



2005  
Annual  
Report  
***BUILDING  
TOURISM  
TOGETHER***





# Overview

- ◆ Canadian Statistics
- ◆ Ontario Facts & Figures
- ◆ Regional Profiles
- ◆ Tourism Burlington Performance Measures
- ◆ 2006 Plans





# National Tourism Statistics 2005

- ◆ Total tourism spending advanced 2% to \$52.1 B
- ◆ Canadian residents accounted for 69.5% or \$36.2M
- ◆ Foreigners made 17.4 million overnight trips, down 12.7% - UK, France, Germany, Japan, Australia top markets
- ◆ Americans took 14.2 million trips which is a 12% decrease – NY, Michigan, Washington, California & Ohio top states
- ◆ Top Activities – shopping, sightseeing, sports, outdoor activities, VFR, historical sites



# Ontario Tourism - 2005

- ◆ International Border Crossings down 8.4%
- ◆ U.S. Border Crossings dropped by 9.7%
- ◆ Hotel occupancy increased by 1.5% to 62.1% and ADR increased by 2.6% to \$120.91
- ◆ Ontario Travel Information Centres visitations down by 12% (@ 18 centres)
- ◆ Visitor inquiries to [ontariotravel.net](http://ontariotravel.net) increased by 3.5%
- ◆ 1-800-Ontario toll free line inquiries decreased by 11%

Source:Ministry of Tourism



# Halton Region Tourism Profile

- ◆ From 1998 - 2004 person visits in Region grew 40% - 2,797,209
- ◆ Visits by Canadians grew 47% - 2,574,394
- ◆ U.S. visitors decreased by 20% - 163,074
- ◆ International visits grew by 54% - 59,741
- ◆ Overnight VFR totaled 441,146 in '04
- ◆ Hotel occupancy rates same as 2004
- ◆ 26% of visitors stayed overnight (90% adult only)—74% were same day visits
- ◆ Average visitor age 47 up from 41 years
- ◆ \$185,528,075 spent by overnight visitors - '04

Source: Stats Canada

# Performance Measures

Service	2004	2005	2006 - 1 <sup>st</sup> Q
Information Centre visits/email/phone	5625	13,251 135% increase	3583 Centre 414 phone Emails
Website Hits	N/A	2,781,923	1,157,922
Website Visits		104,000	44,897
Souvenir requests – total groups/individuals	155	159	60
Out of Country requests	67	54	29
Pins distributed	9573	6973	2691
Advocacy –support letters, consultation meetings etc.	6 letters N/a	4 letters 15 meetings	4 letters 12 meetings
Sports Tournaments served	58	52	22
Conventions served	42	37	11
Public Relations - Displays/Presentations/Events	4	28 events	9 events
Partnership contributions – coop ads, memberships, sponsorships, in kind, grants	\$85,550	\$74,500 * change to non-member	\$46,619



# Performance Measures

Service	2005	2006 - 1 <sup>st</sup> Q
# print materials	78,000	55,000
# media stories/interviews	11	4
# ads placed	10	9
# trade shows	1	0
# tourism partners(members in 2005)	122	140
Attraction attendance figures (not all partner information provided)	409,572	86,203
Average admission price	\$13.99	\$3.64 -winter rates in effect
Total number of group tours at attractions	968	59
Accommodation occupancy (not all partner information provided)	N/A	Hotels - 54% B&Bs -34% Aver. Daily Rate \$101.57 Meetings 268 Conferences 13



# Accomplishments 2005



- ◆ Incorporation
- ◆ Re-established Board
- ◆ Tourism fully staffed
- ◆ Weekends Open at Centre
- ◆ Joint FAM Tour for counsellors with Hamilton
- ◆ Creation of Reserve Fund
- ◆ Expanded Marketing & Communication program
- ◆ Transition Membership based to Partner based

# 2006 1<sup>st</sup> Q Highlights

- ◆ Business & Marketing Plan implementation
- ◆ New marketing initiatives
- ◆ Team Burlington projects – Branding, Brochure & Business Summit
- ◆ Ambassador Award – Ribfest organizers John Thorpe & Dr. Robert Peeling – sponsored by IKEA



## Great Summer Drives

Driving vacations are a wonderful way to truly explore Ontario and discover unique adventures that become unforgettable memories. Whether it's by car or RV, or on the back of a motorcycle, those do-it-yourself adventures often become the stuff of legends.



## Drive Beautiful Burlington!



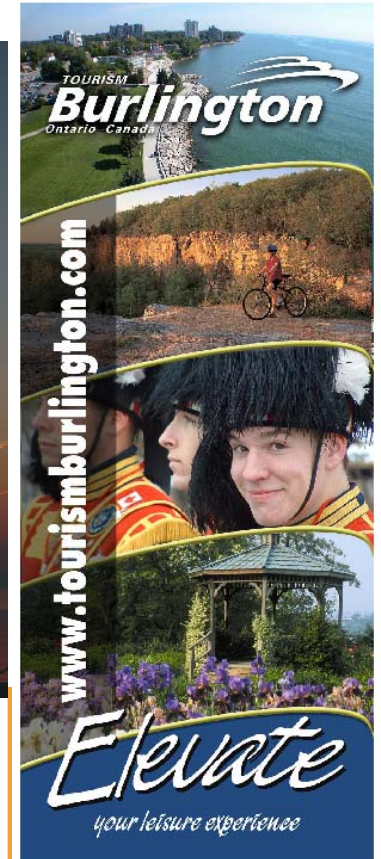
Burlington, a thriving and active community awaits you! A city which prides itself on its beautiful waterfront features all amenities of urban centre, but also has the allure of a small town. There is always so much to enjoy!

Explore our many parks and unique green spaces, sports and recreation facilities, festivals, fabulous shopping, exceptional dining and cultural pursuits. Burlington offers fun for the entire family! Discover Burlington and "Elevate your Tourism" experience.

## Start Your Drive with a Click!



Visit our website: [www.tourismburlington.com](http://www.tourismburlington.com)  
Look for the Great Summer Drives button and with one click, you can start your great drive around Burlington!



# Exciting Plans for 2006



*Elevate*  
your experience

Fill out a Visitor Survey for your chance to  
**WIN a BURLINGTON PRIZE PACKAGE**

Valued at \$50

Insert completed survey in box.  
Thanks for your assistance.



- ◆ Great Summer Drives **NEW!**
- ◆ Visitor Survey Program **NEW!**
- ◆ Posters **NEW!**
- ◆ Coupon Book **NEW!**
- ◆ Tourism Open House June 3<sup>th</sup>
- ◆ Ambassador Industry Training  
June 7<sup>th</sup> **NEW!**
- ◆ Premier Ranked Tourist  
Destination Project **NEW!**
- ◆ Tourism Strategic Plan **NEW!**
- ◆ Website Redesign **NEW!**

# Tourism Burlington Staff





# Contact Us



- ◆ Visitor Centre Hours  
mid -June - Labour  
Day 8 a.m. – 6 p.m.
- ◆ Sept – mid June  
9 a.m. – 4 pm.
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