

July 2026
VERSION 1.0



Partner Toolkit

TOURISM
LANGLEY

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About Us

Tourism Langley Association is a not-for-profit Destination Marketing Organization (DMO) governed by an independent Board of Directors. Our job is to inspire more people to visit Langley, stay longer, and discover more of what our community has to offer. Along the way, we work with local tourism businesses to help showcase their experiences through marketing, partnerships, and visitor services. There is no cost to become a Partner.

MISSION

To facilitate and promote high quality tourism experiences that are of interest to visitors, in partnership with the community, partners and other tourism organizations.

VISION

Tourism Langley is committed to growing tourism in a sustainable manner.

Questions? Reach Out

Shauna Wilton

Executive Director

shauna@tourism-langley.ca



Board of Directors

EXECUTIVE COMMITTEE

- D** **Dale Saip**
Chair — Sport Tourism
- C** **Chris Pack**
Vice Chair — Member at Large
- A** **Alexis Zambas**
Treasurer — Accommodations Sector

DIRECTORS

- M** **Mayor Eric Woodward**
Township of Langley
- R** **Rahim Dadani**
Accommodations Sector
- T** **Tim Lahay**
Food & Beverage Sector
- S** **Sean Weatherly**
Retail/Other Sector
- E** **Erica McCarthy**
Food & Beverage Sector
- S** **Shelley Garries**
Member at Large
- A** **Andrew McGillvray**
Retail/Other Sector

For more information about board opportunities, email shauna@tourism-langley.ca.

What is a Partner?

If your business helps people experience Langley, we'd love to work with you. Tourism Langley Partners include accommodations, restaurants, wineries, breweries, attractions, retailers, farms, event venues, and other tourism-related businesses that welcome visitors and contribute to the local visitor economy. If your business is located in the Township of Langley, has an active business licence, and meets our partner eligibility requirements, becoming a Tourism Langley Partner is free and only takes a few minutes. Simply complete our online Partner Application Form to get started.

THERE IS NO COST TO BECOME A PARTNER. [APPLY HERE](#)

How We Can Support You

B

Business Listing

Once your application is approved, we'll add your business to tourism-langley.ca so visitors can discover you while planning their trip. Just let us know if anything changes and we'll keep your listing up to date.

B

Blog & Newsletter Features

New menu? Anniversary? Special event? We'd love to hear about it. We regularly feature partner businesses through our blog and monthly newsletter whenever there's a good story to tell.

C

Cooperative Marketing

We work with regional marketing programs like the Fraser Valley, BC Ale Trail, and Circle Farm Tour to help showcase Langley to even more visitors. When opportunities come up, we'll let eligible partners know.

S

Social Media Promotion

Tag @tourismlangley on [Instagram](#) and [Facebook](#) whenever you share something new. While we can't promise we'll catch everything, tagging us is the best way to make sure it's on our radar.

E

Event Support

Hosting an event? Reach out before it happens to info@tourism-langley.ca. We'll help connect you with the right Tourism Langley resources and promotion opportunities.

C

Collateral Materials

Hosting an event? Reach out before it happens to info@tourism-langley.ca. We'll help connect you with the right Tourism Langley resources and promotion opportunities.



How You Can Support Us

E

Events

Hosting something visitors would enjoy? Submit it through our [Event Submission Form](#) so it can appear on our website and event calendar.

U

Updates & News

New menu? Renovation? Award? New experience? Let us know what's happening. The more we know, the more opportunities we have to share your story. Email us at info@tourism-langley.ca

T

Tagging

Tag @tourismlangley on [Instagram](#) and [Facebook](#) whenever you post. It's one of the easiest ways to help us discover and share your content.

C

Content Ideas

Have a great story, seasonal experience, event, or social media idea? We'd love to hear about it. Send your ideas, along with any high-quality photos or videos, to info@tourism-langley.ca, or tag @tourismlangley on [Instagram](#) and [Facebook](#) when you share something new. Authentic local content helps us tell Langley's story, and tagging us is the best way to put your content on our radar.

F

Feedback

If you have thoughts on how we can improve our marketing, we'd love to hear them. Reach out to any one of us anytime at info@tourism-langley.ca



Resources

INDUSTRY OPPORTUNITIES

Supplementary support for Langley tourism businesses at the provincial level.

D

Destination BC Learning Centre

Free resources, guides, templates, and videos covering digital marketing, experience development, social media, travel trade, accessible tourism, and more.

G

Google My Business Listing

A free tool to manage your business's presence across Google Search and Maps, so visitors can find you no matter how they're searching.

H

HelloBC Listing

Destination BC partners with TripAdvisor so your claimed TripAdvisor listing can automatically appear on [Supernaturalbc.com](https://supernaturalbc.com).

T

TripAdvisor Listing

Supernaturalbc listings are populated from TripAdvisor data. Claim your TripAdvisor listing first, then register to connect it.



Planning & Governance

A few things we like to keep our Partners in the loop on.

Tactical Plan

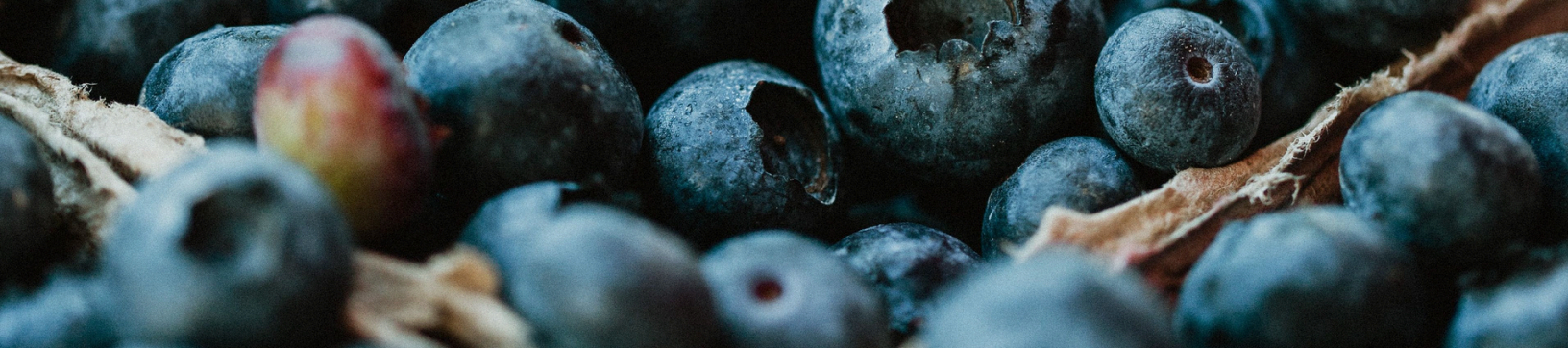
Every year, Tourism Langley submits a One-Year Tactical Plan to Destination BC. We share it with Partners because it guides our decisions and budget. Questions can be directed to shauna@tourism-langley.ca.

Strategic Plan

Our current Strategic Plan covers 2022 to 2027. A more reader-friendly version is in the works and will be posted once ready.

AGM

Dates for our Annual General Meeting are announced ahead of time. Partners interested in joining the board are welcome to reach out to shauna@tourism-langley.ca.



Partner Newsletter

Tourism Langley sends a monthly newsletter with tourism industry updates and information relevant to our Partners. You're automatically added upon becoming a Partner. If you don't receive one within the first month, reach out and we'll get you sorted.

Past newsletters are available on our website [HERE](#).

Quick Links

All of the following can be found on tourism-langley.ca

-  [Partner Application](#)
-  [Event Submission Form](#)
-  [Event Support Form \(Meetings & Events Planners\)](#)
-  [Partner Newsletters](#)



Have a question
we haven't
covered?

WE'RE HERE TO HELP.

info@tourism-langley.ca

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LANGLEY

APPLY TO BECOME A PARTNER