

The City of Langley is the place to be... for Culinary Experiences



"We chose the City of Langley based on its demographics, retail vibrancy, local employment and interest in Olive Garden. We've enjoyed great success in our entire Olive Garden family of restaurants, including the City of Langley, where we've been proud to call home for more than 10 years."

Head Office
OLIVE GARDEN ITALIAN
RESTAURANTS
www.olivegarden.com



In the heart of the Lower Mainland, Langley enjoys access to many of the major restaurant chains, including Olive Garden, Montana's, and Red Robin. Even with a tremendous choice of restaurants in the area, almost every restaurant in the City of Langley has enjoyed long-term, stable growth for many, many years. Burgeoning population, strong economy, destination retail, and regional travellers are some of the reasons people stop, stay, and even go out of their way to dine in Langley.

OPPORTUNITIES

In the heart of BC's Lower Mainland, the City of Langley enjoys some of the highest food service spenders in Canada. In 2007, an average household in British Columbia spent about \$2,500 at bars and restaurants, representing a 24% increase over the previous 3 years, while menu costs have only risen 2.1%.

British Columbia has the highest food service share of the total food dollar at 25.2% (sales: \$6,552 million) with an annual sales growth of 6.9%. The trend for high food service spending is expected to remain strong in Langley and the surrounding area. In particular, there is an opportunity for a drive-thru convenience restaurant and for entertainment-focused dining in Downtown Langley.

* SOURCE: www.cdfa.ca (2009)



"Since we opened in Langley in 2001, the number of guests visiting our location has grown exponentially. People drive from Abbotsford, North Vancouver, Hope, and even Kelowna to eat with us and visit Langley. We are the only Olive Garden in BC, which makes for pretty long line ups at times, but our guests seem more than happy to put their name down and go shopping at retailers all around us.

"We have been so fortunate to have very loyal guests who frequent our restaurant on a weekly basis. And since the Golden Ears Bridge opened last year, we have been able to attract more loyal guests."

Tammy Imrie, General Manager
OLIVE GARDEN, LANGLEY
www.olivegarden.com

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With an affluent — and growing — trade area population, the City of Langley is a great place to run a restaurant.

CENTRAL LOCATION

Located enroute between Surrey and Abbotsford (along Highway #10 and Fraser Highway), and between the three major USA border crossings and the nearby Abbotsford International Airport, the City of Langley is frequently at the crossroads for many travelers. Langley services not only local citizens, but also travelers from neighbouring communities.

POPULATION

The City of Langley is located in the centre of the Lower Mainland Region, from Vancouver to Hope. This area is made up of two districts: Metro Vancouver (population: 2.1 million, with an annual growth rate of 6.5%) and the Fraser Valley Regional District (population: 250,000, with an annual growth rate of 8.2%). (STATISTICS CANADA, 2006)

Langley City (population: 25,000 in 10 square km) is surrounded by Langley Township (population: 95,000), and is situated at the eastern edge of Metro Vancouver, between Surrey and Abbotsford. The City of Langley enjoys a 30-minute commuting population of more than 900,000 people.

TRADE MARKET

The City of Langley enjoys a trading population of 231,000 people (within a 20-minute commute) with a total expenditure potential of \$3.38 billion. The average family income in the area is about \$75,000.

(RETAIL TRADE AREA STUDY, 2009)

ENTERTAINMENT

Located in the heart of the Lower Mainland, the City of Langley provides easy access to BC's great outdoors as well as to a multitude of attractions, events, and activities. Some of the area's most popular events and attractions include the *Arts Alive Festival* (August), the Fort Langley National Historic Site, the Greater Vancouver Zoo, the Canadian Museum of Flight, Wine Tours, Horse rides and events, Cascades Casino, and more!

"We opened our new Thai Restaurant in downtown Langley last summer. Since then, we have received a lot of positive response from the local community and repeat customers from as far away as Ladner and Chilliwack. We chose our location because it provides a unique and relaxing atmosphere, lots of nearby free parking and overall good value compared to other sites we looked at. We plan to continue to grow and become a part of Downtown Langley's success!"

Parinya Loptson, Owner/Manager
BAN CHOK DEE THAI CUISINE
www.banchokdee.com

"Downtown Langley is awesome! The people are fabulous. Choo Choo's has been here for almost 19 years. The community and our customers are like family to us. There is really good energy here. Downtown Langley has a trendy, comfortable atmosphere, and a sense of excitement, with lots to do in the area. Our business has grown 20% consistently every year. We look forward to many more years of joy and success."

Meagan Causton, General Manager
CHOO CHOO'S RESTAURANT



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