

For Immediate Release

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LANGLEY VISITOR CENTRE ENCOURAGED WITH RESULTS

It has only been 3 months since Tourism Langley took over the responsibility to deliver visitor services from the Greater Langley Chamber of Commerce, and if the first quarter statistics and observations are an indication of what to expect for the 2008 visitor season, Langley businesses should be prepared for a busy year.

Over 1400 visitors have been welcomed at the Langley Visitor Centre to date, and despite the unseasonable weather conditions, efforts to draw visitors to the Fort Langley location have proved to be successful. While the majority of visitors have been from local residents, over 35% of the visitors have been from within B.C. There have also been a significant number of visitors from other origins, including other parts of Canada, Europe and the Asian Pacific market.

“This is an extremely important year in tourism for Langley”, notes Laurie Braaten, Chair of the Tourism Langley Board of Directors, “and we are confident our decision to maintain visitor services in Fort Langley this year will strategically position us to increase awareness of our community and encourage the enhancement of tourism products and services.”

“We have been very fortunate to welcome back our keen and dedicated team of nine volunteer’s this year”, boasts Deborah Kulchiski, Executive Director for Tourism Langley. “They understand the value of visitor services, and the positive effects of maximizing the extent of the visitor’s stay while exceeding visitor expectations”. Recognizing this is a year marked with events in celebration of our province’s 150th birthday, the Langley Visitor Centre Counsellors have already refreshed their skills and knowledge during a recent information session. In addition, the Langley Visitor Centre has just increased their hours of operation to Monday to Friday, 9:00 am to 5:00 pm and Saturday’s, 11:00 am to 4:00 pm.

The Langley Visitor Centre is one of approximately 110 community based Visitor Centre’s in the province working within the Tourism BC Visitor Centre Network.

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Media Contact:

Deborah Kulchiski

Executive Director, Tourism Langley

Ph: 604.888.1477

Cell: 604.802.9488