

## **Update April 2021**

### **Created by:**

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## **Administration**

Kristina attended the Tourism Industry Conference that was held virtual over the second week of March.

Exploring themes of growth, innovation, collaboration and more, the conference featured four days of presentations, keynote addresses, and panel discussions from Monday, March 8th - Thursday, March 11th. On Friday, March 12th, the final day of the virtual conference offered a diverse array of complimentary workshops, equipping delegates with skills and resources to successfully tackle 2021.

DLC was successful in attaining an operating grant in the amount of \$13,000. Funds are determined based on MRDT revenue and distributed through out the province to community destination marketing organizations.

### **Meetings attended in March:**

West Coast Food Consortium

Destination BC Industry Update

## **Marketing**

### **Bike to Shop partnership with HUB Cycling**

Since 2016, the Bike to Shop event has encouraged nearly 14,000 people to cycle to businesses in their local communities. Bike to Shop encourages people to explore their local businesses and areas by bike and aims to develop connections between businesses and people on bikes.

COVID-19 required HUB Cycling to reimagine how they engage with communities. Instead of congregating participants in central locations, they developed a one-week online behaviour campaign followed by a Shop Local Challenge where they encouraged 800 people to cycle directly to local businesses in Vancouver and Richmond in exchange for freebies! They also hosted a COVID-19 friendly Resource HUB at Science World.

Discover Langley City and the DLBA have partnered with HUB to bring this event to Langley City the second week of August and we look forward to sharing more details soon.

### **West Coast Food Consortium**

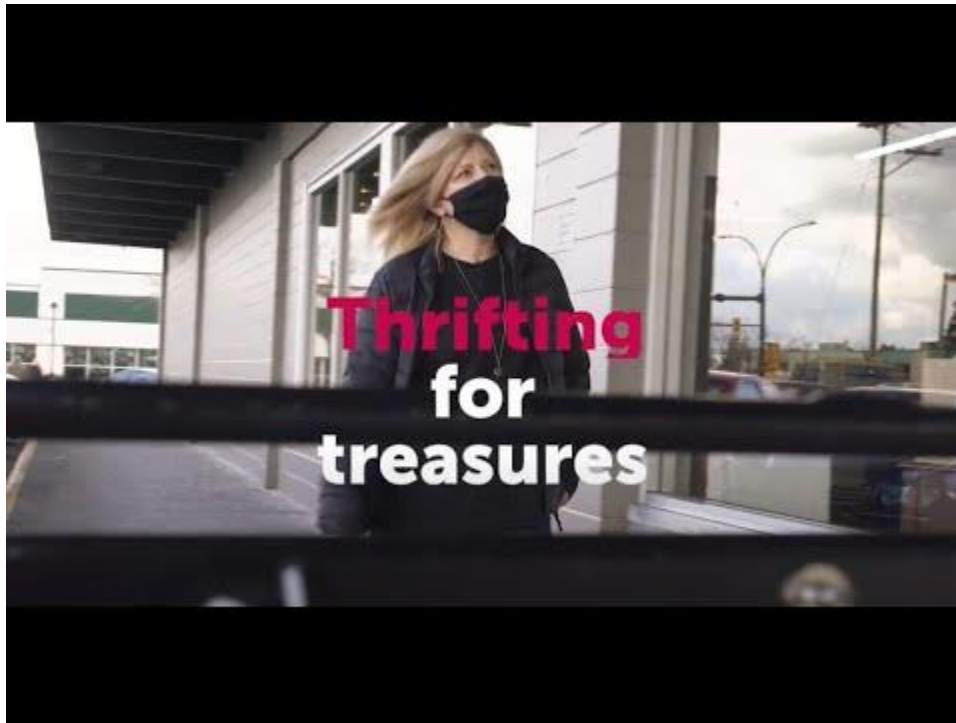
This program was halted when the first Covid restrictions hit in 2020. As we know that food is still a safe and accessible option for people, the consortium was brought together to discuss reigniting the campaign. Due to the sudden shut down, there was a reserve of funding set aside.

Both Destination BC and Destination Canada recognized the success of this program and was able to offer additional funding. Normally this would require matched funds, but this was not necessary due to circumstances with Covid and looking to help the hospitality industry as much as possible.

The result is the program will restart with a healthy budget of \$88,000.

### **Video Production**

We will be producing eight, short “storytelling” videos, all showcasing the great things to do in Langley City. The first in the series launched with a feature on Treasure Hunting in Langley City. The video highlights the current craze of Thrift Store Shopping.



## Spring Digital Marketing Campaigns

The refreshed Google Search ads are currently in market. The Digital Marketing agency will be optimizing the campaigns and the account over the next few weeks to increase their performance.

### Results from the Google Ad Grant campaigns in March 2021:

The Overall, Search advertising campaigns saw over **12,500** impressions, drove **1,216** clicks to the website, achieved a **9.70%** blended CTR and a **\$5.23** blended CPC, and spent over **\$6,300 USD\***. In the table below, you can see a breakdown of performance by campaign focus, as well as a comparison to February 2021's results (Patio was not managing the account at this time, but the ads continued to run). In comparison to February 2021, March 2021 saw increases in all almost all metrics, such as impressions and clicks. Most notably, the spend increased by more than double. Our team suspects that the relaxation of the restrictions in March, as well as the beautiful warmer weather enticed higher search volumes of certain keywords, and effectively served our ads more.

Attractions and City Cycle Guide campaigns are our top-performing campaigns.

Campaign Name	Impressions	Clicks	CTR	CPC	Free Ad Spend
Attractions	4,185	434	10.37%	\$6.01	\$2,607.19
City Cycle Guide	1,963	270	13.75%	\$8.23	\$2,222.99
Restaurants	2,143	193	9.01%	\$2.63	\$508.10
Parks and Trails	2,266	142	6.27%	\$2.74	\$389.29
Shopping	1,086	132	12.15%	\$3.26	\$429.92
Hotels	888	45	5.07%	\$4.57	\$205.72
<b>March 2021 Total</b>	<b>12,531</b>	<b>1,216</b>	<b>9.70%</b>	<b>\$5.23</b>	<b>\$6,363.21</b>
Feb 2021 Total	8,330	714	8.57%	\$4.30	\$3,068.48

\*The Google ad grant provides up \$10,000 USD per month in free advertising.