

2026 Q1 & Q2 REPORT





TULIP TRAIL

- Had **20 business partners** for the Harrison Tulip Trail.
- **72 entries** into the Tulip Trail draw, 20 of those visiting 10+ locations.

MEDIA ACTIVITY

- Hosting (1) Media with Destination BC for the **World Cup of Soccer in Harrison Hot Springs.**
- Hosted 8 Media in April for the **Roots to River Tour** in partnerships with DBC. They experienced the Fraser River Lodge , Sturgeon Fishing with the Fraser River Lodge, Muddy Waters, Rocky Mountain Chocolate Factory, Harrison Tulip Festival, the Harrison Sasquatch Museum, and the downtown Village of Harrison Hot Springs.
- Hosted 12 Media to experience Spring in the HRV
- Supported the **Harrison Tulip Festival Media Night.**

CO-OP CAMPAIGNS

- Delivered Circle Farm Tour, Experience, and Tourism Harrison Guides to stakeholders.
- Began work on the BC Ale Trail blog
- Printing more Hiking Guides & Visitor Maps
- Delivered 1 Marketing Workshop on Marketing Strategy and Collaborative Storytelling, we had 16 attendees from throughout the region. The next workshop will be in the Fall.

TEAM UPDATES

- We will be starting the **Mobile Visitor Centre** this summer
- Hired **Tourism Coordinator** as a part of Canada Summer Jobs
  - Aliza Hertzog
- Hired new **Marketing Manager**
  - Meghan Pelley
- Hired new **Visitor Centre Manager**
  - Halina Johl

HARRISON RIVER VALLEY
TOURISM HARRISON







MRDT SURVEY

KEY TAKEAWAYS

- **46%** of respondants located in HHS, **27%** Agassiz, **19%** Harrison Mills, **8%** Hemlock Valley.
- **87%** of respondants are satisfied or very satisfied with THRV's performance.
- **91%** of stakeholders are familiar or somewhat familiar with marketing strategies.
- **87%** of respondants are either satisfied or very satisfied with THRV's event outcome.
- With our larger region, it's clear we still need to do some education around THRV, and we hope the Stakeholder Welcome Package will help.

EVENTS

- Attended the Resort Municipality Chamber Coalition regular monthly meetings.
- Attended Monthly Chamber of Commerce Meetings.
- Sasquatch Days Planning is underway with Sts'Ailes and the Village of Harrison Hot Spings for the 14th annual Sasquatch Days taking place June 13-14.
- Canada Day Planning is unerway in partnership with the Village of Harrison Hot Springs.
- Sponsored the Jim & Dorothy Maclean Memorial Golf Tournament.

DIGITAL METRICS

WEBSITE

210K Page Views
113K Users

Top 5 Pages:

- **Harrison River Valley Tulip Trail** | Spring Experiences
- **Farming to Festivals:** How the Harrison Tulip Festival Bloomed Into What it is Today
- **Hotels, Motels, and Resorts** in and around Harrison Hot Springs
- **Our Hot Springs** - Harrison Hot Springs
- Harrison Hot Springs **Indoor Public Mineral Pool**

SOCIALS

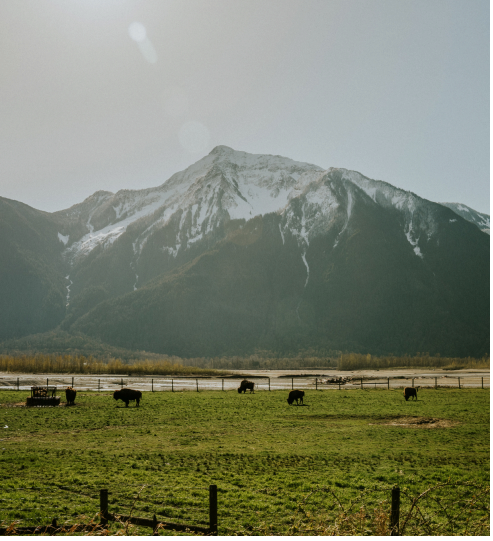
FACEBOOK

- **1.85M** Total views
- **10.34K** Average reach per post

INSTAGRAM

- **842.3K** Total views
- 18.6K Average views per post

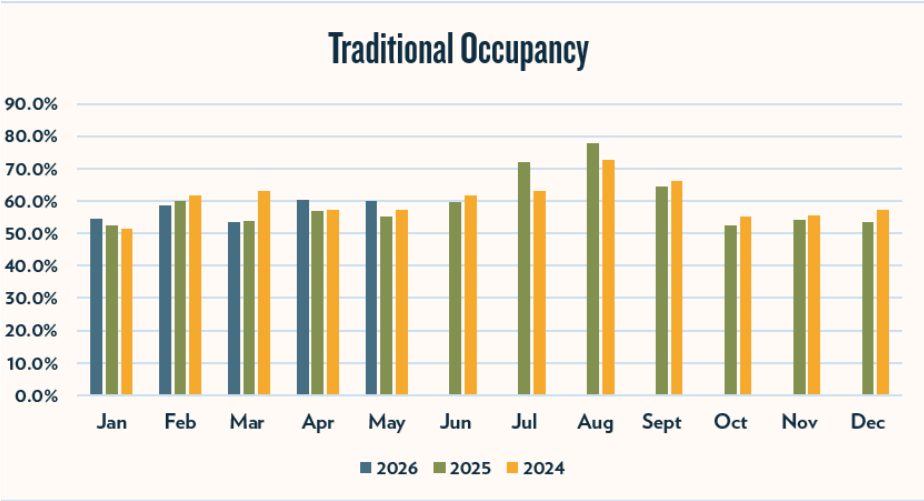
HARRISON RIVER VALLEY
TOURISM HARRISON





OCCUPANCY

	HRV
2026	**57.20%**
2025	55.60%
2024	58.10%



DESTINATION DEVELOPMENT

- Attended the Visitor Services Conference.
- Attended the FIFA update calls.
- Received Canada Summer Jobs Grant Funding.
- Attended Tourism Industry of BC Association Conference.
- Attended the BC Destination Management Organization Association (BCDMOA) AGM.

SOCIETY INFO (ADMIN)

- Put out an RFP for Website Refresh.
- Hosted regular board meeting March 11 & June 10
- Hosted AGM June 10
- Submitted the 5 year strategic plan to DBC
- Submitted the Annual Performance Report.

