

Plans for the 2010 visitor season are well under way, and Tourism Langley anticipates an exceptional year ahead.

The 2010 Olympic and Paralympic Games provided heightened awareness of our region, and opportunities to showcase the diverse qualities that make up our communities. Our hosting capabilities will again be showcased this summer, as we welcome visitors to Langley during the BC Summer Games.

Tourism Langley has recently embarked on new consumer marketing strategies and is currently developing programs designed to generate overnight stays in our communities. Our top priority is to promote our tourism product, and we want to ensure that we are well positioned to capitalize on opportunities that present themselves.

We also continue to strive for quality, as measures of our success are not just in the number of visitors to our community, it is also reflected in the quality of their experience, their length of stay, and the monies that are spent. A satisfied visitor sends a powerful message that often results in new visitors seeking a similar experience, which results in continued business for our communities.

Enjoy the summer season with family and friends – and take time to explore the “endless choices” in our own backyard.

- Deborah Kulchiski, Executive Director

Look at Langley 2010

Building on the success of last years Look at Langley Program, we are getting ready to roll out the 2010 version. Look at Langley is a marketing initiative encouraging local residents to explore all there is to see and do in there own backyard. This year we will be working with Second Stream Marketing. This partnership will allow us to load offers / discounts on to a card that they can take to each participant to redeem. We will be hosting an information session on the program from 10:00— 11:00 at the Langley Events Centre. If you would like to attend please RSVP to erinn@tourism-langley.ca

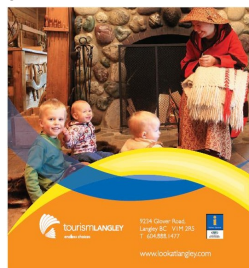
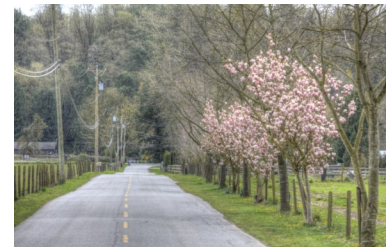


Image Bank

Tourism Langley was fortunate to receive partnered funding through the Community Tourism Opportunities Program®. Administered through Vancouver Coast and Mountains, the project enabled our organization to enhance our image bank. Noel West Photography was brought on board to review current inventory and determine any categories that needed to be updated and refreshed. He has spent time out in the community shooting for the 2010 Visitor Guide and will continue to work with us in 2010. Our images are always available to you for any non commercial use.



New Visitor Centre Hours Effective June 1st the Visitor Centre will be open:

Seven days a week 9:00am — 5:00pm

WorldHost Training In February, with activities surrounding the excitement of the 2010 Winter Olympic Games Tourism Langley offered training to help give a warm welcome to visitors to our community. Volunteers with the Township of Langley Olympic Torch Celebration and the staff of Fort Camping were the first to be certified with the WorldHost Training Services Ambassador program.

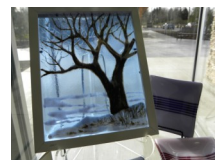
The goal of this three hour workshop is to provide the opportunity to be responsive ambassadors for our community. Whether it is for an event or a staff or volunteer refresher, the Ambassador training equips participants with resources to help make a memorable encounter to those who visit Langley.

Most recently the Downtown Langley Ambassadors took part in the workshop to prepare them for the busy summer in the heart of Langley. The next mission is to work with the BC Summer Games (July 22-25) in preparing the volunteers as the Township of Langley hosts this amazing event that will bring over 2,900 athletes, coaches and officials to Langley.

To find out if the WorldHost Ambassador program is right for your organization, or to find out more about other WorldHost Training Services programs, please contact Chelsea Forrester at 604.888.1477 or Chelsea@tourism-langley.ca.

Tourism Langley Retail Section –Call for Artisans One of the benefits of our Visitor Center space is the ability to establish a retail section that allows us to showcase a variety of local products. We currently have a selection that includes:

- Fun jewelry such as glass lollipop necklaces, gumdrop bracelets and strawberry pendants by local artist Debra Kallen.
- Hand forged silver creations, made locally in Fort Langley by Wild Ruby Silversmithing.
- Whimsical leaves, trees and Inukshuks by Julie’s Raku.
- Beautifully detailed pieces from Fort Langley Art Glass .



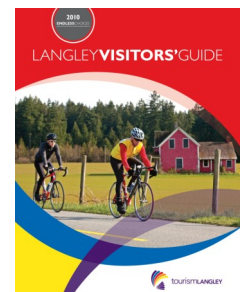
The walls of the Visitor Centre currently showcase art pieces from Tribal Spirit Gallery (not for sale). We also have a selection of Super Natural British Columbia Clothing, Tuscan Farm Gardens products and Fort Wine Company jellies and vinegars. If you have or know of someone with a unique Langley product that would be interested in selling through Tourism Langley please let us know.

Circle Farm Tour Media Launch

The 2010 Circle Farm brochures have arrived and are available at the Visitor Centre and each partner location. On June 2nd Tourism Langley will be hosting food writers and media for the day on a bus tour of the Circle Farm Tour participants. The day will begin at the Holiday Inn Express and Suites and end at the Langley Community Farmers Market. Points in between will include breakfast at Krause Berry Farms, Lunch at Domaine de Chaberton, and full stops or “whistle” stops at the other locations.



2010 Visitor Guide has arrived! In preparation for the May long weekend, and the 2010 visitor season, the guide provides the most up to date information on the “endless choices” of activities and experiences our communities have to offer. The guide will continue to be distributed through the Visitor Centre network that includes 110 communities in our province, as well as other distribution points such as the upcoming EAT! Vancouver Food and Cooking Show at the Vancouver Convention Centre May 28th—30th. Stop by and see us to get your own copy.



Welcome to our newest Member: Quality Hotel and Suites

The **Quality Hotel & Suites** is located at 6465 - 201 Street, right beside the Home Depot.

Amenities include an onsite fitness centre, restaurant, and meeting facilities for up to 100 people. The warm, comfortable rooms come equipped with basic amenities and highlights such as flat-screen televisions, microwaves and refrigerators, making it the perfect place to unwind after a long day exploring the many shopping and outdoor activities in Langley. Select rooms also have sofa sleepers, desks and whirlpool bathtubs.

The hotel is also home to **Boonies Southern Soul Restaurant**

Previously located in the Cloverdale Curling Rink, Boonies has found a new home and

invites you for dinner to taste some authentic Soul Food. Ribs, Catfish Nuggets, Fried Chicken, Black eyed peas, Mac 'n Cheese, Collard greens, Jambalaya, Peach cobbler, and Sweet Potato Pie. These are the foundation of any decent soul food menu and you haven't tasted Soul Food and BBQ until you've tasted Boonies food!



Canadian Sport Tourism Congress

Last month, Tourism Langley attended the annual Canadian Sport Tourism Congress, where it has been reported that a record number of 370 delegates were in attendance. CSTA is Canada's largest gathering of sport and tourism professionals. The flagship event is the Sport Exchange, a business to business events marketplace where events rights holders have the opportunity to meet one-on-one with community representatives interested in hosting in their community. This year a record of 49 rights holders participated in Exchange, and Tourism Langley's appointment schedule resulted in several bid and hosting opportunities.



Tourism Langley goes to San Francisco

With all eyes on Vancouver in February, Tourism BC thought to leverage on the exposure to our province by undertaking an exciting marketing initiative. A team of BC Ambassadors from around the province along with Ziptrek Ecotours headed to San Francisco in April to encourage travel to British Columbia. When Tourism Langley saw that there was opportunity to join in on the excitement we jumped and Chelsea Forrester, Marketing Coordinator was part of the team. The 'BC Experience' was set up in the Embarcadero area and visitors could ride the zipline, enter to win a trip to BC, use an interactive screen showing photos and videos from around the province, check out a 3D chalk art installation and watch the Le La La First Nations dance troupe. "It was an amazing experience!", says Chelsea "The response was overwhelmingly positive, people were excited because they had seen Vancouver on their TV's during the Olympics. So many comments were made that they had always wanted to come to BC or that they had already booked their trip. I was so glad to have a Langley presence to complement the team of ambassadors."



Visitor Centre Statistics—April 2010

Visitors for April were 446, a 16% decrease over April 2009. Local Residents are our strongest group of visitors, followed by British Columbia Residents, Alberta, Other Canada, and Europe.

Regionally; the visitor centres are showing a decrease of 3.9%.

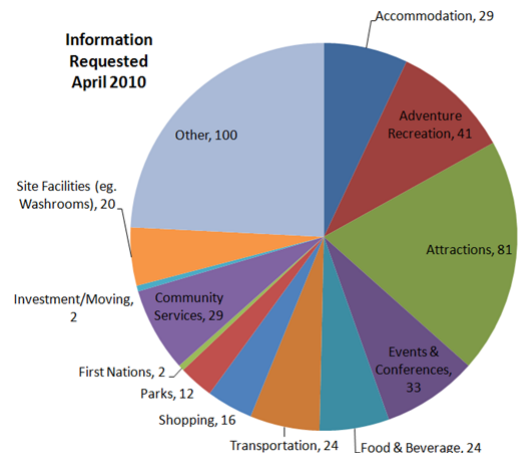
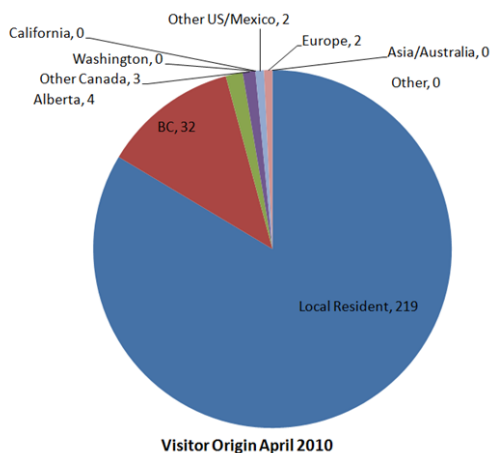
Nights in community shows that the majority of visitors are coming to Langley for the day, and there is a spike in week long stays attributed to spring break.

The most common information requested related to the Events Centre, attractions and adventure recreation. People are still curious about the centre and are looking for tours and information on the facility.

Events in April drawing people to our community included; Easter egg hunts, farm events, and wine sales at Neck of the Woods, Wildlife Week Celebrations, Shed Row Spring Art Classic, BC Titans Games, BC Summer Games Torch Lighting, and Langley Garden Club Spring Sale.

Tourism Langley attended the Vancouver Coast and Mountains Regional Meeting, Fraser Valley Exposition, and The Vancouver Concierge Show.

	2009	2010	% Change
Parties	344	290	-15%
Hours	163	146	-10%
Visitors	536	446	-16%



Volunteer of the month Sylvia Anderson

How long have you been a volunteer with Tourism Langley? **From the very beginning! Jan 2008.**

What is your favourite aspect of volunteering? **Meeting visitors, hearing their stories, and encouraging them to stay in Langley longer.**

What are some of your hobbies? **Travel, reading, and gardening.**

What book are you reading right now? **A novel by James Patterson.**

What is your favourite Langley spot? **Fort Langley**



Tourism Langley Staff

Deborah Kulchiski, Executive Director

Chelsea Forrester, Marketing Coordinator

Benedict Canale & Mary Anne Dades, Visitor Centre Counsellors

Erinn Kredba, Project Coordinator