



**For Immediate Release**

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## **RESULTS OF LANGLEY VALUE OF TOURISM STUDY RELEASED**

**Langley, B.C.** A recent study commissioned by Tourism Langley and conducted by Chemistry Consulting Group Inc. of Victoria, B.C. brings to light the significant contributions the tourism industry has in the Langley area.

The purpose of the study is to raise awareness of the value of tourism to the local economy. Using existing secondary source information, the contributions were measured using a mix of both supply and demand indicators that include tourism accommodation room revenues, tourism related employment, tourism related property tax revenue and the estimated spending by overnight visitors.

Based on 2009 data, highlights on the findings of this study indicate that there is an estimated 277 tourism-related properties in the Langley area, with an assessed value of \$151 million. Tourism-related property tax revenue associated with these properties is estimated at \$2.7 million.

Between 2000 and 2009, the number of tourism accommodation properties with four or more rooms increased from 12 to 18, the number of tourism accommodation rooms increased from 563 to 1,666, and the amount of room revenue increased from \$6.6 million to \$16.3 million (+147%). Demand indicators summarized the estimated spending by overnight visitors to be \$51.2 million in 2009. Of this total, it is estimated that \$13.3 million benefited the food services sector, \$9.7 million benefited the retail sector, \$7.2 million benefited the transportation sector, and the remaining \$4.7 million benefited the recreation/entertainment sector.

"The findings of this study demonstrate how tourism influences other industries", comments John Aldag, Chair, Tourism Langley Board of Directors. "While the study supports the significance of tourism in the Langley area, we believe it will also encourage an appreciation of tourism potential".

"Assessing the contributions of the tourism industry will enable us to have a more informed approach to our tourism planning, development and marketing", adds Deborah Kulchiski, Executive Director, Tourism Langley. "The information will be used as a valuable resource as we work towards the anticipated growth of our industry in the future".

Tourism Langley is the Destination Management Organization (D.M.O.) and not-for-profit society governed by an independent Board of Directors and has been responsible for the marketing and promotion of the Langley's since January 1, 2008.

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