
TOURISM LANGLEY 2021 ONE-YEAR TACTICAL PLAN

Designated Recipient: Township of Langley

Designated Accommodation Area: Township of Langley

Date Prepared: November 30, 2020

MRDT Repeal Date: November 1, 2022

Five-Year Period: 2017 – 2021



Overview and Update to Five-year Strategic Context

Strategic Direction

Our strategy from our five-year plan is to support and maintain the substantial progress that has been made in current programs while exploring new and innovative ways to promote Langley; ensuring a distinctive place on a competitive playing field. This includes:

- Development and delivery of a new destination campaign targeting the leisure traveller during the shoulder seasons with the goal to increase awareness and the unique appeal of Langley
- Participation in ongoing cooperative marketing programs, via; Circle Farm Tour, The Fraser Valley, West Coast Foods and Feast on the Fraser
- Identification of new strategic alliances to further enhance destination marketing
- Continued development of distribution channels including; website and digital platforms
- Increased stakeholder and community engagement with the goal to better understand the needs, motivations and challenges of Langley visitors and potential visitors as well as to better align stakeholders to destination marketing strategies and destination development
- Increased engagement with the accommodation sector with the goal to better understand their business climate while ensuring marketing strategies are aligned with traveler trends and demands.

Vision

Tourism Langley is committed to growing tourism in a sustainable manner.

Mission

To facilitate and promote high quality tourism experiences that are of interest to visitors, in partnership with the community, stakeholders and other tourism organizations.

Guiding Principles

- Market Langley as a destination to capitalize on current visitation and increase the number of visitors and visitor revenue to Langley (including new visitors, repeat visitors, and extending the length of stay)
- Educate Langley residents about Langley's tourism experiences and attractions
- Provide information services for all segments of the tourism market
- Facilitate tourism relationships within the community
- Encourage informed investments in tourism through the provision of research and information to Langley tourism-related businesses
- Encourage improvement of customer service and amenities related to Langley's tourism experiences
- Focus limited resources on those tourism experiences that provide Langley with a competitive advantage to other BC communities. These could include tourism experiences that are unique to Langley and are of interest to potential visitors or tourism experiences where Langley has strong product and the product categories are large, growing, and can handle competition from several communities
- Work in partnership with Fraser Valley communities
- Identify and develop strategic alliances to adhere to regional and provincial (Destination BC) funding opportunities
- Provide quality service to tourism stakeholders, travelers and visitors, tour operators, tourism-related businesses, travel media and partners.

Goals

1. To increase awareness to Langley business and residents of the value of tourism
2. To increase visitation, overnight stays and economic impact to Langley
3. To develop and implement a Strategic Plan for destination management to ensure long-term success and sustainability
4. To foster the supply of tourism products and experiences.

Key Learnings and Conclusions

- The average year-to-date occupancy rate as of October was 44%, compared to 79% in 2019. All area hotels remained open in 2020, however two properties were contracted by BC Ministry of Housing, reducing the number of rooms available to visitors. One property made a portion of their rooms available to visitors over the summer, and a second property has no rooms available to visitors as of September.
- When the impacts of COVID-19 were in the early stages and decisions needed to be made on which elements of our 2020 tactical plan needed to be adjusted, we reduced our budget by 40% yet remained steadfast in our social media and public relations tactics. We believe these decisions resulted in positive outcomes for our stakeholders and community overall. Our social channels grew steadily in the number of followers and received positive comments and feedback.

Although we could not welcome media until after we entered Phase 3 of the BC Restart Plan, we continued to keep local bloggers and media thinking of Langley and presenting story angles that followed current Provincial Health Orders i.e. wineries that were offering delivery services or virtual experiences. Once BC entered Phase 3 of the BC Restart Plan, the media continued to be interested in Langley. We saw numerous media who historically may not have considered covering Langley as a destination, not only being open to working with us yet equally impressed by their visit and wanting to find more projects to work on with us.

- While the Sport Tourism component of our budget was placed on hold, we did begin some conversations with the City of Surrey and the Township of Langley as Surrey is quite interested in finding ways that we can work together on bidding and hosting future events.
- The Grant and Sponsorship Program was indefinitely placed on hold when budget cuts became necessary. This had a limited impact, since there were no in-person events taking place. The Fort Langley Jazz and Arts Festival did proceed as a primarily virtual event and in lieu of financial support, we made available some of our Public Relations team contracted hours to help increase awareness of the virtual and small in-person events taking place. Our 2021 budget will not allocate funding for the Grant and Sponsorship Program as the funds previously allocated for this program came from reserves. As we are expecting it to take several years for MRDT revenue to return to pre COVID-19 levels, we feel it is important & prudent to reallocate existing reserves to our general marketing budget. We believe that when events return, we will have a revised way of supporting events that will be solely connected to room nights booked for future events.
- Although we had to work on a modified version of our plans during for our first year since rejoining the Fraser Valley Group, we're very happy with our decision to be a part of this Co-Op Marketing program. The planning and discussions that took place in lieu of actual program implementation makes us confident that we will have future successes elevating the profile of the Fraser Valley to our target markets while still inspiring travel and visitation to followers within the Fraser Valley and Metro Vancouver.

- Two additional breweries opened this year. While we hoped to launch a Langley Ale Trail in 2021, we are now looking at 2022 to allow the new breweries more time to establish themselves.
- We made substantial progress in increasing our owned photo and video assets although we could not fully execute on this tactic until after Phase 3 of the BC Restart Plan was initiated. Having readily available, owned assets to provide to Destination BC, media and stakeholders has and continues to be very valuable.
- There is no question that COVID-19 has had negative impacts on so many businesses in our community. Fortunately, it is our understanding that few businesses in the Township of Langley were not able to re-open. Some stakeholders equally saw some positive outcomes:
 - Our agritourism stakeholders noticed an increased interest by people taking the time to support local producers/makers by going directly to the farm to buy products as opposed to previous practice of purchasing these items at a retail outlet
 - Wineries were very concerned in April/May but then saw an increase in visitation and sales to the point that some wineries ran out of stock in some of their product
 - The Greater Vancouver Zoo had a record attendance in 2020
 - Golf courses were negatively impacted by event/wedding cancellations but noticed that new patrons/golfers from Metro Vancouver and the Fraser Valley in search of new courses and returning more than once.

Overall Goals, and Objectives

Our 5 Year Strategic Business Plan overall remains unchanged yet executing our plan is focused solely within the Township of Langley.

Strategies

Our key strategies from our 5 Year Strategic Business Plan overall remain unchanged.

Target Markets

There are two primary target markets in order of priority:

1. Residents of the Fraser Valley and Metro Vancouver.
2. Langley residents. Further educating local residents will build community pride and provide ambassadors for Langley who will explore their own community and influence friends and relatives.

In addition, there are three secondary markets targeted:

1. Other BC residents.
2. Visitors to Metro Vancouver after they have arrived in Vancouver. This group would largely include couples with some families that make up the day trip market in the short term, and overnight stays in the medium to long term.
3. Alberta residents.

The demographics for each target market are:

- **Suburban Families** aged 30-45 with children aged 5-12 whose interests include: Education, Canadian history, children's programming, Canadian First Nations' culture, agriculture
- **Culinary Couples** aged 25-40 whose interests include: Craft beer, wine, local food, 100-mile diet

- **Empty Nest Couples** aged 50-65 whose interests include: Canadian history, Canadian First Nations' culture, food & wine, cultural experiences
- **Friend Groups** aged 25-35 with singles and couples whose interests include: Craft beer, wine, local food, live music and shopping.

Major Category: Marketing – Consumer**Activity Title: Consumer-Focused Asset Development****Tactics:**

- Curation and production of photography, videography and written copy to support marketing campaigns
- Building upon our digital asset library with full ownership of materials to be re-marketed at our discretion and provided to stakeholders.

IMPLEMENTATION PLAN**Description:**

To remain competitive and highly visible, there is a need for visually attractive and engaging content for our consumers. We will build upon what we achieved in 2020 by continuing to add to our asset library. We had success with the photographers and videographers we worked with in 2020 and felt they were successful in achieving a stylistic approach that matched our brand image and conveyed our authentic brand essence. The content will be owned by Tourism Langley Association and available by stakeholders for re-marketing.

Quantifiable Objectives:

- Stakeholder interest, participation & commitment to work in collaboration with us and our contractors
- Growth of owned digital asset library
- Image and video gallery on website resulting in increased traffic and duration of visitation
- Social media followers, engagement levels and story sharing increases with more impactful visual and written content
- YouTube viewership and subscription growth

Rationale:

Even though we had a reduced amount of time that we could work on this tactic in 2020 we provided our stakeholders with more photo and video assets than we have in the recent past. We were able to provide over 30 stakeholders with photo and video assets, which our stakeholders acknowledged with appreciation. Having access to owned assets this year was very beneficial for us as we were able to have assets readily available whenever needed.

Action Steps:

- Continue to work with Connect Media, Munro/Thompson, Partners & Hawes and various stakeholders to continue building our asset library
- Upload and store all owned assets in Crowdriff platform for easy storage and sharing
- Continue to provide all assets to stakeholders and work to run campaigns in collaboration
- Continue to build library, ensure gallery on website remains current, build upon capacities of YouTube, ensure media writers gain access to content for their stories
- Share owned images and video with DBC for inclusion in their digital asset management system

Potential Partnerships:

- Fraser Valley & Metro Vancouver DMOs
- Photographers/videographers
- Stakeholders

Resources:

- Connect Media
- Local Photographers
- Munro/Thompson
- Partners & Hawes
- Tourism Langley Staff

Sources of Funding: MRDT**Timeframe:** Ongoing

Budget: \$44,000
PERFORMANCE MEASURES
<p>Output Measures:</p> <ul style="list-style-type: none"> • Ownership of paid photography/videography • Gallery of images available on the Tourism Langley Association website and Crowdriff for sharing • Website visitation and duration on site increases • Number of campaigns executed • Social media following and engagement improvements <p>Outcome Measures:</p> <ul style="list-style-type: none"> • Increased number of stakeholders • Enhanced economic and social impacts • Increased visitation and accommodation overnight stays

Major Category: Marketing – Consumer
Activity Title: Cooperative Marketing Programs
<p>Tactics:</p> <ul style="list-style-type: none"> • Continue engagement with stakeholders to ensure relevant and impactful content is being provided to the BC Ale Trail, BC Bird Trail, Circle Farm Tour, The Fraser Valley Group, WestCoastFood and WestCoastCurated • Build upon Langley’s content with the BC Ale Trail, BC Bird Trail, Circle Farm Tour, The Fraser Valley Group, WestCoastFood and WestCoastCurated • Start planning process for Langley Ale Trail.
IMPLEMENTATION PLAN
<p>Description:</p> <p>Communication with our stakeholders about the Cooperative Marketing Programs that we participate in is important to ensure we are sharing the most accurate and up-to-date information about their businesses with the proper audiences as identified. It also is important that stakeholders are reminded that the opportunities to be featured in these programs is a result of Tourism Langley’s choice to be a part of the programs.</p> <p>We will continue to work with our project coordinators with the BC Ale Trail, BC Bird Trail, Circle Farm Tour, The Fraser Valley Group, WestCoastCurated and WestCoastFood to keep Langley’s content fresh and updated with relevant information.</p> <p>In the last year we have had two new breweries open. We have one more brewery and a Craft Beer Taphouse scheduled to open in 2021. Langley is booming as a Craft Beer Hub and is providing more reason why it needs its own Ale Trail. We will work with the Ale Trail team to begin the process of creating the Langley Ale Trail.</p>
<p>Quantifiable Objectives:</p> <ul style="list-style-type: none"> • Distribution of complete inventory of printed materials • Social media promotion and engagement for all stakeholders involved in programs • Provide content for stakeholders they can photo, video and print materials they can utilize
<p>Rationale:</p> <p>Our participation in Cooperative Marketing Programs is such a valuable way to extend the reach and awareness of our stakeholders. By marketing them to different audiences that we haven’t reached with our own social channels, it helps promote them and bring new visitors to their establishments and the Township of Langley. We have expanded our following on our social channels as a direct</p>

result of rejoining The Fraser Valley Group and participating in programs such as the BC Ale Trail, BC Bird Trail, WestCoastCurated and WestCoastFood.

Action Steps:

- Work with other Fraser Valley DMOs to create the 2021/22 Fraser Valley Experiences Guide
- Communicate with all stakeholders to generate story ideas and content, and provide to project coordinators for Co-op programs
- Refresh and distribute a new Fraser Valley Ale Trail brochure
- Develop and distribute the 2021 Circle Farm Tour brochure
- Work with BC Ale Trail to start planning for the Langley Ale Trial that will launch in 2022

Potential Partnerships:

- Fraser Valley & Metro Vancouver DMOs
- Marriott Hotels
- Swoop Airlines
- Translink

Resources:

- Connect Media
- Partner & Hawes
- Patio
- The Number
- Tourism Langley Staff

Sources of Funding: MRDT

Timeframe: Ongoing

Budget: \$51,000

PERFORMANCE MEASURES

Output Measures:

- Increased social media engagement
- Increased website traffic
- Increased earned media stories generated
- Number of print materials distributed

Outcome Measures:

- Increase accommodation overnight stays and visitor expenditures in our communities
- Increased visitation to stakeholders

Major Category: Marketing – Consumer

Activity Title: Digital Marketing & Social Media Optimization

Tactics:

Increase social media engagement and following by:

- Building awareness about featured experiences, events, accommodations, restaurants and other stakeholders & partners
- Leveraging and repurposing our video content
- Building awareness about our website as a trip planning tool
- Using key themes to create a brand story around our tourism product
- Increasing awareness about the booking opportunities on our website through Meridian Reservation Systems as a conversion tool
- Increasing awareness within our primary target markets
- Positioning Langley as a destination to Fraser Valley and Metro Vancouver demographics
- Developing awareness about the variety of experiences the Township of Langley has to offer.

IMPLEMENTATION PLAN

Description:

We will build upon the digital value & successes we have established while providing content that is reflective of current travel restrictions/measures that are in place. When appropriate, we will work to better target and re-target visitors in our primary and possibly secondary target markets.

Quantifiable Objectives:

- Stakeholder interests, participation & commitment to buy-in opportunities
- Social media followers, engagement levels and story sharing
- ROI on all paid advertising channels
- Overnight visitation increases

Rationale:

At the onset of COVID-19, our social channels became a hub for people find what was open in the community and what stakeholders were doing. Since a large portion of our followers on social media are local Langley residents, they were very receptive to our messaging around supporting local, and we intend to keep on that same path. In general, digital marketing has proven to be effective and the ability to measure ROI helps us to efficiently plan relevant content to our target audiences.

Action Steps:

- Complete content management/distribution
- Create, schedule and maintain a content calendar to help keep our social media channels relevant and engaging. This also allows us to give stakeholders advance notice in our monthly newsletter of our planned content so that they can provide us with information to include
- Continue daily platform monitoring - our social media team monitors our accounts twice daily to engage and respond to activity
- Develop social media campaigns with the goals of driving traffic to our website and increasing social engagement
- Engage with visitors, residents and stakeholders when our #LangleyFresh hashtag is used
- Work with local, authentic influencers for new blogs and campaigns, promotions and giveaways
- Collaborate on cross promotion with other DMOs as applicable for stronger positioning of the Fraser Valley
- Post 1-3 times a day on Facebook
- Post 7 or more times a week on Instagram

Facebook

Events – streamline event communication to retain brand quality in posts related to events in the Township. This includes a list-like approach with several events and includes one image for a highlighted event

Blogs – expand distribution to increase the number of people entering the path to purchase by inspiring visits to the website

Themes – create a brand story around our products and experiences

Video – expand distribution to get the most viewership from video campaigns

CTAs/Content Repurposing – utilize our brand assets and those of our partners to bring people back to our website and partner initiatives

UGC – use high-quality and on-brand User Generated Content (UGC) to complement our brand story as seen and told through the eyes of our visitors

Albums – create weekly albums (#FreshFriday) to highlight what is happening in Langley right now

Contests – launch seasonal giveaways to increase engagement, followers and awareness

Ads – create ad campaigns around our content with the goal of drawing traffic to the website to plan, learn, and/or book

Instagram

We intend to follow a very similar action plan for Instagram as for Facebook yet displayed to optimize Instagram formatting. Instagram stories will feature fun and on-brand content to drive traffic from browsing to trip planning. The established #LangleyFresh will continue to be used & monitored to engage and increase usage.

Crowdriff

Connect Media will manage Crowdriff and work to increase the amount of UGC accessible to us.

Potential Partnerships:

- Fraser Valley & Metro Vancouver DMOs
- Influencers
- Media
- Stakeholders

Resources:

- Connect Media
- Crowdriff
- Stakeholders
- Tourism Langley Staff
- Township of Langley

Sources of Funding: MRDT

Timeframe: Ongoing

Budget: \$52,500

PERFORMANCE MEASURES
<p>Output Measures:</p> <ul style="list-style-type: none"> ● Number of blog posts ● Number of social media posts ● Number of online ads implemented ● Number of campaigns executed. <p>Outcome Measures:</p> <ul style="list-style-type: none"> ● Increase in accommodation overnight stays ● Increase in the number of stakeholders.

Major Category: Marketing – Consumer
<p>Activity Title: Other – Langley Fresh Gift Boxes</p>
<p>Tactics:</p> <ul style="list-style-type: none"> ● Sell gift boxes filled with locally made Langley products ● Help promote stakeholders ● Donate partial proceeds to Langley charities.
IMPLEMENTATION PLAN
<p>Description:</p> <p>We are going to curate an assortment of gift boxes with contents of locally made/produced items by our stakeholders that we will sell around Mother’s Day, Father’s Day and Christmas. Partial proceeds from each box will be donated to different Langley charities.</p>
<p>Quantifiable Objectives:</p> <ul style="list-style-type: none"> ● Stakeholders wanting to provide items to be included in the boxes, ideally at a discount to help create a higher value of the box than the price it is purchased for ● Social media followers, engagement levels and sharing the Langley Fresh Boxes.
<p>Rationale:</p> <p>With upcoming plans to support our accommodation, food and beverage and possibly attractions sectors through our hotel incentive campaign, retail was the only sector that was not included. We wanted to find a way to support our local artists and retailers that are producing things made in Langley by purchasing items to include in a gift box. We also want to keep encouraging and promoting for people to buy local, and these gift boxes are a perfect way for that to happen.</p>
<p>Action Plans:</p> <ul style="list-style-type: none"> ● Working with stakeholders who are open to providing a discounted rate due to the large number of items being purchased to help make the boxes more attractive for the price we are charging ● Put together gift boxes to sell around Mother’s Day, Father’s Day and Christmas that reflects those themes ● Donate partial proceeds to different Langley charities ● Consider looking at curating seasonal boxes that we would include in our hotel incentive campaign option.
<p>Potential Partnerships:</p> <ul style="list-style-type: none"> ● Tourism Langley Stakeholders
<p>Resources:</p> <ul style="list-style-type: none"> ● Connect Media ● Crowdriff ● Greater Langley Chamber of Commerce ● Serena PR ● Tourism Langley Staff ● Township of Langley

Sources of Funding: MRDT
Timeframe: Ongoing
Budget: \$5,000
PERFORMANCE MEASURES
<p>Output Measures:</p> <ul style="list-style-type: none"> • Number of boxes purchased • Number of stakeholders involved. <p>Outcome Measures:</p> <ul style="list-style-type: none"> • Increase of stakeholders supported.

Major Category: Marketing – Consumer
Activity Title: Travel Media Relations
<p>Tactics:</p> <ul style="list-style-type: none"> • Host relevant travel media and influencers on FAM tours • Work with other DMO's to leverage experiences • Continually share new experiences with DBC, VCM teams • Leverage DBC media opportunities • Ensure Crowdriff and image bank is up to date and images remain relevant, accessible, and of multi-purpose quality.
IMPLEMENTATION PLAN
<p>Description:</p> <p>We will continue to work with Serena PR to pitch the Township of Langley as a destination to media. By hosting media with different interests and audiences on individual single or multi day trips, this will help showcase what Langley has to offer.</p>
<p>Quantifiable Objectives:</p> <ul style="list-style-type: none"> • Number of media stories published • Earned media stories • Track engagement of stories remarketed on our social channels.
<p>Rationale:</p> <p>Once we entered Phase 3 of the BC Restart Plan, there was a large interest from media to visit the Township of Langley. While media has historically been less inclined to cover Langley as a destination, seeing increased interest in working with us as a destination that is 'close to home' and provides a safe, positive experience.</p>
<p>Action Plans:</p> <p>In partnership with Serena PR:</p> <ul style="list-style-type: none"> • Craft and distribute custom pitches and news releases to key journalists and influencers • Respond to media queries, including image requests and fact checking, and facilitating interviews • Find new story ideas and angles that will help increase media coverage opportunities • Research potential partnerships with key influencers around specific themes and contesting • Invite key media for specific events and media visits • Craft customized agendas for individual and possibly group visits • Ensure representation at media associations and at marketplace events by Serena PR • Create sector-based galleries on Crowdriff to make responding to media requests for images timelier and time efficient • Build on foundation of DBC Stories Pilot Project to leverage travel media relations
<p>Potential Partnerships:</p> <ul style="list-style-type: none"> • BC Ale Trail

<ul style="list-style-type: none"> ● BC Bird Trail ● Circle Farm Tour ● Destination BC / Vancouver, Coast, & Mountains ● The Fraser Valley ● Tourism Langley Stakeholders ● WestCoastCurated ● WestCoastFood
Resources: <ul style="list-style-type: none"> ● Crowdriff ● Destination BC and Vancouver Coast and Mountain Travel Media Relations Teams ● Media ● Serena PR ● Tourism Langley Staff
Sources of Funding: <ul style="list-style-type: none"> ● Destination BC Coop Marketing Partnership Program ● Destination BC Visiting Journalist Program ● MRDT
Timeframe: Ongoing
Budget: \$30,000
PERFORMANCE MEASURES
Output Measures: <ul style="list-style-type: none"> ● Number of media/influencers/bloggers on FAMs ● Number of media stories published ● Number of social media influencers for social media takeover campaigns to help increase exposure of Langley attractions/experiences ● Number of website visitors.
Outcome Measures: <ul style="list-style-type: none"> ● Growth in Facebook and Instagram followers and engagement over previous year.

Major Category: Marketing – Leisure Travel
Activity Title: Hotel Incentive Campaign
Tactics: <ul style="list-style-type: none"> ● Create strategic alliances with stakeholders starting with accommodation and food and beverage sectors ● Manage and convey value-added content to be an invaluable resource to visitors and residents alike ● Provide online pre-packaged itinerary ideas to encourage increased length of stay and support day and overnight visitation ● Promote the campaign in a compelling way that will entice people to book their stay in the Township of Langley as it equally includes a free experience opportunity at one of the participating food and beverage providers ● Give out “Random Acts of Langley” to five different guests where Tourism Langley Association covers the cost of their stay and other area activities.
IMPLEMENTATION PLAN
Description: We are going to execute an incentive campaign to increase the number of overnight stays in the Township of Langley. When people book their stay through Meridian Reservation Systems on our

website, they will receive a minimum value add of \$50 (2 x \$25 gift cards) that they can spend at participating food and beverage providers in the Township of Langley. The participating food and beverage providers are able to increase the value of the gift cards to a maximum of an additional \$10 per \$25 gift card.

Quantifiable Objectives:

- Number of accommodation bookings made through our website / Meridian Reservation Systems.

Rationale:

Our accommodation sector has been the hardest hit by COVID-19. We want to work with the food and beverage and possibly attractions sectors to provide a value-ad (that Tourism Langley Association would cover the costs of) when visitors book a stay in the Township of Langley.

Action Steps:

- Set up packages on our website through Meridian Reservations Systems
- Work with Connect Media to create a campaign content schedule coupled with photo and video assets compiled by Munro/Thompson
- Assemble “welcome bags” for Township accommodation providers to give to guests upon check-in that includes information on the Township of Langley, campaign gift cards and a list of food and beverage providers where the gift cards can be used
- Deliver “welcome bags” to the participating accommodation providers
- Reimburse food and beverage providers for the gift cards on a bi-weekly or monthly basis when the gift cards used at their establishment are returned to Tourism Langley Association.

Potential Partnerships:

- Stakeholders

Resources:

- Connect Media
- Meridian Reservation Systems
- Stakeholders
- Tourism Langley Staff

Sources of Funding: MRDT

Timeframe: Ongoing

Budget: \$50,000

PERFORMANCE MEASURES

Output Measures:

- Increased website visitors
- Increased SEO rating
- Number of bookings made with the Meridian Reservation System.

Outcome Measures:

- Increase in accommodation overnight stays to the Township of Langley.

Major Category: Marketing – Visitor Servicing**Activity Title:** Online Visitor Servicing**Tactics:**

- Update content on website regularly to provide the most accurate and up to date information for visitors
- Research the possibility of adding a chatbot to our website or bringing back “Ask Langley”
- Update stakeholder page on website to provide them with more information on how they can work with Tourism Langley Association and give them access to other useful resources.

IMPLEMENTATION PLAN**Description:**

We will enhance our planning page on our website by adding other resources along with our suggested itineraries for visitors interested in coming to the Township of Langley. Looking into different ways we can provide readily available visitor information online will be a large part of this, which could include adding a chatbot to our website or bringing back “Ask Langley”.

Quantifiable Objectives:

- Number of visits to our “Plan” page of our website
- Number of enquiries on “Ask Langley” question form.

Rationale:

At the onset of COVID-19, we realized how important it was to have readily available information on our website for both visitors and stakeholders. When we can welcome visitors back to the Township of Langley, it will be important that they can find all of the information they need on our website, whether that is through content already listed or through a chatbot. We also had stakeholders coming to us for information, so we want to ensure we have value-add resources on our website for them.

Action Steps:

- Engage visitors using the #LangleyFresh hashtag
- Create authentic and unique suggested itineraries for our two traveler types with a cultural and authentic focus
- Track monthly stats including social media conversations and conversions.

Potential Partnerships:

- Stakeholders

Resources:

- Connect Media
- Langley Hotels
- Stakeholders
- Tourism Langley Staff
- Township of Langley

Sources of Funding: MRDT**Timeframe:** Ongoing**Budget:** \$10,000**PERFORMANCE MEASURES****Output Measures:**

- Use of #LangleyFresh and #ExploreBC
- Increase the number of visitors to website over previous year
- Increased social media followers and engagement
- Increased stakeholder requests for promotional materials over previous year.

Outcome Measures:

- Increased visitation numbers.

MRDT Budget for One-Year Tactical Plan	
Five-year Revenues	Budget \$
MRDT (net of admin fees)	\$230,000.00
MRDT from online accommodation platforms	\$20,000.00
Local government contribution	
Stakeholder contributions (i.e. membership dues) Circle Farm Tour buy-in	\$10,000.00
Estimated Co-op funding (e.g. CTO; DMO-led projects)	
Grants – Federal	\$33,000.00
Grants – Provincial	
Grants/Fee for Service – Municipal	\$51,000.00
Retail Sales	
Interest	\$5,000.00
Other	
Total Revenues	\$349,000.00
Expenses	Budget \$
Marketing	
Marketing staff – wage and benefits	\$142,000.00
Media advertising and production	\$7,000.00
Website – hosting, development, maintenance	\$15,000.00
Social media	\$52,500.00
Consumer Shows, events	
Collateral production, and distribution	\$3,500.00
Travel media relations	\$39,000.00
Travel trade	
Consumer-focused asset development (imagery, video, written content)	\$24,500.00
Other – Business and Community Development	\$11,000.00
Other – Co-Op Marketing Programs	\$51,000.00
Other – Destination Marketing Campaign (Hotel Incentive Campaign)	\$50,000.00
Other – Memberships	\$3,000.00
<i>Subtotal</i>	\$398,500.00
Destination & Product Experience Management	
Destination & Product Experience Management Staff – wage and benefits	
Industry development and training	
Product experience enhancement and training	\$1,000.00
Research, evaluation and analytics	
Other – Database	\$10,000.00
<i>Subtotal</i>	\$11,000.00
Visitor Services	
Visitor Services Staff – wage and benefits	\$35,500.00
Visitor Services Operating Expenses	\$20,500.00
Other – Meridian Reservation Systems	\$12,000.00
<i>Subtotal</i>	\$68,000.00
Meetings Conventions, Events & Sport	
Staff – wage and benefits (if stand alone)	
Meetings, conventions, conferences, events, sport, etc.	
<i>Subtotal</i>	
Administration	

Management and staff unrelated to program implementation – wages and benefits	
Finance staff – wages and benefits	\$7,500.00
Human Resources staff – wages and benefits	
Board of Directors costs	\$1,500.00
Information technology costs – workstation-related costs (i.e. computers,	\$14,000.00
Office lease/rent	\$15,000.00
General office expenses	\$11,000.00
Subtotal	\$49,000.00
Affordable Housing	
Expenses from OAP revenue (if applicable)	
Subtotal	
Other	
All other wages and benefits not included above	
Other activities not included above (please describe)	
Subtotal	
Total Expenses:	\$526,500.00
Surplus (Deficit) of revenues over expenditures for the year	(\$177,500.00)
Carry-Forward (Net Assets) Information (If applicable)	
Beginning of year (Required when completing tactical plan)	
Restricted	\$200,000.00
Unrestricted	\$292,000.00
Total	\$492,000.00
End of year (Required when completing year end financial report – should be blank for tactical plan)	
Restricted	
Unrestricted	
Total	

Projected spend by market (*broad estimate*) for leisure activities only & projected percentage of spend focused on each season (*broad estimate*)

Geographic Market	Total Marketing Budget by Market	% of Total \$ by Market	% of Total \$ for (Jan-Mar) season	% of Total \$ for (Apr – June) season	% of Total \$ for (July – Sept) season	% of Total \$ for (Oct-Dec) season	% total
BC	\$205,200.00	90%	100%	100%	95%	95%	100%
Alberta	\$22,800.00	10%	0%	0%	5%	5%	100%
Ontario							
Other Canada <i>(please specify)</i>							
Washington State							
California							
Other USA <i>(please specify)</i>							
Mexico							
China							
UK							
Germany							
Australia							
Japan							
Other International <i>(Please specify)</i>							
Total	\$230,000.00	100%					