

# 2007 Annual Report

May 2008

## 2007 Key Accomplishments

- DMF Implementation
- Expanded marketing
- Expanded visitor services
- Tourism Tools Workshop
- Premier Ranked Project
- 50% Partner growth
- City/Tourism agreement

### Financial Highlights 2007

<i>Revenue</i>	<b>\$396,467</b>
<i>Expenses</i>	<b>\$391,766</b>
<i>Surplus</i>	<b>\$4,701</b>
<i>Reserve Fund</i>	<b>\$64,200</b>
<i>Capital Fund</i>	<b>\$10,000</b>
<i>DMF Funds (Rev/Exp)</i>	<b>\$224,086</b>

## On the Grow in 2007!

2007 was a year of significant growth for Tourism Burlington Inc. (Tourism) with the introduction of many new initiatives. Here are just a few of our accomplishments.

Starting in January, the Burlington Hotel Association (BHA) began collecting the 3% Destination marketing fee on room rates at 7 participating hotels. In order to implement the Destination Marketing Fee (DMF) programs, 2 new staff - Linda Oliner and Tracey Gardner, joined Tourism Burlington last spring. Working with our marketing committee and the BHA, we expanded our marketing in many areas (refer to page 2 for details).

To help extend visitor stays we provided Travel Counsellors at Discovery Landing at the Waterfront from mid-June until Labour Day. These counsellors greeted and referred over 11,000 visitors/residents over the summer.

Working with the Ministry of Tourism, we hosted a free Tourism Tools workshop which gave tips on tourism business planning for 20 partners. Together with our regional partners, we completed the Premier Ranked Tourism Destination Project and presented the findings to Regional Council in September. (See 2008 activities re: Halton Tourism). We are pleased to report that over 300 businesses

*"2007 has been an exciting year with many new initiatives and additional partners working with us to promote Burlington as a destination"*  
Pam Belgrade, Tourism

and individuals are now tourism partners. On the administrative side, a formal agreement has now been signed between the City and Tourism which enables us to access city resources to improve our services and reduce operating costs. Thanks to the Board, committee members, and partners who helped make 2007 a break-out year for tourism in Burlington.

*P. Belgrade*



Board of Directors

## Message from the Chair Toni Wells

2007 has been an outstanding year for Tourism Burlington and our Annual Report will give you a sense of the breadth and scope of our accomplishments. Many people deserve credit for our successes. First, I wish to thank my colleagues on the Board for giving generously of their time and expertise. Our Board provides good governance

because of your dedication to making Burlington a 1st class tourism destination. Also, on behalf of the Board, our sincere thanks to our very capable staff, Pam Belgrade, Sally FitzGibbon, Simone Babineau, Tracey Gardner and Linda Oliner. Your commitment to improving tourism colours everything you do. Finally, I want

to recognize the key partnerships that Tourism Burlington has with both the City and the Burlington Hotel Association. Without your support, we simply could not continue our work to grow Burlington as a destination of choice for visitors. Thanks to everyone for making 2007 a very exciting year!

*Toni Wells*

## Measuring 2007 Tourism Performance

Service	2007
Information Centre visits	13,187 7% decrease
Discovery Landing visits	11,419 73% increase total
Website Visits	248,163 30% increase
Website Hits	5,133,482 19% increase
Volunteer Hours	1039
Souvenir requests groups/individuals	123 groups, 30 individuals requests
Out of Country requests	40,159 participants 63- out of country
Pins distributed	13,915
Advocacy-support letters/presentations	10
Public Relations - Displays/ Presentations/Events	2 Trade Shows 9 Displays 6 Presentations 47 Events
Partnership contributions - DMF - coop ads, sponsorships, in kind, grants	\$320,000

Working with our partners, we have been tracking performance in a number of areas and are pleased to report increases in many segments: Our Centre visitation was down compared to 2006, however when you factor in the 11,419 visitors at Discovery Landing we have increased by 73%. Our website has seen an increase of 30% visits. We distributed on behalf of the City over 13,000 city pins. We represented tourism at 47 community/regional events. With the DMF, our partner contributions have increased from 85,000 to over \$320,000. Continued bottom of page 3

## Destination Marketing Fee Putting Burlington on Map

In January 2007 the BHA began collecting a DMF. Through an agreement with the BHA, Tourism is leveraging these funds to increase awareness of Burlington as a destination. A comprehensive marketing plan was developed with assistance from the Marketing Committee, BHA and the Tourism Board. Here are just a few of the initiatives that we have implemented

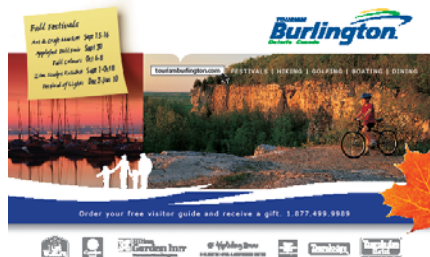
with the new DMF funding:

- 45,000 more Visitor Guides and expanded distribution to Niagara area attractions, hotels, events, and Union Station Blitz (12,000 copies)
- Additional 7 pages of advertising in various publications including Ontario Tourism Marketing Partnership (OTMP) partnerships,
- Website & collateral redesign

- Travel Counsellors provided at Discovery Landing from mid-June until Labour Day who greeted 11,000 visitors/residents
- New leisure and meeting and convention videos distributed to 60 attractions, accommodations and media partners
- New meeting marketing campaign. See back page for 2008 activities.

## New look for Tourism Collateral Materials

### Fall Ad—Ontario Discoveries



In the late spring of 2007, an award winning local company Compass Creative was retained to redesign all of our collateral materials. Templates were designed for posters, advertisements, postcards, flyers and the home page of the website so that Burlington marketing materials are easily recognized.

*"Our goal was to develop a new look for Tourism Burlington which was clean, professional & consistent."*

*Jason Bouwman,  
Compass Creative*

# Relaunching Tourism Burlington Website



New look for www.tourismburlington.com

Tourism Burlington is thrilled to relaunch our website with a more appealing look and expanded functionality .

Some of the new features include:

- Feature boxes highlighting new programs
  - One click to targeted audiences: Residents, Meeting Planners, Sports Organizers, Group Travel, Media and Partners
  - Send an e-postcard option
  - Sign guest book option
- Other new content includes:
- Travel tips -customs, parking, pet friendly facilities, special

needs visitors, what to wear etc.

- Famous Burlingtonians
- Frequently Asked Questions
- Moving to Burlington
- Arts & Culture
- Farms & Markets
- Culinary Experiences
- Gardens & Parks
- History & Museums
- Spas
- Sports & Recreation

Partner information has also been expanded to include events, training, resources, archived Enews etc. Thanks to local company TL Designs for their work on this site.

## 2007 Events

In 2007, Tourism hosted or participated in events such as our Tourism Open House, which encouraged residents to be a **Tourist in their Own Town** and featured displays, activities, double-decker bus tours and provided ambassador kits to over 100 participants. 60 front-line hotel, attraction and service industry staff and volunteers were trained as **Burlington**

**ambassadors** at a June training session.

We presented the Tourism Ambassador Award to **Gord Langford** former Board Chair, current Board member and Chair of the BHA at the Chamber Business Awards Gala in May.

Through DMF funding, we provided visitor information booths at 7 major festivals and events during

the summer season greeting over 4,000 visitors. Welcome booths were also placed at selected events throughout the year.



Gord Langford

## Performance Measures cont. pg 2

We distributed 155,000 copies of print materials (total number of public pieces) and 190 Welcome to Burlington New Resident Packages. There were 13 media stories/ interviews in various mediums. 25 ads were placed in publications across Ontario. We provided photos for 6 inquiries. A total of 294 organizations/ individuals were partners in 2007.

Total attraction attendance figures were 934,657 (not all info provided) . Total event attendance at major festivals was 441,000. The total number of group tours at attractions was 4194. Hotel occupancy was 57.53% and average daily room rate (ADR) was \$109.19 (not all partner information provided on a consistent basis)



Post card sample

## CONTACT US



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## Congratulations to 2007 Tourism Builder Award Recipient **LOUISE COOKE**

Long time Burlington Art  
Centre Volunteer



## Tourism Burlington Team

Pam Belgrade	Executive Director	<a href="mailto:belgrade@burlington.ca">belgrade@burlington.ca</a>
Simone Babineau	Marketing Coordinator - -Leisure, Media, Events	<a href="mailto:babineaus@burlington.ca">babineaus@burlington.ca</a>
Linda Oliner	Marketing Coordinator - Sport, Meetings, Group Travel	<a href="mailto:olimerl@burlington.ca">olimerl@burlington.ca</a>
Sally Fitz-Gibbon	Administration & Visitors Services Coordinator	<a href="mailto:fitzgibbons@burlington.ca">fitzgibbons@burlington.ca</a>
Tracey Gardner	Administrative Assistant	<a href="mailto:gardnert@burlington.ca">gardnert@burlington.ca</a>

## Visitor Survey Summer '07

Some interesting information has been gathered from the survey boxes at hotels attractions, etc. 249 surveys were received from June-Aug. Highlights:

- 60% female & married
- 40% Halton/Hamilton
- 17% GTA
- 14% Northern Ontario
- 20% were on day trip
- 18.5% were visiting friends and relations

- 16% were on business
- 8% were on 1st City visit
- 81% travelled by car
- 35% stayed in hotel
- 19% spent over \$500
- 14% spent \$250-500

Visitor activities:

- 58% shopping
- 55% dining
- 50% Waterfront
- 45% RBG

Fall-Spring statistics also available.

## Great new initiatives in 2008

2008 is proving to be just as busy and exciting as the last with many new activities being planned. The Visitor Guide has been redesigned to match the categories on the website and descriptions rewritten by a copywriter. In order to implement the numerous recommendations in the Halton Premier Ranked Tourism Report, a new **Halton Tourism Advisory Committee** has been formed and chaired by Mayor Jackson. Burlington is also represented by Pam Belgrade, Royal Botanical Gardens Ison Rath, and Sound of Music Inc. Jason Murphy. Plans for **National Tourism Week June 2-8** will focus on increasing public awareness about our local attractions through coupons and contests and drive traffic to our

website - Special Offers page. For the second year of the DMF program, we plan to build on our successes and deliver some other new initiatives. In January, we announced a new Event Funding program for groups who attract additional overnight stays to the city through events, tournaments, etc. We received 14 applications and 9 groups received a total of over \$30,000. At the 2008 Business Summit a new marketing campaign called "**Bring it Home Burlington**" was announced that encourages organizations and businesses to bring meetings home to Burlington. Starting in February, "**Time Out**" networking sessions were coordinated for sports groups. This is a cooperative venture with Tourism

the BHA, Burlington Sport Alliance and the City to increase communication, and the success of sports events. The first 2 meetings were very successful with over 80 attendees, and 3 more meetings are being held in 2008. Finally we are launching a **summer marketing campaign** to promote special hotel deals in Burlington. The BHA hotels are offering special packages with attraction certificates. This campaign will include radio, print, and direct mail advertising, - our goal is to increase the number of visitors staying overnight in the city. Our ENews will continue to announce new marketing initiatives.

