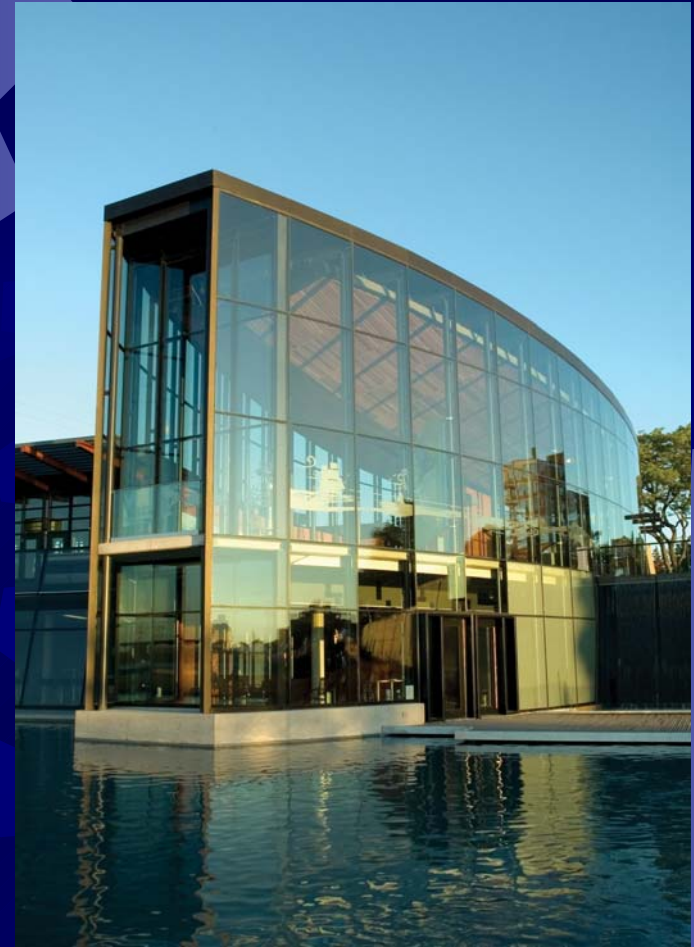




Tourism Burlington Annual Report 2006



2006 Key Accomplishments



- ☀ Destination Marketing Fee
- ☀ Strategic Plan
- ☀ New marketing initiatives
- ☀ Bed & Breakfast Operators Network
- ☀ Joint training and networking initiatives

Performance Measures

Service	2006
Information Centre visits/email/phone	16,039 +21% -(5348 weekends) (1537 phone - 346 Email)
Website Hits	4,280,121
Website Visits	191,267 + 84%
Volunteer Hours	1604
Souvenir requests groups/individuals	194 requests
Out of Country requests	80,722 participants 81 out of country
Pins distributed	12,711
Advocacy –support letters	8 letters
Sports Events/Tournaments served	61
Conventions served	41
Public Relations - Displays/Presentations/Events	11 displays 6 presentations 47 Events
Partnership contributions – coop ads, sponsorships, in kind, grants	\$85,000

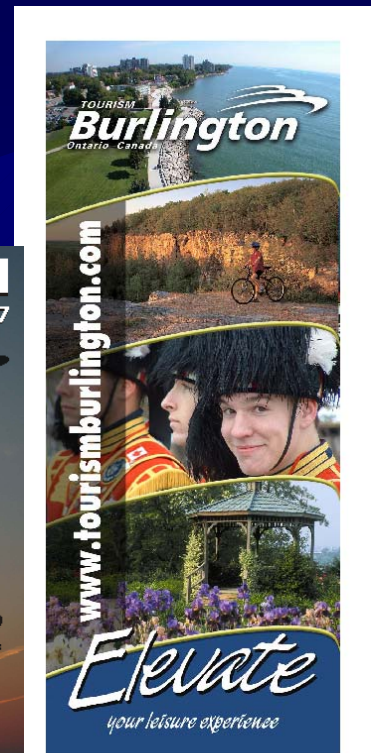
Performance Measures

Service	2006
# print materials (total number of public pieces)	125,000
# of Welcome to Burlington New Resident Pkgs	120
# media stories/interviews	13
# ads placed	25
# of photo requests	13
# tourism partners	202
Attraction attendance figures (not all partner information provided)	529,215
Total number of group tours at attractions	1528
Accommodation occupancy (not all partner information provided)	Hotels – 58.68% Aver. Daily Room Rate \$107.57 B&Bs – 26%

2006

Marketing Highlights

- ★ Great Summer Drives **NEW!**
- ★ Visitor Survey Program **NEW!**
- ★ Displays/Posters **NEW!**
- ★ Coupon Book **NEW!**
- ★ Visitor Guides
- ★ Tear Maps
- ★ Meeting Planners



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
Look for the Great Summer Drives button and with one click, you can start your great drive around Burlington!



2006 Events



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.



Kirk Johnston



- ★ Tourism Open House—
200 attendees
- ★ **NEW!** Ambassador
Industry Training - 97
graduates
- ★ Ambassador Award —
Ribfest organizers John
Thorpe & Dr. Robert
Peeling
NEW! sponsor IKEA

DMF Marketing Plan 2007

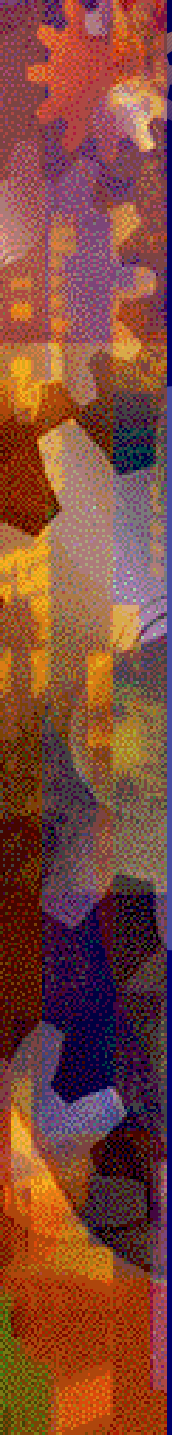
- ★ 2 contract staff started April to implement plan
- ★ Expanding Leisure Travel/Events – Guides, ads, websites
- ★ Redesign collateral material
- ★ Website redesign
- ★ Research Sport Tourism, Mtg/Conv. Travel Trade
- ★ Expanded presence Trade shows, displays



2007 Events



- ★ 2006 Tourism Ambassador Award Recipient Gord Langford
- ★ Tourism Tools Workshop
- ★ Open House
- ★ Ambassador Training
- ★ Fall Partners Meeting



Thank you for your support

