



For Immediate Release
March 27, 2015

TOURISM LANGLEY DELIVERS ANNUAL HIGHLIGHTS AND COMMUNITY RECOGNITION

Langley, B.C. Tourism Langley held their AGM on March 26th at the Cascades Casino Resort to an audience of approximately 40 members and community stakeholders and based on the reported deliverables, 2014 signified a very successful and pivotal year for the organization and the tourism industry in Langley.

Strengthening partnerships, collaboration and the new era in visitor trends including the methods of visitor servicing was the common theme in other delivered speeches.

The evening was highlighted by guest speaker Helen de Faye from Destination *Think!* who informed guests on the evolution of destination marketing, social media trends, the value of storytelling and how it has influenced today's traveler. Her message segued to the innovative "*Ask Langley*" online visitor serving model Tourism Langley has recently implemented.

Teri James, Chair of the Tourism Langley Board of Directors for 2014 addressed how the Board and staff have made significant adjustments to ensure the priorities in the tourism plan were delivered. This included positioning the organization to enable alignment with provincial and regional marketing initiatives while meeting the ever changing trends from consumers and travelers.

Later in the evening, Tourism Langley recognized Driediger Farms with the *2014 Lifetime Excellence Award* which pays tribute to an individual or business that has made a significant contribution to the tourism and hospitality industry and has committed to attracting and increasing the number of visitors to the Langley's as a destination. Rhonda Driediger reflected on changes her family has experienced during their 50 years of operation including the benefits of participating in tourism related campaigns developed by Tourism Langley such as the successful Circle Farm Tour program.

The stage was shared by Mike Robinson as he accepted the award on behalf of the Aldergrove Fair Days as 2014 *Event of the Year Award*. Celebrating a remarkable 103 years, the event has grown from a small agriculture fair to a showcase of the agricultural roots of our communities and region and draws locals and visitors for the 3 day event.

New to the industry awards was the recognition of community *Shining Star* Michelle Fung. The Customer Service Award recognized the Guest Services and Catering Coordinator from the Holiday Inn Express & Suites as a result of guest comments regarding her determined ability to perform above and beyond in 2014. Her positive zest for customer service and community pride exemplifies a tourism

champion and one of the reasons why visitors will return to Langley”, commented Deborah Kulchiski, Executive Director of Tourism Langley.

One of the main orders of business was the election of officers to the 2015 Board of Directors. Returning to the Board for a two year term are Teri James, (Retail and Other), Sylvia Jung (Accommodations), Jeff Leung (Accommodations) and Karen Long (Food and Beverage). They will join Melissa Banovich (Heritage, Arts & Culture), Sara Boswell (Accommodations) Jason Froese (Attractions) and Taylor Henderson (Sport). Appointed for one year terms are: Councillor Petrina Arnason (Township of Langley), Councillor Gayle Martin (City of Langley), and Claude Choquette (Greater Langley Chamber of Commerce).

-30-

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