

tourism



2024 ANNUAL REPORT



tourism



2024 Annual Report

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TRAVIS JOHNSON

President, Board of Directors



Dear Partners, Friends, and Community Members,

As President of the Board of Tourism New Westminster, I am proud to reflect on a year marked by progress, collaboration, and a renewed commitment to showcasing the best of our city. Our board has operated with integrity, unity, and purpose—ensuring that our organization remains guided by thoughtful governance and a long-term vision.

It has been a privilege to work alongside such a dedicated group of board members who consistently bring passion, experience, and a collaborative spirit to the table. Together, we've provided steady leadership and strong strategic oversight while empowering our talented Executive Director, Gerardo Corro, and the Tourism New West staff to deliver exceptional results. The energy and creativity this team brings to every initiative—from award-winning campaigns to grassroots partnerships—has been nothing short of inspiring.

Our organization has laid important groundwork in 2024, not just through campaigns or digital growth, but through relationships—relationships with our business community, with local government, and with residents who believe in the story we're telling together. These relationships, nurtured through the tireless work of our staff and supported by a united board, are what position Tourism New Westminster for continued success.

As we look ahead, I'm excited about what's next. There is incredible potential in New Westminster's tourism future, and we remain committed to building a destination that reflects the vibrant, diverse, and welcoming spirit of this city. Tourism New Westminster is grateful for the support from New Westminster, and we encourage community members interested in promoting our wonderful city by getting involved next year as we will have some committee and board member positions open for support.

On behalf of the Board of Directors, thank you for your continued support, your partnership, and your belief in what we're building—together.

Warm regards,

Travis Johnson



GERARDO CORRO

Executive Director



Dear Board Members, Partners, Community Members and Friends,

It's a pleasure to share with you Tourism New Westminster's 2024 Annual Report—an opportunity to reflect on a year of growth, creativity, and meaningful progress for our organization and our city.

2024 was about momentum. With a stronger team, new partnerships, and a more agile approach to destination development, we embraced both challenges and opportunities with renewed energy. Our small but committed team of staff, board, and volunteers worked hard to deliver impactful initiatives that reflect the vibrant and evolving character of New Westminster.

A key highlight was our "Search for Phillip" campaign, which earned the Innovation Award at the BC Tourism Industry Awards—a proud moment of recognition across the province and a reminder of what's possible when storytelling, creativity, and community come together. Throughout the year, we strengthened our marketing efforts, revamped our website, launched the New West Pass, supported dozens of local events, and produced a wide range of digital content that expanded our reach—especially on Instagram and TikTok, where we saw significant growth and engagement.

We also continued to build partnerships through cooperative marketing efforts like the BC Ale Trail, worked closely with local businesses, and developed initiatives that brought our brand to life—from influencer visits and seasonal campaigns to our growing presence at festivals and community events.

Of course, the year was not without its obstacles. Construction and frequent road closures challenged the visitor experience at times, but we also recognize these changes as investments in a better future. The destination is improving, and once the dust settles, we will all benefit from a more accessible, attractive, and connected city.

What we heard clearly from our community is that New Westminster wants more—more collaboration, more information, and more opportunities to co-create experiences that reflect who we are. And we're listening. From our first ever partner newsletter and landing page to the introduction of new digital tools, branded materials, and expanded visitor services, we've laid the groundwork for more transparent, two-way engagement.

As we move forward, we remain committed to building an inclusive, sustainable, and authentic visitor economy—one that brings value to our residents, our partners, and our guests. Whether you're a local business, a regional collaborator, or a community champion, your involvement makes this possible.

Thank you to our Board of Directors, the City of New Westminster, our volunteers, our community organizations, and our provincial partners for your trust and support. And to our partners beyond New Westminster—thank you for believing in the promise and potential of our city. Together, we're building something lasting.

Warm regards,

Gerardo Corro



Executive Report

► MRDT and Governance Updates

2024 marked the third full year of MRDT disbursements, with Tourism New Westminster receiving a total of \$223,697 in revenue from the Municipal and Regional District Tax (MRDT)—a tax collected from overnight stays at eligible accommodations (excluding Online Accommodation Platforms).

As part of our ongoing governance review, Tourism New Westminster updated its bylaws in 2024. One key change was the removal of the appointed City Councillor position from our Board of Directors. This role played a strategic function during the initial application and implementation of the MRDT program but is no longer required in the current phase.

That said, our partnership with the City of New Westminster remains strong and essential. We continue to collaborate closely with City staff and leadership to ensure tourism initiatives align with broader community goals and contribute to the city's growth and vibrancy.

► 2024 MRDT Survey Results - Stakeholder Insights

What We're Doing Well

- Tourism New Westminster is increasingly seen as a visible, responsive, and creative organization. Stakeholders noted stronger communication, a more active role in events, and a clearer sense of direction.
- Our Search for Phillip campaign received provincial recognition, helping raise New Westminster's profile across BC and validating our approach to storytelling and engagement.
- The launch of the New West Pass, refreshed website, expanded event presence, and consistent Instagram activity were seen as meaningful steps forward in promoting the destination.
- The addition of a Visitor Experience Coordinator, expansion of visitor centre hours, and collaboration with schools and volunteers were positively received, especially in terms of improving frontline service and community outreach.
- Our efforts to collaborate with local partners through giveaways, influencer visits, student projects, and co-op marketing programs like the BC Ale Trail were acknowledged as steps in the right direction.

Areas to Strengthen

- Several stakeholders expressed interest in receiving more frequent updates on TNW's plans, performance, and use of MRDT funds. While progress was noted with tools like the partner newsletter, there is room to build on this transparency.
- Some would like to see broader representation of smaller events, businesses, and neighborhoods in our promotions.
- A few comments pointed out the need for clearer performance metrics (e.g. visitor data, campaign results) and more visible support for business sectors beyond hospitality.
- Navigating the city during construction was a shared concern, though many recognized this as part of a larger transformation that will ultimately enhance the visitor experience.



Executive Report

What Our Stakeholders Want More Of

- Two-way communication and invitations to collaborate.
- Tourism data and insights to help them make informed decisions.
- Shared promotional tools, like maps, itineraries, and bundled campaigns.
- More opportunities to participate in or benefit from TNW-led initiatives.

Ongoing Challenges

- Road closures and citywide construction impacted the visitor flow and event logistics, especially in the downtown core. At the same time, this transformation signals infrastructure upgrades that will benefit tourism in the long term.
- Some stakeholders noted that New Westminister is still perceived more as a stopover than a destination, and emphasized the importance of strengthening our brand and highlighting unique experiences.
- Hotel room limitations and underdeveloped waterfront experiences continue to constrain tourism growth, particularly for overnight stays or larger events.

Opportunities Ahead

- Stakeholders expressed strong interest in developing heritage and cultural tourism, guided walking experiences, and riverfront programming.
- There is potential to do more with seasonal events, film tourism, and culinary and multicultural festivals that reflect the city's diversity.
- Ideas ranged from ghost tours to antique alley crawls, local maker workshops, and collaborations with the Qayqayt First Nation—all pointing to an appetite for more authentic, local, and immersive experiences.

► Looking Ahead – 2025 Strategic Priorities

As the tourism landscape continues to evolve, Tourism New Westminister is focused on strengthening its foundation to meet both current needs and long-term opportunities. Our work in the second half of 2025 will center around deepening our strategic focus, refining how we evaluate impact, and reinforcing the role of tourism as a driver of economic and community value.

Internally, we are committed to enhancing organizational capacity, improving systems for measuring outcomes, and aligning more closely with regional tourism frameworks. Externally, we aim to amplify the city's voice within Metro Vancouver by promoting experiences that are locally rooted, inclusive, and reflective of the diverse character of New Westminister.

We also recognize the importance of clarity and transparency—both in how we communicate with partners and how we demonstrate the value of tourism to the broader community. Our ongoing goal is to ensure that Tourism New Westminister remains not only visible and active, but also trusted and collaborative in everything we do. With steady leadership and growing momentum, we are optimistic about what lies ahead and look forward to continued progress in the months to come.



Financials

► Overview

In 2024, Tourism New Westminister continued to steward a diverse portfolio of public funds and partner contributions in support of its mission to strengthen and promote tourism in New Westminister. With a focus on transparency, accountability, and strategic investment, all revenues and expenditures were aligned with our five-year strategic plan and MRDT guidelines.

The funds managed in 2024 enabled us to invest in destination marketing, expand visitor services, and support the delivery of community-aligned programs—all while maintaining lean operations and maximizing value.

► 2024 Revenue Sources

Tourism New Westminister managed a total of \$438,482 CAD in revenue in 2024. This includes direct operational funding as well as OAP-designated MRDT funds that were transferred to the City of New Westminister for affordable housing. The revenue sources and their proportional contributions are outlined below:

2024 Revenue Sources		
Source	Amount	% of Revenue
MRDT (Municipal & Regional District Tax)	\$273,591	62.40%
*OAP (Online Accommodation Platforms)	\$87,586	20.00%
Municipal Grant – City of New Westminister	\$40,000	9.10%
Destination BC – Visitor Services Program	\$18,750	4.28%
Canada Summer Jobs (Federal Program)	\$10,968	2.50%
Other Sources (e.g., events, interests, etc.)	\$7,587	1.72%
* Note: Percentages reflect proportion of total reported revenue, including funds that were not retained by the organization.		



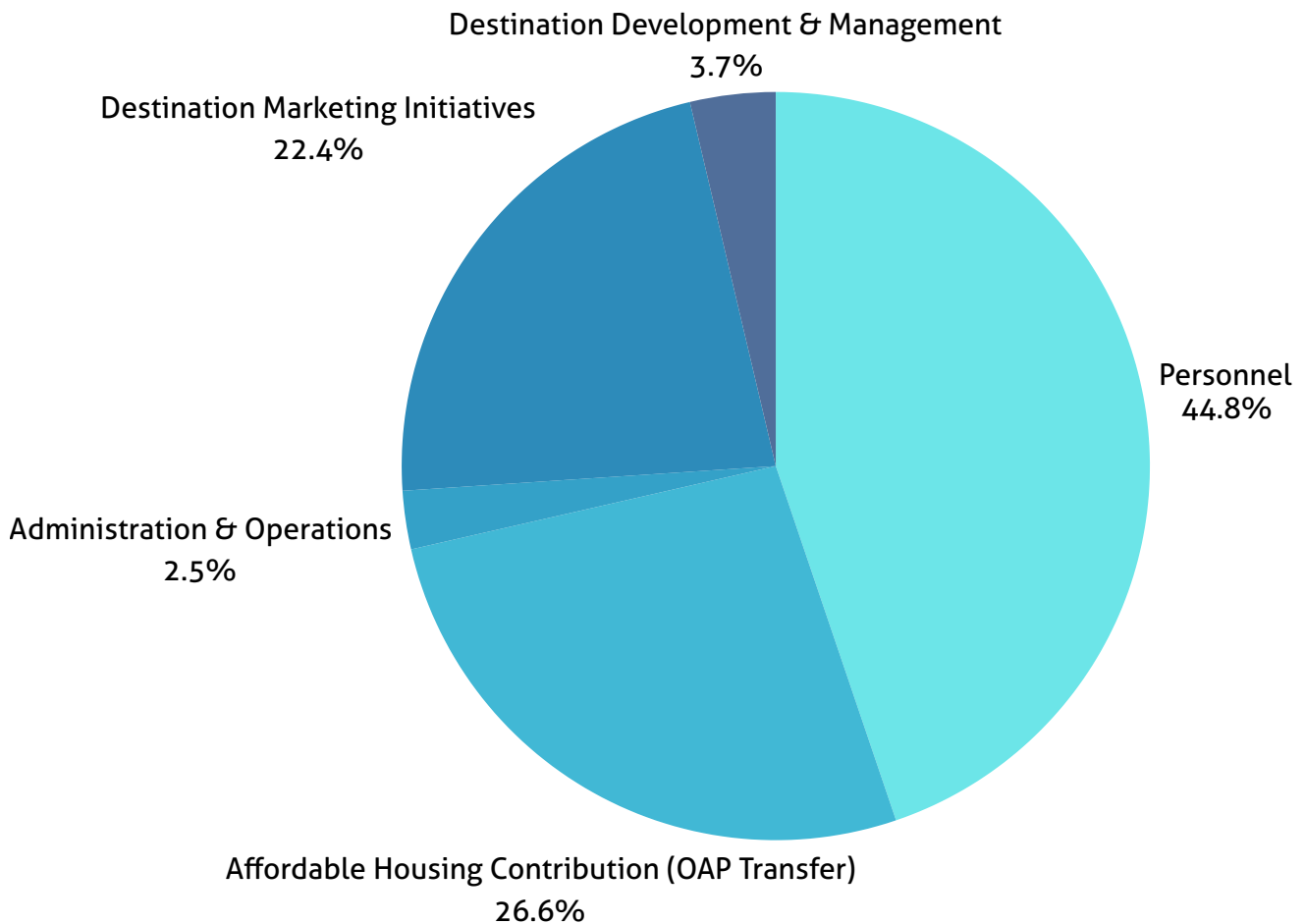
Financials

► Clarifying OAP Revenue

As part of the MRDT program, Online Accommodation Platforms (OAP) such as Airbnb and Vrbo collect and remit the 3% MRDT on eligible stays. Although this revenue—totalling \$87,585.91 in 2024—is reported through Tourism New Westminster, we do not retain or use these funds. 100% of OAP revenue is transferred directly to the City to support affordable housing initiatives and is not included in our operational tourism budget.

► 2024 Expenditures

In 2024, Tourism New Westminster allocated its expenditures in line with strategic objectives, prioritizing community-facing programs, digital marketing, and visitor services. The expenditure categories and their proportions were:





Financials

► 2024 Expenditures

Categories:

Personnel

Covers the wages and benefits of our Executive Director, Marketing Manager, Visitor Experience Coordinator, and seasonal staff. This investment provides the capacity to serve both visitors and residents at the Visitor Centre, supports numerous activations throughout the year, as well as create and operate our whole strategy.

Affordable Housing Contribution (OAP Transfer)

26.6% of our income is transferred to the City of New Westminster to support affordable housing initiatives.

Destination Marketing Initiatives

Encompasses media advertising and production, website improvements and maintenance, social media content and promotion, consumer shows and events, collateral production and distribution, travel media relations, and the development of consumer-focused assets, among other activities.

Destination Development & Management

Includes industry development and training, product and experience enhancement, research and evaluation, industry memberships, conferences, and other initiatives that strengthen our tourism ecosystem.

Administration & Operations

Covers information technology, office expenses, professional fees, and other essential administrative costs.

The Team Behind Tourism New Westminster

► Staff



Gerardo Corro,
Executive Director



Jasmine Crisp,
Marketing Manager



Emilio Maturana-Rogazy
Visitor Experience Coordinator

Staffing Changes

Emilio was hired part-time (20 hours a week) as the Visitor Experience Coordinator. His first day was September 4, 2024.

Jasmine Crisp was promoted into the role of Marketing Manager in December 2024.

Internships

- Acsenda School of Management – 2 interns, March - April 2024
- British Columbia Institute of Technology (BCIT) - 3 interns, March - May 2024
- Capilano University - 1 intern, June - August 2024
- Western Community College - 2 interns, October - November 2024

Canada Summer Jobs Grant

2 Visitor Information Councilors
8 weeks, July-August 2024

Volunteers

20 Volunteers – 92 hours worked

► Board of Directors



Travis Johnson,
President



Debbie Yule,
Vice-President



Laura Grady,
Secretary



Vini Starling,
Treasurer



Vali Marling,
Director



Kathy Mackerricher,
Director



Sally Lore,
Director



Karen Lee,
Director



Wallie Sohl,
Director



Jen Arbo
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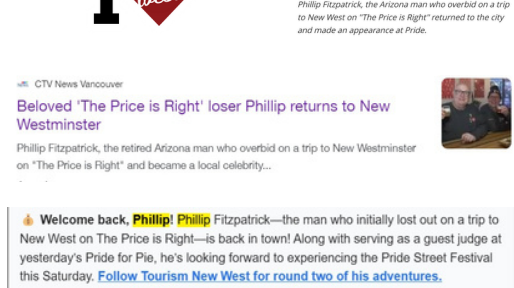
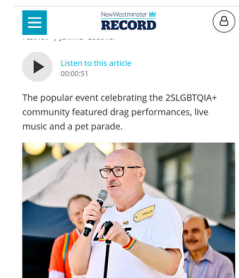
Marketing and Visitor Experience Report

► BC Tourism Industry Awards



In March 2024, Tourism New Westminster was honoured winning the Innovation Award at the B.C. Tourism Industry Awards for our creative and highly successful Search for Phillip campaign.

► Phillip in New West



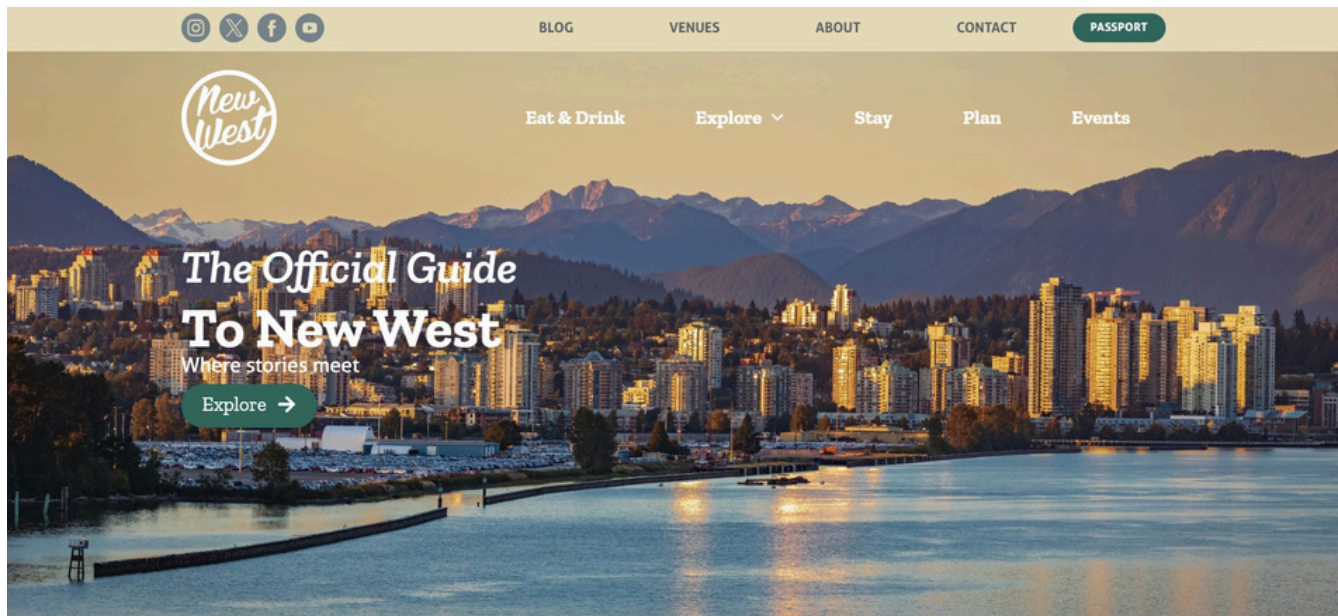
#SearchForPhillip

#PhillipInNewWest

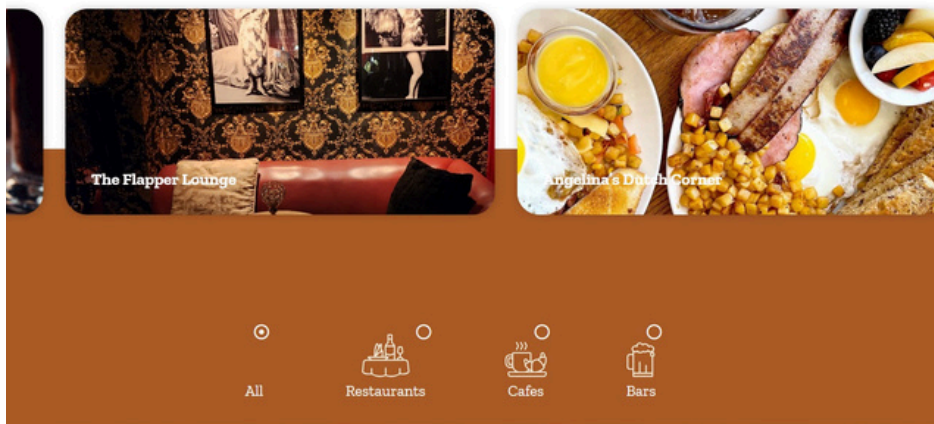
#PhillipReturns

Phillip Fitzpatrick, the retired Arizona man and beloved contestant from "The Price is Right," who captured our hearts during his visit to New Westminister in Winter 2023 returned to New Westminister in Summer 2024. He made special appearances as a Pie for Pride Celebrity Judge at the New West Farmers Market, Fridays on Front and New West Pride. Phillip's return to New Westminister is a testament to the welcoming nature of New West and its appeal as a destination for visitors. His return was a highlight of the year, bringing together residents and visitors in celebration of all that our city has to offer. Phillip's previous visit to New Westminister left a lasting impression on the community and we are excited to welcome him back again to the city #WhereStoriesMeet

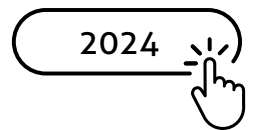
► New Website



Eat & Drink



121K Page views
48K Active Users
47K New Users
63K Sessions



#TourismNewWestminster

@tourismnewwest



A complete overhaul of the website was completed in 2024, including a completely updated homepage, updated events calendar, reorganization of tabs, new staff & board page, New West Pass landing page, Instagram feed integration, new volunteer & career opportunities pages, new brand guidelines page and a complete overhaul of all business listings.

► The Magic Festival

Community spotlight

A magic festival is coming to New West!

FOR IMMEDIATE RELEASE – March 11, 2024

New Westminster, BC - An entire week of magic is coming to Downtown New Westminster this month! The Magic Festival is happening March 25-30, 2024 at various locations. Prepare to be amazed by a lineup of enchanting performances, captivating displays, and mystical experiences that promise to ignite your imagination and leave you breathless with awe.

The festival will showcase a diverse range of talents and styles, ensuring each performance is a unique and unforgettable experience. Audiences can expect to be amazed by mind-bending illusions, mesmerizing card tricks, and feats of magic that defy explanation.

The line up includes two-time world champion of magic **Shawn Farquhar** presenting **52 & You** at the Hidden Wonders Showroom; a unique collection of talented magicians at the **Cabaret of Wonders: Magic, Mystery and Dinner** with **roy Alexander** at **Stephano's Lounge & Restaurant**; **An Evening of Magic** at **Rick Bronson's House of Comedy** as well as **The Children's Magician of the Year Competition**; plus more to be announced soon! From seasoned magic enthusiasts, to curious newcomers, there's something for everyone at this extraordinary celebration of the impossible.

Hosted in the heart of Metro Vancouver in historic New Westminster, The Magic Festival invites attendees of all ages to embark on a journey into the extraordinary world of illusion, mystery, and spectacle. New Westminster is an eclectic waterfront community with a convenient 25-minute SkyTrain ride to Downtown Vancouver. The city offers a great selection of unique experiences.

THE MAGIC FESTIVAL

Featured Content

Wonders Unveiled: The Magic Festival in New Westminster

What's New

[Read More](#) [See all Stories](#)

The Magic Festival was hosted in New Westminster for the first time in 2024. We sponsored the event and supported it through a press release, video production, blog post, giveaways, social media advertisements and more.

► Influencer Marketing: BC Bob

- BC's first prison is now a bar and grill! (41.9K)
- Wild camels in BC (62.9K)
- The royal family of trampolining! (16.6K)
- More than you could imagine! (50.7K)
- Andre the Giant vs "Canada's Greatest Athlete" (32.5K)
- IT (43.5K)
- \$1 for a share in a BC totem pole (34.9K)
- Queen's Ravine (15.5K)
- Michael Jackson most likely pooped in the queen's secret bathroom in New West (32.5K)
- One of the world's most famous magicians was from New Westminster (15.5K)
- He had a cool beard (15.5K)
- Ryan Reynolds (15.5K)
- The queen got a secret bathroom built for her at New West's city hall (15.5K)

- ★ 16 videos
- ★ 1,254,600 views on Instagram
- ★ 724 comments on Instagram
- ★ 406,030 views on TikTok



In 2024, we hosted 5x Leo-nominated TV host and producer Bob Kronbauer for 3 nights at the beautiful Inn at the Quay. He explored New Westminster, and told some lesser known stories you may have never heard before. Collectively on Instagram and TikTok the videos received over 1.5 million views.

► New Rack Card



Designed and distributed by Tourism New West
20,000 printed

► New Foldable Visitor Map



Designed by Tourism New West,
Printed and distributed in
partnership with The New West
Record (Glacier Media)

✓12,000 total copies printed, distributed
in Metro Vancouver

✓6,000 – Certified Folders (BC Ferries and
Vancouver landmarks)

✓4,000 – Tourism NW (visitor centers,
events and hotels in NW)

✓2,000 – to advertisers + other locations

► Douglas College Student Projects



In 2024, we collaborated with three student groups from Douglas College, each consisting of six students, on projects that supported our marketing and digital strategy efforts:

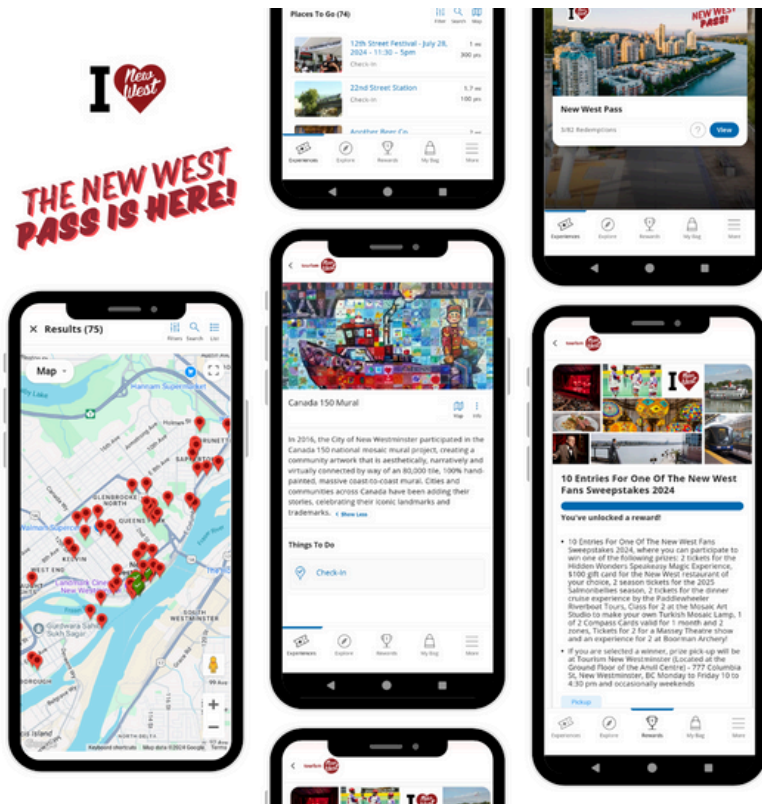
- Group 1 created a comprehensive Marketing Communications Plan, produced a series of interview-style TikTok and Instagram videos, and launched a giveaway campaign.
- Group 2 developed a Digital Marketing Strategy and created an interactive map highlighting local stories and experiences under the theme “Where Stories Meet.”
- Group 3 focused on Digital Analytics for Tourism, leading efforts in data collection and analysis, strategic planning, performance monitoring, and results evaluation.

► Media Tour: Paddlewheeler Riverboat Tours



In June 2024 we hosted a media tour for the Paddlewheeler Riverboat Tours which included guests from Daily Hive, Western Mariner Magazine, CTV News Vancouver, Asparagus Magazine, Christian Zane Media, @raincouvreatery, @mysuitcasejourneys and @thismattexists.

► The New West Pass



Launched on July 8, 2024

This FREE Gamified Passport is a digital, interactive pass designed to encourage exploration and engagement around the city, by rewarding users with points to be used towards prizes.

Visit amazing places, eat delicious food and enjoy local events, to collect points and redeem for awesome New West themed prizes such as water bottles, umbrellas, mugs, postcards and more.

1,252 Passes Downloaded in 2024

► I ❤️ NW Merch Line



Visitor picking up their New West Pass Prize!



New West Pass Prize Instagram Reel

- Umbrellas
- Mugs
- Sunglasses
- Waterbottles
- Pins (x3)
- Stickers (x3)
- Postcards by Local Artist Brandi Williams

► Tourism Week 2024



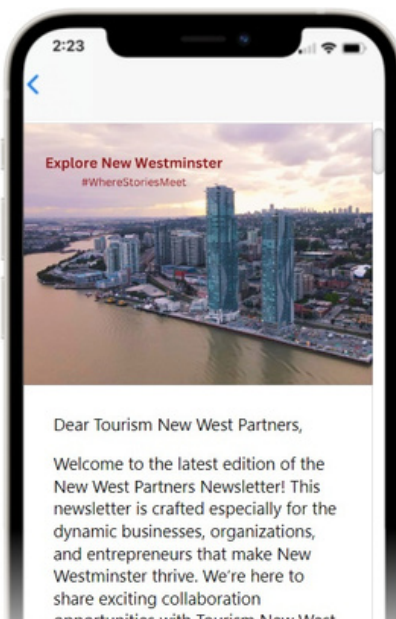
Tourism Week was April 15-19, 2024. We created 4 posts on our channels including 2 reels of New Westminster's MLA Jennifer Whiteside and New Westminster-Burnaby MP Peter Julian highlighting the importance of Tourism in our city.

► Partner Newsletter and Landing Page



Tourism New West Partner Page

As a vibrant and diverse community, New Westminster thrives on the collaboration and commitment of its residents, businesses, and organizations. Together, we can continue to build a stronger, more connected community.



About Tourism New West

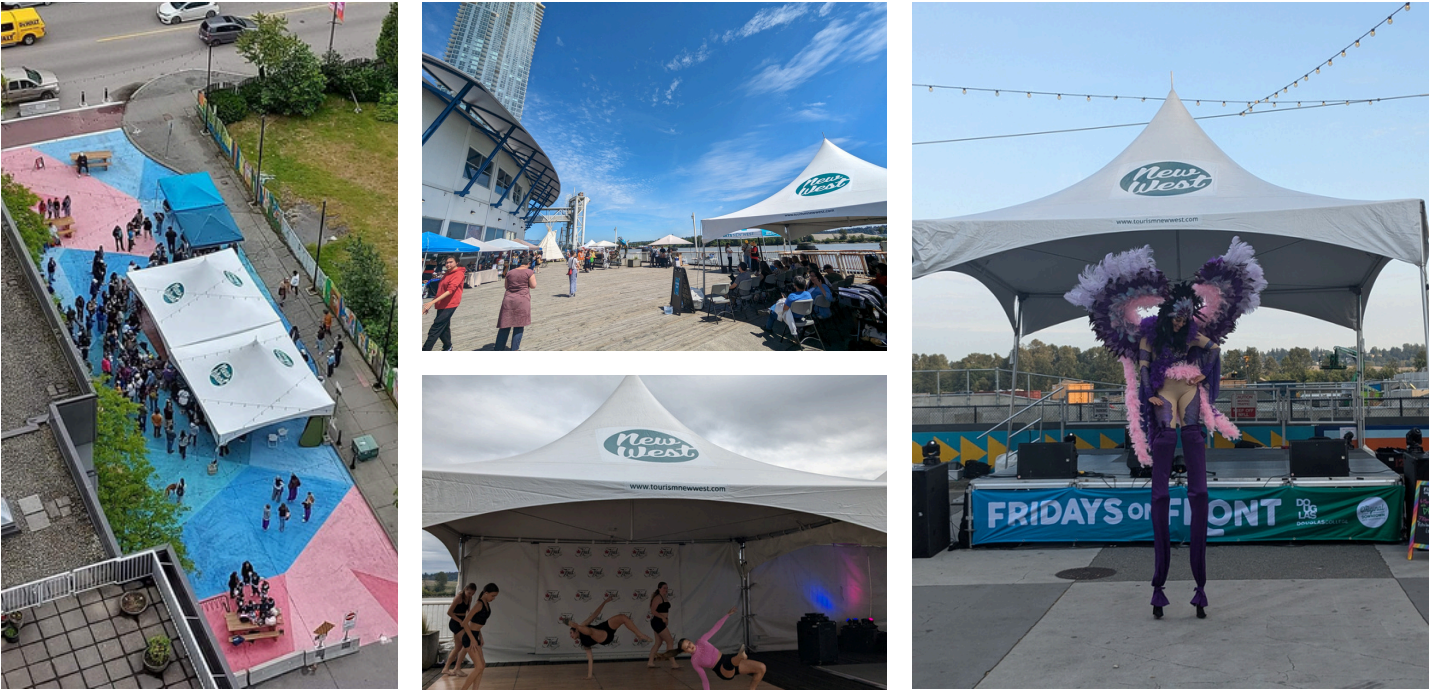
- [Meet the team](#)
- [About us](#)

Ways to promote your Business with us!

1. [New West Pass](#) – Become a participating merchant [by filling out this form](#).
2. [Events Calendar](#) – Submit your New West events to our calendar [by filling out this online form](#).

In 2024 we launched a new partner newsletter and landing page where our community partners can discover how to leverage platforms like the New West Pass, our events calendar, business listings, and social media to boost their visibility and more!

► New 20x20 Branded Tents



In 2024, we branded our two 20' x 20' tents to strengthen Tourism New Westminster's presence at sponsored events citywide. The new designs provide a more cohesive and recognizable look, helping us stand out and better engage with the public at sponsored community gatherings and festivals.

► Tourism Challenge



Visit the Tourism New Westminster Visitor Centre located inside the Anvil Centre to receive your stamps!

Address: 777 Columbia Street, New Westminster, B.C.
Hours: 7 days a week, 10am – 5pm

While visiting the Anvil Centre:

1) Receive your 1 **Anvil Centre Attraction** stamp after exploring the:

- New Media Gallery
- New Westminster Museum & Archives
- The Canadian Lacrosse Hall of Fame
- Community Art Gallery

Attraction stamp questions will be provided on site.

2) Receive your 2 **New Westminster neighborhood stamps** after completing either the Downtown OR Uptown Scavenger Hunt questions below!

3) Enter for a chance to win an **I ❤️ New West Experience Package**:

- 2 tickets to any one of the 2024/25 Massey Theatre Presents performances
- 2 tickets to any one of the 2024/25 Anvil Theatre Presents performances
- 2 passes to the Fraser River Discovery Centre
- \$50 Gift Certificate for Another Beer Company
- \$50 Gift Certificate for Sushi Well Japanese Restaurant
- I ❤️ NW merch including a mug, pins, stickers a tote bag and more!

In 2024 we offered 3 Tourism Challenge stamps at the Anvil Centre. One stamp for exploring the Anvil Centre as an attraction and two stamps for exploring either the Downtown or Uptown neighborhoods.

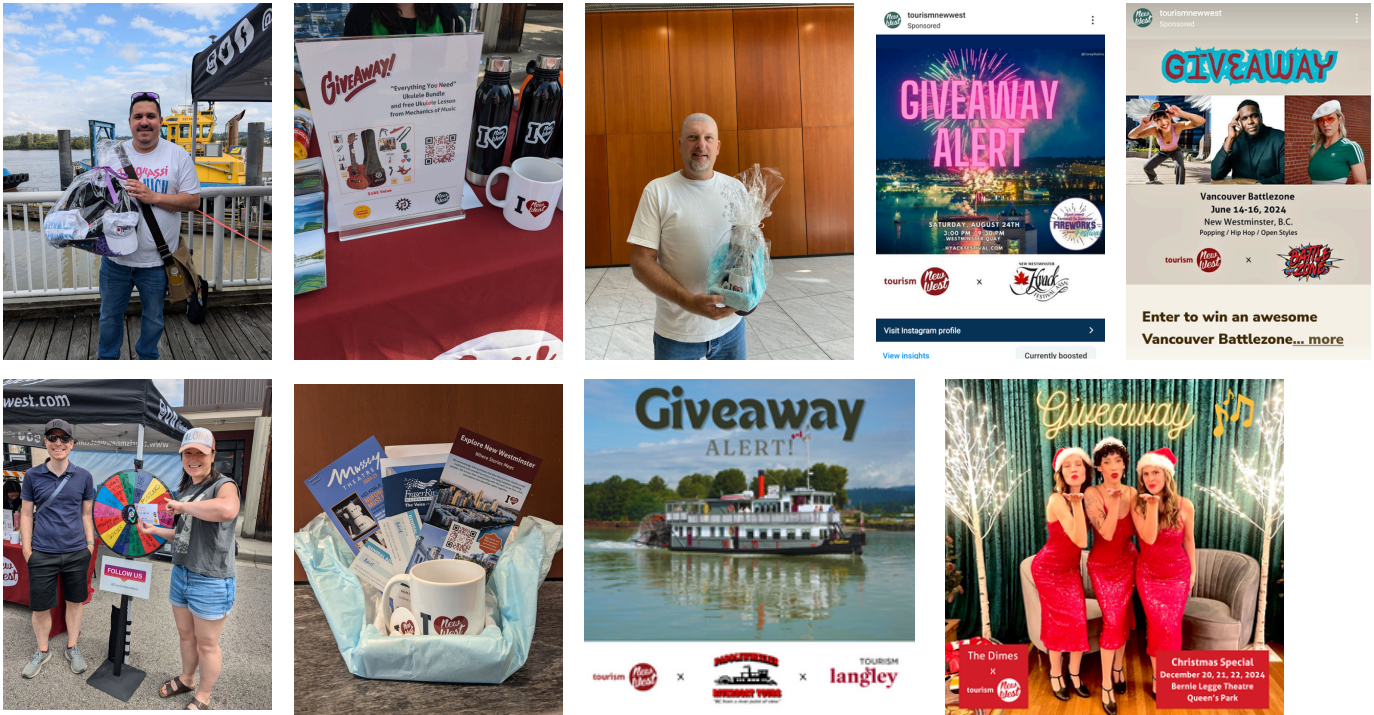
We had a total of 2,415 visitors come through the Anvil Centre to get their stamps between April 19 - May 31, 2024. The busiest day being May 4th where we had a total of 146 stampers come through that day.

► Social Media

Instagram: 14,820 followers (+33% vs. 2023)
 TikTok: 1,193 followers (+894% vs. 2023)
 Facebook: 4,455 followers (+9% vs. 2023)
 Threads: 2,229 followers (+57% vs. 2023)
 X: 3,873 followers
 YouTube: 8 videos, 16 subscribers

In 2024, we expanded our digital presence by growing the TikTok, Threads, and YouTube channels launched in 2023. A key focus was integrating more video content into our overall marketing strategy, resulting in increased engagement and steady growth in our online following across all platforms.

► Giveaways



- Howe Sound Brewing – IG: 291 likes, 895 entries, reach 9,043
- Origins Chocolate Bar – IG: 189 likes, 417 entries, reach 3,334
- Relive the Music - IG: 156 likes, 360 entries, reach 5,293, Facebook: 114 likes, 321 entries
- Starlight Casino – IG: 457 likes, 1,648 entries, reach 5,232, Facebook: 14 likes, 24 entries
- Hyack Festival & Parade Prize Package - IG: 99 likes, 101 entries, reach 4,120
- 12th Street Festival - IG: 142 likes, 201 entries, reach 9,711
- Uptown Live - IG: 193 likes, 236 entries, reach 13,756
- Brewhalla - IG: 196 likes, 574 entries, reach 5,014
- New West Murals (Vancouver Circus School x Arts New West) - IG: 123 likes, 36 entries, reach 3,376
- New West Craft Indigenous Market – IG: 270 likes, 273 entries, reach 7,594
- Battlezone - IG: 134 likes, 133 entries, reach 6,779
- Tourism Challenge I ❤️ New West Experience Package
- Hyack Farewell to Summer Fireworks Festival - IG: 228 likes, 382 entries, reach 12,355
- 12th Street Fest "Everything You Need" Ukulele Bundle from Mechanics of Music
- Paddlewheeler Riverboat Tours x Tourism Langley – IG: 356 likes, 1,032 entries, reach 13,286
- Halloween Spooktacular Concert – IG: 86 likes, 128 entries, reach 11,139
- Night of the Living Dead – Vancouver Ghostly Tours – IG: 93 likes, 130 entries, reach 14,410
- The Dimes Entertainment – IG: 127 likes, 135 entries, reach 12,230

► Monthly Newsletter



Experience the magic of New Westminster with enchanting events and activities in February! And for those who savor unique flavors, join us for an exciting beer tasting Journey through our local breweries, where each sip tells a story of craftsmanship and innovation. Come along with us as we embark on a month filled with love, history, wonder, and delicious brews in New Westminster. Where Stories Meet!

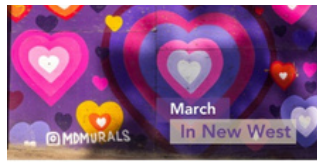
What's New

- [Win an Experience Package for 2 at Origin's Chocolate Valentine!](#)
- [Black History Month: Highlighting Black-Owned Businesses in New West](#)
- [Pick up a Passport for the North of the Fraser Ale Trail Tour!](#)
- [New Show at the Hidden Wonders Show Room - \\$2 & You with Shawn Farquhar](#)



Bunny
February 8-18, 2024
Presented by Anvil Theatre
The Search Party Production
Moving from object towards agent, Sorrel discovers the power of her own desire. Armed only with Victorian Literature and an unconventional upbringing, she struggles to find her way. From the newly formed company, The Search Party, comes Hannah Moscovitch's Bunny.

[Learn More](#)



As spring blooms across our vibrant city, we are looking forward to some exciting upcoming events and experiences that celebrate the unique charm of New Westminster. Where Stories Meet!

Also did you hear? An entire week of magic is coming to Downtown New Westminster this month! [The Magic Festival](#) is happening March 25-30, 2024 at various locations. Prepare to be amazed by a lineup of enchanting performances, captivating displays, and mystical experiences that promise to ignite your imagination and leave you breathless with awe.

What's New

- [Wonders Unleashed: The Magic Festival in New Westminster](#)
- [Tourism New Westminster Wins Award for its #SearchForPhillie Campaign](#)
- [New Roles Canada Summer Jobs Position](#)



We are truly honored as Tourism New Westminster to have won the Innovation Award for our [#SearchForPhillie campaign](#) at the 2024 BC Tourism Industry Awards! 🏆

The success of the [#SearchForPhillie campaign](#) was made possible by the dedication, passion, energy, and collaboration of the entire New Westminster community. A huge thank you goes out to [The Tourism Industry Association of BC \(TIABC\)](#), Vancouver, Coquitlam & West Coast, Tourism Service and all our other partners & allies within BC's tourism and hospitality industry. A special thank you to the invaluable support from the media, who played an important role in amplifying our message!

One of the most impactful aspects of this campaign was how it reminded everyone of the importance of storytelling and making tourism about the people. By focusing on Phillie's story, we were able to capture hearts and imaginations.



Flowers are blooming, the sun is coming out, and warmer weather is approaching. We are excited to share with you updates on recent Highlights, as well as the launch of #TourismWeek. With the longer days upon us, beautiful parks, new pubs, and trending arenas are spotlighted below to kickstart the vibrant weather in New Westminster, the city of #WhereStoriesMeet!

What's New

- [Floral Fests to Visit this Spring in New Westminster](#)
- [Get your tickets for a new pub just opened in the old B.C. Penitentiary Building \(Public House\)](#)
- [Highlights from The Magic Festival hosted in New West in end of March](#)
- [Get the Suburban Where to Find Great Eats in New Westminster](#)



It's Tourism Week!

Join us in celebrating #TourismWeekCanada2024 April 15-19, 2024! Together, let's champion and promote BC's unparalleled destinations, tourism businesses, and employees.

Whether you're a local or from afar, New Westminster welcomes you to discover its rich history, vibrant culture, and stunning waterfront. With a great selection of unique experiences, breweries, diverse independent restaurants, captivating galleries, performances, historic sites, events and much more, join us as we explore and appreciate the beauty of New Westminster, British Columbia and beyond during Tourism Week! #BCTourismCounts

In 2024, we distributed a monthly newsletter featuring upcoming events, curated experiences, suggested itineraries, blog content, and other highlights to keep our audience informed and engaged.

► BC Guide to Arts and Culture



48 hour Instagram Takeover

19th Edition Insert

In 2024, we placed an advertisement in the 19th edition of the BC Guide to Arts and Culture and refreshed the New Westminster section with updated imagery and a revised write-up. We also participated in a 48-hour Instagram takeover on the guide's official account, helping to further showcase the city's vibrant arts and culture scene to a wider audience.

► New Westmonster Campaign



Videos:

- New Westminster Halloween Spooktacular Concert
- Halloween Happenings In New Westminster
- Massey Theatre
- The New West Pass
- Anvil Centre
- Happy Halloween!



In 2024, we launched the New Westminster campaign in the lead-up to Halloween—an imaginative initiative that celebrated New Westminster’s eerie film history and seasonal charm. Drawing inspiration from Stephen King’s 1990 television miniseries *IT*, which was partially filmed in the city, the campaign included six original videos shared on Instagram and TikTok.

► Halloween Spooktacular Concert



Shows & Entertainment

- VAM Symphony Orchestra: Tchaikovsky & Rachmaninoff – the Vancouver Academy of Music Symphony Orchestra opens their season with a concert at the Orpheum Theatre.
- Halloween Spooktacular Concert – live spine-chilling music with the New Westminster Symphony Orchestra in New Westminster. Expect to hear the Carpenter’s “Halloween Theme” and music from “Psycho”, the “Nightmare Before Christmas Medley”, Phantom of the Opera and more.



In October 2024, Tourism New Westminster co-hosted the Halloween Spooktacular Concert in partnership with the New Westminster Symphony Orchestra. The event welcomed 172 attendees and generated \$3,373 in ticket sales. To promote the concert and reach a broader regional audience, we advertised through Vancouver’s Best Places, Vancouver Is Awesome, 604 Now, Miss 604, and The Georgia Straight.

► Blog Posts



Festive Finds: Your Holiday Guide to Markets in New Westminster



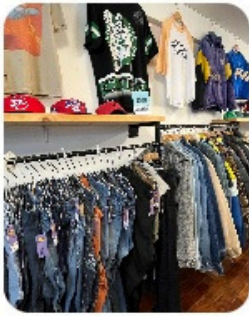
A Day in Sapperton: Must-See Spots and Hidden Treasures



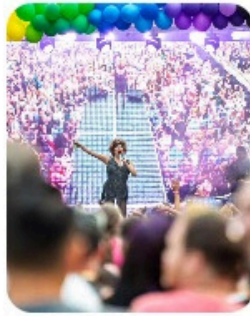
Halloween Happenings: What's On In New Westminster This October



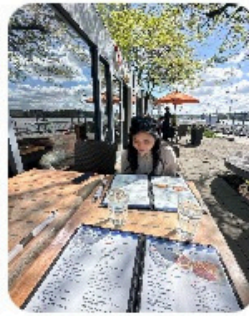
Cozy Corners: 5 Back to School Study Spots in New Westminster!



Enhance your Wardrobe: Top 6 Thrift Stores in New Westminster



Festival Fever: Summer 2024 in New Westminster



Top 5 Best Summer Patio Spots in New Westminster!



8 Places to Explore Art in New West



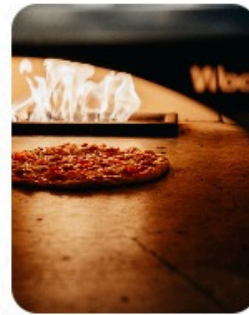
5 Picnic Spots to Visit this Spring in New Westminster!



Wonders Unveiled: The Magic Festival in New Westminster



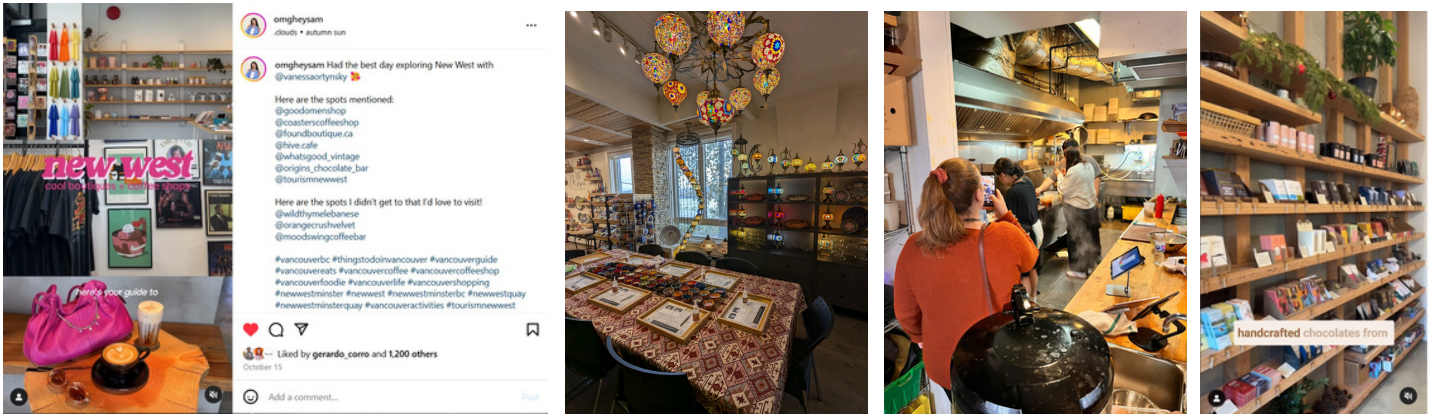
Black History Month: Highlighting Black-Owned Businesses in New West



Five New West Restaurants to Delight Your Palate at Dine Out Vancouver Festival 2024

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- Wonders Unveiled: The Magic Festival in New Westminster
- 8 Places to Explore Art in New West
- 5 Picnic Spots to Visit this Spring in New Westminster
- Cozy Corners: 5 Back to School Study Spots in New Westminster
- Enhance your Wardrobe: Top 6 Thrift Stores in New Westminster
- Festival Fever: Summer 2024 in New Westminster
- Top 5 Best Summer Patio Spots in New Westminster!
- Halloween Happenings: What's On In New Westminster This October
- A Day in Sapperton: Must-See Spots and Hidden Treasures
- Festive Finds: Your Holiday Guide to Markets in New Westminster
- Celebrate the Season: Top Holiday Events in New West

► Content Creation: Vanessa Ortynsky



In November 2024, we began an exciting collaboration with local content creator Vanessa Ortynsky to produce engaging video content for our Instagram and TikTok channels. This partnership marked a new chapter in our digital storytelling efforts, aimed at showcasing the unique character of New Westminster through short-form video. In November we made videos at Kioku Kitchen, Battle of the Pad Thai (Longtail Kitchen) and Mosaic Art Studio. In December we made videos at Moodswing Coffee & Bar, Good Omen and Origins Chocolate Bar.

★ Top Performing Video: Mosaic Art Studio ★

IG: 16,895 views, 390 likes, 10 comments, 262 shares

TikTok: 116,634 views, 8,129 likes, 54 comments, 3,084 shares

► Signature Video Project



Our new Signature video is the result of over a year of filming in 2024 with videographer Christian Clado of Christian Zane Media. We filmed across over 37 locations in New Westminster—capturing not just the places, but the feeling of the city. We relied on volunteers, interns, community spirit, and lots of flexibility and patience to capture everything. By the end of 2024 we had finished filming and had moved into the post-production phase.

► Visitor Centre and City Ambassador



- ✓ Reorganization and Restocking of Brochures
- ✓ Previous Signature Video Playing on TV
- ✓ Visit from Monique Willis (Visitor Services Network Program Manager - Destination British Columbia)



In 2024, Tourism New Westminster deployed a dedicated City Ambassador near the New Westminster SkyTrain Station and Hyack Square, one of the city's busiest pedestrian hubs. Positioned at this key gateway to the downtown core, the ambassador served as a friendly first point of contact for visitors, offering personalized greetings, distributing maps, and sharing local tips and recommendations. Branded stickers and pins were also handed out, adding a fun and memorable touch to each interaction. This initiative helped enhance the visitor experience while reinforcing a welcoming and vibrant impression of the city.

► Merry & Local Billboard Advertisement



Billboard display locations:

- Alex Fraser Bridge & Dyke Road
- Queensborough Bridge
- McBride Boulevard & Royal Avenue
- Hwy 1 & Brunette Avenue North
- McBride Boulevard near Sixth Avenue

In December 2024, Tourism New Westminster partnered with the City of New Westminster on a collaborative holiday campaign encouraging residents and visitors to support local businesses during the festive season. A vibrant, eye-catching advertisement ran from December 4 to 31 on five prominent digital billboards across the city, helping to amplify the "shop local" message during one of the busiest retail periods of the year. This initiative aimed to boost foot traffic to local retailers, restaurants, and makers, while fostering a strong sense of community pride.

► Home for the Holidays – Inn at the Quay promo



As part of our commitment to supporting local tourism partners, Tourism New Westminster ran a targeted social media advertising campaign to amplify the Inn at the Quay’s 2024 holiday promotion. The campaign focused on Instagram, where it reached over 12,000 viewers and generated 95 direct website visits to the Inn at the Quay’s booking page. By leveraging our platform and audience, we helped drive visibility and engagement for one of the city’s key accommodation providers during the peak holiday season.

► Rainbow Registered

PROUDLY
**RAINBOW
REGISTERED**

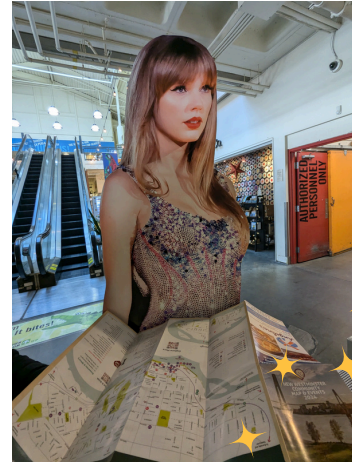
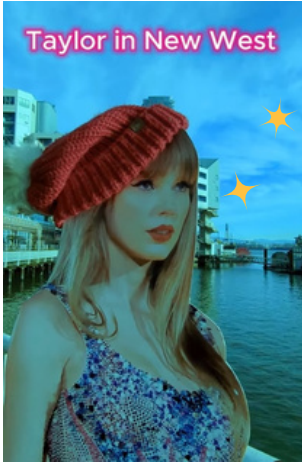


In 2024 Tourism New Westminster was accredited as Rainbow Registered by Canada’s 2SLGBTQI+ Chamber of Commerce.

This accreditation is a testament to our commitment to diversity, inclusivity, and the support of the 2SLGBTQI+ community.

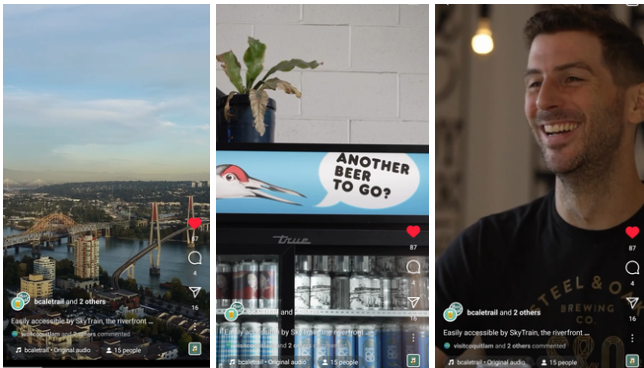


► Taylor in New West

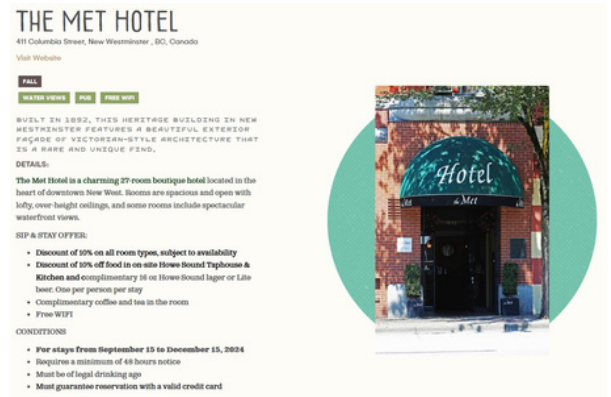


A Taylor Swift cut-out was spotted in New Westminster in and around the Westminster Quay in December 2024, the week before her Vancouver concert dates! Tourism New Westminster encouraged Swifties and sightseers alike to stop by the Inn at the Quay lobby to snap a photo with a beautifully curated Taylor themed display.

► BC Ale Trail



Video: Four Riverfront Communities that share a diverse and dynamic beer scene



Sip & Stay Campaign – The Met Hotel

In 2024, Tourism New Westminster partnered with the BC Ale Trail to promote the city's craft beer scene. Highlights included our annual participation in the North of the Fraser Ale Trail Tasting Passport—a popular initiative that runs each February and encourages residents and visitors to explore local breweries, collect stamps, and win prizes while supporting small businesses.



North of the Fraser Ale Trail Tasting Passport

We also joined the BC Ale Trail's Sip & Stay campaign, designed to boost overnight visitation by pairing brewery experiences with local accommodations. In addition, New Westminster was featured in a professionally produced BC Ale Trail video spotlight. These efforts helped position the city as a must-visit destination for craft beer lovers across the region and beyond.

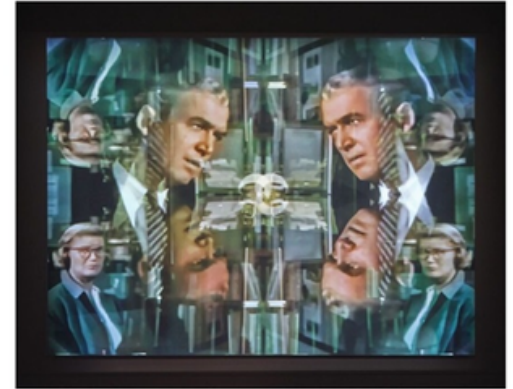
► West Coast Curated & West Coast Food

Tourism New West participated in the West Coast Food and West Coast Curated 2024 campaigns.



In article community mentions for West Coast Food was 20 and 24 for West Coast Curated.

New Media Gallery Brings New Perspectives to an Old Master



Marking 50 years of supplying New Westminster with genre-defying international art, The New Media Gallery's current exhibition, *Master*, similarly challenges its viewers to describe what they've seen. It's a call to dialogue that the gallery does incredibly well, less about viewing content and more about finding context.

Type and hit enter

Win an Autumn Staycation in New Westminster



Now that autumn has arrived, you're likely settling back into your normal day-to-day post-summer routine. Your tan has faded a bit, and you're looking back on your vacation time with fond memories...

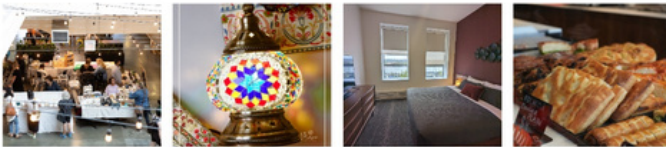
So what better moment to head out on an impromptu fall staycation! Make the most of the new season by seeing how beautiful Metro Vancouver is when the leaves begin to change. To make the most of it, we're giving away a two-night experience in New Westminster that is sure to keep your healthy holiday glow through the fall.

We've put together a package of cuisine and culture that you can redeem whenever you're in need of a quick getaway!

The "Win an Autumn Weekend in New Westminster" contest ran during September 2024, and was successful in highlighting New West experiences and restaurants.

- Landing page views: 619
- Contest Entries: 1,082
- Reach: 16,735
- Impressions: 36,345
- CPC: \$0.10
- WCF Newsletter opt ins: 589
- Tourism New West Newsletter opt ins: 847

WIN A CRAFTY GETAWAY IN NEW WESTMINSTER



It's time to explore your crafty artistic side with a stay for two in New Westminster!

New West has earned a reputation as an artistic hub for a reason! Just a 25-minute SkyTrain ride from Downtown Vancouver, this scenic riverfront community is a vision of heritage meets modern architecture, with murals, stunning art galleries, and abundant public art.

Explore your creative side by making your own Turkish table lamp and browsing talented artists at Craft New West as part of an inspired weekend. All are within easy walking distance of your stay at the Met Hotel and New Westminster SkyTrain Station.

Enter and you could win:

- 1 night stay at The Met Hotel
- Turkish Table Lamp Workshop for 2 at Mosaic Art Studio
- \$50 Gift Certificate to New West Craft (open on select dates)
- \$50 Gift Certificate to Gastronomo Italia

Enter below for your chance to win a stay and see why now is one of our favourite times to visit New Westminster.

The "Win a Crafty Getaway in New Westminster" contest ran during December 2024, and was successful in highlighting New West experiences. Most entries opted in to receive the Tourism New West newsletter.

- Landing page views: 1,916
- Reach: 4,576
- Impressions: 8,795
- CPC: 0.16
- WCC Newsletter opt ins: 992
- New West Newsletter opt ins: 792

► Visiting Local Businesses



Steel & Oak and ABC
Brewing collab photo



Bak'd



Majestic Café



Salmonbellies Game



Itilia Kitchen & Bar



Blessing of Centennial Pole
in Queens Park



Arundel Mansion Hotel



Paramount Gentlemen's Club



The Notorious Grey
Fox Opening



Irving House



Sanctuary on 6th



Dragon Bowl Kitchen Lab



The Met Hotel

► Samson V Museum

► Grand Opening of the t̓əməšəwt̓x̓w Aquatic and Community Centre

► Sposa Bridal Shop

► We are Members

- Destination BC
- TIABC
- New Westminster Chamber of Commerce
- GO2HR
- BCDMOA
- MVDMC
- Skål International Vancouver
- Cineventure
- Destinations International
- TIAC

► Partnerships & Collaborations

- Destination British Columbia
- Downtown BIA
- Uptown BIA
- City of New Westminster
- Tourism Challenge
- Discover Surrey
- Tourism Coquitlam
- Destination Vancouver
- Tourism Burnaby
- Tourism Nanaimo
- Latincouver
- New West TV
- Arts New West
- New West Pride
- Tourism Langley
- The Vancouver, Coast & Mountains (VCM) Tourism Region
- Colleges & Universities: WCC, FDU, Ascenda School of Management, VCC, BCIT, Capilano, Douglas College
- Sapperton Business Collective
- West End Business Association
- New West Symphony Orchestra
- Canadian Tour Guide Association of BC

► Special Projects/Events



Tourism Showcase



NPOs Networking event hosted by Enkel and VantagePoint



VCM Community Forum



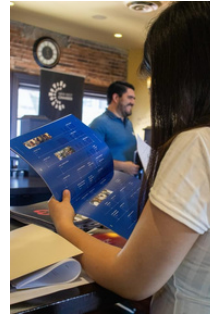
Western Community College visit



The Gillnetter Pub meeting with Sally



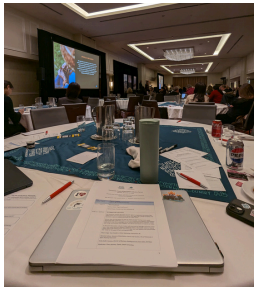
Cineventure



New West Chamber AGM



Discover Surrey Fam Tour



VCM Industry Forum



Visitor Services Conference



Global News BC feature



BC's Boutique Music Stores BC Living



Canadian Tour Guide Association of BC



Sapperton Business Collective AGM



Promoting New West Bean Bingo



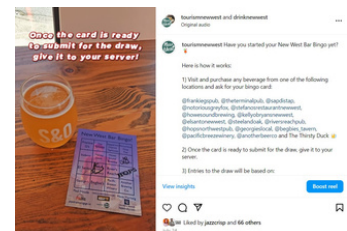
Benchmarking other Destinations



Instagram Workshop



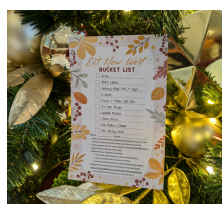
Collaboration with Latincouver



Promoting New West Bar Bingo



MOU with the City Presenting at Council



Promoting Eat New West Bucket List





Vancouver, Coast & Mountains Industry Forum

tourism



THANK YOU

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