



For Immediate Release
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TOURISM LANGLEY ANNOUNCES LAUNCH OF WEBSITE

Langley, B.C. In support of the delivery of the destination brand, Tourism Langley unveiled the foundation for their online marketing strategies this week, with the launch of their new website - www.tourism-langley.ca

“We are extremely excited with the unique position and concept our site delivers and believe the site to be true to the spirit of our communities”, comments Laurie Braaten, Chair of the Tourism Langley Board of Directors.

The primary objective of the new website is to be a resourceful planning tool for potential visitors and local residents. The aim is to ensure accessibility of information that relates to the endless choices of opportunities, activities and events in Langley.

“We will continue to build on the strategic goals of the Langley Tourism Plan and encourage our communities to work with our brand principles and support them in their own marketing plans”, explains Deborah Kulchiski, Executive Director, Tourism Langley.

The site contains a wealth of information, incorporating a strong product image. Some of the more notable highlights include a comprehensive listing of upcoming events, designed with a hands-on approach for event planners to submit their events directly to Tourism Langley. In addition, it provides recommended itineraries, detailed listings of accommodation providers and information specific to a variety of market segments. The site is also designed to provide communication and information for industry stakeholders.

Tourism Langley is the provincially recognized 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 Langley.

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