

MARKETING OPPORTUNITIES

2010
ENDLESSCHOICES



tourismLANGLEY
endless choices

Welcome to 2010

The year the world comes to our backyard

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Here are just a few highlights of 2009:

We Moved!

A New Year and a New office. Be sure to stop by our 2,648 square feet of space at the Langley Events Centre.

Look at Langley

Just in time for summer 2009, we launched the very successful Look at Langley program. This program focused on helping our residents enjoy a “stay-cation” and discover all there is to see and do in their own backyard.

We Grew!

To keep up with all the Marketing and Visitor projects we are working on we now have three full time, two part time staff and 13 volunteers.

5 new pieces of Collateral

Visitor, Attractions, Artisan Food and Wine, Parks and Trails and Arts and History.

Sport Langley

Working together with the Township and City, Tourism Langley has now developed a bid document designed to encourage more sport organizations to host an event in Langley.

Tourism Langley - Who we are

Tourism Langley is committed to growing tourism in a sustainable manner. This will be accomplished by facilitating and promoting high quality tourism experiences that are of interest to visitors, in partnership with the community and other tourism organizations.

Tourism Langley is a destination marketing organization (DMO) and not-for-profit society. Established January 1, 2008, the organization is governed by an independent Board of Directors and strives to support the overall vision and mission. We endeavor to market the communities as a tourism destination and to capitalize on current visitation while increasing the number of visitors and visitor spending. The key marketing opportunities will be undertaken by Tourism Langley and partnering stakeholders, focusing efforts to reach target markets identified in the Tourism Langley Plan.

2010 Marketing Opportunities

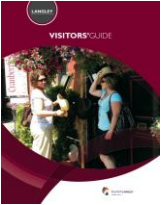


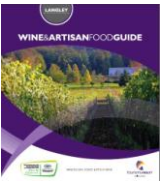


This year is going to be a year like no other. After so many years of planning, waiting and speculating, the 2010 Winter Olympic Games are just weeks away and the world is coming to our backyard. Like all good things the Olympics will come to an end but for Destination Marketing Organizations like Tourism Langley some opportunities will just begin. Millions of people worldwide will have seen Vancouver in person or on TV and we want them to visit again or for the first time.

The following pages list what partnered Sales and Marketing opportunities exist in 2010. The programs are targeted at a variety of markets. There are many advantages to marketing through Tourism Langley that include access to a wide regional and national campaign, as well as the link to the marketing efforts of Vancouver, Coast & Mountains, Tourism BC, the Ministry of Tourism, Culture & Arts and the Canadian Tourism Commission. Participation in these programs will extend your reach, while positioning Langley with a competitive advantage.

If you see an opportunity that interests you please contact us for more information as soon as possible as participation is on a first come first served basis. As new opportunities arise we will communicate these to you and update the member section of our website.

Destination Marketing Opportunities

The following is a list of sales and marketing opportunities for Tourism Langley initiated publications and programs. Many of these are tools that our staff use on a daily basis for Visitor Centre inquires and pieces that have a wide reach distribution through sources such as the BC Visitor Centre network.

	Opportunity	Deadline	Rate
	<p>Langley Visitor's Guide Tourism Langley's primary consumer fulfillment piece. Distributed in our Visitor Centre and through the BC Visitor Centre network.</p>	March 30	Variety of ad size and placements starting at \$390.
	<p>Langley Tear Away Map Consumer tear away map distributed through various venues and regional Visitor Centres to provide information and travel directions to local tourism providers.</p>	April 30	Accommodation – Free Business Card - \$475 Listing - \$50
	<p>Circle Farm Tour A self-guided tour to the variety of specialty farm-gate vendors, open air markets, charming eateries, heritage sites, fairs, and other special events.</p>	December 1	\$450 Participant \$500 Sponsor
	<p>Wine and Artisan Food Guide Tourism Langley's publication dedicated to promoting Langley's wineries and unique food growers and providers.</p>	T.B.A.	T.B.A
	<p>FAM Trips Throughout the year opportunities arise for Tourism Langley to host groups of media and create an itinerary for them based on their requests.</p>	Upon Request	Complimentary admission, meals etc depending on requests received.
	<p>Story Ideas Tourism Langley receives a variety of requests from media (writers, photographers, bloggers) and industry partners looking for interesting and unique story starters. Always keep us updated on what is new and exciting with you so that we have these at the ready when we receive requests.</p>	Ongoing	n/a

Consumer Show Opportunities

The following schedule of consumer shows will be attended by Tourism Langley with the main objective of building awareness while exhibiting and promoting tourism products and services to regional visitors and local residents. There will also be an emphasis to encourage overnight or extended stays in our city through the promotion of our communities to specifically targeted interest groups.

Four market specific flat sheets will be developed for distribution and enhanced marketing at these Consumer Shows. Artisan Food and Wine, Attractions, Retail and Dining will be the four categories of the flat sheets. On the back of each sheet will be an accommodation listing. The cost to participate in the flat sheet that best fits your business is \$100. This buy in will provide you with distribution at all of the consumer shows listed below.

Show	Location	Date	Market
Whatcom County Home & Garden Show	Lynden, WA	March 5-7	Reach Whatcom County leisure consumer market, specifically Lynden and Bellingham.
EAT! Fraser Valley	TRADEX	September 13-15	Reach local and regional consumers of Fraser Valley culinary and farm fresh experiences.
Westcoast Women's Show	TRADEX	October 22-24	Target predominately a female audience and influence purchasing decisions.
EAT! Vancouver	VCC	May 28 - 30	Reach local and regional consumers of Fraser Valley culinary and farm fresh experiences.



Trade Shows

The following is a schedule of Trade Shows that will be attended by Tourism Langley with the main objective of building awareness while exhibiting and promoting tourism products and services to industry professionals and colleagues.

Show	Location	Date	Market
Fraser Valley Chamber of Commerce Business Showcase	TRADEX	April 28	Promote and showcase Langley tourism products and services to Fraser Valley business network.
Tourism Vancouver Concierge Show	Vancouver Convention Centre	TBA	Showcase Langley tourism products and services to downtown Vancouver hotel concierge, city ambassadors & visitor services volunteer network.

Sport Tourism Trade Shows

Langley has long recognized the value of sport and economic impact of sport hosting to our communities. Tourism Langley, the City of Langley and the Township of Langley have partnered under the *Sport Langley* umbrella to work together in the development and support of sport tourism. In 2009, Tourism Langley undertook the task to ensure community content on www.hostingbc.ca, and continues to seek additional opportunities within this market.

Show	Location	Date	Market
BC Sport Marketplace	TBA	TBA	A one day marketplace connecting Provincial sport organizations with Community hosting opportunities.
Canadian Sport Tourism Alliance Congress	Toronto	April 21-23	Marketplace connecting national sport organizations with bid opportunity and community event hosting.

Print Media Opportunities

The following is a list of print media opportunities Tourism Langley intends to participate in during 2010. If you are interested in partnering with us on any of the below be sure to let us know. New opportunities for print media often present themselves throughout the year so watch the website for the latest information.

Publication	Market	Deadline	Rate
RV West Magazine	A publication targeting the RV traveler, highlighting Western Canada destinations	January 13	Tourism Langley generic format
Edible Vancouver	A seasonal magazine connecting people to the culinary experiences of the Lower Mainland	Spring Edition Feb 15th Autumn Edition August 15th	\$350.00 per publication
Van Dop Arts & Cultural Guide	160 page guide to the premier arts, culture and heritage destinations	March 1	\$465.00 per insertion
Up! Westjet	Inflight magazine	April 15	Tourism Langley generic format
Coastlines	A BC travel, tourism and lifestyles magazine highlighting southwest B.C. Distribution includes Harbor Air inflight	May 1 September 1	\$500.00 per publication
Granville Magazine	Vancouver sustainable living magazine that explores the qualities of Vancouver & the westcoast	June 30	\$350.00
Business in Vancouver	A leading source in regional and provincial business activities	July 10	Tourism Langley generic format
Meeting Places 2010	BIV guide to meeting and conference facilities and destinations	Sept 1	\$575.00
Vancouver Sun/Province "BC Getaways"	Newsprint campaign highlighting BC destinations	TBA	Pending




Visitor Centre Opportunities

The Tourism Langley Visitor Centre is now located at the Langley Events Centre. The Langley Events Centre is expected to have 900,000 users and 15,700,000 vehicles passing by the centre on an annual basis. Not only is the Visitor Centre a resource for local information, it will also be promoted as a resource for travel information for all of British Columbia. Within the 2,648 square foot space the following opportunities exist for you to capture a market of both local and visitor traffic.

	Opportunity	Deadline	Rate
	<p>Brochure Racking The Tourism Langley Visitor Centre makes use of a slat wall system to provide a flexible way of displaying brochures in a variety of sizes and an effective way for our Certified Travel Counsellor to promote your business.</p>	Ongoing	<p>\$150 per year for Langley Businesses. Seasonal, Non-Profit and out of town business rates also available.</p>
	<p>Visitor Centre Static Displays 6'x6' interior floor space for creative display.</p>	Ongoing (upon availability)	\$350 per month
	<p>Business Showcase Wall mount or glass showcase display.</p>	Ongoing (upon availability)	TBA
	<p>Info Television Advertise or promote your business through video messaging</p>	Ongoing (upon availability)	TBA

E-Marketing Opportunities

Tourism Langley has expanded its marketing to include an online component. We “tweet” and facebook to ensure our message is reaching as wide an audience as possible. Below are opportunities created to give our members the advantage of reaching our online audience.

	Opportunity	Deadline	Rate
	<p>Fresh Sheet A weekly email distributed every Friday to residents and stakeholders featuring what is happening in Langley.</p>	ongoing	n/a
	<p>Tourism Langley Website List your business on www.tourism-langley.ca</p>	ongoing	Free to members
	<p>Look at Langley (Visitor in Your own Town) An opportunity to market to the local resident. Look at Langley is a program that encourages Langley residents to learn about and explore all there is to see and do in their own backyard. Emails are sent to participating residents every Friday from July - October that outline member offers and a weekly calendar of events.</p>	June 1	No buy in cost. Members participate by offering a discount / coupon / special offer to residents as an incentive to visit your business.

Tourism Langley Tools and Resources

Tourism Langley has invested in a variety of tools and resources that enhance our community profile in the marketplace. We encourage our tourism members to familiarize with the available resources and utilize them in your own marketing and promotional campaigns.

Community Profile Video

A 3 minute, high definition video showcasing the many aspects of the Langleys including events, attractions and experiences

Image Bank

Images are available upon request

Trade Show booth/banners

Choose from a selection of 4 pop up banners or trade show booth, with imagery featuring the unique qualities of Langley

Tents

Tourism Langley have 2 – 20' x 20' tents and 1 – 10' x 10' tent that may be reserved upon availability. A set up and take down service fee will apply

Sport Hosting

Should you require assistance or support in coordinating your application for sport hosting, Tourism Langley is available

Sport Event Hosting Kit (available April, 2010)

To enhance your community event hosting, Tourism Langley has made available additional tools that may be required for your team. They include tent, 2 way radios, and tool kit. A rental fee will apply.

Research, Statistics & Industry Trends

Tourism Langley will access and provide valuable information to assist our tourism members and coordinate to meet your requirements

Media Relations

Tourism Langley acts as a liaison with our regional and provincial marketing departments – Vancouver, Coast & Mountains and Tourism B.C. in the communication of our communities' announcements, stories and experiences. Our marketing team is available to assist you in the coordination and distribution of your event.

Letter of Support

Should your initiative require community support, Tourism Langley would be pleased to provide you with correspondence tailored to meet your needs.



Tourism Langley Memberships

Tourism Langley holds memberships with the following associations:

- C.O.T.A. (Council of Tourism Associations)
- Tourism Vancouver
- BC DMO Association
- Canadian Sport Tourism Alliance
- Greater Langley Chamber of Commerce
- Bellingham Chamber of Commerce
- Lynden Chamber of Commerce

Tourism Langley Staff

Deborah Kulchiski	Executive Director	604.455.8879	deborah@tourism-langley.ca
Chelsea Forrester	Marketing Coordinator	604.455. 8855	chelsea@tourism-langley.ca
Kristina Gervais	Visitor Services Coordinator	604.455.8854	kristina@tourism-langley.ca
Erinn Kredba	Project Coordinator	604.805.2911	erinn@tourism-langley.ca

7888 - 200th Street, Langley, B.C V2Y 3J4
604.888.1477

info@tourism-langley.ca

www.tourism-langley.ca



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