



FOR IMMEDIATE RELEASE

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### **Tourism Langley Announces Switch to Online Visitor Services**

**Langley, B.C.** Tourism Langley is excited to announce the launch of their innovative online visitor services program. On March 15, Tourism Langley shifted focus to servicing the visitor online and better empowering local businesses to assist guests visiting Langley and the Fraser Valley.

As the information needs of the visitor continue to change on a global scale, Destination Management Organizations must adjust and evolve accordingly within their communities to enable increased engagement and reach. Tourism Langley's online visitor services model is designed to align with Destination British Columbia's increased efforts in digital marketing and as a result, will be better equipped to prepare for today's visitor and emerging trends. This new approach will also allow the organization to better support their partners and local businesses by referring and highlighting them more efficiently and responsively.

Although the change will mark the closure of its visitor centre, the transition to online means that Tourism Langley can fully focus efforts and resources on enriching the experiences of prospective and current visitors as well as investing more resources into stakeholder development and support. Staff now *proactively* seek out potential guests in the trip-planning phase to help educate and assist in booking and itinerary planning. Questions are answered in real-time via "social listening" on sites including Twitter, TripAdvisor and Instagram. The bureau will also remain active offline and increase their presence for key community events.

Langley is a unique destination as it possesses a wide range of established and highly specialized tourism products. Along with these products is a story of the people who have brought them to fruition. In order to properly tell their stories, a platform must be in place for conversations. The online services model will essentially become that conversation of Langley's tourism products and the people behind them.

"As our organization adapts to the changing travel and tourism landscape, Tourism Langley has realized a need to reach visitors beyond the traditional means of the counter at a visitors centre," says Teri James, Chair of the Tourism Langley Board of Directors. "By transitioning to an online visitor centre, we can better improve the guest experience throughout their planning process, during their trip, and even after they return home," notes Deborah Kulchiski, Executive Director.

Tourism Langley is a Destination Management Organization (DMO) and not-for-profit society, governed by an independent Board of Directors mandated to deliver effective marketing strategies that will generate increased visitation, extended stays, more revenue and increased daily expenditures for businesses in the Township and City of Langley. Local tourism industry businesses are encourage to attend the Tourism Langley AGM, Thursday, March 26<sup>th</sup> at 5:30 pm, Coast Cascades Hotel & Convention Centre, where details to the new business and strategic plan will be delivered. For more information, contact:

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