

DISCOVER
Surrey

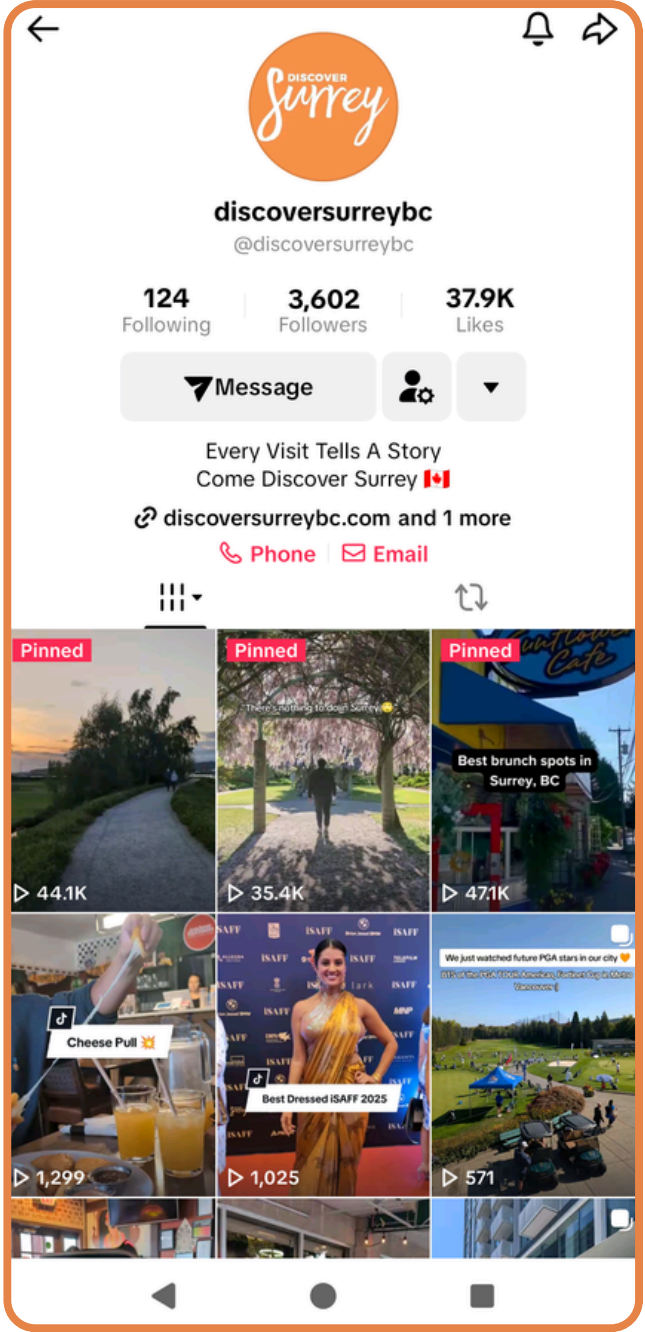
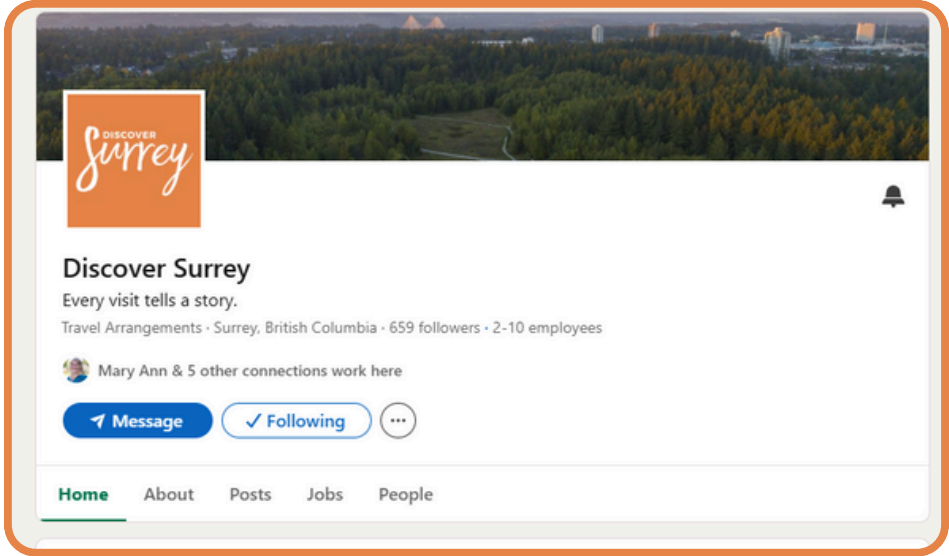
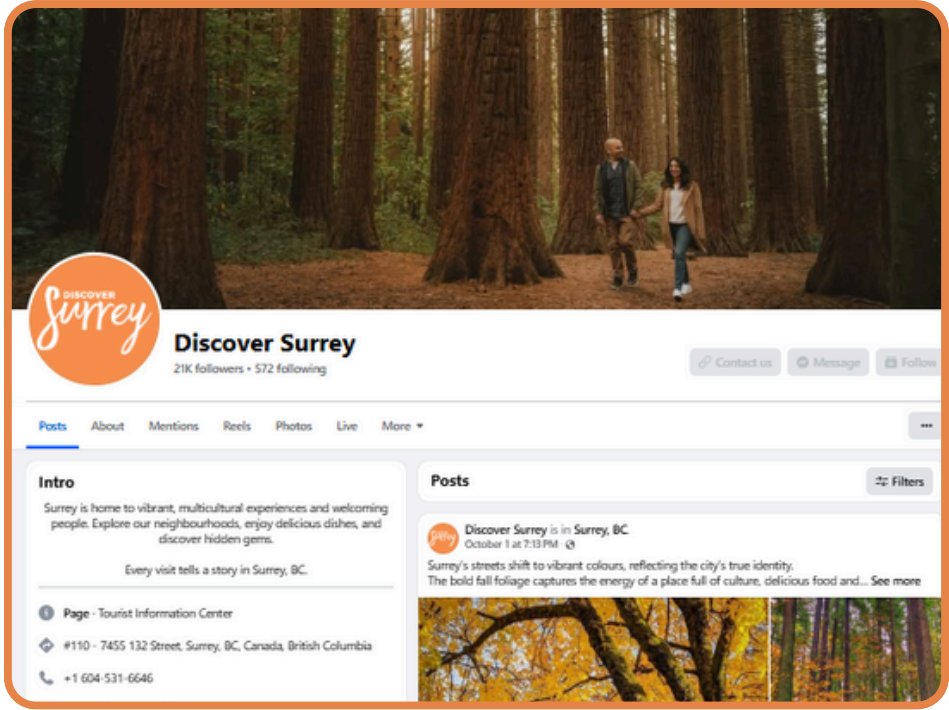
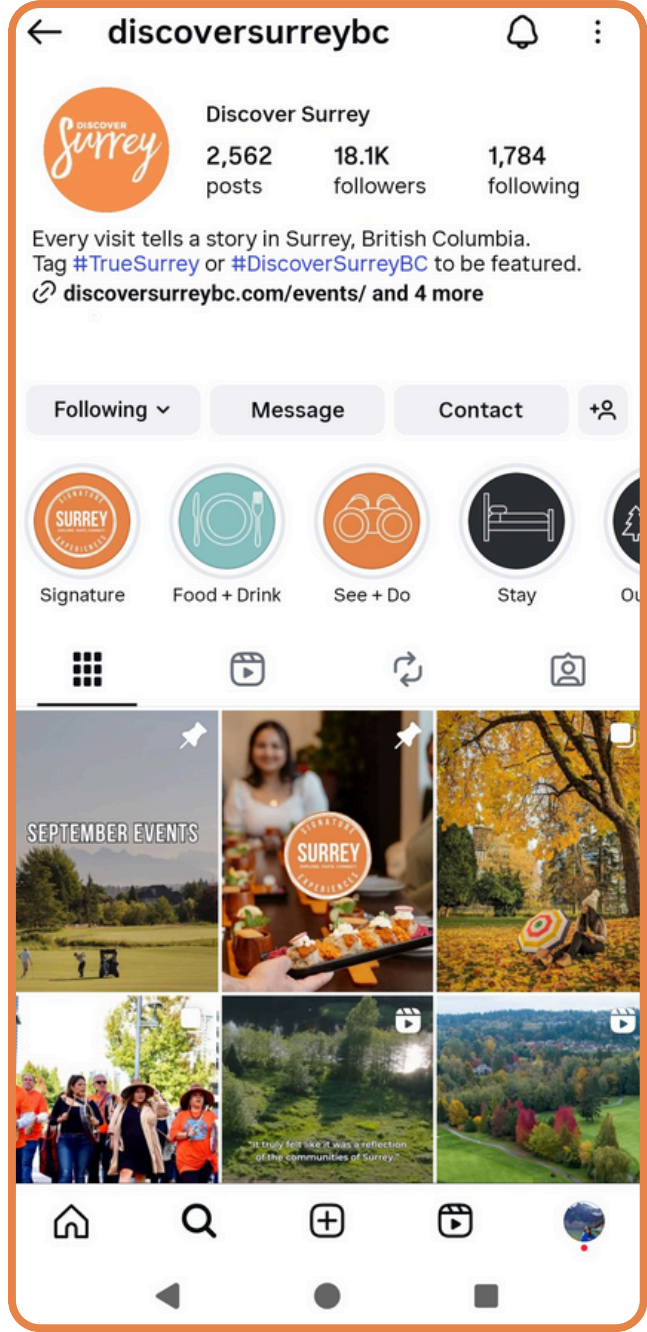


DISCOVER
Surrey

MARKETING AND DESTINATION DEVELOPMENT UPDATE

MARKETING UPDATE

Social Media



@discoversurreybc
#DiscoverSurreyBC

Advertising & Media

- Paid Placements
 - Radio and Broadcast
 - BC, AB, and Washington
 - Print
 - BC & Washington
 - Digital
 - BC, AB, Washington
- Media
 - We pitch Surrey's stories at various media shows across the continent
 - We host media and influencers



Co-Ops

WEST
COAST
FOOD 



**DON'T
LOVE IT
TO DEAT**



DESTINATION DEVELOPMENT

Destination Management

- Prioritizing marketing and management
- 2-year program with the Veneto Collaboratory
 - Meeting with Surrey's providers
 - Screening applications
 - Monthly meetings and workshops
 - Scripting, pricing, marketing
 - Testing, testing, and more testing!



Surrey Signature Experiences

- 8 brand new group experiences
- locally led, thoughtfully curated
- Independently owned and operated by Surrey businesses
- Finally answers the question, what is there to see and do in Surrey?





The Art of Distilling - The Mainland Whisky Story

- Behind-the-scenes tour of Surrey's only craft distillery
- Discover the four essential steps of crafting fine Canadian whisky
- Taste bold, small-batch styles that highlight Mainland's creative spirit
- Hear founder Steve Watts' inspiring journey from Texas to South Surrey and the incredible story of how Mainland Whisky came to be

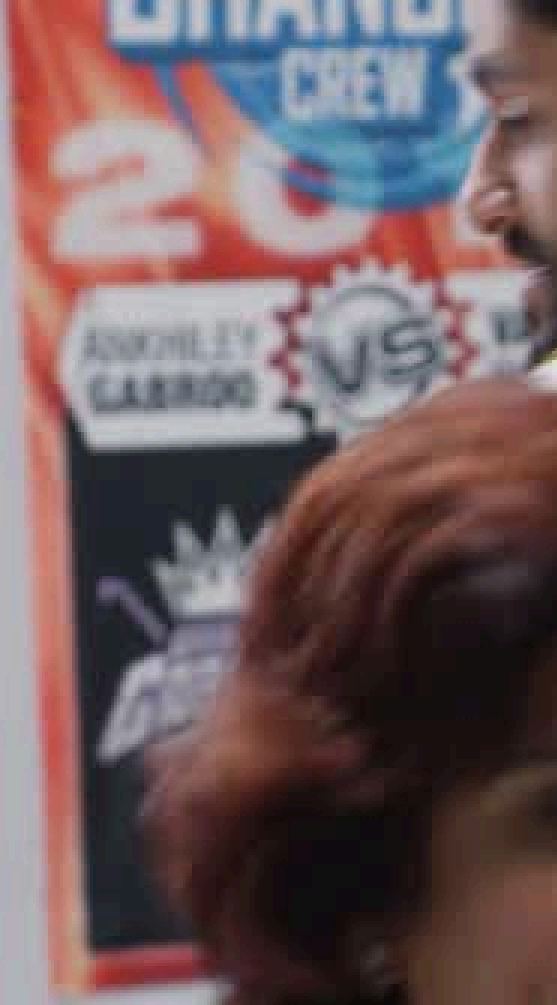




The Bollywood Dance Experience

- Immerse yourself in the vibrant world of Bollywood dance
- Discover the colour, rhythm, and cultural heartbeat of Bollywood
- Learn high-energy choreography from a professional Bollywood instructor
- No experience needed
- Capture your performance on camera to relive the magic
- End with fresh samosas and a soothing cup of chai





Spice of Life - Surrey Spice Trail

- Journey through Surrey's Spice Trail on a guided culinary adventure
- Taste your way through diverse restaurants bursting with flavour
- Enjoy rich, aromatic dishes crafted from cherished family recipes
- Hear heartfelt stories from first-generation immigrant restaurateurs
- Celebrate culture, community, and the shared joy of food





Vinoscenti Vineyards Lifestyle and Wine Tasting

- Discover the rhythms of the vineyard at Vinoscenti Vineyards
- Journey from grape to glass on a guided tasting experience
- Savour handcrafted wines paired for character and complexity
- Learn the art of sipping, savouring, and slowing down
- Connect with the land, the craft, and the moment





Cupcake Decorating with Jujhar, Netflix Champion

- Step into the kitchen with celebrity baker Jujhar Mann at Mann & Co Bakeshop
- Learn professional cupcake decorating techniques
- Create your own stunning collection of six cupcakes
- Hear behind-the-scenes stories from Jujhar's celebrity baking adventures
- Sample signature treats from the bakeshop





Honeybees 101

- Discover the fascinating world of honeybees at the Honeybee Centre
- Learn the sweet story behind this local favourite and its buzzing residents
- Spring & Summer: Join an expert beekeeper for a live hive tour and watch bees at work
- Fall & Winter: Create your own beeswax candle in a cozy, hands-on workshop
- Leave with a new appreciation for nature's tiny pollinators, and a sweet souvenir to take home





Birds and Brews

- Explore Surrey's birding hotspots with expert guide Kris Cu of Birds Canada
- Discover why Surrey is a key stop on the Pacific Flyway
- Learn to identify local and migratory birds
- Gain insight into conservation and the passionate birding community
- Finish with coffee or tea at Crescent Coffee House and reflect on your birding adventure





Discover Sound Healing

- Step into a calming, immersive sound healing session
- Experience soothing vibrations from crystal singing bowls and tuned instruments
- Learn how sound promotes stress relief, emotional balance, and mental clarity
- Enjoy a full mind-and-body reset in a serene environment
- Finish with a grounding cacao tea to deepen your connection to the present moment





MEDIA MENTIONS

CTV NEWS

LocalCTV News AppTrump's TariffsWatchIn PicturesLiveCTV News Now

Sign In

Get unlimited digital access to independent Canadian journalism.

SUBSCRIBE NOW

CANCEL ANYTIME



Vancouver Watch

Surrey's Signature Experiences: Explore, Taste, Connect

Jujhar Mann of Mann & Co Bakeshop stops by CTV Morning Live to serve up a sweet taste of Surrey's signature experiences!

SURREY NOW-LEADER

NewsMoreContestsShopFlyersE-EditionsClassifiedsAutoJobsObituaries

HomeLocal Entertainment

8 new 'signature' Surrey experiences that tourists and locals might like

'Group tourism' bookings include whisky, wine, birdwatching, cupcake making and more in Surrey



Tom Zillich
Jun 17, 2025 1:01 PM



The Phoenix Newspaper

WEEKLY NEWSLETTER SUBSCRIBE NOW

COMMUNITYBUSINESSLIFESTYLESPORTS NEWSENTERTAINMENTRECREATION



Discover Surrey enhances its destination experience, in partnership with independent business community.

HOLIDAY & TRAVEL · 28 JULY 2025

Share

DRISHTI™
Connecting the DOTS and building a healthy civil society

Advertise With Us

Learn More

July 15, 2025

Discover Surrey Enhances Destination Marketing Focus, Activating Independent Business Community



Visitors can now enjoy Surrey's Signature Experiences- Explore. Taste. Connect

MNC Marketing News Canada

SURREY BC'S DESTINATION MARKETERS SHIFT GEARS WITH BOLD, BOOKABLE EXPERIENCES

Jul 30



Jenny Mourad Marketing Director, Discover Surrey

As British Columbia's **fastest growing city**, and one of the fastest-growing cities in Canada, Surrey, BC is no longer simply a suburb of Vancouver. It continues to evolve as a vibrant, diverse, and dynamic major metropolitan destination.

While destination marketing organizations (DMOs) have traditionally focused on promoting and marketing destinations, **Discover Surrey** recognized the need for a more hands-on, experience-driven approach. In response, we shifted our strategy to support not just marketing, but also the development of experiences that define what it means to visit Surrey.

For almost two years, our small but mighty **Discover Surrey** team has been working with eight independent businesses, supporting and funding the development and activation of a locally-led and thoughtfully designed collection of market-ready group tourism experiences. The result? **Surrey's Signature Experiences- Explore, Taste, Connect**, a new way for visitors to discover the heart, flavour, and stories of Surrey, BC.

Although the idea of experience development is not new, particularly with global destinations, this strategic approach is still emerging in Canada. A growing number of innovative DMOs are shifting beyond marketing to focus on product development and long-term destination planning, laying the groundwork for more sustainable and competitive tourism industry.

In Surrey, BC, our team recognized a rich tapestry of stories waiting to be discovered. We wanted to showcase not only Surrey's diverse landscapes, but the people who shape its spirit, whether it's locals championing conservation efforts for bees and birds, internationally renowned Bollywood choreographers, beffis baking champions, or first- and second-generation immigrants passionately serving up generations-old family recipes. Our goal wasn't just to create bookable experiences; it was to offer visitors a genuine, first-hand look at what it means to live, create, and connect in Surrey.

AWARD-WINNING VOICE THE INDIO-CANADIAN

ARE YOU IN D "Helping You Become De Business Solutions & credit counselling www.BSCC.CA 604.951.8984

HOME CRIME PROVINCES WORLD LIFESTYLE AUTO EVENTS ABOUT

HomeBreaking NewsDiscover Surrey enhances its destination experience in partnership with local businesses

17 June 2025



Photos: Discover Surrey

AS the official destination marketing organization for the **City of Surrey**, British Columbia, **Discover Surrey** is diversifying its focus, continuing to promote and market the destination, while also collaborating with local businesses on the development of eight enhanced destination offerings.

Visitors to Surrey, BC will now be able to experience **Surrey's Signature Experiences**.

Surrey Speak

YOUR SPEAK

LIFESTYLEFOODHEALTHSPORTSTECHNOLOGYTRAVELLEADERS IN SURREY

HomeSurrey's Signature Experiences Offer a New Way to Explore

Travel

Surrey's Signature Experiences Offer a New Way to Explore

Olivia July 15, 2025 0 Comments

Explore Surrey this summer with curated experiences from whisky tasting to birdwatching. Support local while having unforgettable fun.



Recent

35,000 Ride Hub Walmart's So Community TransLink Re Surrey Mem Ventilated P Surrey MLA Shooting

WHAT'S NEXT

2026

- More destination development work
- Continued growth
- New mat-leave replacement



DISCOVER
Surrey