



Discover  
**Langley City**  
Experience the wonder.

# Partner Package

How to participate in your complimentary partner membership to support tourism in our community



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# 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 in partnership with the Downtown Langley Business Association and its members, we serve 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 ą̓w̓a:ńłəń (Kwantlen), ą̓ńćə́y (Katzie), Máthkwi (Matsqui) and se'mya'me (Semiahmoo) First Nations.

## Mission

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

## Vision

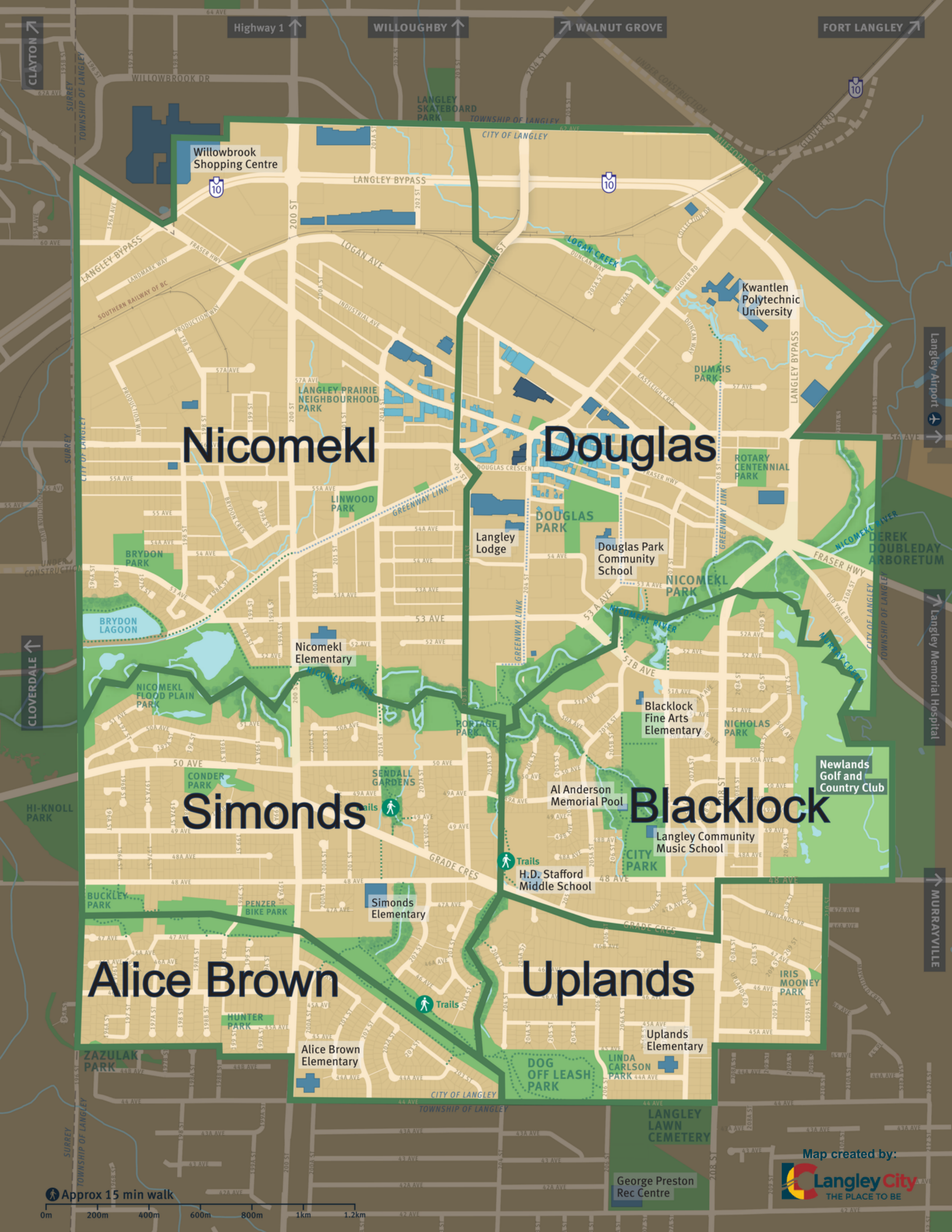
To be the most exciting and diverse city in the Fraser Valley.





# 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. Neighbored 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 10km<sup>2</sup> area, hosting over 300 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 30K people live, work, learn, and play in Langley City every single day.



**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

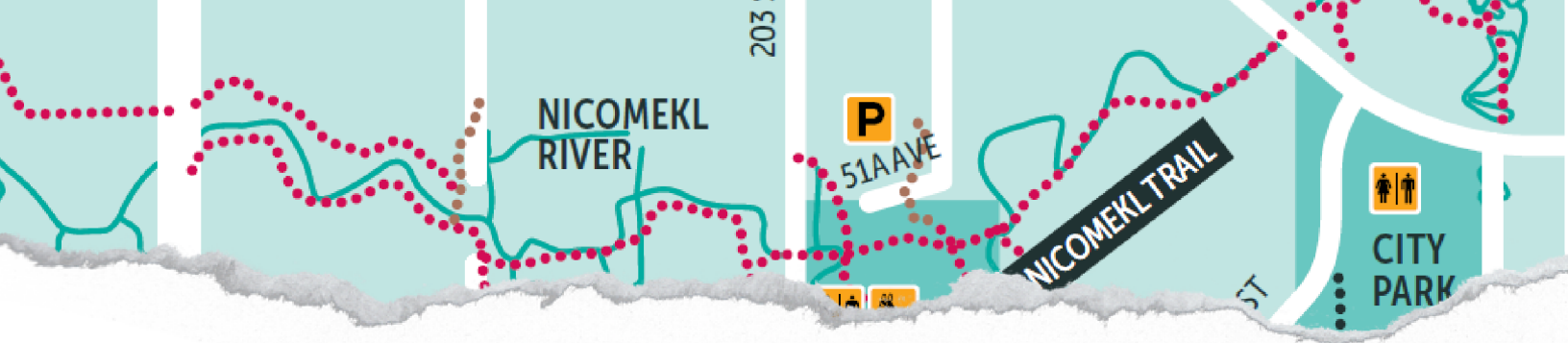
Newlands Golf and Country Club

Langley Lodge

Blacklock Fine Arts Elementary

Al Anderson Memorial Pool

H.D. Stafford Middle School



# What We Do

## Operate a mobile visitor centre

Throughout the year but particularly through the summer, the Discover Langley City mobile visitor centre functions as a place for tourists to learn about what Langley City has to offer. It is where visitors can pick up information about the city, trails, local businesses, accommodations, etc. at a convenient spot right in the middle of it all: events around the city! Occasionally, the visitor centre also does pop-ups in places like McBurney Plaza and Douglas Park.

## Promote tourism and tourism-related businesses

Discover Langley City works to promote local businesses to visitors. The DLC website features an expansive directory of shops, attractions, and restaurants for users to peruse. On social media, DLC inspired tourists to visit Langley City by telling compelling stories and sharing unique tourism assets in Langley City. DLC's consumer email newsletter is sent out to subscribers monthly, which includes exciting news, upcoming events, and local features. Lastly, DLC promotes tourism through collateral, marketing, and visitor services.

## Design and distribute tourism information

Discover Langley City is responsible for developing print tourism information/collateral for tourists. This includes but is not limited to tourism maps, information 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 DLC Mobile Visitor Centre.

## Maintain partnerships with tourism organizations

Discover Langley City partners with other tourism and cooperative marketing organizations such as West Coast Food, BC Ale Trail, neighbouring community DMOs, Destination BC, and others to expand reach into DLC's target markets.

## 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 guides to partners about platforms such as Tripadvisor, DLC hopes to help local businesses thrive in the modern tourism landscape.

In addition, DLC is here to support the events that bring tourists to Langley City. Often this means sponsoring the events financially or attending with the mobile visitor centre. Occasionally, DLC will sponsor giveaways, in-person or online, to bring more attention to local businesses. Discover Langley City also provides its own partnership opportunities to feature local businesses throughout the year.



Mobile Visitor Centre



# 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 networking opportunities, industry education, unique marketing strategies, campaigns, website exposure, site visits, and so much more. By joining our diverse stakeholder list we will strive to involve your business as we work together as one community focused on increasing overnight visitation and drive economic impact in Langley City. Your 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 the City's tourism organization and to use DLC's collateral for your visitors.
- Display DLC collateral, such as posters or printed rack cards (will be provided).
- Inform the DLC Manager of Operations about your business promotions, featured specials, gift certificates, prizes, events, etc. for Discover Langley City to share on social media.
- Receive DLC's monthly consumer email newsletter and 'Partner Update' emails every two months or on an as-needed basis.
- Promote the hashtag #discoverlangleycity on your social media platforms and tag @discoverlangleycity on your posts.

# What are the benefits to being a tourism partner?

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

- Assistance with setting up or claiming your Tripadvisor business listing.
- Co-operative marketing opportunities through DLC (i.e., BC Ale Trail and West Coast Food).
- Your business' website listing with link on DLC's "Become a Partner" webpage.
- Event promotion on DLC's events webpage (please notify DLC Manager of Operations about upcoming events at [tourism@downtownlangley.com](mailto:tourism@downtownlangley.com)).
- Exposure with business features on the following DLC marketing channels:
  - Social media (@discoverlangleycity)
  - Consumer email newsletter
  - Collateral (i.e., branded maps and guides)
- Priority access to industry trends from a DMO perspective through 'Partner Update' emails sent by DLC.
- Marketing and media leads when available from programs with Destination BC.
- Invitations to tourism development workshops from Destination BC.
- Invitations to networking sessions hosted by Discover Langley City and the Downtown Langley Business Association.
- Event support such as promotion as well as sponsorship for multi-day events (please email [tourism@downtownlangley.com](mailto:tourism@downtownlangley.com) for more details).



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