

**Update March 2022**

**Created by:**

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## Administration

### Administration

With the lifting of restrictions, DLC has begun marketing activities again. The 2022 tactical plan has identified many areas that are appropriate to ease into, such as sponsoring events and encouraging new tourism products. Digital media has been expanded to include the lower mainland, British Columbia, and Washington State.

These projects will be announced as they are finalized.

### Meetings Attended

Destination Vancouver Business Sprint  
Fraser Valley Destination Council  
BC Tourism Industry Update  
Vancouver Coast and Mountains DMO update

## Marketing

### Edible Vancouver Magazine

DLC purchased another advertisement in the Edible Vancouver Magazine to continue promotion of the International Taste Bud Tour. This publication is ideal for DLC as it captures the Vancouver/Lower Mainland Foodies market.

### Digital Marketing

DLC has seen a steady increase in all performance metrics over the past **3 months**:

- Grant Ad Spend **+39%**
- Cost-Per-Click **-2%**
- Click-Through-Rate **+16%**
- Link Clicks **+39%**
- Impressions **+30%**.

Over the past **3 months**, all **32 ads** that are currently in market have been optimized and new ads have been put into market to better reflect the winter season. The winter ads will be switched off and we have created new spring ads that will be put into market in advance of spring break.

## Top Metrics for Google Grant Search Ads - February 2022

<b>Date Range</b>	Feb 1 - Feb 28
<b>Spend</b>	\$3,759
<b>Impressions</b>	9,570
<b>Clicks</b>	824
<b>CTR</b>	8.80%
<b>CPC</b>	\$4.46

## Top Performing Ads

Sorted by CTR for February 2022

Things To Do In Langley City | Have Fun In Langley City | Must Do's In Langley City +10...  
[www.discoverlangleycity.com](http://www.discoverlangleycity.com)  
 Explore Fun And Exciting Attractions In Langley City The Whole Family Will Love. Fro...  
[View assets details](#)

**Attractions**  
 CTR: 16.83%  
 Impressions: 101  
 Clicks: 17

**City Cycle Guide**  
 CTR: 11.04%  
 Impressions: 308  
 Clicks: 34

Plan Your Spring Rides | Bike Trails Langley | Get Outside And Explore +12 more  
[www.discoverlangleycity.com](http://www.discoverlangleycity.com)  
 Frosty Might Be Melting But Cycling Season Is Coming in Hot, Check Out Our Cycle Guide....  
[View assets details](#)

What To Do In Langley City | Family Friendly Festivals | Outdoor Adventures Abound +10...  
[www.discoverlangleycity.com](http://www.discoverlangleycity.com)  
 Get Your Ya-Yas Out (Or Theirs) At One Of Langley City's Many Outdoor Recreation Area...  
[View assets details](#)


**Attractions**  
 CTR:10.61%  
 Impressions: 3,401  
 Clicks: 361


## Social Media Contest

Big winners on DLC's social media BINGO contest!

The grand prize winner...



 **johannanewman88** • Follow  
Downtown Langley


 **johannanewman88** Thank you @discoverlangleycity

I completed all 9 squares of Discover Langley City BINGO.

I won \$300 Downtown Dollars.  
There are over 100 shops, services and restaurants to choose from.  
It is going to be so much fun.

#tourismlangley #downtownlangley #downtownlangleybc #downtownlangleybusinessassociation #langley #langleybc #langlemuralwalk #langleycity #langleytourism #langleyeats #langleybusiness #explorelangley #shoplangley #shoplangleybc #lovevancouver #hellobc #destinationbc #explorecbc #exploreclocal #explorebritishcolumbia #tourismbc #tourismbritishcolumbia #discoverlangleycity #discoverlangley #discoverdowntownlangley #fraservalleybuzz #muralwalk #muralwalklangley #lovelangley #lovedowntownlangley

11h

 **payit4ward** Have fun shopping in lovely @discoverdowntownlangley !!!

Like Comment Share

Liked by kaitertot88 and others  
11 HOURS AGO

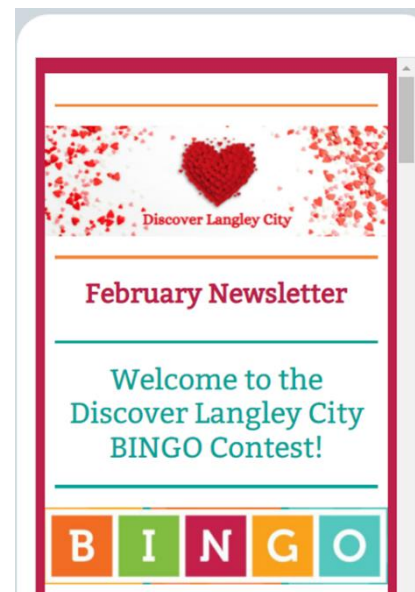
Add a comment... Post

## Consumer Newsletter

The February newsletter focused on culinary adventures, the Bingo contest, and romantic outings in Langley City.

The average industry rates for email as of February 2022 for the Travel & Tourism (passenger transport, accommodations, travel agencies, etc.) category was an open rate of 25% and DLC smashed that with a 45% open rate and an industry standard of .8% click rate and DLC click rate of 7%.

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



## Email Results of February Campaign

Sent <b>317</b>	Open Rate <b>45.2%</b>	Click Rate <b>2.5%</b>
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Opens	142	Clicks	8
Sent	317	Did Not Open	172
Bounces	3	Unsubscribed	0
Successful Deliveries	314	Spam Reports	0
Desktop Open Percentage	84.8%	Mobile Open Percentage	15.2%

## Website

Website Visitors January: 1308

### Page Views December

Paid search continues to drive the most traffic to the site followed by organic search. The top page views correlate with the top most effective search ads and these change every month. This month they were attractions, restaurants and shopping.

Page	Pageviews
<a href="#">/attractions/attractions-directory</a>	430
<a href="#">/food-drink/restaurant-directory</a>	341
<a href="#">/</a>	213
<a href="#">/attractions/shopping-directory</a>	165
<a href="#">/events/calendar-events</a>	160
<a href="#">/attractions/outdoors</a>	84
<a href="#">/attractions/nightlife</a>	79
<a href="#">/langley-city-international-taste-bud-tour</a>	63
<a href="#">/langley-city-cycles</a>	49
<a href="#">/accommodation</a>	48