



Where adventures take route.

FOR IMMEDIATE RELEASE

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Tourism Organizations Launch Fraser Valley Marketing Campaign

The Fraser Valley Group; Tourism Langley, Tourism Abbotsford and Tourism Chilliwack has launched a marketing campaign to encourage people to consider and choose the Fraser Valley as their vacation destination.

The campaign is focused on showcasing the variety of experiences in the Fraser Valley. As a kick off to the campaign, the group hosted six high-profile bloggers from the Pacific Northwest for “A Day in the Valley” on August 22nd. The outcome of this media trip has already proven its value as many of these highly influential bloggers have showcased the remarkable experiences to be had in the Fraser Valley to their followers, creating a sense of urgency to visit.

Another key component and driving force behind this campaign is a new online tool incorporated into the group’s newly launched website on www.thefraservalley.ca. This interactive search tool gives potential visitors a place where they can discover information about farm fresh culinary offerings, picturesque vineyards, tasty microbrews and awe-inspiring outdoor adventures in the Fraser Valley. The second phase of the campaign will use social media and blogging to target very specific markets that includes Washington State, Greater Vancouver and the lower mainland.

The destination marketing organizations representing Langley, Abbotsford & Chilliwack recognize that a collaborative approach to marketing will result in more effective and efficient marketing campaigns. The more we have to offer collectively, the further people will come and the longer they will stay. From this concept grew the marketing initiative known as The Fraser Valley. It is based on the simple idea that by working together, we can be stronger.

For more information, please contact any of the community destination marketing organizations.

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