



## **About Tourism New Westminster**

Tourism New Westminster (TNW) is a not-for-profit society and the official Destination Management Organization for New Westminster. It includes a Visitor Centre, administration office, and occasional remote Visitor Services pop-ups. The organization's legal name is New Westminster Tourism & Convention Development Association. Website: <https://tourismnewwestminster.com/>

### **We believe in:**

Collaboration

Innovation and knowledge management

Effective stakeholder communication

The power of creating new experiences in New West

### **Our Mission:**

Our focus is to lead, develop and promote New Westminster in a way that will attract visitors to enjoy the opportunities in New Westminster as a destination.

### **Organizational Structure**

TNW is governed by a Board of Directors and supported by Committees - each Director or Member representing the tourism industry and/or local New Westminster community and serving for terms outlined in the Constitution & Bylaws (C&B). The staff includes an Executive Director, and a Marketing Coordinator.

### **Brief History of Tourism New West**

- The New Westminster Tourism and Convention Development Association (DBA Tourism New Westminster) was originally incorporated as a non-profit society in September of 1983 as the Royal City '86 Tourism Association.
- 2006 – City of New Westminster commissioned a Community Tourism Development Plan and accessed funding through UBCM.
- 2007 – Plan was adopted and TNW hired a Marketing and Visitor Services Coordinator
- TNW officially acquired operation of the summer Visitor Centre from the NW Chamber of Commerce moving from the NW Quay Public Market to the Fraser River Discovery Centre and operated for 7 years.

- 2012 – The Coordinator role was promoted to Executive Director role.
- 2013 – *Made in NewWest* brand was created.
- 2014- the Visitor Centre and Admin moved to Anvil Centre to operate year-round.
- June 2023 Gerardo Corro was hired as the Executive Director.
- August 2023 Jasmine Crisp joined the team as a full time Marketing Coordinator.
- November 2023 – New tag-line was developed “Where Stories Meet”.
- March 2024 Tourism New Westminster won an Innovation Award Issued by BC Tourism Industry Awards for the Search for Phillip campaign

### **Tourism New Westminster Location**

Tourism New West has an administrative office and Visitor Centre on the main floor of Anvil Centre (777 Columbia Street). TNW is a tenant with the Anvil Centre (City of New Westminster). Anvil Centre front desk staff and security are present 7 days a week. They know a lot about the building and its operation and can answer many questions.

On the 4<sup>th</sup> floor of Anvil Centre, City staff has an administrative office. There is a lunchroom within their offices that is shared with TNW volunteers and staff.

### **Follow us on Social Media!**

We are on Instagram, Facebook, Twitter, Threads, TikTok, LinkedIn and YouTube!  
@tourismnewwest #WhereStoriesMeet

### **History of New Westminster**

New Westminster (colloquially known as New West) is a city in the Lower Mainland region of British Columbia, Canada, and a member municipality of the Metro Vancouver Regional District. It was founded by Major-General Richard Moody as the capital of the Colony of British Columbia in 1858 and continued in that role until the Mainland and Island colonies were merged in 1866. It was the British Columbia Mainland's largest city from that year until it was passed in population by Vancouver during the first decade of the 20th century.

It is located on the banks of the Fraser River as it turns southwest towards its estuary, on the southwest side of the Burrard Peninsula and roughly at the centre of the Greater Vancouver region.

*We recognize and respect that New Westminster is on the unceded territory of the Halq'eméylem speaking peoples.*