



Delta Chamber of Commerce & Tourism Delta

2024-2025 Reporting

2025-2026 Proposal



Executive Summary

This report outlines the activities completed by the Delta Chamber of Commerce and Tourism Delta during the 2024–2025 fiscal year and presents a proposal for continued funding support through to the end of 2026. Continued collaboration between Delta Chamber of Commerce and Tourism Delta has provided economies of scale for the organizations, greater alignment between destination management and visitor servicing and sharing of information, skills and resources.

Over the past year, Tourism Delta has made significant progress on several “Quick Win” priorities identified in Delta’s Community Tourism Plan. This includes the successful completion of a refreshed 5-Year Strategic Plan, development of a new consumer-facing brand identity, and delivery of a Value of Tourism Study that quantifies the visitor economy’s contributions to Delta. At the same time, the Visitor Centre and Street Team provided trusted, in-person support to thousands of residents and visitors, strengthening local connections and enhancing community outreach.

To sustain this momentum and support the rollout of major new initiatives—including a destination website, sector development activities, and six marketing campaigns—the Delta Chamber of Commerce and Tourism Delta are requesting continued funding support from the City of Delta through to the end of 2026.

The total request includes:

- **\$142,667 for May–December 2025** (as outlined in Schedule A), and
- **\$177,000 for the 2026 calendar year.**

This funding will support destination management, visitor servicing, campaign and marketing initiatives, brand activation, and ongoing implementation of the 5-Year Strategic Plan and the Community Tourism Plan.

A full report on 2025 activities and outcomes will be submitted to the City of Delta in early 2026, and a tactical plan outlining proposed work for 2026 will be provided by **November 30, 2025**, ensuring continued transparency, alignment, and long-term planning.

We welcome the opportunity to continue working in partnership with the City of Delta to strengthen the visitor economy in a way that reflects community values and supports sustainable economic growth.



2024-2025 Report

Destination Management + Marketing

Overview

The 2024–2025 reporting period marked the successful completion of several high-impact "Quick Wins" identified in Delta's Community Tourism Plan, reflecting a coordinated effort to lay the groundwork for sustainable tourism growth. These initiatives focused on destination management and development—the foundational work that supports the visitor economy through strategic planning, infrastructure readiness, partnership building, and community alignment. This differs from destination marketing, which centres on promoting the destination to key audiences through campaigns, content, and outreach. Both streams are essential to the long-term success of Delta's tourism strategy.

Over the past year, Tourism Delta, through the Delta Chamber of Commerce, has concentrated on building the systems, tools, and identity required to manage and grow Delta's visitor economy. This included updating the 5-Year Strategic Plan, creating a refreshed consumer-facing brand, and completing a Value of Tourism Study to quantify and communicate the importance of tourism to Delta's economy. With this foundational work in place, the following three quarters will focus on destination marketing—amplifying Delta's presence regionally and inviting new and returning visitors to explore the community.

Strategic Plan Update

In alignment with Delta's *10-Year Community Tourism Plan*, the 5-Year Strategic Plan was thoroughly reviewed and updated in 2024–2025. Initially developed in 2019, the plan was recalibrated to reflect Delta's evolving tourism landscape, address identified priorities from community consultation and incorporate "Quick Win" strategies. Led by the Tourism Manager and the Tourism Delta Advisory Committee (TDAC), the updated plan provides a refreshed and actionable destination development and marketing roadmap.

Key focus areas within the updated plan include destination readiness, sustainable tourism funding, visitor experience improvements, industry partnerships, and sector development opportunities such as agritourism, cycling, and sport tourism. The plan also incorporates a strategic framework to support the implementation of the Municipal and Regional District Tax (MRDT), which remains a goal for supporting sustainable tourism funding in Delta.

Tourism Delta Brand Identity

Tourism Delta completed the development of a new consumer-facing brand identity to better position Delta as a tourism destination within the competitive Metro Vancouver region. The previous "We Love Delta" brand, launched during COVID-19, was resident-focused and lacked the clarity needed to attract and engage leisure travellers. In 2024, Tourism Delta engaged a place-branding agency to guide a collaborative process, including consultation with local stakeholders, businesses, and residents.

The resulting brand captures Delta's natural beauty, diversity, and accessibility and is designed to resonate with regional and cross-border visitors. It includes a refreshed visual identity, a messaging framework, and adaptable creative assets to support multi-channel marketing. The brand will be in-market by the summer of 2025, with a phased rollout across digital platforms, visitor guides, signage, and promotional campaigns.



Value of Tourism Study

In direct response to feedback from the Community Tourism Plan engagement process, Tourism Delta commissioned a Value of Tourism Study to quantify the economic and social contributions of the tourism sector in Delta. A third-party research firm conducted the study and drew on visitor data, business engagement, event participation metrics, and regional benchmarking to deliver clear, localized insights.

The study confirmed the importance of tourism as a driver of local spending, employment, and small business activity. The final report will be publicly available in May 2025 and will be supported by an advocacy and communications plan that can support future planning, funding applications, and partner engagement.

Delta Visitor Guide

Creative direction, project management and content marketing support were provided for the Delta Visitor Guide. This annual publication is a collaboration between the Delta Chamber of Commerce and Tourism Delta and an excellent example of the continued benefits of collaboration.

Campaigns

In addition to local campaign execution, Tourism Delta participated in Destination BC's Co-operative Marketing Program. Through matched funding as DBC contributes a significant percentage of Delta's investment, these programs extend the reach of Delta's tourism promotions far beyond what the current budget could achieve independently. They target the short-haul markets of British Columbia, Alberta, and Washington State.

Tourism Delta participated in and created five campaigns, each aligned with sector strengths and visitor interests:

1. [BC Ale Trail, South of the Fraser](#) - Delta's craft beer offerings were promoted in partnership with the BC Ale Trail. Campaign components included digital storytelling, influencer engagement, and shared content across partner platforms.
2. [BC Farmers' Market Trail](#) - This campaign highlighted the Ladner Village and Southlands. Featured through the BC Farmers' Market Trail, Delta was positioned as a destination for fresh, local food experiences.
3. [BC Bird Trail, South Fraser Trail](#) - Delta's world-class birding assets, particularly the location along the Pacific Flyway, were highlighted in partnership with the BC Bird Trail. Campaign elements included blog content, curated itineraries, and shared social promotion targeting nature travellers and bird enthusiasts.
4. [We Love Delta](#) - Locally focused campaign reinforced community pride and supported small businesses through seasonal initiatives such as Shop Local, Events Round Ups and Holiday Highlights. Delivered via social media, printed materials, and the We Love Delta website, the campaign was a valuable tool for resident engagement.
5. **Cycling Sector Campaign & Evergreen Assets** - A new campaign was created to support Delta's cycling sector. Evergreen digital assets were developed to support continued promotion and trip planning. The campaign will align with the launch of the Barns to Beaches Bike Route and will feature content promoting cycling-friendly amenities and routes.



Digital Channels and Content Marketing

Tourism Delta's digital channels continued to play a central role in marketing and visitor engagement:

- **Website traffic** grew steadily, with **16,121 total sessions** (a **9% increase** year over year) and **12,818 unique visitors** (a **20% increase**).
- **Social media** channels reached **over 110,000 unique users**, with a total community size of **more than 5,000 engaged followers** across Instagram and Facebook.

Updated Itineraries and new blog content drove engagement, and campaign promotion across these platforms helped amplify interest in local events, destinations, and businesses while reinforcing Delta's tourism value proposition.

Industry Advocacy and Partner Engagement

Tourism Delta and the Delta Chamber of Commerce teams participated in several opportunities as part of the broader tourism industry within the province, including:

- [BC Visitor Services Conference](#)
- [Vancouver Coast and Mountain Forums](#)
- [BC Tourism Conference](#)
- [Metro Vancouver Destination Management Council](#), Experience Development Subcommittee

Locally, Tourism Delta focused on strengthening relationships with partners. The Community Tourism Plan was presented to Delta City Council and shared with local business and community groups to communicate key priorities and invite collaboration.

Tourism Delta also engaged with accommodation partners to better understand occupancy trends and explore how destination marketing could support year-round bookings. Additionally, campaigns supported local business helping amplify their messaging and generate economic benefit through increased visitor awareness and spending.



Visitor Services

Overview

The Delta Visitor Centre is operated by the Delta Chamber of Commerce on behalf of the City of Delta for the benefit of tourists, visitors, and residents from across British Columbia, Canada, the United States and many other parts of the world, in addition to members of our own communities. In 2024, operations engaged with visitors through in-person services at the Delta Visitor Centre and in-person interactions by the Street Team out in the community at events and community parks or destinations.

Engagements at the Visitor Center

The Delta Chamber of Commerce has operated Delta's Destination British Columbia accredited Visitor Centre on behalf of the City of Delta since 2001. Following the Destination British Columbia guidelines, the Delta Visitor Centre adheres to mandated performance and reporting standards, recognizable signage and logos and training guidelines; thereby ensuring professional, knowledgeable, and memorial visitor experiences.

The Visitor Centre was **open to the public Monday to Friday for 12 months of the year in 2024 from 10am to 4:30 pm** and on **seventeen weekend days** during June, July and August.

For 2024, a total of **1,098 total parties (+25%) visited the Delta Visitor Centre** during the 2024 season generating a **total number of 1,476 visitors (+37%)** to the centre.

Maps, directions, and site facilities were the foundation of visitor engagements, including washrooms, access to Wi-Fi and water bottle refills. The Visitor Centre continued to be an essential service stop for cyclists visiting Delta, who utilized the outdoor water filling station that was accessible 24 hours a day / 7 days a week. The cycling maps were a popular resource, and the Visitor Centre is an important partner in supporting cycling in Delta with its proximity to the official stop of the George Massey Tunnel Shuttle for Cyclists.

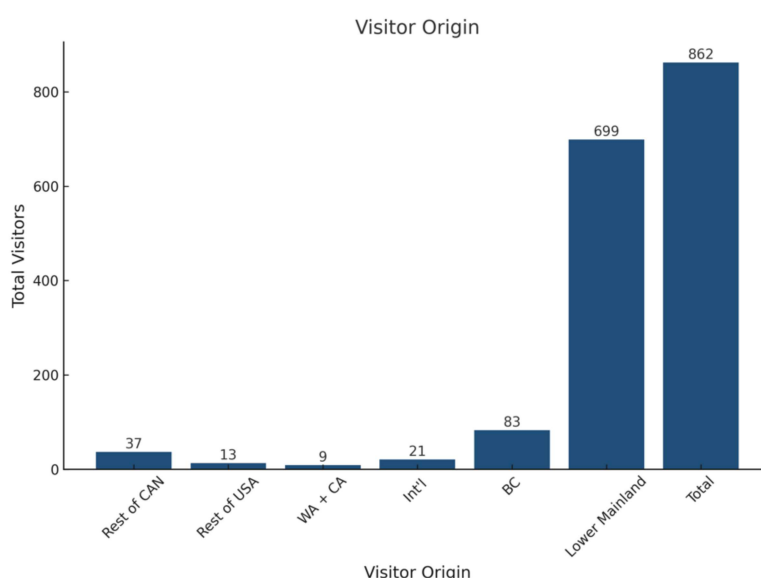
The Visitor Centre is an important partner in supporting cycling in Delta with its proximity to the official stop of the George Massey Tunnel Shuttle for Cyclists. The cycling maps are an extremely popular resource and the 8'x20' Visitor information map board is an important wayfinding tool. The Visitor Centre team has ensured that these resources have been maintained and cleaned to provide a positive guest experience.

Printed maps were among the primary requests from public. Visitors continue to express desire for printed maps to assist with orienting themselves to the greater area beyond what is shown on mobile devices when used for directions or wayfinding. Printed maps are also a useful tool for Visitor Services staff when engaging with visitors, providing suggestions for their trip and orienting their questions on a map in real-time.



The Visitor Centre also supported residents and visitors with their travel planning needs. There were several requests from residents for information and assistance in planning trips to other regions of B.C., support with reservations for camping and other accommodations, directions to and from the ferry, both the Tsawwassen B.C. Ferries terminal and the San Juan Islands. Additionally, the team answered numerous questions about Delta and the Metro Vancouver area, and information about the various parks and attractions in Delta. Several requests for familiarization packages for Delta and the Greater Vancouver area were received and packages were mailed or given to residents for visitors planning trips.

The 2024 season saw visitors from a variety of locations including Canada, the United States and Europe, including Germany, the UK, the Netherlands, and the predominance of visitors though were day travellers from across the Lower Mainland and British Columbia.



Of the total visitors to the centre in 2024, approximately **80% were visitors from the Lower Mainland, 10% from other areas of British Columbia** and the balance were international visitors or from other of Canada.

Visitor Centre Maintenance

As usage of the physical infrastructure was a key component of in-person visitor experience, there were a few required maintenance investments this year including:

- installation of an alarm system to secure the building outside of operating hours
- purchase and installation of a shed for additional storage of visitor center materials and equipment



Visitor Centre Street Team

The Visitors' Centre Street Team is an integral part of the tourist and visitor engagement strategy for 2024. The goal was to have this team out and about in the community as much as possible visiting community events, tourism-specific businesses and outdoor recreational opportunities.

The Summer Street team was comprised of three students hired through the Canada Summer jobs initiative. The Visitor Services team was active in the community **31 events and in-market opportunities**, including providing Visitor Services on peak weekends at Centennial Beach. The goal was to provide in-market Visitor Services while weekend service levels were maintained at the Visitor Centre.

Highlights of 2024 In-Market Visitor Services

Canada Day Events	Didar Farm	Centennial Beach
Ladner Village Market	Memorial Park Movie Night	Southlands Market
Boundary Bay Airshow	Tsawwassen Town Centre	Big Splash
Sunfest Festival	Deas Island	DQ's Miracle Treat Day
Southlands Movie Night	Emma Lea Farms	Fashion Fest in Ladner Village
Delta Pride Picnic	North Delta Rec Centre	Barnside Harvest Festival
Day at the Farm	Luminary Festival	Chalmers Pop Up Park & Movie Night

Delta Visitors Guide

In 2024, the Delta Visitor Centre collaborated with Tourism Delta and the North Delta Reporter on the development of an updated version of the Delta Community guide.

15,000 community guides were distributed through:

- the Visitor Centre network in BC
- Lower Mainland community centers and libraries,
- accommodation providers in Delta, Surrey and Richmond,
- private businesses,
- the BC Ferries Swartz Bay route
- by the Visitor Centre Street team



2024-2025 Financial Report

Tourism Expenses	
Marketing Campaigns	\$20,250
Visitor Guide	\$2,000
Value of Tourism Study + Funding Diversification Support	\$4,038
Rebrand Project	\$10,000
Digital Marketing	\$13,641
Contract Tourism Manager	\$48,000
Bookkeeping + Administration	\$5,193
TOTAL	\$103,122
Visitor Services Revenue	
Canada Summer Jobs Grant	\$26,947
Destination BC Funding	\$15,000
Fee-for-Service Agreement	\$63,000
TOTAL	\$104,947
Visitor Services Expenses¹	
Staffing: Wages + Benefits	\$88,223
Allocation of Applicable Operational Expenses	\$24,047
Visitor Service Direct Expenses	\$8,375
TOTAL	\$120,645

1. Figures based on annualized expenses incurred from May 2024 to March 2025