



Fraser Valley Destination Marketing Initiative Wins Award

Langley, BC (June 7, 2011) – Tourism Langley, Tourism Abbotsford and Tourism Chilliwack has received an award for *Most Valuable Marketing Partner* by Vancouver, Coast & Mountains Tourism Region.

At last weeks annual Regional Tourism Leaders Forum held this year in Squamish, B.C., the three DMO's (Destination Marketing Organizations) were recognized for the creation of their multi-jurisdictional marketing campaign "*Handpicked in the Valley – where adventures take route*".

"We are pleased to have been a part of the extensive thought and planning that has gone into the creative execution of the "Handpicked in the Valley" marketing campaign. The Mighty Fraser Valley area is rich with tourism products and can offer a visitor those unique hands-on travel experiences that truly make a vacation remarkable. Tourism Langley, Tourism Abbotsford and Tourism Chilliwack are shining examples of how communities can work together, pooling resources and ideas, to create a strong, targeted campaign, that not only benefits the tourism businesses of those communities, but also the visitor who is able to experience something they may not have known about."

While the three communities purposefully work independently on their strategic tourism plans, *Handpicked in the Valley* was developed to be a tailor made approach to meet the attitudes and needs of their visitors. They explain, "With our communities continued success of programs such as the Circle Farm Tour, this program focuses on all of the attributes of our communities, while also sharing what we have in common."

Project Coordinator Erinn Kredba agrees. "The benefits of combining efforts of commonality in destination marketing will serve community, regional and provincial partnerships very well".

The goal of this program is to increase overnight stays by creating more awareness and leveraging the uniqueness of each community. Additional goals include increasing the target audience, adding more value to the visitor, and overall, creating a larger tourism impact in the region. The website www.handpickedinthevalley.com was launched in March, 2011 and enables users to create their own itineraries that are based on their personal interests.

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