



December 14, 2015

TOURISM LANGLEY UNVEILS MOBILE VISITOR SERVICES

Langley, B.C. – There is something new and exciting travelling the streets of Langley and the Fraser Valley – *Ask Langley to Go*. The mobile visitor services vehicle made its first appearance on Saturday, December 12th in the Aldergrove Christmas parade, much to the delight of local residents.

The specially adapted, Tourism Langley branded *Ask Langley To-Go* is a mobile information unit that has started travelling the lower mainland and will be stationed at events, high visitor traffic areas and anywhere else in the community that it is needed to welcome and meet visitors and locals who may need additional information or answers to questions about Langley.

The three tiered concept was first introduced at Tourism Langley’s AGM earlier this year, when the organization presented their plans to implement a new, refreshed and innovative visitor servicing model that would be more effective in meeting the demands and expectations of today’s visitor. The transition included introducing methods to serve visitors via the digital space, investing in a new, user friendly, inspirational website and the recently added, on-the-ground visitor servicing vehicle. This new approach focuses on supporting residents and visitors with information on an “as needed”, “on demand” basis, as well as by increased online visitor engagement and shared experiences of their time in Langley.

Today’s traveler is digitally-minded and the information needs and expectations of today’s visitor – before, during and after their visit is distinctly different from those just a few years ago. Visitors now readily obtain information online, via social networks and navigate through mobile multimedia devices. Additionally, they tend to seek information where they are. While this model is unique to the lower mainland, globally there has been a trend for communities to move away from the traditional bricks and mortar centres. As a result, Tourism Langley served as a business case study for Destination BC this year, the results now shared with approximately 132 communities in B.C.

“In recent years, we have been experiencing firsthand the new trend of visitors and potential visitors who are using our on line platforms to access information about Langley”, comments Deborah Kulchiski, Executive Director, Tourism Langley. “With our modernized ease of access to information services, we are now able to develop a more personalized level of engagement and better assist Langley residents and visitors at events and public spaces where there is visitor traffic”.

The mobile visitor information vehicle will be manned by informed Tourism Langley ambassadors and will be well equipped with brochures, maps and other pertinent information about the local area as well as our region and province. Whenever possible, the vehicle will be complimented by an attractive chill-out area and offer free Wi-Fi to all visitors engaging with the vehicle. Local interest groups and event organizers are encouraged to contact Sarah, Visitor Experiences Specialist at AskLangley.ca to book attendance and community support.

-30-

Media Contact:

Deborah Kulchiski, Executive Director
Tourism Langley
604.371.1477 or 604.802.9488