

Update June 2021

For the Month of May

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Administration

Tourism Week

As a proud member of the tourism industry, DLC shared messaging in support of Tourism week on the consumer newsletter as well as social media channels.

Did you know one in every 10 Canadian jobs is tied to tourism, which has left many people in an economic struggle as a result of pandemic regulations? Prior to COVID-19, tourism in Canada was a \$105 billion sector, accounted for 2% of Canada's GDP and employed 1.8 million workers.

That's why a special pledge to support tourism in Canada has been created. This is an invitation to come together as a country to support our local tourism destinations, businesses and employees.

If you are interested in helping the industry recovery you are encouraged to consider planning your long-awaited vacation in BC this year!

Meetings attended in May:

HUB Bike to Shop planning session
Destination BC Industry Update
Vancouver, Coast and Mountain regional DMO update
Fraser Valley Destination Management Council
Virtual Tourism Townhall

Marketing

Just Here for the Beer Podcast

DLC is pleased to be the July 27th sponsor of the podcast “Just Here for the Beer”, featuring Farm Country Brewing and other Langley Breweries. Our Executive Director, Teri James, will be on the podcast and has been asked to tell the listeners how awesome Langley City is. This is the second time she has been on the show and is looking forward to the opportunity.

Originating in 2010, Just Here for the Beer is Canada’s longest-running, dedicated and continuous beer program on commercial radio airwaves. The broadcast airs bi-weekly on Vancouver’s Sports authority, Sportsnet AM650 Hosted by long time broadcaster/writer Joe Leary and beer expert Rick Mohabir, the show is podcast online and available through the various Sportsnet Mobile and Streaming devices.

Photo Contest

Happening for the month of May, Langley City residents were invited to submit photos for a chance to win one of three prizes of Downtown Dollars.

There were 84 photo submissions total and the following social media stats on the post (Instagram and Facebook combined):

- 986 likes
- 134 comments
- 86 shares
- 15 saves

And the winning entries:



Family Game Night Contest

The contest ran for five weeks with one prize package being given away each week. These contests were immensely popular and continue to keep DLC front of mind and active while our marketing efforts are being restricted.



Consumer Newsletters

The Victoria Day edition of the DLC newsletter included information on Tourism Week, the BC Ale Trail, the Langley Road Rally, and a stakeholder spotlight on Newlands Golf.

Opening rate of the newsletter continues to be quite strong with an average of 55% of recipients taking the time to open and read the emails.

Video Production

While travel and marketing restrictions are in place, DLC is using this time to build assets that can be used to promote Langley City as a destination. The video production company was tasked with producing seven videos showcasing specific areas of interest in Langley City including Sendall Gardens, Penzer Action Park, Thrifting, Maker Cube, Golfing, Mural Walk, and Farm Country Brewing.

These videos will be officially launched in June once final edits are made and will be available on the DLC YouTube channel.