



HARRISON RIVER VALLEY TOURISM HARRISON



2027-2031 DRAFT
Five Year Strategic Plan
Summary



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.

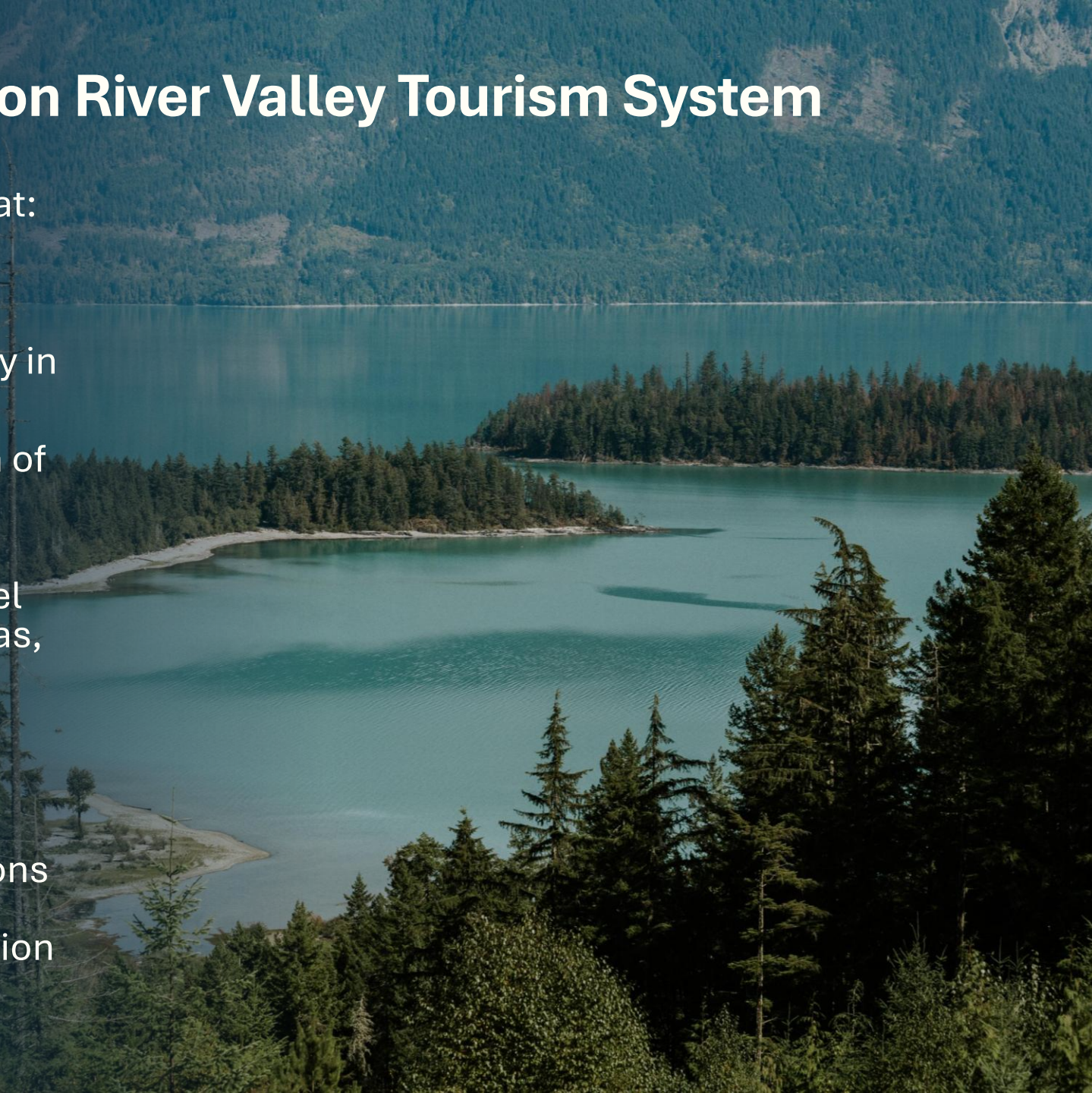
Mission

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

Current State of the Harrison River Valley Tourism System

Research in the preparation of the plan found that:

- The Harrison River Valley benefits from strong core assets and sustained interest, particularly in summer.
- The primary challenges are seasonality, length of stay, experience packaging, infrastructure readiness, and regional identity clarity.
- There is strong alignment between macro travel trends, stakeholder-identified opportunity areas, and perceived product growth potential.
- Community support for tourism is generally positive, with an appetite for thoughtful, well-managed growth.
- This analysis establishes the baseline conditions that the Tourism Harrison 5-Year Plan must respond to, providing a shared factual foundation for future strategic direction.



Target Audience Findings



To achieve the 5-year goal of increasing visitor volume while simultaneously extending average length of stay (yield), Tourism Harrison must evolve its targeting strategy. Historically, the destination has attracted a broad "Fun & Sun" demographic driven by peak-season demand for the beach and hot springs.

While valuable, this existing volume creates congestion without solving the shoulder-season profitability challenge.

Findings suggest a shift to a Psychographic Targeting Model based on Destination Canada's Explorer Quotient (EQ) but adapted specifically for the Harrison River Valley's assets. The strategy prioritizes travellers who plan ahead, seek multi-community experiences, and travel off-peak.

The three recommended priority segments are:

- The Accessible Adventurer (Rooted in Outdoor Explorers)

- The Conscientious Connector (Rooted in Purpose Driven Families)

- The Restorative Escapist (Rooted in Simplicity Lovers / Culture Seekers)

Target Audience	The "Hook" (Inspiration)	The "Plan" (Conversion Tool)	5-Year Success Metric
Accessible Adventurer	Video content of paddling the Harrison River or hiking the Spirit Trail.	Itinerary: "The 3-Day Water & Woods Challenge" (Maps, gear rentals, camping/lodge combo).	Increased visitation to Harrison Mills and Agassiz; growth in shoulder season outdoor activity bookings.
Conscientious Connector	Imagery of kids learning to fish or harvest food at a local farm.	Itinerary: "The Farm-to-Table Family Weekend" (Agri-tours, Indigenous cultural walks, family suites).	Higher average daily spend; increased participation in paid educational/cultural activities.
Restorative Escapist	Quiet visuals of mist on the lake, spa treatments, and artisan markets.	Itinerary: "The Mid-Week Reset" (Spa access, dining guide, art walk map).	Increase in Sunday–Thursday occupancy rates; growth in Q1/Q4 visitation.



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.
- Shift from a Hot Springs focused narrative to a cohesive Harrison River Valley brand story.
- 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.
- Leverage regional and provincial partnerships to extend reach beyond the immediate market.



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.
- Support small and emerging operators in packaging and promoting their offerings.
- Strengthen event sustainability by supporting economic impact measurement.
- Integrate Halq'eméylem 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.
- Develop tools and resources to support stakeholders in attracting corporate and group business.



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.
- Refresh Museum experiences through rotating displays and updated storytelling elements.



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.