

Q3 REPORT

JULY 1 — SEPTEMBER 30, 2026



MARKETING

ADVERTISING

- Digital ads are currently running through Google Ads and Meta, with a focus on summer events, Season of the Wild and Lights by the Lake.
- Radio advertising for Season of the Wild and Lights by the Lake is in development, with campaigns anticipated to launch in October.

BRANDING

- Completed a comprehensive review of THRV's existing brand guidelines and brand assets.
- Developing refreshed brand guidelines to standardize branding across marketing materials.

CAMPAIGNS

- The Summer Harvest Series campaign was successfully completed, with seven partners participating.
- Planning for the 2027 THRV 20th Anniversary Campaign is underway. Attend the October 28 marketing workshop for more details. Register with Sonja at business@tourismharrison.com.
- The Season of the Wild campaign launched.

CO-OP MARKETING

- Completed a reprint of the Fraser Valley Experience Guide.
- The Gap Analysis project is underway in partnership with The Fraser Valley Group and Destination BC.
- Participated in the BC Bird Trail meeting on September 21.





MARKETING STRATEGY

- Added three long-term content creators to the roster, with regular content, photography, and video partnerships scheduled through December 2026.
- Engaged professional photography and video teams to address content gaps, resulting in approximately 1,000 new photo assets captured over the summer.

MEDIA & PUBLIC RELATIONS

- Hosted six content creators media focused on capturing Season of the Wild story angles from around the HRV.
- Hosted experienced travel and tourism writer Michelle Hopkins, who wrote a story on multi-generational living for BC Business and BC Living.

WEBSITE

- The website refresh RFP was awarded to Katt Stearns, with completion anticipated in December 2026.

OCCUPANCY

	HRV
2026	62.40%
2025	61.10%
2024	61.00%

DIGITAL METRICS

July 1 — September 30, 2026



75K Active users

35 sec Average Engagement



62K Engagements

330 Comments

454 Shares

Top-performing Post
Season of the Wild



12.4K Engagements

698 Comments

2.5K Shares

Top-performing Post*
Indigenous Tourism

**Collaboration post with
Indigenous Tourism BC and
supported by paid advertising.*

EVENTS

- Successfully delivered the July 1 Canada Day celebration, with THRV coordinating event logistics and programming, including the community parade, live music, children's activities, and fireworks.
- Title Sponsor for Bands on the Beach, with country artist Todd Richard leading the event.
- Planning is underway for Lights by the Lake, running November 21–January 10. The Opening Ceremony is scheduled for Saturday, November 21, from 5–8 pm, with Festive Nights returning for a second year on December 5 and 19 from 5–8 pm.
- A new Lights by the Lake logo is also in development with a graphic designer.
- Developing an event risk assessment framework for Sasquatch Days, Canada Day, and Lights by the Lake to identify potential risks and strengthen event planning and safety procedures.



INDUSTRY & PARTNER SUPPORT

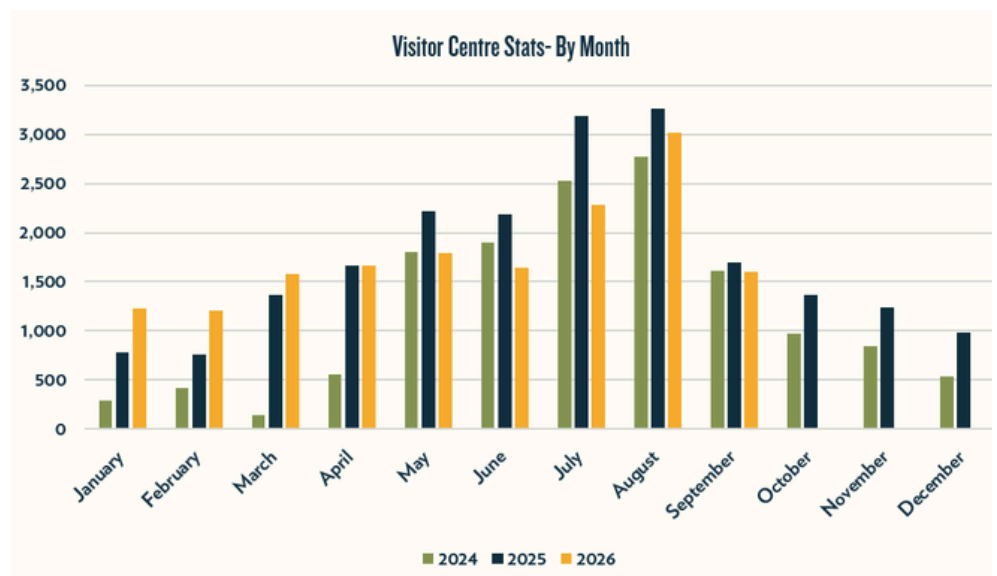
- 20 businesses are participating in the Accelerator program with Junction Consulting, which supports tourism and hospitality businesses in scaling their operations and strengthening their online presence.
- Published monthly Partner Newsletters in July, August, and September. Newsletters are distributed to 102 partners with an average open rate of 48%.
- Published monthly Consumer Newsletters in July, August, and September. Newsletters are distributed to 9604 subscribers with a 4.9% increase in subscribers this quarter.
- Distributed marketing collateral, including Visitor Guides, Trail Guides, and Circle Farm Tour guides to partners.
- Conducted a FAM tour with THRV staff and three Circle Farm Tour partners—Wells Farm Market, Earthwise Society, and Harrison Lavender—on August 26. A photographer and videographer joined the tour to capture content for future promotional use.
- Planning is underway for the Fall Partner Workshop on October 28. Register with Sonja at business@tourismharrison.com.
- Provided two letters of support to the Agassiz-Harrison Museum.





VISITOR SERVICES

- Launched a Mobile Visitor Centre/Ambassador program during the summer, which was successful and received positive feedback.
- Created a visitor information poster featuring QR codes linking to official BC wildfire, travel, and safety information for display at the Visitor Centre and Village bulletin board.
- Hosted a Wells Gray Tours group of 19 participants on September 14, including a presentation from local Sasquatch expert Thomas Steenburg.
- Implemented a Sasquatch Encounters sheet in the Museum to encourage visitors to share their own stories.
- Worked with Backroad Maps to develop a custom Harrison River Valley backcountry map highlighting the region's outdoor recreation opportunities. Contact Sonja at business@tourismharrison.com to order.
- Expanded retail purchasing to include a larger selection of Indigenous and children's books, resulting in strong sales and increased interest from visiting families.
- New Harrison Hot Springs and Sasquatch Museum branded merchandise is in development, with a focus on distinctive, destination-specific products.
- Planning is underway for the 2027 Visitor Guide with Black Press.
- Added closed captions to the Sts'ailes Longhouse video to improve accessibility.
- Collaboration with local Indigenous artist Rocky Larock is underway to develop a bespoke Sasquatch logo.





DESTINATION DEVELOPMENT

- Completed 35 photo and video shoots from July to September, representing approximately 112+ hours of production time.
- Content production has focused on key destination themes including outdoor recreation, events and festivals, dining and culinary experiences, agritourism and Circle Farm Tour partners, pet-friendly travel, family experiences and accommodations, and Indigenous tourism and wellness.
- Content has featured businesses and experiences across Harrison Hot Springs and the District of Kent, with 16 shoots involving each community and nine additional multi-community shoots.
- Attended the Fraser Valley Destination Management Council meeting on September 22.
- Met with Indigenous Tourism BC on September 25.
- THRV will be partnering with ParkBus to bring visitors from urban centers to experience the Season of the Wild and Lights by the Lake in the Harrison River Valley.

STAFFING UPDATES

- Welcomed Canada Summer Jobs students Aliza Hertzog and Madison Harper, who each completed an eight-week placement supporting THRV during the busy summer season.
- Summer students supported events, Visitor Centre operations, and the Mobile Visitor Centre at the beach.

ADMINISTRATION

- Held a regular staff meeting on August 12.
- Held a staff meeting focused on accessibility features in the building on September 9.
- Held a regular Board meeting on September 23.

