



# HARRISON RIVER VALLEY

# MEET THE TEAM



**Stephanie Gallamore**  
Executive Director



**Racheal Estok**  
Event Coordinator



**Sonja Reyerse Peters**  
Business Liaison



**Michelle Neufeld & Catherine Imbeault**  
Visitor Services Counsellors



**Currently Hiring:**

- Marketing Manager and Visitor Services Manager

# MUNICIPAL REGIONAL DISTRICT TAX (MRDT) VS RESORT MUNICIPALITY INITIATIVE (RMI)



COLLECTED BY TOURISM  
HARRISON RIVER VALLEY

## MRDT

Municipal and Regional District Tax (also known as the Hotel Tax) is a 3% tax generated from accommodation providers in Harrison Hot Springs, District of Kent, and the FVRD Area C.

### Eligible Expenses

Tourism Marketing, Projects, and Programming that increase local tourism revenue, visitation, and economic benefits.

i.e. Marketing, Co-Op Marketing programs



COLLECTED BY THE VILLAGE  
OF HARRISON HOT SPRINGS

## RMI

Harrison Hot Springs is one of 14 designated Resort Municipalities in the Province of BC. The Resort Municipality Initiative grant funding is based on the Resort Community's needs and a calculation that looks at year over year growth.

### Eligible Expenses

Infrastructure and programming that increase visitation, investment, employment, and tourism contribute to the local economy.

i.e. Skating Rink, Lights by the Lake, Lagoon Redevelopment, Events, Civic Plaza.



## **VISION**

A year-round destination where visitors enjoy diverse arts, culture, and recreation experiences, are respectful of the environment, and bring benefits to our unique communities and cultures.

## **MISSION**

Collaborating with tourism partners to grow tourism offerings and responsibly steward tourism assets for all.



**MARKETING**



# 2026 Marketing Strategy

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## Key Intended Outcomes



More planned trips



Longer stays



Stronger economic  
impact

# Core Components

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Seasonal campaigns

that balance reach (summer) with planning and conversion momentum (shoulder season)

Longer-term creator partnerships

that model real trips and integrate directly into planning content

A restructured website

focused on itineraries and decision support

Events and on-the-ground activation

used as planning anchors and content engines

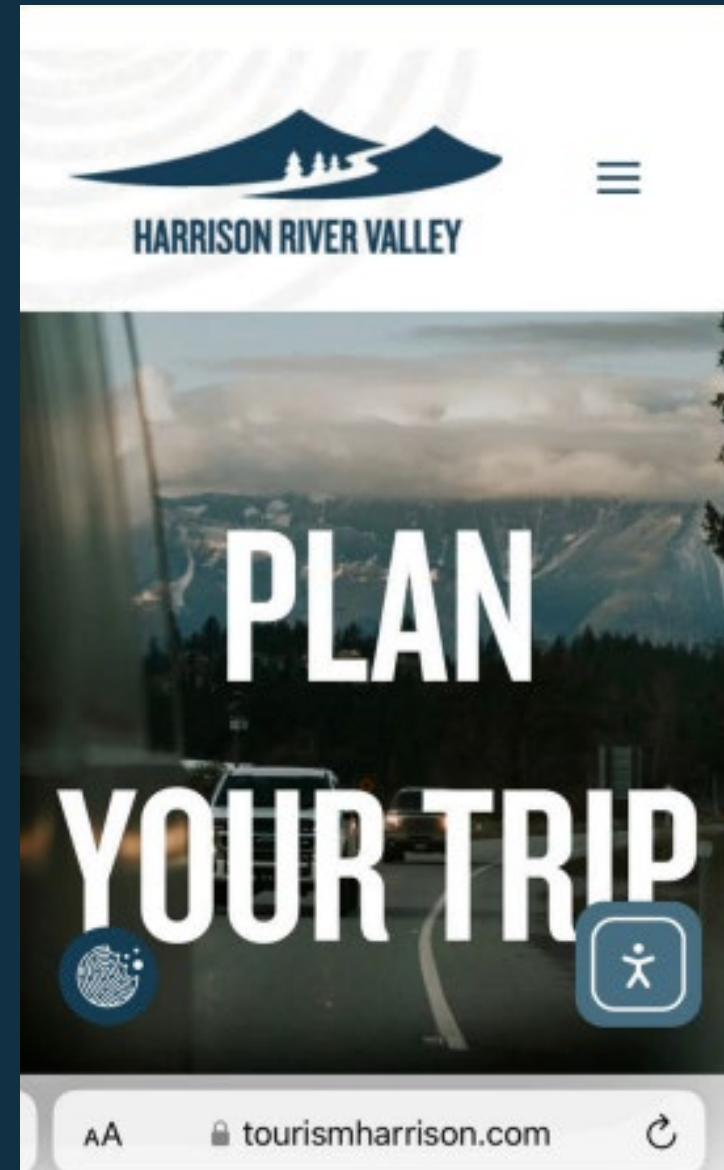
Structured stakeholder collaboration

that increases participation, visibility, and alignment across the tourism community

# Website

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- Primary trip-planning engine, not just an information repository.
- Prioritize itinerary-led content over directories, guiding visitors through planning decisions based on trip length, season, interests, and group type.



# Social Media

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Social media as a planning tool, not a broadcast channel

- Instagram
- Facebook
- TikTok



# Media Relations

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## Strategic Role of Content Creators

### Reframing the Destination Story

Creators help broaden perception of the Harrison River Valley beyond a single experience by showing how multiple communities, activities, and moments connect into a cohesive trip.

### Modelling Trip Planning

**2** Through real itineraries, pacing, and decision-making, creators demonstrate how easy it is to plan a short stay, reducing uncertainty and friction for potential visitors.

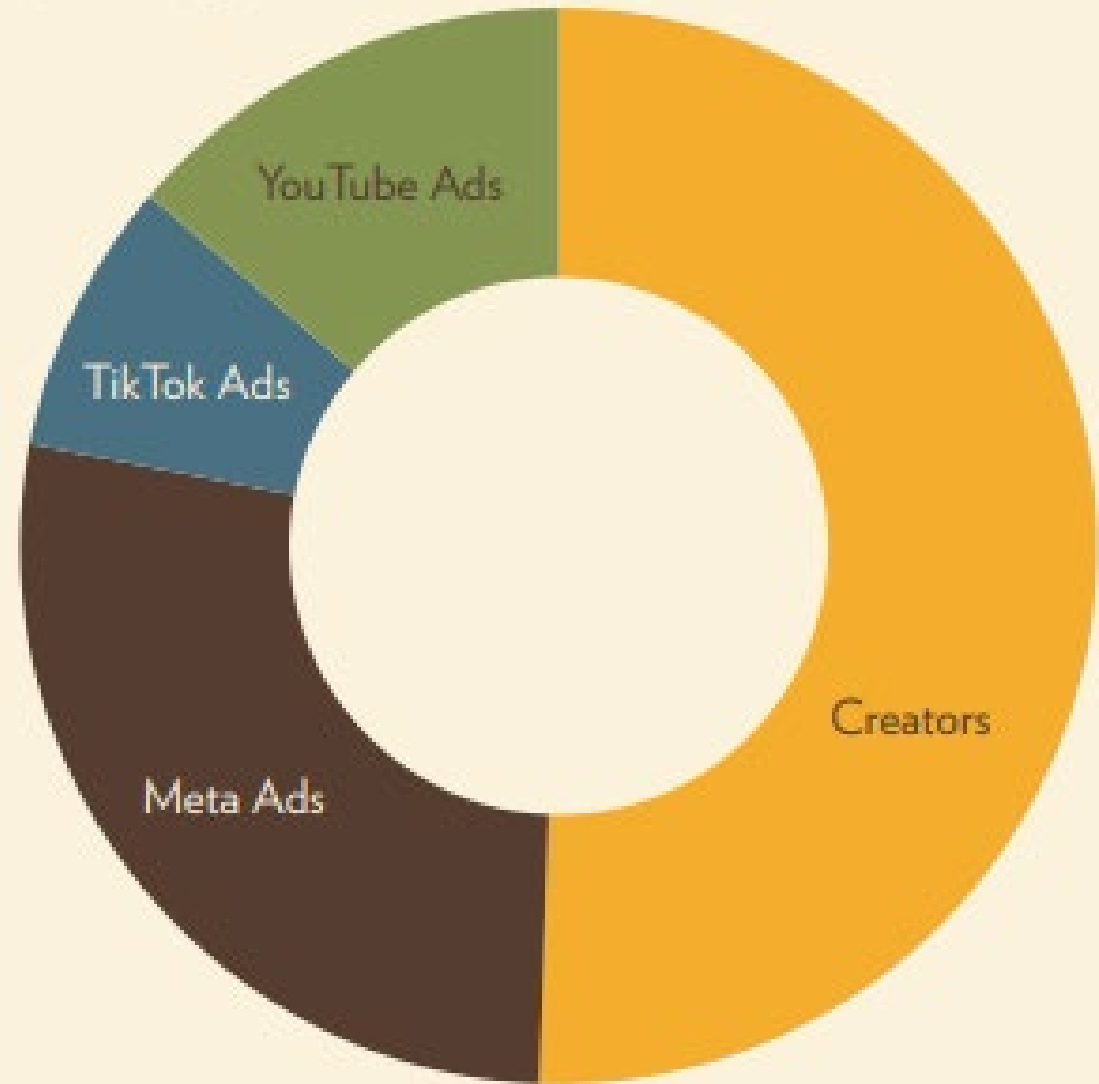
### Fueling the Planning Ecosystem

**3** Creator content is designed to live beyond social feeds, feeding Tourism Harrison's website, campaigns, email, and paid media as reusable planning assets.

# Advertising

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- Move from more traditional advertising to digital.



# Stakeholder Collaboration

Destination marketing works best when it's built with the community.

- Local Micro-Campaigns, which provide tangible opportunities for businesses to participate in destination storytelling.
- Local Harrison News, which provides consistent communication, transparency, and alignment across the tourism community



## NEW YEAR'S EVE CELEBRATIONS IN THE HARRISON RIVER VALLEY

26 December 2025

Are you looking for a spirited and memorable way to spend New Year's Eve 2025? Gather your friends and family and head to the Harrison River Valley for full-out fun that will leave you with memories you'll be ...



## LAST MINUTE SHOPPING GUIDE

26 December 2025

The countdown is on! Christmas Day is almost here, and if you're still looking for a few items to finish off your holiday shopping – or are a notorious last-minute shopper – we've got you covered. You'll find ...



HARRISON FESTIVAL  
OF THE ARTS

# EVENTS





# 2026 Events

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- Sasquatch Days
- Canada Day
- Lights by the Lake
- New Event in 2027 to replace Family Day

# Visitor Services & Sasquatch Museum

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# Visitor Services

- Addition of a Visitor Services Manager
- Open 7 days a week | 10-4 and 10-5 in the summer



# Sasquatch Museum

- Offer more group tours and consider private tours outside of opening hours.
- Growing the Retail area and looking to incorporate some local artists





2027-2031

An aerial photograph of a vast tulip field in the Harrison River Valley. The field is divided into numerous long, parallel rows of tulips in various colors, including vibrant reds, pinks, and purples. In the background, there are rolling green hills and a large, forested mountain range under a clear sky. A few farm buildings and a road are visible on the right side of the field.

## GOAL 1

**Strengthen Year-Round Visitation and Disperse Economic Benefit Across the Harrison River Valley**



# Key Strategies

- Redevelop trip planning tools on our website and social media channels.
- Work with local businesses to update Google Business profiles and social media skills, ensuring consistent info across the web.
- Focus on attracting our three identified priority visitor segments of:
  - The Accessible Adventurer
  - The Conscientious Connector
  - The Restorative Escapist
- Develop and promote cross community itineraries that package District of Kent, FVRD Area C and Harrison Hot Springs.
- Strengthen Fraser Valley partnerships with Abbotsford, Chilliwack and Langley to attract drive market visitors.



## **GOAL 2**

**Strengthen Destination Development and Product  
Readiness**



# Key Strategies

- Identify product gaps and actively support development of new and enhanced tourism experiences.
- Expand and evolve the current grant program to encourage product development, seasonal activation and collaborative campaigns.
- Allocate dedicated marketing investment to support market ready Indigenous experiences.
- Work with stakeholders to create compelling year round itineraries that extend length of stay and distribute visitation.
- Integrate Halq'éméylem language and Indigenous storytelling into destination materials in a meaningful and respectful way.
- Develop a balanced annual event portfolio that supports shoulder season growth, midweek visitation and economic impact.
- Integrate local culture, agriculture and Indigenous storytelling into event programming.
- Execute targeted marketing campaigns to drive overnight visitation tied to events.

An aerial photograph of a small motorboat on a large body of water. The water is a deep teal color with some lighter patches. The boat is positioned in the lower center of the frame. Overlaid on the image is white text. The text is centered and reads: "GOAL 3" followed by "Deliver Exceptional Visitor Servicing and Strengthen the Sasquatch Museum as a Marketable Attraction" on two lines.

## **GOAL 3**

**Deliver Exceptional Visitor Servicing and Strengthen the Sasquatch  
Museum as a Marketable Attraction**

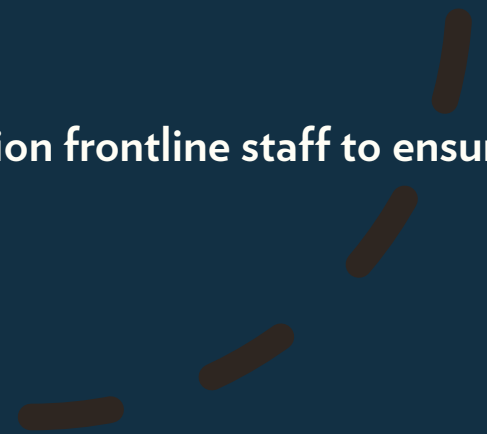


# Key Strategies

- Align Visitor Services staffing levels and service hours with visitation growth and seasonal demand.
- Expand and professionalize the role of Visitor Services Counsellors to include itinerary planning, retail knowledge and destination storytelling.
- Develop and implement a retail strategy that reflects the Harrison River Valley brand and visitor expectations.

Extend visitor servicing beyond the physical Visitor Centre through kiosks, event presence and seasonal outreach.

- Position the Sasquatch Museum as a standalone attraction with dedicated marketing support.
- Strengthen collaboration with hotel and accommodation frontline staff to ensure consistent destination knowledge and messaging.



A scenic view of a large lake surrounded by dense evergreen forests and mountains in the background. The lake is a deep blue-green color, and the surrounding forest is a mix of tall, thin evergreens and shorter, denser trees. The mountains in the background are covered in a thick forest of evergreens.

## **GOAL 4**

**Strengthen Organizational Excellence**

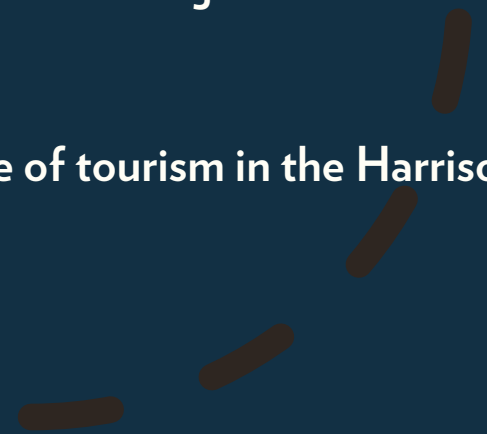


# Key Strategies

- Align staffing structure and capacity with organizational growth and expanded programming.
- Invest in tools, technology and training that improve efficiency and service delivery.
- Modernize governance and reporting practices to reflect evolving marketing strategy and performance measurement.

Strengthen inclusive governance and Indigenous representation at the Board level.

- Use research and stakeholder feedback to guide decision making and maintain community support.
- Clearly measure and communicate the economic value of tourism in the Harrison River Valley.



# Thank you



**HARRISON RIVER VALLEY**  
TOURISM HARRISON

2027-2031 DRAFT  
Five Year Strategic Plan  
Summary

