

Update June 2022

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Administration

Canada Summer Jobs

DLC hired two summer interns, Dani Accili and Nathan Wishloff. Dani currently attends Kwantlen Polytechnic University (KPU) and has finished her first year specializing in communications. Dani brings a large variety of skills to the team such as writing, attention to detail, and interpersonal skills. Nathan has just completed his diploma in marketing communications at the British Columbia Institute of Technology (BCIT). He brings a wide range of up-to-date marketing skills and tools as well as great interpersonal skills.

Dani and Nathan have begun to take on many new projects and are excited to be a part of the DLC summer intern program.

Meetings Attended

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

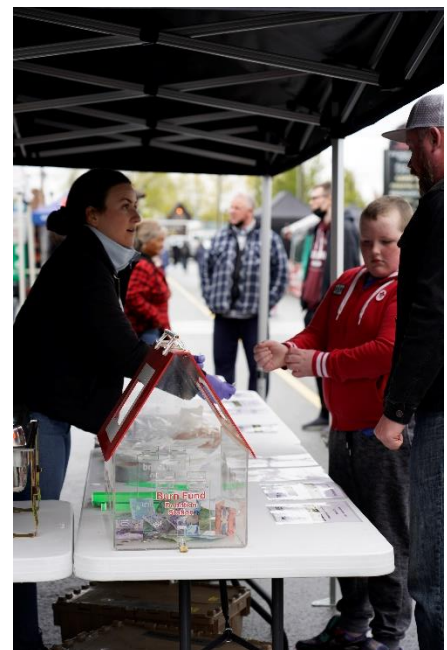
Marketing

Canadian Festival of Chili and BBQ

DLC is happy to report that despite the dreary weather, the festival was a smash success! After a two-year hiatus, over a dozen teams showed up from all over BC and Washington for the three-day event.

The festival was supported by DLC marketing the event with traditional, digital and social media.

Over \$4,000 was raised for the Fire fighters Burn fund.



Collateral Update

The summer interns have begun by organizing and editing the vast photo collection that DLC currently has. The images will be sorted and organized for ease of finding images for use promoting Langley City.

The Web site has been updated with current information and checked for errors and omissions.

The Hunger and Attractions guides have been updated and edited in anticipation of printing more copies to be distributed to our hotels, Visitor Centres, and events.

Digital Marketing

May Report Summary

Overall, we saw a very solid month in May, with the greatest jump in progress coming from the following:

Total Impressions (increased from from 10,506 in April to 11,625 in May)

Total Link Clicks (increased from 975 in April to 1,028 in May)

We did see a drop in Click-Through-Rate (8.84% in May compared to 9.28% in April), however, if we compare the overall 3 month trend, we did see an average overall increase.

Both the Spring Cycle Guide + Parks & Trails ads are seeing great results continuing into May, including both landing in the top performing ads for CTR for the month of May, once again.

Top Performing Ads

Sorted by CTR for May 2022

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](#)

City Cycles Guide
CTR: 10.59%
Impressions: 321
Clicks: 34

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](#)

Parks and Trails
CTR: 10.63%
Impressions: 508
Clicks: 54

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](#)

Attractions
CTR: 9.79%
Impressions: 5,067
Clicks: 496



Consumer Newsletter

The April newsletter focused on Victoria Day The BBQ Festival, Events and Patio season.



Email Results of May Campaign

Sent 317	Open Rate 42.3%	Click Rate 5.4%
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Opens	132	Clicks	17
Sent	317	Did Not Open	180
Bounces	5	Unsubscribed	0
Successful Deliveries	312	Spam Reports	0
Desktop Open Percentage	90.3%	Mobile Open Percentage	9.7%

Website

Website Visitors April: 4.6 K (increase of 3k views from previous month.)

Page Views May

Paid search continues to drive the most traffic to the site followed by organic search. The Chili and BBQ Festival was driving the most traffic in the days leading up to the event due to an increase in digital ad spend.

Page	Pageviews	P
/	1,641	
/canadian-festival-chili-and-bbq	1,160	
/events/calendar-events	687	
/attractions/attractions-directory	611	
/food-drink/restaurant-directory	437	
/attractions/shopping-directory	167	
/attractions/nightlife	134	
/events/food-truck-festival	130	
/attractions/outdoors	105	
/canadian-festival..._0wHKLKW9NnESNoBuM	60	