

DESTINATION MARKETING ASSOCIATION INTERNATIONAL (DMAI)



Tourism Langley is now a member of DMAI—the world's largest resource for destination marketing organizations. DMAI has more than 3,300 members from nearly 650 destination marketing organizations in over 30 countries. As a member, Tourism Langley now has access to the most cutting-edge educational resources, networking opportunities, and marketing benefits available worldwide.

One of the opportunities made available to Tourism Langley is the Destination Marketing Accreditation Program (DMAP). DMAP is an independent international body defining quality and performance issues in destination marketing and recognizing DMOs that meet or exceed industry standards. Tourism Langley has started the process of becoming accredited and will be submitting our application by December 31, 2011. The application involves demonstrating compliance in thirteen areas - Governance and Finance, HR and Technology, Marketing, Visitor Services, Sales and Communications, Membership, Management and Facilities, Destination Development and Research / Market Intelligence, and Stakeholder Relationships. Each of these thirteen areas has a number of mandatory and voluntary standards with specific elements that must be submitted. As an example: Under the Marketing section one of the mandatory standards is that a DMO maintains a comprehensive Web site with content aligned with identified requirements of key market segments and a statement demonstrating the alignment of the content. The Essential Element that must be submitted is our website with a statement demonstrating the alignment of content with requirements of key market segments.

WORLD JUNIOR A HOCKEY CHALLENGE—THE WORLD IS COMING TO LANGLEY!



Langley has been chosen to host the **2011 World Junior A Challenge** from November 7-13, 2011. This event is one of the highest levels of hockey that Hockey Canada can bring to Langley. All 15 games will take place at the Langley Events Centre. Countries represented in the Challenge are: Canada West, Canada East, Sweden, Czech Republic, Russia and the USA.

The Canadian Sport Tourism Alliance worked together with Hockey Canada to undertake a Sport Tourism Economic Assessment Model (STEAM) pro assessment, which measures the economic impact of an event on a community. The study found there to be \$2.2 million in gross economic activity for last year's championships. That along with the Gold Medal Game being televised on TSN means great exposure for Langley. Ticket packages are currently on sale, volunteers for the event are needed and sponsorship packages are available.

Tickets: Currently full event tickets are on sale for \$150 plus applicable fees. This Package includes: a reserved seat for all 13 World Junior A Challenge games, reserved seat for two CJHL Prospects Games and a tournament souvenir program. To purchase your ticket package, visit www.langleyeventscentre.com or call Ticketmaster at 1-855-985-5000. Single-game ticket information will be announced closer to the start of the 2011 World Junior A Challenge.

Volunteers: Opportunities are available to volunteer in many areas of this event, for more information or to apply as a volunteer you can call 604-882-8800 or e-mail volunteer@langleyeventscentre.com

Sponsorship: Local businesses are encouraged to welcome the world to Langley. Small Business sponsorship packages are available for \$250 and includes a full tournament ticket pack (15 games), 2 tickets for the gold medal game, a souvenir WJAC window decal for their business, and their company logo on the gold medal game line-up sheet. For more information on how you can become involved contact jgladish@langleyeventscentre.com.



MEMBER SPOTLIGHT—ALDOR ACRES PUMPKIN PATCH

For Albert and Dorothy Anderson, owners of the Aldor Acres Pumpkin Patch, it's busy season! Autumn has hit Langley and many of the fields surrounding the Aldor Acres property on 84th Avenue are turning orange as we speak!

The Patch is open for public pumpkin picking now until October 31st from 9am-5pm daily. The cost of admission gets you a lot more than just entrance to one of the best pumpkin patches in the Fraser Valley; hayrides, the always changing activities and displays, including their famous hands-on farm animal display where you can view baby animals in their natural environment, are all included. See the brand new baby rabbits and pigs!

There will be musical entertainment on weekends in addition to the Fire Department on-site October 15th, and the BC Farm and Agricultural Museum on the last two weekends of the month. While you're there, in addition to picking the perfectly shaped pumpkin to scare the neighbors with, say hi to Zorro and Zelda - the two huge white oxen you're sure not to miss.

Visit their website at www.aldoracres.com for information on activities, admission prices and the Pumpkin Fun Run. If you're experiencing the post-summer blues we suggest a trip out to the Aldor Acres Pumpkin Patch where you're sure to find the harvest spirit.

24990 84th Ave. Langley, BC aldoracres@telus.net

IN THE MEDIA

Great things happen in Langley and we are excited when the spotlight shines on our community. Here are some links to some great Langley stories....

THE PROVINCE: [Clean Air and Slower Pace](#)

THE LANGLEY ADVANCE: [Tourists pay for chance to get hands dirty](#)

THE VANCOUVER SUN: [Greater Vancouver Zoo hosts more than 500 animals](#)

MISS604: [Langley Circle Farm Tour](#) and [Langley Circle Farm Tour Wineries](#)

SHAW TV—THE EXPRESS:

[Feast of Fields](#), [International Festival Part one](#) and [Part two](#), [Thunderbird Show Park Part one](#) and [Part two](#), [Circle Farm Tour Part one](#) and [Part two](#)



Please join Tourism Langley at the FRASER VALLEY CHAMBERS OF COMMERCE FALL BUSINESS SHOWCASE & MIXER Tuesday November 1st 2:30—7:30pm at the Langley Events Centre. [Click here](#) for your invitation and RSVP by calling 604.530.6656 or events@langleychamber.com.

WELCOME NEW MEMBERS

Doris' European Delicacies

#105-22575 Fraser Hwy

European retail delicatessen specializing in German sausage and smoked meats. A history of three generations of master sausage makers bringing the consumer a top quality product and knowledgeable and friendly personal service. Delicious lunches are available for Dine in or Take Out. A large selection of European grocery imports, bread, and pastries as well as gift items: unique and hard to find with a German flair.

Are you a member of Tourism Langley?

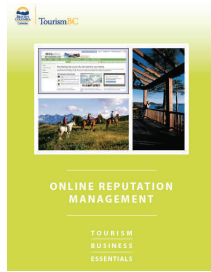
There is no fee to be a member, and the benefits are invaluable.

For more information call our office at 604.888.1477

TOURISM BUSINESS ESSENTIALS

ONLINE REPUTATION MANAGEMENT

As we know social media has changed how consumers make decisions. As a consumer you have probably consulted reviews before purchasing a product... anything from car, to book, to vacation.



Tourism BC's Online Reputation Management is the newest among the Tourism Business Essentials guide books. This guide is written for owners, operators and employees of all types of businesses in British Columbia's tourism industry, from bed and breakfasts to hotels, from restaurants to event venues, and from attractions to tour companies and activity providers. Learn how to monitor report and react to online feedback and opinions and how to engage your audience and strengthen your business.

The Tourism Business Essentials guides are free, practical resources covering topics such as The Fundamentals for Tourism Businesses, Sustainable Tourism and Sport Tourism. To find out more, visit the [Tourism BC website](#).

ONGOING OPPORTUNITY

LOOK AT LANGLEY— EXPLORE OUR BACKYARD!

Designed to offer visitors and locals alike a little incentive while visiting our community. Check out our great new website www.lookatlangley.com where you can share the great offers via Facebook and Twitter!

Pick up your LOOK AT LANGLEY Card at the Langley Visitor Centre (at the Langley Events Centre 7888 200t St)

Interested in participating in this FREE program?

Contact chelsea@tourism-langley.ca or 604.455.8855 for more information.



ADVERTISER OPPORTUNITY

- TEAR OFF MAP

Tourism Langley is reproducing the very popular Langley Tear Off Map. This is an important tool, used by Tourism Langley Visitor Counsellors, hotel front desk and concierge, attractions and service providers.



The double sided full colour map of Langley will pinpoint advertisers and accommodation providers, as well as provide a listing opportunity for your location for increased visibility.

New for 2011

Highlighted routes to Family Fun, Wine & Food and Historic Exploration as well as Inset maps for Downtown Langley and Fort Langley.

Space is running out but there are two ways to participate:

Business Card sized ad \$500 (includes listing and pinpoint) or Tourism Provider Listing \$50.

[Click here](#) for more information or to sign up for this opportunity or contact Chelsea at 604.455.8855 or chelsea@tourism-langley.ca.



WORLDHOST® TRAINING SERVICES

AMBASSADOR WORKSHOP

Tourism Langley is pleased to be working with the Langley Events Centre and Hockey Canada to provide training to the volunteers for the World Junior Hockey Challenge.

The WorldHost® Ambassador Workshop is designed to train volunteers as enthusiastic ambassadors who deliver outstanding customer service during large-scale events. Our volunteers have the opportunity to create powerful connections to visitors to our community. With teams here from across Canada, Russia, Czech Republic, Sweden and the USA we will be ready to welcome them to Langley!

Volunteers are still needed for this event. To volunteer or for more information please call 604-882-8800 or e-mail volunteer@langleyeventscentre.com.

WorldHost® Training Services (formerly SuperHost) recognizes that world-class service is achieved by training beyond the foundations. For more information on workshops Tourism Langley can deliver to you or your team please contact Chelsea Forrester at 604.455.8855 or chelsea@tourism-langley.ca.



VISITOR SERVICES / SOCIAL MEDIA UPDATE

Facebook and Twitter

3,041 Monthly Active Users
452 Lifetime Likes (70 more than last quarter)



2,247 Followers
(up 292 from last quarter)

Top Fan Cities:	Top Fan Countries:	Top Languages	Largest User
Langley 119	Canada 320	Used to Access Page:	Demographics:
Vancouver 69	United States 26	English 354	Ages 35-44
Surrey 27	India 3	Turkish 3	Female 19%
Abbotsford 24	Germany 2	Traditional Chinese 3	Male 9.4%
	Ukraine 2		

Tourism Langley has tweeted a total of **1406 times** since April 2009. (**514 tweets** since last quarter)

VISITOR CENTRE UPDATE

In our second quarter, we served over 2,030 visitors to our centre.



1/4 of visitors are from out of town (BC, Alberta, Europe) 3/4 are locals. Most requested information: Attractions, transportation services, and accommodations.

Summer was a busy time at the Visitor Centre and we have said hello to friendly faces from as far away as Australia and New Zealand, Taiwan, The Netherlands, Madrid, Germany, Trinidad and many US states. A number of fellow Canadians from Ontario and Quebec had also made their way to the West Coast this year. As summer is now over, our student visitor councilors are back at school and studying hard. They will be missed; their bright smiles were a welcome addition to the team.

WEBSITE STATISTICS

73.22% are new visitors, and **26.78%** are returning visitors to our website.

From July 1st, 2011 to Sept 30st, 2011, our **19,790** site visits came from **77** different **countries/territories** and **731** different **cities** across the globe.

Top Traffic Sources to the website come from: Google, direct, bing, yahoo, tol.ca, search, facebook.com, fortcamping.com, downtownlangley.com

There was a major increase in visitors accessing our site via mobile device for the second quarter of 2011 compared to the third quarter. Here's the top 5; iPhone (**1,639**), iPad (**522**), Android (**243**), iPod (**143**), and Blackberry (**107**).

FRESH SHEET

There are **1,390 recipients** of the Fresh Sheet every Friday. There has been a total of **84 Fresh Sheet's** created and distributed to locals, visitors and businesses throughout the region from April 1, 2010 to September 30, 2011.

Be sure to print off your Fresh Sheet every Friday 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.



TOURISM LANGLEY STAFF

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BROCHURE RACKING

As we are moving into the autumn season we would like to remind those that rack brochures in the Visitor Centre that for many it's time to renew! If you are unsure as to when yours might expire, or if you want to get the word out about your attraction, accommodation, transportation or food/beverage business to visitors from out of town, locals looking for more information, and those new residents who have only recently planted roots in Langley, contact Christina Mynen at 604.455.8854 for more information.