

## **Update March 2021**

### **Created by:**

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## **Administration**

The 2021 Tourism Industry and Hospitality conference will be held the second week of March and Kristina will be attending the week long sessions.

As the 2021 conference, now called the B.C. Tourism and Hospitality Conference, moves online on March 8 – 12, a series of speakers and panels is expected to tackle topics from inclusion and reconciliation to sustainability and mental health. But the focus will undoubtedly be on reviving one of the industries hardest hit by the pandemic.

### **Meetings attended in February:**

BC Ale Trail Marketing Group

Tourism Vancouver Marketing Group

BC Tourism Industry Association (x2)

DBC Iconics 101 Follow Up

Fraser Valley Destination Management Council

DLBA Strategic Planning Session

## **Stakeholder Relations**

Two grant programs were identified that would be of benefit to DLC stakeholders and were shared with them with easy to follow details to encourage sign up.

- The Small and Medium Sized Business Recovery Grant program provides fully funded grants to businesses to ensure they have the support they need during and beyond COVID-19.
- The new Launch Online Grant program is designed to help over 1,500 eligible small- and medium-sized B.C. businesses adapt to changes in consumer behaviour and to market their products online.

## Marketing

### Video Production

DLC is currently working with an agency to create a series of videos to showcase Langley City and encourage our community to be a tourist in their own town and discover all of the hidden treasures through out the community.

The videos will be released over time and the first video is expected in the next few weeks.

### BC Ale Trail

The relaunch of the refreshed Fraser Valley Ale Trail was held on Tuesday, February 9th. All the participating DMO's, breweries and ancillary businesses participated in sharing the refreshed photos and video showing COVID-friendly business operations and the expansion to include all of the new breweries that have opened since the Fraser Valley Ale Trail originally launched in July 2017.

A new Fraser Valley print map is being created with funding from Destination BC. And s an opportunity to update the map with DLC information and the new breweries. DLC will be getting a supply that willed be shared with Langley City accommodations and key distribution avenues through out the summer.

### Digital Marketing

DLC has entered into a limited agreement with the Digital Marketing agency again for 2021. The contract manages the \$10,000 Google Ads grant starting in March and will be reviewed every three months.

The contract can include more services should it become safe to market to visitors again, but for now is being quite conservative in spending and messaging.

### Local Media

DLC was invited to submit ideas for Family Day in Langley City in an article for the Langley Advance Times. This was a terrific opportunity to promote DLC as a resource for locals on activities in their own community.

DLC was also invited to submit an article for the Langley City Newsletter.

## Epic Weekend

DLC collaborated with 8 stakeholders to create another Epic Giveaway for a couple's weekend in Langley City. This includes accommodations, meals, and activities.

- ★ Two night stay at the [@daysinncanada](#) in Langley (Includes Continental Breakfast for 2)
- ★ Two workshops at [@thepaintedloft](#)
- ★ \$200 gift certificate to [@atlaslangley](#)
- ★ 1 hour of indoor golf at [@golf\\_den\\_langley](#)
- ★ \$30 gift certificate for lunch for two at [@tacofusionlangley](#)
- ★ \$100 gift certificate to [@thelocalspace](#)
- ★ Two E-Bike rentals for 4 hours from [@sportsreplayca](#) Langley
- ★ \$20 [@kpubrew](#) Prize Pack
- ★ \$100 Downtown Dollars

