



HARRISON RIVER VALLEY

HARRISON MILLS • HARRISON HOT SPRINGS • AGASSIZ

TOURISM HARRISON AGM
June 7, 2023

TOURISM HARRISON AGM

1. Call to order
2. Acceptance of agenda
3. Adoption of minutes – 2022 AGM Minutes attached
4. Chairman's Report
5. Executive Director's Report
6. 2020 Financials
7. Election of Board of Directors
8. Adjournment

Chair's Report - Overview

- 2022 saw the tourism sector begin its recovery from COVID-19. As restrictions eased and the borders opened international travel once again began to have an impact on the BC tourism economy.
- As the pandemic eased and tourists returned to our region hotel occupancy numbers began to increase. However, both the hotel sector and the restaurant sector struggled to keep up with servicing the increasing demand because of labour challenges. These challenges still remain with restaurants in particular still needing to restrict hours in some cases.
- Much like 2021 the summer saw visitors return in significant numbers, both day-trippers and overnight guests. While some Canadians took advantage of open borders to travel elsewhere these were compensated by the return of Americans and Europeans.

Hotel Occupancy

- In 2022 hotel occupancy saw a healthy increase from 51% for all hotels in 2021 to 63% in 2022.
- While the numbers remain well below pre-pandemic levels hotel average daily room rates remained well above pre-pandemic levels of \$186 in 2019 coming in at \$202 in 2022.

Chair's Report – Tourism Harrison and the Harrison River Valley

- 2022 was the first year of the new Harrison River Valley MRDT agreement that now includes the District of Kent and Area C of the FVRD.
- In support of this move we completed a project with the Whistler Centre for Sustainability to define a new vision, mission and strategy that brings us all together. Implementation of the strategy and action plan that came out of that study will begin in the fall.
- As part of this expansion our Board was expanded as well and now includes a representative from the District of Kent and Area C as well as liaisons from the District of Kent Council and the FVRD Area C rep.



Executive Directors Report



TOURISM HARRISON – Visitors

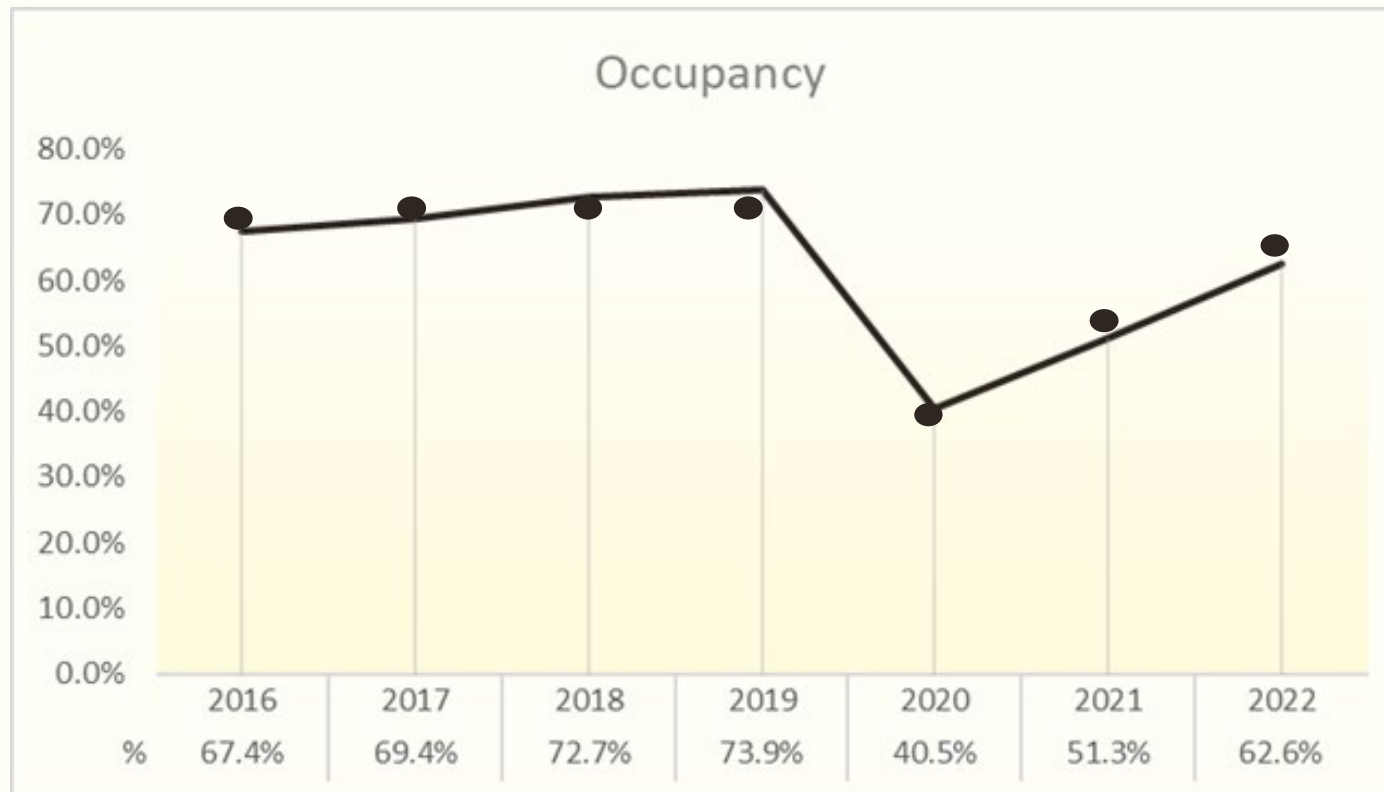
- 2022 saw the end of Border closures and a substantial increase in international visitors.

Overnight Visitors to BC Last 10 years (000's)				
Year	US Overnight	Overseas	Total	% Change
2012	2,810	1,415	4,225	-
2013	2,965	1,452	4,417	4.5%
2014	3,064	1,587	4,651	5.3%
2015	3,263	1,663	4,926	5.9%
2016	3,619	1,911	5,530	12.3%
2017	3,691	2,023	5,714	3.3%
2018	3,880	2,181	6,061	6.1%
2019	3,981	2,233	6,214	2.5%
2020	539	314	853	-86.3%
2021	466	210	676	-20.8%
2022	2,348	723	3,406	403.8%

With the borders open, Canadians once again started travelling internationally. However, any decrease for Harrison was offset by the return of American and European visitors.

TOURISM HARRISON - Occupancy

- 2022 saw hotel occupancy continue its recovery from the COVID-19 pandemic.

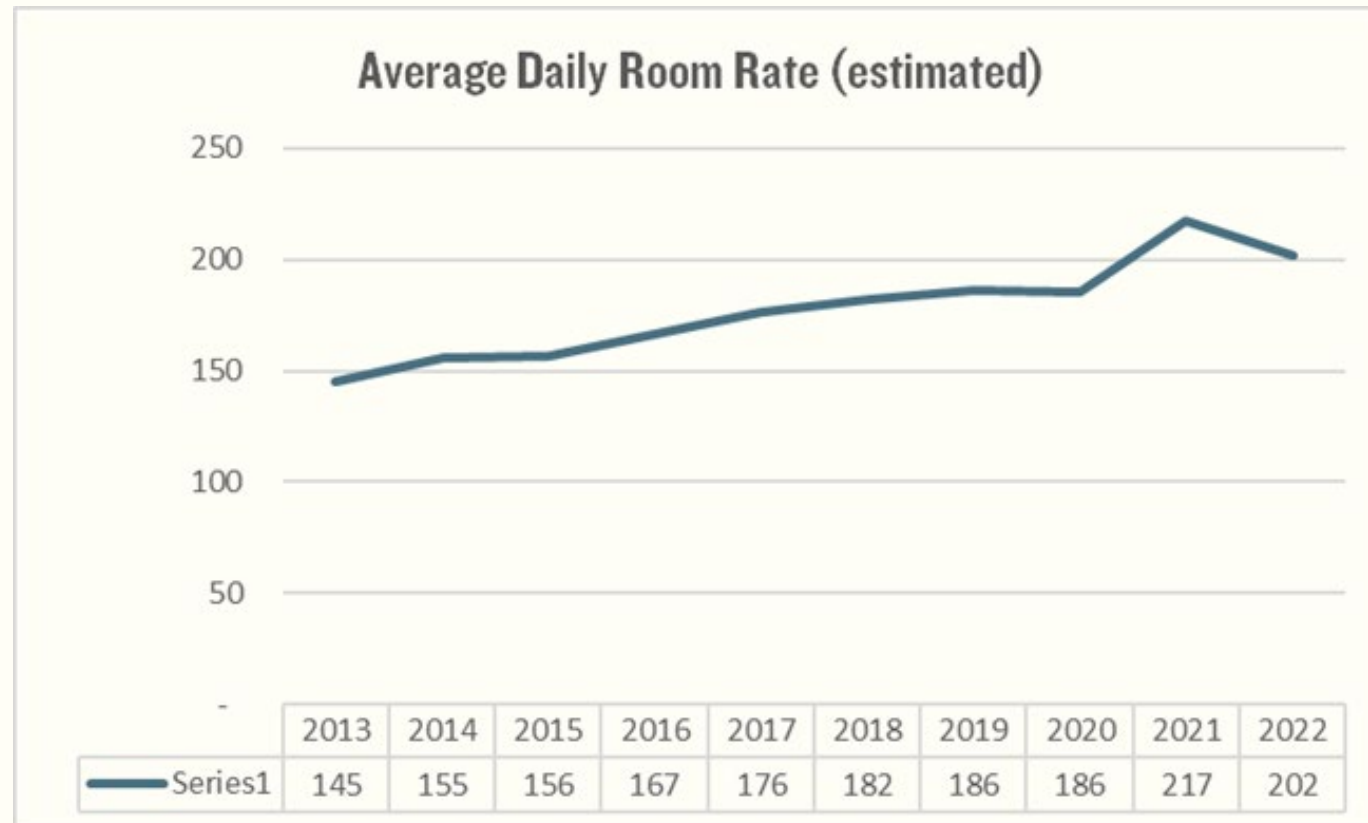


In recent years our occupancy is lagging the provincial average but our average daily room rate has outperformed

● BC Average Occupancy

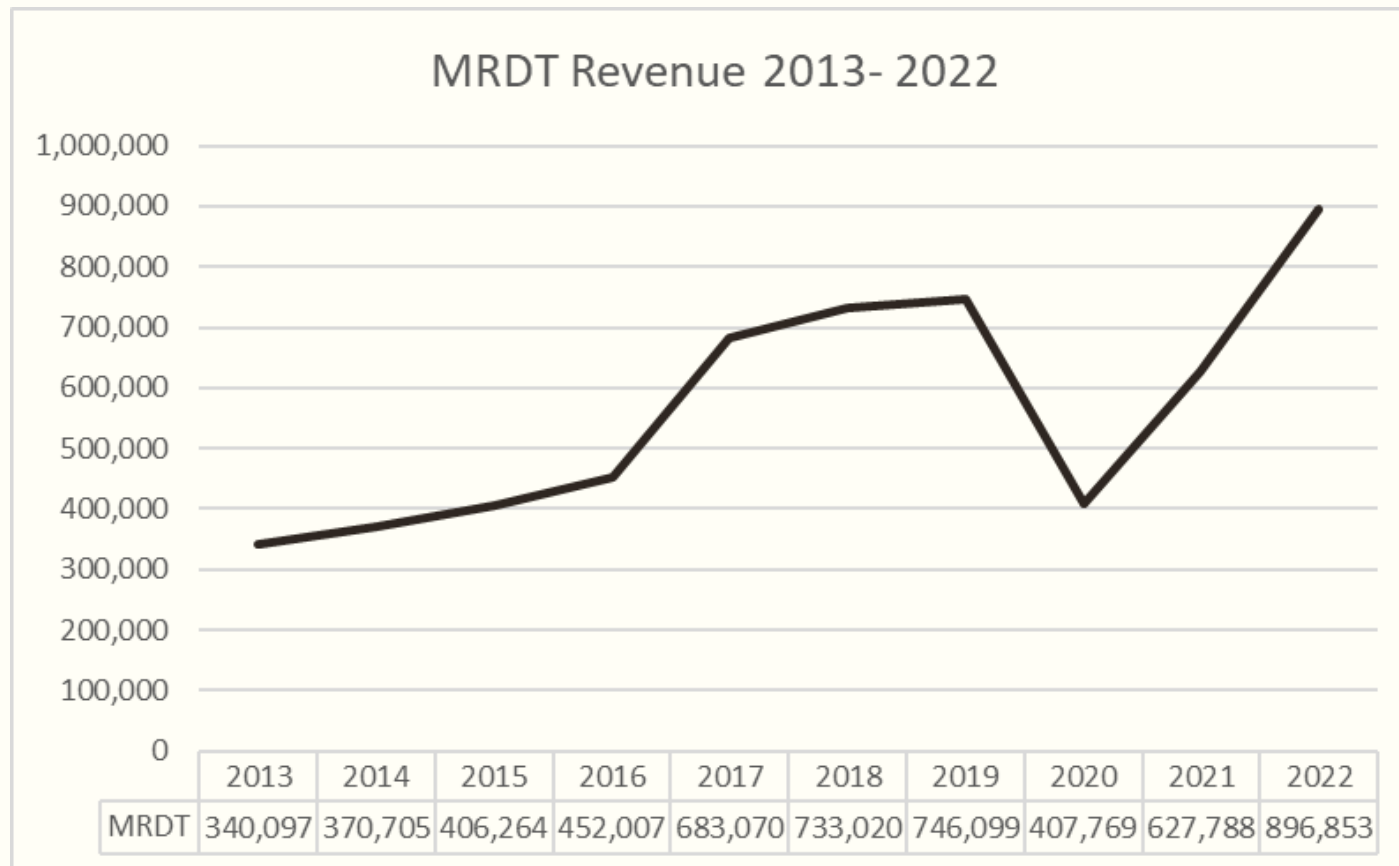
TOURISM HARRISON - ADR

- In contrast to much of the Province our Average Daily room rate remained strong during the pandemic. The impact of the inclusion of District of Kent and Area C in 2022 was to decrease the average somewhat.



TOURISM HARRISON - MRDT

- The rebound in occupancy combined with steady room rates and an increased MRDT region led to a significant increase in MRDT revenues for Tourism Harrison.



MRDT By Municipality	2022	%
Harrison Hot Springs	744,000	83%
District of Kent	46,300	5%
Harrison Mills	29,850	3%
Sasquatch Mtn	76,700	9%
Total	896,850	100%

TOURISM HARRISON – VIC Numbers

- Our Visitor Centre was moved to a temporary location in 2022 to accommodate the construction of the new Visitor Centre and Sasquatch Museum. Even though the new location was not on the main road it still drew significant visitor numbers with many coming specially to see the Sasquatch Museum which continued to be a draw.

	2014	2015	2016	2017	2018	2019	2020	2021	2022
BC	1,371,995	1,272,014	1,256,765	1,194,790	1,095,310	1,078,056	415,354	903,344	1,581,563
VCM	463,154	319,140	291,241	256,589	253,746	244,441	77,034	162,764	301,240
Hope	38,783	39,842	47,530	49,195	43,481	58,365	15,115	14,889	26,617
Chilliwack	16,712	19,867	19,328	17,241	19,461	15,062	4,132	4,933	5,999
HHS	13,092	12,143	15,383	13,092	18,718	19,073	7,298	7,651	14,161
Mission	6,947	6,886	4,598	4,806	4,205	3,029	1,005	1,310	1,759

TOURISM HARRISON – Pay Parking

- Harrison Hot Springs day trippers. There are no total counts on day-trippers to any locations, however, pay parking stats give us some insight into overall day-tripper levels.

Pay Parking Statistics - Year to Year							
	2017	2018	2019	2020	2021	2022	Variance
May 15 - 31					5,226	3,733	
June 15-30	4,557	5,048	5,005	4,916	8,758	7,384	(1,374)
July 1-31	14,084	14,440	11,264	14,469	15,769	13,523	(2,246)
August 1-31	12,386	11,367	13,090	16,805	13,413	14,147	734
September 1-15	3,925	3,820	3,561	6,231	4,297	4,689	392
	36,969	36,693	34,939	42,421	47,463	43,476	(3,987)

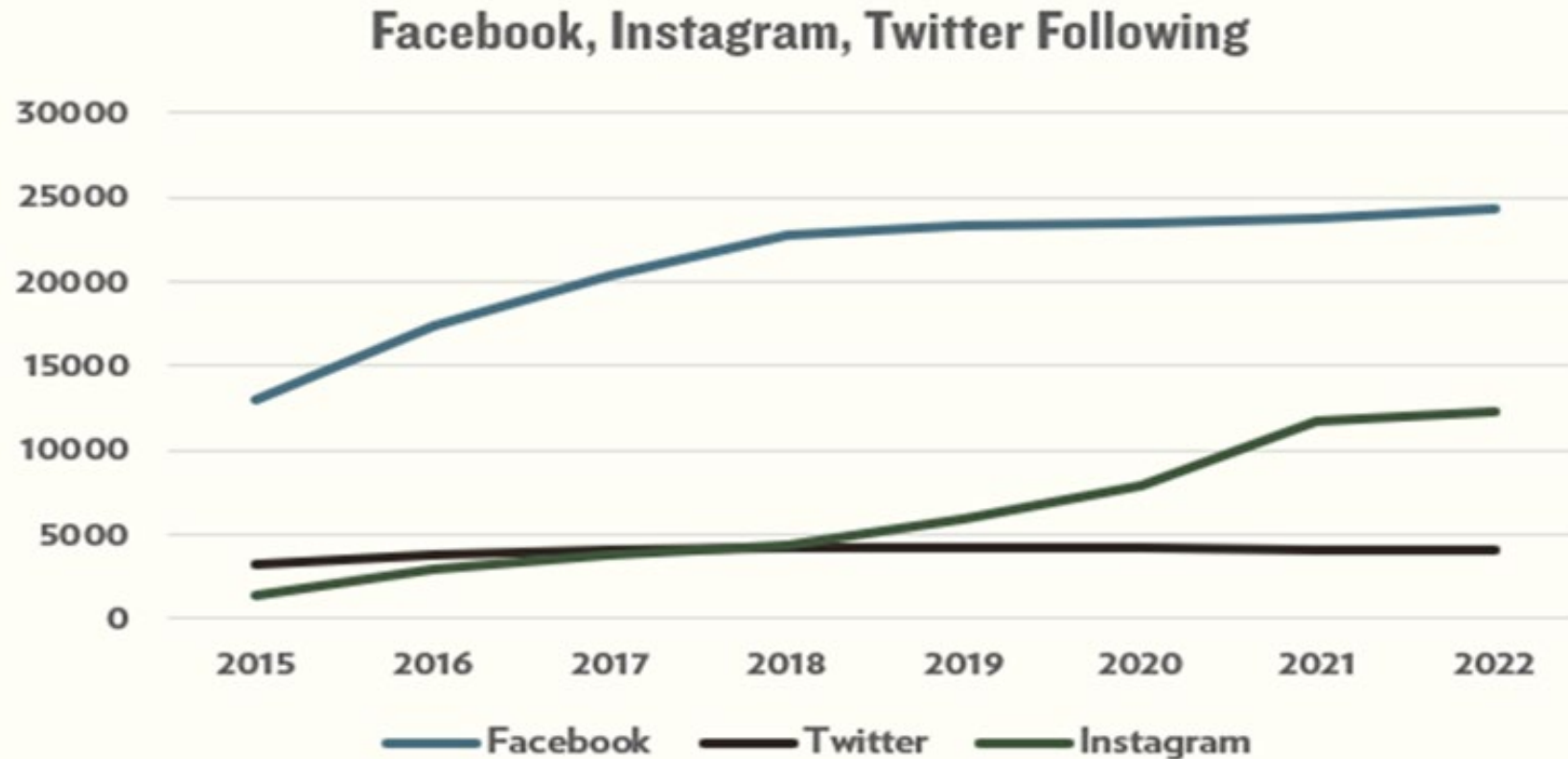
TOURISM HARRISON - Website

- In 2020/21 our web traffic took a big hit as people stopped researching travel. We have slowly been making a comeback in 2022



TOURISM HARRISON – Social Media

- Social Media was impacted as well by COVID. While overall followers have remained stable it has been challenging to grow these numbers.



TOURISM HARRISON – Regional Strategy

VISION STATEMENT

The Harrison River Valley is 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 STATEMENT

To collaborate with our partners to grow our tourism offerings and responsibly steward our tourism assets for all.

TOURISM HARRISON – Regional Strategy

Our five focus areas are:

**GROWING OUR WINTER AND
SHOULDER SEASONS**

**EXTENDING TOURISM
EXPERIENCES ACROSS OUR
COMMUNITIES**

**ENHANCING VISITOR
EXPERIENCE**

**ALIGNING TOURISM
APPROACHES TO
COMMUNITY VALUES**

**STRENGTHENING
COMMUNITY AND
TOURISM ASSETS**

Our 2022 Marketing approach

- Our marketing approach in 2022 was based on raising awareness of the Harrison River Valley as a brand and then focusing on our core brand attributes of outdoor activities such as hiking, biking, paddling, golfing and skiing.
- Coming out of the pandemic we also focused on the healing power of nature and promoted campaigns around “Breathe in the Wild” and “Heal in the Wild” and introduced a new event “Season of the Wild”
- Of course, we continue to focus on the Sasquatch and were successful in getting a number of prominent bloggers and writers to promote the Sasquatch museum including the BBC which wrote a major article on our region.
- The BBC article in particular brought our location to the attention of a TV production company that currently has been running the Deadman's Curse a Discovery channel show that features our region and is now looking to start a series on the Harrison Region Sasquatch.
- In addition, that BBC article brought us to the attention of Nestle who selected us for a summer Kit Kat campaign that will feature six locations in Canada for promotion.

How we spend our Marketing dollars

Our approach to marketing is based on the strategy of creating awareness and getting traffic to our website. We act as a portal for all businesses and all communities in our region.

Marketing by Category		Marketing by Objective (estimated)	
Online	24%	General Marketing & Awareness	50%
PR/Social Media	18%	Accommodation Page Promotion	13%
Radio/TV/Video	13%	Region specific marketing	10%
Out of home	9%	Activity Campaigns	10%
Total Contracted Marketing	9%	Event Marketing	10%
Print	7%	Coop marketing	7%
Total Co-op Marketing Costs	7%		
Trade/Consumer Shows	6%		
Tourism Harrison Pub	4%		
Other	2%		
	100%		100%

A regional and cross-regional approach

- Tourism Harrison is one of the founding members of the BC Route 7 Group which is working to market Highway 7 as an alternative to Highway 1.
- Tourism Harrison is also a member of the Fraser Valley Experience group together with Langley, Abbotsford, Mission, Chilliwack and Hope.
- Tourism Harrison works closely with the Agassiz Visitor Centre to coordinate activities and lend assistance when helpful and attend their Board meetings.
- Tourism Harrison leads the Agassiz-Harrison Mills Circle Farm Tour group and coordinates with the Fraser Valley Circle Farm Tour marketing initiative.
- Tourism Harrison works closely with the Harrison Agassiz Chamber of Commerce and is represented on their Board of Directors.
- Tourism Harrison works with a part-time business liaison person to work with businesses to ensure we understand their issues and can market them effectively.

2023 and beyond

- Clearly COVID has changed the world in so many ways however 2022 began a recovery that will continue.
- In 2023 we will continue to rely heavily on social media, take advantage of cost-effective advertising opportunities and promote Harrison as a safe destination highlighting health, healing and safety. “Heal in the Wild” and “Experience the Wild” will remain our dominant message for 2023.
- Once again, we will focus on the fall to launch a major marketing campaign to promote overnight stays in our region, the Bald Eagles on the Harrison River, fall fishing, eco-tourism Season of the Wild and then transition to Lights by the Lake and Skiing at Sasquatch Mountain.
- Our new museum and visitor centre will be completed by August with a grand opening scheduled for mid October to coincide with the launch of Season of the Wild. If we meet our target of obtaining gold standard accessibility Rick Hansen has committed to attending our grand opening.

Tourism Harrison Financial Results



Financials an Overview

- Tourism Harrison is funded by the MRDT, a tax of 3% that is charged to **hotel guests** staying overnight in Harrison Hot Springs. .2% of that tax goes to the Province for Provincial events and 2.8% is received by Tourism Harrison.
- In 2022 MRDT funds were spent primarily on marketing and visitor centre operations as per Provincial guidelines, with the remainder spent on Salary covering 2 full-time and 5 part-time staff. All Tourism Harrison budgets are reviewed by the Province, and we file an annual report with Destination BC and the Ministry of Finance to confirm how MRDT funds are spent.
- The Resort Municipality Infrastructure (RMI) funds are received by the Village **NOT** Tourism Harrison. The RMI funds are received by virtue of Harrison being one of the official 14 Resort communities in BC – How these funds are spent is a decision made by Harrison Council.
- Events undertaken by Tourism Harrison are funded by revenue generated by the events and by various grants including a portion of the RMI allocated to events by Council.



HARRISON RIVER VALLEY

HARRISON MILLS • HARRISON HOT SPRINGS • AGASSIZ

TOURISM HARRISON Financials

Harrison Tourism Society

Statement of Revenue and Expenses

Year Ended December 31, 2022

		2022	2021	% change
Revenue				
Hotel Tax		\$ 896,853	\$ 624,844	43.5%
Grant & Contributions & Subsidies		126,000	166,000	-24%
Event Revenue		26,129	17,318	51%
Other Revenue		54,369	41,810	30%
		1,103,351	849,972	30%
Expenses				
Marketing		539,076	431,580	25%
Visitor Centre & Admin		217,922	106,735	104%
Event Expenses		129,503	92,542	40%
Salaries (2 full time, 4 part time)		217,483	161,481	35%
		1,103,984	792,338	39%
Excess Revenue over Expenditures.		\$ (633)	\$ 57,634	

AGM, June 07, 2023



HARRISON RIVER VALLEY

HARRISON MILLS • HARRISON HOT SPRINGS • AGASSIZ

TOURISM HARRISON Financials

Harrison Tourism Society

Balance Sheet

December 31, 2022

Assets		2022	2021	% change
Current Assets				
Cash & Deposits		\$ 1,148,650	\$ 227,491	405%
Accounts Receivable		92,685	245,870	-62%
Prepays		38,952	4,341	797%
Inventory		14,548	14,718	-1%
		1,294,835	492,420	163%
Capital Assets		390,405	188,250	107%
Total Assets		\$ 1,685,240	\$ 680,670	148%
Liabilities				
Current				
Accounts payable and accrued		32,297	27,094	19%
Deferred Contribution		1,000,000		
Net Assets		1,032,297	27,094	3710%
Unrestricted net assets		262,538	465,328	-44%
Internally restricted net assets		390,405	188,248	
		652,943	653,576	0%
Excess Revenue over Expenditures.		\$ 1,685,240	\$ 680,670	148%

AGM, June 07, 2023

Board of Directors – 2023/24

Motion to accept the slate of Directors as presented:

Eric Towne – Chairman – *Harrison Hot Springs Hotel*

Ed Stenson – Vice Chair – *HA Chamber of Commerce*

Jo-Anne Leon – *The Kilby Historic Site*

Lisa Rose – *Harrison Hot Springs Hotel*

Laura-Lee Lofgren – *Harrison Beach Hotel*

Mudassir Mokhdomi - *Harrison Lake Hotel*

Tony Nootebos – *Harrison Eco Tours/BCSFG*

David Urban - *FVRD*

Mike Veenbaas– *District of Kent*

Tyson Koch– *Village of Harrison Hot Springs*

Regional Liaison

Allan Jackson– *Village of Harrison Hot Springs*

Susan Spaeti – *District of Kent*

Mel Waardenburg– *Electoral Area C FVRD*

Gwen Schmidt – *Community Futures North Fraser*



THANK YOU



HARRISON HOT SPRINGS
HARRISON RIVER VALLEY