



**For Immediate Release**  
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## **RESULTS OF TOURISM VALUE TO LANGLEY STUDY RELEASED**

**Langley, B.C.** A recent study commissioned by Tourism Langley and conducted by the Chemistry Consulting Group of Victoria, B.C. brings to light the significant contributions the tourism and hospitality industry has in the Langley area.

The purpose of the study is to raise awareness of the value of tourism to the local economy while identifying areas of growth since a similar study was conducted in 2010. Using existing secondary source information, 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.

Based on 2012 data, highlights on the findings of this study indicate that there is an estimated 287 tourism-related properties in the Langley area, with an assessed value of \$715.6 million. This was an increase of 3.6% in the number of properties, and 10.6% in total assessed value compared to findings in 2010. Tourism-related property tax revenue associated with these properties is estimated at \$3.89 million, an increase of 5.1% from 2010. Tourist accommodation room revenue also increased by 4.8%, generating \$17.2 million in room revenue in 2012.

Demand indicators; data relating to the visitors who come to Langley, determined that approximately \$53.6 million was spent by overnight visitors. Of this total, it is estimated that \$13.9 million benefited the food services sector, \$10.2 million benefited the retail sector, \$7.5 million benefited the transportation sector, and the remaining \$4.9 million benefited the recreation/entertainment sector. This represents an overall increase in 4.7% compared to 2010.

"It is important to recognize how the local tourism industry influences other industries," comments Teri James, Chair, Tourism Langley Board of Directors. "While the study identifies the significant impact tourism contributes to Langley, we are also pleased to determine how the industry has shaped growth in our communities in recent years."

"Assessing the contributions of the tourism industry enables our organization to prioritize opportunities and have a more informed approach to our tourism planning, development and marketing", adds Deborah Kulchiski, Executive Director, Tourism Langley. "The data is a valuable resource as we align and position the tourism sector for continued growth."

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