



Fall is in the air and we are having to trade in the warm days of summer for a crisper feel to the air, cool mornings and evenings and moving our flip flops to the back of the closet to make room for our rubber boots. The change in season may be hard for the sun worshipers but grab a cozy sweater a copy of the Tourism Langley Fresh Sheet and check out some of Langley's great fall happenings, we look forward to seeing you out and about in the community or pop by the Tourism Langley office to see what's new, plan your day, your weekend, or just say Hello!

DID YOU KNOW?

The 2010 Book of Lists published by Business in Vancouver credits the Fort Langley Cranberry Festival #17 out of the Biggest festivals and cultural events in BC ranked by attendance.

Langley in the Media — Lights, Camera, Action!

The Camera's have been rolling in Langley this month creating great exposure to BC residents of the "endless choices" our communities have to offer.

On September 20th as part of a commitment to connect with the community, the **CBC News Vancouver** team of Tony Parsons, Gloria Macarenko and Shane Foxman did a live broadcast of the 5:00, 5:30 and 6:00pm Vancouver news from the Fort Langley Heritage CN Station.

On September 28th, Greg Harper from **Breakfast Television** visited the Fields and Flowers Farm to learn more about where thoroughbred race horses go when they retire. The farm recently held a fundraiser—The Shed Row Market which brought artisans from all over the Fraser Valley to the farm. The event took place October 2nd and 3rd and monies were raised for the New Stride Thoroughbred Retirement Foundation.

On August 31st Greg Harper from **Breakfast Television** was at the Fort Langley National Historic site learning how to make bread, butter (from Erin Anderson of Aldor Acres Dairy Farm) and what it takes to be a blacksmith.

Coming soon, Shaw TV The Express will visit the Fort Langley National Historic Site to promote The Great Big Boo—October 28th—30th.



The CBC news team: (L-R) Claire Martin, Tony Parsons, Gloria Macarenko, local resident Bays Blackhall, (Fort Langley Heritage Society) and Shane Fox-

The Future is Looking Bright

At last week's annual Union of British Columbia Municipalities Conference, Premier Gordon Campbell announced several programs that may ultimately shape the future of communities in the Fraser Valley. This was highlighted by the Ministry of Tourism, Culture & Arts providing an update on the additional hotel Room Tax (AHRT) program, confirming funding for local tourism marketing programs and projects after June 30, 2011. The provincial government has been working extensively with stakeholders over the past year and recognizes the value of tourism and the effectiveness of the AHRT program. The rate of the tax will remain at two percent. Tourism Langley is one of approximately 50 BC communities that work with provincial and municipal governments in the administration of the AHRT program.

Langley Tourism Activities Summary

Staff from the Ministry of Tourism, Culture & Arts and Vancouver, Coast & Mountain Tourism Region made a presentation to the Mayors of Langley City and Township to review projects that have been made possible through joint funding between Tourism Langley and Tourism British Columbia. A two page summary was distributed at these presentations and can be found at the end of this newsletter.

Marketing to the Chinese Market

Last year, the Canadian government announced the Approved Destination Status (ADS) enabling ease of access for Chinese residents to travel to Canada. This was a long awaited and welcomed target market, especially for the BC tourism industry. Last week, Vancouver, Coast & Mountains Tourism region conducted a working session that introduced a campaign targeting the Chinese resident to visit and explore our region. This campaign would be specifically designed for the V.F.R. (visiting friends and relatives) market. There is an understanding that the Chinese have a strong desire to participate in Canadian society. Of particular interest to Tourism Langley was realizing the Chinese tourist behaviors and what motivates them to travel to another destination. The top four activities and/or experiences the Chinese engage in are: 1). Historic – with an educational component 2). Provincial parks 3). Art galleries and museums and 4). Zoos, natural displays & gardens.

Mark your Calendars:

17th Annual BC Tourism Industry Conference—October 20-22, Sheraton Wall Centre Hotel

Tourism: The Next Generation is the theme for the 17th Annual BC Tourism Industry Conference which will be held this month in Vancouver. The conference continues to deliver the best of workshops, sessions, discussion forums and networking opportunities for tourism business operators, government stakeholders, marketing organizations and academics. This is a must attend for those interested in better understanding the complexity of the tourism industry, and how to ensure growth and sustainability in a competitive field. For additional information visit www.bctourismindustryconference.ca

Fraser Valley Chambers of Commerce Business Showcase and Mixer— November 2nd, 2:30pm - 7:30pm, Langley Events Centre Banquet Hall

You are invited to attend the Fraser Valley's most inclusive networking event of the year! Presented by the Fraser Valley Chambers of Commerce: Abbotsford, Chilliwack, Langley, Maple Ridge-Pitt Meadows and Mission. Meet hundreds of people from all over the valley from the opportunity to expand your network! Featuring 75 exhibitor booths. This is a FREE community business event but an RSVP is appreciated for catering purposes. RSVP today by calling 604-530-6656 or emailing events@langleychamber.com. Complimentary appetizers and cash bar.

Sport Langley AGM— November 30th, 6:00 - 9:00pm Langley Events Centre, Banquet Hall

This meeting will include: 2010 Hosting Highlights, including the BC Summer Games, 2010 Work Plan Updates, 2011 Work Plan, Elections for 2011 Sport Langley Chairperson and Langley Tourism Representative, KidSport Langley, what is coming to Langley in 2011 and feature Keynote Speaker: Pete Quevillon, Director, KidSport BC. Dinner to be served. RSVP to Christine Daum at cdaum@langleycity.ca or 604.514.2941 by Friday, November 20, 2010.

THE RAPID CHANGE OF MARKETING

Did you know ?

- If Facebook was a country, it would now be the third largest in the world. China, India, FACEBOOK, U.S.A.!
- Generation Y & Z think emails are passé
- YouTube is the 2nd largest search engine in the world
- 34% of bloggers post opinions about products and services
- 80% of companies use social media for recruitment

Welcome to our newest Member: Bob's Bar and Grill

Bob's Bar and Grill is where good friends meet. Featuring the 'Roundroom' for intimate dining. The Restaurant has a history going back to the early sixties when it opened as a 24 hour Steak House. Over the years it has been all things in-between from a drive in to fine dining restaurant. Today the restaurant is a combination of fine dining and good times where the Chef uses fresh, local and seasonal ingredients. Bon Appétit!



27083 Fraser Highway, Aldergrove

www.bobssteakhouse.ca

604.857.7725

New to our Brochure Racks

The Passionate Home! As visitors take a browse through our Visitor Centre they can see the variety of experiences to be had in Langley... one look at the Passionate Home brochure and you will see why a trip to Downtown Langley would not be without a stop to this shop!

2010 Best of the Best:

Congratulations to Tribal Spirit Gallery, Frostings Cupcakery, Fort Langley Cyclery, Fort Langley B & B, Coast Hotel and Convention Centre, Langley Golf and Banquet Centre, The Great Escape, Cascades Casino, Redwoods Golf Club, Langley Gymnastics Foundation, Best Western Langley Inn, Days Inn Suites, Cedar Rim Nursery, Fort Langley National Historic Site, The Greater Vancouver Zoo, Domaine de Chaberton Estates Winery, Township 7 Vineyards & Winery, Ralph's Farm Market and The Fort Wine Company for being recognized in the Langley Advance's 13th Annual Best of the Best publication.

Tourism Langley in the Community

Tourism Langley has been out and about this quarter at Tradeshows and Community Events to promote our Endless Choices at the following locations:

- Langley Eats Local
- Thunderbird Show Park Summer Fort Festival
- Langley Chamber of Commerce Show and Shine
- EAT! Fraser Valley
- BBQ on the Bypass
- Langley Events Centre Fall Home Show

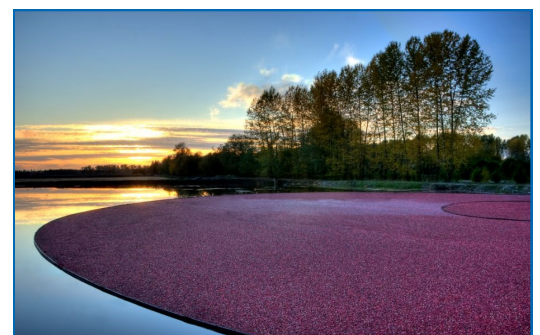


Look for us at the following upcoming shows:

- West Coast Women's Show - October 22-24 at TRADEX
- Fraser Valley Chambers of Commerce Fall Business Showcase and Mixer

Home Grown Photo Contest

When Tourism Langley was looking for some images for marketing materials in preparation for the Olympics we came across this amazing photo on Flickr by photographer Joe Phillips. We were excited to learn that the image Joe had allowed us to use as a backdrop when promoting Langley is now being featured at the Museum of Vancouver. Joe's beautiful photo of the cranberry harvest in Langley won first prize in the Home Grown Photo contest. Also featured in this season's Edible Vancouver, you can see *Cranberry Harvest* at The Home Grown Exhibit at the Museum of Vancouver on now until January 2, 2011.



Visitor Centre Statistics—Third Quarter, July to September 2010

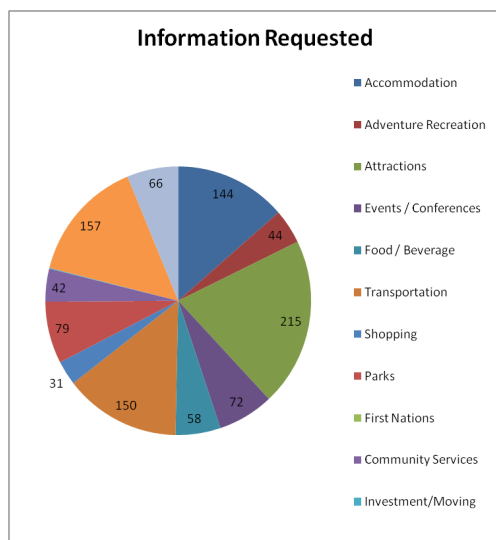
Visitors to the Visitor Centre for the months of July, August and September (3rd quarter) were at a decrease compared to the same time period last year. Our strongest group of visitors were local residents, followed by BC then Washington and California.

The Visitor Centre regional stats show a decrease of 7%.

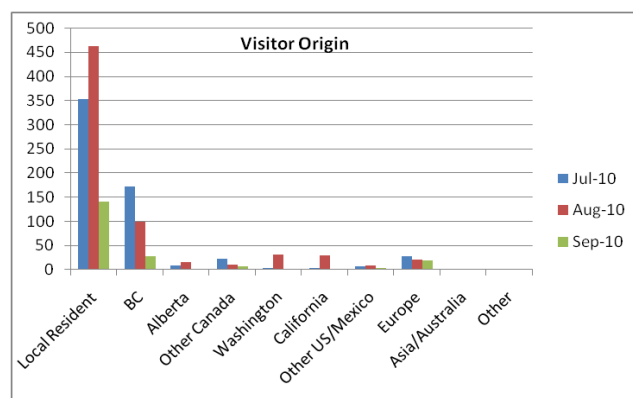
Nights in the community show that the majority of our visitor is here for the day, however there are strong numbers to support our visitors staying in the community for multiple days. Common information requested is Accommodation, Attractions, followed by Transportation and Community Services.

Web Statistics indicate an increase of visitation to the Tourism Langley site with 13,559 visits over 10,084 (34.46%) over the same period last year (July 1-Sept 30). Top country of origin for our visitors are Canada, US and UK, however the later 2 have decreased. Visitors from Mexico, India and China are viewing our site more than last year. These countries are also identified as Canada's emerging tourism markets. Top pages viewed are Festivals and Events, Parks and Recreation and Family Fun. The web-site was most popular on July 1, July 29 and September 15, that is likely due to events at that time.

Events in this quarter included; Canada Day Celebrations, BC Summer Games, BC Renaissance Festival, Aldergrove Fair Days, Brigade Days, Arts Alive, 4th Annual Langley Speedway Reunion, Country Celebration, JD Specialty Turkey Fall Festival and BBQ on the ByPass.



	3 rd Quarter 2009	3 rd Quarter 2010
Parties	3187	1492
Hours	679	696
Visitors	6400	2161



Welcome to our new Visitor Centre Coordinator

In our last newsletter we featured Christina Mynen as the Visitor Counsellor of the Month. This month we are pleased to announce that Christina has been hired as our new Visitor Centre Coordinator. Christina is in the office Wednesday to Saturday and can be contacted via email at christina@tourism-langley.ca or 604.455.8854.

Welcome Christina!



Tourism Langley Staff

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

Benedict Canale, Visitor Centre Counsellor
info@tourism-langley.ca 604.888.1477

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



Langley

Tourism Activities Summary

As part of the **Ministry of Tourism, Culture and the Arts, Tourism British Columbia** is pleased to provide this snapshot of the impressive work that has been accomplished by communities and their commitment toward ensuring our province exceed expectations as a visitor destination. Tourism BC continues to work with regional, community and industry partners on multiple programs that provide tools to further develop business opportunities. Supporting these partnerships, we believe, will have long-lasting impacts on ensuring the industry is forward-looking and responsive to tourism market demands.

Community Tourism Contact

Tourism Langley
Deborah Kulchiski, Executive Director
604-888-1477
www.explorelangley.org

Regional Destination Marketing Organization (RDMO)

Vancouver Coast & Mountains Tourism Region
Kevan J. Ridgway, President & CEO
604-638-6930
www.HelloBC.com/vcm

Total Annual Investment by Tourism BC in FY09/10 with Langley:

Community Tourism Opportunities:	\$15,000 (total of \$82,700 since FY07/8) (+ \$15,000 shared with other partners – see below)
Tourism Partners:	\$21,166 (DMO: \$19,716 Operators: \$1,450)
Community Tourism Foundations:	\$25,000 (2006)
HelloBC.com Content:	\$8,000
Visitor Services:	\$20,000
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Union of BC Municipalities Tourism Grants:	\$281,801 (2007)
2% Additional Hotel Room Tax Revenue:	\$283,206

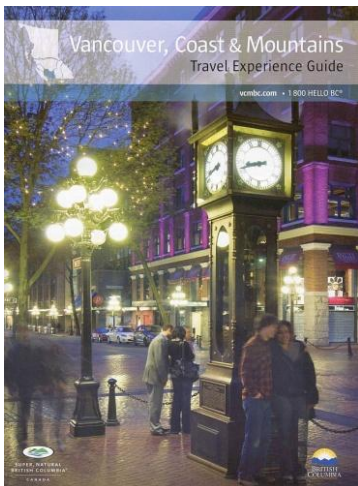
COMMUNITY TOURISM OPPORTUNITIES

Cooperative funding is provided by the **Partnership Marketing** branch of the **Tourism Partnerships** division of the Ministry, and accessed through Vancouver Coast and Mountains Tourism Region, to assist communities that are able to implement eligible tourism initiatives. The Ministry contributed **\$15,000** to Langley in support of the following Community Tourism Opportunities projects in the most recent fiscal year completed:

Project:	TBC \$:	Details:
Promotional video	\$15,000	Production of a promotional video for tourism in the community. Will be used in on-line promotions, marketing support, travel trade etc.



Langley also participated in the 2009-10 **Circle Farm Tour** program which received **\$15,000** in CTO funding in FY09/10.



TOURISM PARTNERS

Tourism BC investments in regionally-managed co-op marketing programs are generally matched by participating tourism stakeholders. These cooperative funds provide the opportunity for communities and tourism business to participate in sophisticated marketing campaigns coordinated by their regional destination marketing organization. For FY09/10, Langley participated in Tourism Partner activities including the Regional Travel Guide, Coast Circle Route Guide, and print (BC Magazine), Zmags and online ads.

COMMUNITY TOURISM FOUNDATIONS

An intensive community tourism planning program provided by Tourism BC that utilizes the services of a professional facilitator who works with the community tourism stakeholders and the RDMO to create a 5-year Tourism Strategy aimed at enhancing and growing the local tourism industry. Langley completed the Community Tourism Foundations program in 2006. The comparable market value of these services would exceed **\$25,000**.

HELLOBC.COM CONTENT PROJECT

Langley's content on HelloBC.com has been enhanced to over 15 pages, while Fort Langley's content has been enhanced to over 13 pages. Total fees and expenses for a writer covered by Tourism BC: **\$8,000**.

VISITOR SERVICES

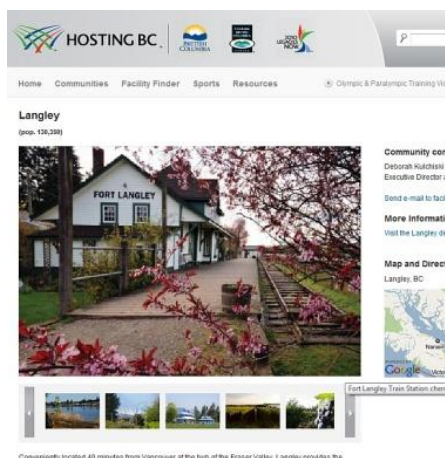
Local Visitor Centres enhance the overall visitor experience by professionally promoting tourism activities in the area. In the past year Tourism BC provided the Langley Visitor Centre with **\$20,000** in core Fee for Service funding.

TRAVEL TRADE

On behalf of all communities throughout the region and with support from Tourism BC, Vancouver Coast & Mountains representatives attended the following trade events: Rendezvous Canada; Canada's West Marketplace; BC DownUnder; Student Youth Travel Assn (SYTA), National Tour Assn (NTA), Jonview (Receptive Tour Operator), Calgary Sales Mission, and Canadian Inbound Tourism - Asia/Pacific (CITAP).

TRAVEL MEDIA RELATIONS

On behalf of all communities throughout the region and with support from Tourism BC, Vancouver Coast & Mountains representatives attended the following travel media events: Canada Media Marketplace, GO Media Marketplace, and a media dinner in Seattle (CTC). Fams and other media relationship activities conducted across the region involved 14 newspapers, 8 magazines and 6 online media. Langley-specific writer familiarization trips or relationships hosted by Vancouver Coast & Mountains included writers from NewHome Buyers Guide, Langley Times, and Westworld BC.



SPORT TOURISM

Langley is a member of the *BC Sport Tourism Network*, has attended the *BC Sport Tourism Events Marketplace* and has 3 sport hosting facilities profiled on *HostingBC.ca*.

WORLDHOST TRAINING SERVICES

3 *Customers with Disabilities* courses, 8 *Worldhost Fundamentals* courses, and 4 *Service Across Cultures* courses were delivered in Langley in FY09/10, with a total of 156 participants (34/76/46 respectively).



Ministry of
Tourism, Culture
and the Arts