



PRESS RELEASE

TOURISM LANGLEY RESPONSE TO TOWNSHIP OF LANGLEY'S EXPLORATION OF TOWNSHIP-CENTRIC TOURISM INITIATIVES

For Immediate Release

November 2, 2016

Langley, BC – Tourism Langley would like to encourage the Township of Langley to re-evaluate their decision to support Tourism Langley and recognize the positive working relationship the organization has within the Langleys.

At the October 18, 2016, Tourism Langley Board meeting, the Board of Directors was notified by the Township of Langley, in writing, of their decision to commence exploring the opportunity to create a tourism entity with a focus on Township-centric tourism initiatives. The notification was surprising given Tourism Langley was in the final stages of completing its five (5) year renewal application to Destination BC and the Ministry of Finance.

While this decision is within the Township of Langley's authority, Tourism Langley would like to affirm its dedication to the Langleys by referencing the last nine (9) years of its operation. Tourism Langley has been a positive experience for both Langleys as it has helped to identify, evolve and promote the Township of Langley and the City of Langley tourism products as well as continue to build and maintain strong working relationships with all of our stakeholders at national, provincial, regional and local levels.

Tourism Langley Board Chair, Teri James noted that "Tourism Langley's centralized tourism marketing entity has been recognized for the value that the tourism industry brings to the community, as an experienced Destination Marketing Organization (DMO) with specialized staff trained in tourism development and marketing. The current model under the Tourism Langley brand provides the best overall support and recognition for our stakeholders as it is cost-effective with proven results".

Tourism Langley has created a robust and respected brand in the tourism community, and we are confident we can continue to deliver vibrant tourism marketing, programs and projects on behalf of the Langley's accommodation sector and local businesses now and in the future.

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