



PROGRESS REPORT

Consolidated Report of Activities from
September 2017 to September 2021





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MESSAGES FROM THE TEAM



Teri James | EXECUTIVE DIRECTOR

Since its inception in 2017, Discover Langley City has been a passion of mine for many reasons. We have so much to celebrate. A beautiful trail system, incredible community parks and gardens, outstanding events, a welcoming downtown that promises to deliver a unique experience and a spectacular food scene that covers the globe.

This progress report paints a fact-based picture of Discover Langley City's progress and where we can all expect it to go in the future. We have survived a challenging time for Destination Marketing Organizations across the province, but the future looks exciting!!

Discover Langley City is constantly evolving and one of the main purposes of this report is to highlight the strengths of our beautiful City and to show that our

businesses, attractions, restaurants, festivals, events and natural beauty all contribute to a place that people want to visit.

Discover Langley City allows us to showcase what we have to offer on a myriad of stages, and we are ready to perform. We say bring it on and we are so excited about what the future holds for Langley City!



Kristina Gervais | MANAGER OF OPERATIONS

Working with the team at Discover Langley City has brought me pride and joy to see Langley City continuously recognized as a great destination for food, fun and festivals.

Every year, we have seen phenomenal growth. Prior to the pandemic, Langley City was welcoming visitors from near and far, most commonly British Columbia, Alberta, and Washington State. We were able to support sports tournaments and events that brought an international audience.

When the pandemic hit and we faced travel restrictions, we transitioned to programs for local residents who were able to experience safe alternatives to travel and become ambassadors of their own city through experiences offered by Discover Langley City. We have been

developing and sharing innovative programs that showcase unique aspects of Langley City. Some of these include the BC Ale Trail, WestCoast Food, the Langley Road Rally, Langley City Cycles, the Mural Walk, and the International Taste Bud Tour.

The support of our stakeholders to bring our visions to fruition have been so rewarding. Together we are building a strong tourism community that will allow Discover Langley City to continue to grow and welcome visitors to Langley City.



Rachelle Dignan | SOCIAL MEDIA

No one could have ever guessed how significant social media would become for Destination Marketing Organizations, including me.

When the world shut down, social media was the one constant, and it was our responsibility to ensure that our beautiful City didn't fall off the radar. It became a daily endeavor to ensure that the message was clear — Langley City has so much to offer and we can't wait to see you again.

We take great pride in growing our followers on social media over the past four years, and because of well thought out and appropriate posts, and by showcasing the beauty of Langley City, we were able to stay engaged.

Photographers, influencers and businesses noticed what we were doing and our collaborations and contests continued to grow.

We are so appreciative of our loyal followers and the future looks incredible. Thank you to everyone who has supported us — Discover Langley City has plans for great things to come!

EXECUTIVE SUMMARY

This report was prepared by Discover Langley City (DLC) to provide a high-level overview of activities from 2017 to present for stakeholders and other external parties.

Discover Langley City provides the Tourism Marketing Services for Langley City, with the goal of raising the profile of Langley City as a destination and increasing awareness of its offerings.

In accordance with this goal, Discover Langley City offers resources, creates promotions and engages the public using the following mediums:

- website
- social media
- Google Ads
- mobile visitor center
- newsletter
- marketing collateral
- public relations

Marketing projects are integral for community engagement, and take place in the form of:

- partnerships
- events and sponsorships
- independent initiatives

While each individual project propels DLC towards its overarching goal, partnerships and sponsorships are invaluable as they generate additional exposure for Langley City. Langley City's International Taste Bud Tour is Discover Langley City's most recent independent marketing initiative. This freshly launched campaign's primary objective is to highlight the city's impressive international food scene.

Another key objective of Discover Langley City is to seek out new cooperative marketing opportunities with stakeholders. To date, DLC has 65 active stakeholders who are provided with support, networking opportunities, industry education, marketing strategies and campaigns, website exposure and site visits. DLC's stakeholder database continues to grow at a steady rate.

As a Destination Marketing Organization (DMO), Discover Langley City receives its primary source of funding from Municipal and Regional District Tax (MRDT). Alongside the MRDT funding, DLC receives additional funding for projects and operational costs through grants and a fee for service from Langley City.



INTRODUCTION

This report, prepared for Discover Langley City stakeholders and other external parties, highlights key activities and provides a high-level overview of activities from its establishment in 2017 to present day.

Statistics and information provided regarding Discover Langley City originates from DLC's internal reports, documents and analytics data; and any external information is cited.

Throughout this report, there are in-line links to provide external resources, such as the Discover Langley City website and partner websites. Please refer to Appendix D: In-Line Links in Report to find corresponding URLs. Included are the following major sections:

1

Organizational Overview

2

Promotional Tools and Mediums

3

Marketing Projects

4

Stakeholders

5

Funding

6

Insights and Key Learnings

ORGANIZATIONAL OVERVIEW

Discover Langley City is a Destination Marketing Organization operating under the umbrella of the Downtown Langley Business Association (DLBA). The Downtown Langley Business Association holds the contract to provide Tourism Marketing Services for Langley City.

With a Tourism Stakeholder membership model, the priorities of Discover Langley City are to promote Langley City as a destination to Langley City residents as well as visitors by highlighting Langley City's unique tourism assets.

Discover Langley City continuously seeks out cooperative marketing opportunities for its stakeholders to leverage the power of partnerships, and implement communication and marketing initiatives to raise the profile of Langley City and increase overnight stays.

The Langley City Tourism Community

In Langley City, the tourism community works together to provide:

- transportation
- accommodations
- food and beverage
- recreation
- entertainment
- tourism services

Within these areas of the tourism community, there are:

- 65 tourism stakeholders
- 17 parks and 25 google verified attractions
- 5 hotels with 291 hotel rooms
- over 80 restaurants
- prominent events including the Canadian Festival of Chili and BBQ, the Fork and Finger, McBurney Plaza Summer Series and the Arts Alive Festival

Goals and Objectives

The overall goals for Discover Langley City are the following:

- increased awareness as a destination
- increased overnight stays
- sustainable funding

The overall objectives for Discover Langley City are the following:

- increase visitor volume, length of stay and overnight stays
- produce print and online marketing materials
- increase partner/stakeholder participation in cooperative marketing programs and other initiatives

Discover Langley City's goals and objectives assist in raising the profile of Langley City as a destination and increasing awareness of its attractions, festivals, food and accommodations.

PROMOTIONAL TOOLS AND MEDIUMS

The following section discusses promotional tools and corresponding tactics currently being used by Discover Langley City.

Ongoing Promotional Activities

Since its establishment in 2017, DLC has been actively involved with the community by promoting Langley City as a destination and encouraging visitors through a combination of digital marketing, public relations and social media. Discover Langley City's marketing plan reflects on past performance and iterates for best performance. The strong performing mediums of engagement and reach for Discover Langley City contributes to its overarching goal.

Website

Currently, the [Discover Langley City website](#) is a virtual resource center for Langley City residents and visitors.

DLC's recent marketing efforts to promote Langley City as a destination as travel restrictions ease have been successful. The Website Performance Overview is a snapshot of DLC's global awareness progress from July 2020 to July 2021.

As shown in *Figure 1*, as restrictions are lifted in BC and around the world, DLC has been generating more interest globally.

Some features on the website include an event schedule, short blogs in "seasonal inspirations," accommodation, organizational information, and directories for restaurants, attractions and shopping. So far this year during the summer season, webpages with the most recurring traffic are the [Attractions Directory](#) and the [Restaurant Directory](#).

Social Media

Discover Langley City's social media presence continues to grow in numbers as well as effectiveness. Currently, Instagram, Facebook and YouTube are DLC's most popular social platforms.

INSTAGRAM

With upcoming Langley City events and initiatives, DLC has put an emphasis on social media promotion.

To show the significance of social media users, *Figure 2* includes the yearly growth of Instagram followers from 2019 to 2021.

As depicted in *Figure 2*, there was approximately a 65% average increase in followers per year. The current follower count is over 3,800 and continues to climb daily. Consumers consistently report positive feedback on the content of the DLC Instagram feed for providing relevant, engaging, and informational content.

CONTESTS

Facebook and Instagram contests have allowed DLC to introduce fresh, fun experiences in Langley City while increasing followers and engagement on social media.

The Instagram Staycation Giveaway offering a Langley City Romantic Staycation generated:

- almost 1,500 comments
- over 250 likes
- multiple saves and shares

As depicted in *Figure 3*, the Instagram Giveaway Contest led to an astounding 1925% increase in website traffic from social media, increasing users from approximately 1.3 to 24.6 percentage points throughout the week of the contest.



Figure 1: Website Analytics July 2020 & 2021

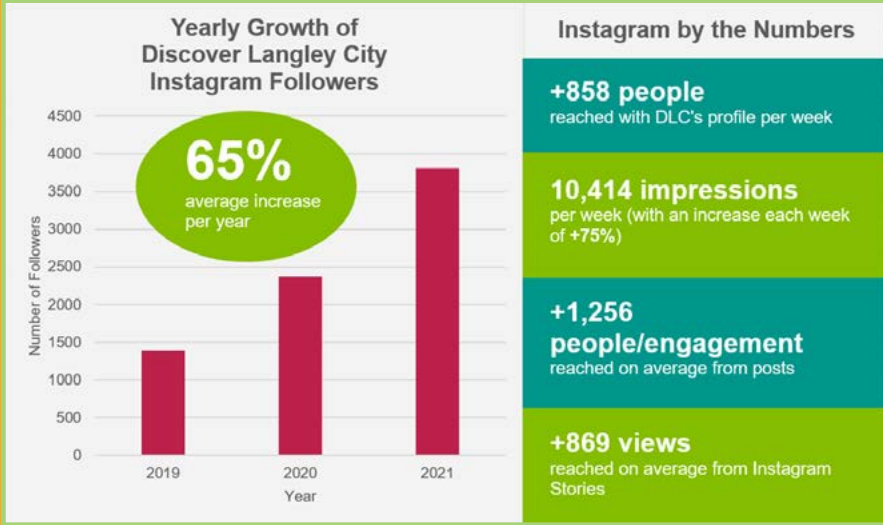


Figure 2: Instagram Follower Growth from 2019 to 2021.

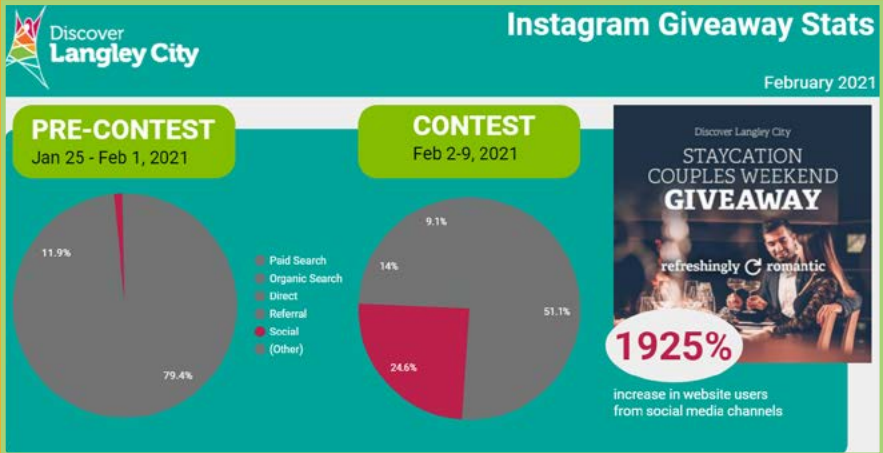


Figure 3: February 2021 Instagram Contest Insights



Paid Search Ads

Paid search ads are an integral part of DLC's digital marketing strategy and are done through DLC's digital marketing agency. The ads have yielded extremely positive results — a set of ads in March 2020 saw a 7% click-through rate, which is 5% above industry average at the time.

Since acquiring Google Ad Grant funding in June 2020 (see Funding section for details), paid search ads have been the key to driving source traffic to the DLC website. This has continued onto 2021; and the website traffic generated from DLC's paid search ads for 2021 is depicted in the Paid Search Snapshot pie chart.

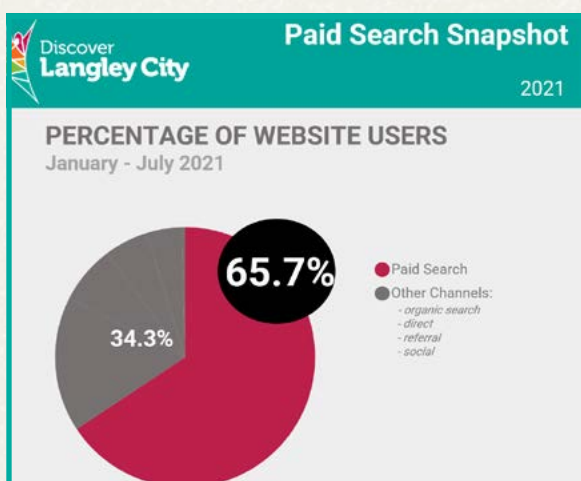


Figure 1: Website Analytics July 2020 & 2021



Figure 5: 2021 Discover Langley City Mobile Visitor Centre Setup at McBurney Plaza with Prize Wheel

Mobile Visitor Centre

Since 2018, Discover Langley City's mobile visitor centre has been set up during the summer months and run by a team of summer ambassadors in the following locations:

- McBurney Plaza
- Langley Community Farmers Market
- Timms Community Centre
- Langley Community City Parks
- other outdoor events and concerts

DLC's summer ambassadors interact with the public providing valuable face-time and handing out DLC marketing collateral and complimentary treats and goodies at events. The current setup, shown in *Figure 5*, includes a "spin to win" prize wheel with discounts and special offers donated by Langley City businesses.

The prize wheel has been successful in attracting more visitors, and in 2019 was set up on a total of 55 occasions and had approximately 1600 visitors. The mobile visitor centre was inactive in 2020 due to COVID-19 restrictions, however, in 2021 public interest has rebounded and in just 9 setups there were over 350 visitors.

Newsletter

Discover Langley City sends out a monthly newsletter to stakeholders and members of the public to promote events, stakeholders and other relevant information through Constant Contact, DLC's email marketing tool. DLC newsletters far surpass industry standard performance.

Here is a brief overview of performance over the past 12 months:

- the open rate is **51%**, which is **35%** above industry average (Constant Contact, 2021)
- CTR (click through rate) is **19%**, which is **18%** above industry average.

These numbers show that the writing and topics are compelling and relevant to DLC consumers and stakeholders.

At the end of 2020, the newsletter was sent to 191 people. As of August 2021, the newsletter was sent to 256 people. The newsletter database continues to grow with contests that require people to sign up through the eNewsletter icon in the website header.



Collateral

This section includes ongoing promotional guides and maps created by Discover Langley City. These handouts are delivered to stakeholders and to the public at DLC's mobile visitor center throughout the year.

Digital versions of each handout can be viewed in Appendix A: Marketing Collateral Visuals, or through the hyperlinked text in each respective section.

MURAL WALK

The Downtown Langley [Mural Walk](#) is enjoyed by hundreds of people every year, and is a walkable, self-guided tour of downtown Langley's murals. As well as promoting the Mural Walk through DLC's digital platforms, DLC has created a detailed paper-copy Mural Walk map (see Appendix A: Figure 9).

DISCOVER GUIDE

[The Discover Guide](#) features Langley City's popular attractions. These guides are provided at key Langley City locations, to visitors at the DLC mobile visitor center, groups and sports teams, and all hotels in Langley City and surrounding areas. Each year the guide is updated to include up-to-date information and new attractions (see Appendix A: Figure 10).

HUNGRY GUIDE

Similar to the Discover Guides, the [Hungry Guides](#) are dispersed to Langley City residents and guests. The Hungry Guide is updated annually to ensure business information and locations are current (see Appendix A: Figure 11).

THE BC ALE TRAIL BROCHURES

DLC has partnered with The BC Ale Trail, along with Farm Country Brewing and KPU Brew Lab. Currently, Langley City is featured on [The Fraser Valley Ale Trail](#). In addition to the breweries, The Fraser Valley Ale Trail features seven additional Langley City attractions and accommodations. As a partner of The BC Ale Trail, its brochures are handed out alongside DLC marketing materials.

TEAR-OFF MAPS

According to Destination BC, tear-off maps are still very popular with consumers and are a great investment to promote communities. DLC has created a tear-off map that shows the Lower Mainland on one side and Langley City on the other.

These maps are on display at DLC's mobile visitor centre, hotels, service stations, consumer events, the library, City Hall and other events (see Appendix A: Figure 12).

DLC MAGNETS

In response to Langley City visitors preferring "paperless" resources, DLC is excited to introduce branded magnets to its marketing materials. The magnets are business card sized and direct visitors to the DLC website and social media with online versions of all collateral (see Appendix A: Figure 13).

TASTE BUD TOUR RACK CARD

As part of the promotion for Langley City's International Taste Bud Tour (see Independent Initiatives section), DLC has created a one-page rack card to seamlessly fit inside the Hungry Guide. The rack card includes a brief introduction to Langley City's International Taste Bud Tour, and a QR code that sends guests to the campaign's landing page (see Appendix A: Figure 14).

PUBLIC RELATIONS

Discover Langley City works alongside local newspapers to provide tourism insights as well as promote any up-and-coming initiatives. Previous press releases can be found on DLC's [website](#).

VIDEO PRODUCTION

DLC has produced an array of videos, with the two main features being a fun and [cheeky take on Langley City](#) and the second on [Langley City food and beverage](#). The videos have catchy tunes and are designed to inspire a potential visitor to come and see for themselves what Langley City has to offer (see Appendix A: Figure 15 and Figure 16).

Marketing Projects

Discover Langley City marketing projects aim to promote Langley City's unique tourism assets.

These projects are broken down into three categories:

- partnerships
- event sponsorships
- independent initiatives

Partnerships

Working with local businesses, events, festivals and others, partnerships are crucial for Discover Langley City to increase awareness and have new opportunities for growth. This section includes a description of DLC's ongoing partnerships and past event sponsorships.

ONGOING

The partnerships described in Table 1 are still in place through marketing or event initiatives.

EVENT SPONSORSHIPS

Discover Langley City has sponsored events that bring in attendees to Langley City. These events align with the priorities of DLC since each event is a unique asset of Langley City, and attracts overnight stays.

PARTNERSHIP	DETAILS
<p><u>THE BC ALE TRAIL</u></p>	<p>DLC has partnered with The BC Ale Trail, along with Farm Country Brewing and KPU Brew Lab. Currently, Langley City is featured on The Fraser Valley Ale Trail.</p> <p>The BC Ale Trail is a consortium of businesses, breweries and Community Destination Marketing Organizations that pool their resources for a strong partnership, including matching funds from Destination BC.</p> <p>For more details and to view the participating Langley City businesses, see The BC Ale Trail Brochures under Collateral in the Ongoing Promotional Activities section.</p>
<p><u>LANGLEY ROAD RALLY</u></p>	<p>As part of the 2020 marketing plan, which included developing and encouraging new tourism experiences, the Langley Road Rally was developed in partnership with Tourism Langley.</p> <p>This project included a professionally designed interactive, downloadable map of a route with must-see outdoor spaces, shops, and restaurants in both Langley City and the Township of Langley.</p> <p>When COVID-19 travel restrictions were in place, the Langley Road Rally provided a safe experience to explore locally.</p>
<p><u>WESTCOAST FOOD</u></p>	<p>In January 2019, Discover Langley City joined WestCoast Food, a program that highlights the food and beverage options of nine communities in Metro Vancouver.</p> <p>This is a successful campaign that DLC will continue to execute.</p>
<p><u>FARM COUNTRY BREWING COLLAB BREW</u></p>	<p>In 2020, Discover Langley City was invited to collaborate on a new brew with Farm Country Brewing and the KPU Brew Lab. Together, the group created the "Higher Learning" Red Saison.</p> <p>This product is for sale today, and available on Farm Country Brewing's online store.</p>

Table 1: Discover Langley City Partnerships

EVENT	DETAILS	RESULTS
<p align="center"><u>CANADIAN FESTIVAL OF CHILI AND BBQ (2019)</u></p>	<p>Attracting many overnight visitors, the Canadian Festival of Chili and BBQ has teams competing from all over the Pacific Northwest. This event is the largest Chili and BBQ Competition in Canada and the Pacific Northwest.</p>	<p>Discover Langley City assisted in marketing for the festival in 2019. Increase of over 2,000 festival visitors from previous year. There were 40 participating teams, resulting in 600 overnight stays for the three-day event.</p> <p>DLC received a \$30,000 grant from the Western Diversification Fund to enhance the 2020 festival (cancelled due to COVID-19).</p>
<p align="center"><u>CANADIAN RACQUETBALL TOURNAMENT (2019)</u></p>	<p>This tournament brings a large number of overnight visitors to Langley City.</p>	<p>In 2019, over 100 athletes from 9 provinces competed at the Newlands Fitness Club.</p> <p>Resulted in approximately 540 room nights and national exposure for Langley City.</p>
<p align="center"><u>CHARITY PICKLEBALL TOURNAMENT (2019)</u></p>	<p>Hosted by the Langley Area Pickleball Dinkers from July 5 - 7, 2019, DLC supported the event with a cooperative marketing sponsorship as well as assisting with social media marketing.</p>	<p>There were 300 people expected by the organizers to be at the tournament. In total, this resulted in approximately 380 overnight stays and media attention from donating proceeds to charity.</p>
<p align="center"><u>SHOW ME THE MONTE (2019, 2020)</u></p>	<p>This event included Monte Durham headlining a weekend of bridal events. From a fashion show, exhibitors, and bridal fittings, brides were provided with a girl's weekend itinerary.</p> <p>The event included an incentive to stay at Cascades Casino and Resort with bridal groups.</p>	<p>Discover Langley City did Facebook and radio marketing to promote the event in 2019 and 2020. Marketing initiatives were a success, reaching almost 24,000 people on Facebook each year.</p> <p>Tickets sales were higher in 2020 compared to previous years. However, due to an unexpected snowstorm, turnout was lower than anticipated but increased overnight stays (27 in 2019). In 2020, the weather had a similar effect, resulting in 38 overnight stays.</p>
<p align="center"><u>JUST HERE FOR THE BEER (2020, 2021)</u></p>	<p>As part of a unique way to sponsor an event during the COVID-19 pandemic, "Just Here for the Beer" is a podcast showcasing Farm Country Brewing, a local brewery, to a large and passionate audience.</p>	<p>DLC's Executive Director was featured as a guest on the podcast released June 27, 2020 and again on August 1, 2021. There are plans underway to make this an annual podcast with DLC being included each year. This will enable us to continue promoting Langley City to the wide audience of listeners.</p>
<p align="center"><u>HUB CYCLING: BIKE TO SHOP (2021)</u></p>	<p>Since 2016, the Bike to Shop event has encouraged nearly 14,000 people to cycle to businesses in their local communities.</p> <p>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.</p>	<p>Discover Langley City and the DLBA partnered with HUB to bring this event to Langley City August 7-13, 2021.</p> <p>There were 8 participating business, Langley City tied for the second most participants.</p>

Table 2: Shows the events Discover Langley City has sponsored

Independent Initiatives

This section provides a high-level overview of past and current projects Discover Langley City has launched.

There are four major projects, which are:

- brand strategy development
- Langley City Cycles
- content diversification - photo shoot
- Langley City's International Taste Bud Tour

BRAND STRATEGY

In 2018, DLC worked alongside consultant Vanessa René from [René Creative](#) to develop a brand strategy to inspire and provide a creative direction for DLC's marketing team.

DLC branding is more than just a logo, but is an accumulation of images, words, and ideas that represent the organization's positioning.

Brand Strategy Snapshot

Our brand
springs from our intimate roots as a community.

Use all your senses
in a small community that allows you to be who you are.

Where we come from and where you come from will meet in the middle,
and as we spend time together, it won't matter what stage we're at in our lives. There is something very refreshing about that.

If Langley City was a person, it would be that old friend who you meet up with to spend time with enjoying the good, simple things in life. Here is where you really reconnect with who you are and say, "I'm letting all the stress go - I need this."

refreshingly
C
honest



From the Discover Langley City Our Story A Brand Guide

Figure 6: Snapshot of Discover Langley City's Brand Strategy

LANGLEY CITY CYCLES

To highlight the abundance of trails and bike routes in Langley City, DLC worked alongside digital marketing specialist Vanessa Rene and the Langley City Engineering Department to develop four Langley City bike trail maps as follows:

- 3KM bike route
- 5KM bike route
- 10KM bike route
- all routes

These maps are available as downloadable PDFs on the [Discover Langley City website](#), and encourages locals and visitors to come out to Langley City for a relaxing day of biking and sightseeing.

Although this project was launched in 2020, the Langley City Cycles webpage is currently still a top performing webpage (sixth place for July 2021) as cycling remains a popular COVID-friendly activity.

PHOTO SHOOT

In response to securing a \$7,500 content production grant (see Funding section for details) from Destination BC, DLC is currently working alongside [C.K Wright Photography](#) to capture Langley City attractions, restaurants, parks and more. These images will be used for DLC's own marketing purposes to elevate its website, newsletter and social media pages. Additionally, images are available to the City, stakeholders and anyone needing images to use as promotional content.

To-date, 12 locations have been photographed. These include:

- Downtown Langley One-Way
- Sendall Botanical Gardens
- McBurney Plaza Concerts and Events
- Newlands Golf and Country Club
- Farm Country Brewing
- The Raving Gamer Bistro
- Rose Gellert Music Hall
- Al Anderson Memorial Pool
- Penzer Action Park
- Food by Fanta
- Annora Restaurant
- Douglas Park

With the remaining budget, more locations will be included in the fall, winter, and spring.

LANGLEY CITY'S INTERNATIONAL TASTE BUD TOUR

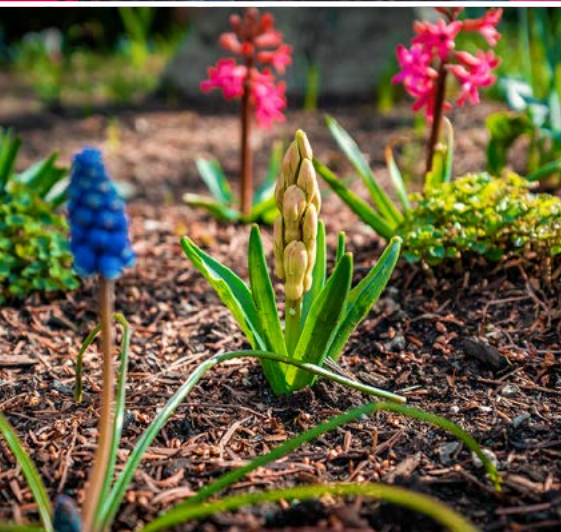
Langley City's International Taste Bud Tour is the most recent marketing initiative, and was launched July 13, 2021. The Taste Bud Tour features restaurants offering global cuisines through an easy-to-navigate online restaurant directory and interactive map. The goal is to highlight the city's impressive international food scene to encourage both locals and visitors to explore the delicious and versatile dining options available in Langley City.

Currently, the International Taste Bud Tour has an active [webpage](#), Langley City and DLC newsletter highlights, social posts on Instagram and Facebook, and a rack card to hand out at DLC's mobile visitor centre. The marketing plan for the Taste Bud Tour will also include

- paid google and social media advertising
- promotional contests over social media
- press release
- [WestCoast Food](#) feature (launched August 2, 2021)

The Taste Bud Tour concept is ever evolving, and future iterations that offer increased customer value are underway. One of these iterations is to incorporate interactive and downloadable PDF restaurant itineraries on the Taste Bud Tour webpage that encourage an overnight stay.

DLC's strategic marketing efforts with partnerships, events and independently, have allowed Langley City to remain resilient during COVID-19, and have been focused on keeping the community engaged and interested in city offerings. DLC is continuing with both online and in-person initiatives in accordance with safety guidelines.



STAKEHOLDERS

Discover Langley City seeks out cooperative marketing opportunities for stakeholders to leverage the power of partnerships and implement communication and marketing initiatives to raise the profile of the area.

Through every initiative, Discover Langley City ensures its stakeholders are at the heart of each decision and project executed. Discover Langley City's priorities are to promote Langley City as a destination to its residents as well as visitors by highlighting the city's unique tourism assets. Memberships are complimentary for tourist business-ready stakeholders.

In 2021, Discover Langley City has 65 stakeholders who are provided with support, networking opportunities, industry education, marketing strategies and campaigns, website exposure, and site visits. The Stakeholder Overview depicts the current stakeholder status of Discover Langley City.

As depicted in *Figure 7*, stakeholder growth remains steady and DLC has seen a 16% increase since April 2020.

Businesses and Hotels

To connect with and receive updates from stakeholders, Discover Langley City's staff routinely visit businesses. These visits provide DLC with valuable insights and

relevant stakeholder updates, as well as the opportunity to restock Discover Langley City marketing collateral for their customers.

During the COVID-19 pandemic, Coast Hotels remained closed and recently reopened midway through the summer 2021 season. The four remaining Langley City hotels stayed open throughout the pandemic, and reported to DLC an influx of business from construction workers. During this time, DLC promoted Langley City Staycations via the DLC website, newsletter and social media posts and contests.

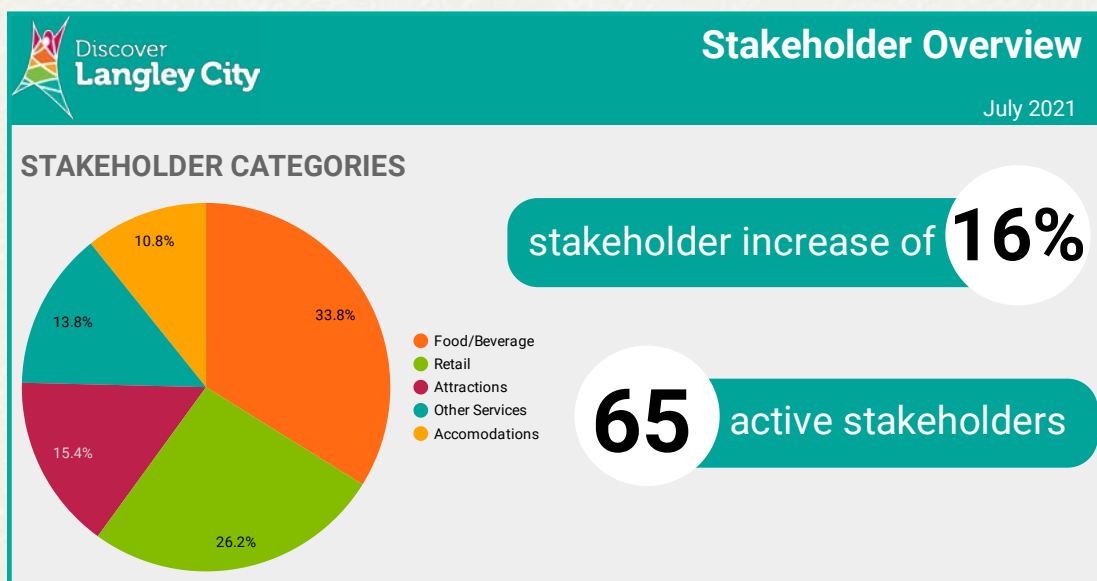


Figure 7: Stakeholder Snapshot

FUNDING

As a Destination Marketing Organization (DMO), Discover Langley City receives its primary source of funding with Municipal and Regional District tax (MRDT), a 2% tax collected on all accommodation stays in Langley City.

This tax is important as it raises revenue for tourism marketing. Additionally, the fee for service provided by Langley City contributes to the operating budget. The Yearly MRDT Funding graph shows the amount of MRDT funding received by Discover Langley City over the previous five years.

As shown in Figure 8, there was a 12% MRDT increase from 2018 to 2019. During 2020, the pandemic resulted in a decrease of 47%. However, DLC was able to access grants that made up 43% in lost MRDT revenue. Long-term success from the MRDT program is made possible by having a strong tourism community to support DLC as an organization. In return, DLC can provide resources to help strengthen tourism operators' businesses. Building and maintaining these relationships with stakeholders through ongoing communication and engagement is critical.

Many initiatives that Discover Langley City has been able to develop and enhance come from receiving grants from governmental initiatives and other organizations. These grants are explained in further detail in the Grants section.

Grants

Discover Langley City successfully receives grants to assist with operations, digital marketing, summer job opportunities, events, and photography. Ongoing grants are described in more detail in Appendix B: Discover Langley City Ongoing Grants.

Since festivals were postponed in 2020, DLC was able to save assets for future use, such as the grant made available to the Chili and BBQ Festival. As festivals and events are the strongest attractions in Langley City, having funding towards these events will add value to increasing new and returning visitors.

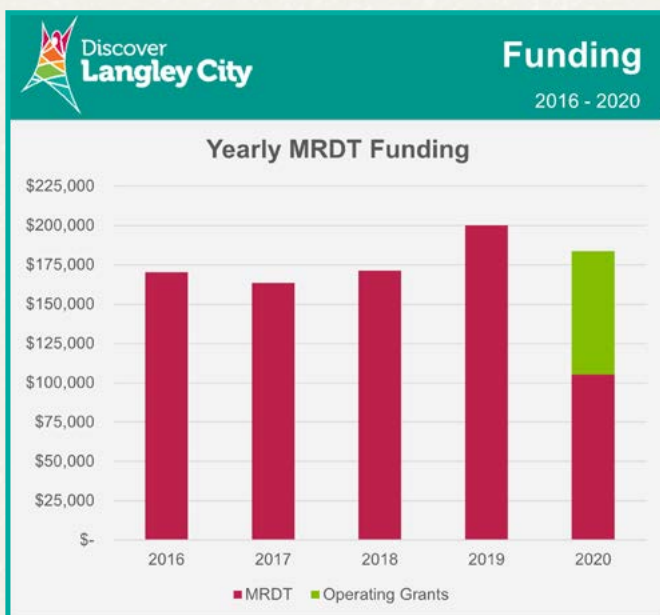


Figure 8: MRDT increase from 2016 to 2020 for Discover Langley City



INSIGHTS AND KEY LEARNINGS

Now in its fourth year of operations, Discover Langley City has found insights from its annual activities that continue to shape future initiatives.

Through co-op marketing, visitor services, digital and social media marketing and destination and product experience management, DLC is taking its results and turning key learnings into driving factors for its future projections.

See the infographic in Appendix C: Insights and Key Learnings Snapshot for a quick look into some takeaways that are driving DLC's tactics.

CONCLUSION

Since 2017, Discover Langley City has been the Destination Marketing Organization for Langley City.

Through diverse marketing tactics and mediums, Discover Langley City has worked hard to raise the profile of Langley City as a destination and increase awareness of its many unique assets and features.

As of 2020, digital marketing has been at the forefront of the DLC marketing plan, and the google ad campaigns continue to drive the most source traffic to the website. Additionally, DLC uses social media, paper and digital collateral, monthly newsletters and a mobile visitor center as effective ways to inform and engage with DLC's target audience.

Discover Langley City is constantly taking on marketing projects in the form of partnerships, events and other solo initiatives. Partnerships and event sponsorships generate

additional benefits such as an influx of visitors, exposure for Langley City and features on partner websites. In addition to MRDT, DLC's primary source of funding, many projects and events are funded externally through grants.

Discover Langley City continues to grow its stakeholder database and create professional alliances within the community. Although the impact of COVID-19 is prevalent in the tourism industry, Discover Langley City is excited to work alongside and support Langley City businesses as BC gradually reopens.

APPENDIX A: MARKETING COLLATERAL VISUALS



Figure 9: 2017 Mural Walk



Figure 10: Discover Guide

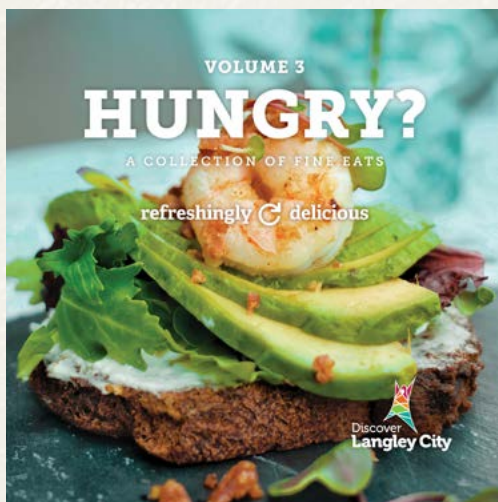


Figure 11: Hungry Guide

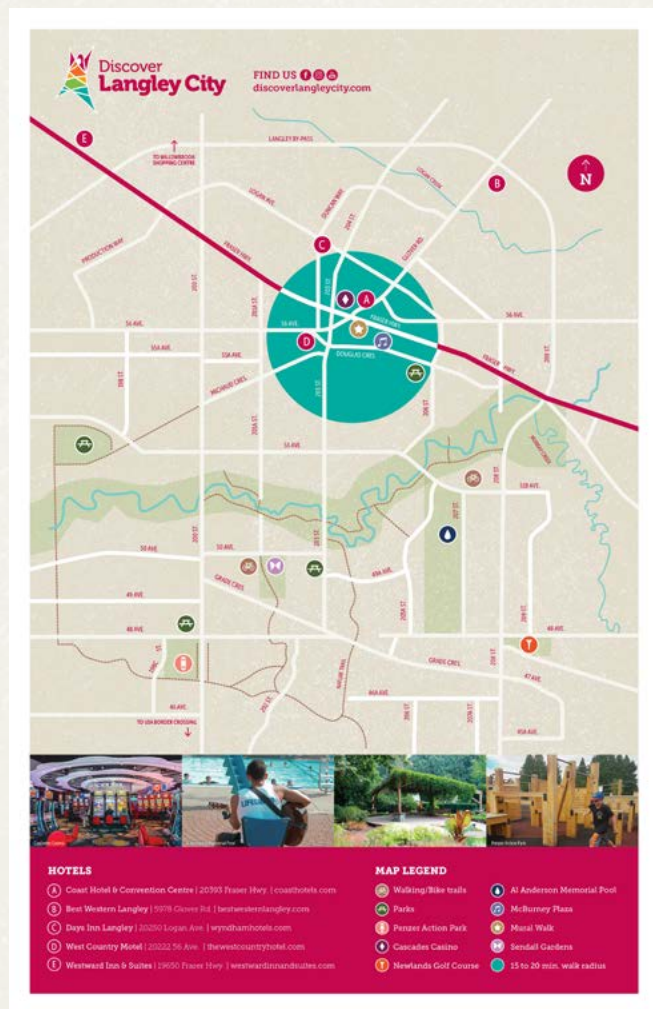


Figure 12: Tear-Off Map



Figure 13: Discover Langley City Magnet



Figure 15: Langley City Video



Figure 16: Langley City Eats Video



Figure 14: International Taste Bud Tour Rack Card

APPENDIX B: DISCOVER LANGLEY CITY ONGOING GRANTS

GRANT	AMOUNT	DESCRIPTION
GOOGLE AD GRANT (ONGOING)	\$10,000.00 / month	Every month, DLC is able to spend up to \$10,000 on Google Ads. This ad spend is administered by DLC's digital marketing agency for timely and relevant campaigns.
CANADA SUMMER JOBS (ONGOING)	\$12,136.00 (2021)	Each summer, DLC has been successful in hiring summer students to assist with marketing and be community ambassadors.
WESTCOAST FOOD DESTINATION BC CO-OP MARKETING PARTNERSHIP PROGRAM (2019, 2020)	\$34,000 <i>(Additional funding by Destination BC boosted post-COVID-19 budget to \$88,000)</i>	The program with this grant included a "Dine the Line" promotion in partnership with Translink, video, social media and website.
WESTERN DIVERSIFICATION FUND (2019)	\$30,000	In 2019, DLC received this grant to support festivals in Langley City. It was to be used to enhance the Canadian Festival Chili & BBQ festival in 2020, which was postponed due to COVID-19.
GOVERNMENT OF CANADA (2020)	\$26,300	During the COVID-19 pandemic, DLC received a portion of the BC Destination Marketing relief grant.
CONTENT PRODUCTION GRANT FROM DESTINATION BRITISH COLUMBIA (2021)	\$7,500	This Content Production grant allows DLC to capture images of experiences at Langley City restaurants and attractions. These images focus on dining, craft beer/wine and outdoor attractions.
COMMUNITY ADAPTATION FUNDING (2021)	\$16,500	Destination BC has developed a DMO Community Adaptation Funding (CAF) Program to assist community DMOs and community tourism organizations in BC to adapt business models, programs and services to help their local community tourism sector mitigate impacts from COVID-19.
OPERATING GRANT (2021)	\$13,000	Allocated based on MRDT revenue and distributed throughout the province to community destination marketing organizations.

Table 3: Ongoing DLC Grants

APPENDIX C: INSIGHTS AND KEY LEARNINGS

OVERNIGHT STAYS	STAKEHOLDERS
<ul style="list-style-type: none"> Assisting with marketing at events helped draw more overnight stays and provided access to online technology. Continuing to build relationships with surrounding communities is integral to DLC benefitting from overnight stays. 	<ul style="list-style-type: none"> Educating tourism-related businesses in Langley City will ensure that tourism funding continues through the MRDT and other revenue-generating opportunities.
BRAND AWARENESS	MARKETING
<ul style="list-style-type: none"> Having ambassadors out in the community is an incredibly successful way to raise awareness of the attractions, events and dining. Working with DLC's partners enhanced the level of awareness for Langley City as a destination and resulted in increased visitation. 	<ul style="list-style-type: none"> Digital marketing has been key to driving traffic to the website and ensuring the visibility of programs. Finding creative ways to engage with the community on social media continued to raise awareness of Langley City's attractions and restaurants in spite of COVID-19 restrictions.

Figure 15: Discover Langley City Key Learnings and Insights Snapshot

APPENDIX D: IN-LINE LINKS IN REPORT

Throughout this progress report, there are in-line links to external resources, such as the Hungry Guide and the Langley Road Rally. For readers who have a printed version of this report, please use these URLs provided to access the referenced website. These links are in order of appearance from the progress report.

- Discover Langley City website <https://www.discoverlangleycity.com/>
- Attractions Directory <https://www.discoverlangleycity.com/attractions/attractions-directory>
- Restaurant Directory <https://www.discoverlangleycity.com/food-drink/restaurant-directory>
- Discover Langley City Instagram <https://www.instagram.com/discoverlangleycity/>
- Mural Walk map <https://www.discoverlangleycity.com/sites/default/files/downtownlanglemuralwalk.pdf>
- Discover Guide https://www.discoverlangleycity.com/sites/default/files/discover_langley_city_attractions_guide.pdf
- Hungry Guide https://www.discoverlangleycity.com/sites/default/files/discover_langley_city_restaurant_guide.pdf
- The Fraser Valley Ale Trail <https://bcaletail.ca/ale-trails/fraser-valley/>
- Discover Langley City Press Releases <https://www.discoverlangleycity.com/discover/who-we-are#press>
- DLC Channel on You Tube <https://www.youtube.com/channel/UCKlCtje96FpDS76lcKUNyA>
- Langley Road Rally <https://www.discoverlangleycity.com/langley-road-rally>
- WestCoast Food <https://westcoastfood.ca/communities/langley-city/>
- Farm Country Brewing Online Store <https://farmcountrybrewing.square.site/shop/5>
- Canadian Festival of Chili and BBQ <https://www.ccbq.com/>
- Canadian Racquetball Tournament <https://www.r2sports.com/website/event-website.asp?TID=30409>
- Charity Pickleball Tournament <https://www.langleycity.ca/events/lapd-douglas-park-charity-pickleball-tournament>
- Show Me the Monte <https://everythingbutthegroom.ca/show-me-the-monte/>
- Just Here for the Beer <https://www.justherethebeer.com/>
- Just Here for the Beer podcast, June 27, 2020 <https://www.justherethebeer.com/podcasts/jhftb-radio-june-27th-2020>
- Just Here for the Beer podcast, August 1, 2021 <https://www.justherethebeer.com/podcasts/jhftb-radio-north-langley-brewers>
- HUB Cycling: Bike to Shop <https://bikehub.ca/biketoshop>
- Langley City Cycles <https://www.discoverlangleycity.com/langley-city-cycles>
- C.K Wright Photography website <https://www.ckwrightphotography.ca/>
- International Taste Bud Tour webpage <https://www.discoverlangleycity.com/langley-city-international-taste-bud-tour>
- WestCoast Food feature for the International Taste Bud Tour <https://westcoastfood.ca/join-langley-citys-international-taste-bud-tour/>



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