
TOURISM LANGLEY 2022 ONE-YEAR TACTICAL PLAN

Designated Recipient: Township of Langley

Designated Accommodation Area: Township of Langley

Date Prepared: November 30, 2021

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 ensuring marketing strategies are aligned with traveller 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 of 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

Overview

While the Township of Langley experienced a much more positive 2021 than 2020, the impacts of COVID-19 lingered. We are thankful for both the federal and provincial funding opportunities that helped address the decrease in MRDT revenue. Travel restrictions continued to require us to adjust our 2021 tactical plan, but the experience gained in 2020 meant it was a less challenging process.

In Q1, our Tourism Coordinator gave notice for personal reasons, and we decided to see how 2021 would unfold before re-hiring. Reduced staffing level did add to the remaining two staff's workload, but existing contractors helped where they could since they were well-versed in our day-to-day operations.

By Q1 2022 we plan to hire an additional full-time or multiple part-time staff as a minimum of three full-time staff is needed to execute a complete tactical plan. As of July, we saw our hotel occupancy levels return to 2019 levels, which came as a surprise. Marketing campaigns that we had been holding onto were once again put on hold as not only were hotels close to capacity, but our supporting businesses were also challenged to be fully staffed and able to support a greater number of visitors. Additional key learnings were:

- As of September, the average year-to-date occupancy rate is 64%, with the remainder of the year expected to remain strong. While lower than the 2019 year-to-date occupancy of 78%, we feel incredibly fortunate to see monthly occupancy levels coming close to 2019 numbers as of July. The Township of Langley did not experience any further hotel room inventory reductions due to hotels being sold and converted to affordable housing. Two of our two-star properties do provide a portion of their rooms as needed for long-term stays, but we have not seen any negative impact from an inventory perspective from these decisions. In October, Township Council gave final approval for the construction of a dual Marriott property. While no information is available on when construction begins, this much-needed property will result in the addition of 266 hotel rooms to our existing inventory.
- We had estimated that our MRDT and OAP revenue would be approximately 50% of 2019, but we believe it will be closer to 60%. While occupancy levels are well on their way to recovery, our average daily rate is 15% lower than 2019, with summer months seeing the most significant difference in rates.
- Our stakeholders were not exempt from the staffing challenges experienced across the province. Feedback from many food and beverage providers was that while there was a demand for them to be open seven days a week and extended hours, they did not have the staff to meet these needs. We asked businesses to help us know when their capacities were challenging and adjusted our social media content accordingly. For example, Glass House Winery was often fully booked well in advance, so we did not include them in any of our social content over the summer.

- We had planned to launch our hotel incentive campaign - This One's on Us as soon as travel restrictions were lifted. Instead, it will launch end of Q4 and carry out into 2022. Our hotels had higher than expected occupancy levels, and stakeholders communicated that undertaking this campaign with staffing challenges would be difficult. We also found a way to make the execution of the campaign easier for our hotels and stakeholders. Original plans that required businesses to invoice our office back based on gift card redemption were replaced with the ability to work with TruCash to provide us Visa gift cards that only work in Langley and provide a dashboard that allows us to see where the cards were being spent.
- Several community events returned with great success. The Fort Langley Jazz and Arts Festival was able to host both in-person and virtual concerts, The Aldergrove Fair Days created a drive-through event that offered the public an opportunity to visit the customarily closed Hallmark set of When Calls the Heart, The Cruise-In had record attendance, The Fort Langley Beer and Food Festival had to change locations but held a sold-out event, and a modified but very successful Cranberry Festival returned.
- We retained our Media and PR contract with Serena PR, resulting in an array of media exposure that helped us build further awareness of the Township of Langley as a destination. We focused on hosting journalists and influencers from Metro Vancouver and the Fraser Valley; however, in late Q3, we had two successful visits from influencers based in Kelowna and Vancouver Island. With travel restrictions becoming less of a barrier, in 2022, we plan to emphasize hosting journalists/influencers from markets further away, such as Washington State and Alberta. This may result in fewer individual visits, but we feel the impact would have a more significant economic impact. We still see value in hosting local media. We plan to create a quarterly seasonal media event where local journalists and social media influencers will be invited to enjoy a day trip to the Township. The goal of these events will be to generate timely coverage based on specific seasons and themes. In 2021, Tourism Langley partnered with three well-known local (Langley-based) Instagram influencers to showcase places they love in the Township. In 2022, we would like to leverage opportunities with influencers with a more significant following, such as Langley resident Monika Hibbs, "one of North America's most influential trendsetters."
- We did allocate a budget for Sport Tourism in hopes that we would see restrictions ease enough that events would start looking to book and rebook. It seemed that the majority of events that had to cancel National / International events were not looking for new cities to host an event; instead, they were looking to find ways to reschedule the cancelled events in the cities previously secured. We saw two significant events scheduled to be held in Langley pushed by at least a year or more. The Canadian Track and Field Championships had been planned for 2021 and 2022 but now will be hosted in 2022 and 2023. The Hockey Canada World U-17 Challenge had been awarded to the Township of Langley for 2021; a year for us to host has not been set. Thunderbird Show Park, whose events historically have a significant economic impact for the Township, was able to bring several events back. While the International riders they would usually host could not attend, it was a vast improvement over 2020. While at the time of writing this plan, we had not spent our sport tourism budget; we have experienced key progress in our sport tourism initiatives, including:
 - Participating a quarterly meeting with the Township of Langley and Langley Event Centre (LEC) to discuss existing and potential events
 - Contributing to a bid hosting proposal by the LEC and Township for a sport event holder looking to secure the same location for three consecutive years

- Supporting events that needed to change event years and work with accommodation providers to cancel room blocks and rebook future years.
- In Q3, we began preparing to submit our Five-Year Strategic Plan for 2022 - 2027 with research and stakeholder interviews (both group and individual). A few themes emerged through stakeholders consistently and will become components of our Five-Year Strategic Plan. Based on having added new tactics to our 2022 plan – relative to for Film Tourism and Visitor Servicing and expanding upon the Sport Tourism tactic to help build a foundation for our next Five-Year Strategic Plan.
- We have chosen to eliminate the 2020 tactic marketing #Langleyfresh Gift Boxes. It was not as successful as anticipated, but rather it was a more relevant tactic when we were faced with travel restrictions to support our local businesses and encourage shopping local.

Overall Goals and Objectives

Our 5 Year Strategic Plan overall remains unchanged other than focusing on the Township of Langley and adjusting as needed to accommodate Provincial Health Orders and travel restrictions.

Strategies

Our key strategies from our 5 Year Strategic Plan overall remain unchanged. Key content themes for 2022 include:

- What's new - events, stakeholders, tourism product
- Culinary
- Sports, e.g., hockey (Vancouver Giants and the Langley Rivermen); basketball (Fraser Valley Bandits); and Thunderbird Show Park (events at the equestrian facility) and golf
- Seasonal activities
- Film and movie production in the Township

Target Markets

Primary target markets:

- Leisure and business travellers from BC, Alberta, and Washington - minimum one night stay
- Sport event organizers of regional, provincial, national, and international events - generating stays of two or more nights per attendee.
- Visitors to Metro Vancouver area after they have arrived in Vancouver. We expect this group would primarily include couples along with some families that make up the day trip market in the short term and overnight stays in the medium to long term.

Secondary target markets:

- Residents of the Fraser Valley and Metro Vancouver - day trips
- Langley residents. Further increasing awareness amongst residents will build community pride and provide additional ambassadors for Langley, who will explore their community and influence friends and relatives.

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, sprits, local food experiences,
- **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
- Work with Kwantlen Cultural Keeper as identified by Indigenous Tourism BC to capture appropriate photos and help tell the story behind them.

IMPLEMENTATION PLAN

Description:

Over the last few years, we have successfully expanded our owned video and photography assets and consistently receive a positive response when we share these. It makes many aspects of our day-to-day jobs easier to have a wide array of owned assets. We have been able to share/contribute more imagery with our stakeholders when required for projects such as Co-Op Marketing which helps us obtain more exposure than we were previously able to. We will continue to build upon our database of owned visual assets. One area we are lacking imagery in is that of Indigenous content. We received the recommendation to have our photographer work with a Kwantlen Cultural Keeper to capture photos and provide us with the history and story behind each image so that information is meaningful and available when we share these photos. We also are working to diversify our images and adding a budget to hire a more comprehensive range of models.

We also feel it is time to review all the copy on our website and refresh it as needed. In particular, we see an opportunity to enhance the See & Do section of our website. We need to regularly add editorial content - engaging copy and visuals to provide inspiration and ideas for site visitors.

Quantifiable Objectives:

- Stakeholder interest, participation & commitment to work in collaboration with our contractors and our office
- Amount of owned digital assets
- Traffic to and duration of visitation on our website
- Social media followers, engagement levels and story sharing
- YouTube viewership and subscription

Rationale:

There is a need for visually attractive and engaging content to remain competitive and highly visible for our consumers. Owned photography and videography that we can share with our stakeholders will result in more cohesive and consistent marketing campaigns.

Evocative copy suggested itineraries, strong images, and compelling video content will help move website visitors to direct purchase channels. In addition, adding content and grouping it intuitively across multiple landing pages would assist with the site's search engine optimization (SEO), driving incremental organic site traffic.

Action Steps:

- Work with photographers, videographers and writers to curate assets that follow our brand and photography guidelines
- Perform an audit of each website page to refresh as needed, focusing in particular on enhancing the See and Do page
- Upload and store all owned visual assets to Crowdriff for easy storage and sharing
- Provide visual and written assets to stakeholders and work to run campaigns in collaboration
- Keep written and visual content on our website current and engaging
- 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:

- Destination BC
- Fraser Valley & Metro Vancouver DMOs
- Area First Nations including Katzie, Kwantlen, Matsqui and Semiahmoo Stakeholders

Resources:

- Crowdriff
- Kwantlen First Nation
- Local Photographers and Videographers
- Tourism Langley Staff: Lead - Destination Marketing Manager; Support - Executive Director

Sources of Funding: MRDT, DBC - Content Production Initiative**Timeframe:** Ongoing**Budget:** \$ 25,000 Asset Development \$12,000 Crowdriff License**PERFORMANCE MEASURES****Output Measures:**

- 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

Outcome Measures:

- Greater awareness of the Township of Langley as a visitor destination
- More robust search engine optimization (SEO) leads to higher opportunities & rankings for organic search

Major Category: Marketing – Consumer

Activity Title: Cooperative Marketing Programs

Note - Exact tactics of each Co-Op Marketing Program are outlined in the application for each program. This section is meant to focus on any specific elements of our participation.

Tactics:

- Provide relevant and impactful content to the BC Ale Trail, BC Bird Trail, Circle Farm Tour, The Fraser Valley Group, WestCoastFood and WestCoastCurated
- Engage stakeholders and help educate them on the benefits of sharing relevant content for inclusion in the Co-Op Marketing programs
- Create and distribute printed collateral as applicable for each program
- Launch Langley Ale Trail

IMPLEMENTATION PLAN

Description:

We will continue to work with the BC Ale Trail, BC Bird Trail, Circle Farm Tour, The Fraser Valley Group, WestCoastCurated and WestCoastFood project coordinators to execute the tactics submitted in each Co-Op Marketing application.

Langley is becoming known as a Craft Beer hub with six existing breweries, a seventh to open Q1 of 2022 and a newly opened Taphouse featuring 50 taps, including dedicated taps for each local brewery. We have been working with the Ale Trail team and our local breweries, and we are excited to launch the Langley Ale Trail in 2022, which will replace our participation in the Fraser Valley Ale Trail.

Quantifiable Objectives:

- Distribution of complete inventory of printed materials
- Social media promotion and engagement for all stakeholders involved in programs
- Provide content for stakeholders such as photo, video and print materials to use in their marketing activities

Rationale:

Participation in Cooperative Marketing Programs is a valuable and cost-effective way to extend the reach and awareness of our stakeholders. Marketing them to different audiences that we haven't reached with our social channels helps promote them and bring new visitors to their establishments and the Township of Langley. We have noticed an increase in followers on our social media due to our Co-Op Marketing partnerships.

Communication with our stakeholders about the Cooperative Marketing Programs that we participate in is essential to ensure we share the most accurate and up-to-date information about their businesses with the right audiences as identified. It is also key that stakeholders understand that being featured in these programs results from Tourism Langley's choice to be a part of (and fund) these programs and leverage these opportunities for their business and the sector.

Action Steps:

- Work with industry partners for each Co-Op marketing program we participate in to execute the tactics submitted in each application
- Develop communications campaign with all stakeholders to generate story ideas and content, and provide to project coordinators for Co-op programs
- Develop and distribute the Circle Farm Tour brochure
- Launch the Langley Ale Trail
- Participate in and contribute valuable input at any meetings of each Co-Op program

Potential Partnerships:

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

Resources:

- Connect Media
- Patio
- The Number
- Tourism Langley Staff Lead - Destination Marketing Manager; Support - Executive Director

Sources of Funding: MRDT, DBC**Timeframe:** Ongoing**Budget:** \$ 55,000 (buy-in cost to each Co-Op program)**PERFORMANCE MEASURES****Output Measures:**

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

Outcome Measures:

- Increased 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 our social media engagement and following by:

- Building awareness about featured and new 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 products
- Increasing awareness within our primary target markets
- Positioning Langley as a destination to Fraser Valley and Metro Vancouver demographics

IMPLEMENTATION PLAN

Description:

We will build upon the digital value & successes we have established while providing new, inspiring content to our target markets. We plan to make a slight shift in focus that will see us dedicating more time to our website to refresh the content and digital assets. There will not be a noticeable change to our social channels, but there may be a slight decrease in posting frequency to allow us to spend more time elevating the content of our website.

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:

Digital and social media marketing remain an efficient and effective way to create awareness of the Township as a destination. It allows us maximum flexibility to make changes as needed and gain insight into social posts, blogs, or digital advertisement’s effectiveness. We feel it is essential to recognize that we don’t “own” or control the social media platforms we promote ourselves on. We must adjust and accept this ever-changing landscape. We own our website and have complete control of how it functions, which is why we want to shift some human and financial resources from our social platforms to our website.

Action Steps:

- Have bi-monthly meetings with the Connect Media team to discuss strategy and content planning
- Create, schedule, and maintain a content calendar to help keep our social media channels relevant and engaging and drive traffic to our website
- Monitor, advocate, protect, and promote the online reputation and identity of our social accounts
- Respond to messages on social channels a minimum of once per day
- Engage with visitors, residents, and stakeholders when our #LangleyFresh hashtag is used, and encourage stakeholders to always include the hashtag in their communications
- Distribute a minimum of 1 blog a month branded with images, graphics, embeddable videos, SEO optimized and social link sharing optimized
- Collaborate on cross-promotion with other DMOs as applicable for stronger positioning of the Fraser Valley
- Execute “blog and vlog style” stories on Instagram and Facebook to give people bite-sized stories, leading them through the highlight reel to tell a larger story. Content will be fun and on brand to drive traffic into the planning stage
- Post five or more times a week on Facebook and Instagram
- Creating weekly stories in DBC’s Story Network that are relevant to current marketing strategies set out by DBC

- Incorporate Indigenous culture and storytelling in a respectful and responsible manner into our media platforms
- Develop a strategy for Instagram Reels
- Manage Crowdriff and work to increase the amount of user-generated content (UGC) accessible to us
- Review monthly analytic reports to gain insight into how social media tactics are performing and adjust as needed.

Potential Partnerships:

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

Resources:

- Connect Media
- Crowdriff
- Stakeholders
- Tourism Langley Staff - Lead - Destination Marketing Manager; Support - Executive Director
- Township of Langley

Sources of Funding: MRDT

Timeframe: Ongoing

PERFORMANCE MEASURES

Output Measures:

The number of:

- Blog posts
- Social media posts
- Online ads implemented
- Campaigns executed

Outcome Measures:

Increase in:

- Accommodation overnight stays
- Number of stakeholders.

Major Category: Marketing – Consumer**Activity Title: Other – Film Tourism****Tactics:**

Increase interest in the Township by celebrating the film and movie heritage, production locales, and personalities who have used Langley as a venue. Key tactics include:

- Developing a content-rich film/movie portal on Tourism Langley's website
- Strategically aligning tourism and film in cooperation with Economic Development
- Creating a tourism/film working group for ongoing collaboration and support
- Building relationships with production studios through the Film Commissioner

IMPLEMENTATION PLAN**Description:**

The Township of Langley has a rich history as a film and movie locale, with locations and productions of interest to potential visitors. Prior to COVID, in 2019, there were 185 productions that filmed in the Township that resulted in over 600 film permits issued. CreativeBC has identified that the Township of Langley is second to the City of Vancouver in the volume of productions working in the community. Tourism Langley can appeal to visitors attracted by specific productions and potentially increase the length of stay by sharing locations and stories where appropriate. It will be important to establish a supportive relationship with CreativeBC and area studios at the onset so that film equity and privacy are respected, and operational productions are not publicized or inconvenienced.

Quantifiable Objectives:

- Web visits, shares, reposts through social media channels
- Work on cooperation agreement between Tourism Langley, the Township, and industry
- Creation of Film/Tourism Working Group

Rationale:

The volume of film and movie production is expected to increase in coming years within the Township. This represents an incredible source of potential equity for the Township, from the testimonials and accolades of existing staff and crews to the development of itineraries and stories from past productions. This has the potential to stimulate new visitation and extend the length of stay.

Action Plans:

- Create a map of the Township of Langley that highlights locations featured in various TV shows and movies
- Create a film portal on Tourism Langley's website with a minimum of six pages:
 - Introductory page, movies & TV shows filmed in Langley, top filming locations, production facts facts, collection of recent Langley film stories, resources for visiting crew/cast
- Post to Tourism Langley's blog/shared on social media announcing new film portal
- Identify top productions and create three self-guided itineraries for film tourism visitors, highlighting top tourist attractions in Langley appearing in these productions (e.g., Riverdale, Hallmark Christmas shows, Chilling Adventures of Sabrina, etc.)
- Creation of Film Passport that provides a value-add for cast and crew of current productions

Potential Partnerships:

- Destination BC
- Creative BC
- Motion Picture Production Industry Association
- Hallmark Canada
- Netflix Canada
- Tourism Langley Stakeholders
- Township of Langley

Resources:

- Connect Media
- Crafted Ink Consulting
- Tourism Langley Staff - Lead - Executive Director; Support - Destination Marketing Manager
- Township of Langley

Sources of Funding: MRDT**Timeframe:** 2022 and ongoing**Budget:** \$5,000**PERFORMANCE MEASURES****Output Measures:**

- Number of website visitors
- Number of social media posts and shares
- Number of film-related itineraries and productions featured on the website

Outcome Measures:

- Signed cooperation agreement with tourism, industry, and Township
- Creation of Film/Tourism working group; quarterly meetings
- Increase in film/movie related inquiries
- Number of Film Passports in circulation
- Extended visitor length of stay
- The working relationship established with key production studios

Major Category: Marketing – Consumer

Activity Title: Other – Sport Tourism

Tactics:

In collaboration with the Township and the Langley Event Centre, proactively reach out to sports organizations and venues to attract sports teams, tournaments, and sports-related events to Langley.

Key tactics for 2022 include:

- Hire a contractor at Tourism Langley dedicated to working on a sport strategy for the Township of Langley
- Form a Sport Tourism Advisory Group with the Township, the Langley Event Centre and other sport stakeholders in the community
- Develop/refine the bid book to include pre and post itinerary options to extend the length of stay
- Identify and prepare resources to support and secure event bids
- Assist proponents with the development and presentation of bids
- Create a portal on the website to support sport hosting
- Consider value-adds and welcome packages for visiting athletes and their families
- Collaborate with other BC sports organizations to leverage their networks and expertise

IMPLEMENTATION PLAN

Description:

The Township of Langley has a rich array of sports facilities and infrastructure to serve audiences both domestically and internationally. Facilities are easily accessible, serviced by two nearby international airports and a regional airport, and have access to a range of budget-priced accommodation alternatives.

Quantifiable Objectives:

- Creation of Sport Tourism Advisory Group
- Database of leads and prospects
- Event bookings
- Room blocks for sports-related events, and including in non-peak season

Rationale:

The Township of Langley has been described as “one of the best places in North America for sports fans.” There is an opportunity to proactively approach sports teams, events, and tournament organizers to build interest in Langley as a venue for future business. Sports-related visitation is also an opportunity to build extended stays for athletes, friends, and families by creating awareness for other events, attractions, and activities in the Township. This is an opportunity to stimulate both visitation and spending.

Action Plans:

- Hire and/or contract a staff position at Tourism Langley dedicated to sports tourism
- Form a Sport Tourism Advisory Group with the Township and the Langley Event Centre
- Create a portal on Tourism Langley’s website to support sport hosting
- Collaborate with other BC sports organizations to leverage their networks and expertise
- Continue participating in Sport Hosting BC meetings and events
- Distribute bid opportunities as applicable to the Township of Langley

Potential Partnerships:

- Destination BC
- Langley Event Centre
- Sport Canada
- Sport Hosting BC
- Tourism Langley Stakeholders
- Township of Langley

Resources:

- Langley Event Centre
- Sport Hosting BC
- Tourism Langley Staff - Lead - New Staff or contracted position; Support - Executive Director
- Township of Langley

Sources of Funding: MRDT

Timeframe: ongoing

Budget: \$50,000

PERFORMANCE MEASURES

Output Measures:

- Database of leads and prospects
- Bids in process and finalized

Outcome Measures:

- Creation of Sport Tourism Advisory Group
- Increase in sports-related visitation and overnight stays
- Increase in length of stay in the Township

Major Category: Marketing – Consumer

Activity Title: Travel Media Relations

Tactics:

- 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 that Crowdriff and our image bank are up to date and that images remain relevant, accessible, and of multi-purpose quality.

IMPLEMENTATION PLAN

Description:

Our media relations strategy will build on the success of the past two years of media visits, partnerships, and resulting coverage, with the goal of securing new opportunities to showcase the Township's attractions, businesses, events, and people. Now that travel has resumed, and the US-Canada border has re-opened, we will focus on outreach to journalists outside the Lower Mainland, engaging with key media in the Alberta and Washington State markets to arrange customized media visits. Local journalists and social media influencers will continue to play an essential role in promoting the Township. As such, Tourism Langley will seek to sustain and build new connections with local content producers.

Quantifiable Objectives:

- Number of media stories published
- Earned media stories
- Track engagement of stories remarketed on our social channels.

Rationale:

Customizing itineraries for travel writers and influencers is a very cost-efficient way to increase exposure for the Township of Langley. It allows us to provide a benefit to our stakeholders that they may not obtain on their own. Journalists may not be interested in visiting a single business if approached directly. We can offer the service of creating a customized itinerary for a variety of businesses, making a visit much more appealing. Having journalists or influencers share their Langley experiences with their readers/followers helps us extend our marketing reach to their followers who they have earned the attention and respect of.

Action Plans:

- 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
- Hold bi-monthly meetings with Serena PR to discuss the media relations strategy and roll-out
- Research potential partnerships with key influencers around specific themes and contesting
- Discuss potential partnerships with other Fraser Valley-based DMOs to create multi-day agendas (and more of a larger "hook" for travel stories) for visiting journalists
- Craft customized agendas for individual and group visits with a focus on media located outside of the Lower Mainland, including Alberta (Edmonton and Calgary) and Washington State (Seattle)
- Ensure representation at media associations and marketplace events
- Create sector-based galleries on Crowdriff to make responding to media requests for images timelier and time-efficient
- Coordinate quarterly media events, inviting local journalists and social media influencers to enjoy a day trip to the Township and generate timely coverage based on specific seasons and themes.
- Develop new partnerships and media collaborations that will give our messaging a more significant impact and help further our reach

- Start a conversation with a local influencer, Monika Hibbs, to discuss working together on a campaign. The focus of the partnership and content would be determined by Tourism Langley – allowing Monika to dovetail with events, businesses, and themes, as approved by Tourism Langley.
- Ensure that the content created from journalist/influencer visits is shared with the businesses mentioned to help them see the value in participating in the itineraries we create
- Where possible, encourage media and influencers to explore themes related to specific niche markets important to Langley. Examples are cycling, film/movies, and equestrian.
- Themes for media visits to include:
 - What’s new
 - Culinary
 - Wine/craft beer
 - Sporting angles, e.g., hockey (Vancouver Giants and the Langley Rivermen); basketball (Fraser Valley Bandits); and the Thunderbird Show Park (events at the equestrian facility); golf (two driving ranges)
 - Seasonal activities, e.g., berry picking in the summer, pumpkin patches/farms in the fall, holiday happenings in the winter

Potential Partnerships:

- BC Ale Trail
- BC Bird Trail
- Circle Farm Tour
- Destination BC / Vancouver, Coast, & Mountains
- The Fraser Valley
- Tourism Langley Stakeholders
- WestCoastCurated
- WestCoastFood

Resources:

- Crowdriff
- Destination BC and Vancouver Coast and Mountain Travel Media Relations Teams
- Media
- Serena PR
- Tourism Langley Staff

Sources of Funding:

- Destination BC Coop Marketing Partnership Program
- Destination BC Visiting Journalist Program
- MRDT

Timeframe: Ongoing

Budget: \$20,000

PERFORMANCE MEASURES

Output Measures:

The number of:

- Media/influencers/bloggers on FAMs
- Media stories published
- Website visitors.

Outcome Measures:

- Growth in Facebook and Instagram followers and engagement over the previous year.

Major Category: Marketing – Leisure Travel

Activity Title: Hotel Incentive Campaign - This One's on Us

Tactics:

- Collaborate with hotels and stakeholders to execute a campaign where visitors to Langley receive a value-added incentive during their stay.
- 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 (and extend) their stay in the Township of Langley
- Work with local sports teams to offer attendees of games packages for their stay in the Township of Langley when coming for a game (Bandits, Giants, Rivermen)
- Work with major event organizers to encourage booking through Tourism Langley's website for their stay, where they would receive a gift card or tickets to a specific event

IMPLEMENTATION PLAN

Description:

We will use branded pre-paid \$50 Visa cards that can only be used in Langley as a value-added incentive for visitors to book a hotel stay in Langley. We will also engage with other stakeholders to partner with to distribute the Visa cards to help generate spending and economic impact for the Township of Langley.

Quantifiable Objectives:

- Number of accommodation bookings made
- Number of gift cards used
- Insights into the economic impacts of the cards spend

Action Steps:

- Set up packages to be marketed on our website, social channels, and traditional advertising methods
- Work with Connect Media to create a campaign content schedule coupled with photo and video assets compiled by Munro/Thompson
- Provide materials for Township accommodation providers to give to guests booking through this campaign upon check-in that includes information on the Township of Langley, campaign gift cards and ideas of where the gift cards can be used

Potential Partnerships:

- Stakeholders

Resources:

- Connect Media
- Stakeholders
- Tourism Langley Staff - Lead - Executive Director; Support - Destination Marketing Manager

Sources of Funding: MRDT

Timeframe: Ongoing

Budget: \$40,000

PERFORMANCE MEASURES

Output Measures:

- Increased website visitors
- Increased SEO rating
- The number of accommodation bookings made tied to this campaign.

Outcome Measures:

- Increase in accommodation overnight stays, and durations, in the Township of Langley.

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

- Update content on the website regularly to provide the most accurate and up to date information for visitors
- Refine the tools available for visitor servicing, both digital and physical
- Increase opportunities to have in-person and digital interactions with visitors to our community
- Increase the time we spend in the community available to service visitors
- Participate in the Visitor Services Network as an affiliate member

IMPLEMENTATION PLAN**Description:**

We will enhance our trip planning page on our website by adding other resources along with our suggested itineraries for visitors interested in coming to the Township of Langley. Using the resources available to us as a Visitor Centre Network affiliate member to find different ways we can provide readily available visitor information online and in person.

We would like to expand our visitor servicing tools that we can use in the community. Specifically, we would like to establish a mobile visitor services “kiosk” for short or long-term visitor servicing. Long-term examples would be in the summer at a location such as Fort Langley. Short-term examples would be at the Langley Event Centre during an event with attendees from out of town.

Quantifiable Objectives:

The number of:

- Visits to our “Plan” page of our website
- Enquiries from the “Ask Langley” question form.

Rationale:

Digital visitor servicing is an efficient and effective way to help visitors to our community and where most visitors are looking when they have trip planning needs. However, nothing can replace human interaction, particularly when a visitor is in our community. We currently have to send people looking for more extensive visitor services than we can offer to our neighbouring communities. We believe the opportunity to keep visitors in the Township not only provides a better service to our visitors but also provides an opportunity to keep the visitor spending in our community.

Action Steps:

- Engage visitors using the #LangleyFresh hashtag
- Hire a minimum part-time staff person to lead visitor services
- Create authentic and unique suggested itineraries
- Track monthly stats, including social media conversations and conversions.

Potential Partnerships:

- Stakeholders

Resources:

- Destination BC Visitor Centre Network
- Connect Media
- Langley Hotels
- Stakeholders
- Tourism Langley Staff - Lead - Destination Marketing Manager; Support - Executive Director
- Township of Langley

Sources of Funding: MRDT**Timeframe:** Ongoing**Budget:** \$40,000

PERFORMANCE MEASURES

Output Measures:

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

Outcome Measures:

- Increased visitation numbers.

Major Category: Marketing – Consumer

Activity Title: Brand Awareness Campaign

Tactics:

- Negotiate 2-3 month campaign with Global TV or CTV in Metro Vancouver
- Confirm placement in key media
- Use contesting and/or incentives to stimulate purchase and gauge participation
- Have stakeholders monitor performance through their visitor intercepts

IMPLEMENTATION PLAN

Description:

Tourism Langley will increase awareness and exposure in the Metro Vancouver market to see, visit, and buy all that the Township has to offer. The focus will be on themes that resonate in Metro Vancouver, such as wine/beer, agri-tourism, family, biking/hiking, and festivals/events.

Quantifiable Objectives:

- Number of visits to the website
- Number of enquiries on “Ask Langley” question form
- Contest entries
- Social media engagement

Rationale:

Metro Vancouver is a priority market for the Township, but there is a lack of awareness within Metro of the range of available products, services, and experiences. A sustained campaign in TV and print will build awareness and influence propensity to visit. The print portion of the campaign will feature wine/beer as there are dedicated channels within Metro aligned with consumers interested in those products. Focus and channels can change for future campaigns.

Action Steps:

- Through an agency, negotiate a 2-3 month campaign that would have news personalities talk about their “Langley experience” while introducing product features, upcoming activities, and special promotions. Contesting could also be featured. The campaign would run daily during the week in conjunction with morning and/or noon hour news and be supported by exposure on their website.
- Create a Langley video that would be 15-30 second video and would be shown in conjunction with testimonials from the news personalities
- An option is to position Langley as Gateway to the Fraser Valley.
- Confirm ad placement in “Edible Vancouver & Wine Country” for a full-page ad (inside back cover) that would feature the concentration of wine/beer/distillery options in Langley

Potential Partnerships:

- Tourism Langley stakeholders
- Fraser Valley

Resources:

- Ad agency
- Connect Media
- Stakeholders
- Tourism Langley Staff – Lead – Executive Director, Support – Destination Marketing Manager

Sources of Funding: MRDT

Timeframe: Q3 - TV campaign would be 2-3 months; ad placement would be annual

Budget: \$50,000 for campaign including video production; \$16,800 for ad placement
NOTE - If MRDT is stronger than the budget, we would proportionally increase the campaign budget for this tactic.

PERFORMANCE MEASURES

Output Measures:

- Increased web volume and engagement
- Increased social media followers and engagement
- Contest entries

Outcome Measures:

- Increased visitation numbers
- Stakeholder feedback re awareness and interest from Metro
- Stakeholder engagement in visitor intercept research

Major Category: Destination Management

Activity Title: Building Langley's Festival and Event Capacity

Tactics:

- Invest in an economic model to measure the impact of existing festivals and events – provide it as a service for organizers willing to do their own on-site visitor survey
- Encourage festival and event organizers to track zip and postal codes and basic activity profiles from their audiences
- Use the intelligence to gauge opportunities for future marketing campaigns
- Dedicate a budget to attract and support new festivals/events that will disperse benefits more broadly in the Township or are aligned with market opportunities. Examples are the Gran Fondo (cycling) and a Pow Wow (Indigenous culture).

IMPLEMENTATION PLAN

Description:

Helping our festivals and events to understand their economic contribution to the Township will assist them with getting support from potential stakeholders and funders. It is also an opportunity to better understand their customer base and the opportunities for future collaboration with Tourism Langley for marketing campaigns. An economic impact model is also a lens to assess the potential for attracting new festivals and events to the Township, particularly those that will disperse benefits more broadly in the Township and are aligned with potential market opportunities.

Quantifiable Objectives:

- Number of economic impact models completed
- Database of zip and postal codes
- Interest from potential event organizers

Rationale:

This initiative supports the need for Tourism Langley to better understand the characteristics of visitors to the Township. At the same time, it allows festivals and events to demonstrate their economic importance and contribution. The economic impact model can also assess the potential for future festivals, events, sporting events and conferences.

Action Steps:

- Invest in economic impact model (for sports events, festivals, and meetings) through Destinations International
- Consider working with senior undergraduate or graduate programs at Kwantlen and Trinity University to develop a survey methodology and application as part of a curriculum that could be used with festivals and events in Langley
- Meet with Festival and event organizers to gauge the interest and potential take-up of the service
- Create a calendar and timeline so that surveys can be developed and administered in a timely manner

Potential Partnerships:

- Festival and event stakeholders
- Kwantlen University
- Trinity Western University

Resources:

- Cycling BC
- Festival and event stakeholders
- Indigenous Tourism Association of BC
- Kwantlen and Trinity Western University
- Tourism Langley Staff – Lead – New position, Support – Executive Director

Sources of Funding: MRDT**Timeframe:** Ongoing**Budget:** \$7,500 annually for licensing the model; \$25,000 for support of new events**PERFORMANCE MEASURES****Output Measures:**

- Economic impact modelling and insights
- Visitor database and insights
- Interest for festival/event organizers

Outcome Measures:

- A greater understanding of the economic contribution of festivals and events
- Greater insight into visitors to Langley and future marketing opportunities
- Potential for new festival/event development