



tourismLANGLEY

endless choices

Langley Highlights

Tourism News

Tourism Langley

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Fort Langley, BC V1M 2R5

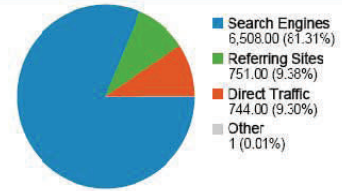
604-888-1477

info@tourism-langley.ca

Tourism Langley Launches Web Site: tourism-langley.ca

Officially launched just 5 weeks ago – Langley’s official tourism website is proving to be a valuable tool for both visitor’s and local residents. “We are extremely excited with the unique position and concept our site delivers and believe the site to be true to the spirit of our communities”, comments Laurie Braaten, Chair of the Tourism Langley Board of Directors.

Traffic Sources Overview



The site contains a wealth of information, incorporating our strong product image. Some of the more notable highlights include a comprehensive listing of upcoming events, designed with a hands-on approach for event planners to submit their events directly to Tourism Langley. In addition, it provides recommended itineraries, a travel blog, detailed listings of accommodation providers and information specific to a variety of market segments. The site is also designed to provide communication and information for industry stakeholders.

Traffic sources highlights to October 1st, found on the Google Analytics report indicate:

- 8,004 visits**
- 78.69% new visits**
- 3.04 pages per visit**
- 30.5% visited the home page**
- 3.5% viewed information on local attractions**

Country/Territory	Visits	Pages/Visit
Canada	7,218	2.98
United States	400	3.29
United Kingdom	56	4.43
Germany	54	3.43
Japan	35	3.71
Netherlands	22	6.50
China	20	3.95
Australia	20	3.60
Taiwan	16	3.75
Brazil	15	3.13

MARKETING MATTERS

PUBLICATIONS

Over the course of our visitor season, we have worked to identify additional tools to assist visitors and residents with their requests. While the Visitor Centre provides an array of resources and services for the travelling public, opportunities for expansion do exist.

Last month, Tourism Langley made application to Tourism B.C.’s “Community Tourism Opportunities Program”, - a program designed to assist communities in the development of tourism programs and projects. We were pleased to receive approval and funding support for the

design, development and delivery of four new publications aimed to target our identified markets. In the next several months, we will be working to produce:

Langley Activities Guide – a 4”x 10” racking publication providing information on local activities, attractions, accommodations and more.

Cuisine & Arts Guide – a guide designed to highlight the unique culinary and artistic experiences Langley has to offer.

Historical Guide – a publication designed to detail the distinctive historical areas of Langley, building on the momentum of BC150, and Langley’s heightened historical

awareness.

Langley Parks & Trail Guide – a comprehensive guide detailing information on hiking, biking and local parks.

Each distinctive project will also be key resources to support packaging opportunities, as well as consumer show distribution and fulfillment requests.

STORY STARTERS

Tourism Langley works closely with our regional and provincial marketing partners to get our stories out to the media. Media relations programs are one of the most cost-efficient forms of advertising as travel writers create

MARKETING MATTERS Continued...

the visitor experience. Please keep us up to date on your Festivals & Events, new and exciting things that are happening in your business, or even if there is an interesting character or place that makes your tourism business unique. Call, or submit direct to info@tourism-langley.ca

TRAVEL TRADE

On August 13th, we successfully hosted the Vancouver, Coast & Mountains Tourism Association FAM. There were 6 marketing specialists who experienced an introduction to the culinary experiences that Langley has to offer. They included tastings at A Bread Affair, Dead Frog Brewery, Two Bie Farms and lunch at JD Farms. The evening wrapped up with an amazing dinner hosted by Angie Quaal of Well Seasoned and Chef Jason Gilron. This resulted in a request for Tourism Langley to play host to

a 2nd FAM on September 23rd to Tourism B.C. when 7 tour operators/managers representing the Asian-Pacific market included Langley on a 2 day introduction to product in the Fraser Valley.

ACTIVITY UPDATE

With our big purple tent and display booth in tow, Tourism Langley has represented our communities at a variety of activities these past few months. We had a presence at the Langley Good Times Cruise! In, BBQ on the Bypass, and most recently at EAT! Fraser Valley, where over 10,000 people were in attendance.

MARKETING OPPORTUNITIES PROGRAM

We are currently developing our 2009 Tourism Marketing Opportunities Program. This program will be a detailed insight to

the marketing objectives and strategies of Tourism Langley, highlighting the scheduled activities and listing of marketing programs and cooperative opportunities. This program will be available for distribution in January, 2009 with the purpose of assisting our industry stakeholders in the development of their own marketing plans.



Fall Events

13th Annual Cranberry Festival

October 11

In Langley, we love to celebrate the Cranberry. The Village of Fort Langley hosts the 13th annual event featuring a scrumptious pancake breakfast, large marketplace, canoe regatta, BMX stunt show, mini golf, entertainment, activities, contests with prizes and of course, cranberry sales. At the Historic Site, you will find a cranberry-packed weekend of activities for the young and the not-so-young including games, challenges, stories, cooking, and more. Take the free shuttle to the Fort Wine Co. for harvest tours.

Western Canadian Rowing Championships

October 18

Fort Langley's Bedford Channel will be the site of the inaugural Western Canadian University Rowing Championships hosted by UFV. The Western Canadian University Rowing Championships are expected to draw university teams from provinces west of Ontario including all B.C. universities with rowing programs. Boat categories range from men's and women's singles to up to eight rowers in a boat.

Voyageur Fraser River Paddle

October 18

9:30am-11:00am. Travel in a 10-person Voyageur canoe guided by the Fort Langley Canoe Club for a unique paddle on the Fraser River! PFD's, paddles and instruction provided. No experience required. Registration prior to Oct. 16. Space is limited. Call LEPS at 604-532-3511. Cost: \$10.

Ghost Walks

October 18 - October 26

Join us for our 2nd annual Ghost Walks Tour. Starting at the Fort, your costumed guide will take you on a chilling historical tour of Fort Langley Village where the tales of long dead residents come alive. Watch your back though! So mesmerizing are the stories, that the ghosts have been known to follow along too! Warm up at the end with hot chocolate and treats.

*Fort Langley National Historic Site
604-513-4777*

Nicomekl Hatchery Tour

October 19

(10:00am-12:00pm) See the egg incubation room, cap troughs and fish condominiums! Join the Nicomekl Enhancement Society and learn how a salmon hatchery works. Stroll along their boardwalk

and enjoy views of the river. Refreshments provided. Tours are approx. twenty minutes. Registration required. Call LEPS at 604-532-3511. Nicomekl Hatchery, 5263-232 Street. FREE!

Canadian University Rowing Championships

November 1 - November 2

University teams from all across Canada will converge on Bedford channel for a chance at glory. Come out and watch as the best in rowing compete in categories ranging from men's and women's singles, to eight rowers per boat.

CIS Women's Soccer National Championship at Trinity Western University

November 6 - November 9

Trinity Western University and Spartan Athletics host the top 8 CIS Women's University Soccer teams in the country right in your own backyard! From November 6-9 come out to support your Spartans and watch the best university soccer in the country. Come rain or shine as there is covered seating, entertainment for the kids, prizes, and more! *Trinity Western University- 7600 Glover Road. Contact Carol Hofer at: 604-888-7511 X3775*

BC Birthday celebrations - Victorian parade and Victorian costume Dance

November 15

Non-motorised Victorian parade through the Village begins the celebrations at 1.30 pm followed by official ceremonies, and fun stories with hot chocolate around the bonfire inside the Fort palisade. In the evening a Victorian Grand Ball will allow people to show off their mid nineteenth century garb and relive that era through the dances and frivolity of the period.

Douglas Day

November 19

(10am to 5pm) Our big day! BC turns 150 years old today, and it all started right here. On November 19th, 1858 Governor James Douglas read a proclamation in Fort Langley's Big House declaring the territory a British Colony. Celebrate with us the birth of British Columbia at Fort Langley. Enjoy the BC 150 theatre presentation, tours, and more! *Fort Langley National Historic Site 604-513-4777*

Submit your events to:
info@tourism-langley.ca

Sponsorship Review Program

Events play a major role in showcasing a community, while contributing to the quality of life, cultural identity, and local economy. Community event organizers and Tourism Langley share a common goal of attracting visitors to our community. To assist in increasing our overall tourism industry capacity, Tourism Langley has developed a sponsorship program, designed to provide support to events hosted in the Langley's. Detailed information on the sponsorship program can be found on our website at www.tourism-langley.ca/stakeholder or call Tourism Langley at 604-888-1477.

Circle Farm Tour Marketing Update

The CFT regional group submitted a proposal to the Community Tourism Opportunities program that provides funding to leverage marketing dollars on a cost share basis. The CFT group was able to secure funding of \$8,842 which represented almost 60% of the project costs. These funds are being used to purchase space in the VCM 2009 Travel Experience Guide - Food & Wine section, Granville Magazine (4 issues), Vancouver West Ender inserts, and rack card distribution in local ESL schools, universities and colleges, as well as Travel Cuts and the Waterfront Seabus.



TOURISM TID BITS

2010 Tourism Website - Tourism BC is developing a website intended to target spectators to the 2010 Games. Only 30 communities in British Columbia will be featured, and **Langley** has been selected as one of those communities! We are currently working with Tourism BC to provide the overview and images that will reflect the endless choices of the Langley's.

2008 Eco Tourism Conference - October 27 to 29th, Vancouver will play host to the **Ecotourism and Sustainable Tourism Conference**. Over 500 industry leaders from Canada and the U.S. are expected to attend. The goal of the Conference is to utilize strategies and promote effective change for environmentally and economically sustainable communities. On October 26th: "Wineries, Herb Farms and First Nations Culture", a pre-Conference FAM trip has been developed to showcase some of the successful locally owned and operated specialty farms in our region. For further information, visit www.ecotourismconference.org

"Make Your Mark - For a BC Park"

In keeping with B.C.'s 150th celebrations, BC Parks recently announced an opportunity to contribute to the enhancement of

our provincial parks by creating legacies and memories. Members of the public are encouraged to commemorate in projects such as a tree-planting, or sponsorship in benches or picnic tables. Sponsors are recognized on the BC Parks Website and a bronze plaque. Interested parties can access sponsorship opportunities at www.bcparks.ca - "Make Your Mark - for a BC Park" link.

2010 TICKETING—It's official! Phase I of ticket requests for the Vancouver 2010 Olympics has now begun! Canadian residents have from now until November 7, 2008 to submit an online ticket request. (Offline payments must be postmarked by October 29th). For further information, visit www.vancouver2010.com



Tourism Langley At the Cruise-in.

SuperHost® Workshops

TOURISM LANGLEY is excited to announce the following schedule for the delivery of Tourism B.C.'s internationally recognized and highly regarded workshops:

SuperHost® - Fundamentals

This workshop is designed to provide service professionals with the skills and knowledge they need to provide excellent service. It also encourages participants to feel

a sense of personal pride and commitment to their work in the tourism industry.

Date: Monday, October 27, 2008
Place: Coast Cascades Casino & Hotel - Bedford Room
Time: 9:00 am to 5:00 pm
Cost: \$55.00 per person

SuperHost® - Customers with Disabilities

This is an introductory workshop designed to provide service professionals with the skills and knowledge to serve customers

with disabilities. It provides practical advice and language for serving customers with disabilities.

Date: Monday, November 3rd, 2008
Place: Coast Cascades Casino & Hotel - Bedford Room
Time: 1:00 pm to 4:00 pm
Cost: \$35.00 per person



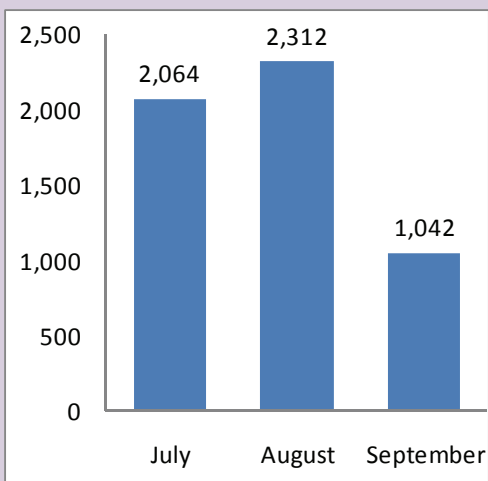
Space is limited. Please call 604.888.1477 to reserve. Each workshop includes workbook, instruction, pin and certification.

Visitor Centre Statistics

The Visitor Centre has been open 5 days a week as of September 1st, and the volunteers have returned from the summer break to assist in the Visitor Centre.

In the months of July, August and September there were a total of 5048 visitors. As the kids go back to school, we see a rise in the European visitors, and many of them are looking to stay in the community to return rental RV's and catch a flight home.

Our largest group of visitors came from BC (39%), followed by locals (30%) and Europeans with 16%. U.S. visitors accounted for 3%.



National Outlook

The Canadian Tourism Commission unveiled a report this month titled "Canada's Tourism Industry; Industrial Outlook" which focuses on the latest national travel trends and predicted effects on travel both to and within Canada. While overseas travel to Canada has increased this year, it is not expected to offset the declines in the U.S. market. Growth is expected to turn positive in 2009, however, B.C. tourism businesses will remain the most profitable as a significant upswing in the industry will be experienced by 2010. The complete report can be found on www.corporate.canada.travel

From an article in the Vancouver Sun: "With the challenges being experienced in the Tourism Industry it is important to use basic marketing principles -- known as the "four Ps" -- product, price, place and promotion. The product must deliver a satisfying experience. The price has to be right. Promotion must be appropriate and not oversell the attractions, which would lead to disappointment. And the place must provide ready access such that no opportunities to serve visitors are lost."

MARK YOUR CALENDAR , and show your support at Tourism Langley's first AGM, scheduled for Thursday, January 15th. Details for the event will be posted at a later date.

Volunteer Spotlight—Freda Parsons

Freda Parsons Has been a volunteer with the Visitor Centre for 6 years.

Freda began her volunteering after stopping in the centre with a friend to enquire about Langley trail maps. As she was chatting with the travel counsellors, Freda expressed how interesting it must be to work in the centre. Next thing she knew... she was enrolled in the Visitor Centre Counsellor training program and became a volunteer herself!

Freda enjoys learning more about British Columbia every time she comes into the centre. "Meeting and interacting with people from all over the world is very rewarding, and I enjoy helping people find out the activities and pleasurable things to do in BC".

Volunteers are an important part of Tourism Langley and gave us over 400 hours of their valuable time to date, providing information to Visitors both in the centre as well as at events in the community. Volunteers helped at the Langley Cruise-in, BBQ on the Bypass as well as the Eat! Fraser Valley Show.

If you are interested in volunteering, contact Kristina Gervais at 604-888-1477



Langley Map

Tourism Langley has recently produced a new Langley tear-away map pad. The maps are larger than in the past at 11X17, and include the lower mainland on the reverse side.

If you would like a supply of these maps, please stop in at the Visitor Centre and pick up a supply.

Board of Directors

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Tourism Langley

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