

Update January 2022

Created by:

Kristina Gervais | Manager of Operations

Administration

MRDT Renewal

DLC is in the process to renew the Municipal and Regional District Tax which has a repeal date of November 21, 2022. The City has already approved an additional 5 years and now the hoteliers are being asked to officially show their support for its continuation. In person meetings with each hotelier are expected in January, with the completed application due to be submitted to the Ministry of Finance and Destination BC in March.

The 5-year strategic plan for 2023 to 2027 has been completed as well as the 2023 tactical plan in support of the application.

Meetings Attended

Vancouver, Coast and Mountains Fall Forum
Fraser Valley Destination Council
BC Tourism Industry Update

Marketing

Winter Asset Development

Continuing on with the summer photo shoots, DLC has contracted the same photographer to take winter shots of Langley City. These include McBurney Plaza, Douglas Park, Nicomekl River Suspension Bridge, Brydon Park, and Sendall Gardens.

These sessions are being funded by a grant from Destination BC.

Digital Marketing

Although the majority of the DLC marketing has been put on hold due to the Provincial Health Order, border closures and flood disaster, basic awareness and tourist in your own town campaigns continue with the Google Adwords program.

Top Metrics for Google Grant Search Ads - December

Date Range	Dec 1 - Dec 31st
Spend	\$2,277
Impressions	6,744
Clicks	499
CTR	7.40%
CPC	\$4.56

Top Performing Ads

Sorted by Impressions for December, 2021

[Hidden Gems You Can Eat | Langley City Food Guide | The World To Your Table](#) +8 more
www.discoverlangleycity.com
From First Coffee To Late Night Binges, Langley City's Restaurants Got Just What Yo...

Restaurants
Impressions: 1,511
CTR: 4.63%
Clicks: 70
CPC: \$2.52

Restaurants: Foodies
Impressions: 1,169
CTR: 4.96%
Clicks: 58
CPC: \$2.38

[Langley City Restaurants | List Of Local Restaurants | Take Out Or Dine In](#) +12 more
www.discoverlangleycity.com
Langley City Is Filled With A Variety Of Restaurants Offering Diverse Cuisines. See...

[Shop In Langley City | Fashion Lives Here | Walk & Shop Langley City](#) +9 more
www.discoverlangleycity.com
Remember The Joy Of Shopping In Person? Get Back To The Things You Love In Langley...

Shopping
Impressions: 527
CTR: 4.93%
Clicks: 26
CPC: \$2.91

Shop Local Campaign

Langley City is full of unique boutiques and shops that are perfect to draw visitors into the community. DLC created a 4-page promotion highlighting some of those shops in a fun and colourful way.

The Shop Local Campaign was promoted via social media and the December newsletter.

The full document can be found [HERE](#).



Edible Vancouver Advertisement

As food is the largest driver of tourism for Langley City, DLC invested in an advertisement in the Edible Vancouver Magazine, a magazine devoted to foodies and treasured as a collector's item for their great articles and stunning photography. A second ad will be placed in the March issue and supported with social media posts.

A SELF-GUIDED TOUR
TasteBud TOUR
TRAVEL THE WORLD THROUGH YOUR TASTE BUDS
Enjoy authentic international cuisine without leaving BC, right here in Langley City!
Visit our interactive map & restaurant directory to plan your tasty tour
Discover Langley City | discoverlangleycity.com

TWO RIVERS MEATS
LOCAL & DELICIOUS

Christmas brunch never looked this good.
KITCHEN THERAPY
IGNITE YOUR PASSION FOR COOKING
#10-2463 1638 St. Surrey, BC | (604) 536-0805 | kitchentherapy.ca

SUPERIOR FISH MARKET & SPECIALTY FOODS
EST. 1981
We have a superb collection of gourmet foods for holiday entertaining or stocking stuffers for the foodie on your list!
Taking orders for your holiday turkeys.
Merry Christmas and Happy New Year!
Tenant Park Square, 5239 Ladner Trunk Road
Ladner • 604-946-2097 • www.superiorfish.ca

EDIBLE GIFTS
NAUGHTY + NICE
RECIPES BY JUSTIN FAUBERT | PHOTOS BY AMY ZAMBONINI
Wouldn't it be nice to wake up Christmas morning to fluffy pancakes with your choice of cranberry or pear syrup? Or perhaps, if it's not too naughty, you'd prefer to start the day's festivities with a mimosas of sparkling wine, just-squeezed orange juice and a few drops of spiced cranberry syrup? Whatever list you find your name on, these fruit and herb syrups are simple to make and may help sway the big guy.

Consumer Newsletter

The December newsletter focused on Shop Local, a feature on private event space, the BC Ale Trail, Shop Your Heart Out, and a stakeholder spotlight on Toy Traders

The average industry rates for email as of December 2021 for the Travel & Tourism (passenger transport, accommodations, travel agencies, etc.) category was an open rate of 25% and DLC smashed that with a 50% open rate and an industry standard of .8% click rate and DLC click rate of 7.9%.

This shows that DLC provides compelling content that consumers are eager to read.



Business Type	Open Rate (Total)	Click Rate (Clicks/Delivers)	Bounce Rate
Travel & Tourism (passenger transport, accommodations, travel agencies, etc.)	25.43%	0.81%	7.97%

Email Results of December Campaign

Sent 320		Open Rate 50.3%		Click Rate 7.9%	
Opens	160	Clicks	25		
Sent	320	Did Not Open	158		
Bounces	2	Unsubscribed	1		
Successful Deliveries	318	Spam Reports	0		
Desktop Open Percentage	81.5%	Mobile Open Percentage	18.5%		

Website

Website Visitors December: 967

Page Views December

The DLC website is a great resource for visitors and locals to find fun things to do over the holidays. The top page views were attractions, restaurants, and events.

Page	Pageviews	f
/	228	
/attractions/attractions-directory	211	
/food-drink/restaurant-directory	181	
/events/calendar-events	161	
/attractions/shopping-directory	160	
/attractions/nightlife	58	
/attractions/outdoors	54	
/langley-city-cycles	38	
/langley-city-international-taste-bud-tour	30	
/attractions/recreation	29	

Dec 1, 2021 - Dec 31, 2021 ▼