



# TOURISM langley

Designated Recipient: Township of Langley  
Designated Accommodation Area: Township of Langley  
Date Prepared: October 2023  
MRDT Repeal Date: November 1, 2027  
Five-Year Period: November 2022 – November 2027

## Section 1: Overview + Update to Five-year Strategic Business Plan

### Strategic Direction

As identified in the recent development of the five-year strategic plan, Tourism Langley's vision and mission statement are as follows:

- Mission | "To facilitate and promote high quality tourism experiences that are of interest to visitors, in partnership with the community, stakeholders and other tourism organizations."
- Vision | "Tourism Langley is committed to growing tourism in a sustainable manner."

Over 2024, Tourism Langley will work with the Board of Directors, the Township of Langley and community and marketing partners to further develop and refine the Mission and Vision to be more tangible and meaningful, and fully aligned with new opportunities available through the Township of Langley.

The key goals of Tourism Langley for the period of November 2023 to 2027 are:

1. Increase marketing and destination development opportunities and funding to \$650,000 by 2027
2. Grow room revenue by an average rate of 9%/year between 2023 and 2027
3. Expand the Township of Langley's sport-hosting event calendar by the addition of 4-6 events on an annual basis by 2027
4. Increase visibility and profile for the importance of the visitor economy to the Township of Langley.

To realize these key goals, Tourism Langley must: 1) strengthen their position relative to regional competitors; 2) work with accommodation partners on visitor dispersion opportunities; 3) complete a comprehensive audit of existing sport tourism assets and events and; 4) increase brand awareness within identified key target markets.

### Key Learnings + Conclusions

In 2023, Tourism Langley made excellent progress with increasing brand awareness of Langley as a destination through strategic media buys and consumer focused asset development. However, it highlighted the need for a comprehensive brand strategy and development project to align internal and external team members behind the same messaging and campaign strategy.

Relationship development is ongoing with local First Nations and will take time to engage and build these connections for future collaboration respectfully and thoughtfully. It has become evident that this is not a process that can be rushed, and timelines may vary depending on the stage of tourism product development.

To develop sports tourism and disperse visitors and events to off-peak months, communication and alignment between key partner groups is needed. Event hosting and accommodation partners require further support from Tourism Langley to synchronize calendars and evaluate potential opportunities.

Visitor servicing saw a successful peak summer season, with the hiring of a dedicated staffer for weekends to meet the demand and offered pop-up visitor servicing in key areas, supplemented by ongoing support for key events.

Township of Langley hotels saw high occupancy levels through peak months, which created a challenge with accommodation for events and a significant amount of business was referred to surrounding communities. An ongoing challenge is balancing demand from events with hotel availability. The TransMountain Pipeline is scheduled to be completed by Q4 of 2023, and workers will no longer be using a significant amount of hotel inventory; the impacts of this are not yet clear.

Film tourism received an unplanned boost towards the end of 2023 with a collaboration between Metro Vancouver DMOs and the Creative BC and the Motion Picture Production Industry Association of BC. The communities and associations have joined forces to leverage the potential economic benefits of film tourism in the province.

In 2023, Tourism Langley was the successful applicant for a \$1M grant through the BC Destination Development Fund to further support the development of an exciting new development project, Salishan Place by the River, Fort Langley's new arts, culture, and heritage facility being developed in partnership with ᑕᐱᑖᑦᑦ(Katzie), ᑕᐱᑖᑦᑦ(Kwantlen), Máthkwi (Matsqui) and se'mya'me (Semiahmoo) First Nations. The grant will allow for the acquisition and installation of immersive, leading-edge audio-visual equipment.

#### Overall Goals + Objectives:

The overall strategies in the five year plan remain the same, and given the key learnings from the past year, the following specific goals and objectives will inform the 2024 tactical plan:

1. Strengthen Langley's regional positioning, and answer the question "Why Visit Langley?"
2. Develop a clear brand identity and build brand awareness of Langley as a destination with identified target markets.
3. Disperse conference and sport visitors to off peak seasons.
4. Develop and market unique-to-Langley leisure visitor experiences to target business and sport travellers.
5. Further develop and establish strategic partnerships with regional DMOs and marketing partners.

#### Strategies:

##### FOCUSED DESTINATION MARKETING

Focused destination marketing by Tourism Langley will build brand awareness within Metro Vancouver, extend length of stay for existing visitors, and develop potential new markets for overnight stays. This can be achieved through experiences and themes that celebrate family and friends, festivals and events, equestrian activities, agritourism, and food and libations

including wineries, breweries, and spirits. The significant sports infrastructure of the Township represents an opportunity for market development and extended stays.

Focused destination marketing of the Township will contribute to the following KPIs:

- Growing volume of overnight visitation
- Extending length of stay
- Extending seasonality of visitation
- Increasing stakeholder revenues and growing sector's economic impact for the Township
- Increasing industry partners and stakeholder participation
- Increasing yield (spend per visitor)
- Levering marketing investments with financial support from partners

The following objectives are recommended in support of focused destination marketing:

1. Increase brand awareness for the Township within Metro Vancouver
2. Increase emphasis and investment on sport tourism with local stakeholders and partners
3. Build a sustained presence for the libation winery/brewery/distillery niche market within Metro Vancouver
4. Strengthen Tourism Langley's digital presence with more product, imagery, and experiences
5. Continue collaboration with Fraser Valley for long-haul marketing. That would include cooperative programs in Alberta, US border states, and other BC
6. Incorporate film and television product, stories, locations, personalities, and film itineraries into the website
7. Consider the development of a new asset package focussing on Langley as the "Gateway to the Fraser Valley"
8. Consider a digital affiliate relationship with a company such as Viator to support attraction sales
9. Consider working with the alumni associations at Kwantlen Polytechnic University and Trinity Western University to develop a co-branded print and digital asset piece for student orientation that will be distributed through university channels

## RESPONSIBLE DESTINATION DEVELOPMENT

Destination development will lay the groundwork for the development of future product and experiences in the Township to attract new visitors. Investment in this context is used as a catalyst to support initiatives that are aligned with the values of the Township and represent substantive opportunities for future economic impact. Investments are strategic by nature as it may take several years to build awareness within tourism markets. Destination development aligns with values and themes that are also important to residents and represent new opportunities for visiting friends and families.

Destination development in the Township will contribute to the following KPIs:

- Growing volume of overnight visitation
- Extending length of stay
- Increasing industry partners and stakeholder participation
- Diversifying experiences for both visitors and residents
- Extended seasonality of visitation
- Increasing stakeholder revenues and growing sector's economic impact for the Township

The following objectives are recommended in support of responsible destination development:

1. Develop multiple itineraries by theme and duration (half day, full day, multiple days)
2. Continue dialogue with Indigenous Nations on inclusion and product development interests and opportunities in the Township
3. Create a film/tourism working group and develop a cooperation agreement with the Township and industry to support film and tourism collaboration (linked to objective #1.6 under Focussed Destination Marketing)
4. Explore potential for on-site visitor servicing to support festivals and events, such as tournaments and competitions at Langley Events Centre, Thunderbird Show Park, etc.
5. Explore opportunity to collaborate with Tourism Abbotsford in theming and advertising the concentration of libation (wines, beers, and spirits), cycling, and nature-based tourism in the region
6. Consider a dedicated funding resource to attract, support, and develop specific events in the Township
7. Research and economic impact support for events and festivals that host visitors to Langley in exchange for anonymized customer information

8. In consideration of Tourism Langley's role as an advocate for the visitor economy and with the additional focus on management and responsible tourism practices, change the operating name of the organization from Tourism Langley to Destination Langley.

## DESTINATION LEADERSHIP AND ADVOCACY

Destination leadership and advocacy builds awareness for the importance and impact of the visitor economy within the Township. It is an important means of building relationships with other stakeholders that can positively contribute to and impact tourism. Effective advocacy depends upon open communication and relevant research that helps all stakeholders understand the dimensions of the visitor economy and opportunities that are unique to the Township.

Destination Leadership and Advocacy will contribute to the following KPIs:

- Increasing yield (spend per visitor)
- Levering marketing investments with financial support from partners
- Greater revenue and economic impact for the Township
- Increasing industry partners and stakeholder participation

The following objectives are recommended in support of destination leadership and advocacy.

1. Attend/participate in various community centric planning forums related to Township planning, trail development, transportation, signage, and capital infrastructure
2. Undertake a resident sentiment survey on a biannual basis
3. Undertake an economic impact assessment on the value of the visitor economy in the Township
4. Invest in an economic impact model (for sports events, festivals, and meetings) through entities such as Destinations International

### Key Content Themes:

For 2024, Tourism Langley content marketing will fall in several different buckets:

- Events - seasonal, sporting, arts + culture, indigenous
- Farms - agritourism, including the Circle Farm Tour, Farmers Markets, farm stands and farm destination experiences
- Food + Beverage - Wine + wineries, craft beer and local breweries, independent and locally inspired restaurants, cafes and dining experiences
- Outdoor Access - golf, hiking, biking
- Family-friendly destinations
- Rural on the Doorstep of Urban

- Film Tourism
- Shop Local - boutiques, services, experiences

### Target Markets:

#### Primary:

- Metro Vancouver Residents - families, couples, and friend groups
- Community residents, including visiting family and friends

#### Secondary:

- Overnight visitors from the Okanagan, Vancouver Island, Alberta, and Washington State
- Sport, event and meeting organizers + attendees

#### By Sector:

- Visitors to Fraser Valley from the US Pacific northwest region – couples, leisure
- Educational institutions as post-secondary campuses attract out of province and international students
- Equestrian tourism
- Golf
- Agritourism, targeting both visitors and tour operators serving BC's priority international markets
- Food and Beverage, including craft beer and wine

#### Demographics:

- Suburban families aged 30-45 with children aged 5-12 whose interests include: education, Canadian history, children's programming, Canadian First Nations' culture, agriculture
- Culinary couples aged 25-40 whose interests include: craft beer, wine, local food, 100-mile diet
- Empty nest couples aged 50-65 whose interests include: Canadian history, Canadian First Nations' culture, food & wine, cultural experiences
- Friends and groups aged 25-35 with singles and couples whose interests include: craft beer, wine, local food, live music, and shopping.

### Desired Length of Stay

Langley is an ideal daytrip destination for Metro Vancouver families and groups. While some of this demographic may be attracted by an overnight 'staycation' offer, the goal is to encourage accessible day trips to Langley from surrounding municipalities and cities. These offerings will also appeal to locals and their visiting family and friends.

Existing overnight visitors often stay the minimum duration necessary for the primary purpose of their trip, usually for sport, event, or meetings. Increasing this minimum stay by one-night to add an additional leisure element to their trip offers the opportunity to both drive hotel occupancy rates and economic benefit to local businesses, attractions and tour operators.

## Section 2 - One Year Tactical Plan:

### Marketing

#### Brand Development

##### *Tactics*

Brand – develop a holistic brand that reflects the uniqueness of the Township of Langley and creates a compelling story for residents and visitors.

- Create brand strategy
- Determine brand positioning
- Develop brand identity

##### *Implementation Plan*

#### **Description**

Tourism Langley has not engaged in a meaningful brand strategy exercise and resulting identity and there is a lack of clarity around the positioning strategy relative to neighbouring communities and within the region.

#### **Quantifiable Objectives**

A completed brand narrative and identity that clearly determines positioning and strategy.

#### **Rationale**

A comprehensive brand presence is required to work closely with regional partners, attract visitors, and align and engage community + marketing partners. Additionally, the current gap makes it difficult to manage third party contractors and agencies as there is insufficient information around messaging, visual identity, and photography and videography guidelines.

#### **Action Steps**

- Embark on a discovery process with potential brand agencies to scope the project and explore alignment alignment
- Engage Board of Directors to gain their support and feedback
- Create and publish an RFP, then select agency of choice
- Embark on discovery and brand process

#### **Resources**

- External agency
- Internal team lead - Acting Destination Marketing Manager

#### **Sources of Funding**

MRDT



**Timeframe**

January to April 2024

**Budget**

Not to exceed \$65,000

**Media Advertising and Production***Tactics*

- Digital advertising on search and social to drive traffic to the website, increase social community size and build brand awareness.
- Print media buys in publications that reflect sectors for growth and development, including food and beverage, agritourism, golf and sports.
- Should budget permit, a larger investment will be made into more traditional and typically more costly media such as radio and TV.

*Implementation Plan***Description**

Increase brand awareness of the Township of Langley and position as a destination for both day-trippers and overnight leisure guests using traditional and digital media, targeting both primary and secondary markets. Campaigns will be digitally led with support from traditional media.

**Quantifiable Objectives**

- Maintain a baseline of monthly sponsored social content and Google Ads to support ongoing increase in brand awareness
- Three seasonally relevant campaigns to be executed across all paid digital channels
- Six print or radio placements to support digital campaigns

**Rationale**

Langley is the closest rural community to the doorstep of Vancouver, and many of the destinations and sectors are unique in their offerings, development and proximity to more urban communities. This provides an opportunity to target potential daytrippers, a family-and-friends market and increase overnight visitation from other regions.

**Action Steps**

- Engage third party support for paid digital and traditional media buys
- Create campaign concepts that are seasonal, timely and relevant
  - Develop advertising content using existing assets and developing new photography and video as needed
  - Engage marketing partners to submit relevant content for consideration.
- Plan frequency and duration of campaigns
- Monitor and adjust as metrics are available
- Align website content across the Tourism Langley site and partner websites

## **Resources**

- Third-party digital agency support
- Media outlets
- Internal team lead - Acting Destination Marketing Manager

## **Sources of Funding**

MRDT

## **Timeframe**

Ongoing, with focus on scaling up spend and frequency over peak season of April to October.

## **Budget**

- \$60,000 Advertising
- \$15,000 Campaign Development

## *Website*

### *Tactics*

Upgrade the Tourism Langley website to provide a more user-friendly and visually appealing experience, and ensure content relevance.

- Upgrade to an external events calendar with improved functionality to increase relevance
- Add functionality to create campaign specific landing pages that are more easily managed by internal staff
- Add a hotel booking widget to drive traffic to accommodation partners
- Audit and update existing content for relevance and accuracy
- Improve the user journey across the website for trip planning purpose
- Apply updated brand assets including colour palette, logo, typography and photography across site following new brand guidelines

### *Implementation Plan*

#### **Description**

The technical foundation of the Tourism Langley website is robust, however, content needs to be audited and upgraded throughout the site. Some functionality is lacking in terms of the events calendar and an integrated hotel booking engine to drive traffic to accommodation partners.

#### **Quantifiable Objectives**

Increase website visitation by 15%

## **Rationale**

As visitors increasingly seek out information online, website accuracy, relevance and functionality is crucial. Additionally, the opportunity to create a compelling user journey with storytelling through photography and brand elements inspire potential visitors while providing the trip planning information they require for decision making.

## **Action Steps**

- Phase 1 - Identify and retain a Wordpress web development contractor to:
  - Upgrade the events calendar within the limitations of Wordpress.
  - Build a campaign landing page
- Phase 2 - Explore tools and platforms that alternatives to Wordpress to:
  - Improve event calendar options functionality beyond the Wordpress platform limitations.
  - Add a hotel booking integration to the website.
- Conduct a site-wide audit for accuracy and relevance.
- Do a mini reskin of the website following a rebrand project to bring the website in alignment with new brand standards. Include navigation and user journey audit as part of this process.

## **Resources**

- Third party design and development - Forge & Smith, CodeInk
- Brand support from creative agency
- Audit completed internally + with support from Serena PR

## **Sources of Funding**

MRDT

## **Timeframe**

Ongoing, launch upgraded and reskinned site by June 2024

## **Budget**

\$15,000

## Social Media

### *Tactics*

Use social media channels to:

- Build brand awareness of the Township of Langley.
- Provide relevant and timely content about experiences, events, accommodation and marketing partner businesses.
- Tell our brand story, by repurposing existing photography and video to create optimized for social content.
- Use Crowdriff to its full potential
- Attract new visitors from our primary target markets
- Drive traffic to the website

## *Implementation Plan*

### **Description:**

Effective use of social media demonstrates value to marketing partners while raising brand awareness of Langley as a destination. Through a varied content mix, we will target the right visitor at the right time with the right message. This approach of content segmentation will support the objective of growing the community size across all channels.

### **Quantifiable Objectives:**

- Grow aggregate community size by 10%
- Maintain an average engagement rate of 3.5%

### **Rationale:**

Many Tourism Langley followers are interested in specific event or sector information. Regular and frequent posting across channels allows us to leverage our existing following while sharing information that is relevant to the audience. As the following grows, our organic social reach will increase as well.

### **Action Steps:**

- Develop a content strategy and associated content calendar that reflects seasonality of sectors, events, and destinations.
- Identify a social media agency with tourism industry expertise who can support our small internal team with content creation and scheduling.
- Develop both seasonal campaign messaging and broader storytelling content to captivate and inspire.
- Share partner content regularly and tagged posts to keep engagement rates high.

### **Potential Partnerships:**

There are opportunities for campaign partnerships and collaborations with Tourism Langley marketing partners, the Township of Langley, and neighbouring DMOs.

### **Resources:**

- Internal team management
- Strategy + execution with social media agency support
- Visual and content development supported by creative agency

### **Sources of Funding:**

- MRDT

**Timeframe:**

- Baseline level will be continuous and ongoing with campaigns launching and executing from April to November.

**Budget:**

- \$70,000

## Collateral Production + Distribution

*Tactics*

- Update all existing collateral materials to reflect re-brand identity.
- Add a self-guided public art tour map, should the Township of Langley be ready to launch this initiative.

*Implementation***Description**

With the planned rebrand for Tourism Langley, collateral materials will need to be updated to align with the new brand identity. A new piece of collateral that may need to be added is a Public Art Tour map, depending on the timing of the launch of the tour.

**Quantifiable Objectives**

- Fully aligned collateral program to launch for Visitor Servicing no later than June of 2024
- A creative yet functional self-guided Public Art Tour map

**Rationale**

While our primary objective is to service visitors digitally and responsively, there is still high demand for print collateral materials, and these can often be one of the earliest touchpoints with the brand. A fully rebranded toolkit of collateral materials will set the Visitor Servicing team up for success.

**Action Steps**

- Following the rebranding process, utilize the creative agency to update the look and feel of the existing collateral
  - Undertake an audit of the written content and update as necessary
- Continue to work closely with the Township of Langley to support the development of the Public Art Tour.
  - Following an inventory process, identify key tour routes by accessibility (bike, car of foot)
  - Add local businesses or points of interest to each route
  - Align on the look and feel of the resulting map

**Potential Partnerships**

Township of Langley

## Resources

- Creative agency support
- Township of Langley Marketing Department

## Sources of Funding

- MRDT
- Township of Langley

## Timeline

- March to May for collateral updates, with the goal to be in-market by June
- Estimated spring to fall for Art Tour launch

## Budget

\$12,000 Design

\$25,000 Printing Costs

## Consumer Focussed Asset Development

### *Tactics*

- Create new compelling photo and video content that tells the brand story and is optimized for specific marketing channels.
- Audit existing photo and video assets for alignment with new brand identity, and develop photo and video guidelines for future asset development.
- Develop assets to meet campaign goals based on target markets and key messaging

### *Implementation*

## Description

As part of the rebranding process, consumer-facing assets will need to be elevated and creatively aligned to tell the community stories, promote key destinations and sectors and meet campaign needs. Additionally, existing assets will require auditing to ensure that they are aligned with the brand identity.

## Quantifiable Objectives

- Three brand storytelling videos, optimized for web and social media
- Brand photography with 25 new brand aligned photography assets
- A completed audit of existing brand assets, with the removal of any assets that do not reflect the updated brand identity
- Seasonal campaign needs fully addressed with existing and new assets
- Photography and videography included in the brand toolkit

## Rationale

While Tourism Langley has a robust library of marketing partner assets, there is a gap in aspirational photography and videography to inspire visitors and residents. Photography and videography is anticipated to be a core element of the rebranding process.

### **Action Steps**

- Identify creative talent who can address the aspirational content gap with support of the brand agency.
- Plan and execute photo and video shoots at seasonally specific times of year and locations that capture the breadth of the Langley destination experience
- Work with the brand agency to refresh website content, including written, visual and navigation.
- Develop key relationships with photographers, videographers and content creators whose work is creatively aligned with the brand direction
- Upload and store all owned visual assets to Crowdriff for easy storage and sharing
- Ensure media writers gain access to content for their stories
- Share owned images and videos with DBC for inclusion in their digital asset management system

### **Resources**

- Brand agency
- Photographer
- Videographer
- Content Creator
- Crowdriff
- Digital agency support

### **Sources of Funding**

MRDT

### **Timeline**

Ongoing, with photo shoots scheduled for March to November to capture seasonal range.

### **Budget**

\$10,000 Brand Agency

\$5,000 Digital Agency

\$30,000 Video and Photography

\$17,000 CrowdRiff License

### **Description**

Travel Media Relations

#### *Tactics*

- Host relevant travel media and influencers on FAM tours
- Work with other DMOs to leverage experiences
- Continually share new experiences with DBC, VCM teams
- Leverage DBC media opportunities
- Ensure that Crowdriff and our image bank are up to date and that images remain relevant, accessible, and of multi-purpose quality.

- Create a brand launch event for local media and influencer to share the Tourism Langley brand story and identity

### *Implementation*

#### **Description**

Our media relations strategy will build on the success of prior media visits, partnerships, and resulting coverage to secure new opportunities to showcase the Township's attractions, businesses, events, and people. We will focus on outreach to journalists within B.C. and look to key media in Alberta and Washington State markets to arrange customized media visits.

#### **Quantifiable Objectives**

- # of earned media stories
- # of online story views
- # of media itineraries curated

#### **Rationale**

Customizing itineraries for travel writers and influencers is a very cost-efficient way to increase exposure for the Township of Langley. It allows us to provide a benefit to our stakeholders that they may not obtain independently. Journalists may not be interested in visiting a single business if approached directly. We can offer the service of creating a customized itinerary for a variety of businesses, making a visit much more appealing. Having journalists or influencers share their Langley experiences with their readers/followers helps us extend our marketing reach to a larger audience.

#### **Action Steps**

- Craft and distribute custom pitches and news releases to key journalists and influencers
- Respond to media queries, including image requests and fact-checking, and facilitating interviews
- Find new story ideas and angles that will help increase media coverage opportunities
- Hold bi-monthly meetings with Serena PR to discuss the media relations strategy and roll-out
- Research potential partnerships with key influencers around specific themes and contesting
- Discuss potential partnerships with other Fraser Valley-based DMOs to create multi-day agendas (and more of a larger "hook" for travel stories) for visiting journalists
- Craft customized agendas for individual and group visits with a focus on media located outside of the Lower Mainland, including Alberta (Calgary) and Washington State (Seattle)
- Ensure representation at media associations and marketplace events
- Create sector-based galleries on Crowdriff to respond to media requests for images in a timely fashion



- Coordinate quarterly media events, inviting local journalists and social media influencers to enjoy a day trip to the Township and generate timely coverage based on specific seasons and themes-
- Develop new partnerships and media collaborations that will give our messaging a more significant impact and help further our reach
- Ensure that the content created from journalist/influencer visits is shared with the businesses mentioned to help them see the value in participating in the itineraries we create
- Encourage media and influencers to explore themes related to specific niche markets important to Langley, including:
  - What's new
  - Culinary
  - Wine/craft beer
  - The local film industry, e.g. Martini Film Studios
  - Sporting angles, e.g., hockey (Vancouver Giants and the Langley Rivermen); basketball (Fraser Valley Bandits); and the Thunderbird Show Park (events at the equestrian facility); golf (two driving ranges)
  - Seasonal activities, e.g., berry picking in the summer, pumpkin patches/farms in the fall, holiday happenings in the winter
  - Annual events, e.g. stal'ew pow-wow, Fort Langley Friday Night Market, Fort Langley Jazz & Arts Festival

**Potential Partnerships:**

- BC Ale Trail
- BC Bird Trail
- Circle Farm Tour
- Destination BC / Vancouver, Coast, & Mountains
- The Fraser Valley
- Tourism Langley Stakeholders
- WestCoastCurated
- WestCoastFood
- Langley City Centre

**Resources**

- Crowdriff
- Destination BC and Vancouver Coast and Mountain Travel Media Relations Teams
- Media
- Serena PR
- Tourism Langley Staff

**Sources of Funding**

- Destination BC Coop Marketing Partnership Program

- Destination BC Visiting Journalist Program
- MRDT

**Timeframe**

Ongoing

**Budget**

\$36,000 Contractor

\$20,000 Hosting of travel media

Co-op Marketing Programs and Partnerships

*Tactics*

- Collaborate with neighbouring DMOs on shared experiences, including Bird Trail, Fraser Valley Group, Wine Tours
- Develop a regional film tourism strategy with DMOs across Metro Van, highlighting each community’s strengths and leveraging film industry connections

*Implementation*

**Description**

Co-Op Marketing continues to be foundational to Tourism Langley’s destination marketing strategy. The BC Ale Trail, BC Bird Trail, Circle Farm Tour, The Fraser Valley Group, WestCoastCurated and WestCoastFood are all identified and existing programs for 2024, and we will continue to work with project coordinators to execute the tactics submitted in each Co-Op Marketing application.

**Quantifiable Objectives**

- Distribute the entire inventory of partner marketing materials such as CFT brochures and Food and Wine Guides
- Increased engagement on social channels and websites

**Rationale**

The economies of scale that can be realized through participation in Cooperative Marketing Programs is a valuable and effective way to reach new audiences and potential visitors, build brand awareness of our destination and demonstrate value to marketing partners.

**Action Steps**

- Work with marketing partners to curate and distribute relevant content through the various cooperative channels - i.e., the BC Ale Trail, BC Bird Trail, Circle Farm Tour, The Fraser Valley Group, WestCoastFood, and WestCoastCurated
- Work closely with external agency (Patio Digital) to amplify Langley destinations and partners.

- Leverage potential opportunities with the Fraser Valley group to lead with the Fraser Valley brand in regional marketing, particularly in B.C. and Alberta
- Work with industry partners for each Co-Op marketing program we participate in to execute the tactics submitted in each application
- Develop communications campaign with marketing partners to generate story ideas and content, and provide to project coordinators for Co-op programs
- Develop and distribute the Circle Farm Tour brochure
- Participate in and contribute valuable input at any meetings of each Co-Op program

### **Potential Partnerships**

- Fraser Valley & Metro Vancouver DMOs
- Flair & Swoop Airlines
- Translink

### **Resources**

- Tourism Langley with its regional partners
- Agency support (Patio Digital)

### **Sources of Funding**

MRDT and leveraged CO-Op marketing funds

### **Timeframe**

Ongoing

### **Budget**

\$65,000

Film Tourism

### *Tactics*

- Attract new film production to Langley following the anticipated conclusion of the job action.
  - Collaborate with neighbouring communities and industry associations to attract production to the region.
  - Work closely with the Township of Langley to align tourism and film in cooperation with Economic Development.
  - Continue meetings with the tourism/film working group for ongoing collaboration and support
  - Strengthen relationships with production studios.

- Increase interest in the Township by celebrating the film and movie heritage, production locales, and personalities who have used Langley as a venue. Key tactics include:
  - Revamp the film tourism section of the website to be more comprehensive and compelling
  - Work with marketing partners for product alignment, and creating mini-itineraries for film buffs

## *Implementation*

### **Description**

There currently exists a strong market for film tourism in the Township of Langley, with the municipality being second only to Vancouver for the volume of productions in the community. The resulting opportunities for visitors are significant, and while these opportunities must be balanced with the need for privacy and operational needs of film production, there are many destinations that can be publicized to bring visitors to the region or extend their stay.

Film tourism received an unplanned boost towards the end of 2023 with a collaboration between Metro Vancouver DMOs and the CreativeBC and the Motion Picture Production Industry Association of BC. The communities and associations have joined forces to leverage the potential economic benefits of film tourism in the province.

### **Quantifiable Objectives**

- A 20% increase in traffic to the film tourism section of our website
- Participation in a minimum of three film industry meetings, events or pitch opportunities

### **Rationale**

There is pent up demand due to the job action of the past year, with many film and movie productions stalled in their development. Additionally, total volume is expected to increase in the coming years within the Township. Leveraging the success of past productions and relationships that have been developed and strengthened this past year, Langley is poised to experience a boom in both productions and associated tourism.

### **Action Steps**

- Use ongoing, collaborative marketing efforts to attract new film business to Langley
- Continue to work with industry associations to elevate the brand of film in BC
- Create self-guided itineraries for film tourism visitors, highlighting top tourist attractions in Langley appearing in these productions (e.g., Riverdale, Hallmark Christmas shows, Chilling Adventures of Sabrina, etc.)
- Engage marketing partners

- Further development of a film passport that provides a value-add for the cast and crew of current productions

#### **Potential Partnerships**

- Metro Vancouver DMOs
- CreativeBC
- Motion Picture Production Industry Association of BC

#### **Resources**

- Industry associations
- External agency support (Partners & Hawes)

#### **Sources of Funding**

MRDT

#### **Timeframe**

Ongoing

#### **Budget**

\$20,000

### [Destination + Product Experience Development](#)

[Product Experience Enhancement + Training](#)

#### *Tactics*

- FAM Tours for key tourism partners, including business owners, hotel staff, tour operators, event managers.

#### *Implementation*

#### **Description**

There is a significant opportunity to create tourism champions in the Langley community by providing FAM tours to front line tourism and hospitality professionals. By arming individuals in these roles with information, resources and education, they can become part of our visitor economy.

#### **Rationale**

Visitors look to perceived “local guides” for information to support trip planning while in a destination. If these industry professionals have positive personal experiences to share, they

can drive visitors to attractions, destinations, businesses and areas that are ready to receive visitors.

#### **Action Steps**

- Identify the core groups of front line staffers who have regular contact with visitors
- Engage their managers and employers to determine time and season that would be appropriate for these tours
- Work with marketing partners to gauge interest in participating
- Create 2-3 itineraries for participants to opt into
- Create follow up surveys to measure learnings and success

#### **Resources**

- Internal team lead - Assistant Destination Marketing Manager
- External support - local businesses, attractions and destinations

#### **Sources of Funding**

MRDT

#### **Timeline**

Late winter to early spring

#### **Budget**

Product experience enhancement and training \$13,000.00

#### **Destination + Product Experience Management**

Destination Development

##### *Tactics*

- Engage with Township and participate in community focused planning sessions and forums regarding the potential development of tourism product, including trails, signage, capital infrastructure, public art tours and more.
- Continue the dialogue with local First Nations to build relationships and support Indigenous tourism product development.

##### *Implementation*

#### **Description**

We must continue a strong focus on destination marketing, while leaning into the opportunity to lead in the destination management and development space. This looks like advocacy and collaboration with the Township of Langley, Indigenous groups and neighboring communities.

## **Rationale**

The visitor economy has a beneficial impact on many aspects of the Township. It is also an economic sector which is discretionary and can be quickly influenced by uncertainty and shocks. There is value in the tourism perspective being understood when policy and infrastructure decisions are being considered by the Township.

Langley Township is on the traditional lands of the Katzie, Kwantlen, Matsqui, and Semiahmoo First Nations. The soon-to-be-opened Salishan Place by the River offers future potential for Fort Langley to be a hub for programming, interpretation, and storytelling. This is an opportunity to create a constituency that will help advise and support the future direction.

## **Action Steps**

- Voice Tourism Langley's interest in being apprised of policy development with the Township and Economic Development
- Determine interest from Board members to be involved in framing responses where the tourism sector has an opportunity to contribute a perspective
- Keep abreast of TIABC and their leadership on policy matters; share with the Board and Township where relevant
- Reach out to all First Nation communities on the unceded territories in the Township for interest in participation on a working committee
- Identify principles and goals for recognizing, respecting, and promoting Indigenous histories, cultures, traditions, and environmental stewardship within the Township

## **Resources**

- Tourism Langley as the lead; Katzie, Kwantlen, Matsqui, and Semiahmoo First Nations representation on the working committee.

## **Sources of Funding**

MRDT

## **Timeline**

Ongoing

## **Budget**

\$8,000.00

Research, Evaluation + Analytics

### *Tactics*

Invest in research tools to better understand the economic impact of tourism in the Township of Langley, and to better report that information to the Township of Langley and partners.

- Improve use of Google Analytics to aggregate website data
- Leverage database metrics for marketing partner reporting

- Access research resources and support to evaluate and monitor economic impacts, including hotel occupancy rates and events and festivals.

### *Implementation*

#### **Description**

Improved research and data monitoring will provide information to guide decision making around future investment in festivals and events, provide value to community and marketing partners, and assist in advocacy for tourism product development with the Township of Langley. An economic impact model also provides a lens to attract new festivals and events.

#### **Quantifiable Objectives**

- Run the economic impact model for five Festivals/ Events and five Sporting events
- Monitor weekly hotel occupancy data
- Receive detailed monthly reports from Google Analytics monitoring

#### **Rationale**

Access to in-depth research provides visitor insights and economic impact data to guide the decision making process around tourism and destination development.

#### **Action Steps**

- Improve use of Google Analytics to aggregate website data
- Undertake a resident sentiment survey OR Prizm analysis of the customer database
- Engage in visitor surveys at events
- Utilize weekly Star Reporting data
- Renew subscription with Destination International for the Festivals and Events Economic Impact model
- Use the insights to improve messaging and focus of future campaigns

#### **Resources**

Tourism Langley to acquire and run the model; festival and event partners willing to participate. Destination BC would be contracted to run the Prizm analysis of the customer database should it proceed. An independent firm would be retained for resident sentiment survey should it proceed.

#### **Sources of Funding**

MRDT



## **Timeframe**

Ongoing

## **Budget**

Research + Evaluation \$13,000

Database \$10,000

## Meetings, Conventions, Events and Sport

Sport Tourism

### *Tactics*

- Create and manage a community wide sport event calendar.
- Continue to build and develop relationships with professional sport organisations whose game operations are based out of the Langley Events Centre, and work closely with the Events Centre to identify opportunities to market to event attendees.
- Leverage sport event attendance to provide economic benefit to local businesses, attractions and adjacent sectors such as craft brewing, wineries and dining.
- Work with local, amateur sports associations to: a) support bids for potential multi-day tournament bids; and b) when they are hosting regional or provincial tournaments to provide visitor information to out-of-town teams.
- Build a database of leads and prospects and create a portal on the website to support sports hosting.
- Work with partners and accommodation providers to set up room blocks and offer value-adds and welcome packages to event visitors

### *Implementation*

#### **Description**

Sport Tourism has been identified as a key source of overnight stays in the Township of Langley. By actively participating in the planning stages of these events, we can maximize the economic benefit to the community through visitor dispersion and visitor spending behaviour.

#### **Quantifiable Objectives**

An increase in sport hosting event bookings of 4-6 events on an annual basis by 2027.

#### **Rationale**

The Township of Langley has a wide array of sport hosting venues providing an opportunity to proactively approach sports teams, events, and tournament organizers to build interest in Langley as a venue for future business. Sports-related visitation is also an opportunity to build extended stays for athletes, friends, and families by creating awareness for other events, attractions, and activities in the Township. There is economic impact in both supporting the

hosting of the events, and in driving event attendees and participants to other community destinations.

### **Action Steps**

- Meet regularly with the Sport Tourism Advisory Group; determine an appropriate pool of capital that could be accessed for sport hosting and replenished annually.
- Collaborate to ensure bid books used accurately reflect the messaging and identity of the Township of Langley, and include pre and post itinerary options to extend the length of stay.
- Provide onsite visitor servicing to larger events
- Participate in Sport Tourism Canada Conference
- Participate in B.C. Sport Hosting Network meetings
- Maintain a sports event calendar

### **Resources**

- Langley Event Centre
- Sport Hosting BC
- Tourism Langley Staff - Lead - New Staff or contracted position; Support - Executive Director
- Township of Langley

### **Sources of Funding**

MRDT

### **Timeframe**

Ongoing

### **Budget**

\$25,000

## Meetings, Conventions, Events and Sport

### Meetings and Events

#### *Tactics*

Using the Business Events and Conferences Restart Fund:

- Update website content to reflect the Township of Langley as a meeting destination
- Create collateral materials to support single and multi-property bids
- Provide FAM tours and site visits
- Joint sales mission
- Support with media relations

## *Implementation*

### **Description**

Use the Business Events and Conferences Restart Fund to more fully market this sector in Langley, building out collateral materials, a sales pipeline and more support for accommodation and meeting partners.

### **Quantifiable Objectives**

- New content created, including copy writing, photography and videography.
- Increase in the number of meeting leads that Tourism Langley sends our accommodation providers.
- Increase in the number of meetings brought to the Township of Langley with a focus on shoulder season (October - March) which will directly reflect an increase in occupancy rates and MRDT revenue.

### **Rationale**

By leveraging grant funds, Tourism Langley can support and drive the further development of the meetings and conferences industry in Langley, providing value to accommodation partners and managing visitor dispersion by strategically attracting meetings in shoulder season months.

### **Action Steps**

- Develop a new section of the website dedicated to information on what the Township of Langley has to offer as a meeting destination.
- Develop bid document and presentation templates to support: 1) Accommodation providers with single property bids 2) With multi property bids
- Provide FAM tours and site visits.
- Work with our accommodation providers to target any trade shows or areas we can execute a joint sales mission.
- Work with our media relations company to advertise in applicable media outlets to attract both potential meeting planners and local businesses with potential to host a meeting of their business association.

### **Resources**

Tourism Langley to lead with participation and support of accommodation and meeting partners

### **Sources of Funding**

Business Events and Conferences Restart Fund

## **Timeframe**

Ongoing, with grant funds fully allocated by March 2024

## **Budget**

\$100,000.00

## **Visitor Servicing**

### *Tactics*

- Under the Indigenous Learning & Projects Grant:
  - Further develop and build relationships, with local First Nations
  - Provide staff with training
  - Use existing visitor services platforms to promote new Indigenous tourism product development
  - Add Indigenous language signage and land to visitor serving information
- Gather visitor data and improve research and performance tracking
- Increase the number of events where in-person mobile visitor servicing is provided
- Explore opportunities to improve digital visitor servicing

### *Implementation Plan*

## **Description**

Langley utilizes a mobile visitor servicing model, with a responsive and flexible program to leverage the number and variety of festivals and events held throughout the summer season. This approach increases the economic benefit provided by these festival and event visitors as they are provided with information and resources to enhance and extend their stay in the community. A focus on major festivals and attractions, supported with a pop-up or D-I-Y approach for smaller events, meets both community and visitor needs.

Langley has received the Indigenous Learning & Projects Grant for Visitor Services and will use this grant to build relationships, provide staff with training, add signage and land acknowledgements to mobile visitor servicing unit and promote a new Indigenous tourism destination, salishan Place by the River.

## **Quantifiable Objectives**

- Anecdotal gate data collection at three major events, surveying visitors as they enter
- Visitor servicing at twelve events
- Upgraded mobile visitor service unit to include Indigenous language signage and land acknowledgements
- Improved Google Analytics from trip planning sections of the website
- Improved mobile user experience on the Tourism Langley website

## **Rationale**

The hybrid model of digital + mobile visitor servicing allows the Tourism Langley team to be both hands-on when visitors are physically coming to the community, yet digitally responsive when visitors are seeking information on-the-go from their mobile devices.

## **Action Steps**

### *Ongoing Visitor Servicing:*

- Review the calendar of festivals and events to evaluate when in-person visitor servicing justifies the cost. Work with event organizers to secure a space to provide onsite visitor servicing.
- Apply for the Canada Summer Jobs Grant to secure funding for in-person services over the summer months, then hire seasonal Visitor Services Specialists to help provide visitor services May – September.
- Provide Visitor Services Specialists with adequate training to ensure the best visitor experience is achieved
- Debrief following events to determine if event organizer needs were met.
- Gather visitor information at entry points for key major events
- Maintain an accurate and accessible events calendar on the website so that visitors can easily find digital information

### *Indigenous Learning & Projects Grant for Visitor Services:*

- Build relationships with local First Nations to develop a deeper collaborative relationship
- Respectfully engage with local First Nations to determine that signage and land acknowledgement are appropriate for the area served by Tourism Langley
- Provide staff with training from an Indigenous consultant and educator so that staff better understand the Indigenous history of the area
- Work with First Nations when salishan Place by the River opens to the public, to provide Visitor Servicing and promote the destination
- Provide Visitor Servicing at the annual stal'ew pow-wow

## **Resources**

- Tourism Langley to lead with support from festival and event organizers.
- DBC Visitor Services Network

## **Sources of Funding**

MRDT

Canada Summer Jobs Grant

Township of Langley Fee-for-Service Agreement

Indigenous Learning & Projects Grant

**Timeframe**

Primarily May to September, with ongoing execution of Indigenous Grant

**Budget**

- Visitor Services Operating Expenses \$15,000
- Indigenous Grant \$20,000