



For Immediate Release
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TOURISM LANGLEY DELIVERS ANNUAL HIGHLIGHTS AND COMMUNITY RECOGNITION

Langley, B.C. It was a significant and very successful year in tourism for Langley as reported by the Tourism Langley Association at their AGM on April 7th. Held at the Cascades Casino Resort to an audience of approximately 60 members and community stakeholders, the tourism industry gave reason to celebrate noteworthy achievements and deliverables in 2015.

Strengthening current and creating new partnerships, collaboration, leveraging funds and the new era in visitor servicing methods was the common theme in speeches delivered by both the Chair and Executive Director of the organization.

Teri James, Chair of the Tourism Langley Board of Directors addressed how the Board and staff continue to make important adjustments to ensure the priorities in the tourism plan are delivered. This included positioning the organization to enable alignment with provincial and regional marketing opportunities while meeting the ever changing trends from consumers and travelers. “As a result of our partnerships, we have been acknowledged by our peers and industry colleagues as leaders in visionary approaches to initiatives and campaigns in the areas of visitor servicing, marketing and destination development”, she stated.

Executive Director, Deborah Kulchiski referred to the 2015 refreshed strategic plan which better positioned the organization and as a result strengthened and broadened the appeal of Langley to the consumer by investing in new marketing initiatives that included increased marketing efforts in the Pacific Northwest as well as building upon opportunities in travel trade and media.

Later in the program, Tourism Langley recognized Sandy Dunkley with the 2015 *Lifetime Excellence Award* which pays tribute to an individual or business that has made a significant contribution to the tourism and hospitality industry. Sandy’s nomination reflected how this enthusiastic ambassador has become a well-known volunteer in the Langleys. Her passion for community spirit and dedication of thousands of hours has resulted in the success of numerous events in the past several years.

The stage was shared by Jane Tidball and Chris Pack from Thunderbird Show Park as they accepted the 2015 *Event of the Year Award* on behalf of the Longines FEI World Cup which drew over 75 international horses competing and over 35 individually competing from 8 countries in the world cup events. Thunderbird Show park had over 4,500 spectators and 2,500 exhibitors at the inaugural event.

Lelem Arts & Cultural Café celebrated with employee Keifer Sampson as he was recognized with the *Shining Star, Customer Service Award*. This award paid tribute to the many guest comments received about their exemplary employee who performed above and beyond expectations in 2015. “He is a constant professional who takes pride in everything he does”, complimented Brenda Fernie, COO and VP for Seyem’ Qwantlen Business Group.

One of the main orders of business was the election of officers to the 2016 Board of Directors. New to the Board is Maggie Amirani, General Manager for the Best Western Plus Country Meadows filling a vacant seat in the accommodation sector. Returning to the Board for a two-year term are Melissa Banovich (Heritage, Arts & Culture), Jason Froese (Attractions), Taylor Henderson (Sport) and Sarah Legace (Accommodations). They will join Teri James, (Retail and Other), Sylvia Jung (Accommodations), Jeff Leung (Accommodations) and Karen Long (Food and Beverage). Appointed for one year terms are: Councillor Petrina Arnason (Township of Langley) and Councillor Gayle Martin (City of Langley).

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Media Contact:
Deborah Kulchiski
Executive Director, Tourism Langley
Ph: 604.371.1477
Cell: 604.802.9488