



# **TOURISM HARRISON RIVER VALLEY MARKETING + LISTING POLICY**



**HARRISON RIVER VALLEY**

January 31, 2024



## TOURISM HARRISON RIVER VALLEY MARKETING AND LISTING POLICY

Tourism Harrison is a Destination Marketing Organization set up under the Province's Municipal and Regional District Tax Program. Tourism Harrison recently expanded their MRDT region to include the District of Kent and FVRD Electoral Area C. The vision of Tourism Harrison is to:

*“Welcome the world to experience the heart of the Fraser Valley. Nestled amongst magnificent mountains, lush forests, mighty rivers, pristine beaches and healing hot springs, the Harrison River Valley is a year-round destination offering naturally refreshing experiences for all”*

This policy outlines Tourism Harrison River Valley (THRV) criteria to select which attractions, events, and businesses appear on our website, community guide, social media and print publications. The aim is to provide a clear understanding of the inclusion process. By adhering to these guidelines, Tourism Harrison River Valley strives to maintain the integrity and values of the organization. Harrison Tourism Society (THRV) reserves the right to modify the Digital Marketing and Listing Policy at its discretion and as deemed necessary.

Our goal is to create a welcoming and respectful environment that embraces diversity and kindness. We are committed to promoting unique experiences that will attract residents and visitors and encourage them to stay longer, contributing to the economic, social, and cultural well-being of our community. The vision and values, as outlined in the [2022-2027 Strategic Plan](#) are available on our website:

The purpose of outlining these criteria is not to exclude businesses and events but to motivate and aid them in achieving market-readiness and brand alignment, enhancing their marketing reach, and enabling new business opportunities. If your business or organization does not meet the criteria, please contact Tourism Harrison River Valley for further discussion or clarification.

### GENERAL CRITERIA

- Must operate within the Harrison River Valley Tourism Region (District of Kent, Harrison Hot Springs, or FVRD C. (map for reference),
- Must be a tourism draw,
- Align with the THRV vision and values,
- Must operate within municipal or electoral district bylaws,
- Must operate year-round\*,
  - \*Does not apply to seasonal attractions
- Must have a valid website, phone number, and e-mail address,
- Must have a current Business License in your community,
- Valid Insurance Policy,
- Must have a unique offering that is not readily available (i.e. be a local retailer or eatery, not a chain or box store),
- Upon acceptance must provide a FAM Tour for Tourism HRV staff,
- Upon acceptance must register in the Tourism Product Database

## MARKETING CRITERIA

### Co-Op Marketing Guidelines

A request-based initiative that provides cooperative funding support for mutually beneficial marketing tactics/campaigns. THRV will co-op up to 50% based on eligibility. Due to limited funds, some requests may not be approved.

#### Examples of Eligible Initiatives:

- Select consumer and trade shows
- Digital Marketing Campaigns
- Asset Development (Photography, Videography, etc.)
- Media relations initiatives
- Influencer/Social Media campaigns
- Select traditional advertising campaigns
- Select Event marketing
- Others based on review

### Co-Op Marketing Criteria

1. **Alignment with General Criteria:** All partners must adhere to the General Criteria outlined in the preceding section.
2. **Regional Focus:** All advertisements must promote the Harrison River Valley region or benefit multiple businesses concurrently.
3. **Directing Ads:** All advertisements must prominently feature and link to [tourismharrison.com](http://tourismharrison.com).
4. **Brand Alignment:** Ad creatives must align with the THRV brand guidelines.
5. **Cost-Effectiveness:** All advertising initiatives must be cost-effective, with costs shared among participating businesses.
6. **Trade Show Participation:** THRV will cover up to 50% of stakeholder booth fees at selected Trade Shows, with the requirement that Tourism Harrison River Valley's brand identity is prominently displayed.
7. **Visual Assets:** Partners should be willing to share visual assets or allow for THRV-branded photography or videography, where applicable. Any assets created by THRV must be credited to Tourism Harrison River Valley.
8. **Target Audience Clarification:** The initiative's target audience must be specified (e.g. demographic profiles).

**All co-op marketing opportunities are at the discretion of Tourism Harrison River Valley.**

## EVENTS CRITERIA

Events are held on a unique website under the brand "*insert the events website/page*" and approved by the municipality or electoral district. To be published on this site or in marketing collateral, the event must meet the following criteria:

- Must take place within the Harrison River Valley region- District of Kent, Harrison Hot Springs, FVRD C,
- Must be a planned public gathering open to public attendance (admission fees can be applied),
- Sporting events must have a spectator component,
- The event must not have a political agenda,
- Must have the required permits, licenses and insurance,
- Provide all relevant information prior to event posting including event name, imagery, date, time and location. If the imagery is not aligned with the Tourism Harrison River Valley Brand, we may use our own branded content or seek stock photography to ensure brand consistency on the events page.
- Must align with our [event strategy](#)

Tourism Harrison reserves the right to use brand-aligned imagery/stock photos where provided.