

**Update November 2021
For the Month of October**

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Administration

MRDT Reporting

Destination BC has completed its review of DLC's 2020 MRDT annual performance and financial report which are approved.

The annual reports serve three distinct purposes:

- It confirms DLC's activities are in alignment with the five-year strategic business plan;
- It provides Destination BC with valuable information on how activities have progressed, their impacts, and identifies additional areas of potential collaboration, and
- Demonstrates fiscal prudence and accountability.

As reflected in all reports, 2020 was an unprecedented year of challenges for the tourism industry. Many designated accommodation areas switched marketing activities to more operational priorities in order to remain in operation, and to support local businesses within their communities. An interesting insight based on the reports received from participating Municipalities, Regional Districts and Eligible Entities from across the province:

*Total MRDT disbursement for the period January 1, 2020 to December 31, 2020 was just over **\$41 million dollars**, a decrease of approximately 45% over 2019.*

Tourism Marketing Contract Renewal

The DLBA is pleased to see continued support from Langley City and has been granted an additional five-year term on the contract to provide tourism marketing services. DLC will now be working with hoteliers to gather their support and approval for the next five-year strategic plan.

Stakeholder Visits:

DLC makes stakeholder visits a priority, focusing on the accommodation sector. These visits are an ideal way to maintain relationships as well as to gather insights from the industry. Each hotel was given 10 bags (plus one which was filled with Discover Guides, ITBT rack cards, the BC Ale Trail maps and Mural Walk maps). Below is a summary of the comments from each hotel:

- Coast Hotel - Has been getting busier, was slow but starting to get more guests.
- Days Inn – Is doing well, mainly getting guests from Alberta and in construction, thinking that it will be busier by February 2022.
- Best Western – loved the bags and liked how they are promoting the City, said they are doing well but it is slowing down for them.
- Westward Inn – Doing well, appreciated the bags.

Marketing

Media Relations

DLC was able to host a writer for Inspired Magazine, a publication that caters to the 55+ demographic and circulates throughout the lower mainland and Vancouver Island. This is an adventure story, a round up of three experiences involving 3 women, wanting to expand this demographic's comfort zone and include go-karting at Fast Track Indoor Karting. The article is expected to be published in March.

<https://www.seniorlivingmag.com/>

West Coast Food

DLC has been confirmed to be participating in this program again for 2022. Due to Destination BC funding, there will be no cost to participate, and all of the benefits of the program will be in place.

<https://westcoastfood.ca/>

Langley City's International Taste Bud Tour

Itineraries - This month, the five ITBT itineraries were added to the website. The itineraries included the call-to-action to tag DLC on social media and use the hashtag #LangleyCityEats. As of October 24, there have been 996 posts shared with this hashtag.

Social Media Giveaway - The ITBT Giveaway was launched on Wednesday, October 13. Below is the social media reporting when the contest closed on Monday, October 25.

- Instagram:
 - 251 likes
 - 1,669 entries
 - 25 shares
 - 36 saves
- Facebook:
 - 41 likes
 - 558 entries
 - 6 shares



The giveaway included the following prizes (valued over \$565):

- International Taste Bud Tour Itinerary #5
- Two night stay at Cascades Casino Resort hotel plus two \$10 Starbucks gift cards
- Dinner at Food by Fanta
- Breakfast at Red Velvet Cafe
- Lunch at Tacoholic
- Dinner at Maru Sushi
- Breakfast at Coastal Coffee
- Gift card to Farm Country Brewing
- Gift card to Fast Track Indoor Karting



Consumer Newsletter

The October newsletter featured “Pumpkin Spice and Everything Nice” in Langley City. It included the following:

- Write-up for “3 Cozy Spots for the Perfect Fall Vibes” (with The Creative Bookworm, The Painted Loft, and Twins Coffee)
- A Featured Event (Halloween Dream at Theatre in the Country)
- Write-up for “Fall Festivities for the Whole Family” (featuring Value Village and Telescopes at FVRL Langley City)
- Stakeholder Spotlight for Rose Gellert Hall
- Last Minute Thanksgiving Plans (using our attractions directory)
- Seasonal Snaps with October photos from our social media

The link which gathered the most click-throughs was the Attractions Directory (12 clicks). More users opened the email on desktop (59.6%) than mobile (40.4%). See Constant Contact report below.

Sent	340	Open Rate	43.9%	Click Rate	10.6%
Opens	141	Clicks	34		
Sent	340	Did Not Open	180		
Bounces	19	Unsubscribed	0		
Successful Deliveries	321	Spam Reports	0		
Desktop Open Percentage	59.6%	Mobile Open Percentage	40.4%		

Langley City Newsletter

DLC submitted an insert for the Langley City newsletter to promote the Hungry Guide, Discover Guide and the Events Calendar on the DLC website.

Website Visits September

What pages do your users visit?

Page	Pageviews	Page Value
/attractions/attractions-directory	315	\$0.00
/food-drink/restaurant-directory	272	\$0.00
/	222	\$0.00
/events/calendar-events	164	\$0.00
/attractions/shopping-directory	153	\$0.00
/attractions/outdoors	104	\$0.00
/langley-city-international-taste-bud-tour	80	\$0.00
/langley-city-cycles	65	\$0.00
/attractions/nightlife	62	\$0.00
/accommodation	36	\$0.00

Oct 1, 2021 - Oct 31, 2021 ▼ [PAGES REPORT >](#)