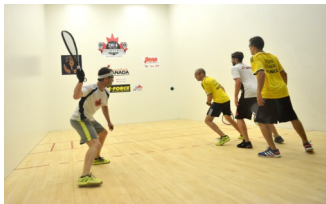


2014 Tourism Annual Report

May 2015

2014 Key Accomplishments

- Successfully hosted Canadian Masters Badminton and World Racquetball Championships
- Taste of Burlington
- Website & social media growth
- New business plan and initiated Governance review



Financial Highlights 2014

Revenue	\$439,664
Expenses	\$427,167
'14 Surplus	\$12,497
Un.Surplus	\$113,711
Reserve Fund	\$78,539
Capital Fund	\$50,721
DMF Surplus	\$25,715

Changing Times in Tourism

This report provides details on performance measures, events, marketing, and initiatives undertaken by Tourism Burlington in 2014.

We were fortunate that the Burlington Hotel Association agreed to utilize their remaining reserve funds for marketing initiatives and incentives so that we could continue to promote Burlington to various audiences in 2014. As the DMF has not been reestablished we have reduced programs and incentives and eliminated the respective staff positions responsible for implementation. We wish to recognize the significant contributions made by Linda Olimer over the past 7 years in the development of sport, meetings and group tour business and Nelia Gubbels since 2013 as

our Admin and Special Projects support. We are pleased to say that both have secured employment working for other destinations in tourism and we wish them well in their new positions. We appreciate the support provided by the BHA as they have provided \$1.6 m in funding to support tourism in this city.

Our tourism team has risen to the challenge of doing more with less and has assumed additional portfolios and developed no and lost cost partnerships and promotions so that Burlington will remain a destination of choice.

Over the year the excitement has increased about the PanAm Games and we

Halton Tourism Profile-

Stats Canada 2011

4.5m visitors 3 out of 4 were same day visits

\$322m spent in Halton

Majority of visitors are Ontario residents taking same day trips

21,050 direct jobs in 1,761 tourism businesses(2010)

have been working with various partners to help promote the games and encourage engagement.

We were thrilled that Burlington was recognized as the best city of its size to live in Canada in 2014, so let's invite visitors to see what our residents are so proud of...our great city!

Volunteers - Tourism Ambassadors

Tourism Burlington depends on our board, committees & volunteers to help us deliver exceptional visitor experiences & we appreciate their enthusiasm & support. Centre Volunteers: Elaine, Lorraine, Wendy, Jim, Jack, Cheryl Board Members: Victor Szeverenyi, Barbara

Teatero, Drew Furtney, Jason Stoner, Dave Miller, Dave Mammoliti, Duncan Ross, Councillor Dennison, Sharon Mooney, Bob Meehan, Tamer Fahmi Awards Committee: Gord Langford, Judi Scetta, Councillor Rick Craven, Sharon Mooney

Marketing Committee: Dave Miller, Duncan Ross, Nick Kondrat, Sylvia Hentz, Pat O'Reilly, Steve Traver Janice DeSilva, Kathy Morrison, Susan Stock/Janice Edworthy, Julie Sutton-Yardley, Sheila Wiebe, Samantha Stratham, Niki Hilton, Maria Gerow, Kim Varian.

2014 Tourism Burlington Performance

Information Centre visits/calls/emails	13,864 visits (+5%)1,056 calls, 400 emails 131 pkgs mailed
Waterfront—Infomobile visits	3,794 visits
Website Visits	149,275 Visits 33% used mobile devices
Virtual Tour	5,032 Visits 49 total tours on site
Volunteer Hours	1,000 hours
Souvenir requests groups/individuals	158 group requests
Out of country requests	29 out of country
Pins distributed on behalf of city souvenir program	3,004 City pins 2,209 Canada flag pins
Advocacy—support letters	8 letters
Presentations	1 presentation
Public Relations—Displays/Shows	7 Displays/Shows
Events	88 Events
FAM/tours	3 FAM/tours
Partner contributions— co-op ads, sponsorships, grants, DMF	\$240,277

Working with our partners, we have been tracking performance in a number of areas: Our Centre visitation was up 5% compared to 2013. Travel Counsellors using the Infomobile greeted 3,794 visitors. Our website stats have increased with less bounce backs and longer views. We distributed over 5,200 pins on behalf of the City . We represented tourism at 88 community/regional/provincial events and 7 shows. With the DMF funds reduced our partner contributions have declined. Average Hotel occupancy is up significantly to 66.12% for year.

2014 Performance Measures continued

- 2 Time Out sport networking meetings— 112 attendees
 - 255 New Resident Packages
 - 10 media stories/ interviews
 - 7m marketing impressions
 - 12 photo requests
 - 585 partners
 - 768,500 Festival attendance
 - 883,885 total attraction attendance (not all provided)
 - 28,422 Group tour attendees
 - 36,726 Socials/Wedding attendees
 - 24,987 Meeting attendees
 - 66.1% aver. hotel occupancy (up significantly from 2013)
- NOTE:** Not all partner information provided on a consistent basis. Group tour, socials, weddings are from attractions only.



2015-16 Visitor Guide

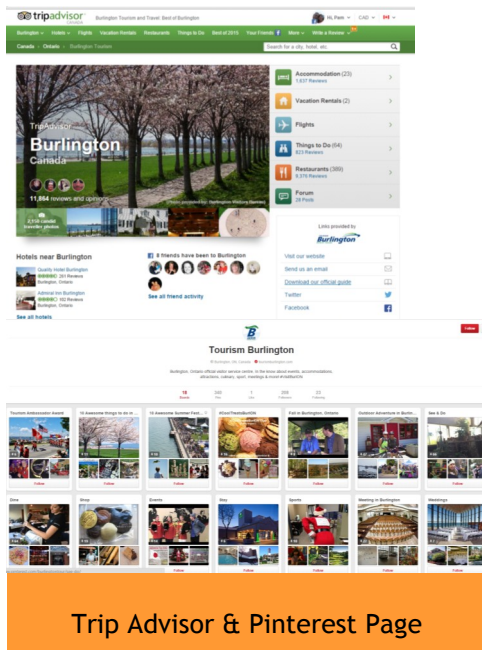
RTO#3 - Hamilton, Halton, Brant

The Ministry of Tourism's *Report On The Future Of Tourism*, recommended the establishment of tourism regions to better coordinate marketing and management across Ontario. Burlington is part of RTO#3 which includes Hamilton, Halton, Brantford, Brant County and Six Nations/New Credit.

Hamilton/Halton/Brant updated it's strategy. Year 5 focused on continued product development for Arts & Culture and Outdoor Adventure (Leisure Shows). They also took the lead on Pan Am tourism related initiatives in our area, developed a action plan and hosted a Pan Am Symposium and stakeholder session.

Industry development included customer service, social media and packaging workshops with Burlington staff attending some of these sessions. Staff from Tourism participate on the RTO board and various committees and task groups as appropriate.

Web & Social Media



Trip Advisor & Pinterest Page

Interest in our social media continues to grow and is a key marketing tool. Stats as of May 1 2015- **Twitter—BurlingtonTour** has 8,118 followers, our most popular platform and poised to surpass 10,000 by year end. **Facebook-Discover Burlington Ontario** has 2437 likes. Make sure you like us! Seasonal videos were updated and posted to YouTube and we have had 34,504 lifetime views. Check them out & share friends. Our blog continues to be popular with new blogs added weekly and 274,082 total views. We have guest bloggers for special features. We continue to sponsor a page on Trip Advisor.ca & .com to manage information on this site and encourage our partners to engage in

this platform. We have had 11,864 views. Our Pinterest site has 18 boards and 376 followers. Our Instagram site is also seeing increases with 342 posts and 353 followers. In June we sent out resubscribe notices to our Enews-letter lists to follow new CASL rules and have seen a significant drop in subscribers however higher open rates. Our Visitor ENews has 470 subscribers and is sent to visitors, residents and partners 5 x/yr. highlighting events, attractions and specials for the upcoming season. Anyone can subscribe by visiting our website. It is a very useful tool for front line staff who greet visitors, so print and post. Our partner Enews goes out twice a month to 313 local partners and stakeholders.

2014 Tourism Events

In 2014, Tourism hosted or participated in many local events.

Our AGM in May focused on collaborative partnerships with a panel of local businesspeople who spoke about the benefits of working together to develop successful events. Over 60 attended this event and many joined the tour afterwards at Crossroads.

At the Tourism Ambassador Training,

25 front-line hotel, attraction and service industry staff and volunteers were trained as **ambassadors**. This event included a tour of downtown attractions and guest speakers and finished with tips on providing great customer service.

We provided visitor information at 9 events during the spring/summer season, greeting over 5,231 visitors.

2 Time out sports networking sessions were held throughout the year with entertaining guest speakers on a variety of topics and great opportunity to network.



DMF Programs Wind Down

Through an agreement with the BHA, Tourism leveraged the Destination Marketing Fee (DMF) to increase awareness of Burlington as a destination. The reserve funding used for these programs was depleted in 2014. A reduced plan was developed with the Marketing Committee, BHA and the Tourism Board included:

- Visitor Guide additional distribution to Toronto & Niagara attractions, hotels, events, trade shows
- Leisure ads - online
- \$25,500 grants/sponsorships/incentives/event funding
- Hosted two major sport events - Canadian Masters Badminton and World Racquetball Championships
- Attended ONSport marketplace
- Sport Express Ads and articles
- Created meetings and sport table-top banner.
- Meetings 30 inquiries —Cash back incentive program had 20 events \$21,000 in incentives provided
- Group Tour 1 eblast sent. Numerous inquiries, 7 tour bookings

CONTACT

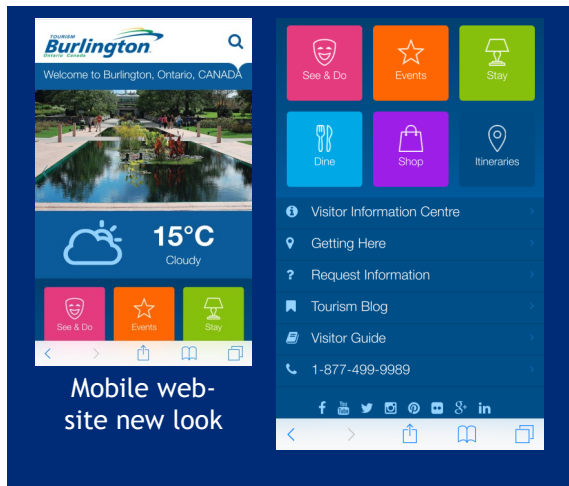
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Tourism Burlington Team

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Sally Fitz-Gibbon	Administration & Visitor	sally.fitzgibbon@burlington.ca Service Coordinator / Group Tour



Culinary Tourism

Taste of Burlington The prix fixe dining winter and summer program continues to grow from 12 restaurants 2008 to over 30 with a financial impact for restaurants of **\$250,000/program**. The public launches offered prior to each program are always sold out and the restaurants enjoy vying for the coveted awards. Media coverage is extensive. Website visits for 2014 total **49,988**.

Social media for Taste of Burlington has **851** likes, **3,037** followers & **2,250** Enews subscribers. **The Burlington Chocolate Trail** continues to be offered with some new participants and chocolate events throughout the year. Marketing of the trail includes a website, flyer, site identification & social media. For details visit burlingtonchocolatetrail.ca.

2015 Celebrating 30 years!



2015 marks the 30th year that there has been a Destination Marketing Organization in Burlington and 45 years since a visitor centre was set up at Spencer Smith Park. Thanks to our local partners who have supported us through these years! Our major initiative in the first quarter was upgrading our mobile website. Launched on April 21 the mobile web app functions like a native app but does not require download to your phone. It is responsive and includes a mobile mapping feature, making it easy for visitors to locate points of interest with in-app directions from their current location. Since 47% of online visitors use their handheld devices to access our site we anticipate users will find this new site more convenient when they are in-market.

The official Burlington Visitor Guide has a new more appealing look that also provides more exposure for advertisers. The guide is distributed to over 100 visitor centres across Ontario, plus locally through partners and is downloadable online. This year we are testing some new distribution methods to reach our specific target audiences while realizing savings. Starting May 31 we are celebrating **National Tourism Week** by hosting a blogger FAM tour on May 31 & June 1. Working with the Sound of Music we have once again developed a Sweet Seats overnight hotel package. Anticipation builds for the Pan Am Games and with Burlington between two competition sites we hope to see increased visitation. We are assisting Hamilton, Halton, Brant with visitor

services, animation of the Ontario pavilion, promotion of the Heart Pan Am campaign to local businesses and sitting on the municipal Pan Am committee. We look forward to welcoming the Torch relay on June 19 (during Sound of Music) and August 5 and seeing increased visitation. **Burlington Cycling Offer** includes a \$20 gift card for local outdoors store plus cycling map and giveaways promoted via various online sites. Congratulations to the Burlington Teen Tour Band who were recognized with a Tourism Ambassador Award in April.

For more details refer to our **Tourism ENews** or contact us at marketing@tourismburlington.com