

**Update February 2022**

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## Administration

### MRDT Renewal

DLC has completed the polling of the accommodation properties for the MRDT renewal and is pleased to advise that 100% of the hotels are in favour of the 5-year renewal at 2%.

The renewal package is being written now which includes an updated 5-year marketing plan, 1-year tactical plan and evidence of industry consultation among many other requirements. The only pressing issue now is an update to Bylaw 3004, which is required to enact current regulations.

### Canada Summer Jobs

January is the application window to apply for Canada Summer Jobs. DLC applied for two marketing Coordinators for 16 weeks over the summer months from May to September. DLC hopes to hire students from post secondary schools with a focus on tourism, marketing, and/or communications. The program pays at the minimum wage (\$15.20), with a top up of \$1.80 from DLC to pay \$17.00. They will be responsible for many of the same tasks as in the past including marketing, stakeholder relations and manning the mobile visitor centre. It's expected that the results of the application will come in late April.

### Meetings Attended

Destination Vancouver Business Sprint  
Fraser Valley Destination Council  
BC Tourism Industry Update

## Marketing

### Edible Vancouver Social Media Campaign

As an add-on to the advertising in the Edible Vancouver Magazine, DLC worked with the editor to provide sponsored social media posts to promote the International Taste Bud Tour. The posts will be across Instagram, Facebook and Twitter and follow up with stories on Instagram and Twitter. Edible Vancouver has 65k followers across the three platforms.

## Digital Marketing

Digital marketing continues with paid (sponsored) advertising on the Google Adwords program. The team at the digital marketing agency are constantly monitoring the ads and tweaking them to ensure the right audience is receiving the ads for the best success rate. The limited local reach has been extended to Washington State in anticipation of that market opening soon. There is pent up demand to travel and DLC is planting the idea to explore Langley City.

## Top Metrics for Google Grant Search Ads - January

<b>Date Range</b>	Jan 1 - Jan 31st
<b>Spend</b>	\$2,568
<b>Impressions</b>	7,614
<b>Clicks</b>	611
<b>CTR</b>	8.02%
<b>CPC</b>	\$4.20

## Top Performing Ads

*Sorted by Impressions for January, 2022*

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

**Restaurants: Foodies**  
Impressions: 1,448  
CTR: 6.56%  
Clicks: 95  
CPC: \$3.49

[Visit Langley City's Parks | 346 Acres Of Parkland | Canada's Biggest Parkour Park](#) +9...  
[www.discoverlangleycity.com](http://www.discoverlangleycity.com)  
We're Ready To Have You Back, This Distance Has Been Killing Us. Langley City Has A Little...  
[View assets details](#)

**Restaurants**  
Impressions: 1,928  
CTR: 8.04%  
Clicks: 155  
CPC: \$2.88

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

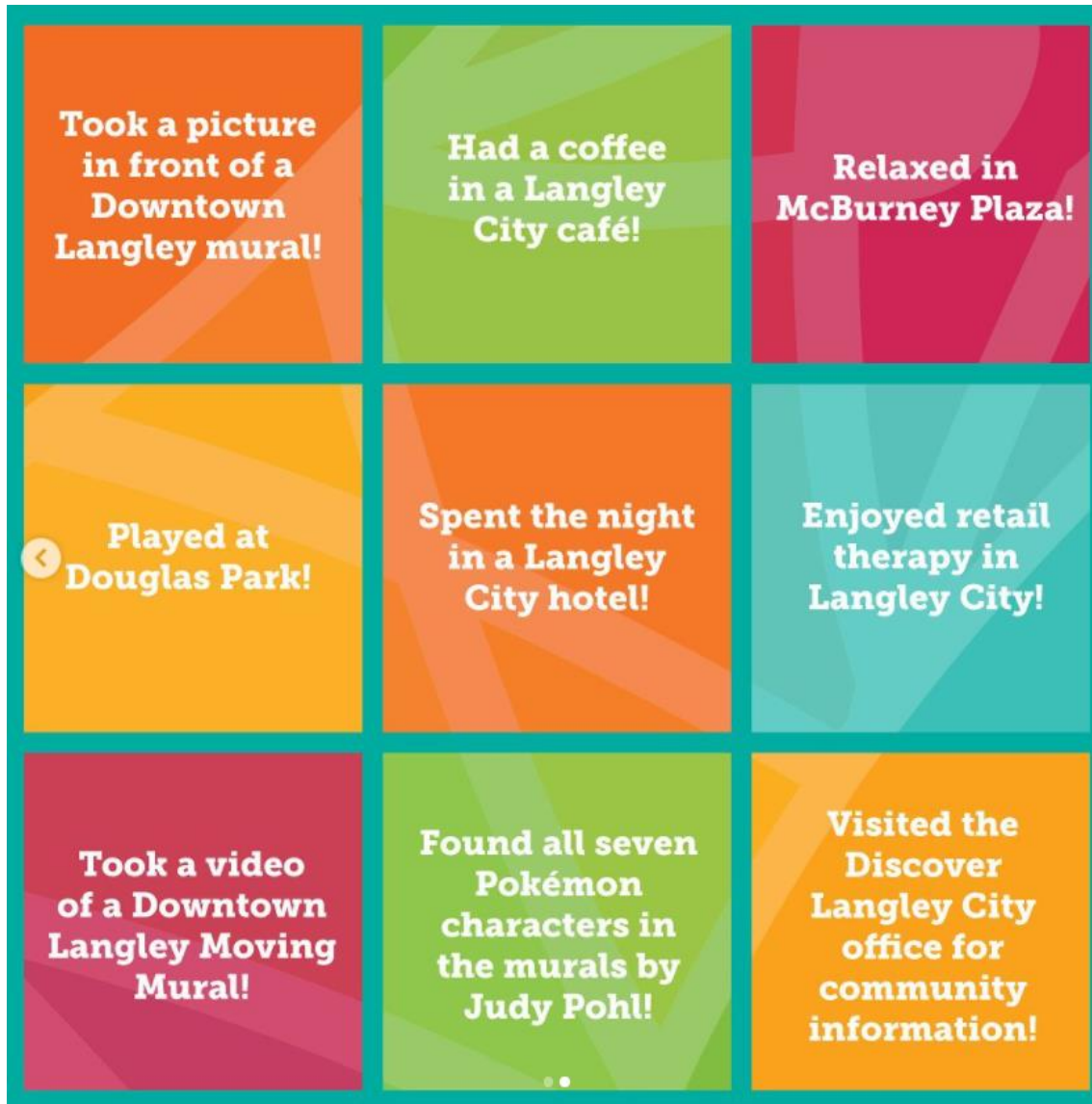
**Park & Trails**  
Impressions: 602  
CTR: 10.30%  
Clicks: 62  
CPC: \$5.24

## Social Media Contest

The latest contest on social media is BINGO!

Follow the Bingo board to take photos of different activities and places through out the city and be entered to win Downton Dollars!

The contest is on Facebook and Instagram and entries are open until the end of February.



## Consumer Newsletter

The January newsletter focused on health and wellness and featured Langley City spas and health stores.

The average industry rates for email as of January 2022 for the Travel & Tourism (passenger transport, accommodations, travel agencies, etc.) category was an open rate of 25% and DLC smashed that with a 47% open rate and an industry standard of .8% click rate and DLC click rate of 5%.

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 January Campaign

Sent <b>319</b>		Open Rate <b>47.2%</b>		Click Rate <b>5.1%</b> ⓘ	
Opens	149	Clicks	16	Did Not Open	167
Sent	319	Unsubscribed	2	Spam Reports	0
Bounces	3	Desktop Open Percentage	80.2%	Mobile Open Percentage	19.8%
Successful Deliveries	316				

## Website

Website Visitors January: 1042

### Page Views December

The DLC website is a great resource for visitors and locals to find activities in Langley City. Paid search continues to drive the most traffic to the site followed by organic search. The top page views were restaurants, attractions and events.

Page	Pageviews
<a href="#">/food-drink/restaurant-directory</a>	332
<a href="#">/attractions/attractions-directory</a>	227
<a href="#">/</a>	195
<a href="#">/events/calendar-events</a>	162
<a href="#">/attractions/shopping-directory</a>	149
<a href="#">/attractions/outdoors</a>	98
<a href="#">/langley-city-international-taste-bud-tour</a>	54
<a href="#">/attractions/nightlife</a>	45
<a href="#">/langley-city-cycles</a>	41
<a href="#">/accommodation</a>	38