

Update May 2022

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Administration

Canada Summer Jobs

Interviews are taking place now for two Marketing Interns/Community Ambassador positions. It is expected that the interns will be in place for May 16th until August 27th. They will be assisting with community events as well as marketing activities utilizing the latest learnings from their university courses. This program is supported by a grant from Canada Summer Jobs and supplemented by DLC.

MRDT Year End Reporting

DLC is currently working on the Annual Performance Report for the MRDT program. All designated recipients, including those not subject to renewal application requirements, are required to submit the Annual Performance Report to Destination BC by May 31 of each year. It provides an overview of the activities of the previous year (January to December) including a summary of tactics, activities, key outputs and outcomes. A Reviewed Financial Report must also accompany the Annual Performance Report.

National Tourism Week | May 29 - June 4

Travel Now: For Work, Life, and Play!

Tourism Week is a national, grassroots initiative that brings attention to the economic opportunity available to Canada, and British Columbia, through travel and tourism. Tourism Week aligns tourism organizations, businesses, and other partners from across the country and around BC over a common vision: a tourism sector unencumbered by policies and recognized for its contribution to the economy.

Meetings Attended

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

Marketing

Canadian Festival of Chili and BBQ

Its back! DLC is happy to report that the festival is back after a 2-year absence and will be burning those briquets starting on May 13th until the 15th. The festival will include a beer garden and live music.

This Festival is a prime example of the events that DLC wants to support as it fulfills our mandate of encouraging events that have an overnight component and attracts teams from BC, Alberta, and the Pacific Northwest. The added benefit is that it is being held outside of the peak tourism season.

The Canadian Festival of Chili and BBQ
MAY 13-15 2022
Downtown Langley, BC

FRIDAY MAY 13	SATURDAY MAY 14	SUNDAY MAY 15
4pm BCs Best Sandwich	1pm BCs Best Backyard Burger	11am Pork
5pm BCs Battle Bacon	2pm CASI Chili	12pm Brisket
	3pm Homestyle Chili	1pm Chicken
	4pm Canadian SCA Steak Championships	2pm Ribs

\$10,000 prize purse
10 Golden Tickets to World Food Championships
SCA World Qualifier
American Royal Automatic
Jack Daniels Draw
CASI World Qualifier
ICS World Qualifier

full details & registration @ www.cbbqs.com
AS A REGISTERED SOCIETY ALL FUNDS RAISED GO TO BC KIDS BURN CAMP

PNWBA
PACIFIC NORTHWEST
BBQ ASSOCIATION

JOHNSTON'S
FARM MARKET

Meridian
FARM MARKET

SCA
STEAK & CHICKEN ASSOCIATION

Travel Media Relations

DLC welcomed a tour operator for a curated food tour with Chew on This Tasty Tours. They will be selling these as a package in Ontario with the focus on small towns with big flavour. The group took the tour in Langley City as well as four other communities, with DLC providing them with guides, a bit of swag and Downtown Dollars to enhance their visit.

Digital Marketing

April Report Summary

DLC has seen a steady increase in the following metrics over the past month:

- Total Link Clicks
- Click-Through-Rate
- Cost-Per-Click

Once again, we had a very solid month for the month of April, with the greatest jump in progress coming from our Cost-Per-Click (**decreased from \$4.63 in March to \$3.70 in April**) and Click-Through-Rate (**increased from 9.14% in March to 9.28% in April**). We did however see a drop in spend (\$3,608 down from \$4,502), but that did not impact overall traffic or impressions. Both the Spring Cycle Guide + Parks & Trails ads are seeing great results continuing into April, with both landing in the **top performing ads for CTR** for the month of April.

Top Performing Ads

Sorted by CTR for April 2022

[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 and Trails
CTR: 13.29%
Impressions: 504
Clicks: 67

[What To Do In Langley City | Family Friendly Festivals | Outdoor Adventures Aboard](#) +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 Guides (Spring)
CTR: 14.2%
Impressions: 176
Clicks: 25

[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: 10.61%
Impressions: 4,477
Clicks: 475

Consumer Newsletter

The April newsletter focused on The BBQ Festival, The BC Ale Trail, and sunny spring days.

The average industry rates for email as of March 2022 for the Travel & Tourism (passenger transport, accommodations, travel agencies, etc.) category was an open rate of 25% and DLC smashed that with a 41% 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.



Email Results of April Campaign

Sent		Open Rate		Click Rate (i)	
317		41.3%		5.4%	
Opens	129	Clicks	17		
Sent	317	Did Not Open	183		
Bounces	5	Unsubscribed	0		
Successful Deliveries	312	Spam Reports	0		
Desktop Open Percentage	89.9%	Mobile Open Percentage	10.1%		

Website

Website Visitors April: 1.6 K

Page Views April

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 nightlife.

Page	Pageviews
/attractions/attractions-directory	555
/events/calendar-events	353
/food-drink/restaurant-directory	340
/	214
/attractions/nightlife	122
/events/food-truck-festival	122
/attractions/shopping-directory	108
/attractions/outdoors	106
/canadian-festival-chili-and-bbq	86
/langley-city-cycles	63