

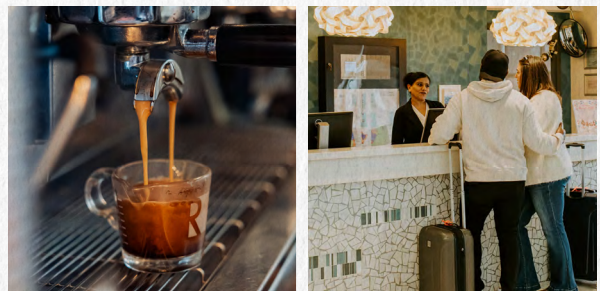


## Our Tourism Initiatives Over the Last Five Years

With the help of Municipal and Regional District Tax (MRDT) funding, commonly known as "hotel tax", Discover Langley City has been working hard on behalf of Langley City's tourism industry to attract visitors, support local businesses, and grow overnight stays. Our organization supports over 60 local businesses through marketing exposure, collateral distribution, event promotion, and one-on-one engagement. Thank you to all our tourism-related partners for their incredible collaborative work with us!

### Welcoming Visitors

- Discover Langley City operates both a Brick & Mortar Visitor Centre and a Mobile Visitor Centre that greets visitors at local events. Visitors are provided collateral to encourage shopping, dining, exploring, and staying in Langley City.
- The Mobile Visitor Centre alone has welcomed over 4,000 visitors since 2023!





### Digital Marketing & Advertising

- Discover Langley City launched a refreshed DiscoverLangleyCity.com website in 2023, growing to over 101K views combined from 2024 and 2025.
- Execute targeted Instagram/Facebook advertising campaigns reaching thousands of potential visitors in key short-haul markets.
- Send consumer email newsletter monthly to over 2,000 subscribers showcasing Langley City events, attractions, and accommodations.
- Continues to grow destination awareness with a new Public Relations strategy to increase reach and frequency of destination mentions in travel stories in traditional media, including influencer marketing, to encourage overnight stays.

### Events Support

- We sponsor and promote multi-day events that bring visitors to Langley City and encourage overnight hotel stays, such as the McBurney Plaza Summer Series, the Douglas Park Pickleball Charity Tournament, and Bard in the Valley.
- We are building Langley City’s profile as a sport event destination through dedicated event hosting resources, hotel room block facilitation for visiting teams, and active pursuit of multi-day tournaments.

### Culinary & Craft Beer Tourism

- Through West Coast Food and BC Ale Trail partnerships, we have helped establish Langley City as a recognized culinary and craft beer destination in the Fraser Valley.
- In collaboration with Tourism Langley, we participated in the inaugural Langley Burger Month in 2025 to grow the culinary tourism calendar.

## Growing the Destination

- We hosted our first-ever familiarization tour in 2025, introducing tourism industry partners to Langley City’s offerings firsthand in order to better help visitors know all about our destination.
- The Downtown Fraser Highway One-Way Revitalization – a major streetscape project that transformed the main commercial corridor in Downtown Langley – was completed in September 2025 by the City of

Langley, enhancing the visitor experience in the heart of the city in collaboration with the local business community.

- Discover Langley City worked closely with industry to support pandemic recovery and has seen MRDT revenue consistently perform at or above pre-pandemic levels since 2023.

# Municipal & Regional District Tax (MRDT) Renewal

**Designated Accommodation Area: Langley City**  
**Current Term: 2023–2027**

## What’s Next in the MRDT Renewal Process

Our current 5-year MRDT term runs through November 2027. The City of Langley and Discover Langley City are working in partnership to submit a renewal application to Destination BC by early 2027.

**The renewal process focuses on three key areas:**

## Updating the 5-Year Tourism Strategy.

Discover Langley City will develop a new Five-Year Strategic Business Plan for 2028–2032 that reflects Langley City’s current tourism landscape, sets clear goals and targets, and outlines strategies for continued growth in overnight visitation.

1

## Collecting signatures of support.

The MRDT renewal requires signed support from our accommodation providers that offer four or more rooms.

2

## Seeking input from tourism industry partners.

A key part of this process is hearing from our tourism partners. We will engage hoteliers, businesses, and community stakeholders to share accomplishments, gather priorities, and build support for our renewal.

3





# Timeline

We invite you to share feedback and provide your input to support us through the MRDT renewal process.

Notable dates include the following:

Spring/Summer  
2026

Fall 2026

1

## Partner Engagement

Share accomplishments and invite input from tourism partners and hoteliers to inform the new 5-Year Strategy.

2

## Draft 5-Year Strategy

Develop and review the new Five-Year Strategic Business Plan based on partner input and current tourism priorities.

2027

2027

3

## Partner Engagement & Signatures

Share the draft strategy with industry for final input and collect signatures of support from eligible accommodation providers.

4

## MRDT Renewal Submission

Submit the complete renewal application package to Destination BC ahead of the 2027 deadline.



For questions, comments, and feedback, please contact Taryn, Manager of Operations.

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