



**tourismLANGLEY**

endless choices

Langley Highlights

# Tourism News

Tourism Langley

9234 Glover Road, Box 215

Fort Langley, BC V1M 2R5

604-888-1477

info@tourism-langley.ca

## Destination Marketing Update

The BC tourism industry and Destination Marketing sector has been faced with a series of dramatic changes that will soon unfold, and this includes the recent announcement by the provincial government to implement a harmonized sales tax (HST), and the decision to dissolve Tourism BC and realign the Crown Corporation to operate as a department with the Ministry of Tourism, Culture & Arts. In addition to the announcements, the additional hotel room tax (AHRT) will be collected and allocated until June 30, 2011. The additional hotel room tax is one of the main funding sources for community DMO's, including Tourism Langley.

The BC DMO Association has since formed a working group, tasked to work with government and industry stakeholders in a solution oriented approach with the goal of ensuring a DMO model that remains accountable and dedicated to their commitment of increasing revenues and driving the tourism industry .

## Tourism Langley in the Community



RCMP Musical Ride



BBQ on the By-Pass



Chelsea and Miga



Eat! Fraser Valley



Tour of GV Zoo

## We have the Olympic Spirit!

### 2010 Destination Planner

It has hard to believe we have only 4 months left to prepare to welcome the world to the 2010 Olympic and Paralympic Games, but spectators and visitors have been planning their visit long before tickets became available. A comprehensive website is available to assist in destination planning. Visit [www.tourism-langley.ca/vancouver2010](http://www.tourism-langley.ca/vancouver2010) for more information on accommodation availability, events, transportation, venues, celebration sites, and visitor centre locations.

### Paint the Town Red

Community organizations from around Langley are coming together to create a red wave of support for Team Canada as the world moves closer to the 2010 Olympic and Paralympic Games. Created by the Canadian Olympic Committee, Paint the Town Red is an invitation for all Canadians to join together to cheer our athletes on to victory in 2010. Langley's official launch will be October 23rd, 2009.

Make plans now to be a part of Paint the Town Red. It's simple and only limited to your imagination!



[www.twitter.com/GoRedLangley](http://www.twitter.com/GoRedLangley)



[Go Red Langley](http://GoRedLangley)



[chelsea@tourism-langley.ca](mailto:chelsea@tourism-langley.ca)

## Volunteer Program

**Y**ou can share your passion for Langley and experience the excitement of welcoming the world by volunteering with Tourism Langley! Tourism Langley is the official provider of travel information to visitors of Langley. We currently have a Visitor Centre in the Village of Fort Langley and will be moving to the Langley Events Centre in the fall of 2009. The events centre expects to entertain 900,000 people a year and we anticipate a large number of them will make use of the Visitor Centre. In addition to opportunities to volunteer in the centre, we also have opportunities for community ambassadors to assist us at the many community events Tourism Langley attends.

The role of the Volunteer Program is to provide service in assisting visitors with their travel needs as well as assisting staff where necessary. The volunteers play an essential role in maintaining a high level of quality service & sales delivered to both visitors and members of Tourism Langley. Tourism Langley welcomes many visitors every year and this would not be possible without the dedication, knowledge and skill of our Volunteer Team!

More information and Volunteer applications can be found at <http://tourism-langley.ca/our-organization/careers> or by contact Kristina at 604-888-1477.

## Look at Langley

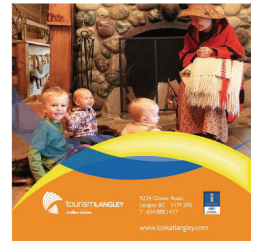
In July, Tourism Langley invited local residents to explore all there is to see and do in their own backyard. Partnering with local businesses, **Look at Langley** was created to do just that. Our weekly email message highlighting the events from the upcoming week and printable coupons from up to 25 businesses is sent to over 350 local households. Tourism Langley has been out in the community this summer promoting the **Look at Langley** program at local events. The response and feedback on the program has been fantastic. A survey sent to the participating residents indicated that Langley residents are finding the calendar of events and coupons extremely useful when planning their activities. Some comments from the participants:

“Sometimes you don't know what is right in front of you! Good job Langley! I am proud to live here”.

“Great to know what's going on locally. I can do something fun close to home instead of driving to another community”.

“Exposure to many events I had never heard about and also new areas to explore in my own back yard”. “Thank you”.

The **Look at Langley** resident program runs through to October 31st., however, this is not the last you will see of this program. Stay tuned to [www.lookatlangley.com](http://www.lookatlangley.com) for what's in store next!



## Events

**Langley Film Nights**  
September 2 to November 4

**Langley Community Farmers market**  
Until October 7

**Team Canada “Spirit” Event**  
September 3

**746 Lightning Hawk Open House**  
October 1

**Ghost Walks**  
October 2 – 25

**Trio Albonata Concert**  
October 2

**Shed Row Farm Market**  
October 3 and 4th

**Heritage Apple Day**  
October 3

**Water Weeks – Green Tour**  
October 3

**Unheard Notes Concert**  
October 4

**Nature Preschool**  
October 4

**Fraser Valley Bead Show**  
October 9 – 11th

**Master Hypnotist ASAD Live and Uncensored**  
October 9

**Fort Langley Cranberry Festival**  
October 10

**Annual Cranberry Tea**  
October 10

**Pumpkin Pie Party**  
October 11

**BC Creative Expo**  
October 15 to 17th

**Mountain View Gala Fund-raiser**  
October 16

**Western Canadian University Rowing Championships**  
October 17

**Trinity Western Spartans Home Opener**  
October 30

**Eerie Nights of Fright**  
October 30 – 31

**Douglas Day**  
November 19

**Jeans and Gems Gala Event**  
November 21

**Dickens of a Christmas**  
November 28

**Magic of Christmas Parade and Country Christmas**  
December 5

**Musical Christmas**  
December 10

**Santa Pancake Breakfast**  
December 20

**New Years Eve – Trooper**  
December 31

Visit [www.tourism-langley.ca](http://www.tourism-langley.ca) for full event details

## Web Site Statistics

The Tourism Langley website had 10,084 visits between the months of July and September 2009 with 7,990 being unique visitors and spending an average of 2:24 minutes browsing the pages. Site usage has increased 12% over the last quarter.

The average visitor looks at 2.83 pages from throughout the website with the Festivals and Events page being the most popular, followed by the Look at Langley page, then “Experiences” and “Explore”. 47% of visitors to www.tourism-langley.ca found the website through Google Search Engine, 18% directly and 11% from the City of Langley.

89 different countries sought out the web site with the largest numbers coming from Canada (9,192), United States (476) ,

<b>Visits</b> <b>10,084</b> % of Site Total: 100.00%	<b>Pages/Visit</b> <b>2.83</b> Site Avg: 2.83 (0.00%)	<b>Avg. Time on Site</b> <b>00:02:24</b> Site Avg: 00:02:24 (0.00%)
Country/Territory	Visits	Pages/Visit
Canada	9,192	2.79
United States	476	3.64
United Kingdom	105	2.85
Germany	27	3.04
Netherlands	20	3.50

## Langley Community Video Soon To Be Released

Tourism Langley's 2009/2010 project proposal to Tourism BC's Community Tourism Opportunities Program™ resulted in approval for partnered funding that will assist in the production of a Community profile video. This video will be a welcomed addition to our marketing “tool kit”, and provide support in marketing initiatives that include trade and consumer shows, support for local organizations in event bid proposals, community hosting, and educational purposes. The digital format will highlight the diversity in tourism experiences and showcase activities, events and attractions in our communities.

Filming and editing of the video is scheduled for completion by October 31st, 2009, with copies available for the community by mid-November. For further information on marketing tools and resources that may be available to you, please contact Tourism Langley at 604.888.1477.

## Sport Tourism

Tourism Langley participated in the BC Sport Tourism Network quarterly meeting on September 22, 2009, and had the opportunity to boast on behalf of our communities, the many highlights in sport that have been hosted this year, and will look forward to in the near future. David Leavers, Director of Recreation, Culture and Parks, Township of Langley, and Christine Daum, City of Langley express great pride in the achievements in sport hosting. Those events include:

- \* BC Pee Wee/Bantam Baseball Championships
- \* Provincial Gymnastics and Tumbling Championships
- \* American Bike Association/National BMX Race
- \* Fraser Valley Diving-Provincial Championships
- \* Western Canadian University Rowing Championships
- \* Canadian Sr. Little League Championships
- \* Little League Zone Finals
- \* BC Summer Swim Association
- \* CIS Men's Soccer National Championships
- \* Prov. High School Football Championships

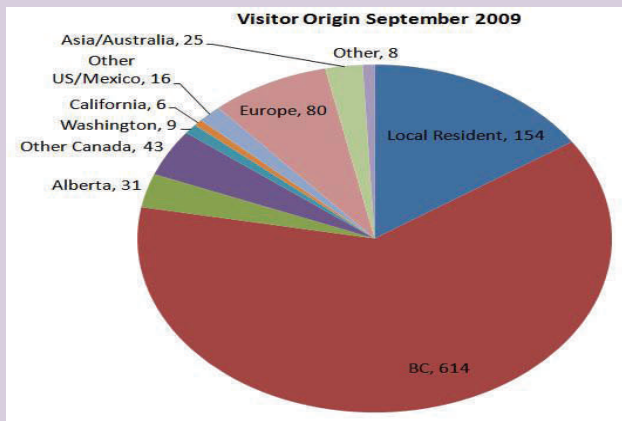
We look forward to representing Langley at the Canadian Sport Tourism Alliance (CSTA), in April 2010 where we will have the opportunity to promote Langley facilities and local hosting capacity to national sport organizations.

## Visitor Centre Statistics

**Visitors** for September showed a 79% increase over September 2008. This can be contributed to the office being open 6 days a week versus 5 days in 2008. Also, the great weather and BC residents travelling closer to home contributed to the increase in numbers. In the 3rd quarter, our visitor statistics increased by 15% over the previous quarter. BC residents made a dramatic increase in the numbers visiting the centre.

**Regionally;** for the 3rd quarter, Visitor parties show an increase of 6.5% over the same period in 2008. **Nights in community** shows that the majority of visitors are coming to Langley for the day, and almost half of our visitors stayed one or more nights in the community.

The most common **information requested** related to, food & beverage, attractions, Site facilities, adventure recreation and parks, which shows a trend in people looking for day trip activities.



### National Tourism Indicators

Tourism spending was down for the fourth consecutive quarter in the second quarter of 2009. Over these four quarters, spending fell 2.9% in real terms. While this was the longest downturn since the early 1990s, it was not the most severe. In the first six-months of 2003, tourism demand fell 5.8% in real terms, largely reflecting the impact of the severe acute respiratory syndrome (SARS) episode.

Two factors added to the weakness for the quarter. First was the cancellation of flights to Mexico following the outbreak of the H1N1 influenza virus in that country. The second was the implementation of more stringent requirements for all persons, including US residents, to carry proper documentation in order to enter or re-enter the United States.

## Tourism Langley Showcases in the Community

The variety of festivals and events that take place in Langley during the fall months also provide marketing and promotional opportunities for Tourism Langley and enable us to deliver exciting and valuable information to our local residents. Wherever possible, our staff and ambassadors have set up our tables, tents and banners, distributing brochures and literature that highlights the endless choices in activities and events to enjoy in our own backyard. We recently attended:

July Farmers market grand Opening  
July RCMP Musical Ride  
August Sustainable Food Fair  
August BMX Nationals  
Sept Eat! Fraser Valley



## Hats off!

**T**he 8th annual BC Cultural Crawl was deemed the most successful to date according to Trudy Van Dop, Publisher of the Van Dop Arts & Cultural Guide to B.C. More than 50 individual crawls in over 80 communities took place in August. Langley was recognized as one of 3 communities in BC that “truly engaged in the spirit of the cultural crawl, and served as an exemplary example” comments Trudy. In addition, links to the Langley Cultural Crawl website proved to be one of the most popular!

Congratulations to Alison Brotherton and the Langley Arts Council for all their work in the delivery of the Langley Cultural Crawl.



## Board of Directors

John Aldag, Director at Large  
Alison Brotherton, Arts, Heritage and Culture  
Ted Bowman, Greater Langley Chamber of Commerce  
Laurie Braaten, Accommodation  
Councillor Bev Dornan, Township of Langley – ex-officio  
Stan Duckworth, Retail  
Mayor Peter Fassbender, City of Langley – ex-officio  
Monica Hopfner, Accommodations  
Eugene Kwan, Wineries and Agriculture  
Carla Robin, Sport Langley Advisory Committee  
Dave Struthers, Accommodations

## Staff

Deborah Kulchiski, Executive Director  
Kristina Gervais, Visitor Services Coordinator  
Chelsea Forrester, Marketing Coordinator  
Benedict Canale, Visitor Centre Counsellor  
Mary-Anne Dades, Visitor Centre Counsellor  
Kaylee, Four Legged Ambassador