



Approximately 3,500 participants and spectators will arrive in Langley next week for the 2010 BC Summer Games, and businesses are encouraged to welcome visitors in the friendly and enthusiastic manner of which we have a reputation for. Remember the famous quote “You never get a second chance to make a first impression”. Be creative – a welcome sign in your store front window, a specially designed menu or discount offer to out of town guests are just a few ideas that leave lasting impressions. In 2008, the BC Summer Games contributed an estimated \$2.6 million to Kelowna. Sport tourists stimulate other tourism sectors as they often longer and spend more at than other travelers. Enjoy the Games!



## Summer Marketing Campaign

Returning again this summer the Look at Langley program is back encouraging local residents to stay and play in their own backyard. The program runs from July – October and consists of special offers paired with a weekly calendar of events emailed out each Friday.



For 2010 we will be partnering with Second Stream Marketing. This partnership will see offers loaded onto a “Look at Langley” card that residents and visitors will take to each participating vendor to receive the discount or incentive being offered. This will provide Tourism Langley a much more powerful tool to collect information for a database and track what offers they are redeeming.

Also new for 2010 will be the expansion of the program to include out of town visitors. Langley accommodation providers have been working on accommodation packages with local attractions and experiences that Tourism Langley is excited to promote. Currently we have partnered with Vancouver Coast and Mountains, running ads with Black Press on Vancouver Island.



For more questions or to find out how you can participate, contact Chelsea at 604.455.8855 or [chelsea@tourism-langley.ca](mailto:chelsea@tourism-langley.ca).

## Langley Value of Tourism Results

Tourism Langley recently commissioned Chemistry Consulting Group Inc. of Victoria BC to measure the contribution the tourism industry has in the Langley area.

The contributions were measured using a mix of both supply and demand indicators that include tourism accommodation room revenues, tourism related employment, tourism related property tax revenue and the estimated spending by overnight visitors.

Highlights included:

- There are approximately 277 tourism-related properties in the Langley area, with an assessed value of \$151 million
- Tourism-related property tax revenue associated with these properties is estimated at \$2.7 million
- The estimated spending by overnight visitors to be \$51.2 million in 2009
- Of this \$51.2 million, \$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 Tourism Langley Board of Directors Chair, John Aldag delivered the results of the findings to both the City of Langley and Township of Langley Council presentations. The presentation included a provincial and regional report by Kevan Ridgeway, CEO, Vancouver Coast & Mountains Tourism Association. A full copy of the report is available online at [www.tourism-langley.ca](http://www.tourism-langley.ca).

## Trip Advisor

If you are one that sources travel information before you venture on a trip or vacation, chances are you have referenced **Trip Advisor**. At last month's Tourism Industry Leaders Conference, staff from Tourism Langley participated in a session about social media. The most interesting topic referred to Trip Advisor. This is a free travel guide and research website that assists customers in gathering travel information, posting opinions of travel related issues and engaging in interactive travel forums. With over 30 million users and 260,000 plus reviews, this has become a very powerful site.

From this session, we were reminded that social media is not one way. We have the ability to respond; in fact, the best results are when we do. If you take a look at activity surrounding Langley, you will be surprised at what you see! There are reviews for many of our hotels, B&B's and campgrounds as well as attractions and restaurants. The great news is that some of our businesses are responding. For example: The Holiday Inn Express has had a mix of reviews. When a visitor from Seattle commented that although the rooms were clean and comfortable but also dated with no frills, the Holiday Inn Express responded by thanking them for their business and letting them know that renovations were underway to better serve them for the next visit.



When speaking to Jeff Leung, GM of Holiday Inn Express, he said "We try to be as social media conscious as possible even though we have a small team. I think it really shows that we care by responding to all postings. A lot of travelers determine their choice of accommodation by reading Trip Advisor these days".

Please take a moment to search your business on Trip Advisor and take the time to respond. Positive comments influence the purchaser's decision. Thank customers for their feedback and take the opportunity to better serve your guests.

## Social Media Project

Langley has been selected as one of six communities within the Coast Mountain Circle Route for a social media pilot project. Vancouver, Coast & Mountains Tourism (VCM) will be leading the campaign designed to stimulate the BC resident to vacation at home this summer. The pilot will be executed over a period of 2 months, commencing mid-late July. For the pilot, each participating community will showcase a single experience that will be represented on a virtual stamp card application on Facebook. Consumers will receive a virtual stamp for every activity they complete during the campaign. Incentives will include small giveaways and a major prize. Langley will be promoting an equestrian experience. Benefits of participating in this program include increased exposure for our destination both online and offline, increased visitors, increased sales for the tourism operator, insights on leveraging social media for destination marketing, as well as cross promotion of communities to a local audience. Other communities participating are Chilliwack, the Fraser Canyon, Lillooet, Pemberton and North Vancouver.



## Approved Destination Status (ADS) is Tourism Opportunity for BC

On June 24th, an agreement between Canada and China was officially signed, which now presents an excellent opportunity for growth for Canada's tourism industry from the world's fastest growing outbound tourism market. Canada has wasted no time in marketing Canada directly to the Chinese market. Approved Destination Status will now allow ease of leisure travel for Chinese citizens as well as actively market tourism products in China. It is estimated visitors from China to B.C. will increase by 10 percent this year and 15 percent in both 2011 and 2012. Last year, 160,844 Chinese visitors came to Canada, with more than half visiting B.C.

## Global TV

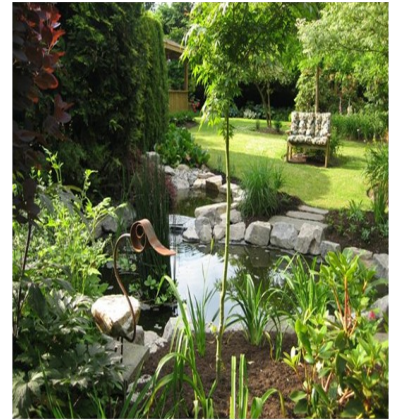
### "You Gotta' Be Here Campaign"

There is no better time to explore your own backyard than now! With the best of the season upon us, Global TV is encouraging BC residents to Rediscover Why You Live Here with the latest edition of the province's "You Gotta Be Here" Campaign. Residents are encouraged to share a photo of the best place to visit in your community. Tourism Langley would like to challenge all Langley residents to submit the best place to visit in Langley. It is a chance to win a BBQ party for our community on September 5, 2010. Additional prizes also include one of 6 BC getaways. Visit [www.globaltv.com/behere](http://www.globaltv.com/behere)

## Langley Members in the Spotlight:

### Erikson's Daylily Gardens

In the June 21st edition of the Vancouver Sun, writer Steve Whysall highlighted 15 great places for gardener's to visit this summer. Making this prestigious list – Erikson's Daylily Gardens. "A rare chance to see a spectacular display of more than 3,000 varieties of day lilies in full bloom. As well, this garden contains an outstanding collection of shade plants and flowering trees". Erikson's Daylily Gardens was created by Tom and Pam Erikson over 20 years ago – and while a private garden dedicated to collecting and hybridizing new cultivars of daylilies, the gardens have expanded to include lilies, hostas, ornamental grasses and many other specimen perennials, trees and shrubs. Hours of operation vary. For more information call 604.856.5758



### A Bread Affair, Driediger Farms & Aldor Acres

Did you happen to catch last week's edition of SHAW TV's "The Express". Tourism Langley played host to the crew as they delivered a segment highlighting the 100 mile diet and introduced audiences to our agricultural roots and the wealth of locally grown products that are the mainstay of our everyday diet. Erikson's, A Bread Affair, Driediger Farms & Aldor Acres Dairy Centre participate in the 2010 Langley Circle Farm Tour.

## Welcome to our newest Member: The Golden Chariot Driving Service

### The Golden Chariot



### Driving Services

Tourism Langley is pleased to welcome the Golden Chariot Driving Service as the newest member. They are an exclusive driving service designed for every age group and specialize in personalized driving services. Whether you have an event or appointment - they eliminate the stress of driving. Or sign up for one of the many unique specialty tours such as a wine tour of Langley, that includes lunch and a fabulous door prize. Custom built packages any day of the week are also available. Contact 604.341.3387 or visit [www.thegoldenchariot.ca](http://www.thegoldenchariot.ca) for more information.

## Visitor Centre Summer FAM

Every year Tourism Langley's Visitor Centre Councilors head out for a full day of exploring everything Langley has to offer. This year, Executive Director Deborah Kulchiski, the two visitor councilors, and six volunteers set out on July 8<sup>th</sup> with a long list of Langley attractions to check out. Their first stop was the Fort Langley National Historic Site, where the Full Barrel Café served up some coffee and scrumptious freshly made scones. After learning some interesting facts about the Fort, the councilors headed out to Krause Berry Farm, where delicious berry fudge and ice cream were among the samples they had the pleasure of tasting. Next, for lunch, JD Turkey Farms provided a variety of natural turkey and cranberry sandwiches which were gobbled up almost immediately. The



Greater Vancouver Zoo was next on the itinerary, and proved to be a delight. With over 800 animals on 120 acres of parkland, and a ride on the Safari Mini Train, how could it not be? With 30+ degree weather, the next stops were desperately needed. Blackwood Lane Winery and Township 7 did not disappoint and after a number of tastings and purchases, the visitor centre staff were perfectly re-hydrated. They were especially excited to learn that Her Royal Highness, Queen Elizabeth II was served Township 7 Chardonnay during a luncheon in her honor in Ottawa on July 5<sup>th</sup>! Domaine De Chaberton Winery provided a tour of their grounds and explained the vineyard while explaining the art of the wine-making process. After a hot day full of superb food, wine, and popular Langley attractions, everyone left with a better understanding of what Langley has to offer and are even better equipped to provide informative tips to their out of town visitors.

## Visitor Centre Statistics— Second Quarter, April to June 2010

**Visitors** for the months April, May and June (2nd quarter) were at a decrease compared to the same time period last year. Local residents are our strongest group of visitors, followed by British Columbia Residents, Europe, and Other Canada.

**Regionally;** the visitor centres are showing a decrease of 11%.

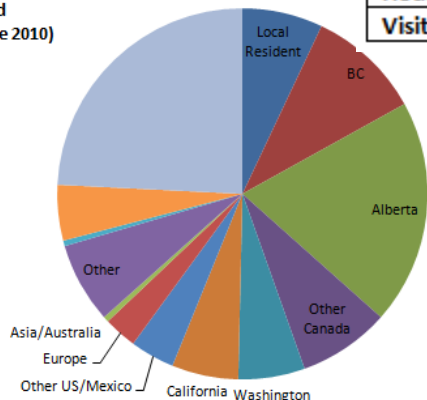
Nights in community reflect that the majority of visitors are coming to Langley for the day, but there is an increase of visitors staying both overnight or extended 1 and 2 week stays.

The most common information requested related to the Events Centre (specifically the BC Summer Games), with attractions, transportation and accommodations inquiries respectively following.

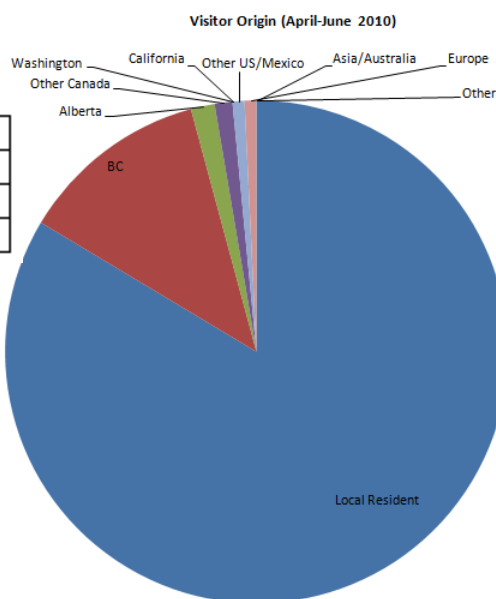
Events in this quarter that drew people to our community included; BC Titans Basketball Games, Langley Thunder Lacrosse, Music of the Nations (Vancouver Welsh Men's Choir), 5th annual Langley Jazz Festival, Langley Community Day Parade and Township 7 Vineyards and Winery Art in the Vines.

Tourism Langley attended tradeshows Fraser Valley Event Planners, Eat! Vancouver representing Tourism Langley and Circle Farm Tour, as well as participated in the Vancouver Coast and Mountains Leadership Conference.

Information Requested (April-June 2010)



	2009	2010
<b>Parties</b>	1,882	727
<b>Hours</b>	539	418
<b>Visitors</b>	3,527	1,142



## Visitor Counsellor of the month Christina Mynen

How long have you worked for Tourism Langley?

Since May, when I moved from Prince George

What is your favourite aspect of working at the Visitor Centre?

Getting to meet all the interesting people and hear about their travels

What are some of your hobbies?

Reading, biking, photography

Doing anything fun this summer?

Exploring Langley

What is your favourite Langley spot?

Krause Berry Farms, because I love raspberries!



## Tourism Langley Staff

**Deborah Kulchiski, Executive Director**

**Chelsea Forrester, Marketing Coordinator**

**Benedict Canale & Christina Mynen, Visitor Centre Counsellors**

**Erinn Kredba, Project Coordinator**