

**Update September 2021
For the Month of July and August**

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Administration

Canada Summer Jobs

The second student placement began mid summer when DLC welcomed Taryn Antalek who is also a BCIT student majoring in marketing and communication. The team of Hanna and Taryn have taken on the roles of community ambassadors and marketing interns., working closely with Kristina to attend events and contribute to the marketing activities for DLC.

An important component of the Canada Summer Jobs program is to provide mentorship and real-life experience to support the studies of the student participants. Having both students come from the marketing and communications field, these positions were very valuable experience for them, as well as giving DLC access to current trends and techniques from the BCIT programs.

Stakeholder Visits:

Stakeholder visits continue to be top priority for DLC. Dropping off collateral and checking in on a regular basis allows DLC to maintain strong relationships with stakeholders. Accommodation providers were given marketing collateral including maps, Hungry Guides (including an International Taste Bud Tour rack card inside), Discover Guides, and DLC branded backpacks. Some of the feedback from these visits include:

Insights about visitors, who are:

- from Alberta
- locals
- during the heat wave, there was an influx of visitors seeking air-conditioned rooms
- as sports are resuming, there is an increase of guests for sporting events and tournaments in the area
- throughout the pandemic, some hotels have seen consistent bookings for construction workers
- a few accommodations mentioned they were sold out during the BC Day long weekend

The Canadian border opened to welcome American visitors on August 9. Prior to this date, accommodations had none or few bookings from Americans. We expect to hear that more visitors are booking from the U.S. in future stakeholder visits.

Content Production Grant from Destination BC

In response to securing a \$7,500 content production grant, DLC is working alongside a professional photographer to capture Langley City images including restaurants, outdoor spaces, and attractions.

This grant is designed to give DLC, Langley City, Destination BC, stakeholders, and any interested parties access to high quality images to showcase Langley City.

The visual assets have been received, organized, and select images sent to Destination BC as per grant requirements.

The images are currently being used by DLC for website enhancements, eNewsletter, and social media purposes. In total, there have been eight separate shooting days and over 270 photographs added to DLC's digital asset library.



Marketing

Langley City's International Taste Bud Tour

Langley City's International Taste Bud Tour is the most recent marketing initiative, launched July 13th, 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.

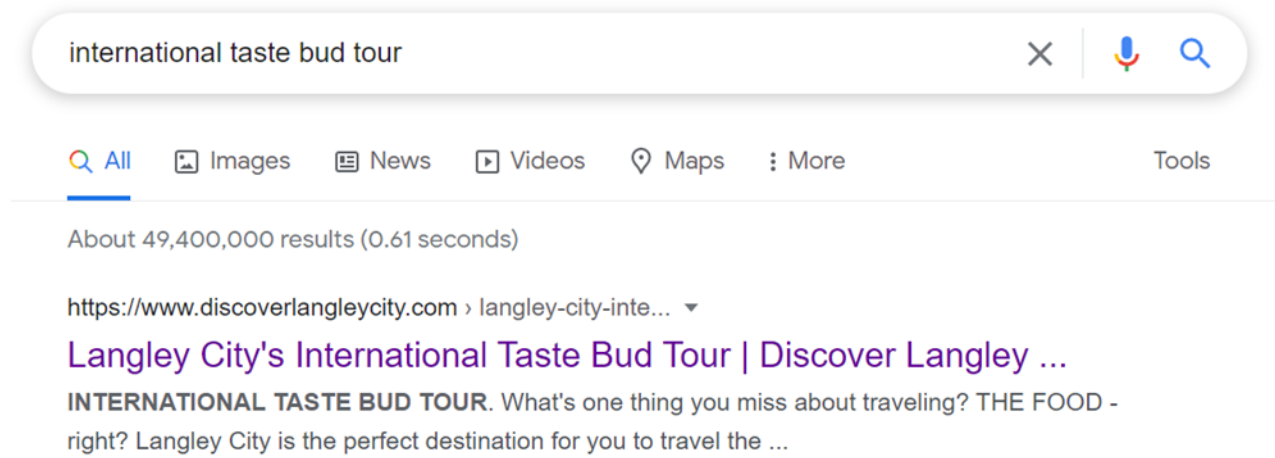
Currently, the International Taste Bud Tour has

- an active webpage
- West Coast Food feature story
- social posts on Instagram and Facebook

Additionally, strategic digital marketing efforts have effectively optimized this campaign's SEO. Langley City's International Taste Bud Tour has secured the first position on the first page for organic



Google search of the phrase “International Taste Bud Tour”, and third position for the phrase “Taste Bud Tour” (see image below).



“Reset, Refresh & Reconnect” Itinerary for Langley City’s International Taste Bud Tour

The “Reset, Refresh & Reconnect” Itinerary is the first pre-planned restaurant tour for people to spend a day (and a night) in Langley City. It includes a total of

- six restaurant selections for three meals (breakfast, lunch, and dinner)
- two activities
- four Langley City hotel recommendations for an overnight stay

More itineraries will be added and promoted through the fall season.



Mobile Visitor Centre

The mobile visitor center gives DLC valuable facetime with the public and the chance to hand out marketing collateral. The “spin to win” prize wheel is a major attraction and draws in guests.

The wheel includes discounts and special offers donated by Langley City businesses, as well as DLC banded backpacks and special treats. Set up in McBurney Plaza and at events, the prize wheel has resulted in line-ups at the mobile visitor center of up to 20 people.

Over the summer season, the ambassadors spoke to over 400 individuals and groups. Here are some useful insights gained from these interactions:

Top reasons for Visiting Langley City:

- Food and shopping are major draws to the downtown area.
- The umbrellas in McBurney Plaza have become popular on Instagram and TikTok, and many people travel to the plaza specifically to see them.
- The live music in McBurney Plaza is very well received by locals and visitors.



HUB Cycling Bike to Shop event

Discover Langley City was a proud sponsor of the HUB Bike to Shop Event. This was a weeklong promotion to encourage cycling in Langley City and for cyclists to shop and explore participating businesses for special offers.

From August 7 - 20, 2021, local businesses in 20 neighbourhoods across Metro Vancouver offered amazing freebies and sweet deals for people biking to their businesses. Half of the neighborhoods took part from August 7 - 13 and the other half from August 14 - 20 - plenty of opportunities to explore!

HUB hosted a Knowledge HUB in McBurney Plaza where people stopped by for free bike fix-ups, snacks, bike information, giveaways, engaged with the local community and entered to win great prizes.



Events

DLC is so pleased to see events happening in Langley City again. The events calendar on the website has seen a serious uptick in visitors as more content is added.

City Summer Beats was a perfect opportunity for DLC's mobile visitor centre to set up in the heart of the action and have the summer ambassadors provide information and bottled water under the shade of the colourful tent.

Website Visits July and August

What pages do your users visit?

Page	Pageviews
/	1,452
/attractions/attractions-directory	1,296
/food-drink/restaurant-directory	873
/attractions/shopping-directory	520
/attractions/outdoors	508
/events/calendar-events	451
/langley-city-cycles	436
/langley-city-international-taste-bud-tour	174
/accommodation	106
/events	100