

2025

ANNUAL REPORT



TOURISM
ABBOTSFORD

A close-up photograph of a person's hands holding a large, dense bouquet of purple lavender flowers. The person is wearing a white and black vertically striped tank top. The background is a soft-focus field of more lavender plants.

TOURISM ABBOTSFORD MANDATE

We are Abbotsford's tourism champions. We lead our industry, inspiring targeted travellers to choose Abbotsford 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.

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MESSAGE

FROM THE BOARD PRESIDENT

As President of Tourism Abbotsford, I am proud to share a year defined by stability, innovation, and meaningful growth across our tourism sector. The Municipal and Regional District Tax (MRDT) has stabilized, holding steady with 2024 levels. This consistency has allowed us to plan strategically and invest confidently in initiatives that strengthen Abbotsford's profile as a year-round destination.

A key highlight was the launch of our "Abbywood" theme, which placed a strong emphasis on film tourism. By developing curated itineraries inspired by Hallmark films and larger productions filmed in Abbotsford, we created new ways for visitors to experience our community through storytelling. Our Movies in the Vineyards series further elevated this concept, blending local wine culture with cinematic experiences and attracting both residents and visitors alike.

Our signature events continued to thrive. Taste of Abby (TOA) was a standout success, with the Night Market selling out and generating significant buzz, attendance, and economic impact for local vendors. We also enhanced our marketing efforts through the creation of a new Explore Abbotsford Guide and the launch of a dynamic promotional trailer, both designed to better showcase our diverse offerings.

In partnership with the city, we delivered a highly successful 2025 Canada Day celebration under the theme "Lights, Camera, Action," drawing strong attendance and reinforcing community spirit. Additionally, our seasonal initiatives including the Spring Wine Passport and Fall Ale Trail Passport encouraged visitors to explore local wineries and craft breweries, supporting our agricultural and culinary tourism sectors while driving visitation throughout the year.

KAMNA SURI

Tourism Abbotsford Society Board President



MESSAGE

FROM THE EXECUTIVE DIRECTOR

Tourism Abbotsford is evolving beyond a traditional Destination Marketing Organization into a comprehensive Destination Management Organization. Our expanded mandate includes marketing, industry advocacy, event development, responsible travel, product development, reconciliation, and resident support.

This evolution comes at a critical time to more actively promote the true value of the tourism industry, an industry that is too often viewed as a “nice to have” rather than a vital economic driver. Tourism is a major contributor to GDP, surpassing forestry, mining, oil, and agriculture, and added \$8 billion to the provincial economy in 2024. Locally, accommodations alone contributed \$30,649,827 to the Abbotsford economy in 2025.

None of this work would be possible without the dedication, creativity, and support of our strong tourism community including our staff, Board of Directors, and valued partners.

Thank you all for everything you do to support and strengthen tourism in Abbotsford.

CLARE SEELEY

Tourism Abbotsford Society Executive Director

5 YEAR TOURISM STRATEGY HIGHLIGHTS

ACCOMODATION PERFORMANCE



HOTEL REVENUE

\$31,649,827 -1.8%

(2024 = \$31,217,323)



OCCUPANCY (%)

68.9% -1.5%

(2024 = 70%)



AVERAGE DAILY RATE (ADR)

\$167.18 -0.3%

(2024 = \$167.68)

Note: Overall occupancy was impacted by a -10.9% drop in December due to the flooding.



Destination Marketing

- Make it easy for people to choose Abbotsford
- Make it easy for people to explore “More Abby”
- Execute Loud, Proud & Compelling targeted marketing
- Grow visitation for Washington State
- Leverage events to encourage more day and overnight visitors
- Participate in cooperative marketing campaigns
- Continue to host media/influencers and secure new stories

Destination Development

- Grow Taste of Abby Fall Food Festival into one of BC's premier food festivals
- Support the user experience and assist in the development of a long-term land management plan for Sumas Mountain
- Continue progress of “Experience the Fraser”
- Secure development of a new hotel
- Continue to explore development conference/large scale meeting facilities
- Leverage relationships with industry to ensure Abbotsford is a viable long-term tourism destination

Partnership & Collaboration

- Effectively communicate with stakeholders and partners
- Develop a Destination Ambassador Program

Diversity, Equity, Inclusion & Our Team

- Celebrate and promote Abbotsford's culture and diversity
- Advocate for accessibility needs in and around Abbotsford

Sustainability & Reconciliation

- Support Indigenous Tourism Development
- Support long-term development of the Fraser Valley as a sustainable tourism region



TOURISM ACTIVITIES



Seaside Pearl
FARMGATE WINERY



Canada Day

Tourism Abbotsford, in partnership with the City of Abbotsford, produced the 2025 Canada Day Parade and Family Festival. The community favourite parade featured a “Lights, Camera, Canada Day” theme, that reflected the “Abbywood” Tourism campaign celebrating Abbotsford as a film location. The community favourite is the parade, which featured 56 unique entries and was viewed by an estimated 15,000 spectators. The Festival at Exhibition Park was expanded to welcome over 25,000 community plus almost 100 displays and activities. Highlights included the diverse cultural performances on the Main Stage, family-friendly activities, food trucks, and a memorable evening fireworks show.

Key Successes:

- Enhanced accessibility features across the event site, including improved layout, accessible viewing areas, and inclusive programming, contributed to a more welcoming experience for all attendees.
- Relocation of the fireworks display to the baseball diamonds improved sightlines, crowd flow, and overall safety, resulting in a more impactful and enjoyable finale.
- Increased participation in activity zones, including the new S.T.E.M Zone reflecting strong community interest in interactive, family-friendly programming and hands-on experiences.
- Continued strong community participation and partnerships, supporting a vibrant, diverse, and well-attended celebration.
- Tourism Abbotsford received grant funding from FVRD for a waste management initiative for Canada Day. Engaged Youth Commission in the planning.



Taste of Abby Fall Festival

Taste of Abby continued to evolve as a signature celebration of Abbotsford's agricultural roots, culinary excellence, and vibrant arts and culture community. With a curated itinerary of events spanning from September 19th to September 28th, the festival brought together local farms, restaurants, wineries, breweries, artisans, and Agri-tourism experience providers to showcase the very best of the region.

The festival kicked off with an expanded Night Market at Jubilee Park, featuring a curated mix of food vendors, including local restaurants and food trucks, craft beverages, artisan makers, and a lineup of local live entertainment. Enhancements to the event experience included mocktail offerings, flash tattoos by Grey Tide Tattoo and our favourite, some Taves Family Farm goats! This expanded attention to vendor and activity variety, along with a stunningly beautiful Fall evening, contributed to strong attendance of 1000 people.

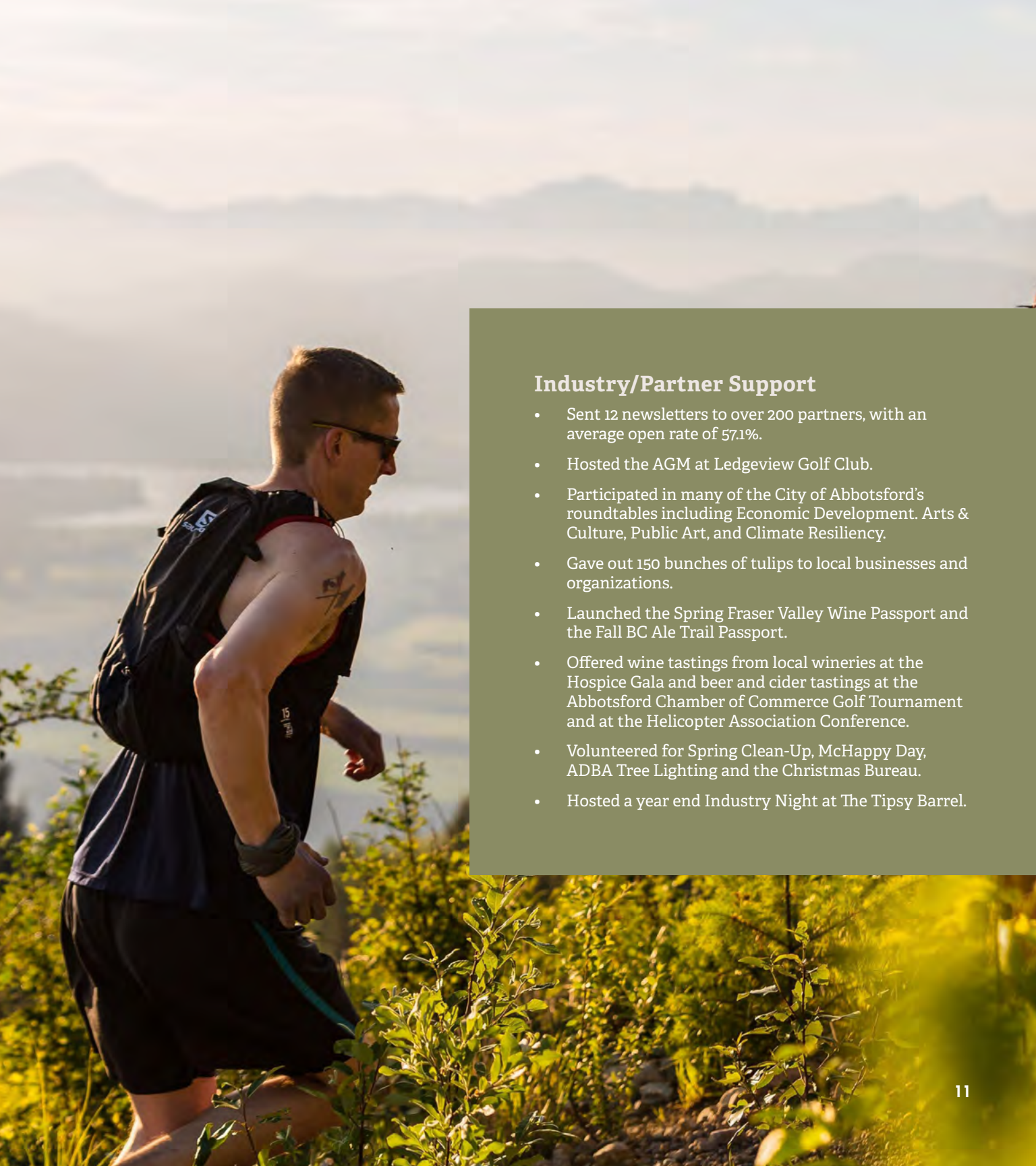
The 2025 Food & Farm Awards were presented by new partner, Envision Financial, and recognized local businesses in 5 categories. Congratulations to the winners:

- **Outstanding Spirited Sips:** Taves Estate Cidery
- **Outstanding Café/Bakery:** Oldhand Coffee
- **Outstanding Eatery:** Amici Italian Wine Bar
- **Outstanding Agritourism Experience:** Silverbrook Farm
- **People's Choice:** Little Sprout Café

The TOA Leadership Award was presented to Macey Michaud, a recent graduate of UFV's culinary arts program.

To further engage the community, Tourism Abbotsford partnered with 68 restaurants for "Taste the Thrill" contest. Diners at participating Taste of Abby restaurants were entered for a chance to win free skydiving for two with Skydive Vancouver.

Throughout the festival, a diverse lineup of programming including a Movie in the Vineyard at Seaside Pearl Farmgate Winery, multiple Long Table Dinners at Rookie Blooms and Howesclere Evergreens & Gardens as well as a Brunch at Tanglebank Estates offered accessible and engaging ways for the community to experience Abbotsford's food and tourism offerings.



Industry/Partner Support

- Sent 12 newsletters to over 200 partners, with an average open rate of 57.1%.
- Hosted the AGM at Ledgeview Golf Club.
- Participated in many of the City of Abbotsford's roundtables including Economic Development, Arts & Culture, Public Art, and Climate Resiliency.
- Gave out 150 bunches of tulips to local businesses and organizations.
- Launched the Spring Fraser Valley Wine Passport and the Fall BC Ale Trail Passport.
- Offered wine tastings from local wineries at the Hospice Gala and beer and cider tastings at the Abbotsford Chamber of Commerce Golf Tournament and at the Helicopter Association Conference.
- Volunteered for Spring Clean-Up, McHappy Day, ADBA Tree Lighting and the Christmas Bureau.
- Hosted a year end Industry Night at The Tippy Barrel.

WEBSITE HIGHLIGHTS



174,400
Tourism Abbotsford
 Website Page Views

78,583
Tourism Abbotsford
 Website Total Users

36,008
Taste of Abby
 Website Page Views

24,907
Taste of Abby
 Website Total Users

112,450
Go! Abbotsford
 Website Page Views

59,482
Go! Abbotsford
 Website Total Users

691
Go! Abbotsford
 Events Added

SOCIAL MEDIA HIGHLIGHTS



Tourism Abbotsford
1,764,559 **12,968**
 Views Followers

Tourism Abbotsford
888,380 **23,592**
 Views Followers

Taste of Abby
229,482 **568**
 Views Followers

Taste of Abby
248,296 **2,934**
 Views Followers



Tourism Abbotsford
479,000 **5,765**
 Views Followers



Tourism Abbotsford
28,058 **2,090**
 Impressions Followers

Marketing

- Published 36 new blogs throughout the year, including the Discover Abbotsford's Spooktober Trail, which showcased Abbotsford's Fall and Halloween experiences.
- Launched "Abbywood" to bring film tourism to the forefront and showcase our local businesses and partners in a new light. This was aligned with Cineventure the new co-op partnership for film tourism across BC. Curated itineraries, events and digital storytelling allowed us to share local film locations and encourage visitors to look at Abbotsford through a cinematic lens.
- Advertised in the Canada Magazine expanding our reach across the country, including promoting Abbywood on a billboard in Toronto.
- We ran a series of guerilla marketing socials campaigns to highlight the warm welcome that all visitors receive when they travel to our community; this included giving out tulips at the airport to highlight our spring offerings and bringing our local mascots to the border to welcome Americans and returning Canadians.
- Designed a new Explore Abbotsford Guide, and printing 30,000 copies to be distributed throughout the Fraser Valley, as well as visitor centres across BC.
- We worked with accommodation and attraction providers to create five Stay and Play Packages including Valentines Day, Swing into Abbotsford (for golf), Spring into Abbotsford (tulips), Agrifair package and Spooky Package combining accommodations with our fall offerings.
- The Tourism Abbotsford social channels saw over 3.1 million views combined.

Go! Abbotsford

- Worked with Mayor Siemens and the City of Abbotsford to create a video to add to the Go! Abbotsford website that speaks to the important role events play in a community.



Destination Fraser Valley Marketing

- Attended the Calgary Outdoor Show where we highlighted our outdoor recreation and floral experiences to encourage Spring visitation to the Alberta market.
- Attended the Vancouver Outdoor Show to where we distributed hundreds of Fraser Valley Experience and Circle Farm Tour Guides.
- Designed and printed a new Fraser Valley Experience Guide for 2025-2026. Printing 30,000 copies, of which over half were distributed in year one, leaving a new print run required for 2026.
- The Fraser Valley partnered with the Snowbird RV Show to produce a video featuring RV-friendly locations and campsites in Langley, Abbotsford and Harrison Hot Springs.



Co-Operative Marketing

- Renewed our agreements with BC Bird Trail and BC Ale Trail.
- Joined Cineventure – a film tourism cooperative.
- Partnered with our local breweries and the BC Ale Trail to create and promote an Abbotsford Tasting Passport for September, to tie in with Taste of Abby; with a contest to win \$25 gift cards for all participating locations.
- US-based blogger Matt Wastradowski was hosted as part of the BC Ale Trails Road Trip Journal Series.



Circle Farm Tour

- Partnered with 20 businesses for the 2025 guide including two new partners.
- Hosted a CFT partners workshop and mingler on reel creation.
- Produced 20,000 2025 CFT Guides, all of which were distributed by the end of the summer, proving how popular this guide is.
- Created curated content for the Canada Culinary Tourism Alliance.

Earned Media

- Hosted 36 influencers from across the Lower Mainland, BC, Canada, and the US taking in an array of experiences including our wineries, breweries, agritourism and events.
- Hosted members of Travel Media Association of Canada in May at Maan Farms, Taves Estate Cidery and Lakeland Flowers.
- We met with over 20 partners individually to explain the benefits of welcoming influencers and educate them on the intricacies of hosting these guests.
- Created compelling story angles including Hallmark film locations and vibes for the fall and winter season. We invited media to attend our movie nights at Ripples Estate Winery where we hosted a Wicked movie night and tulip fields in the spring, and a Christmas movie night in the fall.
- Hosted Joe Leary and Rick Mohabir at Trading Post Brewing for a special Just Here for the Beer - Taste of Abby podcast.





VISITOR SERVICING & AMBASSADOR PROGRAM

- We hosted a Familiarization Trip for 16 of our tourism and community partners. The day included a variety of offerings with the Pastry Portal, Tuscan Farm Gardens, Tanglebank Estates, Seaside Pearl Farmgate Winery and Maan Farms.
- Provided visitor servicing at the Abbotsford International Airport and at 40 pop-up booths at community locations and events. Interacted with a total of 7,078 people.
- Launched our Explore Abbotsford Trailer, a 15ft trailer that has brochure racks, a TV, wine barrel, retail, to create a taste of Abbotsford and create interest wherever we go.
- Offered a “12 days of Handmade & Homegrown Advent Calendar” with curated offerings to highlight local businesses and products. Gifts included locally made jam, apple butter, maple syrup, a candle, candies, and lavender.

Ambassador Program

- Launched and promoted the Tourism Abbotsford Ambassador Program on website, social media, and LinkedIn.
- Facilitated 2 Superhost: Foundations of Service Quality certification workshops for 18 students.

DESTINATION DEVELOPMENT

- Supported over 50 events with room blocks, marketing, visitor servicing, grants and extra-curricular activities including the Pacific Judo Championships, BC Cheer Provincials, Early Bird & Snowbird RV Shows, BerryFest, Abbotsford Film Festival, Helicopter Association of BC, BCHL Showcase, Tulip Festival, Mango Market, and BCSS Rugby.
- An opening ceremony took place for the new directional and wayfinding signage on Sumas Mountain.
- We gained a new large event space/conference facility that can host up to 500 guests called “Reflections”. We took the Events Advisory Committee and city staff to tour the facility and consider it as a future venue space.
- Tourism Abbotsford team members participated in a clean-up day on Sumas Mountain, collecting garbage along the entrance and main roadways.
- We welcomed the new owners of The Knotty Brew, Ministere of Seafood, Fritters and Friends, Topsy Barrel, Seasons Farm Market, Totally Bookish, Simply Indoor Golf, Wildflour Pizza, Habitual, The Fairway Room, Sweat and Shiver, and Night Owl Kitchen and Bar.
- Tourism Abbotsford actively looked to attract a new hotel investor, and then facilitated discussions with landowners, a hotel investor, and the city to advance plans for a new hotel development.
- Participated in the Fraser Valley Development Council meetings
- Chaired six Events Advisory Meetings focusing on Event Customer Journey Map.
- In collaboration with Destination BC and the FV Development Council, we continued to focus on the development of Experience the Fraser. 2025 saw the launch of the Experience the Fraser website, designed to attract investors.



PARTNER SURVEY HIGHLIGHTS

The Tourism Abbotsford Partner Survey was conducted to assess partners' familiarity with and satisfaction with Tourism Abbotsford, while also gathering insights to support future planning. The survey included both mandatory questions required under Municipal and Regional District Tax (MRDT) guidelines and optional questions designed to further our understanding of partner awareness, expectations, and perceived value of engagement with Tourism Abbotsford.

The survey was distributed to 220 tourism partners and received 53 responses, representing a 24% response rate.

Overall, results indicate a high level of familiarity and satisfaction among partners. 96% of respondents reported that they understand the role of Tourism Abbotsford, while 94% agreed that staff are knowledgeable and respectful. In addition, 92% believe that Tourism Abbotsford provides effective leadership and direction for the local tourism industry. Overall satisfaction was 81% satisfied or very satisfied. Key findings from the survey include:

1. Partners emphasized the importance and shared gratitude of Tourism Abbotsford's focus on supporting local businesses, events, and residents, and expressed strong appreciation for collaborative, practical marketing that is rooted in both community and influencers
2. Experiences identified as having the highest potential for growth include farm-based experiences, arts & culture, and outdoor recreation.
3. Partners identified three key barriers: limited tourism infrastructure including conference and events space, sports facilities and accommodations; city-related challenges such as permitting, zoning, lack of grant funding, and perceived lack of investment in events, sports, arts & culture; and broader economic pressures including inflation, and cost of living that reduce affordability and participation in tourism experiences
4. Partners felt that priority areas should include a focus in ensuring tourism has a voice during community planning, destination management, and supporting product development.
5. Partners overwhelmingly praised the Tourism Abbotsford team for their professionalism, passion, collaboration, and effectiveness, particularly given the organization's small size. Comments consistently highlighted the team's approachability, work ethic, creativity, and visible presence in the community.

Based on the survey results, the following recommendations are being made:

1. Continue prioritizing locally focused, community-grounded marketing and partnerships that support independent businesses, attractions and events.
2. Work in closer alignment with the City of Abbotsford and elected officials to streamline permitting, clarify grant programs, and advocate for greater municipal investment and support for events, culture, and tourism infrastructure.
3. Strengthen Abbotsford's destination identity by developing standout experiences and clusters that encourage visitors to stay longer.
4. Advocate for and support expanded infrastructure and venues including accommodations, event spaces, transportation, and recreation facilities to unlock growth opportunities, particularly for sports, conferences, and large-scale events.
5. Maintain a strong focus on affordability and accessibility by targeting staycation and regional markets and supporting inclusive, low-barrier experiences in response to ongoing economic pressures on families and visitors.

FINANCIAL STATEMENTS



STATEMENT OF FINANCIAL POSITION

As of December 31, 2025, with comparative figures from December 31, 2024.

	2025	2024
ASSETS		
CURRENT		
Cash	\$1,173,500	\$1,209,580
Accounts Receivable	-	500
Pre-Paid Expenses	11,862	17,798
Due from City of Abbotsford	280,438	210,156
	1,465,800	1,438,034
LONG-TERM		
Deposits	2,456	2,456
Assets Total	1,468,256	1,440,490
LIABILITIES		
CURRENT		
Accounts Payable & Accrued Liabilities	56,249	52,530
Deferred Revenue	-	1,650
Liabilities Total	56,249	54,180
NET ASSETS		
INTERNALLY RESTRICTED		
Business Development Reserve	530,470	530,470
Operating Contingency Reserve	425,793	425,793
Destination Development	430,047	430,047
UNRESTRICTED	25,697	-
Net Assets Total	\$1,386,310	\$1,511,926
Total	\$1,440,490	\$1,572,260



BOARD OF DIRECTORS

KAMNA SURI
Board President
Accommodation Representative

LOREN TAVES
Vice-President
Circle Farm Tour Representative

DANIEL LAVERICK
Secretary-Treasurer
Accommodation Representative

RUPI RAJWAN
Board Director
Sport Sector Representative

ALEX MITCHELL
Board Director
Abbotsford Chamber of Commerce Representative

VIK GORAYA
Board Director
Accommodation Representative

KRIS FOULDS
Board Director
Arts & Culture Representative

TANYA CURTIS
Board Director
Business Representative

ALLAN ASAPH
Board Director
Board Governance Representative

BRUCE LIVINGSTONE
City Representative
Economic Development





COMMITTEE WORK

The Tourism Abbotsford team serves on a variety of community and industry board and committees, including:

- Sport Abbotsford
- BC Destination Management Organization Association
- Fraser Valley Destination Development Council
- Stetís ímexstowx Planning Committee
- Destination Fraser Valley
- Economic Development Committee
- Events Advisory Committee
- Lower Mainland Municipal Events Committee
- Canada Day Community and ACE Committees
- Agrifair Board

STAFF





CLARE SEELEY
Executive Director

Clare serves as Executive Director, providing strategic leadership and overseeing organizational operations. She advances the local tourism industry through planning, advocacy, and the integration of business strategy and marketing to deliver value to partners and stakeholders.

✉ cseeley@tourismabbotsford.ca



BARB ROBERTS
Destination Development & Industry Manager

As the Manager of Destination & Industry Development, Barb works closely with partners to strengthen relationships and support a thriving visitor economy. She leads initiatives including partner engagement, visitor servicing, and the sport & event attraction, retention, and growth.

✉ broberts@tourismabbotsford.ca



JEN GRAHAM
Events & Ambassador Manager

As the Events & Ambassador Manager, Jen leads the planning and execution of key events and overseeing ambassador and visitor experience programs. Her work focuses on delivering engaging experiences and strengthening community partnerships.

✉ jgraham@tourismabbotsford.ca



CONNIE HACKETT
Destination Marketing Manager

Connie is the Destination Marketing Manager supporting marketing initiatives that promote local experiences and enhance partner visibility both nationally and internationally. She leads programs such as the Abbotsford Circle Farm Tour and the Marketing Growth Grant.

✉ chackett@tourismabbotsford.ca



AUDREY ARCIGAL
Brand Specialist

As the Brand Specialist, Audrey is responsible for visual storytelling and brand execution across all platforms. Her work includes graphic design, campaign development, digital marketing, and website management to ensure a cohesive and engaging brand presence.

✉ aarcigal@tourismabbotsford.ca



SEASONAL VISITOR SERVICING

PAM ALLEN

Senior Travel Counsellor

ALYSHA PENMAN

Mobile Visitor Services Ambassador
Summer Student

JENNA GREWAL

Mobile Visitor Services Ambassador
Summer Student





PHOTO CREDITS

- Alex Harte via The Mango Market
- Creative Codi-Lynn via SLAP Communications
- Colla Films
- Dale Klippenstein
- Robyn Bessenger
- Silver Mendoza



ABBOTSFORD

HANDMADE & HOMEGROWN

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