



## About Tourism Langley

Tourism Langley is a Destination Marketing Organization (D.M.O.), and not-for-profit society, governed by an independent Board of Directors who is mandated to deliver effective marketing strategies that will generate increased visitation, extended stays, more revenues and increased daily expenditures for businesses in the Township of Langley.

**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.

## Event Support

Tourism Langley promotes events taking place in the Township of Langley that have a tourism focus or events that have the potential to draw visitors to the Township of Langley.

## What Tourism Langley will do to promote your event:

### Events Calendar

Tourism Langley Staff will list the event on our [Events Calendar](#). The Event can be submitted to our Events Calendar using our [Event Submission Form](#).

### Facebook Event Sharing

Tourism Langley's Social Media Team will share the Facebook event listing on our Facebook page.

### Social Media Post

Tourism Langley's Social Media Team will post about your event on our Instagram and Facebook pages.

### Website Visitor Information

Tourism Langley Staff will provide Visitor Information verbiage that event organizers can post on their website that can help their visitors plan their visit and encourage them to spend more time in the Township of Langley.

### Visitor Servicing

Tourism Langley Staff will provide a table of collateral materials for event attendees to take.

### Additional Outlets

Tourism Langley will also share relevant event information with other Co-Operative Marketing Programs that we participate in such as [BC Ale Trail](#), [BC Bird Trail](#), [WestCoastCurated](#), [WestCoastFood](#) for consideration of promotion on their social channels and websites when applicable.



## **Additional Support (pick up to 3 additional items from this list):**

Qualifying for Additional Support will depend on the potential of room nights booked as a result of the event.

### **Destination BC Story Network**

Tourism Langley's Social Media Team will work with event organizers to gather images and information to create a visual story using Crowdriff, that will get posted to Destination British Columbia's Story Network. The story will also be added to the rotation of stories that is on the home page of our website.

### **Instagram Stories**

Tourism Langley's Social Media Team will post stories on our Instagram page with the option to swipe up to event website for more information or to purchase tickets.

### **Instagram Contest**

Tourism Langley's Social Media Team will run an Instagram contest for tickets to the event. Users would have to follow both Tourism Langley and the event's Instagram pages and tag a friend in the comments to be entered to win the tickets. The event must provide tickets, that can either be a pair or a group of tickets depending on how ticketing for the event works.

### **Mini Blog**

Tourism Langley's Social Media Team will work with event organizers to gather images and information to create a mini blog that will be posted on Tourism Langley's website and will receive a boosted feed post on our Facebook and Instagram pages.

### **PR Support**

Tourism Langley's PR Team (Serena PR) will write a custom pitch announcement that they will send out to their contact list to generate some buzz.

### **Tent Rental (In-Kind)**

Tourism Langley owns one 10'x10' and two 20'x20' canopy tents that are available for rental from the beginning of March until the end of September. If your event is taking place in Aldergrove, the cost to rent each tent is \$210.00+tax. If your event is taking place anywhere else in the Township of Langley, the cost to rent each tent is \$230.00+tax. If you are needing a tent for your event, Tourism Langley will provide the tent at no cost should you chose this as one of your additional support items. If you are interested in renting Tourism Langley's tents, please email [daniella@tourism-langley.ca](mailto:daniella@tourism-langley.ca)

### **Festivals and Event Listings on HelloBC.com**

If you would like your event listed on Destination BC's [HelloBC.com](http://HelloBC.com) website, please visit the [Festivals and Events Guidelines](#) page to see if you event qualifies. If you have any questions about whether an event would qualify for inclusion, please reach out to [HelloBCListings@DestinationBC.ca](mailto>HelloBCListings@DestinationBC.ca)

### **Questions?**

If you have any questions or would like to discuss how Tourism Langley can support your event, please email [daniella@tourism-langley.ca](mailto:daniella@tourism-langley.ca)