



Partner Package

How to Participate in Your
Complimentary Partner
Membership to Support Tourism
in Our Community



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Coast Langley City Hotel
& Convention Centre

About Us

Discover Langley City is the official Destination Marketing Organization for supporting and promoting tourism in Langley City. Our goal is to attract new visitors to stay and play in our community all year round, growing our local tourism economy. We want to help provide unique, memorable, and exciting experiences in the municipality of Langley City. Working under the umbrella of the Downtown Langley Business Association and its members, Discover Langley City serves to promote tourism-related businesses and activities.

Land Acknowledgement

We respectfully acknowledge that we live, work, and play on the unceded traditional and ancestral homelands of the ḱʷa:ḱʷə́ (Kwantlen), ḱíćə́y (Katzie), Máthkwi (Matsqui) and se'mya'me (Semiahmoo) First Nations.

Mission

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

Vision

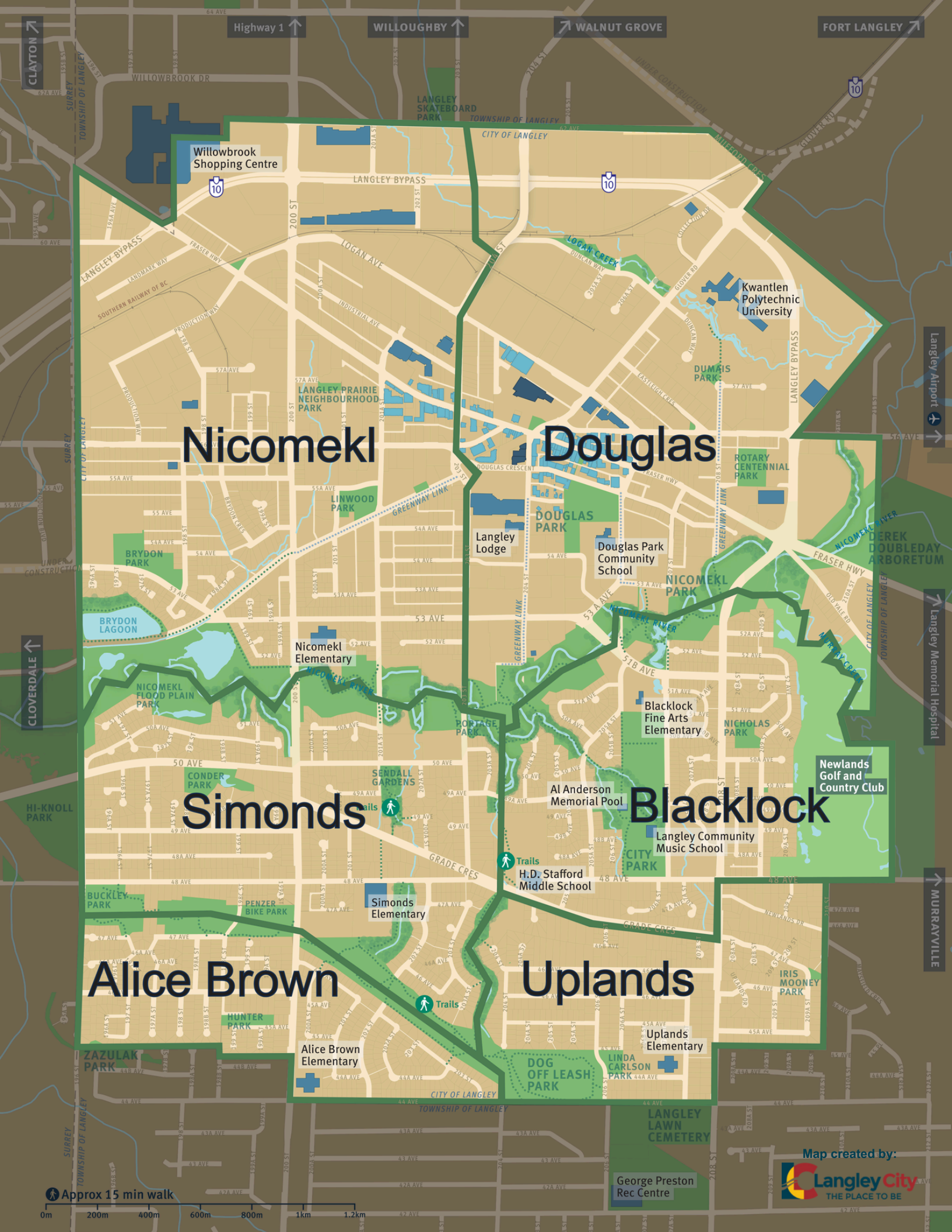
To be the most exciting and diverse city in the Fraser Valley.





Our Community

Langley City offers a small town feel with big city amenities all surrounded by beautiful scenery. Established formally as its own municipality in 1955, Langley City is a historic hub for industry and development. Neighboured by Surrey and surrounded by the separate municipality of the Township of Langley, Langley City is home to hundreds of local businesses — from unique shops to diverse eateries. Langley City has six distinct neighbourhoods in its 10km² area, hosting over 346 acres of parkland. From the vibrant downtown core to beyond, residents and visitors alike are never too far from nature. Though it may be small, around 33,000 people live in Langley City.



Nicomekl

Douglas

Simonds

Blacklock

Alice Brown

Uplands

Willowbrook Shopping Centre

Kwantlen Polytechnic University

Nicomekl Elementary

Douglas Park Community School

Simonds Elementary

Langley Community Music School

Alice Brown Elementary

Uplands Elementary

Newlands Golf and Country Club

George Preston Rec Centre

Map created by:
Langley City
THE PLACE TO BE

Approx 15 min walk

0m 200m 400m 600m 800m 1km 1.2km



What We Do

Support Tourism-Related Businesses

In order to best support local tourism, Discover Langley City creates resources and provides opportunities to tourism-related businesses and activities. By providing guidance to Partners about platforms such as Tripadvisor, Discover Langley City hopes to help local businesses thrive in the modern tourism landscape.

In addition, Discover Langley City supports events that bring tourists to Langley City. Often this means sponsoring the events financially, sharing the event on its platforms such as website event listings, or attending an event with its Mobile Visitor Centre.

Promote Tourism and Tourism-Related Businesses

Discover Langley City works to promote local tourism-related businesses to visitors through various channels. The Discover Langley City website features an expansive directory of shops, attractions, and restaurants for visitors and residents. On social media, Discover Langley City inspires visitation to Langley City by telling compelling stories and sharing its unique tourism assets.

Additionally, the consumer email newsletter is sent out to subscribers monthly, which includes exciting news, upcoming events, and seasonal itineraries. Lastly, Discover Langley City promotes tourism year-round through its collateral, marketing, and visitor services.

Maintain Partnerships with Tourism Organizations

Discover Langley City partners with various tourism and cooperative marketing organizations such as West Coast Food, BC Ale Trail, neighbouring community Destination Marketing Organizations, Destination BC, and more to expand reach into its target markets in BC and Northern Washington.

Design and Distribute Tourism Information

Discover Langley City is responsible for developing print tourism information/collateral for visitors. This includes but is not limited to tourism maps, informational rack cards, restaurant guides, and attraction guides. This collateral is then distributed to accommodation Partners and other local businesses to provide to guests. It is also featured at the Discover Langley City Mobile Visitor Centre.

Operate a Mobile Visitor Centre

Throughout the summer, the Discover Langley City Mobile Visitor Centre functions as a place for visitors to learn about what Langley City has to offer. It is where visitors can pick up information about the city, trails, local businesses, accommodations, and more at a convenient spot right in the middle of it all: events around the city!

There is also a Brick & Mortar Langley City Visitor Centre located in the Discover Langley City office which is open year-round, Monday to Friday from 9:00am to 4:00pm (101-20611 Fraser Highway, Langley, BC V3A 4G4).



About Your Partner Membership

Who Is a Tourism Partner?

For new and existing businesses that are interested in developing tourism in Langley City, we welcome you to join us at Discover Langley City where we will support your organization through industry education, unique marketing projects, campaigns, website exposure, site visits, and so much more. By joining us, we will strive to involve your business as we work together as one community focused on increasing overnight visitation and driving economic impact in Langley City.

Please note, your tourism-related business must operate within Langley City with a business license issued by the City of Langley.

What Does a Tourism Partner Do?

We ask our Partners to agree to the following:

- Promote Discover Langley City as Langley City's tourism organization and use our resources for your visitors.
- Display Discover Langley City collateral, such as posters or printed guides (which will be provided).
- Inform the Manager of Operations by emailing tourism@downtownlangley.com about your business promotions, featured specials, and events for Discover Langley City to share.
- Receive Discover Langley City's monthly consumer email newsletter and 'Partner Update' emails every two months or on an as-needed basis.
- Promote the hashtag [#discoverlangleycity](#) on your business' Instagram and Facebook posts and tag [@discoverlangleycity](#).

What Are the Benefits to Being a Tourism Partner?

As part of your complimentary Partner membership, you receive the following benefits and marketing opportunities:

- A Voting Stakeholder shall be a business operating in the City of Langley within the Downtown Langley Business Association BIA boundary. A Non-Voting Stakeholder may still share their ideas and voice any concerns to the Board of Directors and Discover Langley City, and is encouraged to participate and contribute in the tourism strategies Discover Langley City has set forward.
- Assistance with setting up or claiming your Tripadvisor business listing.
- Cooperative marketing opportunities through Discover Langley City (i.e., BC Ale Trail or West Coast Food).
- Giveaways on the Discover Langley City Instagram account with a prize from your business (and a giveaway rule to follow your business' account).
- Offer a coupon prize on the Discover Langley City Prize Wheel, operating at the Mobile Visitor Centre each summer, which incentivizes business foot traffic.
- Your business' logo listing with website link on Discover Langley City's 'Become a Partner' webpage.
- Event promotion on Discover Langley City's events webpage.
- Exposure with business features on the following Discover Langley City marketing channels: social media ([@discoverlangleycity](#)), the consumer email newsletter, and in collateral (i.e., branded maps and guides).
- Access to industry trends and resources from a Destination Marketing Organization perspective through 'Partner Update' emails sent by Discover Langley City.
- Marketing and media leads when available from programs with Destination BC.
- Invitations to tourism development workshops from Destination BC.
- Event support such as promotion as well as sponsorship for multi-day events (please email tourism@downtownlangley.com for more details).
- With sufficient notice, agreed participation in FAM tours and site inspections that showcase Langley City and its tourism related products.



discoverlangleycity.com
[@discoverlangleycity](https://www.instagram.com/discoverlangleycity)
[#discoverlangleycity](https://www.facebook.com/discoverlangleycity)

