
NEWS RELEASE

City and Tourism Abbotsford sign new four-year agreement

ABBOTSFORD – January 24, 2024 – The City of Abbotsford and the Tourism Abbotsford Society have renewed the terms of their agreement for tourism marketing and visitor engagement services in Abbotsford.

Through this strategic partnership, the Tourism Abbotsford Society will continue to lead tourism programs, services and destination marketing activities to attract new and returning visitors to the community. Additionally, beginning this year, Tourism Abbotsford will be taking a lead role in the production of the City's signature Canada Day event in partnership with the City, undertaking the development of an Abbotsford Ambassador program, as well as hosting and maintaining a robust online community arts and culture program and events calendar.

"For the past two decades, Tourism Abbotsford has been an incredible partner, attracting visitors to explore all Abbotsford has to offer from community celebrations and cultural activities, to natural attractions, farm to table culinary experiences and sporting events," said Abbotsford Mayor, Ross Siemens. "Tourism plays vital role in creating a vibrant, well-rounded economy, and plays an important role in helping to solidify Abbotsford as the cultural and economic Hub of the Fraser Valley. I look forward continuing our strong partnership with the Tourism Abbotsford Society for the next four years."

Tourism Abbotsford is a leader in the industry, inspiring targeted travellers to choose Abbotsford and 'experience more Abby' through strategic marketing campaigns and visitor engagement programs. They are also strong advocates for industry needs and improvements to infrastructure and experiences for visitors and residents alike to enjoy. Through this agreement, residents and visitors will continue to benefit from all they bring to the community.

"The Tourism Abbotsford Society is excited to support the objectives and action plans outlined in the City of Abbotsford's Strategic Plan," advised Executive Director, Clare Seeley. "The board and staff are committed to ensuring the community, local businesses, and visitors can continue to benefit from Abbotsford's iconic events and have easy access to event information, all while maintaining a strong focus on customer service and a warm welcome to all as they explore Abbotsford."

Tourism Abbotsford represents over 300 marketing partners. Their commitment to best practice has resulted in Tourism Abbotsford being recognized as a BC Tourism Industry Award recipient in Community Sport Tourism, in addition to earning a BC Destination Marketing Organization Professional Excellence Award. The City of Abbotsford is proud to continue this steadfast partnership through 2028.

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