

tourism



2023 ANNUAL REPORT

#WhereStoriesMeet





GERARDO CORRO

Executive Director



Dear Members, Partners, and Friends,

I am pleased to present the 2023 Annual Report for Tourism New Westminster, a year of strategic rebuilding and evolution. Amid global economic challenges, we've focused on internal restructuring to adapt to new market conditions.

During the past year, we welcomed fresh perspectives with a new team and board members. Notably, we've taken more of our operations in-house to enhance our responsiveness to changing trends, and better represent our destination.

Our collaborations with industry partners and community organizations have been vital. We are especially grateful for the support from the City of New Westminster and the Provincial Government.

We invite businesses, entrepreneurs, and organizations in the community to connect with us. Your engagement is crucial as we work to enrich attractions and experiences for visitors and residents alike, ultimately improving community life.

As we update our strategic and marketing plans, we remain committed to the inclusive development of Tourism in New Westminster. Thank you for your support during these transformative times.

Warm regards,

Gerardo Corro

Staffing Changes



Gerardo Corro,
Executive Director



Jasmine Crisp,
Marketing Coordinator

Tourism New Westminster welcomed Gerardo Corro to the role of executive director in June 2023. The team also welcomed Jasmine Crisp to the role of Marketing Coordinator in August 2023.

6 volunteers were recruited to help with events and other tasks in 2023.



Board of Directors



Travis Johnson,
President



Debbie Yule,
Vice-President



Laura Grady,
Secretary



Vini Starling,
Treasurer

Welcome
new board
member!



Vali Marling,
Director



Kathy Mackerricher,
Director

Welcome
new board
member!



Sally Lore,
Director



Jen Arbo
(Non-Voting)



**Councillor
Ruby Campbell,**
Director



Wallie Sohl,
Director



Karen Lee,
Director

Executive

This was the second complete year of MRDT disbursements. Tourism New Westminster received a total of \$228,390 MRDT revenues.

In 2023 the following Executive documents were created/updated: Terms of Reference for, Marketing Committee, Finance Committee, Governance Committee, Executive Team; Procurement Policy; Sponsorship Policy



2023 MRDT Survey Results

Successes:

- TNW is now an active and responsive organization.
- The community is happy with the new direction TNW is taking.
- Businesses feel more considered now.

To Improve:

- Consider all the tourism/hospitality sectors and areas of the city.

New West Wants More:

- Information about what TNW is doing and planning to do.
- Opportunities to collaborate with TNW.
- Support for local events.
- Wayfinding signs.
- Information about upcoming campaigns.
- Tourism performance data.
- Packaged promotion.

The Challenges:

- Negative press.
- Road closures.
- Public image.
- Lack of attractions and experiences.
- TNW needs more staff.
- Hard to promote areas that don't offer attractions.
- Lack of parking.

Opportunities:

- Walking tours/crawls.
- Sports tourism.
- Multiculturality of the city.

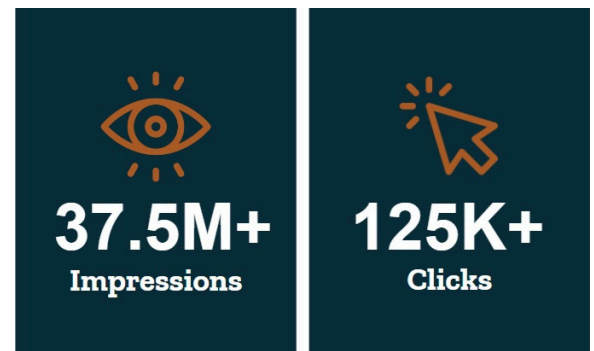
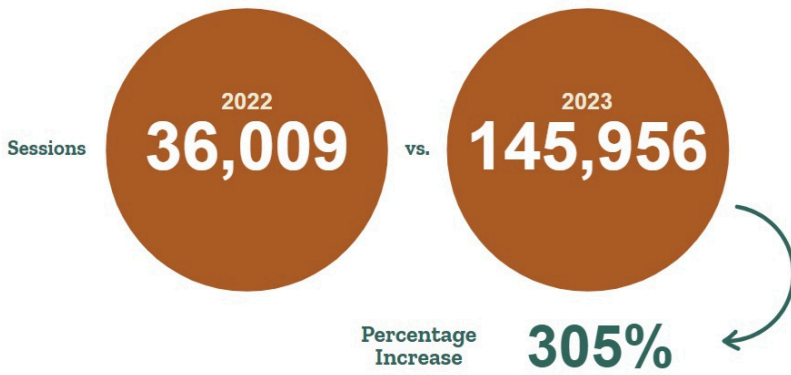




2023 MARKETING RESULTS

New Westminster was promoted through seasonally updated digital display ads, social ads, search and media partnerships. The website content was consistently updated with new blogs and content informed by search and analytics data. Seasonal and topical contests kept the destination top-of-mind and drew new users to explore what New West has to offer.

Website



April 1, 2022 - December 31, 2022 vs. April 1, 2023 - December 31, 2023. Google Analytics were not set up earlier in the year.

Website improvements were made in 2023 including the launch of a new events calendar and the start of a full site re-design which officially launched in March 2024.

A new events calendar was implemented to include photos. It also includes a submission area for events organizers to have their events published upon approval.

Events Calendar

Before

After

Digital Advertising - Display Ads

11.8M+ Impressions

40K+ Clicks

There was a different set of seasonal display Ads in the Spring, Summer, Fall and Winter of 2023.

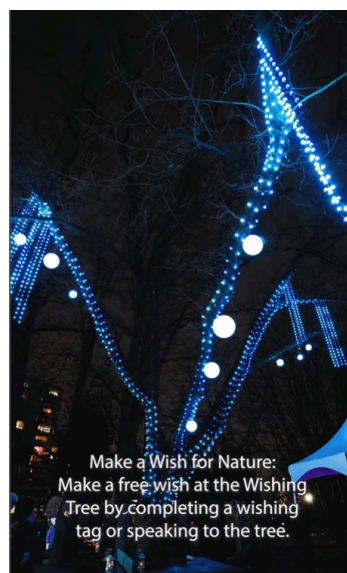


| | | | |
|-----------------------------|-----------------------------------|-------------------------------------|---|
| | Explore summer in New West | | A family weekend away |
| incredible food | | | just a SkyTrain ride from downtown Vancouver |
| arts and culture | | | You're family in New West |
| Meet you in New West | | Plan a Summer Visit | |
| | | | Plan a Spring Getaway |

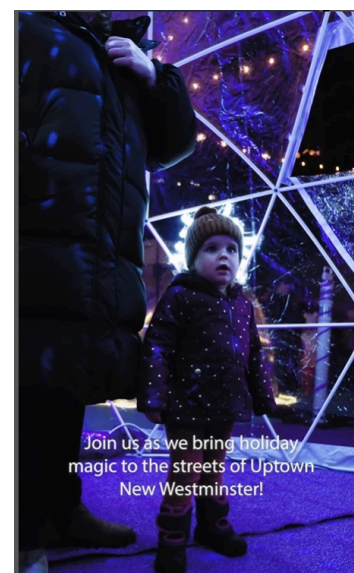
| | | | | |
|-----------------------------------|------------------------|------------------------------|-----------------------------|-----------------------------------|
| | | | | |
| FALL in love with New West | with cozy spots | with arts and culture | Meet you in New West | Plan a Fall Visit |

Cost per click - \$0.20

Video Creation



2 professional videos were created for Shine Bright Events in collaboration with the City of New Westminister.



#SearchForPhillip Campaign



Price is Right Contestant Loses, and then Wins, a Trip to New Westminister!

Phillip originally lost out on a trip to stay in New West Monday November 13, 2023 when he overestimated the value of the trip while playing the balance game on the show The Price is Right.

So, right away, Tourism New West decided to take this opportunity and turn it into a Storytelling Campaign, called #SearchForPhillip by going out on the search for the contestant with the help of the public and the media, to find him and bring him to New Westminister, so he could enjoy the trip, and show everyone what a great time he had in our city.

The results where outstanding, after spending only about \$10k on this campaign, New Westminister gained a strong media presence for 31 days in a row, reaching every province in Canada though TV, Radio, Online News, Social Media, Printed Media and Blogs in Canada, USA, Mexico, UK, France, and Spain, reaching a value of close to \$1 million dollars that kept growing in the followings months.

We hosted #PhillipInNewWest and we are excited to welcome him back again in 2024!



The Timeline
 Episode Aired
 Launched Campaign
 Phillip Found
 Trip Planned
 Itinerary
 Win a trip like Phillip contest
 Phillip in New West
 "Be like Phillip" campaign

Social Media

6.5M+
Impressions

98K+
Clicks

Instagram: 11,082 followers (+20% vs. 2022)
 Facebook: 4,075 followers (+6% vs. 2022)
 X: 3,926 followers (-0.88% vs. 2022)
 NEW - Tik Tok: 120 followers
 NEW - Threads: 1,415 followers
 NEW CHANNEL - YouTube

Advertising

Cost per click - \$0.46

Tourism New Westminster Sponsored

Explore vibrant riverside neighbourhoods in New Westminster, at the centre of Metro Vancouver.

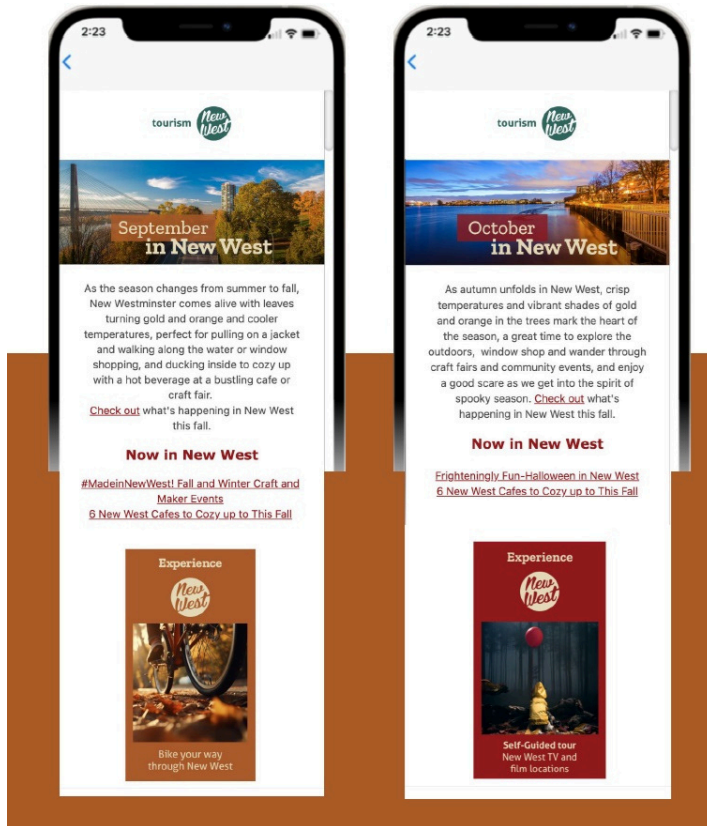
- Riverfront Hotels** Affordable pri... [Learn more](#)
- Unique Dining** Vibrant cuisine [Learn more](#)
- SkyTrain to Downtown** 25 min to Van... [Learn more](#)
- Show-stopping Cuisine** Wild Thyme [Learn more](#)
- Unique Shopping** Champagne T... [Learn more](#)
- Art Galleries** New media a... [Learn more](#)

Instagram Giveaways

- Oktopus Giveaway:** Sponsored by Massey Theatre. Includes a photo of the Oktopus band.
- Coldspotters Giveaway:** Sponsored by Fraser River Discovery Centre. Includes a photo of a person in a ghost costume.
- Fraser River Discovery Centre Giveaway:** Sponsored by Fraser River Discovery Centre. Includes a photo of the building.
- O Christmas Tea Giveaway:** Sponsored by Massey Theatre. Includes a photo of the Christmas Tea production.
- Shine Bright Giveaway:** Sponsored by Tourism New Westminster. Includes a photo of a large star-shaped light display.

- Shine Bright:** Likes 378, Entries 1,082, Reach 4,105
- Anvil Centre Theatre:** Likes 45, Entries 45, Reach 5,617
- New West Craft:** Likes 166, Entries 217, Reach 3,601
- Massey Theatre:** O Christmas Tea - Likes 120, Entries 264, Reach 5,661
- Fraser River Discovery Centre:** Likes 200, Entries 255, Reach 6,564
- Coldspotters Haunted Ghost Tours:** Likes 77, Entries 68, Reach 3,221
- Massey Theatre - Oktopus:** Likes 70, Entries 89, Reach 2,950

Monthly Newsletter



A monthly newsletter was launched in September, highlighting events, experiences, itineraries, blog posts and more!

✉ 6,196 Emails sent

👁 57.5% Open rate

Quarterly Contests

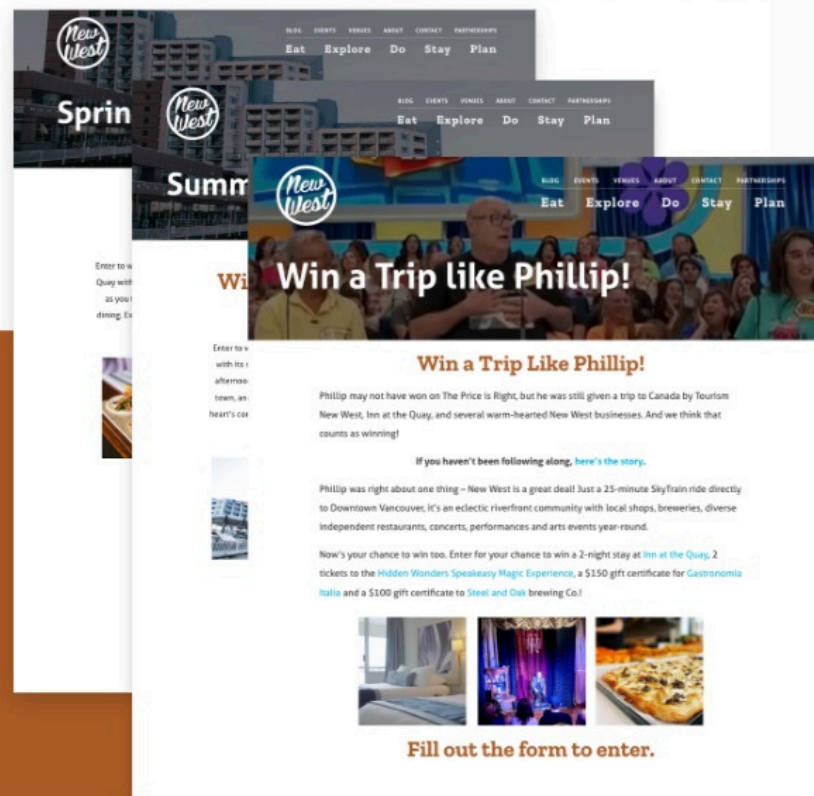
Quarterly contests helped promote local businesses, generate website traffic and build the email database for Tourism New West.

➔ 14,434 Entries

👁 35,872 Views

🔄 35.4% Conversion

✉ 5,116 Email Opt-Ins



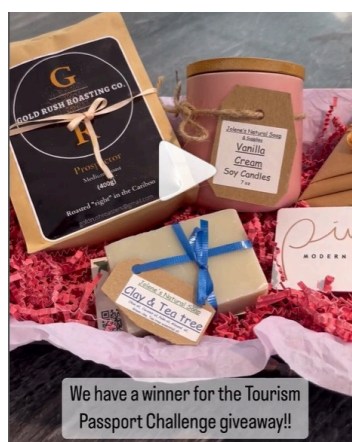
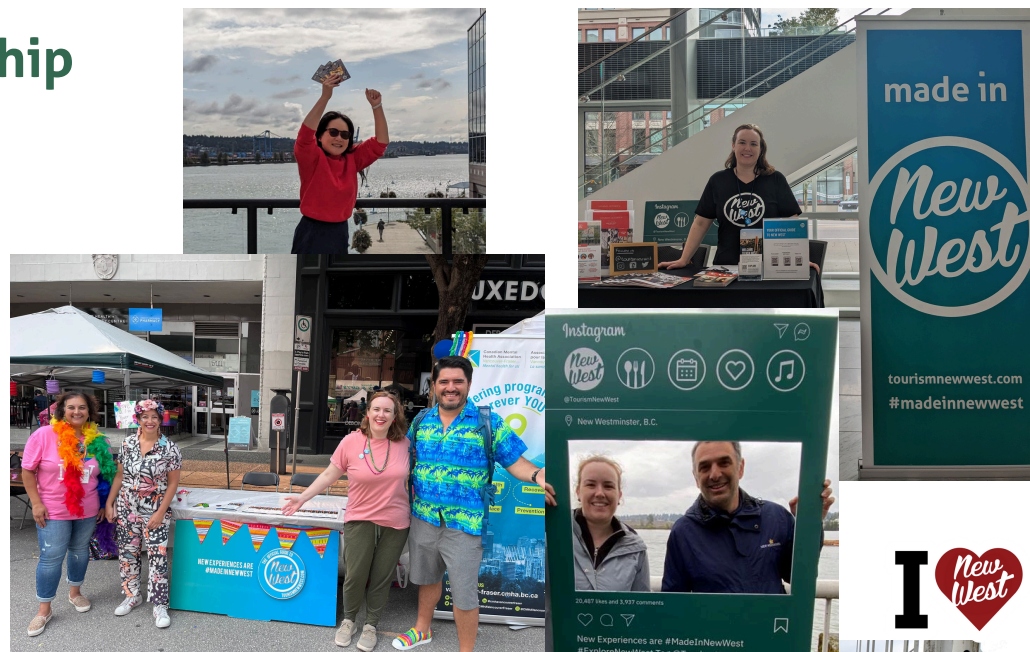
New Tag-line



- ✓ Community Survey
- ✓ Marketing Workshop
- ✓ Tag-line Poll
- ✓ Social Media Poll
- ✓ Freedom of use

Events & Sponsorship

- Fridays on Front
- New West Pride
- River Fest 2023
- Cultural Crawl
- On Your Block Fest
- Car Free Day
- Uptown Live
- Bigger Ideas Conference
- Piony Indie Film Festival
- Platinum Awards
- Shine Bright



Blog Posts & Itineraries

17 blog posts & 2 new itineraries were posted in 2023!

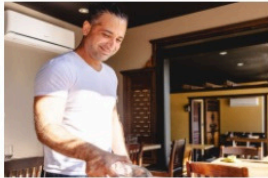


What's New | Tourism New West
November 22 | 2023

Search For Phillip

Photo credit: CBS Price Is Right Contestant Loses, and then Wins, a Trip to Canada (and You Can Win a Trip Too!) Phillip never imagined...

[Read More](#)



Dine, Eat | Tourism New West
November 07 | 2023

4 Cozy Winter Meal Spots for Comfort Food

The chill in the air calls for the kind of food that feels like a hug. From charming family-owned bistros dishing up hearty classics like...

[Read More](#)



Blog, Do, What's New | Tourism New West
October 10 | 2023

Frighteningly Fun - Halloween in New Westminster

Get ready for an unforgettable Halloween in New Westminster! Wander through historic sites with a haunted past, slip on your costume to do the monster...

[Read More](#)



Blog, Do, What's New | Tourism New West
September 12 | 2023

#MadeinNewWest! Fall and Winter Craft and Maker

Events

Photo Credit: New West Culture Crawl Creativity, community, and the kind of crisp weather that makes everything cozy! It's the perfect backdrop for celebrating the...

[Read More](#)



What's New | Tourism New West
July 28 | 2023

New West Historical Treasures

New Westminster has always been a destination for culture, food and art, but if you're new to the New West scene, you might not know...

[Read More](#)



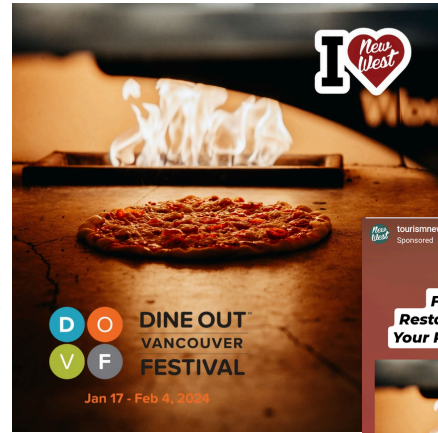
What's New | Tourism New West
November 09 | 2023

Secret Santa Guide: Unique Holiday

West

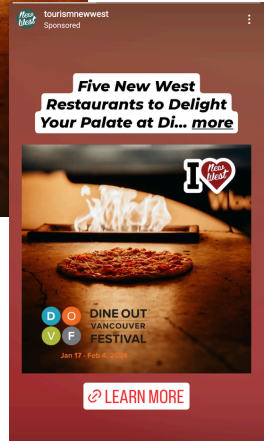
Get your credit card ready—it's time to grab gift cards for everyone on your list from your office Secret Santa...

[Read More](#)



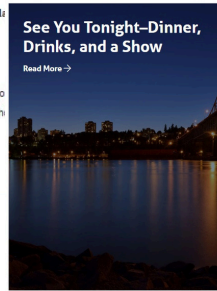
D O DINE OUT VANCOUVER FESTIVAL

Jan 17 - Feb 4, 2024



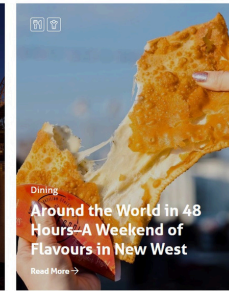
Five New West Restaurants to Delight Your Palate at Di... more

[LEARN MORE](#)



See You Tonight—Dinner, Drinks, and a Show

[Read More](#)

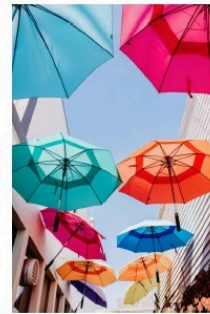
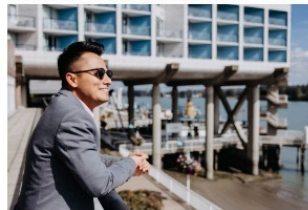
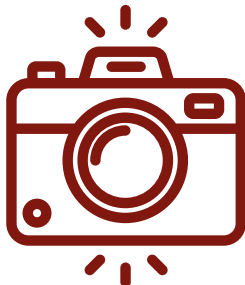


Around the World in 48 Hours—A Weekend of Flavours in New West


[Read More](#)

Photography

Three photographers were contracted to photograph New Westminster in 2023 to compliment styles within the brand guidelines.

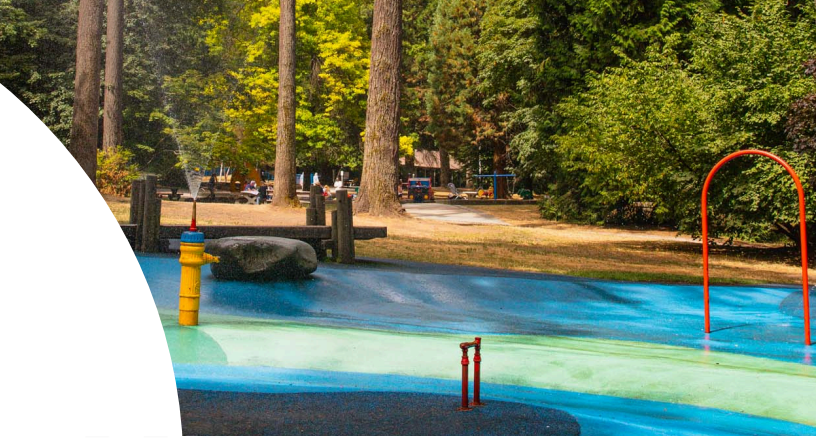


Media Partnerships



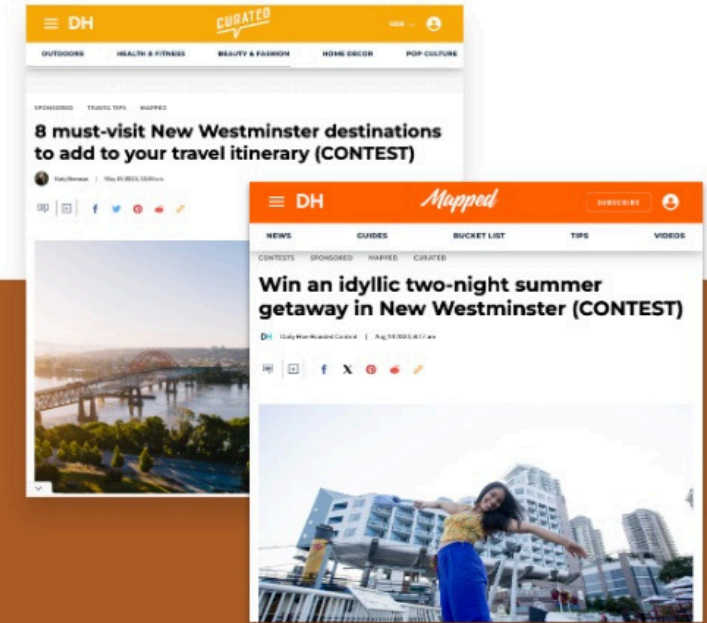
357K+
Impressions

18K+
Clicks



Daily Hive


Tourism New West partnered with Daily Hive in spring and summer to promote city highlights and the contest.



141,630
Impressions

9,059
Article Reads

BC Bob #SearchforPhillip



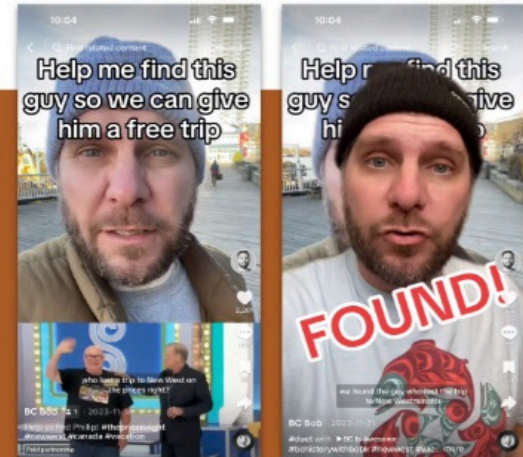
bcisawesome
BC Is Awesome

Follow

42 Following 117K Followers 5.4M Likes

Stuff you maybe didn't know about B.C. with Leo-nominated TV host Bob Kronbauer

linktr.ee/bcisawesome



49,700
Views

3,217
Likes, Shares,
Comments, Saves

BC Is Awesome posted twice on their TikTok channel, with views at the high end of their channel average. The #SearchForPhillip campaign was also featured on the Vancouver Is Awesome weekly travel newsletter.

Media Partnerships

(Continued)

Seattle: The Stranger #SearchForPhillip

The Win a Trip like Phillip contest was promoted in Seattle's The Stranger from Nov. 28 - Dec. 4, 2023

60,000+ Impressions

149 Instagram Engagements

Win a trip to Metro Vancouver!

Phillip Filpatrick of Arizona missed his shot at game show glory when he overbid on a trip to New Westminster, BC last month. But when the charming roadside town just minutes outside Vancouver found what happened, they wanted to make it right. It took some going to End Times, but they did, and they're bringing him up anyway! Now to celebrate his win, they're giving away a 5-night stay for another lucky "winner." Enter now!

theStranger

LIVE MUSIC WEEKLY

Phillip Lost on The Price is Right, And Instantly Won the Hearts of Canadians. Now You Could Win Big Too!

You don't need to be on a game show to win a stay up in Metro Vancouver

Enter Here

Phillip Filpatrick of Arizona missed his shot at game show glory when he overbid on a trip to New Westminster, BC last month. But when the charming roadside town just minutes outside Vancouver found what happened, they wanted to make it right. It took some going to End Times, but they did, and they're bringing him up anyway! Now to celebrate his win, they're giving away a 5-night stay for another lucky "winner." Enter now!

Refining our brand identity

Consistency has been made across platforms following our brand identity and guidelines.

Tourism New Westminster

tourismnewwest threads.net

The Official Guide to New Westminister #WhereStoriesMeet

1,415 followers

Threads Replies Reposts

tourismnewwest 3d ... Stay up to date on everything New West by reading our monthly newsletter: activitymessenger.com/y/dGE...

Sign up on our website!

Tourism New West

tourismnewwestminister.com

Tourism New Westminister

Apr 17, 2018 - The Official Guide to New Westminister #WhereStoriesMeet. Located in the heart of Metro Vancouver and a quick 25-minute SkyTrain ride to downtown ...

Tourism New Westminister

@TourismNewWest

The Official Guide to New Westminister #WhereStoriesMeet

New Westminister, BC

tourismnewwestminister.com

Joined May 2009

770 Following 3,936 Followers

Location

<https://tourismnewwestminister.com/>

777 Columbia Street New Westminister BC V3M 1B6

No hours available

Get directions Contact

Tourism New Westminister

The Official Guide to New Westminister #WhereStoriesMeet

777 Columbia Street, New Westminister, BC, Canada, British Columbia

+1 604-526-1905

info@tourismnewwest.com

tourismnewwestminister.com

Open now

★ Rating · 4.8 (78 Reviews)

tourismnewwest

Edit profile View archive Ad tools

2,995 posts 11.3K followers 1,060 following

Tourism New Westminister

The Official Guide to New Westminister #WhereStoriesMeet

linkin.bio/tourismnewwest + 1



February January To Do Shine Bright Price is Right YouTube Giveaways

I ❤️ NW Merch

A new Tourism New West merch line was launched in 2023!



Pins



Mugs



Postcards



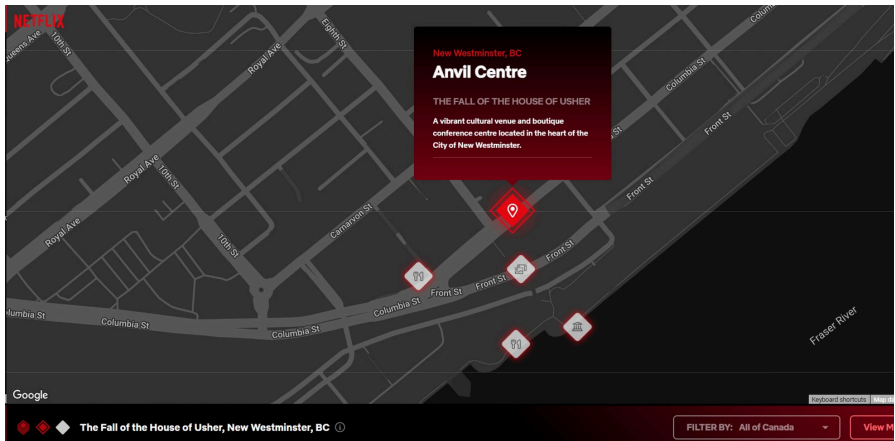
Stickers

Giphy Stickers

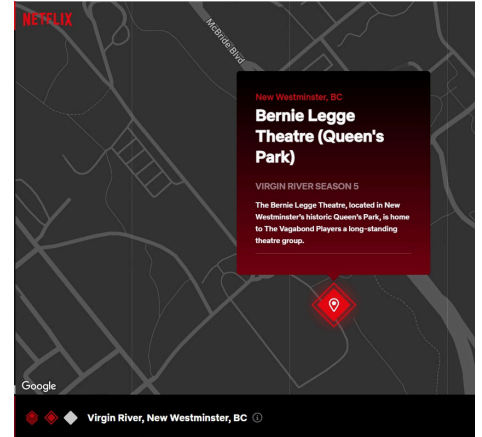
Custom branded Giphy stickers for New West were created. The public can tag and bring awareness with to the brand with these fun and engaging animated images.



Netflix in your Neighborhood



2 filming locations in New West have now been added to the map!



A Day in New West - 7 New You Tube Videos!



A Day in New West!

New Tourism New West

Videos

Unlisted Tourism New West - 7 / 8

1:01

1 A Day in New West - Pandora's Locks: Escape Room
Tourism New West

1:00

2 A Day in New West - Vancouver Circus School
Tourism New West

1:01

3 A Day in New West - Piva Modern Italian
Tourism New West

1:01

4 A Day in New West - North Noodle House
Tourism New West

1:01

5 A Day in New West - IT Char Burger
Tourism New West

A Day in New West -

All From Tourism New West For you Liv

We took gaming enthusiast Sangak (@manizmgh) out for an exciting day of exploration in New Westminster. This project was a collaboration between Tourism New West x The Gaming Stadium x Eat New West.



We are Members

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

Partnerships & Collaborations

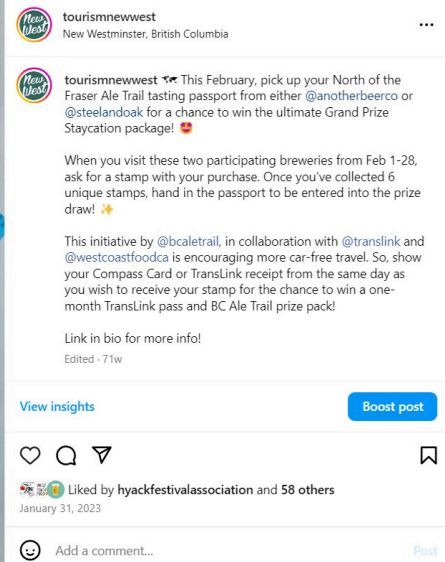
- Destination British Columbia
- Downtown BIA
- Uptown BIA
- City of New Westminster
- Douglas College
- Tourism Challenge
- Discover Surrey
- Tourism Coquitlam
- Destination Vancouver
- Tourism Burnaby
- Tourism Nanaimo
- Latincouver

Community Outreach



BC Ale Trail

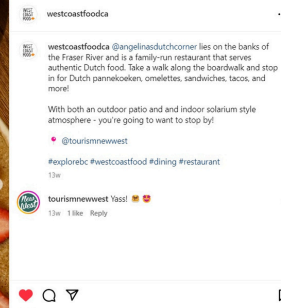
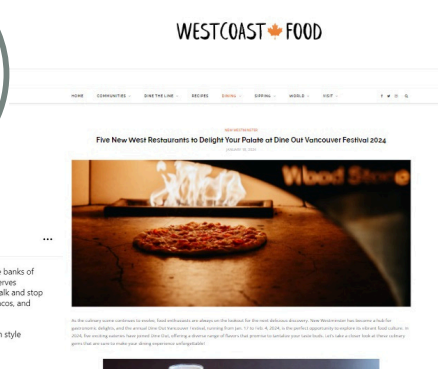
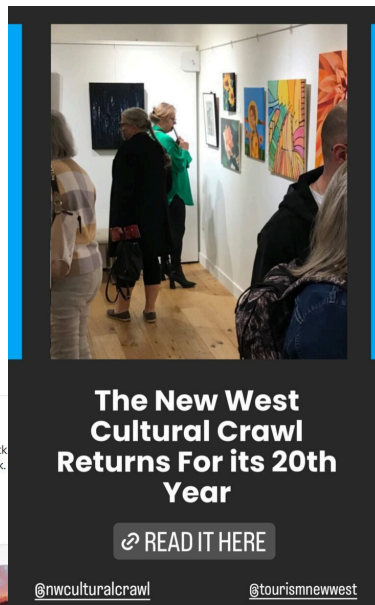
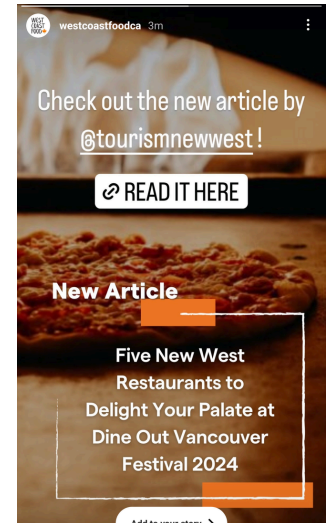
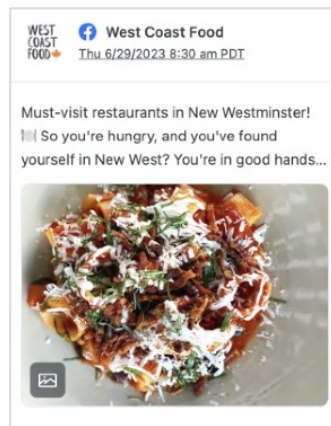
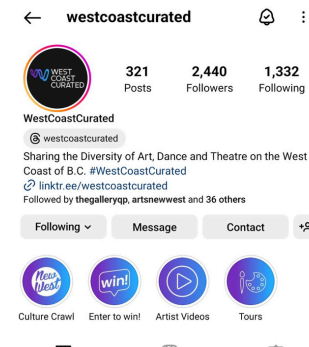
Tourism New West participated in the BC Ale Trail campaigns including the annual North of the Fraser Ale Trail Tasting Passport which happens in the month of February.



West Coast Curated West Coast Food

Tourism New West participated in the West Coast Food and West Coast Curated 2023 campaigns.

Featured article!





tourism



THANK YOU

CONTACT US :

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-  www.tourismnewwest.com
-  777 Columbia Street, New Westminster

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