

tourism



2025 ANNUAL REPORT





Table of Contents

Letter from the President, Board of Directors	3
Letter from the Executive Director	4
Executive Summary	5
Financial Overview	7
Understanding MRDT & OAP	9
The Team Behind Tourism New Westminster	11
Marketing & Communications	12
Visitor Experience	34
Destination Development & Community Partnerships	38
Looking Ahead: Challenges & Opportunities	49
How You Can Get Involved	51

TRAVIS JOHNSON

President, Board of Directors



To everyone who believes in the future of New Westminster,

As President of the Board of Tourism New Westminster, I am proud to reflect on another year of progress for our organization and our community. Tourism continues to play an important role in supporting local businesses, strengthening community pride, and helping showcase everything that makes New Westminster such a unique place to visit and live.

Our Board of Directors is made up of dedicated volunteers who represent different sectors of our community and visitor economy. Together, our role is to provide strategic guidance, thoughtful governance, and long-term perspective while supporting the Executive Director and staff as they carry out the organization's work. Throughout 2025, I have been inspired by the passion, collaboration, and commitment demonstrated by everyone involved.

One of our greatest strengths is our willingness to work together. Tourism New Westminster has continued to strengthen relationships with businesses, community organizations, neighbouring destinations, and industry partners, recognizing that meaningful collaboration is essential to building a successful and competitive destination.

The tourism industry is constantly evolving, and destinations must continue to innovate while preserving the character that makes them special. I believe New Westminster is well positioned to embrace that future. By working together, supporting new ideas, and investing in experiences that benefit both residents and visitors, we can continue building a destination that reflects the creativity, diversity, and welcoming spirit of our city.

On behalf of the Board of Directors, I would like to thank Gerardo Corro and the Tourism New Westminster team for their leadership and dedication throughout the year, as well as our volunteers, partners, local businesses, the City of New Westminster, and everyone who shares our vision for the future of tourism in our community.

Thank you for your continued trust and support. Together, we are helping shape a stronger New Westminster for residents, businesses, and visitors alike.

Warm regards,

Travis Johnson

President, Board of Directors

GERARDO CORRO

Executive Director



Dear Partners, Community Members, and Friends,

Great destinations don't happen by accident. They are shaped by communities that believe in themselves, entrepreneurs willing to invest in new ideas, governments that embrace thoughtful innovation, and people who are proud to share the place they call home.

Over the past three years, Tourism New Westminster has been on an exciting journey. In 2023, we focused on rebuilding our organization. In 2024, we laid a stronger foundation through new partnerships, innovative tools, and a renewed destination brand. In 2025, we took another important step forward by expanding our reach beyond our own borders and sharing New Westminster's story with more people than ever before.

Today, our role extends well beyond marketing. As a destination management organization, we bring people together, connect ideas, support local businesses, encourage entrepreneurship, strengthen partnerships, and help shape the future of our destination. Every visitor we welcome contributes to our local economy, while every improvement we make to the visitor experience also enhances the quality of life for residents.

New Westminster is a destination worth discovering. Located in the heart of Metro Vancouver and just 25 minutes from Downtown Vancouver by SkyTrain, our city offers a vibrant waterfront, remarkable history, thriving arts and culture, outstanding local businesses, and authentic experiences unlike anywhere else in the region. I encourage all of us to continue sharing that story and proudly inviting others to experience everything our city has to offer.

The tourism industry is evolving rapidly, and destinations everywhere are competing for attention. Remaining relevant requires creativity, collaboration, and a willingness to embrace new ideas while preserving the heritage, character, and quality of life that make New Westminster so special. By working together—businesses, community organizations, residents, industry partners, and governments—we can continue building a destination that is innovative, competitive, sustainable, and uniquely New Westminster.

Our doors are always open. Whether you have an idea for a new tourism experience, event, business, partnership, or simply a way to make New Westminster an even better place to live and visit, I encourage you to reach out. We welcome new ideas, fresh perspectives, and meaningful collaborations because the best ideas often begin with a simple conversation.

I would like to sincerely thank our dedicated staff, Jasmine Crisp and Emilio Maturana-Rogazy, our interns and volunteers, and our committed Board of Directors led by President Travis Johnson. I also extend my heartfelt appreciation to the many tourism businesses, local businesses, arts and culture organizations, business associations, community groups, entrepreneurs, event organizers, neighbouring destinations, government partners, and industry organizations that continue to collaborate with us. Tourism is, by nature, a collective effort, and everything we accomplish is made possible through collaboration, shared vision, and our collective commitment to making New Westminster an exceptional place to live, work, and visit.

Finally, I would like to thank my family for their unwavering support, patience, and encouragement. Their belief in the work we do makes it possible for me to continue serving this incredible community every day.

The future of New Westminster will not be shaped by any one organization, it will be shaped by all of us, working together.

Warm regards,



Executive Director



Executive Summary

2025 was a year of momentum for Tourism New Westminster. Building on the organizational rebuilding of 2023 and the strong foundations established in 2024, this year focused on expanding our reach, strengthening partnerships, and increasing awareness of New Westminster as one of Metro Vancouver's most unique and connected urban destinations.

Throughout the year, we continued promoting New Westminster through innovative marketing campaigns, engaging digital storytelling, visitor services, destination development initiatives, and community partnerships. The launch of “The Next Station is New Westminster” marked an important milestone in our destination marketing efforts, encouraging visitors to discover our city's vibrant waterfront, rich history, thriving arts and culture, local businesses, and unique experiences, all just 25 minutes from Downtown Vancouver by SkyTrain.

As a destination management organization, our work extends beyond marketing. We collaborate with businesses, community organizations, government partners, neighbouring destinations, and industry leaders to strengthen New Westminster's visitor economy while creating lasting benefits for residents. During 2025, we continued supporting local tourism businesses, expanding our visitor services, fostering entrepreneurship through the New West Experience (NWX), and advancing new initiatives in film tourism, tourism research, and destination development.

These accomplishments reflect a simple belief: tourism succeeds when communities work together. Every partnership, campaign, event, and visitor experience contributes to a stronger local economy, a more vibrant community, and a destination that residents are proud to call home.

As we look ahead, Tourism New Westminster remains committed to supporting sustainable tourism, encouraging innovation, and working collaboratively to strengthen New Westminster's position as a destination worth discovering.



2025 at a Glance

Key achievements and milestones from Tourism New Westminster in 2025

01 The Next Station is New Westminster

Launched our new destination marketing campaign highlighting New Westminster as the heart of Metro Vancouver.

02 Signature Destination Video

Premiered our new Signature Destination Video after more than a year of planning, filming, and collaboration.

03 New West Experience (NWX)

Created an innovative program encouraging entrepreneurs, students, creatives, and community members to develop new visitor experiences and bold ideas.

04 Visitor Services Expansion

Expanded visitor services through the operation of the Westminster Quay Visitor Information Kiosk.

05 Digital Storytelling

Strengthened Tourism New Westminster's digital presence through engaging visitor-focused storytelling and content.

06 Partnerships

Expanded partnerships with local businesses, arts and culture organizations, community groups, neighbouring destinations, and provincial tourism partners.

07 Tourism Research & Development

Advanced new initiatives in destination development, film tourism, tourism research, and visitor data collection.

08 Destination Identity

Helped strengthen New Westminster's identity as a destination worth discovering.



Financial Overview

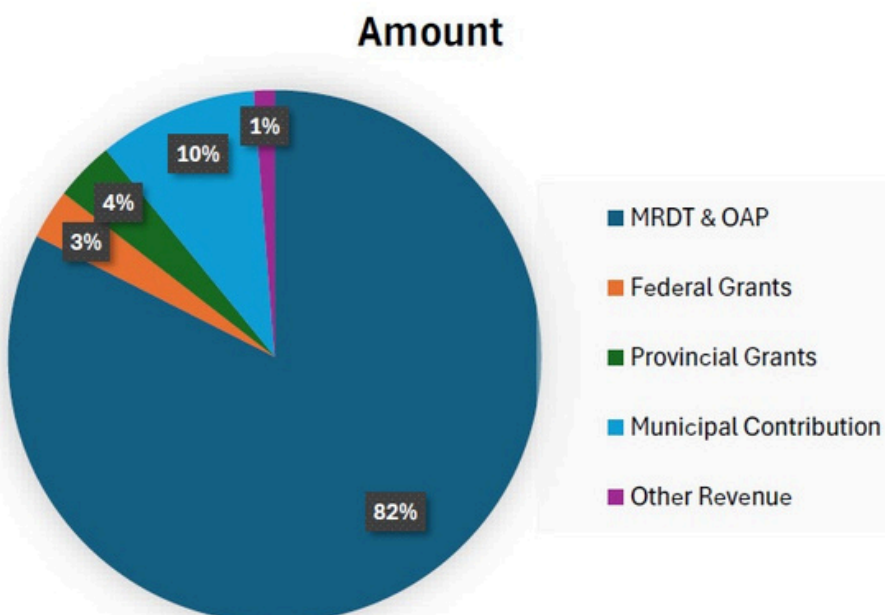
Tourism New Westminister is committed to the responsible, transparent, and strategic management of its resources. Every investment supports our mission of strengthening New Westminister's visitor economy through destination marketing, visitor services, destination development, community partnerships, and initiatives that create lasting value for residents, businesses, and visitors alike.

More than 80% of Tourism New Westminister's funding comes from the Municipal and Regional District Tax (MRDT) and the Online Accommodation Platform (OAP) program, which are paid primarily by visitors staying in hotels and other eligible accommodations, rather than by local taxpayers. Additional support from federal, provincial, and municipal partners allows us to undertake projects that strengthen our destination and contribute to the long-term growth of New Westminister's visitor economy.

► How Tourism New Westminister is Funded

Founding Source	Amount	%
MRDT & OAP	\$ 342,371.00	82.5%
Federal Grants	\$ 12,629.00	3.0%
Provincial Grants	\$ 15,000.00	3.6%
Municipal Contribution	\$ 40,000.00	9.6%
Other Revenue	\$ 5,200.00	1.3%
Total Funding	\$ 415,200.00	100.0%

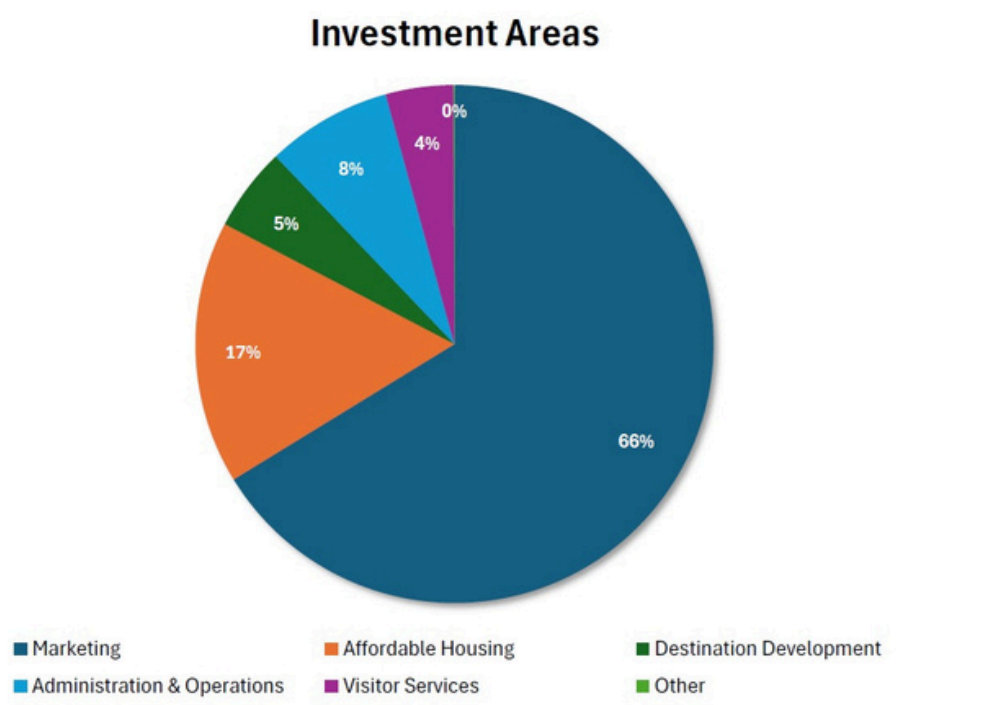
More than 80% of Tourism New Westminister's funding comes directly from visitors through accommodation taxes, allowing us to promote and develop the destination without relying on municipal property taxes.



► How We Invested in Tourism

Investment Area	Amount	%
Marketing	\$ 284,343.00	66.2%
Affordable Housing	\$ 70,463.00	16.4%
Destination Development	\$ 22,450.00	5.2%
Administration & Operations	\$ 33,598.00	7.8%
Visitor Services	\$ 18,121.00	4.2%
Other	\$ 250.00	0.1%
Total Investments	\$ 429,225.00	100.0%

Tourism New Westminster invests its resources in promoting the destination, supporting visitor services, fostering destination development, strengthening organizational capacity, and collaborating with community partners to create lasting benefits for residents, businesses, and visitors.



► Responsible Stewardship

Tourism New Westminster believes that every investment should create meaningful value for our community. We manage our resources with accountability, transparency, and a long-term perspective, ensuring that funding is directed toward initiatives that strengthen the visitor economy, support local businesses, enhance visitor experiences, encourage innovation, and build strategic partnerships.

By investing responsibly today, we are helping create a stronger, more competitive, and more resilient destination that benefits New Westminster for years to come.

► Understanding MRDT & OAP

Investing Visitor Dollars Back into New Westminster

One of the most common questions we receive is, "How is Tourism New Westminster funded?"

The answer is simple: most of our funding comes from visitors, not local taxpayers.

When visitors stay overnight in hotels and other eligible accommodations in New Westminster, they pay a small accommodation tax that is reinvested directly into strengthening the local visitor economy. These funds allow Tourism New Westminster to promote the destination, improve visitor services, support destination development, and collaborate with local businesses and organizations to attract more visitors and create lasting economic benefits for our community.

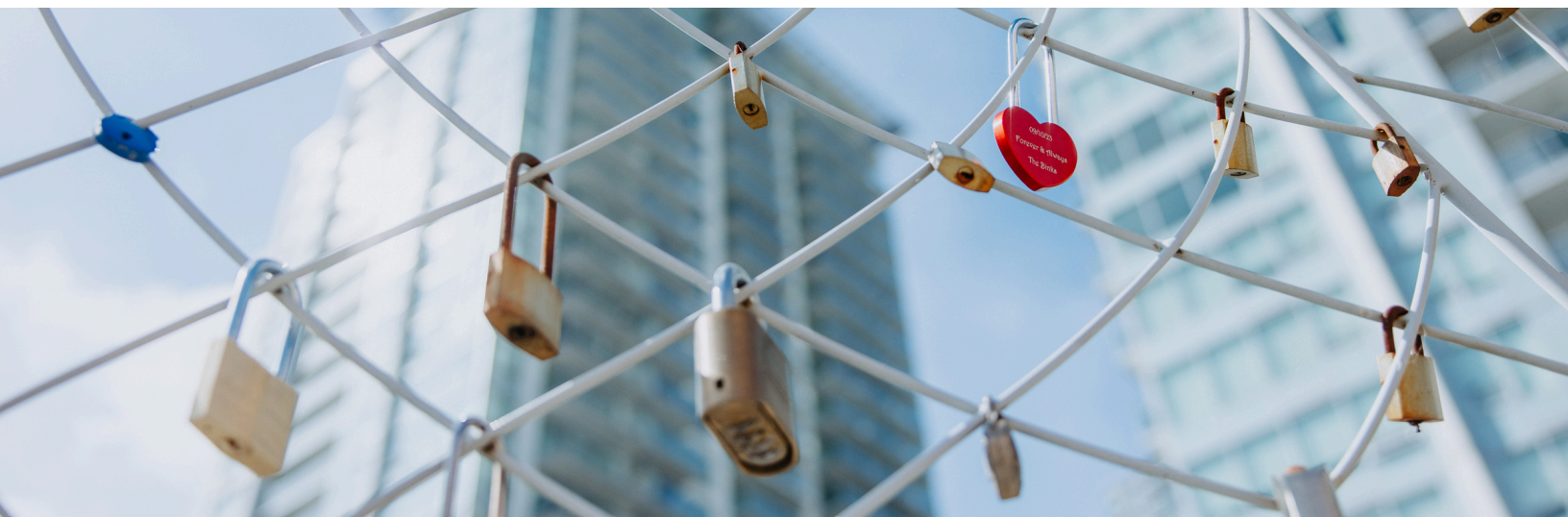
This funding model ensures that the people who benefit from visiting New Westminster also help support the destination they are enjoying.

► Municipal & Regional District Tax (MRDT)

The Municipal and Regional District Tax (MRDT) is a provincial accommodation tax collected on overnight stays at eligible hotels, motels, and other commercial accommodations throughout British Columbia.

A portion of the MRDT collected in New Westminster is returned to Tourism New Westminster by the Province of British Columbia to support tourism marketing, destination development, visitor services, research, and other initiatives that align with our strategic business plan.

By attracting more visitors, MRDT funding helps generate economic activity for local businesses, restaurants, attractions, retailers, transportation providers, and accommodation operators, while also supporting employment and increasing awareness of New Westminster as a destination.



► Online Accommodation Platform (OAP)

The Online Accommodation Platform (OAP) program applies similar accommodation taxes to many short-term accommodations booked through online platforms.

Unlike traditional MRDT funding, provincial legislation requires OAP revenues to be directed toward affordable housing initiatives within the community.

Tourism New Westminster administers these funds in accordance with provincial requirements, ensuring they are transferred to support affordable housing while maintaining transparent financial reporting.

Although OAP funding appears in our financial statements, it is restricted funding and cannot be used for destination marketing or Tourism New Westminster's operating activities.

► Why It Matters

Every visitor who chooses to stay overnight in New Westminster contributes more than just accommodation revenue.

Their visit helps support local restaurants, cafés, breweries, shops, attractions, transportation providers, festivals, cultural organizations, and countless small businesses throughout the city. At the same time, the accommodation taxes they pay help fund destination marketing, visitor services, destination development initiatives, and affordable housing programs that benefit the broader community.

It is a funding model that allows tourism to generate meaningful economic and community benefits while reducing reliance on local taxpayers.



The Team Behind Tourism New Westminster

► Staff



Gerardo Corro,
Executive Director



Jasmine Crisp,
Marketing Manager



Emilio Maturana-Rogazy
Visitor Experience Coordinator
Part-time



Donald Zhou & Neil Kiew
Visitor Information Councilors
Canada Summer Jobs
9 weeks, June-August 2025

Internships

- British Columbia Institute of Technology (BCIT) - Moon Pham, Annie Huang, Machier Muriuki
- Capilano University - Joel Oswaldo Piña Vera, Rupinder Kaur
- Western Community College - Michelle Mathews, Komalpreet Kaur, Siddharth Raichangair, Gurleen Kaur
- Langara Design Formation - Peyton Catalfamo
- Sources Community Resource Centre - Mohammad Lotun

Volunteers

35+ Volunteers – over 650 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
Staff Liaison
(Non-Voting)

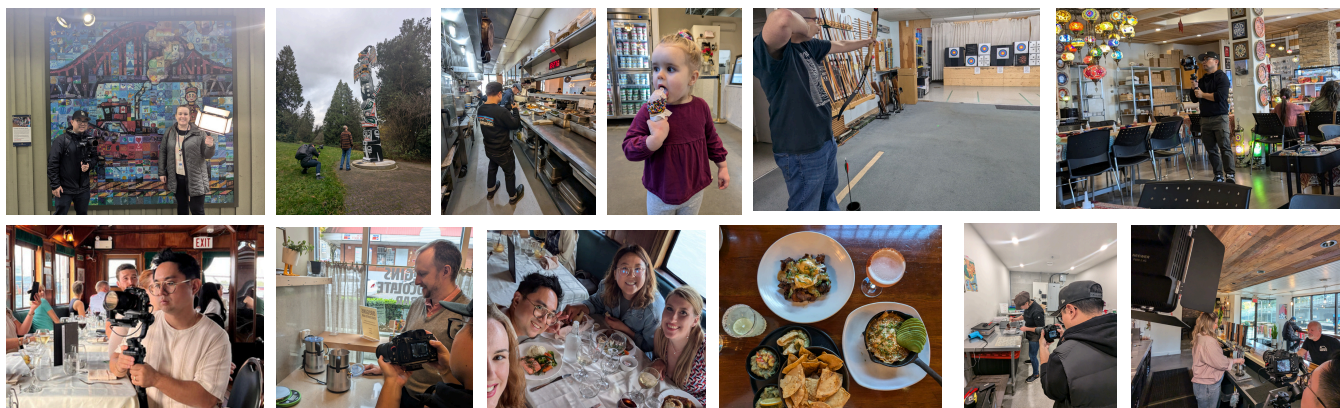
Marketing & Communications

► Marketing Strategy Presentation



On April 15, 2025, Tourism New Westminster welcomed approximately 60 tourism partners, businesses, stakeholders, and community leaders to its 2025 Marketing Strategy Presentation, where we unveiled our vision for inspiring more visitors to discover New Westminster. The event showcased our strategic direction for destination marketing, highlighted innovative approaches to storytelling and visitor engagement, and celebrated the premiere of our new Signature Video, filmed over 12 months to capture the city's unique character and experiences. Attendees also received the first look at our new destination marketing campaign, "The Next Station is New Westminster," positioning the city as an exciting, accessible, and must-visit destination in Metro Vancouver.

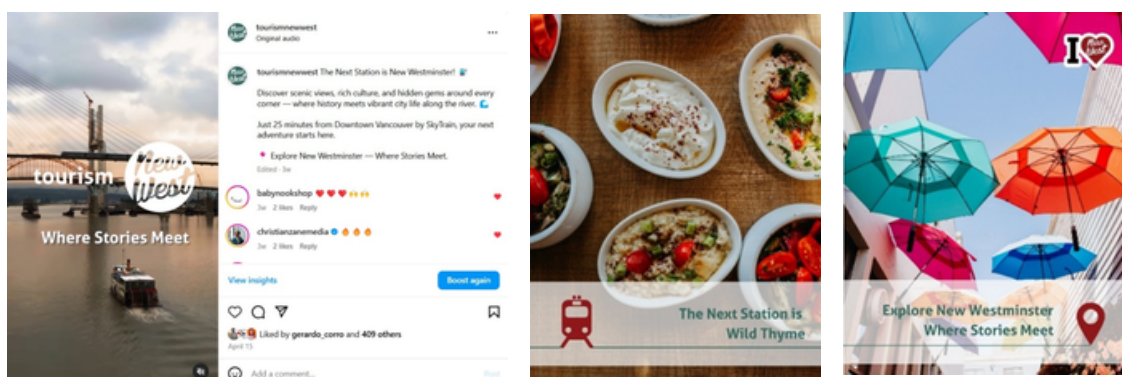
► Destination Signature Video – A year in the making!



Our Destination Signature Video represents more than a year of planning, filming, and collaboration to capture the essence of New Westminster as a visitor destination. Working alongside videographer Christian Clado of Christian Zane Media throughout 2024, we filmed at more than 37 locations across the city, showcasing not only New Westminster's iconic attractions and local businesses, but also the energy, culture, and authentic experiences that make the city unique.

The project was made possible through the support of volunteers, interns, local businesses, and community members who generously contributed their time, enthusiasm, and flexibility throughout the production. By the end of 2024, filming was complete, and by 2025 we were proud to present our destination marketing asset that we hope will inspire future visitors to experience New Westminster for themselves.

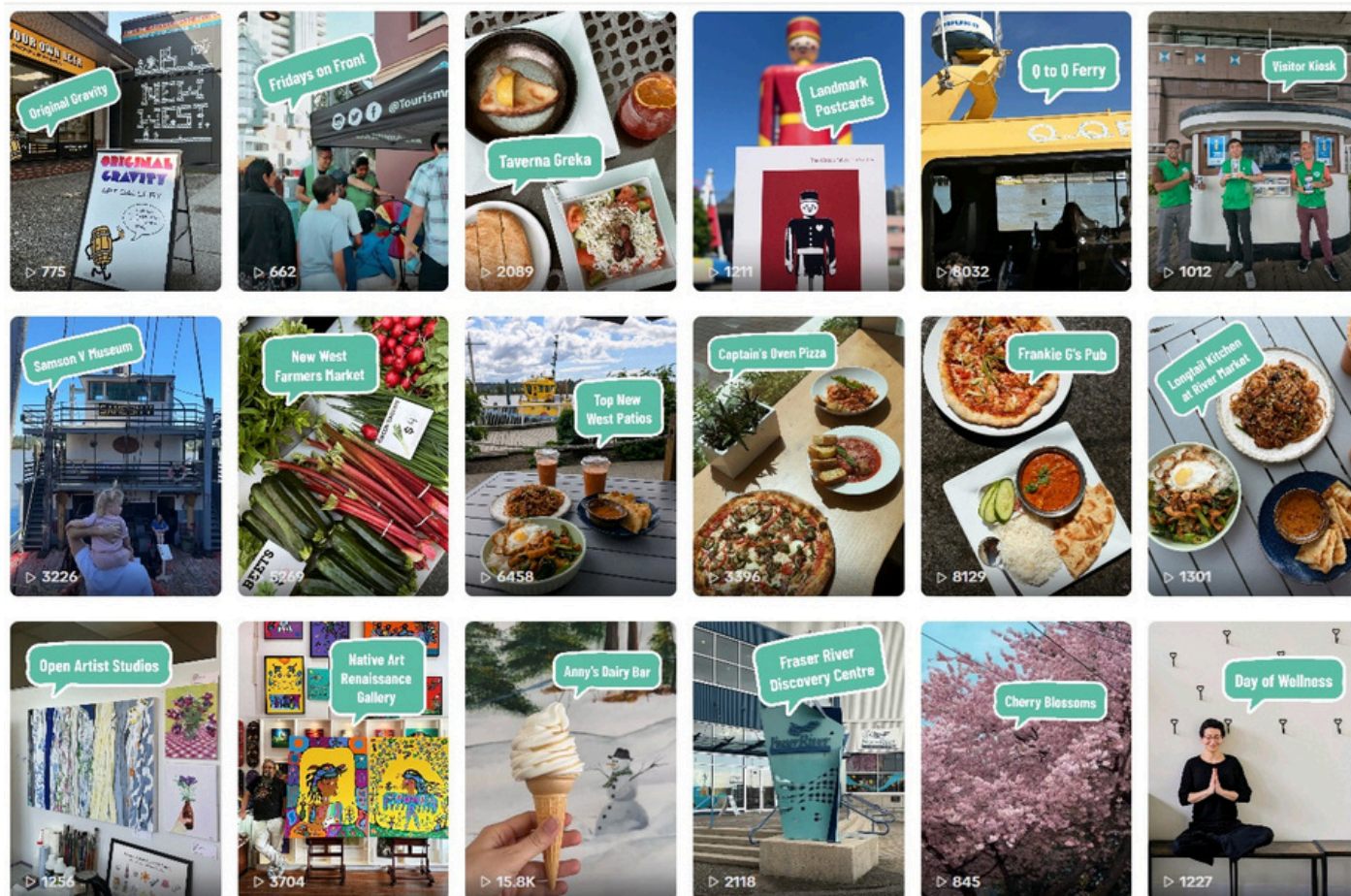
► Campaign Launch – The Next Station is New Westminster



In 2025, Tourism New Westminster proudly launched "The Next Station is New Westminster!", a new destination marketing campaign designed to inspire more people to explore the city's vibrant waterfront, award-winning culinary scene, arts and culture, historic neighbourhoods, unique attractions, signature events, and welcoming accommodations.

Positioning New Westminster as an easily accessible destination just 25 minutes from Downtown Vancouver by SkyTrain, the campaign encourages visitors to discover the stories, experiences, and hidden gems that make the city unlike anywhere else in the region. To maximize its reach, Tourism New Westminster developed a comprehensive partner toolkit, empowering local businesses, attractions, and tourism partners with branded marketing assets and messaging to help amplify the campaign across their own channels. By working together, the campaign strengthened a unified destination brand while showcasing the many experiences that make New Westminster a place worth discovering.

► Digital Strides



In 2025, Tourism New Westminster continued to grow its digital presence by expanding its reach across social media and embracing a video-first approach to destination storytelling. Through inspiring travel content, event coverage, local business features, and community partnerships, we showcased the best of New Westminster while connecting with new and returning audiences across all major platforms.

As part of this strategy, we collaborated with local content creator Vanessa Ortynsky to produce engaging short-form videos for Instagram and TikTok, bringing the city's unique experiences, neighbourhoods, and hidden gems to life through authentic, visitor-focused storytelling. We also partnered with creators Mariana Ojesto and Andres Gomez Zamora to produce three original promotional videos, including a collaborative campaign with YVR Airport that introduced New Westminster to a broader regional audience.

These efforts resulted in significant audience growth and increased engagement across our social channels, helping to strengthen New Westminster's visibility as a must-visit destination. By the end of 2025, our social media community had grown to 20,579 Instagram followers (+38% over 2024), 2,111 TikTok followers (+76%), 4,719 Facebook followers (+6%), 2,476 Threads followers (+15%), and 3,781 followers on X. We also continued to expand our YouTube presence with 5 new videos, laying the foundation for future long-form destination storytelling.

Content by the Numbers

Performance metrics across Instagram and TikTok for featured content pieces

Capital City Arcade

IG: 10,549 views, 317 likes, 6 comments, 49 saves, 122 shares
TikTok: 1,330 views, 98 likes, 2 comments, 42 saves, 34 shares

Palette Art Studio

IG: 15,704 views, 165 likes, 9 comments, 74 saves, 129 shares
TikTok: 807 views, 34 likes, 14 saves, 7 shares

Tin Soldier Time Capsule Opening

IG: 22,576 views, 363 likes, 6 comments, 38 saves, 344 shares
TikTok: 9,177 views, 307 likes, 5 comments, 39 saves, 115 shares

Hidden Wonders Speakeasy Magic Experience

IG: 20,608 views, 320 likes, 14 comments, 90 saves, 287 shares
TikTok: 46,885 views, 2,649 likes, 47 comments, 1,428 saves, 1,369 shares

Craft Cafe

IG: 10,214 views, 427 likes, 16 comments, 34 saves, 119 shares
TikTok: 3,142 views, 115 likes, 31 saves, 21 shares

Banette Brunch Bakery Cafe

IG: 29,724 views, 388 likes, 16 comments, 123 saves, 367 shares
TikTok: 2,414 views, 73 likes, 26 saves, 20 share

The Native Art Renaissance Gallery

IG: 15,954 views, 712 likes, 14 comments, 66 saves, 168 shares
TikTok: 1,457 views, 118 likes, 19 saves, 8 shares

Anny's Dairy Bar

IG: 18,238 views, 498 likes, 22 comments, 119 saves, 301 shares
TikTok: 9,484 views, 389 likes, 11 comments, 193 saves, 189 shares

Fraser River Discovery Centre

IG: 3,177 views, 48 likes, 2 comments, 6 saves, 20 shares
TikTok: 1,390 views, 50 likes, 8 saves, 2 shares

A Day of Wellness

IG: 11,527 views, 163 likes, 10 comments, 21 saves, 36 shares
TikTok: 1,026 views, 29 likes, 7 saves

Inn at the Quay

IG: 25,787 views, 263 likes, 5 comments, 22 saves, 67 shares
TikTok: 1,525 views, 64 likes, 4 comments, 11 saves, 2 shares

Aromatica Parfums

IG: 19,413 views, 492 likes, 34 comments, 147 saves, 445 shares
TikTok: 47,946 views, 2,273 likes, 37 comments, 1,479 saves, 1,610 shares

Bak'd Cookies

IG: 12,901 views, 186 likes, 4 comments, 45 saves, 64 shares
TikTok: 4,115 views, 144 likes, 2 comments, 49 saves, 33 shares

The Notorious Grey Fox Taps & Patio

IG: 17,289 views, 375 likes, 10 comments, 86 saves, 266 shares
TikTok: Could not post

Starlight Casino and Match Eatery & Public House

IG: 15,856 views, 140 likes, 8 comments, 26 saves, 89 shares
TikTok: 552 views, 29 likes, 1 save, 2 shares

Original Gravity Gallery

IG: 2,326 views, 48 likes, 2 comments, 2 saves, 12 shares
TikTok: 707 views, 30 likes, 1 comment, 1 share

Taverna Greka

IG: 9,973 views, 209 likes, 10 comments, 38 saves, 79 shares
TikTok: 1,062 views, 47 likes, 11 shares, 17 saves

Q to O Ferry

IG: 24,426 views, 521 likes, 14 comments, 104 saves, 214 shares
TikTok: 6,046 views, 172 likes, 6 comments, 63 saves, 50 shares

Samson V

IG: 14,389 views, 389 likes, 8 comments, 43 saves, 88 shares
TikTok: 2,931 views, 122 likes, 31 saves, 22 shares

New West Farmers Market

IG: 14,593 views, 266 likes, 4 comments, 48 saves, 83 shares
TikTok: 4,930 views, 169 likes, 1 comment, 67 saves, 58 shares

Captain Ovens Pizza

IG: 7,602 views, 233 likes, 15 comments, 55 saves, 166 shares
TikTok: 2,775 views, 74 likes, 21 saves, 23 shares

Frankie G's Pub

IG: 21,769 views, 462 likes, 19 comments, 92 saves, 282 shares
TikTok: 7,853 views, 144 likes, 9 comments, 71 saves, 72 shares

Longtail Kitchen

IG: 12,312 views, 202 likes, 9 comments, 21 saves, 68 shares
TikTok: 1,176 views, 38 likes, 13 saves, 13 shares

Braid Studios

IG: 9,384 views, 207 likes, 5 comments, 32 saves, 43 shares
TikTok: 1,210 views, 71 likes, 18 saves, 6 shares

Wildfires Book Shop

IG: 23,781 views, 1,105 likes, 18 comments, 127 saves, 351 shares
TikTok: 995 views, 74 likes, 2 comments, 19 saves, 10 shares

Downtown Public Art

IG: 22,467 views, 630 likes, 16 comments, 50 saves, 108 shares
TikTok: 2,421 views, 104 likes, 1 comment, 15 saves, 13 shares

What's Good? Vintage

IG: 21,326 views, 293 likes, 6 comments, 38 saves, 106 shares
TikTok: 1,979 views, 85 likes, 1 comment, 28 saves, 16 shares

Cultural Crawl Passport

IG: 27,203 views, 111 likes, 3 comments, 17 saves, 94 shares
TikTok: 1,026 views, 56 likes, 14 saves, 18 shares

Artusi Restaurant

IG: 7,790 views, 98 likes, 5 comments, 41 saves, 62 shares
TikTok: 953 views, 30 likes, 1 comment, 18 saves, 5 shares

Yum! Gourmet Donuts

IG: 19,280 views, 340 likes, 19 comments, 78 saves, 171 shares
TikTok: 6,320 views, 211 likes, 8 comments, 70 saves, 79 shares

Netherworld Collectibles

IG: 8,676 views, 346 likes, 10 comments, 34 saves, 126 shares
TikTok: 18,000 views, 1,194 likes, 15 comments, 305 saves, 253 shares

Sabai Thai Spa

IG: 9,024 views, 119 likes, 2 comments, 14 saves, 15 shares
TikTok: 889 views, 61 likes, 2 comments, 12 saves, 1 share

Steel & Oak

IG: 15,388 views, 264 likes, 6 comments, 24 saves, 56 shares
TikTok: 20,157 views, 470 likes, 29 saves, 7 shares

Battle of the Pad Thai

IG: 7,876 views, 116 likes, 2 comments, 19 saves, 52 shares
TikTok: 20,089 views, 435 likes, 1 comment, 29 saves, 15 shares

A night out at the Anvil Centre

IG: 9,233 views, 118 likes, 18 comments, 18 saves, 16 shares
TikTok: 20,804 views, 425 likes, 2 comments, 21 saves, 3 shares

Bright in the Park

IG: 50,653 views, 1,658 likes, 32 comments, 360 saves, 1,658 shares
TikTok: 59,680 views, 1,300 likes, 6 comments, 545 saves, 813 shares

New West Craft Market

IG: 13,930 views, 142 likes, 5 comments, 20 saves, 67 shares
TikTok: 23,810 views, 408 likes, 1 comments, 20 saves, 28 shares

Greens & Beans Deli

IG: 25,329 views, 335 likes, 10 comments, 45 saves, 115 shares
TikTok: 24,112 views, 866 likes, 9 comments, 100 saves, 77 shares

Kozak Ukrainian Eatery

IG: 12,804 views, 251 likes, 9 comments, 37 saves, 64 shares
TikTok: 21,030 views, 534 likes, 5 comments, 71 saves, 53 shares

Groove Cat Books & Records

IG: 12,224 views, 373 likes, 7 comments, 57 saves, 75 shares
TikTok: 24,061 views, 632 likes, 6 comments, 71 saves, 57 shares

Coasters Coffee

IG: 9,131 views, 256 likes, 11 comments, 33 saves, 99 shares
TikTok: 23,425 views, 616 likes, 2 comments, 41 saves, 33 shares

"Said no one ever" video

IG: 26,386 views, 317 likes, 35 comments, 24 saves, 70 shares
TikTok: 1,029 views, 50 likes, 6 comments, 7 saves, 4 shares

The Ultimate New Westminster Arrival Story!

IG: 15,219 views, 299 likes, 28 comments, 15 saves, 57 shares
TikTok: 26,808 views, 456 likes, 2 comments, 23 saves, 8 shares

Daydreaming

IG: 13,938 views, 239 likes, 7 comments, 13 saves, 45 shares
TikTok: 9,603 views, 118 likes, 2 comments, 12 saves, 5 shares

► Cineventure Instagram Takeover



In October 2025, Tourism New Westminister led a month-long takeover of the Cineventure Instagram page, showcasing the city's growing reputation as a unique filming destination. Through engaging visual storytelling, we highlighted recognizable locations across New Westminister that have appeared in popular film and television productions, inviting film enthusiasts to explore the real-world settings behind their favourite scenes.

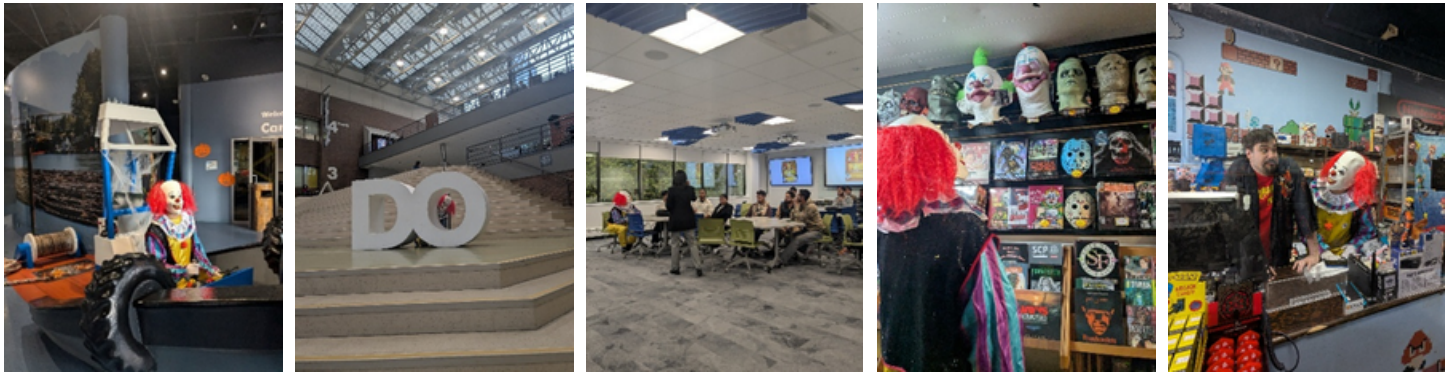
The campaign featured local filming locations, including iconic backdrops and community businesses such as Netherworld Collectibles, while encouraging audiences to rediscover familiar places through a cinematic lens. This partnership helped introduce New Westminister to new audiences, highlighting the city's diverse landscapes, historic streetscapes, and vibrant neighbourhoods as destinations worth exploring both on and off screen.

► New Landmark Postcards



In 2025, Tourism New Westminister introduced a new series of beautifully illustrated collectible postcards celebrating the city's rich history, heritage, and iconic landmarks. Featuring four unique designs, each postcard highlights a significant location that has helped shape New Westminister's story, transforming local landmarks into memorable keepsakes for visitors and residents alike.

► The New Westmonster

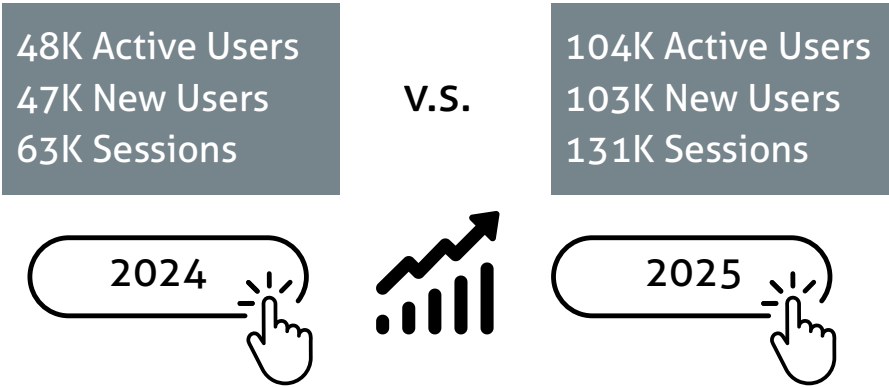


Building on the success of the original New Westmonster Halloween campaign in 2024, Tourism New Westminster brought the character back to life in 2025 with an expanded community-focused activation celebrating the city's spooky film history and seasonal experiences. Inspired by Stephen King's *IT*, which was partially filmed in New Westminster, the campaign continued to showcase the city's unique connection to the film industry while bringing a fun and memorable personality to destination marketing.

This year, local businesses and organizations were invited to welcome the New Westmonster for in-person visits, creating their own Halloween-themed content and sharing the city's festive spirit with their audiences. From the Fraser River Discovery Centre and Douglas College to Yorkville University, Netherworld Collectibles, Gamedeals Video Games, and Trick or Treating at the Quay, the campaign brought together community partners to create engaging, shareable experiences that highlighted New Westminster's creativity, local businesses, and year-round visitor appeal.



► Website Improvements



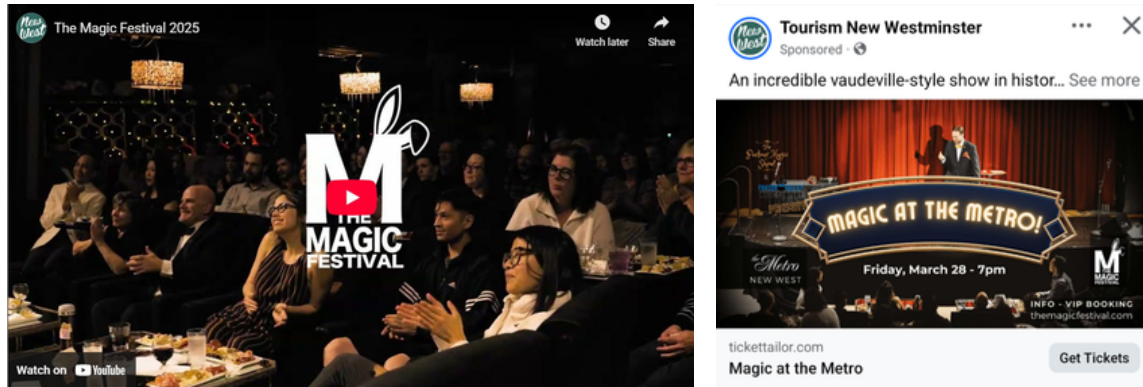
Throughout 2025, Tourism New Westminster continued to strengthen its digital presence through improved website optimization and engaging content creation. A series of search engine optimization (SEO) improvements, including enhanced page metadata, refined content structure, and ongoing technical updates, helped improve the website's visibility in search results, making it easier for potential visitors to discover New Westminster online.

These efforts were complemented by an increased investment in high-quality video content designed to inspire travel and showcase the city's unique experiences. Videos were strategically promoted through paid social media advertising and consistently directed viewers to Tourism New Westminster's website via ad campaigns and link-in-bio placements across social media channels. Together, these initiatives doubled website traffic, strengthened visitor engagement, and created a more effective digital pathway from inspiration to trip planning.

► Sponsorship and Events

In 2025, Tourism New Westminster continued to support and amplify local events that contribute to the city's vibrant visitor experience and strengthen the local tourism economy. Through strategic sponsorships and marketing partnerships, Tourism New Westminster helped showcase events to a broader audience while connecting visitors with opportunities to explore New Westminster.

The Magic Festival

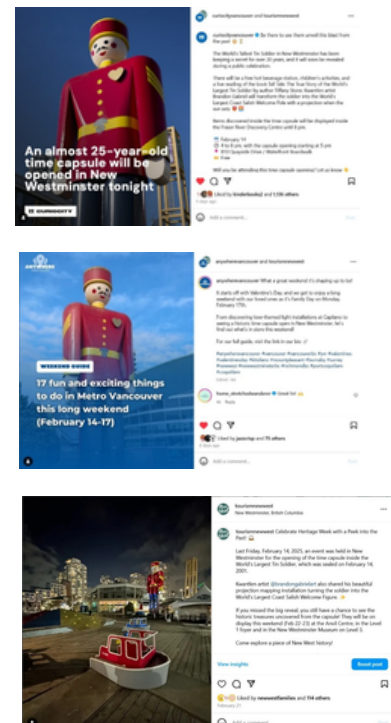


We sponsored The Magic Festival and supported their marketing efforts through the creation of a new promotional YouTube video, cash sponsorship, dedicated event blog post, social media promotion, giveaway campaign, advertising support, listing on our events calendar, check-in location on the New West Pass, and amplification through our digital channels. Our team helped increase awareness of the event by showcasing this unique experience to visitors and residents while highlighting New Westminster's vibrant arts and culture scene.

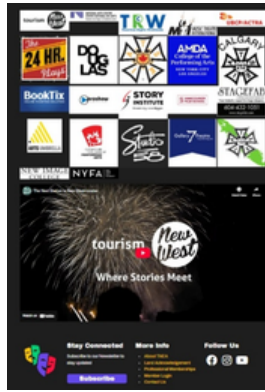
World's Tallest Tin Soldier Time Capsule Opening



We supported the World's Tallest Tin Soldier Time Capsule Opening by providing one of our branded 20x20 tents for the event and amplifying the celebration through a variety of marketing initiatives. Tourism New Westminster supported the event's promotion through the creation of a video, blog post, giveaway campaign, advertising support, social media promotion, and digital storytelling efforts that helped showcase this unique piece of New Westminster's history to both visitors and residents.

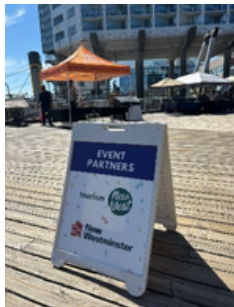


National Star Fest West



We supported the event by contributing a cash sponsorship as well as promotional materials for 400 attendee swag bags and participating in the opening ceremony, where Executive Director Gerardo Corro delivered a welcome address. Through this partnership, Tourism New Westminster helped enhance the visitor experience while strengthening connections with event attendees and showcasing our commitment to supporting community events that bring people together in New Westminster.

Hyack Summer Music & Fireworks Festival



We sponsored the Hyack Summer Music & Fireworks Festival and supported the event through a comprehensive marketing partnership designed to increase awareness and encourage visitation. Tourism New Westminster contributed a promotional video, dedicated social media posts, recap content, a feature in our monthly newsletter, Meta paid advertising, an event listing on our website, and a check-in location on the New West Pass. We also provided a cash sponsorship and use of one of our branded 20x20 tents to support the event experience.

During the festival, our team connected directly with attendees through our community booth and visitor kiosk, engaging with residents and visitors while sharing information about local experiences, attractions, and upcoming events. Through this collaboration, we helped showcase the festival as a signature New Westminster experience and supported the continued growth of local events that drive tourism and community engagement.

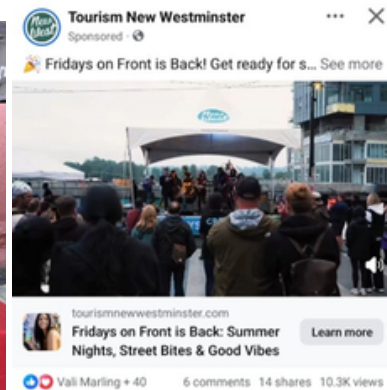
New West Pride



We sponsored New West Pride and supported the festival through a comprehensive partnership focused on promotion, community engagement, and enhancing the visitor experience. Tourism New Westminster provided a cash sponsorship, use of two branded 20x20 tents, event survey support, a feature in our monthly newsletter, an event listing on our website, and a check-in location on the New West Pass. We also helped distribute promotional posters throughout the community, supported volunteer recruitment efforts, and amplified the event through our social media channels.

During the festival, our team was onsite at our community booth connecting with attendees, sharing visitor information, and celebrating the diversity and inclusivity that make New Westminster a welcoming destination. Our Signature Video was also featured on the main stage, helping showcase the city's stories and experiences to festival attendees. Through this partnership, Tourism New Westminster helped amplify New West Pride's reach while supporting an event that brings visitors, residents, and the community together.

Fridays on Front



We supported all six Fridays on Front events, with one event unfortunately cancelled due to rain, and supported the series through a marketing partnership. Tourism New Westminster contributed a cash sponsorship and supported promotional efforts through the creation of a dedicated promotional video, blog post, features in two monthly newsletters, Meta paid advertising, social media promotion, event listings on our website, and check-in locations on the New West Pass.

We also supported the festival's community outreach by helping distribute promotional posters and conducting event surveys to gather valuable visitor insights. Throughout the series, our team was onsite each week at our community booth, connecting with attendees and sharing information about local businesses, attractions, and experiences. Following the events, we created three recap videos to extend the reach of the series and showcase the vibrant atmosphere of this signature event.

Vancouver Battlezone 2025



We sponsored Vancouver Battlezone and supported their event marketing efforts through a partnership designed to increase awareness and encourage participation. Tourism New Westminister contributed a cash sponsorship and supported promotion through assisting with the curation of promotional videos, an Instagram giveaway, a feature in our monthly newsletter, an event listing on our website, and a check-in location on the New West Pass.

Through this collaboration, Tourism New Westminister helped amplify this unique community event while showcasing New Westminister as a destination for exciting, engaging, and memorable experiences.

New West Craft Indigenous Market



We sponsored the New West Craft Indigenous Market and supported the event through a marketing partnership that helped increase awareness and celebrate Indigenous artists, makers, and entrepreneurs in New Westminister. Tourism New Westminister provided a cash sponsorship, use of one of our branded 20x20 tents, and supported promotional efforts through the creation of a dedicated promotional video, Instagram giveaway, feature in our monthly newsletter, Meta paid advertising, event listing on our website, and a check-in location on the New West Pass.

Through this collaboration, Tourism New Westminister helped showcase this meaningful cultural experience to residents and visitors while supporting an event that highlights Indigenous creativity, storytelling, and community connection.

Mechanics of Music Festival



We sponsored the inaugural Mechanics of Music Festival and supported the launch of this new community event through a marketing partnership designed to increase awareness and encourage attendance. Tourism New Westminster provided use of one of our branded 20x20 tents and supported promotional efforts through an Instagram giveaway, which was also featured onsite at the event, a mention in our monthly newsletter, an event listing on our website, and a check-in location on the New West Pass.

Through this collaboration, Tourism New Westminster helped amplify a new music experience in New Westminster while supporting the growth of local events that bring visitors and the community together through arts, culture, and live entertainment.

The Hyack Multicultural Parade & Festival in the Park



We sponsored the Hyack Multicultural Parade & Festival in the Park and supported the event through a marketing partnership focused on increasing awareness, encouraging attendance, and enhancing the visitor experience. Tourism New Westminster provided a cash sponsorship, use of one of our branded 20x20 tents, and supported promotional efforts through an Instagram giveaway, dedicated promotional post, feature in our monthly newsletter, Meta paid advertising, event listing on our website, and a check-in location on the New West Pass.

We also supported the event by conducting visitor surveys, contributing prizes to the vendor passport program, and participating onsite with our community booth, where our team connected with attendees and shared information about local experiences and attractions. Through this partnership, Tourism New Westminster helped celebrate the diverse cultures, stories, and communities that make New Westminster a welcoming destination for visitors and residents alike.

Steel & Oak Beer Run



We sponsored the Steel & Oak Beer Run and supported the event through a partnership that helped promote this unique local experience while enhancing the participant experience. Tourism New Westminster provided a cash sponsorship, supported event promotion through a dedicated promotional post, and contributed New West merchandise for participant swag bags and raffle prizes.

RiverFest 2025



We sponsored RiverFest 2025 and supported the event through a marketing partnership focused on promoting this signature waterfront celebration and encouraging visitation to New Westminster. Tourism New Westminster supported event promotion through a cash sponsorship, dedicated social media post, a feature in our monthly newsletter, an event listing on our website, and a check-in location on the New West Pass. We also helped increase community awareness by supporting the printing and distribution of event posters and conducting visitor surveys..

During the festival, our team was onsite at our community booth and visitor kiosk, connecting with attendees, sharing local visitor information, and showcasing the many experiences available throughout New Westminster. Through this partnership, Tourism New Westminster helped highlight RiverFest as a must-attend waterfront event that brings together community, culture, and visitors from across the region.

New West Cultural Crawl



We sponsored the New West Cultural Crawl and supported this city-wide celebration of arts, culture, and creativity through a comprehensive marketing partnership designed to increase participation and enhance the visitor experience. Tourism New Westminster provided a cash sponsorship, use of one of our branded 20x20 tents, and supported event promotion through conducting event surveys, a feature in our monthly newsletter, Meta paid advertising, an event listing on our website, a check-in location on the New West Pass, and support with printing and distributing promotional posters throughout the community.

During the event weekend, our team hosted a visitor information table in the Anvil Centre lobby, welcoming attendees, answering questions, and providing information about the Cultural Crawl and local experiences to explore throughout the city.

For the first time, Tourism New Westminster also created a dedicated New West Cultural Crawl Digital Gamified Passport, inviting visitors to explore participating venues, collect check-ins, and earn points redeemable for prizes. The passport was promoted through a dedicated landing page, Instagram content, and targeted email communication to participants. Through this initiative, Tourism New Westminster helped create a more interactive way for visitors to discover the city's vibrant arts scene while extending the reach and impact of the Cultural Crawl.

Pass Performance:

Total downloaded passes: 436

Total active passes: 163

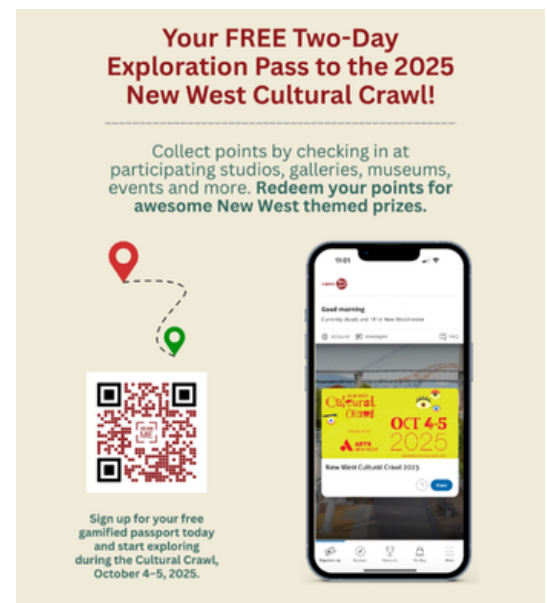
Total check-ins: 1,415

Most popular check-in spots:

Anvil Centre and associated events – 519 check-ins

Great Grandmother Tree event – 50 check-ins

Family Art Workshops at Kinder Books – 48 check-ins



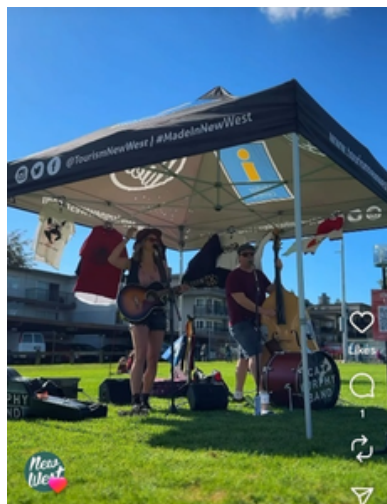
Visit tourismnewwest.com to plan your trip!
Follow @tourismnewwest



► Supporting the Community



Tourism New Westminster participated in the Canada Day celebration at Queen's Park by setting up our community booth and engaging directly with residents and visitors throughout the event.



We supported The Soda Fest in Sapperton by providing the use of our 10x10 tent and supporting marketing efforts through a feature in our monthly newsletter, an event listing on our website, and a check-in location on the New West Pass.



Tourism New Westminster participated in the Trick or Treating at the Quay Halloween event alongside New West Family Place, Downtown New Westminster BIA, Fraser River Discovery Centre, and River Market businesses, helping create a fun and festive experience for families and visitors. Our Visitor Kiosk at Westminster Quay was transformed with Halloween decorations, and our team welcomed trick-or-treaters by handing out candy and engaging with attendees throughout the event.



On December 4, 2025, Tourism New Westminster played a key role in organizing the New West Business Winter Social, an annual celebration bringing together local business owners, community leaders, and partners from across the city. Hosted in partnership with the City of New Westminster, Downtown New Westminster BIA, the New Westminster Chamber of Commerce, Uptown New West BIA, and the Sapperton Business Collective, the event provided an opportunity to strengthen connections, celebrate local businesses, and foster collaboration within the New Westminster community.

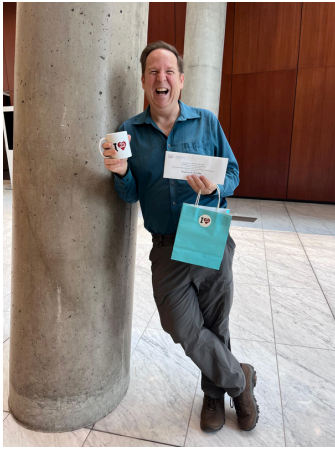
Tourism New Westminster supported the successful delivery of the event by coordinating six volunteers who assisted with guest check-in and ticket verification, event setup and takedown, maintaining the food and beverage area, and distributing party favours featuring cookies from Bak'd at the conclusion of the evening. Through our involvement, Tourism New Westminster helped create a welcoming and memorable experience while strengthening relationships with the local businesses and partners who contribute to New Westminster's vibrant visitor economy.



Tourism New Westminster supported the Mechanics of Music Street Session events at Westminster Quay by providing the use of our 10x10 tent for the November 15 and 29, 2025 events. Through this community partnership, we helped support the delivery of live music experiences in one of New Westminster's key waterfront destinations while contributing to the creation of welcoming spaces for residents and visitors to enjoy.

We also supported community engagement initiatives by contributing prizes for the Annual State of the City Address and providing prizes for the Tourism Showcase at the Massey Theatre booth.

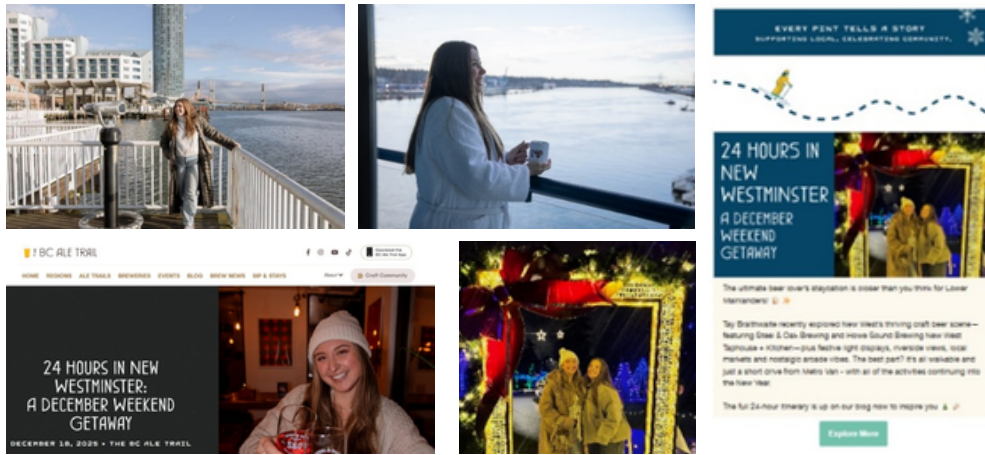
► Giveaways



Throughout 2025, Tourism New Westminster continued to use strategic giveaway campaigns as an effective tool to engage new audiences, increase destination awareness, and grow our digital platforms. Over the course of the year, we hosted over 20 giveaways across a variety of formats and channels, including social media, newsletters, and partner collaborations. These campaigns helped introduce more people to New Westminster's attractions, events, local businesses, and experiences while encouraging continued engagement with our destination channels.

- The Magic Festival – 52 & you - 158 likes, 477 entries, reach 9,384
- Starlight Casino x Noodles To Go - 244 likes, 707 entries, reach 11,307
- Tin Soldier Time Capsule - 325 likes, 255 entries, reach 19,753
- Cabaret of Wonders - 136 likes, 297 entries, reach 8,179
- Hyack Multicultural Parade & Festival in the Park - 66 likes, 61 entries
- Spring Flowers Photo Contest - 512 likes, 40+ photos and videos submitted
- Relive the Music at Massey Theatre - 116 likes, 240 entries
- Comedy Exposed: A Night of Stand-up Comedy and Burlesque – 26 likes, 14 entries
- Ghostly New West Tour - 146 likes, 335 entries
- Magic Max Wacky Weekend Magic Show - 35 likes, 88 entries
- Comedy Exposed: A Night of Stand-up Comedy and Burlesque - 36 likes, 76 entries
- Mechanics of Music Festival - 72 likes, 323 entries
- Vancouver Battlezone - 105 likes, 83 entries
- New West Craft Indigenous Market - 234 likes, 166 entries
- Salmonbellies Game - 70 likes, 52 entries
- I ❤️ New West Experience Package (Tourism Challenge and Hyack Parade and Festival) - Entries via form: 97
- 2024/2025 Sweepstakes (The New West Pass & Spinning wheel at events)
- Cultural Crawl Prize Package - Total entries: 212
- Dance Nation - 66 likes, 132 entries
- Magic Max Wacky Weekend Magic Show - 27 likes, 60 entries
- The Dimes Christmas Special - 65 likes, 98 entries

► B.C. Ale Trail



From December 5 to 6, 2025, Tourism New Westminster partnered with the B.C. Ale Trail to host travel influencer Tay Braithwaite (@tay.braithwaite) for a curated 24-hour getaway experience in New Westminster. Designed to showcase the city as an ideal weekend destination, the itinerary highlighted a diverse mix of accommodations, culinary experiences, craft beverage offerings, entertainment, shopping, and waterfront attractions.

The hosted itinerary included an overnight stay at the Inn at the Quay, visits to Steel & Oak, Bright in the Park, Howe Sound Taphouse & Kitchen, Capital City Arcade, Angelina's Dutch Corner, the New West Craft Market, and a scenic walk along Westminster Quay. Through authentic storytelling and firsthand experiences, the collaboration showcased the many ways visitors can explore, dine, and connect with New Westminster.

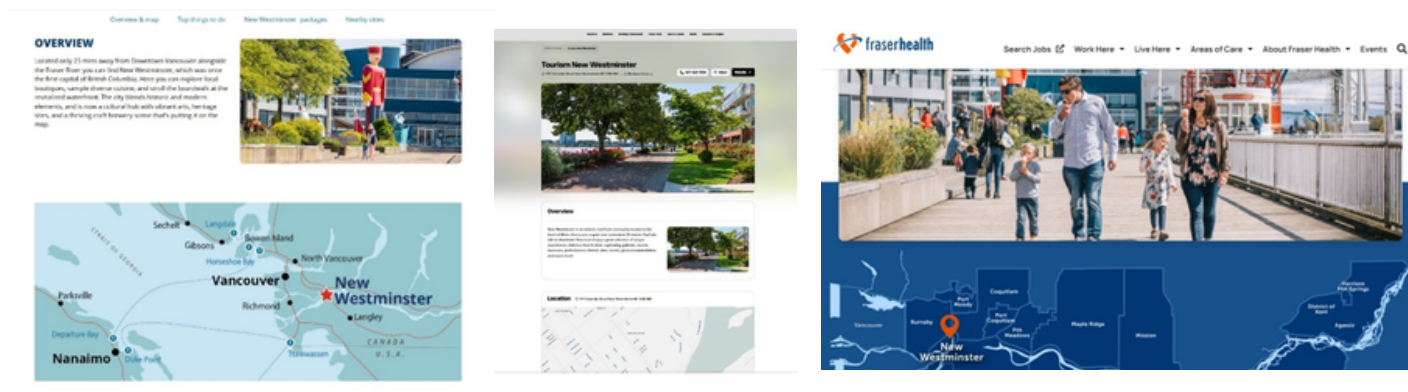
Content created from the visit included a dedicated blog post, Instagram reel, Instagram post, and Instagram story highlights, extending the reach of the campaign to new audiences. The experience was also featured in the B.C. Ale Trail newsletter, further promoting New Westminster as a must-visit destination for travellers seeking unique local experiences.



Tourism New Westminster collaborated with the B.C. Ale Trail, Tourism Burnaby, Port Coquitlam, and Coquitlam to create the North of the Fraser Ale Trail Brochure, a regional resource designed to inspire visitors to explore the growing craft beverage scene across the Fraser North region.

The brochure highlights local breweries and experiences while encouraging visitors to discover multiple communities through a curated ale trail journey. Once completed, the brochure was distributed throughout New Westminster and surrounding cities at visitor locations, tourism touchpoints, and community partners, helping extend the reach of local craft beverage experiences and encouraging regional exploration.

► Strengthening Our Regional Presence



To expand New Westminister's online visibility and inspire more visitors, we collaborated with key provincial and regional organizations by providing destination photography, visitor information, and local resources for their digital platforms. This included featuring New Westminister on the B.C. Ferries Destinations page, promoting the city as a recommended day trip from Vancouver on Destination Vancouver's website, and supporting Fraser Health with destination imagery and tourism resources for their community information page, which also included a mention of Tourism New Westminister and a link to our website.

► Encouraging British Columbians to Explore Close to Home



Tourism New Westminister participated in Destination BC's Make the Trip Home campaign, an initiative designed to inspire residents to rediscover the incredible experiences available throughout their own province. As part of the campaign, Tourism New Westminister shared a dedicated social media post encouraging audiences to explore and experience New Westminister.

To extend the campaign's reach, the post was supported through targeted Meta paid advertising, helping amplify the message to potential visitors and strengthen awareness of New Westminister as an accessible and exciting destination within British Columbia.

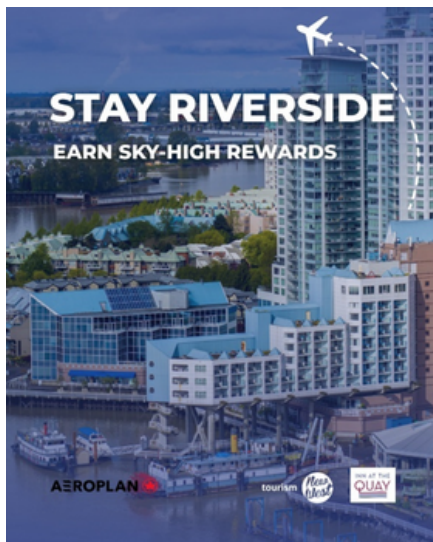
► New Visitor Map



In 2025, Tourism New Westminster launched a newly designed four-panel visitor map created in-house to help guests navigate, discover, and experience the city with ease. Distributed throughout the community, the updated map provides visitors with an engaging and practical resource to enhance their stay.

The redesigned map features a new “Top Things to Do in New Westminister” section, highlighting must-see attractions and experiences, along with a “Know Before You Go” section offering helpful travel tips to support trip planning. By combining essential visitor information with inspiration for exploration, the map continues to serve as a valuable tool connecting visitors with New Westminister’s history, culture, businesses, and unique experiences.

► Hotel Promotions Initiative



In fall 2025, Tourism New Westminister launched a new hotel partnership initiative, providing local accommodations with funding support to develop customized seasonal promotions designed to increase bookings and encourage overnight stays in New Westminister.

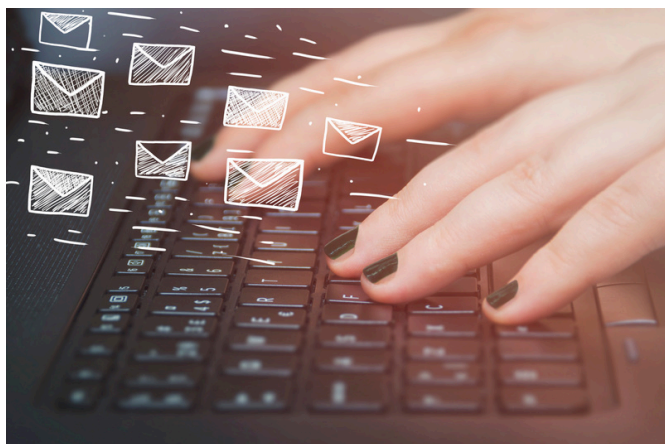
Through this initiative, we successfully delivered two promotional campaigns in partnership with local hotels. The first campaign with the Inn at the Quay featured a special Aeroplan promotion, where guests earned 500 Aeroplan points per night and were entered to win prizes, including a \$500 Air Canada Gift Card or additional Aeroplan Miles. The second campaign with the Queens Hotel encouraged December stays by offering guests who booked a two-night stay automatic entry to win a \$50 gas card.

These partnerships created new opportunities to promote New Westminister’s accommodations while showcasing the city as an ideal destination for visitors looking to extend their stay and experience more of what the community has to offer.

► Newsletters

In 2025, Tourism New Westminster continued to strengthen connections with both visitors and tourism partners through regular e-newsletter communications. Our monthly public newsletter featured upcoming events, curated experiences, suggested itineraries, blog content, and destination highlights designed to inspire exploration and keep our audience informed about what's happening in New Westminster.

We also continued distributing our partner newsletter, providing local businesses and tourism stakeholders with updates, collaboration opportunities, marketing resources, and ways to work together to promote New Westminster as a must-visit destination.



Monthly Newsletter

January newsletter - 4,654 sends, 40% open rate
February newsletter - 4,642 sends, 36.9% open rate
March newsletter - 4,647 sends, 40% open rate
April newsletter - 4,653 sends, 53.5% open rate
May newsletter - 4,673 sends, 39.8% open rate
June newsletter - 4,688 sends, 38.8% open rate
July newsletter - 4,749 sends, 40.2% open rate
August newsletter - 5,740 sends, 41.7% open rate
September newsletter - 5,858 sends, 40.4% open rate
October newsletter - 5,941 sends, 43.4% open rate
November newsletter - 5,949 sends, 47.4% open rate
December newsletter - 5,965 sends, 48.5% open rate

Partner Newsletter

Partner newsletter #7 - 235 sends, 63.4% open rate
Partner newsletter #8 - 256 sends, 58.5% open rate
Partner newsletter #9 - 266 sends, 54.4% open rate
Partner newsletter #10 - 261 sends, 62.3% open rate
Partner newsletter #11 - 270 sends, 61.1% open rate
Partner newsletter #12 - 279 sends, 51.4% open rate

► Blog Posts



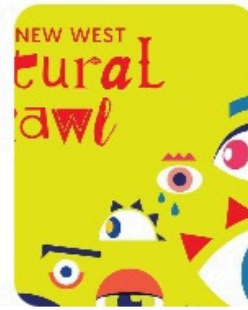
Festive Finds: December Holiday Markets in New Westminster



Celebrate the Holidays in New Westminster: Your 2025 Event Guide



Explore New Westminster for Free: Budget-Friendly Adventures Await



Your Free Two-Day Exploration Pass to the 2025 New West Cultural Crawl!



10 Spots to Discover and Save with the New West Pass



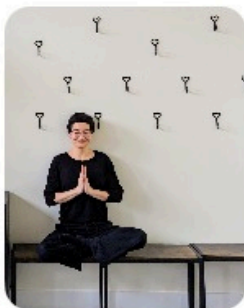
Top 10 Things to Do in New Westminster



Fridays on Front is Back: Summer Nights, Street Bites & Good Vibes



Sunshine & Sips: 5 Patios You Need to Try in New Westminster this Summer!



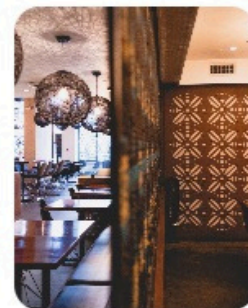
A Perfect Day of Wellness in New Westminster



Discover the Charm of New Westminster While Experiencing The Magic Festival



Standing Tall: The Story of the World's Largest Tin Soldier & the Upcoming Time Capsule Opening



5 Must-Try New West Eateries During Dine Out Vancouver Festival 2025

- 5 Must-Try New West Eateries During Dine Out Vancouver Festival 2025
- Standing Tall: The Story of the World's Largest Tin Soldier & the Upcoming Time Capsule Opening
- Discover the Charm of New Westminster While Experiencing The Magic Festival
- A Perfect Day of Wellness in New Westminster
- Sunshine & Sips: 5 Patios You Need to Try in New Westminster this Summer!
- Fridays on Front is Back: Summer Nights, Street Bites & Good Vibes
- Top 10 Things to Do in New Westminster
- 10 Spots to Discover and Save with the New West Pass
- Your Free Two-Day Exploration Pass to the 2025 New West Cultural Crawl!
- Explore New Westminster for Free: Budget-Friendly Adventures Await
- Celebrate the Holidays in New Westminster: Your 2025 Event Guide
- Festive Finds: December Holiday Markets in New Westminster

Visitor Experience

► New Visitor Kiosk



In summer 2025, Tourism New Westminster expanded its visitor services with the opening of a new visitor kiosk on the Westminster Quay boardwalk, located just beneath the Inn at the Quay. Serving as a second visitor centre, the kiosk provided a highly visible and accessible touchpoint for visitors exploring the waterfront and quickly became a valuable resource for connecting guests with local experiences, attractions, events, and businesses.

Thanks to its strategic location along a busy pedestrian route, the kiosk generated strong visitor engagement and consistently attracted more traffic than our Anvil Centre visitor centre. From June through August, Tourism New Westminster welcomed 3,805 visitors across both visitor centres, representing a 38% increase compared to the same period in 2024, when 2,764 visitors were recorded.

From January to December 2025, our visitor services team welcomed 7,164 parties and 11,317 total visitors across both locations, including visitors participating in the Tourism Challenge program. The addition of the waterfront kiosk increased our visibility, improved accessibility, and created more opportunities for meaningful conversations with visitors seeking recommendations and resources.

A notable trend in 2025 was the increased demand for maps and regional travel information, supported by our expanded selection of destination brochures and the launch of our new visitor map. These resources helped encourage visitors to explore not only New Westminster, but also the broader region, further positioning our visitor centres as valuable gateways for travel inspiration and discovery.

► Tourism Challenge



The Tourism Challenge Program continued to grow in 2025, welcoming 3,236 visitors through the Anvil Centre over six weeks as participants collected stamps highlighting the Anvil Centre attraction and Downtown neighbourhood. This represented a significant 34% increase from the previous year, demonstrating growing interest in exploring New Westminster's attractions, culture, and local stories.

The busiest day of the program was May 3, with 203 visitors stopping by to participate. Delivering this successful visitor experience was made possible through the dedication of 22 volunteers who contributed more than 420 hours of support, along with the assistance of three BCIT interns: Moon, Annie, and Machier.

The Tourism Challenge Program continues to be a valuable opportunity to encourage exploration, connect visitors with local experiences, and showcase the people and places that make New Westminster a destination worth discovering.

► Official Launch of new AI Chat Bot



In 2025, Tourism New Westminster launched a new AI-powered chatbot on its website to enhance the visitor experience by providing instant, around-the-clock assistance. The chatbot helps visitors quickly find information about attractions, events, dining, accommodations, transportation, and trip planning, making it easier than ever to discover everything New Westminster has to offer while improving access to destination information.

► The New West Pass



In summer 2025, Tourism New Westminster strengthened relationships with local businesses through proactive community outreach and engagement initiatives. Our team prepared and delivered promotional packages to more than 70 businesses throughout the community, providing information on ways they could collaborate with Tourism New Westminster, promote their offerings, and participate in destination marketing initiatives such as the New West Pass.

Following these visits, our team continued outreach through email and phone follow-ups to build stronger connections, answer questions, and ensure businesses had the support and resources needed to participate. To increase awareness and visitor engagement, we also designed and distributed New West Pass table tents and posters throughout the community.

These efforts helped grow participation in the New West Pass, with more than 30 new discount offers added in 2025, creating even more opportunities for visitors to discover local businesses, attractions, and experiences throughout New Westminster.

2025 by the numbers:

1,976 Total Check-ins
1,121 New Passes Downloaded, 282 Active Users

Where are passholders from?

Canada: New Westminster, Burnaby, Vancouver, Surrey, Coquitlam, Richmond, Delta, Port Coquitlam, Abbotsford, North Vancouver, Port Moody, Langley, Langley Township, Victoria, Maple Ridge, White Rock, Calgary.

International: Kleinmachnow (Brandenburg, Germany), Lima (Perú), Pompano Beach (Florida, USA), Seattle (Washington, USA)



► Event Surveys

In 2025, Tourism New Westminster conducted visitor surveys at local events to better understand attendee behaviour, demographics, and travel patterns. The information collected—including approximate attendance numbers, visitor origins, age demographics, and preferred methods of transportation—provides valuable insights that help inform future tourism strategies and decision-making.

Survey data helps Tourism New Westminster to:

- Measure event impact and reach
- Understand visitor markets
- Identify target audiences
- Improve visitor experiences
- Support event and destination planning
- Strengthen advocacy and reporting



Destination Development & Community Partnerships

► NWX – New West Experience 2025



In 2025, Tourism New Westminster launched the inaugural New West Experience (NWX) competition, a new initiative designed to inspire the creation of innovative visitor experiences and celebrate the creativity, entrepreneurship, and community spirit thriving in New Westminster.

Following a successful final pitch event on November 27, 2025, at the Anvil Centre, the competition received more than 50 submissions and showcased 12 finalists who presented unique ideas focused on enhancing the visitor experience and showcasing the city in new ways. The strong response demonstrated the incredible potential of local entrepreneurs, students, and community members to create memorable experiences that attract visitors and strengthen New Westminster's tourism offerings.

The 2025 NWX winners included:

Non-Student Business Experience Winners (tie) — \$5,000 each

- Royal City Wrestling Nights — A high-energy, theatrical wrestling experience blending athletic performance, humour, and community storytelling.
- Strum and Sip at the River Market — A relaxed social music experience where participants learn ukulele, sing, and enjoy local beverages along the Fraser River.

Student Business Experience Winner — \$5,000

- TEDx New West — A student-led TEDx event highlighting innovation, community voices, and ideas worth sharing on a global stage.

Tourism Improvement Idea Winner — \$2,500

- Bioluminescent Experience — A citywide art concept using glow-in-the-dark materials and interactive installations to transform public spaces day and night.

Due to the exceptionally high quality of submissions, judges awarded a tie in the non-student business category. With additional support from the Pooni Group Foundation, both winning businesses received full first-place prizes. All 12 finalists were also recognized with a \$500 participation award to help advance their concepts.

Through NWX, Tourism New Westminster is helping foster the development of new tourism experiences while empowering local innovators to contribute to the future of the city's visitor economy.

Judges

- Kandyse McClure – Award-winning actor and community advocate
- Gary Pooni – President, Pooni Group
- Angelene Prakash – Executive Director, Downtown New West BIA
- Kathleen Harvey – Regional Program Specialist, Destination British Columbia
- Gerardo Corro – Executive Director, Tourism New Westminster

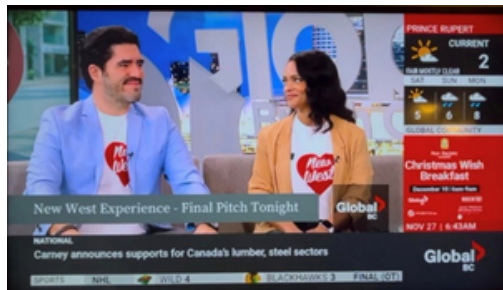
Sponsors and Partners

- Pooni Group – Whose leadership and generosity expanded prize support
- Vintop Development – Adding excitement and a long-term community asset with the new mobile sign
- Destination British Columbia – Providing regional and provincial support
- City of New Westminster – Offering key collaboration and alignment with community goals

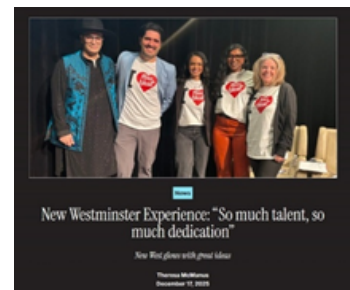


The night also included a surprise announcement from Vintop Development, unveiling plans for a mobile 'I Love New Westminster' 3D sign that will tour the city throughout 2026 before becoming a permanent landmark at the Royal Towers development.

NWX Media Mentions



Global News, Morning BC



Freshet News

MEMBER NEWS

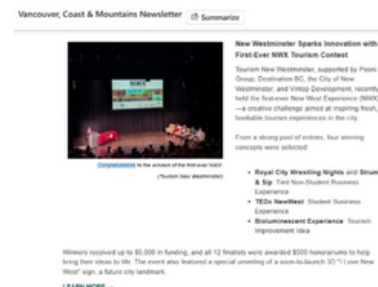
New Westminster Sparks Innovation with NWX Tourism Contest

With support from the Pooni Group, Destination BC, the City of New Westminster, and Vintop Development, Tourism New Westminster recently held the first-ever New West Experience (NWX) —a creative challenge aimed at inspiring fresh, bookable tourism experiences in the city.

From a strong pool of entries, four winning concepts were selected: *Royal City Wrestling Nights and Strum & Sip* (Tied, Non-Student Business Experience), *TEDx NewWest* (Student Business Experience), and *Biotuminescent Experience* (Tourism Improvement Idea).

Winners received up to \$5,000 in funding, and all 12 finalists were awarded \$500 honorariums to help bring their ideas to life. The event also featured a special unveiling of a soon-to-launch 3D 'I Love New West' sign, a future city landmark.

TIABC and VCM
newsletter features



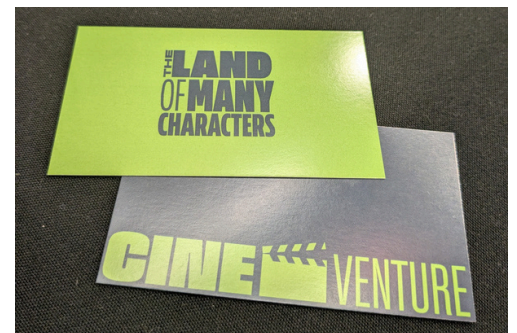
► New West Vision 2030



The Tourism New Westminster team and Board of Directors participated in the New West Vision 2030 Economic Forum, joining community leaders, businesses, and stakeholders to discuss the future of New Westminster's economy. Throughout the forum, participants explored key topics including housing, business development, infrastructure, economic growth, and tourism, creating valuable opportunities for collaboration and alignment on the city's future priorities.

Tourism New Westminster's Executive Director, Gerardo Corro, also participated as a speaker, sharing insights and perspectives on the role of tourism in supporting economic growth and strengthening New Westminster's visitor economy specifically through the film industry.

► BC Tourism Industry Conference



Tourism New Westminster was represented by Jasmine and Gerardo at the Annual BC Tourism Industry Conference in Downtown Vancouver, a three-day event bringing together tourism leaders, industry professionals, and destination organizations from across the province. The conference provided valuable opportunities to learn, collaborate, and connect with partners while staying informed on emerging trends and opportunities shaping the future of tourism in British Columbia.

The conference also marked the official launch of Cineventure, a collaborative initiative developed alongside fellow Destination Marketing Organizations (DMOs) to connect British Columbia's tourism and motion picture industries. By showcasing the province's iconic filming locations and the stories behind them, Cineventure creates new opportunities for visitors to explore destinations through the lens of film and television.

► Hospitality Program Advisory Committee (PAC) at Western Community College



Tourism New Westminster continued to support the development of the next generation of tourism professionals through active participation in the Hospitality Program Advisory Committee (PAC) at Western Community College. Executive Director, Gerardo Corro serves on the committee, providing industry insight that helps inform curriculum development, program reviews, and continuous quality improvements.

By collaborating with educators and industry partners, Tourism New Westminster helps ensure graduates are equipped with the knowledge and skills needed to succeed in the evolving hospitality and tourism sector while strengthening the future workforce that supports our local visitor economy.

► Advancing a Connected Riverfront Experience



Tourism New Westminster continued to advocate for initiatives that enhance the visitor experience and strengthen connections throughout the city. Executive Director, Gerardo Corro joined Councillor Ruby Campbell and MP Jake Sawatzky for a walk along New Westminster's riverfront to discuss the long-standing vision of creating a fully connected waterfront experience stretching from Queensborough to Sapperton.

This collaborative conversation highlighted the importance of accessible, connected public spaces that encourage exploration, showcase New Westminster's scenic waterfront, and create new opportunities for residents and visitors to experience the city from end to end.

► Data Collection Program – Phase A

In 2025, Tourism New Westminster officially launched Phase A of the Data Collection Program, an initiative designed to strengthen tourism performance tracking, industry benchmarking, and collaboration with local accommodation partners.

As part of the program, all hotels in New Westminster were contacted, with three properties confirming participation in the initial phase. Data collected includes MRDT payments, occupancy rates, and average daily rates (ADR), tracked through monthly averages and collected every three months. This information supports the MRDT auditing process by improving transparency, accuracy, and accountability in how tourism funds are reported and reinvested.

All individual hotel data remains confidential, with only aggregated results shared. This approach allows Tourism New Westminster to better understand accommodation trends, identify opportunities for growth, and build stronger partnerships with local hotels while supporting informed decision-making for the city's visitor economy.

► Industry & Stakeholder Representation

Tourism New Westminster continued to actively participate in a wide range of industry and stakeholder forums throughout 2025, ensuring New Westminster's tourism priorities and community interests were represented at the local, regional, and provincial levels.

Our participation included:

- Board meetings with the BC Destination Marketing Organization Association (BCDMOA)
- Committee meetings with the Tourism Industry Association of BC (TIABC)
- Metro Vancouver Destination Management Council (MVDMC) meetings
- Advisory Committee on Economic Development and Culture (ACEDAC) with the City of New Westminster
- The City of New Westminster's City-Wide Toilet Strategy External Working Group
- Cineventure Founders meetings

Engagement in these meetings provided valuable opportunities to strengthen partnerships, exchange industry knowledge, contribute to strategic planning, and collaborate on initiatives that support tourism growth and economic development. Through continued participation, Tourism New Westminster remains connected to key conversations shaping the future of tourism across New Westminster, Metro Vancouver, and British Columbia.

► Tourism Industry Association of B.C. (TIABC) – Postcards from BC



Tourism New Westminster continued to engage with the provincial tourism community through participation in the Tourism Industry Association of British Columbia's (TIABC) Postcards from BC initiative. Executive Director, Gerardo Corro and Marketing Manager, Jasmine Crisp both submitted photos celebrating their own experiences exploring and enjoying British Columbia.

► Benchmarking & Partner Outreach – Tourism Chilliwack



Gerardo visited the Chilliwack Visitor Centre as a benchmarking opportunity and to strengthen our relationship with Tourism Chilliwack. The visit focused on comparing visitor-services operations (guest flow, signage/wayfinding, merchandising, and data capture practices). Outcomes include actionable insights to inform improvements at our Anvil Centre Visitor Centre and Westminster Quay kiosk, and a commitment to ongoing knowledge-sharing with Tourism Chilliwack.

► Benchmarking & Partner Outreach – Surrey



Tourism New Westminster team members Jasmine and Emilio participated in Discover Surrey's annual Visitor Services Familiarization (FAM) Tour as an opportunity to learn from neighbouring destinations, exchange best practices, and strengthen relationships within the regional tourism community.

The benchmarking experience provided valuable insights into visitor services, destination operations, and local tourism initiatives, helping Tourism New Westminster continue to enhance our own visitor experiences while fostering collaboration with fellow Destination Marketing Organizations.

► Collaboration on Fraser River Activation

Tourism New Westminster held meetings with Councillor Ruby Campbell and the Experience the Fraser team to explore opportunities for collaboration and activation along the Fraser River. Discussions focused on identifying projects that could highlight the river as a central visitor experience, strengthen regional connectivity, and create new opportunities for tourism development and community engagement.

► 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, Langara, VCC, BCIT, Capilano, Douglas College
- Sapperton Business Collective
- West End Business Association
- Canadian Tour Guide Association of BC

► MPI Gala



Gerardo attended the MPI Gala together with the Anvil Centre team. While we are not currently members of MPI (Meeting Professionals International), our participation allowed us to connect with key professionals in the meetings and events industry. The meetings sector represents an important opportunity for New Westminster as a host destination, given our central location, venues, and growing infrastructure. We continue to build relationships within this network to strengthen our positioning and attract more business and event-related visitation to the city.

► RW Digital Marketing Podcast



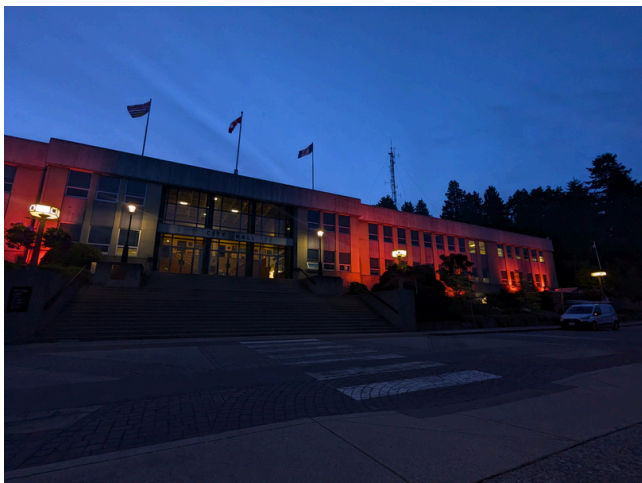
Tourism New Westminster's Executive Director, Gerardo Corro, was featured on the RW Digital podcast, where he shared insights into the innovative projects and initiatives underway at Tourism New Westminster in 2025. During the episode, Gerardo highlighted key programs including the New West Experience (NWX) project, discussing how these initiatives are helping strengthen the city's visitor economy, support local creativity, and create new opportunities to showcase New Westminster as a destination.

► "Voices for a Safer Community", hosted by the New Westminster Chamber of Commerce



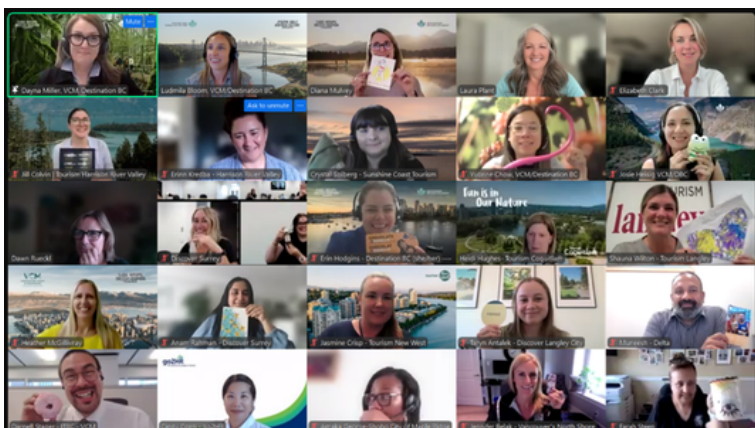
In October 2025, Tourism New Westminster's Executive Director, Gerardo Corro, attended "Voices for a Safer Community," hosted by the New Westminster Chamber of Commerce. The event brought together community leaders, businesses, and stakeholders to discuss opportunities to enhance safety, collaboration, and overall community well-being.

► FIFA World Cup 26™ “One Year To Go” Light It Up Campaign



In June 2025, Tourism New Westminster joined communities and iconic landmarks across Canada in marking One Year to Go until the FIFA World Cup 2026™ arrives on Canadian soil. As part of this nationwide celebration, Tourism New Westminster shared the excitement across all social media channels, helping build anticipation for one of the largest sporting events in the world.

► VCM Industry Forum and (Almost) Summer Social: A Gathering of Destination Teams at the Notorious Grey Fox Pub



Tourism New Westminster continued to strengthen relationships and collaborate with tourism partners across the region through participation in the Vancouver, Coast & Mountains Tourism Region Industry Forum. Jasmine Crisp and Gerardo Corro attended the two-day forum, which was hosted virtually in 2025, connecting industry leaders and destination organizations to share insights, discuss regional priorities, and support the continued growth of tourism across British Columbia.

Following the forum, Tourism New Westminster partnered with Amaka George Shobo from the City of Maple Ridge to co-host a pre-summer social event bringing together destination management organizations, Destination British Columbia, and tourism partners from across the region. Held at The Notorious Grey Fox, a unique venue located on the historic site of the former BC Penitentiary, the gathering provided an opportunity to reconnect, build relationships, and celebrate the collaborative spirit that strengthens the regional tourism community.

► Opening Night of the New West International Film Festival



Tourism New Westminster supported the opening night of the New West International Film Festival, helping promote this celebration of film, arts, culture, and community. Through our support and promotion, we helped showcase the festival as a unique cultural experience while highlighting New Westminster's growing connection to the creative industries and its appeal as a destination for visitors seeking engaging arts and entertainment experiences.

► Presenting to City Council



In early November 2025, Tourism New Westminster's Executive Director, Gerardo Corro, presented to New Westminster City Council, sharing updates on the organization's latest projects, strategic initiatives, and future priorities for destination development and marketing.

The presentation provided an opportunity to highlight Tourism New Westminster's ongoing work to promote the city, support the local visitor economy, strengthen partnerships, and create new opportunities to showcase New Westminster as a vibrant destination.

► 2026-2031 Strategic Plan

Over several months in 2025, Tourism New Westminster created a variety of both formal and informal engagement and consultation opportunities with partners, community members, and board representatives. These sessions aimed to collectively evaluate the current strategy, identify strengths, weaknesses, opportunities, and threats, assess community perceptions, and better understand the priorities of the local tourism industry. The insights gathered through this process guided the development of the 2026–2031 Strategic Plan in alignment with the MRDT renewal process.

► National Tourism Week



Tourism New Westminster proudly participated in National Tourism Week 2025 by celebrating the people, businesses, and experiences that make New Westminster a vibrant destination. Through a dedicated social media campaign, we highlighted the positive impact of tourism on our local economy, recognized the contributions of our tourism partners, and encouraged residents and visitors alike to continue supporting local experiences and businesses.

► National Volunteer Week



During National Volunteer Week 2025, Tourism New Westminster celebrated the dedicated volunteers whose time, passion, and commitment help create memorable visitor experiences throughout the city. Through a special recognition campaign, we thanked the individuals who support our Visitor Centres, events, and tourism initiatives, acknowledging the invaluable role they play in showcasing New Westminster as a welcoming destination.



Looking Ahead: Challenges & Opportunities

The tourism industry continues to evolve at an unprecedented pace. Changing travel patterns, economic uncertainty, rising transportation costs, shifting visitor expectations, and rapid advances in technology are transforming how destinations compete for visitors. Remaining relevant requires destinations to be adaptable, innovative, and willing to continually improve the experiences they offer.

For New Westminster, these changes present both challenges and opportunities. As a destination located in the heart of Metro Vancouver, we have a unique opportunity to welcome visitors looking to experience the region from a central, authentic, and well-connected community. At the same time, we must continue investing in compelling visitor experiences, vibrant public spaces, memorable events, and innovative tourism businesses that encourage visitors to choose New Westminster and extend their stay.

Success will continue to depend on collaboration. Tourism cannot thrive in isolation. Strong partnerships between businesses, arts and culture organizations, community groups, business associations, neighbouring destinations, educational institutions, Indigenous partners, and all levels of government will continue to play a vital role in shaping New Westminster's future as a visitor destination.

Innovation will also be essential. As the visitor economy continues to evolve, New Westminster must remain open to new ideas, embrace emerging trends, support entrepreneurship, and encourage experiences that reflect the creativity and diversity of our community. By balancing innovation with the preservation of our heritage, culture, and quality of life, we can continue building a destination that benefits residents while offering visitors authentic and memorable experiences.

The destinations that will succeed in the future are those willing to collaborate, innovate, and continuously reinvent themselves while remaining true to what makes them unique.



Opportunities

01 Collaboration

Strengthen collaboration with local businesses, arts and culture organizations, community groups, business associations, and neighbouring destinations.

02 Support Entrepreneurs

Support entrepreneurs and encourage the creation of new tourism experiences and attractions.

03 Positioning New Westminster

Continue positioning New Westminster as the heart of Metro Vancouver and a destination worth discovering.

04 Expanding Focus

Expand film tourism, familiarization tours, and regional partnerships.

05 Research & Data Collection

Increase visitor research and data collection to support informed decision-making.

06 Community Pride

Grow community pride by celebrating New Westminster's history, culture, diversity, and unique identity.

07 Creating Experiences

Continue creating experiences that benefit both residents and visitors while strengthening the local visitor economy.

Challenges

01 Economic Uncertainty

Global economic uncertainty continues to influence travel decisions and discretionary spending.

02 Rising Transportation Costs

Rising transportation and fuel costs continue to affect the cost of travel.

03 Competitors

Destinations are competing more aggressively than ever for visitors, events, investment, and talent.

04 Visitor Expectations

Visitor expectations continue to evolve, requiring destinations to innovate and remain relevant.

05 Advances in Technology

Rapid advances in technology are changing how travellers discover, plan, and experience destinations.





How You Can Get Involved

Tourism is a community effort, and everyone has a role to play in helping New Westminster thrive as a visitor destination. Whether you're a resident, business owner, artist, event organizer, student, volunteer, or visitor, there are many ways to support and celebrate our city.

► Share the Story

Follow Tourism New Westminster on Instagram, Facebook, TikTok, X, Threads, YouTube, and LinkedIn, and help spread the word by sharing and tagging @tourismnewwest in your favourite New Westminster moments.

► Discover More

Explore our website at tourismnewwestminster.com, plan your next local adventure, and use the New West Pass to discover attractions, and earn exciting prizes while supporting local businesses.

► Attend, Experience, and Explore

Support local restaurants, cafés, breweries, shops, festivals, attractions, and events. Every visit helps strengthen the businesses and organizations that make New Westminster such a vibrant place to live and visit.

► Share Your Events

Hosting a tourism-related event? Submit it to our online events calendar and help more residents and visitors discover what's happening across the city.

► Stay Connected

Subscribe to our newsletters:

- Subscribe to our monthly visitor newsletter to discover upcoming events, experiences, travel inspiration, and things to do.
- Subscribe to our partner newsletter to stay informed about industry news, collaboration opportunities, tourism initiatives, and marketing programs.

► Shop Local

Visit the Tourism New Westminster Shop online or at our Visitor Centre to discover unique souvenirs, locally made products, and gifts that celebrate our city's history, creativity, and community.

► Collaborate With Us

Have an idea for a new tourism experience, event, partnership, or business? We'd love to hear from you. Tourism New Westminster is always looking for new ways to strengthen our destination through collaboration, innovation, and community leadership.

► Together, We Shape the Destination

New Westminster's story is still being written. Every visitor we welcome, every business we support, every event we celebrate, and every partnership we build contributes to a stronger community and a more vibrant visitor economy.

Whether you're welcoming a guest, sharing a photo, supporting a local business, volunteering at an event, or simply telling someone why you love New Westminster, you are helping shape the future of our city.



Thank you for being part of the journey, and for helping make New Westminster a destination worth discovering.

CONTACT US :



604-526-1905



info@tourismnewwest.com



www.tourismnewwest.com



777 Columbia Street, New Westminster

Follow @tourismnewwest



#WhereStoriesMeet