DISCOVER

Surrey

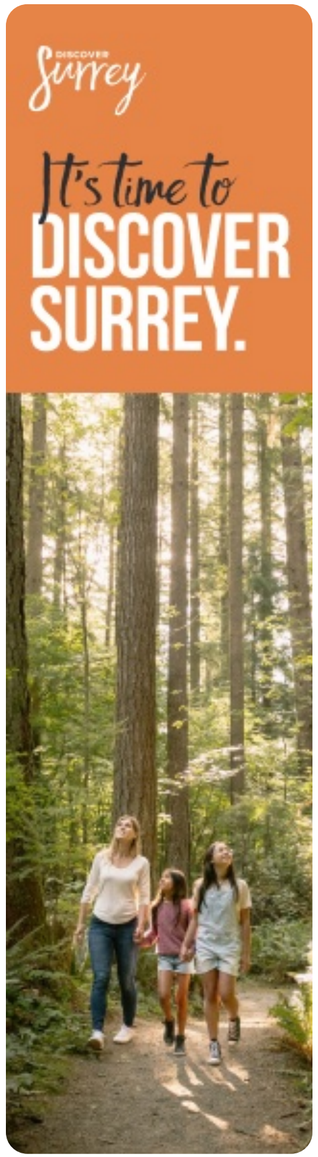


DISCOVER Surrey

ORGANIZATION UPDATE

MARKETING UPDATE

IT'S TIME TO DISCOVER SURREY







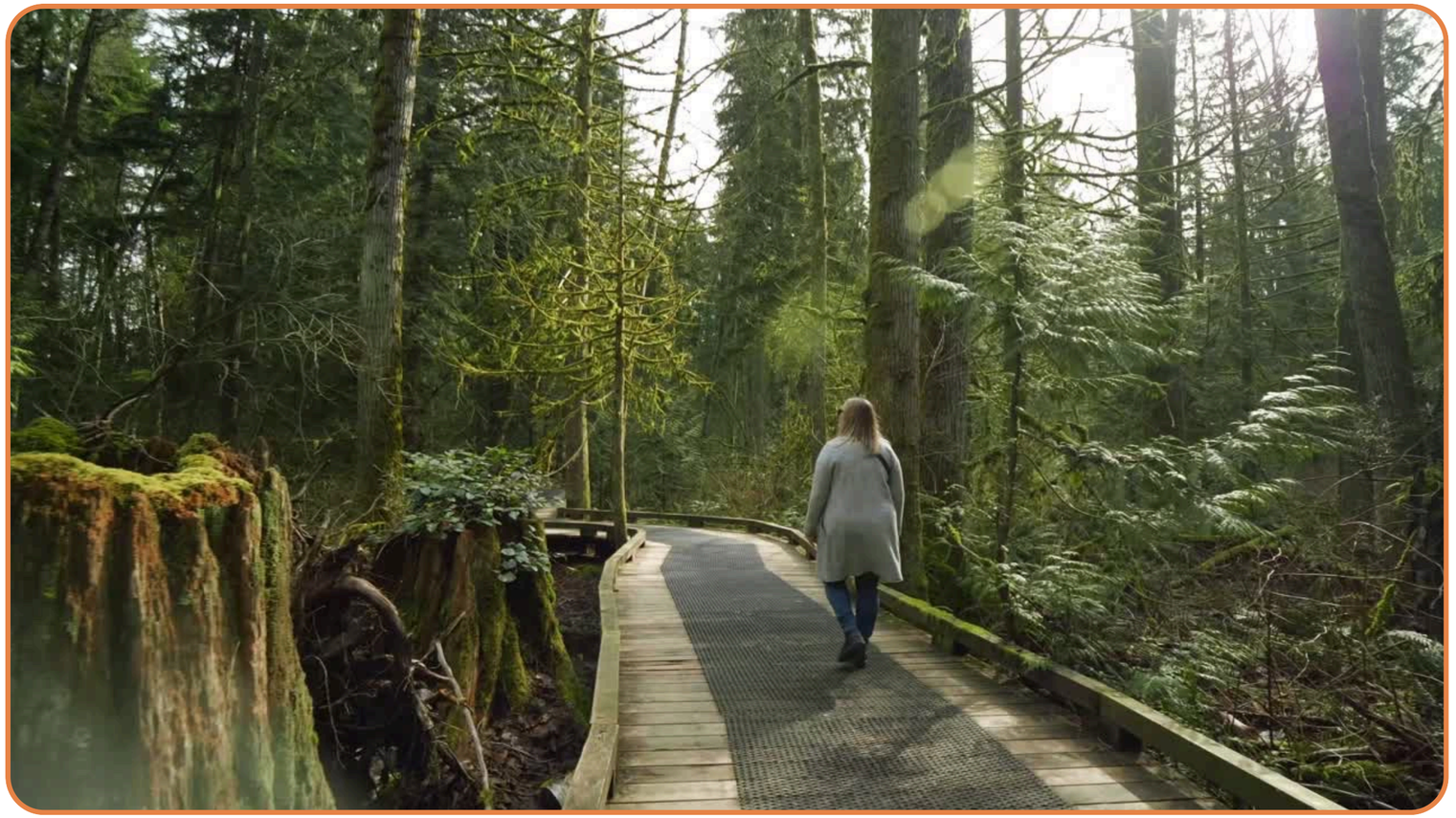


IT'S TIME - REACH & RESULTS

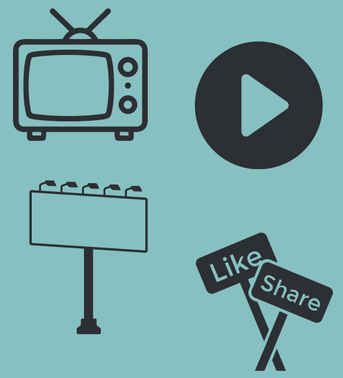
23M+
projected
impressions

98%
video
completion rate

26K+
website clicks



IT'S TIME - KEY TAKEAWAYS



MULTI CHANNEL REACH

Broadcast, out-of-home, streaming and paid social workedtogether to deliver strong consisten performance.



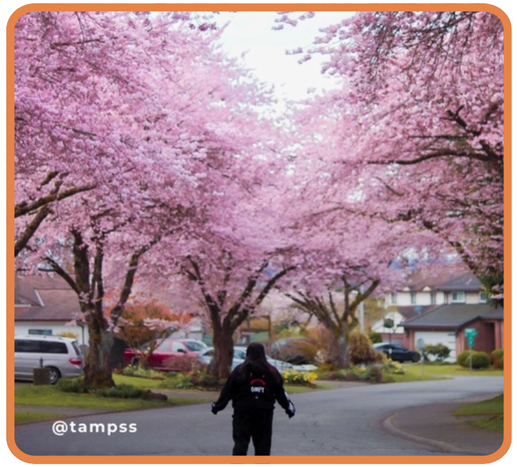
ABOVE BENCHMARKS

Every paid and broadcast partner outperformed typical tourism-industry benchmarks.

SURREY - A FOUR SEASON DESTINATION

COMING UP

Spring



Content Pillars

Cherry Blossoms
Living Heritage

Summer



Content Pillars

Major Festivals
Fun & Free
Downtown Surrey
Bear Creek Park

Fall



Content Pillars

Shop Surrey
Fall into Surrey
Indoor Fun

Winter



Content Pillars

Shop Surrey
Holiday Lights
Festivals & Events

WANT TO BE ON OUR RADAR FOR OUR SEASONAL CAMPAIGNS?

Many of these seasonal campaigns will repeat in some form next year.
If you have an idea — a rodeo-themed event, a cherry blossom art class — let us know and we'll help amplify it.

SOCIAL MEDIA - 2026 YTD

~7.6M

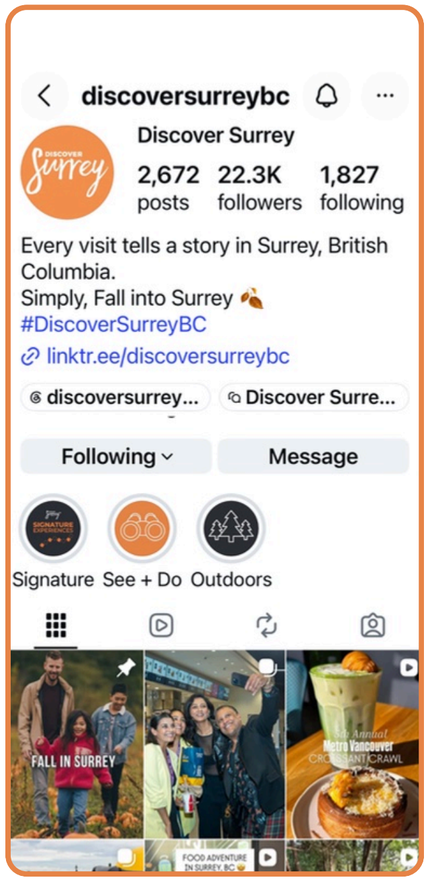
cross-channel impressions

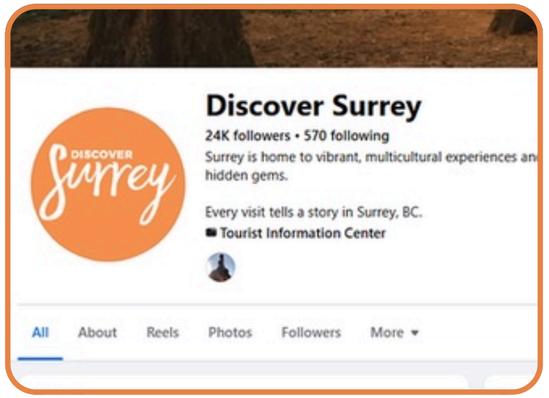
~303K

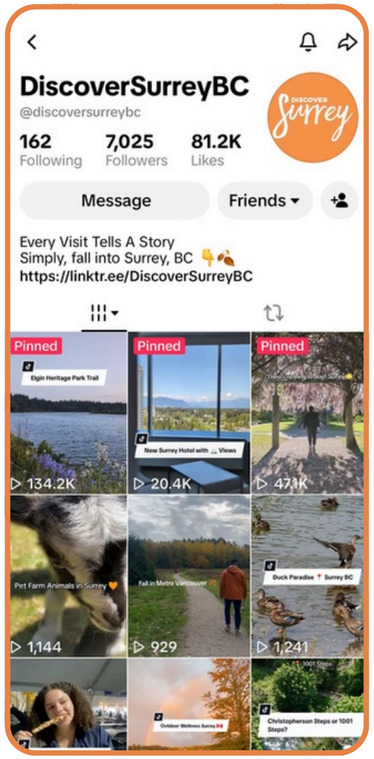
cross-channel engagements

6.6k+

net new followers







@DiscoverSurreyBC

#DiscoverSurreyBC

MEDIA PROGRAM

4 FAM tours 2026



Cineventure



Golf Writers



Spice Trail - WA Writers

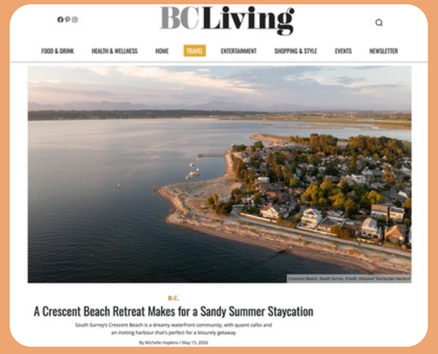


Spice Trail - Metro Van Writers

EARNED MEDIA COVERAGE

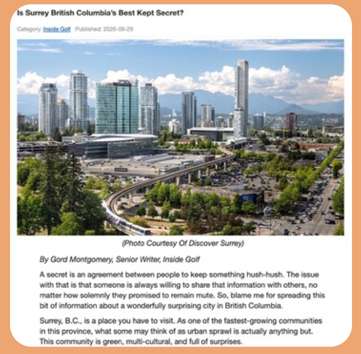


Golf in Canada—In January? Surrey, British Columbia's Year-Round Golf Secret



BCLiving

A Crescent Beach Retreat Makes for a Sandy Summer Staycation



Is Surrey British Columbia's Best Kept Secret?

(Photo Courtesy Of Discover Surrey)

By Gord Montgomery, Senior Writer, Inside Golf

A secret is an agreement between people to keep something hush-hush. The issue with that is that someone is always willing to share that information with others, no matter how solemnly they promised to remain mute. So, blame me for spreading this bit of information about a wonderfully surprising city in British Columbia.

Surrey, B.C., is a place you have to visit. As one of the fastest-growing communities in this province, what some may think of as urban sprawl is actually anything but. This community is green, multi-cultural, and full of surprises.

PITCHING SURREY

TMAC

TRAVEL MEDIA ASSOCIATION OF CANADA

We *Are* Going Places

TRAVEL and *Words*

NORTHWEST TRAVEL WRITERS CONFERENCE

KEY PARTNERSHIPS



Canadian Meetings & Events Expo



Tete a Tete



Sports Event Congress



Sport Event Exchange BC

PAID MEDIA





SHMA
Surrey Hotel and Motel Association

Sport Surrey

VISITOR SERVICING

VISITOR SERVICING

1000+
visitor servicing hours



10
rockstars







25K
in funding



10K+
interactions

ANNUAL FAM TOUR

2
days

30+
people

10+
stops















WANT TO BE A STOP ON OUR ANNUAL FAM TOUR?

We host our FAM Tour every year and are always looking for great group experiences.
Interested? Reach out to put your business on our radar for future FAM opportunities.

PARTNER ENGAGEMENT

TOURISM TALKS

Bringing Surrey’s tourism industry together to share, listen & collaborate.

FIRST SESSION: NORTH SURREY

📍 Homewood Suites

WHAT WE HEARD

- Visibility & awareness
- Challenging summer for restaurants
- Rising costs & economic pressures
- Staffing
- Permits & regulations

NEXT UP: CLOVERDALE

📅 **October 29, 2026**

Email anam@discoversurreybc.com to register









COMING SOON

DISCOVER Surrey's

TOURISM STARS

SCAN FOR MORE INFORMATION

DESTINATION DEVELOPMENT

SPICE TRAIL 2.0 - THE WEB-APP VERSION

A new way to discover Surrey's food scene

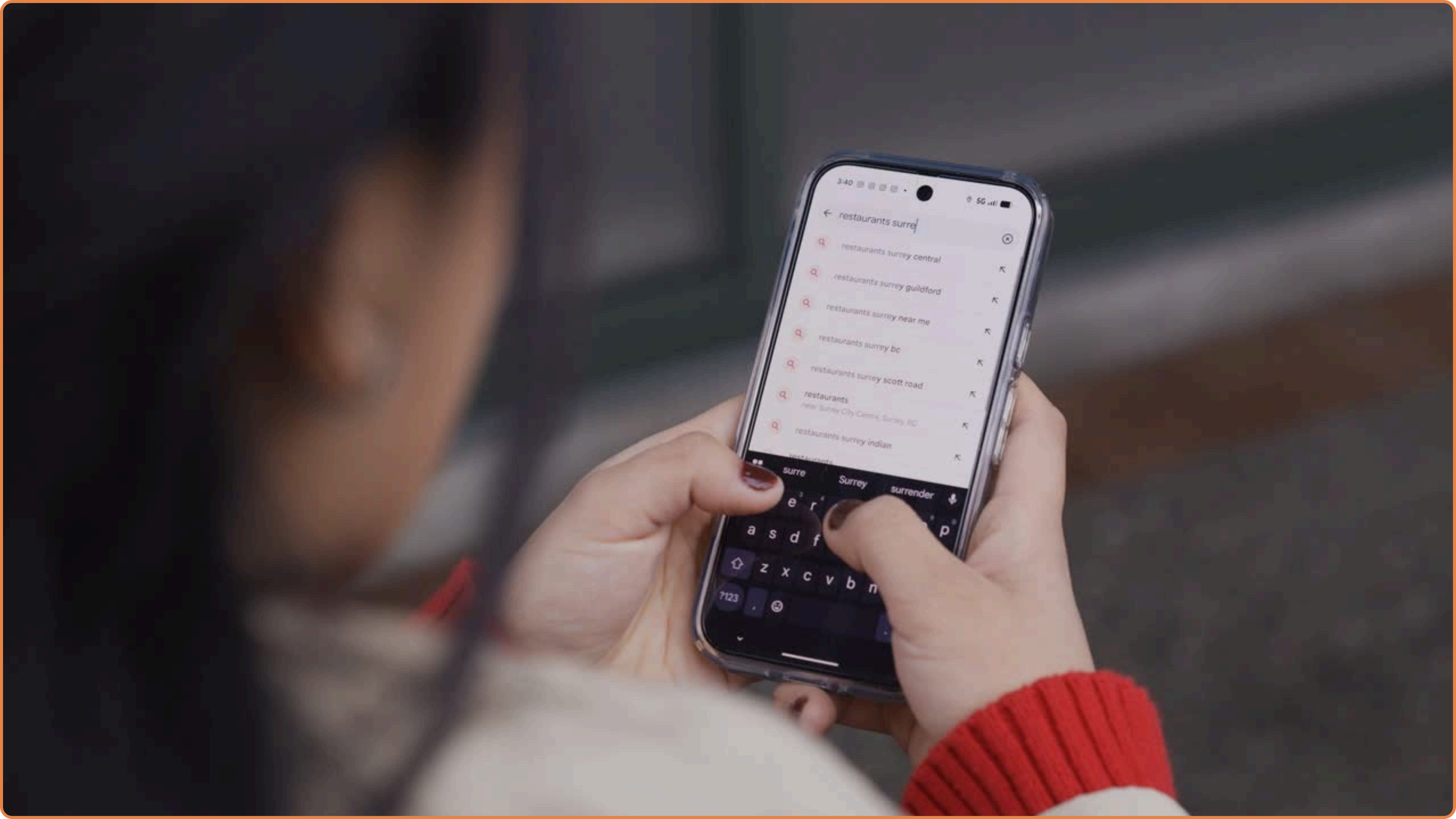
THE ORIGINAL SPICE TRAIL

- Free, self-guided food journey
- 12 restaurants · 10 cuisines
- Independently owned Surrey businesses
- Tiered rewards program

WHAT'S NEXT

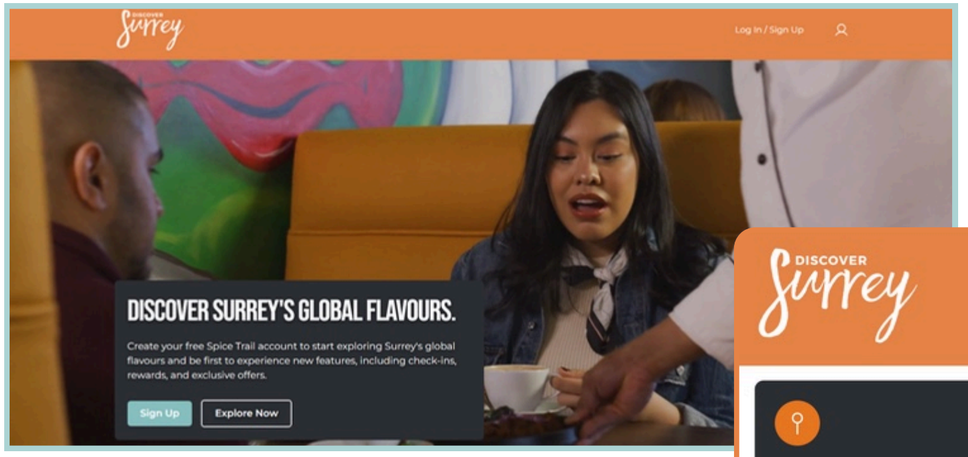
🌶️ **Spice Trail 2.0 — Now a Web App**

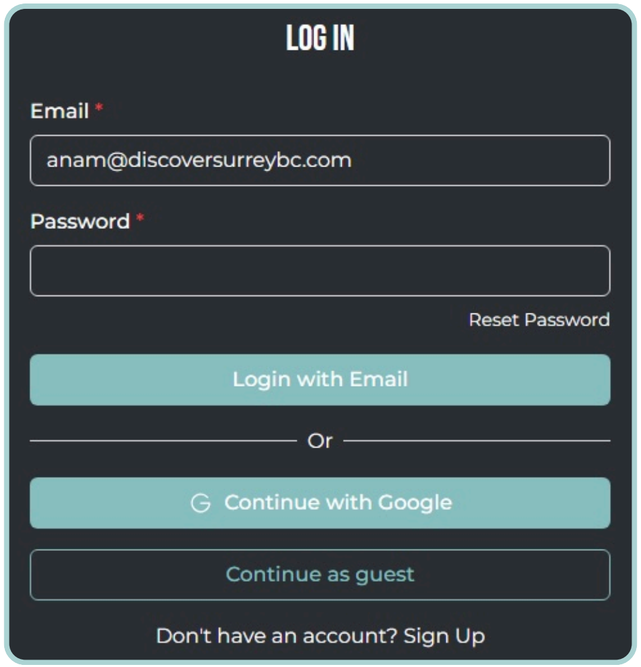
A more interactive way to explore, discover & experience Surrey's food scene.


restaurants surrey
restaurants surrey central
restaurants surrey guildford
restaurants surrey near me
restaurants surrey bc
restaurants surrey scott road
restaurants
restaurants surrey indian
surre
Surrey
surrender

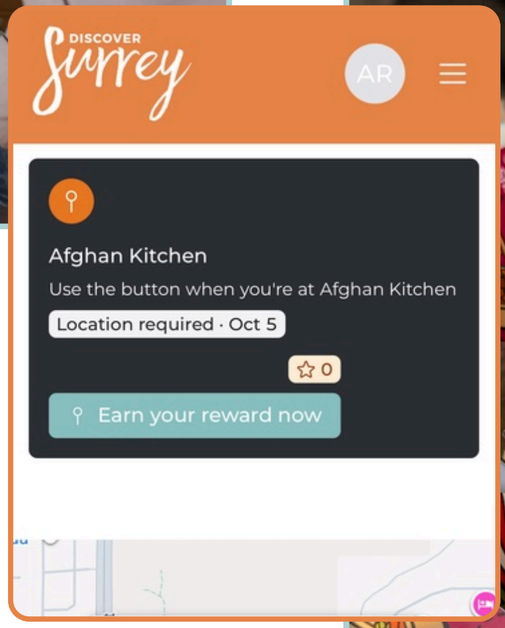
WEB-APP DEVELOPMENT

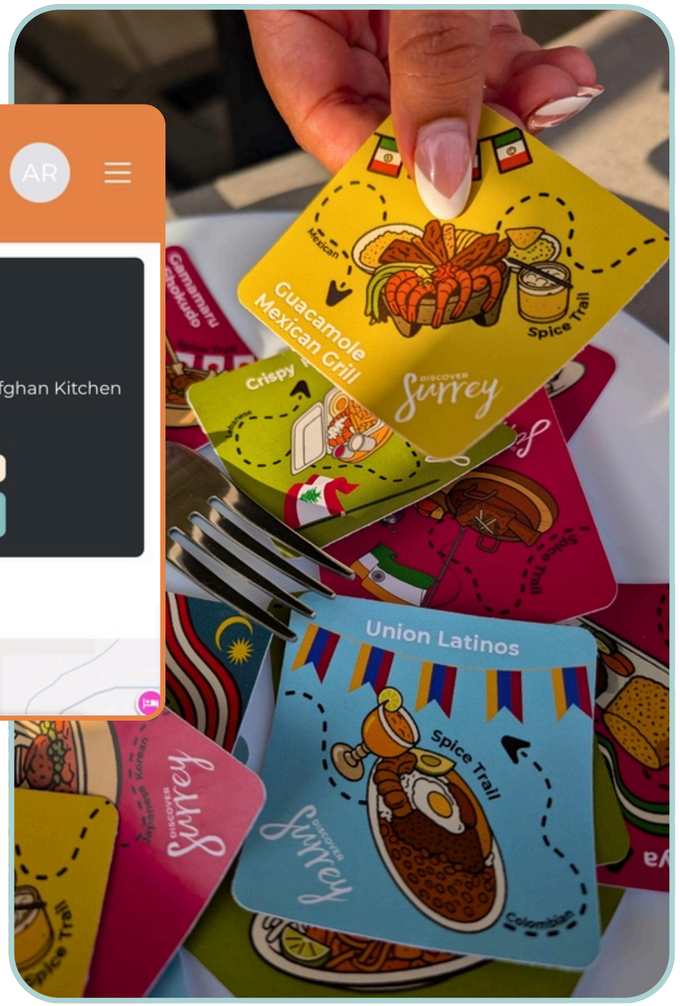






COLLECT REWARDS





REWARDS TIER

EXPLORE . CHECK-IN . COLLECT . GET REWARDED

📍 **Check in on-site** — geofenced to the restaurant

🏅 **Collect badges & stickers** as you explore

🎁 **4 badges** = $20 Spice Trail gift card

🏆 **Complete all 12 →** entry to win a quarterly Surrey staycation prize











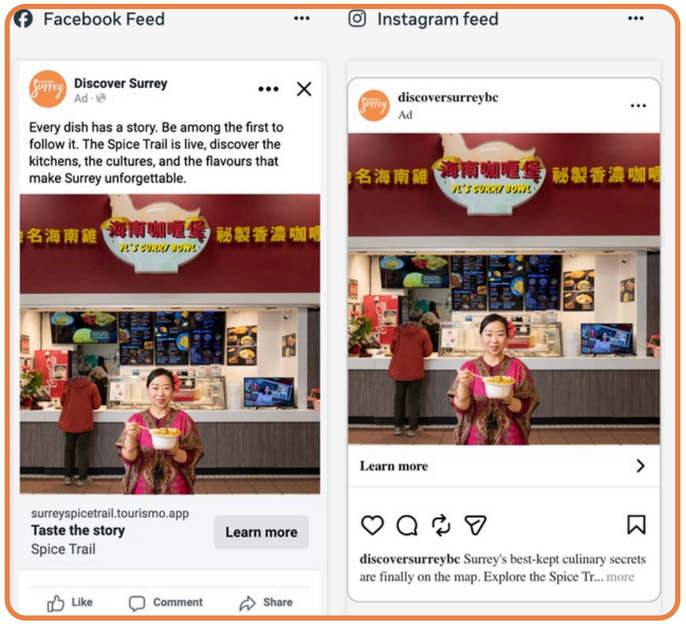




ADVERTISING & MEDIA

SOFT LAUNCH → BUILD AWARENESS + TEST

Meta · Google · Reddit · TikTok · YouTube · Creators · Owned



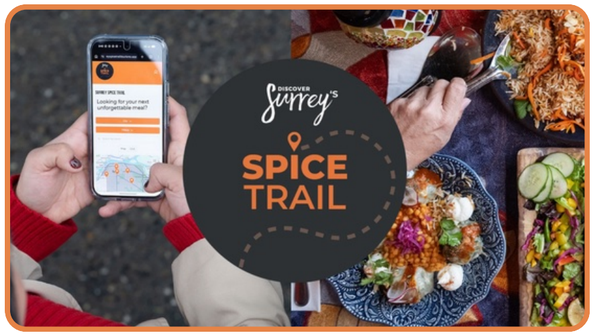
67.3K+

impressions



2M+

Impressions



YouTube

11.1K+

views



11.3K+

views

GRAND LAUNCH → EXPAND REACH

More eyes outside Surrey

Beyond local audiences → Washington State + GTA
Continuing to reach regional audiences across BC.

THE GOAL:
Put Surrey's food scene in front of more potential visitors — and give them a reason to come experience it for themselves.

Northwest Travel & Life Magazine



BC & Washington



Influencer Partnerships



Influencer visits planned for October through January

Stick2Earn - Car Wraps



Toronto

WHAT'S NEXT

LOOKING FORWARD: 2027

PRIORITIES

- Drive overnight stays - off peak & shoulder
- Focus on Culture Seekers & VFR
- Position Surrey as the gateway to Metro Van and BC
- Grow WA, Calgary & GTA audiences

DESTINATION DEVELOPMENT

- Optimize existing products
- Refine Signature Experiences
- Refine Spice Trail 2.0



2027 CONTENT THEMES

Four-Season Destination

Food & Culture

Signature & Bookable Experiences

Community Awareness

DISCOVER

Surrey