



For Immediate Release

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NEW MARKETING TOOLS TO PROMOTE LANGLEY'S UNIQUE FEATURES

Langley, B.C. – Tourism Langley delivered their most recent projects to the public today, and they were received with enthusiastic support from both Langley residents and tourism industry stakeholders throughout the province. Four new resource guides provide detailed information on Langley's "*Parks and Trails*", "*History and Arts*", "*Wine and Culinary*", and "*Attractions*".

The projects were made possible as a result of cooperative funding provided by Tourism BC's Community Tourism Opportunities Program™, assessed and administered by the Regional Destination Marketing Organization, Vancouver, Coast & Mountains. This program has been developed province wide, and is designed to assist communities who are in a position to implement their tourism building initiatives.

"We are thrilled to have Tourism Langley participate in the program and believe that these four guides will make a great addition to their marketing tool kit. It is projects like these that make the Community Tourism Opportunities program successful", explains Jane Stark, Community Marketing Specialist from Vancouver, Coast & Mountains.

Tourism Langley secured the creative services of Design One, the local firm that was also responsible for the development and delivery of the Tourism Langley logo and "endless choices" brand. "It is through this program that we have been able to produce four new publications that further consolidate the Tourism Langley brand. The diverse activities and attractions showcased in these brochures clearly demonstrate that Langley is a destination with endless choices. It's a pleasure for our firm to be part of these exciting projects", comments Studio Manager, Grant Davies. Erinn Kredba of Linq Consulting was also instrumental in the implementation and coordination of the publications.

Tourism Langley is the Destination Management Organization (D.M.O.) responsible for the marketing and promotion of the Langley's since January 1, 2008. During the course of the 2008 visitor season, the organization conducted in house research that included a review of regional trends and conversations with visitor's and local residents. Inventory of existing materials concluded that additional tools were essential to marketing and highlighting the unique appeal of Langley's communities.

Chair of the Tourism Langley Board of Directors, Laurie Braaten couldn't be more pleased. "The publications are not only informative pieces, they will also be essential tools for Tourism Langley and Visitor Services as they deliver the strategies to generate increased visitation and ensure extended stays in our communities".

The publications are available at the Langley Visitor Centre, 9234 Glover Road, Fort Langley.

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