

2017 Tourism Annual Report

May 2017

Working with you...



2017 statistics

...Working for you

tourismburlington.com


Over 189,000 sessions
Over 366,000 page views
29 % from Burlington
51.5% from GTA/Halton/Hamilton

Visitor Centre Inquiries

Over 18,500 visitors to our Visitor Centre
81% from Burlington
11% from GTA/Hamilton/Halton
4% International
Over 22,500 visitors at events & infomobile



Get Social - #BurlON

Over 4,400 likes &
24M impressions on Facebook
Over 11,725 followers &
+2.3M organic reach on Twitter
Over 2,580 followers on our Instagram



Visitor Guide

50,000 copies distributed
across Ontario & locally @
hotels, attractions, events,
conferences, tournaments

Tourism Celebrates Canada's 150

This report provides details on performance measures, events, and initiatives undertaken by Tourism Burlington in 2017. It was a very busy year with numerous Canada's 150th events and promotions. Leading up to 2017 Tourism met with over 25 local partners to encourage them to recognize this milestone and to adopt our **Come Home 2 Burlington theme**. Focusing on former residents and the VRF market this campaign invited them to come home and discover revitalized attractions, events and amenities. We connected with over 50 Famous Burlingtonians to obtain testimonials and organized 15 interviews in collabora-

tion with TV Cogeco. We were thrilled that our partners and local residents embraced this organizing hundreds of events, products and services. Highlights of the year include the Canada 150 reaffirmation ceremony and Burlington bands Walk Off the Earth & Tebey at the Sound of Music Festival and Canada Day when dignitaries travelled to numerous events in a decade Canada 150 Burlington Taxi. Our Visitor Centre was the local headquarters for Canada 150 souvenirs and our summer travel counselors provided welcome services at numerous events.

2017 Financial Highlights

Revenue	\$508,574
Expenses	\$517,960
Deficit	\$9,386
Un.Surplus	\$125,495
Reserve	\$85,218
Capital	\$49,775
DMF fund (BHA)	\$17,302
Taste Reserve	\$12,978

Tourism Vision

Burlington is seen as a distinctive waterfront destination known for its culture, festivals and outdoor experiences and tourism is recognized as an economic driver.

Cheers to our Tourism Volunteers!

Tourism Burlington depends on our board, committees & centre volunteers to help us deliver our services & we appreciate their dedication and support.
Centre Volunteers: Elaine, Lorraine, Wendy, Cheryl, Anna, Rhoda
2017-18 Board Members: Gord Langford (Chair),

Nancy Brewer (Treasurer), Jason Stoner, Duncan Ross, Jaclyn Jones, Jenny Wilkins, Ed Dorr, Robin Ashton, Dave Whale, Councillor Jack Dennison, Chris Glenn (COB staff)
Awards Committee: Gord Langford, Judi Scetta, Councillor Rick Craven
Marketing Committee:

Dave Miller, Nancy Helmers/ Laura Buisman, Nick Kondrat/ Leah Jones, Valerie Amaral/ Janet Stephens, Robin Ashton/ Karlee May, Janice DeSilva-Pearsey, Janice Edworthy, Julie Sutton-Yardley, Sheila Wiebe, Samantha Statham, Niki Hilton, Maria Gerow, Michelle Fex, Nicole Catenazzi/Sara Rams, Julia Rodgeron, Angela Papparizo, Nancy Field, Judy Worsley

2017 Tourism Burlington Performance

Information Centre visits/calls/emails	17,155 visits (+15.5%) 1,081 (-11%) calls, 413 emails 210 pkgs mailed
Waterfront—Infomobile visits	17,518 visits (+118%)
Events - Booths	5,230 (-3%)
Website Visits	189,138 Visits (-18%) 55% used mobile devices
Virtual Tour	2,534 Visits
Volunteer Hours	755 hours
Souvenir requests groups/individuals	164 requests
Out of country requests	9 out of country
Pins distributed on behalf of city souvenir program	1,935 City pins 3,163 Canada flag pins
Advocacy—support letters	5 letters
Presentations	2 presentations
Public Relations—Displays/Shows	2 Displays/Shows
Events	83 Events
FAM/tours	3 FAM/tours 2 site visits
Partner contributions— co-op ads, sponsorships, grants, Taste of Burlington	\$129,206

Working with our partners, we have been tracking performance in a number of areas: Our Centre visitation was up **15.5%** compared to 2016. Travel Counsellors in the Infomobile greeted **17,518** visitors. Our website stats have decreased by **18%**. We distributed over **5,000** pins on behalf of the City. We represented tourism at **83** community/ regional/provincial events and **2** shows. Average Hotel occupancy is up significantly to **71.9%** for year being the highest occupancy levels in over the last 10 years.

2017 Performance Measures continued

- **1316** Cycle info (VIC/Events)
- **231** New Resident Packages
- **3++** media stories/ interviews
- **35+M** marketing impressions (includes Taste)
- **16** photo requests
- **576** partners
- **700,000*** event attendance
- **1.97m** total attraction attendance
- **71.9%** aver. hotel occupancy (record average)

NOTE: Not all partner information provided on a consistent basis.*City of Burlington figures



Halton Tourism Profile

Stats Canada 2014

4.3m visitors **3 of 4** were same day visits

\$272m spent in

Halton

Majority of visitors are Ontario residents taking same day trips

1,889 Tourism

Businesses & **24,491**

Tourism Jobs

Hamilton, Halton, Brant Regional Tourism

Burlington is part of Regional Tourism Organization #3 which includes Hamilton, Halton and Brant. In 2017 HHBRTA provided access to online training, coordinated Canada 150 promotions through joint media buy with Attractions Ontario, hosted an Ontario by Bike workshop, continued to promote breweries along the True Brew Path and promotion of Canada

150 events and initiatives. Staff from Tourism participate on the RTO board (until June 2018) and various committees and task groups as appropriate. In 2018 HHBRTA will be updating their tourism strategy and have redesigned their website. Their marketing clusters are Outdoor Adventure, Canadian Heritage, Arts & Entertainment and Food & Drink.

**HAMILTON
HALTON
BRANT**



www.theheartofontario.com

Digital & Social Media



Constant Contact Award for
Email Excellence

Our mobile site was redesigned in 2017 to make it easier to find the popular pages including highlighting our blog. We updated over 170 Famous Burlingtonians profiles and added numerous quotes and videos for the Come Home 2 Burlington program.

Stats as of May 1, 2018- **Twitter—BurlingtonTour** has **12,032 followers**, our most popular platform. **Facebook—Discover Burlington Ontario** has **4,450 likes**. Make sure you like us! Our **Instagram** site is growing with **3,832 followers**. Instagram stories has increased engagement with almost **10,000 impressions** since January. Numerous new tourism videos were added to **YouTube** including a trailer and Taste anniversary videos and our channel has **54,811 lifetime views**.

Check them out & share with friends. A blog subscribe is on our home page and new blogs are added regularly with **101,040 total views**. We have worked with guest bloggers for special features and can link to external blogs directly. Our Pinterest site has **30 boards** and **305 followers**. Our **Visitor ENews** has **1,120 subscribers** and is sent to visitors, residents and partners **5 x/yr.** highlighting season events, attractions and specials. It is a very useful tool for front line staff who greet visitors, so print and post and subscribe by visiting our website. Our partner Enews goes out twice a month to **358 local partners** and stakeholders and we received the **All Star Award** from Constant Contact for excellence in email engagement. (Taste see pg 4)

2017 Events & Support

The Ambassador Award presented in 2017 recognized VRPro **Kelly Arnott** for hosting a number of races over the past 20 years including the popular Chilly Half and Frosty 5K and Santa 5K.

Our May AGM was held at the Holiday Inn Burlington Hotel & Conference Centre where we celebrated Canada 150 with red and white décor and local products and featured keynote speaker Alan Smithson from MetaVRSE who spoke about virtual

and augmented reality. **46 partners** attended this event.

At the Tourism Ambassador Training, **30** front-line hotel, attraction and service industry staff and volunteers were trained as **ambassadors**. This event included a tour of downtown attractions, highlights from guest speakers, Canada 150 treats and rides provided by Burlington Taxi and the Town Crier welcomed attendees. The morning finished with a customer service video and attendees received ambassador pins and certificates.

Customer Service Award Recipients



We provided **visitor information** at events during the spring/summer season, greeting over **5,409 visitors** over **9 days**.



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Tourism Burlington Team

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Culinary Tourism

Website: tasteofburlington.ca
Facebook: [tasteofburlington](https://www.facebook.com/tasteofburlington)
Twitter: @tasteofburl
Instagram: [tasteofburl](https://www.instagram.com/tasteofburl)



Taste of Burlington The prix fixe dining program was offered in the winter only in 2017 since restaurants were busy during the summer season. Taste has a financial impact of **\$250,000/program for restaurants and 350** attend the sold out launch. We helped a number of other culinary businesses promote their activities in Burlington including two food tours, Lakeside a LaCarte and Novemberburger.

There were **33,848** Website visits in 2017. Social media as of May 1, 2018: **1,671** FB likes, **4,750** Twitter & **2,913** Inst followers & **3,728** Enews subscribers. In 2018 Taste of Burlington celebrates their 10th anniversary with a new logo, cookbook and a number of special activities throughout the year. **Summer Taste of Burlington** is returning Aug 13-Sept 3. Sign up to receive the Taste of Burlington Enews so you don't miss out!

2018 Initiatives

The province has recently enacted legislation and regulations to allow municipalities to collect a **Transient Accommodation Tax**. Staff from **Tourism Burlington** and the **City of Burlington** have met to discuss this new tax and are monitoring developments closely. Meetings will be set up with local accommodation partners over the next few months to receive input. Toronto, Ottawa and Mississauga have implemented the tax and many other municipalities are investigating.

The official **Burlington Visitor Guide** has an exciting new cover with poster artwork by Jason Diesbourg and the inside includes testimonials from Famous Burlingtonians and social media

posts. This guide is distributed to visitor centres across Ontario, plus locally through partners and is downloadable online.

We are celebrating **National Tourism Week** May 28—June 3 with a self directed Scavenger Hunt taking place on June 2 as part of 100in1day Burlington starting at the visitor centre. A new sub-committee has been formed to share tips and tools related to social media. Staff who are responsible for social media in their business are meeting a couple of times a year. We are working with local and regional partners on various bids and providing referrals and welcome services for confirmed events. For more details refer to our **Tourism ENews** or marketing@tourismburlington.com

