

Update April 2022

Created by:

Kristina Gervais | Manager of Operations

Administration

Administration

Meeting with Minister Gudie Hutchings

Teri and Kristina were invited to attend a tourism round table with Gudie Hutchings, Minister for Rural Economic Development, hosted by MP John Aldag. Langley and Cloverdale were encouraged to explore working collaboratively on a regional tourism plan.



Hotel Feasibility/Market Feasibility

The Fraser Valley Destination Management group, a function of Destination BC's Vancouver Coast and Mountains Region, was able to secure funding in the amount of \$75,000 from the destination council SEED fund. This funding is being used for a Hotel Feasibility/Market Feasibility study that was identified as a need for each of the communities within the group.

Once the study is complete, and opportunities are identified, we hope to work with our economic development officers to move forward on the recommendations.

MRDT Renewal

DLC has received confirmation that Destination BC has completed its review of the Langley City renewal application and it has been submitted to the Ministry of Finance for Cabinet approval. The ministry may have questions on the application and could be in touch direct or through Destination BC. Once approved by Cabinet, the notification will be sent directly by the ministry to Darrin Leite as the designated recipient.

Meetings Attended

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

Marketing

Inspire Magazine

DLC hosted a writer from Inspire Magazine, a publication that caters to the 55+ demographic and circulates throughout the lower mainland and Vancouver Island. The writer was looking for an adventure story, a round up of three experiences involving 3 women.

The article was published in the April edition and can be found here:

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



BIRTHDAY ADVENTURES WITH MY INNER CHILD

by JANE CASSIE

When I was eight years old, I had hopes of being a gymnast. Even though it was well before the trampoline craze, I had one in my backyard. And I was forever bouncing, twisting, and flipping to my heart's content. I'm sure my parents were relieved they finally found an activity that resolved my endless energy.

That was six decades and a hundred or so pounds ago.



Digital Marketing

March Report Summary

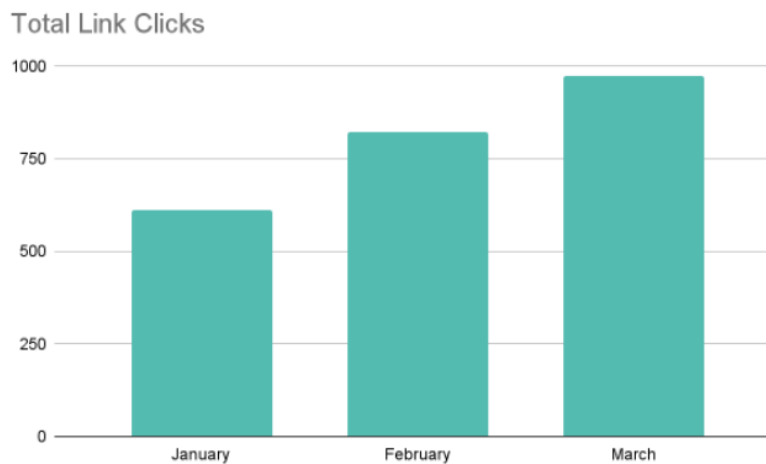
We have seen a steady increase in the following metrics over the past **3 months**:

- Grant Ad Spend
- Click-Through-Rate
- Link Clicks
- Impressions

Once again, we have **great improvements in all performance metrics** during the month of March, with the greatest jump in progress coming from our Total Monthly Spend (**\$4,502**) and Link Clicks (**972**). Since spring is in full swing now, we have since turned off the winter focused ads and turned back on the spring ads. Both the Spring Cycle Guide + Parks & Trails ads are seeing great results so far, including both landing in the **top performing ads for CTR** in the month of March.

Discover Langley City March Report

3-Month Trend - Total Link Clicks



Top Metrics for Google Grant Search Ads - March 2022

Date Range	March 1 - March 31
Spend	\$4,502
Impressions	10,629
Clicks	972
CTR	9.14%
CPC	\$4.63

Top Performing Ads

Sorted by CTR for March 2022

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

City Cycle Guide (Spring)
CTR: 11.54%
Impressions: 104
Clicks: 12

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

Attractions
CTR: 11.71%
Impressions: 4,876
Clicks: 571

[A More Colourful Ride | Routes for Any Level | Explore Langley City by Bike](#) +9 more
www.discoverlangleycity.com
It's A Real Gas - Without The Gas. Go For A Quick Spin, Or Take The Scenic Route. +2...
[View assets details](#)

Parks + Trails (Spring)
CTR: 9.73%
Impressions: 113
Clicks: 11

Consumer Newsletter

The March newsletter focused on Earth Day, Family Fun, and outdoor adventures.

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 March Campaign

Sent	316	Open Rate	45.5%	Click Rate	4.2%
Opens	142	Clicks	13		
Sent	316	Did Not Open	170		
Bounces	4	Unsubscribed	1		
Successful Deliveries	312	Spam Reports	0		
Desktop Open Percentage	88.9%	Mobile Open Percentage	11.1%		

Website

Website Visitors January: 2,146 (double from previous month)

Page Views March

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, events, restaurants, and shopping.

Page	Pageviews
/	1,119
/attractions/attractions-directory	718
/events/calendar-events	315
/food-drink/restaurant-directory	307
/attractions/shopping-directory	142
/attractions/nightlife	130
/attractions/outdoors	110
/langley-city-international-taste-bud-tour	75
/langley-city-cycles	69
/attractions/recreation	41