

2011 YEAR IN REVIEW: FORWARD IN MOTION



“Part of our marketing strategy for 2011 was to focus on Langley and Lower Mainland residents with promotions such as the Groupon sale on our annual passes, dynamic special events, and large-scale community festivals in order to increase repeat visitation. We also wanted to make Fort Langley National Historic Site a community place by launching our site rentals package and renewing our birthday party programs. Despite the slight downturn in tourism trends and the ongoing teachers' action, our site visitation in 2011 was up by about 18% over the previous fiscal year, with some of the highest visitation on record. We're on track toward having visitation in the mid-80,000s range by the end of March.”

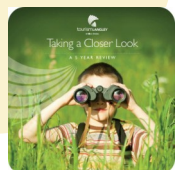
Nancy Hildebrand, Promotion & Non-Personal Media
Fort Langley National Historic Site

The year 2011 will be remembered as a year that was served its fair share of circumstance to the tourism industry as it was marked by so many influencers that ultimately reached the traveler and visitor. Continued economic turmoil, slow growth for product demand, disappointment in post-Olympic fever and the ever-changing world of technology influenced every decision we made last year. Adjusting and adapting to change has become a common theme. Despite some of the challenges, Premier Christy Clark summarized it best last fall with the delivery of the provinces five year tourism strategy - *“When it comes to tourism, who we are matters”* she stated.

That statement was validated many times throughout 2011 as the positive actions of Tourism Langley continued the momentum to position our community to competitiveness, focusing on marketing the unique qualities and endless choices that would intensify interests and ultimately grow visitation. And we are experiencing the results. Media and travel writers are now frequent guests to the community, realizing there are so many stories to capture, and tour operators are seeking new ideas and experiences and are incorporating a “taste of Langley” in their itineraries. Strengthened partnerships with our neighboring communities resulted in a regional collective marketing initiative – *“Handpicked in the Valley”*. The motivation was the opportunity to increase our target audience, add more value to the visitor and create a larger tourism impact in the Fraser Valley region with the goal to increase overnight stays. We couldn't be more proud of the achievements and were recognized as the *“Most Valuable Marketing Partner”* at the annual Regional Tourism Leaders Forum.

Continued confidence in tourism welcomed the addition of the Sandman Signature Hotel, a 196 room property that compliments the mix of quality accommodation properties in our communities. The increased room capacity will better position Langley as we seek to enhance our reputation for sport hosting, leisure activities and overnight stays. We now have a global audience who has viewed Langley through the lens of many exciting perspectives – the 2011 World Jr. Hockey Challenge, our Langley Little League Baseball Champions, reality TV shows, our history, our agricultural roots, and most importantly, our people.

Looking ahead, 2012 will be a year that will be defined by further growth and development. Fundamental to the accomplishments of the founding years is the assurance that a strong foundation has been built. The implementation of a renewed and refreshed Business and Marketing Plan supported by the renewal of the additional hotel room tax (AHRT) pledges certain that Tourism Langley will continue to positively contribute to increased tourism revenues and remain a significant stakeholder in our communities, our region and our province.



Take a closer look at how we achieved successes in our founding years www.tourism-langley.ca

STAKEHOLDER SPOTLIGHT

QUALITY INN HOTEL & SUITES

Open since February 2010, Quality Hotel and Suites is a boutique style hotel right here in Langley. Conveniently located, the Quality Hotel and Suites boasts a quiet and secluded location; wake up to the pleasant sound of birds chirping, enjoy the natural creek, forestry and wildlife such as beavers, geese and ducks. Just walking distance to shops, restaurants and only minutes away from the Langley Events Centre. This 50 room hotel offers home style plush bedding with duvet, down comforters and pillow concierge, in-room refrigerators, microwaves, Keurig coffee makers & gourmet coffee selection, 32" LCD Flat screen TV and on-site restaurant Pampas Gourmet Grill. Included in your stay is the 26 item hot and cold full breakfast bar with fresh Belgian waffles & fresh Tim Horton's pastries, high speed internet and fitness centre. A perfect choice for visiting friends, family & sports teams. Why not book a Jacuzzi Suite and have a night away from it all!

The 2011 World Junior A Hockey Challenge brought 6 teams to Langley from all over the world. Team Russia stayed at the Quality Inn and Suites and here's what they had to say about their visit:

General Manager

Quality Inn and Suites

On behalf of Team Russia and Team hosts, I send our sincere appreciation to you, Monica, and the other executives and staff of the Quality Inn and Suites Hotel.

From our arrival on November 4th to our departure on the 14th, you did so much to welcome us and assure our comfort as guests. An easy and quick check-in is vital for those who've traveled hundreds of miles, and you were on hand to accomplish that with efficiency and grace.

The warm personal greetings for our entire travel group set the right tone for the rest of our stay and we are much in your debt for the extra courtesies that helped us relax and enjoy the trip.

I wish you all expanding success as you continue the traditions of serving your community and the traveling public. Your area has incredible resources beyond the better-known witch attractions, and we await our next return with happy anticipation.

It would be our pleasure to do business with you in the future too and we earnestly wish you the very best for a great future.

Thank you,

Team Russia, Team Hosts.



NEW STAKEHOLDERS

In 2011, the Tourism Langley Association gained a number of valuable partners. Those businesses who have recently become a stakeholder, with the opportunity to work on collaborative marketing projects and programs are:

- High Point Equestrian Centre and Clubhouse
- Sandman Signature Hotel and Suites Langley
- Doris' European Delicacies
- Driediger Farms
- Vista D'oro Farms and Winery
- Milner Gardens
- Renaissance Retirement Residence
- Neck of the Woods Winery
- Bette Rocker



We thank those who have helped to shape our business in a most significant way. We value our relationship with you and look forward to working together in the year to come.

There is no fee to be a stakeholder, and the benefits are invaluable.

For more information call our office at 604.888.1477

WELCOME

HIGH POINT EQUESTRIAN CENTRE and CLUBHOUSE

They are a non-profit association offering social and equestrian activities. Inexpensive family memberships are available for all members of the community and include tennis, fitness centre and social area. Adult and children events, as well as and boarding for up to 40 horses is available. The facility is also available for rent for business meetings, club functions, private parties, horse show and clinics.

GREAT EVENTS IN LANGLEY!

The great events that are hosted in our community are just another one of the endless choices for visitors and locals to experience. Not only does it contribute to the spirit of our community, it also is great for local accommodation providers, restaurants, attractions and shops. Watch the *Fresh Sheet* for these upcoming events:

PROSPERA VALLEY GRANFONDO

Taking place on July 22, 2012 centred in the historic village of Fort Langley, this mass participation, individual and team cycling event will take riders on an amazing epic 160 kilometer ride featuring quiet country roadways, scenic farmland, historic river valleys and a challenging mountain summit. Post ride festivities will include an authentic First Nation's feast on the grounds of the Fort Langley National Historic Site. This For more information about the event or how you sign up or get involved visit www.valleygranfondo.com

RIDE INTO HISTORY

This is a motorcycle event taking place in Langley July 27-29, 2012 in support of the Salvation Army Gateway of Hope. The weekend's events will include a rally kick off concert, Lions Club breakfast, ride – with 5 stops, show & shine and dinner banquet provided by Kwantlen First Nations. The Fort Langley National Historic Site will be the hub of activity with events for the whole family. To register or for more information visit www.rideintohistory.ca

B.C. SENIORS GAMES

In 2014, from September 9 to 13, Langley will welcome more than 3000 seniors from across the province who will compete in 26 sporting events. The five day event brings an estimated \$2 million in economic activity to the host city. The B.C. Seniors Games is a multi-sport event held by a different community each year, featuring athletes aged 55 and over. The Games help promote an active lifestyle and foster community pride. www.bcseniorgames.org

CIRCLE FARM TOUR SURVEY RESULTS

The Regional Circle Farm Tour Group (Abbotsford, Agassiz/Harrison Mills, Chilliwack, Langley and Maple Ridge) conducted an online survey from March to November 2011 to gain some insight to our visitors Circle Farm Tour Experience. Langley's highlights were outstanding, with an overall theme of 'Don't change a thing!' Compared to a similar survey done in 2008, there was an increase of 17% in visitors planning on including an overnight stay while exploring our Circle Farm Tour and it was noted that 65% made a purchase during their visit. 22.4% of respondents have planned or are planning an overnight stay in Langley, up from 5.2% in 2008.

Suggestions indicated that coupon programs, cycling events, more images and videos from the farms and better way finding options would be beneficial to the tour. For more information on Circle Farm Tour visit www.circlefarmtour.com or contact the Langley Visitor Centre at 604.888.1477.



FAM TOURS

Familiarization tours (FAM's) are extended by Tourism Langley to individuals or groups to familiarize with our destination and to educate first hand on our product and services in hopes of getting a return on our investment - in other words - new or increased business for our local businesses. It is also an opportunity to build relationships between buyers (operators) and sellers (Tourism Langley). This past November, Canada's West Marketplace was held in Vancouver. This annual tradeshow that brings together industry suppliers from B.C. and Alberta with international and domestic tour operators in a business exchange. Capitalizing on the opportunity, we were host to 7 tour operators representing Mexico, South Korea, the Netherlands and Canada. A full itinerary that included wine tasting, Canadian Museum of Flight, Fort Langley and an overnight stay has already resulted in one tour operator including Langley in their 2012 itinerary!

VISITOR SERVICES / SOCIAL MEDIA UPDATE

523 Lifetime Likes (100 New)

154,545 Post Views

512 Post Feedback



2,479 Followers

(up 232 from last quarter)

<u>Top Fan Cities:</u>	<u>Top Fan Countries:</u>	<u>Top Languages</u>	<u>Largest User</u>
Langley 128	Canada 437	<u>Used to Access Page:</u>	<u>Demographics:</u>
Surrey 81	United States 35	English 491	Ages 35-44
Vancouver 37	India 4	Turkish 3	Female 20%
Abbotsford 29	Germany 4	Traditional Chinese 3	Male 9.6%

Tourism Langley has tweeted a total of 1848 times since April 2009. (424 tweets since last quarter)

WEBSITE STATISTICS

73.88% of website visits are from new visitors. From Oct. 1—Dec. 31, 2011, our **13,921** site visits came from **80** different **countries/territories** across the globe. Top Traffic Sources to the website come from: Google, direct, Bing, Yahoo, Tol.ca, search, Facebook.com, Hockey-canada.ca, Hellobc.com. Visitors who accessed our site via mobile device increased by 5.66% in the fourth quarter of 2011 compared to the third. Some keywords used to find us: agri tourism Langley BC, tourism Langley, Langley events, WC Blair recreation centre Langley, Langley Christmas parade 2011.



VISITOR CENTRE UPDATE

In the last quarter, the Visitor Centre saw 700 visitors and locals come through our doors—almost a 15% increase over 2010! The majority were locals, followed by BC residents & our neighbors from the US. Information on our attractions were the most often requested followed by events and transportation. 52 of the 506 parties that visited us were planning on staying 7 days in Langley. The Visitor Centre had a booth set up during the World Junior A Challenge on the concourse of the Langley Events Centre, where we welcomed visitors from all over the world.



FRESH SHEET

The Fresh Sheet continues to be compiled and emailed to approximately 1,300 recipients every Friday. Be sure to print off your Fresh Sheet and post it for your guests and employees. Please email christina@tourism-langley.ca if you would like to be on this distribution list or would like to feature your event.

“Thank you for sending me these fresh sheet announcements, you are better than the newspaper! Makes me want to bust out of the house and go have fun”

- Marilyn Masterton,
Fort Langley
Bed & Breakfast



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Canada's West Marketplace FAM, November 2011