



Mayor & Council
Township of Langley
20338- 65 Avenue
Langley, B.C. V2Y 3J1

October 25, 2016

Dear Mayor Froese & Council,

By way of introduction, my name is Jim Humphrey and I am chair of the Tourism Industry Association of British Columbia (TIABC), a membership-based organization that advocates for over 40 destination marketing organizations (as well as sectors & operators that represent close to 3,000 businesses) in BC including Tourism Langley.

It has come to our attention that the Township of Langley intends to assume responsibility for tourism marketing in place of the current structure managed by an independent, industry-led board and staff.

As you are aware, Tourism Langley's work has led to five consecutive years of growth for Langley tourism operators adding significant economic impact to the community, along with jobs and investment in tourism products and services. What's more, the organization is a recipient of the BCDMOA *Professional Excellence Award* and accomplished international accreditation through DMAI and DMAP within its first five years of operation. Suffice it to say, the delivery model for tourism marketing works exceptionally well with Tourism Langley operating in a cost-effective, transparent, professional and accountable manner.

At a recent board meeting, TIABC passed a resolution to affirm that the role of community-based tourism marketing should be left to an industry-led, performance based eligible entity such as a destination marketing organization like Tourism Langley, in cooperation with local accommodation providers, tourism operators and government through a service agreement.

In our view, the Township of Langley would be best served leaving the existing arrangement intact. We urge you to rethink the path that you're considering to ensure Langley's visitor economy remains vibrant, sustainable and on its current path of annual growth.

Best Regards,

A handwritten signature in cursive script that reads 'Jim Humphrey'.

Jim Humphrey
Chair, TIABC Board of Directors

Cc: Hon. Shirley Bond, Minister of Jobs, Tourism & Skills Training
Hon. Peter Fassbender, Minister of Community, Sport & Cultural Development

Mayor Ted Schaffer, City of Langley

Teri James, Executive Director, Downtown Langley Business Association

Marsha Walden, CEO, Destination BC

Walt Judas, CEO, TIABC

James Chase, CEO, BC Hotel Association