

Update July 2021

For the Month of May

Created by:

Kristina Gervais | Manager of Operations

Administration

MRDT Annual Performance Report Submitted Successfully

All designated recipients, including those not subject to renewal application requirements, are required to submit the Annual Performance Report to Destination BC by May 31 of each year (extended to June 30 for 2021 only).

It provides an overview of the activities of the previous year (January to December), including a summary of tactics, activities, key outputs and outcomes. A Financial Report also accompanies the Annual Performance Report.

DLC is responsible for preparing this report, which has been submitted to Langley City for approval, who then forwards it to Destination BC.

Canada Summer Jobs

The first of two summer students started at the beginning of June. Hanna Sudom is a Business Management Student at BCIT with a specialty in marketing and social media. Hanna has excellent writing skills and DLC is thrilled to have her on board.

Meetings attended in June:

Destination BC Industry Update

Vancouver, Coast and Mountain regional DMO update

Fraser Valley Destination Management Council

Rogers Sports & Media (webinar) Canadian broadcast overview – the facts and myths on media consumption – and where to find Canadian travellers through data and consumer trends.

BSAFE Training

DLC has taken advantage of the BSAFE program offered by Go2HR. It is an online health and safety training program for individuals and businesses in BC's tourism and hospitality industry.

BSAFE is comprised of 5 modules that cover a variety of topics to give a foundational understanding of COVID-19 health and safety protocols as well as tips on handling non-compliance.

Content Production Grant from Destination BC

This initiative will support small- to medium-sized CDMOs in creating content to better reflect COVID-19 protocols and showcase COVID-19 friendly businesses and attractions, resulting in visual assets that can be used immediately in recovery marketing efforts in the summer and fall of 2021. In addition, Destination BC has identified specific needs areas based on the provincial summer recovery campaign, as well as gaps identified in the BC Content Hub collection.

DLC was successful in receiving \$7,500 in funding to create these visual assets based on the following three criteria:

- 1) Diversity, Equity, and Inclusion
- 2) Dining & craft beer/wine
- 3) Guided outdoor adventure & outdoor attractions

A photographer has been contracted and the shoots will take place in late July and early August.

Marketing Guides

The Langley City Hungry Guide and the Discover Guide have been updated and refreshed for 2021. New bold covers will grab your attention and give you the inspiration to pick them up and read them, to discover so many great activities and restaurants in Langley City.

The guides can be found in hotels in Langley City and surrounding areas, as well as the library, City Hall and select restaurants in Downtown Langley. Digital guides are available on the DLC website.

The covers feature Farm Country Brewing and Food by Fanta.



Website Update

The DLC website had a complete update of information. This included verifying and checking the listings for restaurants, shops, and attractions. Every single link is checked, and all listings verified for address, phone number and website. Seasonal recommendations have been updated with interesting ideas for the consumer. The most exciting part was the ability to finally start adding events. When a consumer lands on the website, the site is fresh and ready with great information.

Consumer Newsletters

The June edition of the DLC newsletter included information on combating the heat for you and your critters by staying at a local hotel, as all were air conditioned and pet friendly. Information on events included the Pick up Picnics and Bard in the Valley. The stakeholder of the month was a feature on Food by Fanta as a way to tie in the cover of the new Discover Guide.

Opening rate of the newsletter continues to be quite strong with an open rate of 49%.

Video Production

DLC is delighted to launch seven new videos to promote key assets in Langley City. These videos will be rolled out on the social media channels and the DLC website. The Discover Langley City YouTube channel is hosting the videos and you are encouraged to subscribe so you never miss a new upload.

<https://www.youtube.com/channel/UCKICttje96FpDS76IcKUNyA>

Discover Langley City DLC
2 subscribers

CUSTOMIZE CHANNEL MANAGE VIDEOS

HOME VIDEOS PLAYLISTS CHANNELS DISCUSSION ABOUT

Uploads ▶ PLAY ALL

- Langley City Murals
18 views • 1 month ago
- Penzer Action Park in Langley City
19 views • 1 month ago
- Farm Country Brewing in Langley City
15 views • 1 month ago
- Maker Cube - Learn, create, share.
28 views • 1 month ago
- Sendall Botanical Gardens in Langley City
13 views • 1 month ago

Prize Wheel

In anticipation of being able to set up the mobile Visitor Centre this summer, DLC has been working with local partners to provide prizes to be won by spinning the prize wheel. These included free ice cream, recreation passes, pastries and discount coupons.

This is a great way to draw people in to provide our guides and information on local attractions and events.



Fathers Day Giveaway

Another smashing success contest for DLC. The Fathers Day giveaway was \$500 worth of local goodies including:

- ✓ [@farmcountrybrewco](#) gift certificate & swag items! Valued at \$100
- ✓ 4 passes to [@exitlangley](#)! Valued at \$120
- ✓ \$100 gift certificate to [@ihoplangley](#)
- ✓ \$100 gift certificate to [@fasttrackindoorkarting](#)
- ✓ \$80 Downtown Dollars (as good as CASH and can be spent at over 100 local businesses!)

The results are in:

Instagram:

- 233 likes
- 1,114 comments/entries
- 133 shares
- 22 saves

Facebook:

- 86 likes
- 560 comments/entries
- 68 shares

Website Visits June 1,100 users

What pages do your users visit?

Page	Pageviews	I
/attractions/attractions-directory	418	
/food-drink/restaurant-directory	299	
/	280	
/attractions/shopping-directory	212	
/langley-city-cycles	160	
/attractions/outdoors	150	
/events/calendar-events	140	
/events/seasonal-inspirations	101	
/accommodation	62	
/langley-road-rally	40	