



TOURISM HARRISON RIVER VALLEY MARKETING INCLUSION POLICY



MARKETING INCLUSION POLICY

Tourism Harrison River Valley (Tourism Harrison) is a Destination Marketing Organization (DMO) established under British Columbia's Municipal and Regional District Tax (MRDT) Program. Our MRDT-designated region includes the Village of Harrison Hot Springs, the District of Kent, and the Fraser Valley Regional District (FVRD) Electoral Area C.

OUR MISSION

“Leading and working with a group of regional partners, Tourism Harrison will grow tourism through a sustained and innovative marketing program while managing destination tourism to ensure a great experience for visitors and residents alike.”

PURPOSE & INTENT

This policy outlines the criteria Tourism Harrison River Valley (Tourism Harrison) uses to determine the eligibility of attractions, events, and businesses for inclusion in our marketing initiatives. Its purpose is to provide transparency around how partners and stakeholders can engage with Tourism Harrison's promotional efforts.

By adhering to these guidelines, Tourism Harrison ensures brand consistency, supports a cohesive visitor experience, and highlights offerings that reflect our organizational values. The Harrison Tourism Society (o/a Tourism Harrison River Valley) reserves the right to revise this policy at any time, as deemed necessary.

Our objective is to foster a welcoming, respectful environment that values diversity, authenticity, and community. We are committed to promoting unique, meaningful experiences that inspire people to explore more of the region, extend their stays, and contribute to the economic, social, and cultural vitality of the Harrison River Valley.

For Tourism Harrison River Valley's vision and values, please see our [2022–2027 Strategic Plan](#).

GENERAL

To be considered for inclusion in Tourism Harrison marketing efforts, businesses and organizations must:

- Operate within the Harrison River Valley region (District of Kent, Village of Harrison Hot Springs, or FVRD Electoral Area C).
- Offer a tourism-attracting product, service, or experience.
- Align with Tourism Harrison's vision and values.
- Comply with all applicable local government bylaws.
- Operate consistently year-round, unless designated as seasonal.
- Maintain an active online presence, such as a valid website or social media platform (e.g., Facebook or Instagram), with up-to-date information, and provide at least one direct contact method, such as an email address or phone number.
- Hold a current business license for their community, including valid inter-municipal (mobile) licenses.
- Carry valid insurance.

- Provide a visitor-facing experience or consumable product enjoyed on-site; businesses limited to pick-up points, take-home goods without on-site experience, or online/home-based without dedicated commercial space are ineligible.
- Offer a unique local experience or product.
- Provide a familiarization (FAM) tour for Tourism Harrison staff upon acceptance.

STAKEHOLDER MARKETING PARTNERSHIPS

Tourism Harrison River Valley offers a request-based program designed to support marketing initiatives that provide a clear mutual benefit to both the requesting business and Tourism Harrison. Subject to eligibility and available funds, Tourism Harrison may contribute up to 50% of the total project cost. Please note that funding is limited, and not all requests may be approved.

Examples of Eligible Initiatives

- Participation in select consumer or trade shows
- Digital marketing campaigns
- Asset development (photography, videography)
- Media relations initiatives
- Influencer or social media campaigns
- Select traditional advertising efforts
- Event marketing for approved events

Marketing Partnership Requirements

1. **Eligibility:** All applicants must meet the General Criteria outlined in the preceding section.
2. **Regional Promotion:** Initiatives must promote the Harrison River Valley region or highlight its offerings as a destination.
3. **Website Integration:** All marketing materials must prominently feature and link to tourismharrison.com.
4. **Brand Alignment:** All creative assets must align with Tourism Harrison's brand guidelines.
5. **Shared Investment:** Initiatives must be cost-effective and include financial participation from the requesting business.
6. **Trade Show Participation:** Tourism Harrison may fund up to 50% of eligible booth fees for approved trade shows, provided that Tourism Harrison's brand identity is clearly represented.
7. **Visual Assets:** Partners must share relevant visual assets or allow Tourism Harrison to produce brand-aligned photography and/or videography, which must be credited to Tourism Harrison.
8. **Defined Target Audience:** Proposals must specify the intended target audience, including relevant demographic information.
9. **Secular Focus:** Marketing initiatives and partner businesses must have a secular focus and broad public appeal. Initiatives primarily promoting a specific religion are not eligible; however, inclusive cultural or spiritual experiences open to all visitors are welcome.

EVENTS & TRAVEL OFFERS

The Tourism Harrison River Valley (THRV) mandate is to promote tourism to the travelling public. To ensure fairness to all businesses, our Events and Travel Offers pages are reserved for promotions specifically targeted to visitors from outside the local area.

Event Submission Criteria

For clarity and consistency, please submit your event directly to the Tourism Harrison Event Calendar. Each submission must include a link (e.g., webpage with event details, Facebook event, ticketing site—i.e. Eventbrite), a brief description, and the event's date and time. Examples include workshops, special menus, and seasonal celebrations.

To be featured on the Tourism Harrison Events Calendar webpage or included in any THRV marketing efforts, events must meet the following criteria:

- Must take place within the Harrison River Valley region (District of Kent, Village of Harrison Hot Springs, or FVRD Electoral Area C).
- Be open to the public. Admission or ticket fees are acceptable, but private or invitation-only events are not eligible.
- Be a planned, scheduled public gathering such as a festival, concert, community celebration, market, or competition. Sporting events must include a spectator component. Regularly recurring business promotions (e.g., weekly happy hour or sales) are not considered events.
- Must not be politically affiliated, promote a political party, or serve as a campaign activity.
- Have a secular focus and broad public appeal. Events promoting a specific religion or faith-based purpose are not eligible.
- Have all required permits and approvals from the appropriate municipality or governing body.
- Must be published on the host's own website or digital platform.

Submissions must include:

- Event name
- Business name or host organization
- Event date(s) and time(s)
- Location and venue details
- Description of event
- Direct event link

Tourism Harrison River Valley (THRV) reserves the right to edit, modify, or decline any Event submission that does not meet the above criteria or align with our regional tourism mandate (e.g., commercial in nature without a tourism or community engagement focus). Submissions may be edited for clarity, style, and consistency.

Listing approval is at the discretion of THRV, and inclusion is not guaranteed.

Travel Offers Submission Criteria

To be featured in Tourism Harrison's Travel Offers or included in any THRV marketing efforts, submissions must meet the following criteria:

- Must be provided by a business located within the Harrison River Valley region (District of Kent, Village of Harrison Hot Springs, or FVRD Electoral Area C).
- Must be aimed at the travelling public and encourage visitation or overnight stays. Offers primarily intended for locals or residents are not eligible.
- Must be published on the host's own website or digital platform.
- Examples of acceptable travel offers include:
 - Accommodations packages (e.g., stay-and-play, seasonal escapes, weekday pricing)
 - Activity or attraction bundles, discounted pricing, or seasonal passes

Note: Routine sales, member discounts, or non-tourism retail promotions are not eligible.

Submissions must include:

- Offer name
- Business name
- Offer validity period (a single expiry date or a range of dates available is acceptable)
- Direct link to offer details and/or booking information
- Description of offer

Following submission, please allow 5–7 business days for review, approval, and publication.

Tourism Harrison River Valley (THRV) reserves the right to edit, modify, or decline any travel offer submission that does not meet the outlined criteria or reflect the organization's tourism-focused mandate (e.g., travel offers that lack a clear tourism engagement focus, or are primarily commercial or retail-focused). Submissions may be adjusted for clarity, accuracy, and style. Final approval is at the discretion of THRV, and inclusion on the website or in marketing materials is not guaranteed.

ADDITIONAL GUIDELINES & SUPPORT

All marketing opportunities are offered at the sole discretion of Tourism Harrison.

Tourism Harrison reserves the right to substitute or supplement submitted materials with brand-aligned imagery when necessary to maintain consistency with our marketing standards.

These criteria are intended not to exclude businesses, travel offers or events, but to support stakeholders in becoming market-ready and aligned with the Tourism Harrison brand. We encourage any organization that does not currently meet the outlined requirements to contact our team for support or clarification if needed.

For questions or advisory support in meeting the criteria, please contact:

Executive Director:

execdirector@tourismharrison.com

Marketing Manager:

marketing@tourismharrison.com

Business Liaison:

business@tourismharrison.com

Events Coordinator:

events@tourismharrison.com