

2018 Tourism Annual Report

May 2019

Working with you...



...Working for you

2018 statistics

tourismburlington.com


Over 143,000 sessions
Over 274,000 page views
28% from Burlington
45% from GTA/Halton/Hamilton

Visitor Centre Inquiries

Over 17,898 inquiries @ our Visitor Centre
81% from Burlington
10% from GTA/Hamilton/Halton
3.6% International
Over 21,500 visitors at events & Infomobile



Get Social - #BurlON

Facebook 4,900 likes &
15.9M impressions
Twitter 12,345 followers &
+2M organic reach
Instagram 5,434 followers



Visitor Guide

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

Tourism 2018 Highlights & MAT

This report provides details on performance measures, events and initiatives undertaken by Tourism Burlington in 2018.

We were thrilled that **Rogers Hometown Hockey** selected Burlington as a stop from October 26-28, 2018. Tourism supported the City team and the weekend was an amazing success, despite the weather, with local favorites **Walk Off the Earth** performing.

In December our Marketing Intern prepared and implemented an economic impact survey of participants and spectators at the **Santa 5K**. This data along with parking usage information was shared with the festival organizer and City to help with future planning.

In 2018 we celebrated the **10th anniversary** of the Taste of Burlington fixed price dining program (see details on pg. 4)

The province has enacted legislation to allow municipalities to collect a **Municipal Accommodation Tax**. Many of the large and mid-size cities in Ontario have begun collecting this tax including Toronto, Oakville, Mississauga and Niagara. Many other municipalities are investigating. It is estimated that this tax could generate over \$1M in Burlington of which 50% would be provided to Tourism Burlington as per the legislation. A report will be presented to City Council in the fall of 2019.

2018 Financial Highlights

Revenue	\$511,296
Expenses	\$483,061
Surplus	\$28,235
Unrestricted Surplus	\$151,678
Reserve	\$87,505
Capital	\$50,166
DMF fund (BHA)	\$16,160
Taste Reserve	\$16,172

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
2018-19 Board Members: Gord Langford (Chair),

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

Nancy Helmers/Laura Buisman, Nick Kondrat/ Leah Bryden, Janet Stephens, Robin Ashton/Karlee May, Janice DeSilva-Pearsey/Jennifer Gendron, Janice Edworthy/Paulette Palmer, Sheila Wiebe, Samantha Statham, Linda Cvetanovic, Maria Gerow, Michelle Fex, Sara Rams, Julia Rodgeron, Angela Papparizo, Catherine Frith, Judy Worsley/Andrea Dodd, Ty Howie, Nicoletta Vella, Brittany Hunter

2018 Tourism Burlington Performance

Information Centre visits/calls/emails	16,400 visits (-3.8%) 1,097 (1.5%) calls, 413 (3%) emails 212 pkgs mailed
Waterfront—Infomobile visits	19,057 visits (+8.8%)
Events - Booths	2,520 (-51%)
Website Visits	143,553 Visits (-25%) 61% used mobile devices
Virtual Tour	1,102 Visits
Volunteer Hours	1040 hours
Souvenir requests groups/individuals	75 requests
Out of country requests	21 out of country
Pins distributed on behalf of city souvenir program	1,490 City pins 1,577 Canada flag pins
Advocacy—support letters	4 letters
Presentations	3 presentations
Public Relations—Displays/Shows	4 Displays/Shows
Events	81 Events
FAM/tours	3 FAM/tours 9 site tours 1 webinar
Partner contributions— co-op ads, sponsorships, grants, Taste of Burlington	\$120,000

Working with our partners, we have been tracking performance in a number of areas: Our Centre visitation was down 3.8% compared to 2017. (Canada 150) Travel Counselors in the Infomobile greeted 19,057 visitors. Our website stats have decreased by 25%. We distributed over 3,000 pins on behalf of the City. We represented tourism at 81 community/regional/provincial events and had several tours. Average Hotel occupancy is up significantly to 72% for the year being the highest occupancy levels in the last 11 years.

2018 Performance Measures continued

- 941 Cycle info (VIC/Events)
- 202 New Resident Packages
- 1++ media stories/ interviews
- 35+M marketing impressions (includes Taste)
- 13 photo requests
- 586 partners
- 661,000* event attendance
- 1.5m total attraction attendance
- 72% aver. hotel occupancy (all hotels not reporting)

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

DYK?

The Sound of Music Festival has been entertaining us for 40+ years



Halton Tourism Profile

Stats Canada 2016

4.3m visitors 3 of 4 were same day visits

\$303m 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 (RTO) which includes Hamilton, Halton and Brant. The RTO works with the local DMO's and industry partners to help develop new tourism products, training through their Tourism Symposium and marketing signature experiences. Their marketing clusters are Outdoor Adventure, Canadian Heritage, Arts & Entertainment and Food & Drink.

Staff from Tourism participated on the RTO board (until June 2018) and various committees and task groups as appropriate.

In 2019 HHBRTA will be updating their tourism strategy. Funding for the RTO comes from the province of Ontario and industry partnerships and has been reduced for 2019-20.

**HAMILTON
HALTON
BRANT**



www.theheartofontario.com

Digital & Social Media



Constant Contact Award for
Email Excellence

We continue to update our websites and social media pages to attract more visitation. It is challenging to stand out and attract attention when people are so inundated with messages.

Stats as of May 1, 2019- **Twitter—BurlingtonTour** has **12,612 followers**, our most popular platform. **Facebook—Discover Burlington Ontario** has **5,130 likes**. Make sure you like us! Our **Instagram** site has seen the most growth with **5,359 followers**. Instagram stories has increased engagement with almost **66,000 impressions** since January. Working with our summer interns, new tourism videos were added to **YouTube** and our channel has **65,579 lifetime views**. We also updated our seasonal videos. Check

them out & share with friends.

A blog subscribe is on our home page and new weekly blogs are added along with niche blogs with **198,660 total views**. Our Pinterest site has **24 boards** and **327 followers**. Our **Visitor ENews** has **2,022 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 **422 local partners and stakeholders** and we once again received the **All Star Award** from Constant Contact for excellence in email engagement. (For Taste social see pg 4)

2018 Events & Support

Our May AGM was held at Rockin' Jump Trampoline Park where our theme was Cycling and how businesses can attract cycle tourists. We had speakers from Ontario by Bike, the Velodrome and Burlington Cycling Committee. Afterwards, participants enjoyed playing in the park! **33 partners** attended this event.

At the Tourism Ambassador Training, **35** front-line hotel, attraction and service industry staff and volunteers were trained as **ambassadors**. This

event included a tour of downtown attractions and highlights from guest speakers. The morning finished with a customer service video and attendees received ambassador pins and certificates.

We provided **visitor information** at events during the spring/summer season, greeting over **2,520** visitors over **9** days.



Customer Service Award Recipients



AGM Attendees Jenny, Gord, Kelly, Ed @ Rockin' Jump

CONTACT

414 Locust St.
Burlington
Ontario L7S 1T7

Phone: 905 634.5594 Fax: 905 634.7220

Email: info@tourismburlington.com

Website: tourismburlington.com

Facebook: [TourismBurlington](https://www.facebook.com/TourismBurlington)

Twitter: [@BurlingtonTour](https://twitter.com/BurlingtonTour)

Youtube: [TourismBurlington](https://www.youtube.com/TourismBurlington)



Tourism Burlington Team

Pam Belgrade Executive Director / Sport pam.belgrade@burlington.ca

Kelly Harris E Marketing Coordinator kelly.harris@burlington.ca
Leisure, Media, Meetings

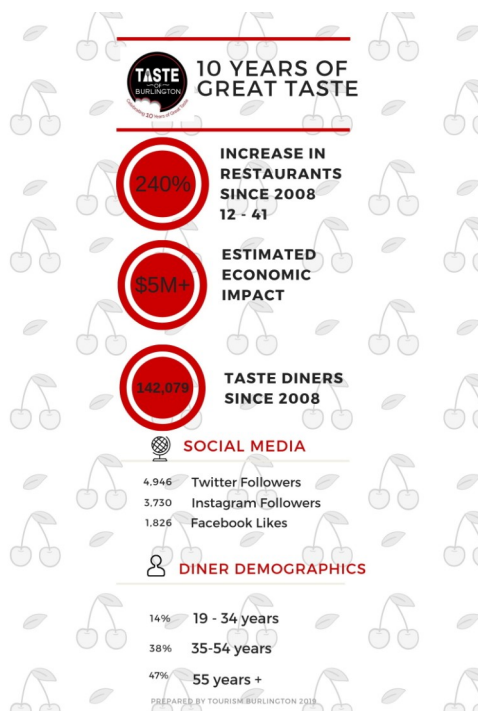
Sally Fitz-Gibbon Administration & Visitor sally.fitzgibbon@burlington.ca

Website: tasteofburlington.ca

Instagram: [tasteofburl](https://www.instagram.com/tasteofburl)

Twitter: [@tasteofburl](https://twitter.com/tasteofburl)

Facebook: [tasteofburlington](https://www.facebook.com/tasteofburlington)



10 years of Good Taste

Taste of Burlington The prix fixe dining program celebrated 10 years of great taste in 2018. This milestone was commemorated with a Taste video with the original 5 restaurants featured, a new logo, cookbook and a number of special activities throughout the year. A special Taste of 2 Cities event was held in May to celebrate the friendship between Myrtle Beach S.C. and Burlington with Taste restaurants participating and local entertainment. Taste has a financial impact of **\$350,000/program for restaurants** and **350** attended the sold out launch. See infographic (left) for statistical summary over the last 10 years.

There were **49,340** Taste website visits in 2018. Social media as of May 1, 2019: **1,912** Facebook likes, **5,038** Twitter & **4,440** Instagram followers & **4,794** Enews subscribers.

Plans for 2019 include a summer sneak peak and media tour with Redback Travel group and changes to the 2020 program launch. The summer program is from Aug 12- Sept 2. Sign up to receive the Taste of Burlington Enews so you don't miss out!

We also helped a number of other culinary businesses promote their activities in Burlington including numerous new restaurants, two food tours, Lake-side a LaCarte and Novemburger.

New for 2019

Hamilton has succeeded in winning the bid to host the 2021 Grey Cup which is expected to generate \$100 million in economic impact. Tourism Burlington worked with the host city Hamilton on accommodation information for the bid and took CFL reps on site visits. Our local hotels will see business from this signature event. The official **Burlington Visitor Guide** with our beautiful waterfront on the cover has been increased by 14 pages and includes a what's new section with social media posts and features on adventure, culinary and Made in #BurlON. This guide is distributed to visitor centres across Ontario,

plus locally through partners and is downloadable online.

In partnership with Burlington **Down-town**, we are doing leisure advertising in the Globe & Mail and special contesting and EBlasts with Attractions Ontario.

Congratulations to the 40th annual **Sound of Music festival**, we look forward to helping them promote this signature festival to visitors and residents.

We are doing a redesign of our mobile site to make it more informative as more people are using mobile than desktops to view our site.

For more details refer to our

Tourism ENews or marketing@tourismburlington.com

