

## 2009 A Year in Review



The second year of operations for Tourism Langley and our approach to marketing proved to be a very successful year. Using the Tourism plan as a guideline, we identified tactics and adjusted strategies as they applied to the opportunities that were presented throughout the year. The following is an overview of the programs and projects that were completed in 2009:

### VISITOR SERVICES

A large part of the Visitor Centre's success was the dedication and support we continue to have from our volunteers, who eagerly spend time meeting and greeting visitors. Another successful HRDC application ensured the hiring of 2 seasonal Counsellors. Staff support, combined with the decision to extend hours of operation during our peak visitor season realized 10 % increase in visitation in 2009.

### MARKETING and PROMOTION

The marketing of Langley and the promotion of our communities' products, services, experiences and recommended activities were delivered in a variety of methods. We started 2009 with only 2 essential tools – our visual identity & positioning statement, and our website. For Tourism Langley, 2009 was the year of opportunity to test and deliver our brand. As a result, several key projects were developed and introduced to enhance marketing and promotional efforts.

2009 Visitor's Guide

Arts & History Guide

Artisan Food and Wine Guide

Parks & Trail Guide

Attractions Guide

Shaw TV video & promotion campaign

Langley community profile video

*Look at Langley* visitor in your own town

2009 Langley Circle Farm Tour

Sport Langley Event Hosting Package

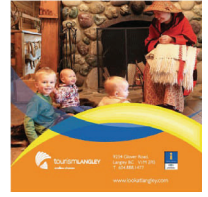
Langley was definitely a competitor in the market this year. We were easily identified at the many trade and consumer shows we attended throughout the year, as well as the support we delivered at several community events. We found new and unique ways to deliver our message through social media, thereby expanding our data base and connecting with new and potential visitors for our communities. One of the projects we are most pleased with is – *Look at Langley* – a project that will definitely continue and be expanded on in 2010!

Our relationships with neighboring communities strengthened, as we continued to seek unique opportunities to partner and grow with. This was especially apparent as we recognized our U.S. neighbours, those north of the Fraser, and the opportunities for tourism growth that the Golden Ears Bridge now provides.

# Tourism Langley 2009 Highlights

## Look at Langley

From July to October Tourism Langley invited local residents to explore all there is to see and do in their own backyard. Partnering with 25 local businesses, **Look at Langley** was created to do just that. Our weekly email message highlighting events for the upcoming week and printable coupons were sent to over 400 local households. The emails were opened an average of 347 times a week by an average of 178 families. Due to the success of this program, it will be expanded in 2010.

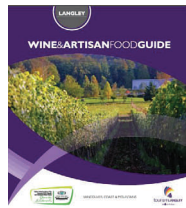
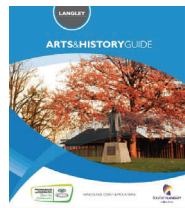
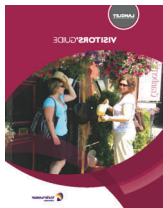


## New Marketing Tools

We were fortunate in 2009 to receive partnered funding through Vancouver Coast and Mountains — Community Tourism Opportunities Program for two marketing projects.

**Langley Community Video** A tool to be used to support our marketing at trade shows, support for local organizations in event bid proposals, community hosting and educational purposes. Contact us if you are interested in borrowing a copy for any of your marketing programs.

**Langley Choices Guides** The addition of these four new marketing guides allow us to provide specific information on the most frequently asked areas of interest to our visitors.: Artisan Food and Wine, Arts and History, Parks and Trails and Attractions. Each Guide also highlights all accommodation options in Langley to encourage overnight stays. The 2009 Visitors Guide was also published in 2009, although not a Community Tourism Opportunities funded project, it was designed to have the same look as our choices guides.



## Sport Tourism

Tourism Langley recognizes the value of sport to accommodations, restaurants and attractions. In partnership with the City and Township of Langley and Sport Langley, the Sport Hosting Guidelines tool was created to assist organizations in submitting successful bids to host tournaments in Langley. The document is available for download at [www.tourism-langley.ca](http://www.tourism-langley.ca) or contact Deborah Kulchiski for more information.



## Circle Farm Tour

Langley was one of six participating communities in the Fraser Valley for the very popular self drive tour. 2009 saw 15 participants and 4 sponsors for the program, that included wineries, farms, gourmet food stores, attractions and hotels. A successful media launch was held in early summer that saw a bus load of writers get a first hand look, feel, and taste that yielded several stories written about the program.



## Social Networking

We expanded our marketing to include a social networking component. We “tweet” and use facebook to ensure our message is reaching as wide an audience as possible.



## We Moved!

Tourism Langley continued to operator visitor services at 9234 Glover Road in Fort Langley while working to finalize details to relocate to a more accessible and suitable location. In December, we moved into the Langley Events Centre (LEC). LEC is expected to greet 900,000 users and see 15,700,000 vehicles pass by 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 the province. Operating within approximately 2700 SQ Feet, 50% of the space has been dedicated to Visitor Services, enabling the introduction and delivery of new and enhanced services.



**Brochure Racking**—We now use 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 Counsellors to promote your business. Racking costs are \$150 per year for Langley businesses.

**Visitor Centre Static Displays**—6' x 6' interior floor space for creative display is available to showcase your business on a monthly basis at a cost of \$350 per month.

**Business Showcase**— Wall mount or glass Showcase displays are available to sell small items produced in Langley such as jewelry, pottery etc.

**Retail**— an array of literature, maps, guides and Super Natural British Columbia wear, and local artisan work is now available for purchase.

## Out and About

With our new choices guides in hand Tourism Langley attended many local events and Trade Shows through out the year:

April	Fraser Valley Chamber of Commerce Business Showcase	July	RCMP Musical Ride
April	Concierge Show, Vancouver	July	Langley Canada Day
May	Summer Preview at Fort Langley National Historic Site	Aug	Sustainable Food Fair
May	Eat Vancouver, representing Circle Farm Tours	Aug	BMX Nationals
June	Grand Opening of LEC	Sept	Eat! Fraser Valley
June	Tourism Week @ Township and City of Langley	Sept	Langley Cruise-In
June	Langley Community Days	Sept	BBQ on the Bypass
July - Oct	Langley Farmers market	Oct	BC Women's Show

## Excellence Awards

The Lifetime Excellence Award recognizes an individual or business that has made a significant contribution to the tourism and hospitality industry and has committed to attracting and increasing the number of visitors to the Langley's as a destination.

### 2009 Recipient: - Jane Tidball

The Event of the Year Award recognizes an organization or event, whether it be cultural, sporting or general interest, that has delivered an outstanding performance and has proven to contribute to attracting and increasing the number of visitors to the Langley's as a destination.

### 2009 Recipient: - Langley Good Times Cruise-In



Noel West Photos

## Visitor Centre Statistics

**Visitors** The Langley Visitor Centre welcomed 12,599 visitors to the community in 2009, versus 11,441 in 2008. This represents a 10.1% increase. We answered 1,785 tourism related phone calls, and responded to 184 email enquiries for information. Within our region, Visitor Centres showed an increase of visitors by 10.5%, and a 1.4% increase provincially.

Our largest group of visitors came from BC residents (40%), local residents (33%), Europe with 8%, Other Canada 5% and 3% from Alberta. 33% of visitor parties stayed overnight in Langley.

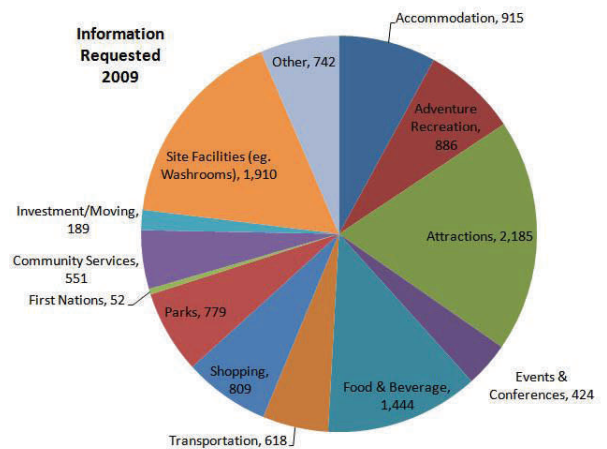
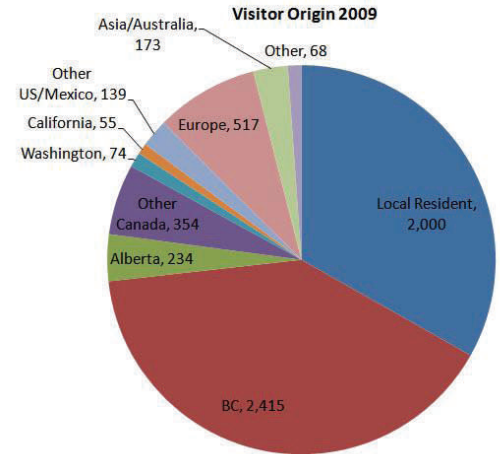
	2008	2009	% Change
Parties	6,135	6,711	9.4%
Visitors	11,441	12,599	10.1%
Hours	2,250	2,281	1.4%

### Provincial Hotel Results

Provincial Room Revenue is showing a decrease of 12.8% (to 3<sup>rd</sup> Quarter), and Occupancy with a decrease of 5.7%. The Average daily room rate decreased by 4.7% (\$129.89). Third quarter results for Metro Vancouver indicate a drop of 6.8% in occupancy, and a 6.4% drop in average daily rate.

### Provincial Indicators

There were 8,765,916 passengers arriving at Vancouver International Airport, a decrease of 9.3%. As of November '09, 428,459 passengers arrived at Abbotsford Regional Airport, a decrease of 7.7% compared to 2009.



## 2010 Board of Directors

On January 21, 2010, Honourable Kevin Krueger, Minister of Tourism, Culture & Arts as well as over 70 Tourism Langley members welcomed the 2010 Board of Directors;

John Aldag	Director at Large
Ted Bowman	Greater Langley Chamber of Commerce
Laurie Braaten	Accommodation
Councillor Bev Dornan	Township of Langley – ex-officio
Stan Duckworth	Retail
Mayor Peter Fassbender	City of Langley – ex-officio
Jody Henderson	Wineries Agriculture and Attractions
Susan Magnusson	Arts, Heritage and Culture
Carla Robin	Sport Langley Advisory Committee
Dave Struthers	Accommodations
Alnoor Tejpar	Accommodations



## Tourism Langley Staff

Deborah Kulchiski	Executive Director
Kristina Gervais	Visitor Services Coordinator
Chelsea Forrester	Marketing Coordinator
Erinn Kredba	Project Coordinator
Benedict Canale	Visitor Centre Counsellor
Mary Anne Dades	Visitor Centre Counsellor