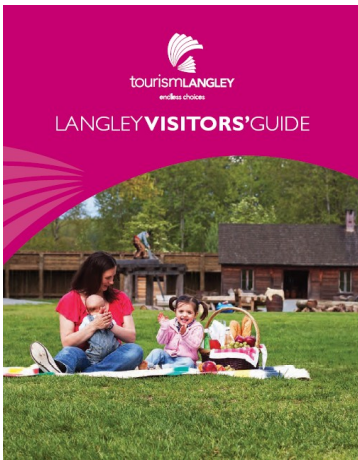


## 2011-2012 VISITOR GUIDE



Hot off the press the Langley Visitor Guide is ready to entice our visitors to experience all that Langley has to offer!

This year's guide is a great new colour and front cover image reflects the hot new thing to do—picnicking! So many of our Langley locations are offering a picnic basket experience. Whether you are at the Fort Langley National Historic Site, or one of our local wineries... you can enhance your day with some local delights.

Also this year—the faces of Langley. What better recommendation than from one of our local celebrities. Featuring Angie Quaale of Well Seasoned, talking about what she likes about Food & Wine in Langley, Ted Bowman of The Fort Wine Company, sharing what he likes about Langley's Circle Farm Tour, Aman Johal, from the Fort Langley National Historic Site telling us what he likes about visiting Fort Langley as well as two of our Downtown Langley Ambassador's Bonnie and Colin letting us in on what they like about visiting Downtown Langley.

The Langley Visitors' Guide can be found throughout the Province's Visitor Centre's, and in Langley at accommodation providers, attractions and of course the Langley Visitor Centre (at the Langley Events Centre 7888 200th St). If you would like a supply of these guides at your location please give us a call at 604.888.1477 and we will be sure to drop some by for you!

## FRASER VALLEY TOURISM ORGANIZATIONS WIN AWARD



LANGLEY • ABBOTSFORD • CHILLIWACK

### Handpicked in the Valley

*Where adventures take route.*

Tourism Langley, Tourism Abbotsford and Tourism Chilliwack have received an award for Most Valuable Marketing Partner by Vancouver, Coast & Mountains, the province's regional tourism organization. The award was presented to the trio at the annual Regional Tourism Leader's Forum held last month in Squamish, B.C.

The marketing initiative was developed to increase overnight stays in the communities and region by creating more awareness while leveraging the uniqueness of each community. "With our communities continued success of programs such as the Circle Farm Tour, this program focuses on all of the attributes of our communities, while also sharing what we have in common" explains Deborah Kulchiski, Executive Director for Tourism Langley. The creation, development and implementation of this project will not replace existing marketing activities but creates a unique approach to marketing as well as enhances existing activities and will provide additional opportunities for our industry stakeholders. The program is highlighted by a detailed and dynamic website, [www.handpickedinthevalley.com](http://www.handpickedinthevalley.com) which is easy to navigate and allows visitors to create their own customized itineraries within the Fraser Valley region.



From L-R; Deborah Kulchiski, - Tourism Langley, Brian Coombs—Tourism Chilliwack, Allison Longshore— Tourism Abbotsford



**tourismLANGLEY**

## WELCOME NEW MEMBERS

### □ Driediger Farms □

Taste the best of BC's fresh berries! Mouth-watering strawberries, raspberries, blueberries, currants & blackberries for sale from our farm market. Take home vegetables and tree fruits. U-Pick available - families welcome!

[www.driedigerfarms.com](http://www.driedigerfarms.com)

### □ Vista D'oro Farms & Winery □

A culinary agritourism destination located on 10 acres in South Langley overlooking Campbell Valley Park and Golden Ears Mountain Range. Our Farmgate shop and tasting room features our artisanal preserves, wines & orchard fruits grown on the farm as well as fresh baking, local artisanal cheeses and other delicious local products.

[www.vistadoro.com](http://www.vistadoro.com)

### Are you a member of Tourism Langley?

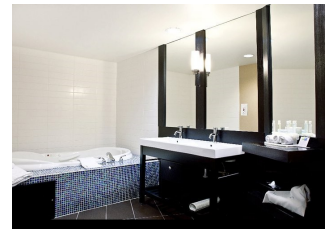
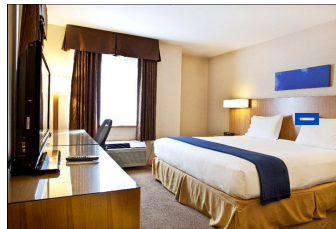
There is no fee to be a member, and the benefits are invaluable.

For more information call our office at 604.888.1477

## MEMBER SPOTLIGHT—HOLIDAY INN EXPRESS



Proud to be serving The Fraser Valley since 1999, The Holiday Inn Express & Suites Langley has recently completed a multi-million dollar property improvement renovation to give the hotel a complete facelift from the inside and out, in conjunction with the Worldwide Relaunch of the Holiday Inn Express Brand. They have made changes everywhere that would mean most to their guests as they were told, such as the retiling and reconditioning of the pool, steam room, whirlpool, sauna, and fitness center; a chic and modern lobby; The posh and elegant Great Room equipped with 52" HD LCD TV serving hot breakfast buffet featuring the industry's first quick pancake machine and 24 hour coffee/tea; a variety of guest rooms and suites completely refreshed with contemporary design schemes, brand new furniture's, crisp triple sheeted bedding, and 32" flat screen LCD TV's; Tastefully renovated meeting space that would cater to all your business and leisure gatherings. Don't forget to pamper yourself by asking for one of their Private jet tub Jacuzzi Suites or bring the whole family to one of their spacious Family Suites, and be sure to sign up for the World Renowned Priority Club Rewards Program!



## FRONT LINE STAFF TOUR LANGLEY ATTRACTIONS



Tourism Langley Staff and Volunteers including Michelle Fung from the Holiday Inn Express Langley and Nancy Hildebrand at the Fort Langley National Historic Site.

The Langley Visitor Centre kicked off the summer season with a tour to some of our local attractions.

To really know the community you need to experience it, and for this reason this annual tour is so valuable.

The invitation to join in on the tour was sent out to front line staff in Langley & Vancouver accommodation providers, as well as select members of the Langley community and we were excited to have Michelle Fung, Guest Services Representative from the Holiday Inn Express Langley join the Tourism Langley team.

Thank you to the Fort Langley National Historic Site, Langley Centennial Museum, BC Farm Machinery & Agricultural Museum, Krause Berry Farm, the Greater Vancouver Zoo, Bob's Bar N' Grill, Domaine de Chaberton and Vista D'oro.... We had an amazing time!

[Click here to view the photos from this fun day!](#)

*The Familiarization tour was fantastic and very informative it gave me a sense of what the area has to offer. Being in the tourism industry I at times find it very difficult to suggest things to do for guests and their families, when I haven't had a chance to experience it myself. After this tour I am able to ensure that the guest will truly have an amazing time. It is beyond my imagination what the Greater Langley area has to offer and I encourage you to spend a day to experience it yourself. Whether you are visiting or being a tourist in your own city, you will definitely have a wonderful time.*

Michelle Fung  
Guest Service Representative  
Holiday Inn Express and Suite , Langley

## COMMUNITY INDUSTRY SUPPORT



Glen Abbott (middle) with members of the Langley HOG Chapter

Our thanks to Ingrid Barnes and Barnes Harley Davidson for their generous support in assisting travel writer Glen Abbott and Vancouver, Coast & Mountains tourism region. Glen was on assignment to capture a story on our region for the Harley Davidson (USA) Hog Magazine. The Langley HOG Chapter spent time with the writer,

including a short ride through Fort Langley to highlight the features of our geography and emphasize why this is an ideal destination for motorcycle touring. The featured content will also include recommended routes through the Coast Mountain, Sea to Sky and Scenic 7.

## BOARD OF DIRECTORS CHAIR ELECTED TO REGIONAL TOURISM BOARD

At the annual Regional Tourism Leaders Forum, John Aldag, Chair of the Tourism Langley Board of Directors was elected to the Board of Directors for the Vancouver, Coast & Mountains Tourism Region. The AGM and Forum was held May 31st to June 2nd in Squamish, B.C. where approximately 80 representatives of the tourism industry, including Tourism Langley, were in attendance. John Aldag has served on the Tourism Langley Board of Directors since 2008 and as Chair since 2010.

On June 16th, John Aldag became a recipient of Parks Canada's 2011 CEO Awards of Excellence. He was one of 28 individuals or groups recognized for their high level of excellence in their daily activities or special projects that were beneficial to their Agency. We congratulate John Aldag on his recent successes.

## SPORT TOURISM

On May 6th, Tourism Langley held an Advanced Sport Tourism Workshop. The workshop was presented by Tourism BC (part of the Ministry of Jobs, Tourism and Innovation) with the goal of assessing the community's sport tourism development to date and then to identify recommended actions to enable continued growth in sport tourism.

As a result of the session, a working group was formed and tasked with the responsibility to review the situational analysis which will act as a guide for future recommendations on how sport tourism may be further developed in the community and advise on the development of a strategic plan to grow sport tourism in Langley. The first meeting of the working group is scheduled for July 18th.

Executive Director Deborah Kulchiski is also part of the BC Sport Tourism Network working group and on June 27th participated in a workshop aimed at opportunities to enhance sport tourism in our province. Discussions included Tourism BC sport tourism programs to date, updates to the HostingBC website, and how to leverage with the Canadian Sport Tourism Alliance – Sport Events Congress, which will be held in Richmond, B.C. in April 2012.

Congratulations to Aldergrove Minor Hockey, who have been awarded the opportunity to host the 2013 International PeeWee Friendship Tournament. The tournament is held every 2 years, and teams from all over the world will be attending this two week tournament. The direct economic impact to the community is valued at over \$1.2 million.



## LOOK AT LANGLEY— EXPLORE OUR BACKYARD!

We are happy to announce the launch of **LOOK AT LANGLEY!**

Designed to offer visitors and locals alike a little incentive while visiting our community. The program was launched with some fantastic partners.

Looking to stay overnight? The Coast Cascades Hotel has a great Stay and Play Package, and the Holiday Inn Express offers relaxation with their Spa Utopia Package.

While visiting the community, the Fort Langley National Historic Site will take 10% off their regular admission and while in Fort Langley, be sure to go for high tea at Tracycakes... they are offering \$2 off High Tea for two.

And a stop to downtown Langley would not be complete without a stop at Frosting Cupcakery... show your Look at Langley card and get 10% off any baked good!

Check out our great new website [www.lookatlangley.com](http://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](mailto:chelsea@tourism-langley.ca) or 604.455.8855 for more information.



# VISITOR SERVICES / SOCIAL MEDIA UPDATE

## Facebook and Twitter

**1,623 Monthly Active Users**  
382 Lifetime Likes (74 more than last quarter)



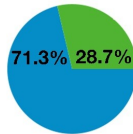
**1,945 Followers**  
(up 252 from last quarter)

<u>Top Fan Cities:</u>	<u>Top Fan Countries:</u>	<u>Top Languages</u>	<u>Largest User</u>
Langley 119	Canada 320	<u>Used to Access Page:</u>	<u>Demographics:</u>
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 **892 times** since April 2009. (**200 tweets** since last quarter)  
*@TourismLangley* has been mentioned **82 times** since last quarter.

## WEBSITE STATISTICS

**71.3%** are new visitors, and **28.7%** are returning visitors to our website.  
From April 1st, 2011 to June 30st, 2011, our **13,934** site visits came from **80 countries/territories** and **638 cities** across the globe.



Top Traffic Sources to the website come from: Google, direct, Bing, Yahoo, Tol.ca, Hockey-canada.ca, organic search, Facebook.com, Krauseberryfarms.com

There was a major increase in visitors accessing our site via mobile device for the first quarter of 2011 compared to the second quarter. Here's the top 5; iPhone (**603**), iPad (**266**), iPod (**94**), Android (**87**) and Blackberry (**52**)



There are **1,318 recipients** of the Fresh Sheet every Friday. There has been a total of **70 Fresh Sheet's** created and distributed to locals, visitors and businesses throughout the region from April 1, 2010 to June 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](mailto:christina@tourism-langley.ca) if you would like to be on this distribution list or would like to feature your event.

## VISITOR CENTRE



In our second quarter, we served over 1000 visitors to our centre. 1/3 of visitors are from out of town ( BC, Alberta, Europe) 2/3 are locals.

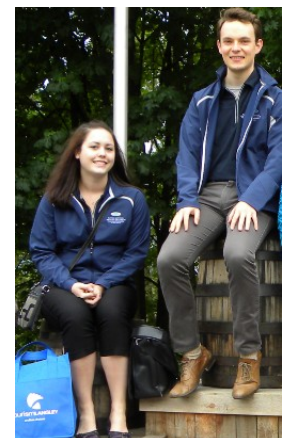
Most requested information: Attractions, accommodations and transportation services.

Visitor Services set up a satellite booth at the COPA AGM (Canadian Owners & Pilots Assoc). Over 400 delegates plus other guests, were in attendance at the Langley Airport bringing pilots to Langley from across Canada.

## MEET OUR NEW COUNSELORS!

**Matthew Shields** comes to us from his hometown of Maple Ridge, and is currently an undergraduate student at McGill University in Montreal in the Faculty of Arts, majoring in Geography and Urban Systems with an expandable minor in Anthropology and a minor in German language. Matthew is an enthusiastic team member who's German speaking ability and fabulous writing skills are an major asset to the Visitor Centre as well as our organization.

**Christine Shorter** is a native of Delta who has graduated in 2011 with her Hospitality Management Diploma from Vancouver Community College. Christine comes to us highly experienced in the customer service field as well as very knowledgeable about Langley and the local area. She has proven over the past month to be a valued and enjoyable member of the Tourism Langley team.



## TOURISM LANGLEY STAFF

### Deborah Kulchiski, Executive Director

deborah@tourism-langley.ca 604.455.8879

### Chelsea Forrester, Marketing Coordinator

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### Erinn Kredba, Project Coordinator

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### Christina Mynen, Visitor Services Coordinator

christina@tourism-langley.ca 604.455.8854

### Matthew Shields, Visitor Counsellor

Christine Shorter, Visitor Counsellor  
info@tourism-langley.ca 604.888.1477