



Discover Langley City

Discover Langley City Progress from 2018 to 2019

Discover Langley City has made great strides in upgrading its resources and programs in the last year. We now have many innovative tools to help spread the message of Langley City's attractions, festivals, events, food and beverage, meeting and conventions, and unique sports tournaments.

These strategies are used to grow the appeal of Langley City as a destination and increase overnight stays at our accommodation providers. This results in a greater economic impact to the benefit of the residents and businesses of Langley City as our audience continues to grow.

Tourism is important to a community because new and big business opportunities can start with a visit to a new destination either on vacation or attending an event, a business meeting or conference. When visitors, business leaders and key decision makers are introduced to new destinations, they begin to see potential and new opportunities for growth in the community.

One of the most effective means to measure tourism effects on a community, and the effectiveness of its Destination Marketing Organization, is with the Municipal and Regional District Tax (MRDT) revenue, which is revenue generated by visitors staying in our hotels. We expect to end the year with a 15% increase over 2018.

MRDT Revenue for 2018
\$171,404

MRDT Revenue for 2019 (Projected)
\$196,302

Below, you will find an update on our progress from 2018 to 2019.

Kristina Gervais
Manager of Operations

2018	2019
<p>Corporate Standards Guide created to guide the direction of fonts, graphics and appropriate uses of our logo.</p>	<p>A comprehensive Brand Strategy leading the creative vision and essence of the organization. This included imagery and brand standards, with the addition of a Trademark application for our Refreshingly Honest strategy.</p>
<p>Collateral that included the Experience the Wonder brochure, and a Mural Walk brochure featuring 16 murals</p>	<p>Using our new brand strategy, a suite of complimentary collateral was created including: Hungry – a guide to fine eats in the City Discover – a guide to 28 City attractions Mural Walk – updated brochure with 20+ murals Map – tear-off map featuring Langley City on one side and the lower mainland on the other</p>
<p>Event Display included a tent and tablecloth</p>	<p>The DLC display now includes branded backpacks, cooler bags, chairs and uniforms for our community Ambassadors. A prize wheel brings excitement to our display and is a fun way to encourage people to talk to us.</p>
<p>Consumer newsletter has 15 people signed up</p>	<p>We currently have 111 people signed up to receive our consumer newsletter</p>
<p>Monthly E-Newsletter was distributed to 55 contacts</p>	<p>We have since moved to Constant Contact which has better control of email lists and better functionality. We currently send out to 155 people, which includes consumers and stakeholders.</p>
<p>Event Sponsorship</p> <ul style="list-style-type: none"> - Show Me the Monte - Coast Hotels- Sip Savour and Play 	<p>Event Sponsorship</p> <p>We focused on sponsoring multi-day events that attracts people from out of town to encourage overnight stays:</p> <ul style="list-style-type: none"> - Canadian Festival of Chili and BBQ - Racquetball Canada Tournament - Langley Pickleball Tournament - Show Me the Monte
<p>The DLC website did not have an effective analytics tool for capturing visitors to the site</p>	<p>A new analytics tool was installed in September that will be better able to capture visitors and their trends so we can compare over time the effectiveness of our marketing efforts</p>
<p>As of the end of the year, 33 stakeholders</p>	<p>We currently have 56 Stakeholders and a strategy to continue to grow.</p>

<p>Digital marketing consisting of Facebook and Google Search advertising</p>	<p>We hired a Digital Marketing Company to increase awareness of DLC using professionals who combine veteran marketing know-how with maverick creative thinking to tell stories that build meaningful connections between brands and consumers, always with the goal of long-term loyalty and engagement.</p>
<p>Discover Langley City did not participate in any consortium marketing programs. Consortium programs leverage funding from destination marketing organizations with funding from Destination BC to promote specific marketing programs.</p>	<p>We joined West Coast Food consortium in support of food and beverage in the lower mainland with a budget of \$240,000. We have also signed up for the BC Ale Trail in Support of KPU Brewing and Farm Country Brewing.</p>
<p>Social Media followers: Facebook: 597 Instagram: 1,086</p>	<p>Social Media Followers: Facebook: 1,024 Instagram: 1,396</p>
<p>Langley City and the DLBA had videos that we shared.</p>	<p>A video highlighting the refreshingly honest aspects of Langley City was produced using our brand strategy. This fun and cheeky video has received almost 1,500 views so far.</p>
<p>A grant application for Canada Summer Jobs resulted in hiring 1 student for 8 weeks for a value of \$3,100</p>	<p>A grant application For Canada Summer Jobs resulted in an unprecedented success for us with 2 students for 16 weeks for a value of \$21,000. The average value for organizations was 1 student for 8 weeks. We were also one of the few communities who successfully completed a funding agreement from the Western Diversification fund of \$30,000 to support festivals in Langley City. We were also successful in receiving a Google AdWords grant valued at up to \$10,000 per month</p>
<p>In addition to our summer ambassador, we had a part time marketing intern from the Beedie School of Business.</p>	<p>In addition to our 2 summer ambassadors, we continue to have a part time marketing intern, with our current intern being a communications and digital marketing student.</p>
<p>We did our work out of one room in the DLBA suite of offices</p>	<p>We now have a beautiful and bright office with 2 separate workspaces, display shelves and a room to welcome visitors.</p>