

Township of
Langley



Est. 1873



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NEWS RELEASE

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TOURISM LANGLEY TO CONTINUE PROMOTING TOWNSHIP FOR NEXT FIVE YEARS

Requirements have been met, approval has been granted, and funding is in place to enable Tourism Langley to continue promoting the Township of Langley as a tourism destination for the next five years.

Since 2008, Tourism Langley has been the Township's Destination Marketing Organization (DMO), marketing the municipality and its many attractions to visitors from around the world and reminding local residents of the exceptional opportunities that can be found in their own back yard.

In British Columbia, funding for tourism marketing, programs, and projects comes from the Municipal Regional District Tax Program (MRDT), which is administered by the Ministry of Finance and uses levies collected from local accommodation businesses to promote tourism.

The Township of Langley's current agreement with the MRDT expires on November 1. On Monday, October 2, it was announced that the Township's 5-Year Tourism Strategic Plan and MRDT renewal application had been approved by the Order of Council in the BC legislature.

The agreement has been renewed through to 2022.

“This is great news for the Township of Langley, its hotels, businesses, and attractions, and for the many people who visit us every year,” said Mayor Jack Froese. “Langley Township is home to six vibrant communities that provide incredible opportunities for shopping, dining, recreation, and entertainment, and beautiful countryside full of wineries, golf courses, equestrian centres, and unique agri-tourism destinations. Our community has so much to offer and we are pleased this new agreement will allow Tourism Langley to continue operating as our Destination Marketing Organization.”

In 2016, more than 5.5 million people from around the world visited British Columbia. Tourism brings in over \$7 billion dollars to the province each year.

Through the new MRDT funding and agreement, Tourism Langley can continue promoting the Township as a tourism destination, strengthening its economy and benefiting local businesses.

“We certainly have a lot to see and do, and invite everyone to come and explore,” said Froese. He noted that Langley Township features the Langley Events Centre, home to professional sport teams including the Vancouver Giants hockey team and the Vancouver Stealth lacrosse team, and is building the Aldergrove Credit Union Community Centre, a unique recreation complex and outdoor aquatic facility that will be enjoyed by people from throughout the region.

With numerous recreation centres and sports facilities, McLeod Athletic Park, and more than 100 parks, trails, and greenspaces, Langley Township is known as a world-class sport tourism destination.

The Township also features one of the largest retail centres in the Lower Mainland, has attractions ranging from museums and theatres to the Greater Vancouver Zoo, and is home to Fort Langley - the historic “Birthplace of BC.” Throughout the year, there are numerous family events and celebrations – including May Day, the Cranberry Festival in Fort Langley, Aldergrove Fair Days, and in 2017, the Langley Good Times Cruise-In in Aldergrove – which all attract thousands of visitors.

As the Township’s DMO, Tourism Langley will continue to provide information on everything there is to do within the Township, where to stay, what is happening, and events to experience.

“There is always something unique to discover here,” said Val Gafka, the Township’s Senior Manager of Corporate Administration. “We are pleased to be moving forward with Tourism Langley, our hoteliers, and tourism stakeholders to let the world know what our 120,000 residents already know – that the Township has something for everyone.”

“The Township looks forward to working with Tourism Langley’s Board of Directors and staff in the years ahead to promote this incredible community and support our businesses and stakeholders,” Gafka said.

For more information, contact Val Gafka, the Township’s Senior Manager, Corporate Administration at 604.532.7305 or vgafka@tol.ca.