



# PARTNER RESOURCE GUIDE

WHAT WE DO & HOW THIS SUPPORTS YOUR BUSINESS

Tourism is shaped by the places people gather, explore, eat, stay, and experience. If your business plays a role in how visitors experience Surrey, you are part of the destination and eligible to partner with Discover Surrey.

## ABOUT PARTNERING WITH DISCOVER SURREY

Your FREE partnership connects your business or organization to Discover Surrey’s destination-wide marketing and visitor engagement efforts.

### WHO PARTNERSHIP IS FOR

Tourism-related businesses, experiences, events, and organizations operating within the City of Surrey that contribute to the visitor economy.

### HOW THIS BENEFITS YOU:

- Inclusion in a unified destination voice
- Support from a dedicated tourism organization
- Opportunities sized to your capacity and goals

### WHAT PARTNERSHIP INCLUDES

- A listing on DiscoverSurreyBC.com
- Opportunities for marketing features and amplification
- Event promotion where eligible
- Access to visitor services and printed collateral
- Inclusion in monthly partner communications
- Opportunities to participate in campaigns and destination initiatives
- Access to Discover Surrey grant-funding opportunities

### HOW THIS BENEFITS YOU:

- Ongoing exposure, not just one-off promotion
- Multiple touchpoints with visitors throughout their trip planning
- Clear pathways to participate without added cost
- Financial support through access to Discover Surrey’s marketing grants for eligible festivals and events

### WHAT WE ASK OF PARTNERS

- Share visitor-ready information, assets, and updates
- Engage with Discover Surrey on social media when relevant
- Display Discover Surrey visitor materials when available
- Work collaboratively to promote Surrey as a destination

### HOW THIS BENEFITS YOU:

- Stronger visibility through consistent messaging
- Better alignment with visitor expectations
- A more compelling destination that drives visitation for everyone

By partnering with Discover Surrey, you help strengthen Surrey’s tourism community. Together, we showcase what makes our city unique, support local businesses, and create great experiences for visitors.



### STRATEGIC PLAN

2025-2029

### TACTICAL PLAN

2026



# DISCOVER Surrey



## WHO'S WHO AT DISCOVER SURREY

WE'RE HERE TO HELP!

Discover Surrey is an independent not-for-profit organization that works in partnership with local businesses, organizations, and community leaders to position Surrey as a welcoming and vibrant destination. We support our partners by connecting visitors with meaningful experiences and amplifying the stories that make our city unique.

This guide helps you quickly identify the right member of our team to connect with for questions, ideas, or opportunities. Yes, our services are FREE for qualifying tourism-related businesses operating in Surrey. We are here to support you and look forward to working together.

### MEET THE TEAM



#### ANAM RAHMAN | DESTINATION SERVICES MANAGER

[anam@discoversurreybc.com](mailto:anam@discoversurreybc.com)

As the primary point of contact for our partners, Anam leads Discover Surrey's front-facing visitor services, stakeholder engagement, and destination development initiatives, including Surrey's Spice Trail and Sport Surrey partnerships.

- **How to get involved** with Discover Surrey
- Sport tourism opportunities and coordination, Stakeholder engagement and partnership development
- Destination development initiatives (including **Spice Trail**)
- Partner feedback, ideas, and new opportunities
- Advocacy and representation at industry events



#### MIKAYLA HARRIS | MARKETING COORDINATOR

[mikayla@discoversurreybc.com](mailto:mikayla@discoversurreybc.com)

Leads visitor-facing marketing execution, focusing on digital channels, social media, creative content, and partner amplification.

- Partner onboarding support
- Website **event listings** and experience promotion
- **Social media features** and campaign amplification
- Content coordination and asset sharing
- Cross-promotion opportunities
- Digital campaign support and timelines

#### ANGE CHEW

Executive Director

Leads Discover Surrey's strategic priorities, board governance, and industry relations while representing partners and the organization across tourism, media, and community channels.

[ange@discoversurreybc.com](mailto:ange@discoversurreybc.com)

#### CHANTELLE DEAN

Marketing Manager

Oversees Discover Surrey's marketing strategy, campaign planning, brand alignment, and national media opportunities to ensure partner initiatives support destination-wide goals.

[chantelle@discoversurreybc.com](mailto:chantelle@discoversurreybc.com)

#### MARY ANN BELL

Operations Manager

Manages Discover Surrey's internal operations, supporting the people, systems, procedures, finance, and day-to-day admin to ensure the team and organization run optimally.

[maryann@discoversurreybc.com](mailto:maryann@discoversurreybc.com)

#### PATRICIA CURLE

Office Manager

Supports Discover Surrey's internal operations, administration, and Visitor Services logistics. Connect with Trish for general administrative questions!

[patricia@discoversurreybc.com](mailto:patricia@discoversurreybc.com)

#### CHELSEA GRANTER

Visitor Services Lead

Coordinates Discover Surrey's mobile visitor services program and in-destination presence. Connect with Chelsea for mobile visitor centre participation.

[chelsea@discoversurreybc.com](mailto:chelsea@discoversurreybc.com)

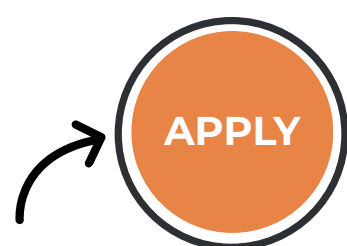


# PARTNER RESOURCE GUIDE

## HOW TO WORK WITH DISCOVER SURREY

This guide outlines the easiest ways to engage with us, access resources, and take part in destination marketing initiatives. Yes, our services are **FREE** for qualifying tourism-related businesses operating in Surrey.

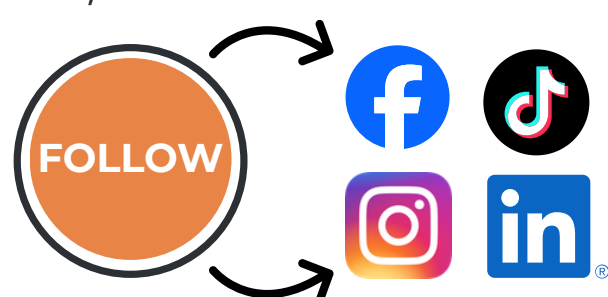
### BECOME A DISCOVER SURREY PARTNER | APPLY TODAY!



Becoming a partner gives you access to destination marketing support, promotional opportunities, and industry resources. Complete our online partnership application. Once approved, we will create your business listing on our website and add you to our partner database so we can stay in touch with opportunities, updates, and resources.

### SOCIAL MEDIA SUPPORT | EXTEND YOUR REACH @DISCOVERSURREYBC

Discover Surrey reaches over 45,000 highly engaged followers across our social platforms. We regularly highlight partner experiences, events, and seasonal stories.



How to get involved:

- Follow **@DiscoverSurreyBC** across our platforms
- Tag us in your posts and stories
- Share content that showcases visitor-ready experiences
- Email: **mikayla@discoversurreybc.com** for more info

### ASSET SHARING | HELP US TELL YOUR STORY

We welcome high-quality images and video that showcase your business, experience, or event. These assets may be used across Discover Surrey's website, social media, and marketing campaigns.



What to upload:

- Professional or high-quality photos
- Short-form or promotional video
- Seasonal or experience-focused visuals

### EVENTS PROMOTION | HOSTING AN EVENT? GET IT LISTED ON OUR SITE!



Discover Surrey's Events Calendar is one of the most visited pages on our website and promotes tourism-oriented events that have the potential to attract visitors from beyond the local community. Events featured typically include Surrey-based festivals, sporting events, live performances, visual arts, and other large-scale or public experiences that contribute to visitation.

### GRANTS & INCENTIVES | YOUR EVENT MAY QUALIFY FOR MARKETING GRANT SUPPORT

Discover Surrey offers marketing grants to support events that generate overnight visitation and economic impact.



Eligibility Highlights:

- Event takes place within the City of Surrey
- Demonstrates potential to attract overnight visitors
- Proper liability insurance & City permits are in place
- Well developed marketing plan in place
- Discover Surrey logo included in marketing materials with approval

### ANNUAL GENERAL MEETING | JOIN US AT OUR AGM



Discover Surrey's Annual General Meeting typically takes place in October and is open to current and prospective partners. Sign up for our newsletter to receive updates and invitations.



### DESTINATION BC | LEARNING CENTRE



LEARNING CENTRE

Destination BC's Learning Centre offers **free resources and tools for tourism businesses**, including articles, guides, templates, and videos covering digital marketing, experience development, social media, travel trade, visitor insights, safety and emergency preparedness, accessible tourism, and more.

Your GO-TO for "HOW-TO".

### GOOGLE MY BUSINESS | CLAIM YOUR FREE LISTING



Google My Business is a free tool that helps visitors find accurate information about your business across Google Search and Google Maps.

A claimed listing allows you to manage your hours, location, contact details, and directions, helping potential guests find you quickly, especially on mobile devices.

### TRIPADVISOR | CLAIM YOUR FREE LISTING



TripAdvisor is one of the world's most established travel platforms and remains a trusted reference point for travellers researching where to stay, eat, and explore. Reviews, rankings, and profiles on TripAdvisor often influence travel decisions and appear prominently in search results.

Claiming and managing your listing ensures your business is represented accurately, reflects your values, and allows you to actively engage with visitor feedback.

### HELLOBC LISTING | TRIPADVISOR - BC COLLECTIVE



HelloBC.com is British Columbia's official consumer travel website and a trusted source for trip planning, inspiration, and decision making. Destination BC partners with TripAdvisor to ensure verified tourism businesses appear consistently across both platforms.

Once your HelloBC listing is connected, updates made to your TripAdvisor profile automatically appear on HelloBC.com, helping ensure accurate, up-to-date information across authoritative travel channels.

### QUEER CHAMBER LISTING | GET RAINBOW REGISTERED



Rainbow Registered certification shows visitors that your business is inclusive and welcoming. Through QueerChamber.ca, you gain access to a national network, industry insights, directory listings, and year-round networking opportunities.

### CANOO LISTING | OFFER INCLUSIVE ACCESS FOR NEW CANADIANS



Canoo is a free mobile app that helps eligible newcomers to Canada discover and access cultural experiences, attractions, and activities across the country. By listing your business or experience on Canoo, you can connect with new audiences looking to explore and engage with their local community.