



Discover
Langley City
Experience the wonder.

5-Year Strategic Tourism Plan (2028-2032)

Plan at a Glance

Introduction

The City of Langley is the designated recipient of the Municipal and Regional District Tax (MRDT), commonly known as the "hotel tax" – a tax paid by visitors staying in eligible accommodations. The City contracts Discover Langley City, through the Downtown Langley Business Association, to invest these funds in destination marketing, visitor services, destination development, and stakeholder engagement that support the local visitor economy.

Through this partnership, Discover Langley City works with more than 60 tourism-related businesses to attract overnight visitors, increase visitor spending, and support a thriving tourism industry.

Discover Langley City works closely with the City of Langley, local businesses, and community partners to advance tourism opportunities throughout the community. MRDT funding supports eligible destination marketing, visitor services, and destination development initiatives, but it cannot be used for municipal services, infrastructure improvements, or capital projects.

The new strategy was informed by a review of tourism research, industry trends and local tourism activity, as well as an online industry survey and meetings with Discover Langley City's Board of Directors, accommodation providers, tourism businesses, and the City of Langley. This work helped identify the opportunities, challenges and priorities that will guide Discover Langley City over the next five years.

Mission: To grow overnight hotel visitation by providing unique and memorable experiences.

Vision: To be the most exciting and diverse city in the Fraser Valley.



Tourism Industry Trends

The following topics are a sample of three tourism industry trends taken from a total of nine trends included in the full plan's list.

Destination Alignment

Collaboration among tourism businesses, residents, community organizations and governments is increasingly important to destination competitiveness and ensuring tourism benefits the community.

Bleisure Travel

The boundaries between business and leisure travel continue to shift, creating opportunities to encourage meeting and event attendees to extend their stays and experience the destination.

Authenticity & Storytelling

Travellers are seeking distinctive food, beverage, arts, culture and lifestyle experiences that connect them with local people and places. Visitors and local creators also play a growing role in sharing destination stories.

Tourism in Langley City

Overall, Discover Langley City will work on:

- **Visitor Experiences:** What to See and Do
- **Meeting, Events, and Sport:**
Supporting Overnight Stays
- **Transportation and Access:**
Getting to Langley City
- **Accommodations:** Where Visitors Stay
- **Visitor Services:**
Meeting Visitors Where They Are

Potential areas for experience development include Langley City's heritage, culinary scene, arts and culture, outdoor spaces, and connections to film production.

One key action is to promote Langley City as a convenient base for meetings, corporate groups, festivals, entertainment events, and sport tournaments, supported by local accommodations, dining, shopping, and other amenities.

Strengths of Destination

Some factors are related to strong business rapport and available tourism product in the destination.

- Location & Accessibility
- Downtown Character and Walkability
- Food and Culinary Experiences
- Meetings, Events and Sport
- Established Accommodation Sector
- Strong Partnership & Community Support
- Welcoming Visitor Services
- Brand Alignment

Challenges of Destination

Some factors are related to available funds and available resources for tourism in the destination.

- Accommodation and Overnight Visitation
- Factors Affecting Visitor Experiences (i.e., Parking)
- Visitor Awareness
- Meetings, Events and Sport Development
- Industry Communications and Participation
- Research and Organizational Capacity

Key Opportunities for 2028-2032

- Strengthen Langley City's position as a distinct urban destination.
- Prepare for and leverage improved regional connectivity (i.e., SkyTrain arrival in 2029).
- Grow overnight visitation through meetings, events, and sport tourism.
- Strengthen partnerships and destination development.
- Enhance visitor services.
- Use technology and data to strengthen tourism.

Tourism contributes to local employment, supports small businesses, and generates economic activity across accommodations, restaurants, retail businesses, attractions, events, and transportation services.

Target Markets

Primary Geographic Markets:

- Metro Vancouver
- Fraser Valley
- Other British Columbia markets
- Alberta
- Washington State and the broader Pacific Northwest

Primary Traveller Segment:

Refined Globetrotters - Experienced travellers who are always looking for something new and unique, enjoying the charm of new places. This is one of the traveller segments utilized by Destination BC (<https://www.tourismdatacollective.ca/segmentation?segment=2>).

Additional Priority Visitors:

- **Families**, particularly those attending festivals and sporting events, visiting friends and relatives or looking for accessible and affordable activities they can enjoy together.
- **Sports travellers**, including athletes, teams, officials, families, and spectators attending tournaments and sporting events.
- **Meeting and business event travellers**, including participants in small meetings, training sessions, and corporate events who contribute to overnight stays and visitor spending.
- **Visitors travelling to visit friends and relatives (VFR)** who extend their stay by exploring local businesses, restaurants, events, and attractions.
- **Visitors already in the region**, who may be encouraged to include Langley City in a broader Metro Vancouver or Fraser Valley trip.

Brand Positioning *Experience the Wonder.*

At its heart, Langley City is a welcoming community where visitors are invited to connect with people and place while enjoying authentic local experiences.

Visitors are encouraged to experience the city through its locally owned restaurants and cafés, unique shopping, arts and culture, festivals, sporting events, and vibrant downtown.

Rather than trying to be something it is not, Langley City embraces its authentic character and creates opportunities for visitors to feel welcome, explore at their own pace, and experience the community like a local.

What We'll Focus On (Strategies) + Areas to Measure

To achieve this plan, Discover Langley City will focus its efforts in the following four areas.

1. Destination Marketing – Share Langley City's Story

Discover Langley City will increase awareness of Langley City as a distinct, year-round visitor destination and encourage more overnight stays. Marketing will showcase the city's walkable downtown, culinary scene, local businesses, arts and culture, events, accommodations, and outdoor experiences.

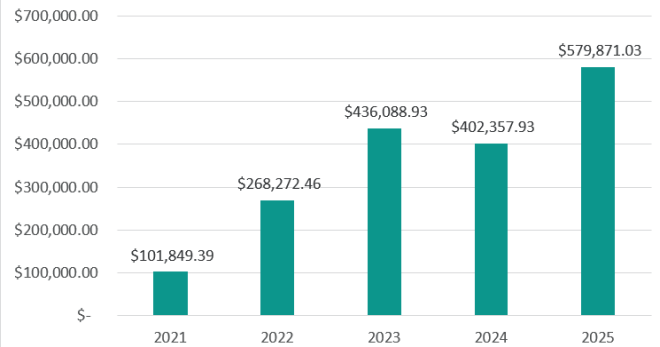
Key Actions – Targeted marketing and digital reach, visitor content and trip planning, collaborative marketing and market development.

2. Visitor Services – Welcoming Visitors

Discover Langley City will provide visitors with accessible, timely and useful information that helps them plan their visit, find local businesses and experiences, and make the most of their time in Langley City.

Key Actions – Operate the Mobile Visitor Centre, develop and distribute visitor information, prepare for the SkyTrain arrival in 2029.

Discover Langley City Annual MRDT 2021-2025



3. Meetings, Events, and Sport – Growing Overnight Stays

Discover Langley City will pursue meetings, events and sport opportunities that generate overnight stays and benefit local accommodations, businesses and the community. Discover Langley City will work with accommodation providers, meeting and event organizers, sport organizations, venues, and community partners to strengthen Langley City's ability to attract and support these visitors.

Key Actions – Generate overnight opportunities, connect attendees with Langley City, support events and future growth,

4. Destination Development and Partner Engagement – Strengthening the Visitor Experience

Discover Langley City will work with tourism businesses, community organizations, the City of Langley, and regional partners to strengthen existing visitor experiences and support the development of new tourism opportunities. This work will be supported by strong partner relationships, industry engagement, and opportunities for local businesses to participate in tourism.

Key Actions – Visitor experience development, local partner engagement and support, regional and provincial collaboration.

Thank you for your time to review DLC's Plan at a Glance!

Please share your feedback with Taryn, Manager of Operations. You can reach her by phone, at 604-674-9733, or by email, at tourism@downtownlangley.com