



TOURISM

langley



PARTNER  
TOOLKIT

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## About Us

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.

### Mission

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

### Vision

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

## Staff Contacts



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## Board Of Directors

### Executive Committee

**Dale Saip, Chair – Sport Tourism**

**Chris Pack, Vice Chair – Member at Large**

### Directors

**Mayor Eric Woodward - TOL Representative**

**George Lacny – Attractions Sector**

**Tim Lahay – Food & Beverage Sector**

**Joshua Banta – Member at Large**

**Alexis Zambas – Accommodations Sector**

**Paul Weme – Member at Large**

**Karen Renaud - Member at Large**

**Sean Weatherly - Retail/Other**

**Rahim Dadani - Accommodation**

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Tourism Langley holds an AGM each Spring, if you are interested in joining the board please email [erinn@tourism-langley.ca](mailto:erinn@tourism-langley.ca).



## What is a Partner?

A business or an organization that makes a direct economic contribution to the Township of Langley within the Tourism industry and meets the requirements outlined in the partner form.

### Examples of how we can support you:

- **Business Listing**
  - We will add your business listing to our website once you complete the partner form. If you make any changes to your business (address, phone, website, etc.) please ensure to update us. Find an example of a business listing [HERE](#).
- **Blogs/Newsletter**
  - There may be potential for us to highlight your business through our blogs and monthly newsletter, so keep us up to date on what's happening at your business so we can share with the public. Find examples of blogs [HERE](#).
- **Cooperative Marketing Programs**
  - We work closely with different co-op programs (*see page 8*) so feel free to let us know which program you find your business fitting in the most and we will be more than happy to share your business with them.
- **Promotion via @tourismlangley social media channels**
  - We use Facebook, Instagram, TikTok, LinkedIn, and Twitter and can promote your business as applicable. Tag us using #Langleyfresh to help us see your content.
- **Event Support**
  - We may be able to provide event hosting support, to find out what we can do to help support and promote your event, please email [info@tourism-langley.ca](mailto:info@tourism-langley.ca).
- **Collateral Materials**
  - Feel free to fill out this [form](#) when you're in need of any Langley/Fraser Valley related collateral materials and we will get them delivered to you.



## Examples of how you can support us:

- **Events**
  - The [Event Submission Form](#) allows us to populate the events that are submitted directly onto our website. Find examples of event listings [HERE](#).
- **Updates/News**
  - By sending us updates and the latest news of what is happening at your business, it allows us to share it with our social media team who find creative ways to promote it to the public. Please email [info@tourism-langley.ca](mailto:info@tourism-langley.ca) with any updates/news that you think we should be aware of to help promote your business.
- **Tagging**
  - Share your business images with us by tagging @tourismlangley on Instagram and using the hashtag #Langleyfresh.
- **Content/Features/Ideas/Suggestions**
  - If you have any social media-related ideas for our content and features, feel free to send them to [info@tourism-langley.ca](mailto:info@tourism-langley.ca).
- **Feedback/Suggestions**
  - If you have any feedback or suggestions on how to improve our marketing efforts, please don't hesitate to reach out to any one of us as we would love to hear from you.



## Resources

### Industry Opportunities

The following groups and organizations are great resources for businesses in the Township of Langley looking for supplementary support at the Tourism industry level.

#### Destination BC Learning Centre

Destination BC's Learning Centre gives tourism businesses access to free resources and tools, featured articles, guides, templates, and videos on the following topics: Digital Marketing, Experience Development, Social Media Marketing, Travel Trade & Travel Media, Applying Insights, Safety & Emergency Preparedness, Accessible Tourism and more.

#### HelloBC Listing

Destination BC has partnered with TripAdvisor to provide tourism businesses the opportunity for your claimed listing on TripAdvisor to automatically appear on HelloBC.com. Once your HelloBC listing is completed and connected, any changes made to your TripAdvisor listing will automatically appear on HelloBC.com the next day.

#### TripAdvisor Listing

HelloBC.com listings mentioned above are populated by TripAdvisor data. If your business has a claimed TripAdvisor listing, please register here to enhance your HelloBC.com listing with your social media accounts and other information.

#### Google My Business Listing

Google My Business (GMB) is a free tool for business owners to manage their online presence across the Google platform, including Google Search, Local Search, and Google Maps. Google developed GMB to make it easier for online searchers to get the business information they need quickly and conveniently.

#### Small Business BC

Small Business BC helps British Columbia's entrepreneurs grow successful and sustainable businesses through expert business advisors, educational services, easy-to-use free resources and engaging community events.



## Resources

### Community Opportunities

The following groups and organizations are great resources for businesses in the Township of Langley looking for supplementary support at the community level.

#### **Experience Langley**

Experience Langley is your community focused lifestyle magazine designed to celebrate everything that makes Langley an amazing place to live, work, and play.

#### **Greater Langley Chamber of Commerce**

The Greater Langley Chamber of Commerce is the voice of the Langley (both the City of Langley and the Township of Langley) business community. They speak on matters affecting their members, research business issues, encourage investment, work to broaden the tax base and support crime prevention programs. They also recognize the importance of education in providing employment skills, are aware of environmental and cultural issues and work with politicians to improve the manner and method of doing business in the Langley's.

#### **What's on Langley**

What's On Langley is a bi-monthly, local events, community, entertainment and business magazine in print and online.



## Resources

### Cooperative Marketing Programs

Tourism Langley participates in numerous Cooperative Marketing Programs in partnership with other Destination Marketing Organizations (DMO's) and Destination British Columbia.

#### **The Fraser Valley**

The Fraser Valley is a collaboration of destinations Tourism Langley, Tourism Abbotsford and Tourism Chilliwack, in partnership with destinations Mission, Harrison and Hope. We come together to share what our Valley has to offer with the intention of providing you with all the inspiration you need to visit and hope that you do.

As part of The Fraser Valley group, we also participate in the following programs:

- **BC Ale Trail** A BC Ale Trail is a series of self-guided itineraries highlighting local craft brewery destinations and the super, natural landscapes that surround them. Within each Ale Trail, you will find recommended itineraries to explore the respective destination – this includes an array of craft breweries, pubs, restaurants, cafes, liquor stores, outdoor activities, sightseeing, accommodations and more.
- **Circle Farm Tour** A Circle Farm Tour is a road map that directs you to a variety of specialty farm-gate vendors, open air markets, charming eateries, heritage sites, fairs, and other special events. There's a brochure and map for each participating community. The tours are self-guided, meaning that you travel in your own car, at your own pace, when it suits you. Each community brochure/map directs you from 10 to 20 venues. All are related in some way to agriculture and the area's farming heritage.

#### **BC Bird Trail**

The BC Bird Trail is your guide to exploring BC's Pacific Flyway, offering a series of self-guided itineraries showcasing the regions our feathered friends seek out year after year. The curated itineraries encourage birders of all levels to Look Up and Stay Grounded as they explore vibrant communities and outdoor experiences across the province providing new opportunities to engage, learn, and grow.



## Resources

### Cooperative Marketing Programs (Cont)

#### **Gold Rush Trail**

The Gold Rush Trail is the story of British Columbia, stretching back millennia into prehistory and before. It is the story of a mighty river and the lands surrounding it: the cleft between mountains, the carving of canyons, and the fertility of the plains. Gold is not the only treasure found on the trail. This trail is a story- a history- shaped by nature.

#### **West Coast Curated**

West Coast Curated brings together the most innovative, original, and thought-provoking art happening on the West Coast of British Columbia, and all the cultural happenings that colour our corner of the world.

#### **Westcoast Food**

Vancouver's Lower Mainland and Fraser Valley with its unique and fertile environment and cultural communities, is a veritable mecca of all things food. They invite the world to partake in the bounty of fresh foods and culinary inspirations that have been praised both locally and around the globe.

**If you find any of these a good fit for your business, please email us at [info@tourism-langley.ca](mailto:info@tourism-langley.ca) and we will coordinate with the program to get your business highlighted.**

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## Monthly Newsletter

Tourism Langley Staff send out a monthly newsletter with updates on the Tourism Industry and various information that would be of benefit to Tourism Langley Partners. You are automatically subscribed to the newsletter upon becoming a par. However, if you don't receive one within the first month, please don't hesitate to reach out to us directly.

[Previous newsletters can be found by clicking here](#)