



2004 Annual Report  
*“Laying the  
Foundation”*





# Overview of Presentation

- ◆ Canadian Statistics
- ◆ Ontario Facts & Figures
- ◆ Regional Profile
- ◆ Tourism Burlington  
Performance Measures
- ◆ 2005 Plans





# National Tourism Statistics

- ◆ Total tourism spending advanced 6.5% to \$55.5 B in 2004
- ◆ Results were positive across all tourism sectors:
  - air transportation (+9.4%)
  - accommodation (+7.3%)
  - food and beverage services (+5.1%)
- ◆ A major factor in the rebound was a 8.9% increase in overnight visits from abroad. These trips helped prompt a 11.2% jump in international visitor spending, which now totals \$17.7 billion
- ◆ Domestic tourism spending rose 4.5% to a record level of \$37.8 billion



# National Tourism Statistics

- ◆ Tourism GDP advanced 4.7% in 2004; almost double the pace for that of the rest of the economy (+2.8%)
- ◆ Tourism employment moved forward 1% over 2003 to 583,400 jobs in 2004.
- ◆ Canada's International Travel Deficit totalled \$4.1 billion in 2004. This indicates that Canadian travellers spent more abroad than international visitors spent in Canada.
- ◆ Canadian Tourism Commission will be moving its offices from Ottawa to Vancouver this year
- ◆ CTC announces new brand Canada. Keep Exploring

Source: Canadian Tourism Commission



# Ontario Tourism

- ◆ International Border Crossings – up 0.7% but still down 16.8% over 2002
- ◆ U.S. Border Crossings – dropped by 1.3%, down 18.1% from 2002
- ◆ Overseas border crossings increased 35.5%
- ◆ Ontario Travel Information Centres visitations down by 10.1% (@ 18 centres)
- ◆ Visitor inquiries to [ontariotravel.net](http://ontariotravel.net) increased by 54.5%
- ◆ 1-800-Ontario toll free line inquiries decreased by 6.1%

Source: Facts & Figures Winter 2005



# Halton Region Tourism Profile

- ◆ From 1998 - 2002 person visits in Region grew 25% - 2,498,981
- ◆ Visits by Canadians grew 30% - 2,272,020
- ◆ U.S. visitors decreased by 14% - 175,342
- ◆ International visits grew by 33% - 51,620
- ◆ Overnight VFR totalled 557,687 in '02
- ◆ Hotel occupancy rates decreased 22%
- ◆ 37% of visitors stayed overnight – 63% were same day visits
- ◆ Average visitor age 41
- ◆ \$180,642,657 spent by overnight visitors - '02

# Performance Measures

| Service   | 2003     | 2004     | 2005 (Jan-April)        |
|---|----------|----------|-------------------------|
| Information Centre visits/email/phone                 | 11,515   | 5,629    | 2352<br>(180% inc 2004) |
| Website Hits  | N/A      | N/A      | 791,924                 |
| Website Visits  |          |          | 28,082                  |
| Souvenir requests – total groups/individuals          | N/A      | 155      | 44                      |
| Out of Country requests                               |          | 67       | 14                      |
| Pins distributed                                      | N/A      | 9573     | 3128                    |
| Advocacy –support letters, consultation meetings etc. | N/A      | N/A      | 6                       |
| Sports Tournaments served                             | N/A      | 58       | 20                      |
| Conventions served                                    | N/A      | 42       | 13                      |
| Diaplays/Presentations                                | N/A      | 4        | -                       |
| Partnership contributions – coop ads and memberships  | \$64,043 | \$85,550 | \$48,924                |



# Highlights 2004



- ◆ Ambassador Award
- ◆ Display Unit
- ◆ Meeting and Convention Planner
- ◆ Tear Map (2 versions)
- ◆ Website enhancements
- ◆ Visitor Centre Promotion



# 2005 First Quarter Highlights

- ◆ Visitor Centre open weekends
- ◆ Tourism Service Delivery Model Approval
- ◆ Budget approval
- ◆ Joint projects with tourism partners
- ◆ SOTO closure



# Plans for 2005



- ◆ Open House June 4<sup>th</sup>
- ◆ Incorporation Tourism Burlington Inc.
- ◆ Business & Marketing Plan – alternate sources of revenue
- ◆ Premier Ranked Tourist Destination – Region of Halton
- ◆ Partnerships– Hamilton, GTA, Region, BiNational Tourism Alliance etc.

# Tourism Burlington Staff





# Further Information



- ◆ Visitor Centre Hours  
June 6 – Sept 5  
8 a.m. – 6 p.m.
- ◆ [tourismburlington.com](http://tourismburlington.com)
- ◆ 905 634-5594 PH
- ◆ 905 634-7220 FAX