



For Immediate Release  
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## **TOURISM GROWTH IN LANGLEY CONTINUES FOR FOURTH CONSECUTIVE YEAR**

**Langley, B.C.** Recent indicators from many local tourism related businesses as well as visitor services statistics have aligned favorably to report another strong visitor season to date. This would mark the fourth consecutive year that Tourism Langley has observed growth, in particular the increase in overnight stays for local accommodation providers and the number of visitors we have greeted in our communities.

The introduction last fall of a new and modernized visitor services model that includes a stronger online presence and mobile information unit has ensured the ability to deliver a more personalized level of engagement while better assisting visitors and Langley residents at events and public spaces where there is visitor volume. As a result this year, during the peak travel months of May through to August, Tourism Langley exceeded expectations, connecting with approximately 2600 visitors during this period. That's an increase of 117% compared to 2015 where Tourism Langley greeted approximately 1200 visitors during the same period.

Local accommodation providers are also boasting robust and at times historical outcomes to date; most recent figures indicate a growth of approximately 10% in occupancy and 15% in revenues compared to the same 2015 time frame. Additionally, Langley attractions such as the Fort Langley National Historic Site have reported a significant increase, welcoming an additional 5000 visitors during the summer months. The continuous growth pattern can be attributed to several factors including the strong US currency, an increased interest in Langley products and services from new markets including Japan and China as well as capitalizing marketing efforts to reach travellers who have positioned our region as a desirable place to visit.

“The spinoff from a healthy local tourism industry directly impacts local businesses and services such as hospitality, retail and events”, comments Deborah Kulchiski, Executive Director for Tourism Langley. “It supports our local economy, offering people more employment opportunities, which often leads to our communities becoming a desirable place to live”.

Confidence in the local tourism industry has also resulted in the opening of several new businesses, business expansion and niche product offerings that provide the destination

marketing organization with more reasons for visitors and local residents to explore and experience Langley. The forecast for the remainder of 2016 remains extremely promising, as Tourism Langley prepares to launch their newest campaign, aimed at increasing visitation to the communities during the shoulder season.

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