports to look at the potential for bringing new sports events to the community.
- Met with Lifecycles for a free Demo Day Bike Pop Up for April.
- Partnered with Agrifair to host a booth at the Pacific Agriculture Show in January.
- Met with Abbotsford Downtown and Tracycakes on a Holiday season event and initiative.
- Confirmed Tourism Abbotsford's role in hosting the Autograph Tent at the Abbotsford International Airshow.
- Met with Taves to begin discussion and content for Wassailing Event early in 2027.
- The team was very busy providing support (marketing, accommodation blocks, visitor servicing, grants etc.) to many events including:
 - Pacific Provincials Judo Championships
 - Yale Basketball Tournament
 - BC Sport Cheer Provincials
 - BC Provincials BMX
 - Matsqui Speed Skating Western Elite Competition
 - Backyard Ultra Marathon
 - BC Sports and Wilderness Show
 - Early Bird RV Show
 - Maan Farms Bae Days
 - Abbotsford Minor Hockey Association
 - Abbotsford Film Festival
 - JANT Basketball Provincials
 - National Collective Convention
- Attended monthly Stetis Imexstowx Planning Committee meetings.

Society Information (Administrative)

- Renewed General Liability insurance for the Society.
- Hosted regular Board Meetings on January 28, February 25, and March 25.
- Attended the BCDMOA Board Meeting in March.



Destination Development

- Participated in Fraser Valley Development Council meetings in February.
- Held meetings with UFV, City of Abbotsford, FVRD on Experience the Fraser Intrepretive Signage project at Matsqui Trail
- Sumas Mountain “No time Out” trail upgrades completed with help from Tourism Abbotsford funds.
- Met with DBC and the DFV partners to look at a focused pilot project for destination development.
- Met with The Reach Gallery Museum and ADDBA to develop the new mural and self-guided mural map project.
- Collaborated with the Fraser Valley Mountain Bike Association, Fraser Valley Regional District, John Vissers on developing the first-ever hiking & trail guide. The guide will officially launch in April.
- We launched a new program to Taste of Abby for January-February with Taste around Abby, where six local restaurants provided set menus and pricing for two weeks. The pilot was a huge success and the program will expand to include more restaurants next year.
- Toured the new accommodations available on the UFV campus, adding room inventory during summer months.



Occupancy

	Jan	Feb	Mar
This Year	57.5%	68.3%	67.8%
Last Year	55.2%	61.7%	67.7%
Percent Change	4.6%	10.7%	0.1%

ADR

	Jan	Feb	Mar
This Year	\$153.99	\$157.78	\$153.85
Last Year	\$155.48	\$155.56	\$153.32
Percent Change	0.9%	1.4%	0.3%



Digital Marketing Content Metrics



631.8K

Tourism Abbotsford
Account Views



653.9K

Tourism Abbotsford
Account Views

1.2K

Taste of Abby
Account Views

29.3K

Taste of Abby
Account Views



49.8K

Tourism Abbotsford
Website Page Views



67K

Video Views

14.3K

Taste of Abby
Website Page Views



1.7K

Impressions

20.7K

Go! Abbotsford
Website Page Views

Industry/Partner Support

- Distributed collateral to accommodation partners and CFT partners.
- Met with Abbotsford Youth Commission to discuss synergies with Youth and Tourism Abbotsford Canada Day Family Festival.
- Met with Communitas for volunteer opportunities at Canada Day.
- Met with owners of Night Owl and Wings for support ideas.
- Met with Marion Estates for Taste of Abby.
- Met with accommodation partners Super 8, Best Western and Coast for a check-in.
- Participated in the City of Abbotsford's Economic Development Table meetings.
- Published monthly Partner Newsletter in January, February, and March. Newsletters were sent to 206 partners with an open rate of 39.7%.
- Supported the City of Abbotsford to provide "Explore Abbotsford" gift baskets for service milestone recognition.
- Attended the Economic Outlook and Housing Forum.
- Attended UFV Ripples Makers Event.
- Attended FVMBA AGM.
- Attended several Chamber of Commerce Business After Hours events.
- Supported Howard Wong Farm's Opening.
- Attended the City of Abbotsford Arts & Culture Roundtable.
- Attended the Executive Presence Luncheon.
- Attended AbbyFresh Community gathering.
- Met with Nick Warmerdam, Lakeland Tulip Festival to discuss opportunities.
- Met with the Mission Folk Music Festival to discuss opportunities for collaboration and to reach a wider audience.
- Collaborated with Tourism Langley on the content for the Fraser Valley Wine Passport (available from April – May).

Marketing

- The focus this year is "Handmade & Homegrown" with content set to resonate with this overall brand.
- Stay & Plays packages included the Abbotsford Tulip Trail with Clarion Hotel and Best Western.
- Produced a billboard ad with The Canada Magazine which ran for a week outside the Gardiner Expressway in Toronto.
- Published 12 blogs during the quarter including "Discover Abbotsford's Tulip Trail" and "Must-Visit Brunch + Breakfast Spots in Abbotsford".
- The Tourism Challenge Passport program participating partners include The Reach Gallery Museum, EcoFarm and Castle Fun Park.
- Launched our monthly "Leave It to the Experts" video series where members of the team try their hand at one of our tourism partner experiences but then decide it's better to leave the Handmade & Homegrown to the experts. We've showcased the Abbotsford Speed Skating Club and Maan Farms so far.
- Successful Reels this quarter included the reopening of Howard Wong Farms and a day spent at Birchwood Dairy which has over 130k views each.
- Collaborated with local breweries for Olympic Watch Parties and distributed Canadian flags to participating partners
- Collaborated with local partners to create monthly Explore Abbotsford Giveaways to highlight partners and increase social media engagement and following (please contact chackett@tourismabbotsford.ca if you would like to participate).
- We created welcome cards for the hotels, with a QR code linking to the website.
- Sent 5 consumer newsletters including Discover Abbotsford's Tulip Trail and the Fraser Valley Wine Passport, with an open rate of 19.1%.



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