



2010 – A YEAR IN REVIEW

How can one possibly summarize the past year of this last decade in just a few paragraphs? From observations and conversations with my industry colleagues, we all came out of the gate running in January 2010 – and are now just catching our breath to reflect on the excitement, the opportunities and the challenges that were presented.

Many of our local industry partners felt the same excitement as the Olympic torch travelled through our community and we prepared to welcome the hundreds of guests who chose Langley as their place to stay, visit and explore during the Games. For many, visitors became friends and they parted with the promise to visit again. The experience of the Games and the legacies that have been instilled by our residents and nation will live with us for the rest of our lives. For me personally, – I hope that “blue jacket” still fits the next time our country plays host to this mega-event. But of course, that was just the beginning, and by the time the BC Summer Games arrived in Langley, our community was ready to showcase to provincial athletes and spectators the true spirit that we are known for.

Our third year of operations emphasized the value of tourism to Langley and our successes were measured through the support of the many programs and projects that were delivered in 2010. The most significant was positioning the Langley Visitor Centre to the Langley Events Centre which enabled the delivery of enhanced services to both visitors and local residents. We recognize however, that we are working in one of the most competitive industries – the competition for disposable income! This has been complicated by globalization and how we differentiate ourselves with other communities and destinations. With the Tourism Plan as our guide, marketing and promotional programs enabled us to achieve our goal to complete the tactics and strategies that were set in place for 2010. In addition, we expanded the channels of influence to social media campaigns that included facebook and twitter, which resulted in reaching new audiences and new consumers of Langley tourism products and services.

2011 has been identified as an influential and meaningful year. It is the year we expect will present many opportunities as we work to capitalize on the post Olympic energy. It is also the year that will set the stage for this next decade and I expect innovation and technology will continue to challenge and stimulate our industry. Strengthening partnerships, building connections, delivering the promise of our brand and ensuring accountability will anchor this year and provide a strong foundation for the decade that is now upon us. Buckle up – I expect it is going to be an exciting adventure.

“The traveler sees what he sees. The tourist sees what he has come to see” – G.K. Chesterton

SPORT TOURISM



“Sport tourism is an activity in which people are attracted to a particular location as a sport event participant, an event spectator, or to attend sport attractions or business meetings”.

Canadian Sport Tourism Alliance

Tourism Langley has identified sport as a target market and concentrates marketing strategies that will raise the profile of our communities hosting capabilities while raising the profile of the Langley's. Sport tourism is a grassroots economic development initiative that involves the City of Langley, Township of Langley, sport and tourism partners. The Sport Hosting Guidelines tool continued to assist local sport organizations with both the bid and hosting process. Management of community content on the hostingbc.ca site resulted in 55 requests to our community and attendance at both the Canadian Sport Tourism Alliance (April) and BC Sport Marketplace (November) made it possible for Langley to be promoted and represented to national and provincial sport organizations as well as post secondary institutions

VALUE OF TOURISM STUDY

In the spring of 2010, the results of a study commissioned by Tourism Langley and conducted by Chemistry Consulting Group Inc., brought to light the significant contributions the tourism industry has in the Langley area. The purpose of the study was to raise awareness of the value of tourism to the local economy.

Based on 2009 data, highlights on the findings of this study indicated that there is an estimated 277 tourism-related properties in the Langley area. Demand indicators summarized the estimated spending by overnight visitors to be \$51.2 million in 2009. Of this total, it is estimated that \$13.3 million benefited the food services sector, \$9.7 million benefited the retail sector, \$7.2 million benefited the transportation sector, and the remaining \$4.7 million benefited the recreation/entertainment sector.

The information provides a valuable resource in the development of tourism planning and marketing strategies and has encouraged an appreciation of the value of tourism and the potential of the industry as we move forward in 2011.

2010 NEW MEMBERS

Many great new members joined Tourism Langley in 2010 from a wide variety of sectors. The following is a list of those who have joined us over the past year:

- AC Airways ● BC Renaissance Festival ● Bette Rocker Aprons ● Big City Cupcakes ● Bob's Bar N' Grill ● Enterprise Rent-A-Car
- Fort Langley Cyclery ● Fraser Valley Pulse ● JD Farms Specialty Turkey ● Julie's Special Touch Nails ● Langley Gymnastics Foundation
- Milestones Bar and Grill ● Mr. Mikes Langley ● Premiere Executive Suites ● Quality Hotel and Suites ● Ralphs Farm Market
- Thunderfoot Studio Gallery ● Township 7 Vineyard and Winery ● Trinity Western University Conference Centre and OMADA Team Building
- Wild Ruby Silversmithing

If you know of an organization that would like to become a member of Tourism Langley, please contact our office at 604.888.1477.

CIRCLE FARM TOUR

The Langley Circle Farm Tour continues to be a popular activity for both residents and visitors to our community. Agri-tourism is a popular reason why people travel and the Langley Circle Farm Tour offers the 'farm charm' experience for all to enjoy. 2010 marketing activities included a media tour, representation at consumer shows such as Eat! Vancouver and Eat! Fraser Valley, Facebook advertising, SEO Google ads and a Hwy 1 billboard.

2011 looks to be an exciting year. We would like to welcome new partners to the Circle Farm Tour. New for this year, Milner Valley Cheese, Township 7 Vineyards and Winery, Fort Langley National Historic Site (moved from sponsor to farm partner). Thank you to outgoing participants, Select Roses and Ralphs Farm Market.

We will leverage upon last year's activities and increase our presence in the media by telling the stories of our amazing farm partners. Social media continues to drive visitors to the Circle Farm Tour and Circle Farm Tour updates can be found on Facebook and soon to Twitter.



Be sure to follow Circle Farm Tour on Facebook <http://www.facebook.com/CircleFarmTour>

EXCELLENCE AWARDS

The second annual Excellence Awards honored two distinctive categories within the tourism industry.



Teri James (R) awards Toots Tucker (L) with Lifetime Excellence award.

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

2010 Recipient: - Gertrude (Toots) Tucker

The Event of the Year Award recognized 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 Langleys as a destination.

2010 Recipient: - Volunteers of the 2010 BC Summer Games



Betsy Terpsma (L) and Michael Jackstein (R) receive the Event of the Year award on behalf of the Volunteers of the BC Summer Games

TRENDS AND OPPORTUNITES

2010 was the year of getting out there... Tourism Langley networked socially – Facebook/ Twitter , and physically - consumer shows and community events. Recognizing that today's consumer is tech savvy and is spending time researching before they visit, Tourism Langley increased our efforts in Social Media. By joining the conversation on Facebook , Twitter and Trip Advisor we are able to respond to questions and make recommendations in our community. The great news is that many of our Langley tourism partners are doing the same. Lets support each other... like, follow, respond! Keep an eye out on Trip Advisor... your business is likely listed there and people are talking, join that conversation!

WHERE WAS TOURSİM LANGLEY IN 2010...

Tourism Langley attended the following consumer shows and events:



BC Street at the Richmond OZone, February 12 -28 2010
Chamber of Commerce Fraser Valley Business Showcase, April 28 – Tradex
Eat! Vancouver , May 28, 29,30 – Vancouver Convention Centre
Langley Eats Local, August 7 – Fort Wine Company
BBQ on the Bypass, August 19 – Well Seasoned
Thunderbird Show Park Summer Festival , August 21, 22 & 27, 28
Eat! Fraser Valley, September 17, 18, 19 – Tradex
West Coast Women's Show, October 22, 23, 24 – Tradex
Chamber of Commerce Business Showcase & Mixer, Nov 2 – Langley Events Centre

2011 BOARD OF DIRECTORS

Elected Board of Directors;

John Aldag—Director at Large

Jody Henderson—Attractions

Teri James—Retail and Other

Jeff Leung—Accommodation

Karen Long—Food and Beverage

Susan Magnusson— Heritage, Arts, Events, Cultural

Dave Struthers—Accommodation

Alnoor Tejpar—Accommodation

Appointed for one year term;

Ted Bowman—Greater Langley Chamber of Commerce

Councillor Bev Dornan—Township of Langley

Mayor Peter Fassbender—City of Langley

Carla Robin—Sport Langley Advisory Committee



Tourism Langley was honored to have Quinn Newcomb Senior Policy Analyst & Communications Strategist for the Canadian Tourism Commission as our guest speaker for our January AGM.

VISITOR CENTRE STATISTICS

The majority of visitors to the visitor centre in 2010 were local residents, while 13% came from across BC. Attractions, Transportation, Site Facilities and Other were the most popular categories of information requested. The “other” category generally refers to visitors who are looking for information on the Langley Events Centre, activities, events or directions.

Vancouver, Coast & Mountains Region (Year over Year)

	2009	2010	% Change
Parties	625,542	623,083	-0.4%
Visitors	1,029,752	1,037,592	0.8%

Our region saw a slight decrease in parties from 2009-2010, however party size increase by .8% which shows that more visitors travelled with their families in 2010 than in 2009.

Langley Visitor Centre (February Year over Year)

	2009	2010	% Change
Parties	284	503	44%
Visitors	433	1,007	57%

During the month of February 2010 when the Olympic Winter Games were being hosted in the region, Langley saw an increase of Parties by 44% and Visitors by 57%.

Hotel Tax Results The 2% Tax collected from Langley properties from November 2009—October 2010 was \$314,495.78. This is a 10.3% increase from the previous year (November 2008—October 2009) which saw \$285,023.20 from the 2% Hotel Tax.

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.

U.S. travelers to BC fell 4.7% in 2009, Asia/Pacific fell 14.9% and Europe fell 8.7%.

Facebook and Twitter



259 Monthly Active Users

Largest User Demographics:
Ages 35-44
(Female 19%, Male 7.3%)

Website Statistics

Top 4 Fan Cities:
82 Langley
41 Vancouver
29 Surrey
21 Abbotsford



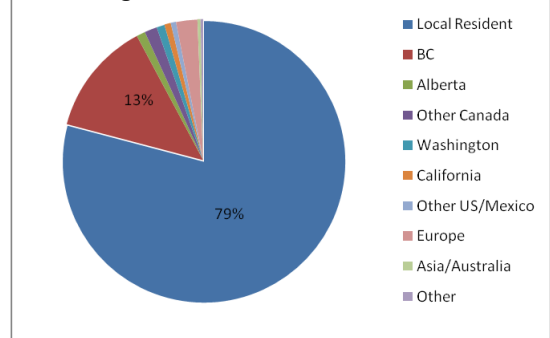
1,437 Followers

2010 saw an increase of 34% in visitors to the Tourism Langley website. In 2009 there were approximately 93 visitors to our site per day increased to 124 in 2010. The majority of visitors to our site come from within Canada, then United States, UK, Germany and Mexico. Top pages viewed are Experience/Festivals-and-Events, home page, Experience/Activities-and-Recreation/Family-fun, Experience/Activities-and-Recreation/Parks-and-Rec- Centres and Explore. There was a huge increase in visitors accessing our site via mobile device... here's the top 5; iPhone (2009 – 62, 2010 – **916**), iPod (2009-18, 2010-**196**), iPad (2009-0, 2010-**157**) and Blackberry (2009-2, 2010-**149**)

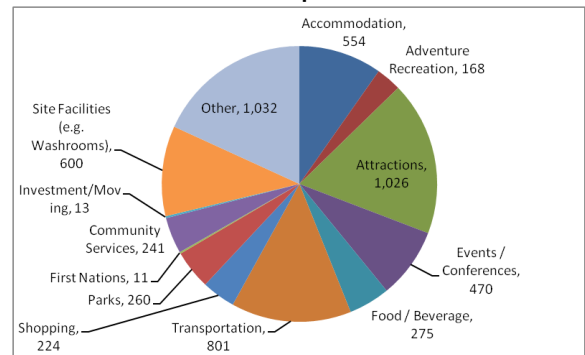
Keywords used in finding Tourism Langley

tourism langley, langley tourism, langley events, langley walk free langley bc.

Visitor Origin 2010



Information Requested 2010



TOURISM LANGLEY STAFF

Deborah Kulchiski, Executive Director
deborah@tourism-langley.ca 604.455.8879

Chelsea Forrester, Marketing Coordinator
chelsea@tourism-langley.ca 604.455.8855

Erinn Kredba, Project Coordinator
erinn@tourism-langley.ca 604.455.8850

Christina Mynen, Visitor Services Coordinator
christina@tourism-langley.ca 604.455.8854



A big Thank you to our Volunteer Travel Counsellors!