

Tourism Industry Ambassador Training

<https://youtu.be/M-fbnBwCFbl>

Welcome Participants

Who's here today

SURVEY SAYS...



Purpose of Today

- Learn about things to see & do in Burlington for residents & visitors
- Highlights of stage 3 openings in & Virtual offerings
- Help us support local via programs & boosting consumer confidence
- Sharing information



Agenda

- New Programs
- Attractions speakers
- See & Do
- Stay
- Dine
- Shop
- Tourism Services
- Give 'em a Pickle
- Wrap-up



#BurlON Fun Pass

- Deals & discounts @ **40+** businesses (stay, dine, shop, see)
- Be a tourist in your own backyard
- **FREE** pass for residents & VFR
- Sign up then present your offer via your smart device at participating businesses to redeem & save
- Win Ultimate Burlington Staycation valued at over **\$500**

TOURISM BURLINGTON

THE OF ONTARIO
HAMILTON • HALTON • BRANT

Discover Burlington with the #BurlON Fun Pass

SAVINGS AND DISCOUNTS AT 40+ BUSINESSES

Scan the QR code to sign up

or visit
discover.tourismburlington.com/fun
to learn more

This free, mobile passport is available until November 1st.
Watch for more passports at tourismburlington.com.

POST Promise

- Help consumers feel confident that a business is doing their part to help prevent the spread of COVID-19
- Participating businesses will be provided with the POST Promise logo which is a clear way to show that they're taking necessary precautions.
- <https://postpromise.com/en/make-the-promise/>



Art Gallery of Burlington Nancy Helmers Engagement Manager



Museums of Burlington

Janet Stephens Manager Marketing

Burlington Gallery



Costume Gallery



Giants, Dragons & Unicorns



Gift Shop



Royal Botanical Gardens Nadine Nesbitt Public Programs Coordinator



Conservation Halton Robin Ashton Manager Marketing



Bronte Creek Provincial Park

Sheila Wiebe, Park Heritage Education Specialist



The Burlington Performing Arts Centre



The Venue

- The Main Theatre
730 seats (712 for music)
- The Community Studio Theatre
225 seats
- The Family Lobby
5,000 square feet

Two primary areas of focus

- Rental Operations &
- Professional Presenting Series

What to See and Do

- Marina
- Beach
- Pools
- [Parks](#)
- Escarpment
- Arenas
- Hiking
- Cycling
- Climbing



What to See and Do

- Golf one of 9 courses within the City
- Driving Ranges
- Mini-Putt
- Indoor Golf
- Specialized facilities



Events

- Events reimaged - virtual, preregistration, drive through
- Cancelled/postponed - summer - fall
- Limits on gatherings 50 indoors, 100 outdoors



Where to Stay

- Hotels/Motels
- Long Term Stays
- Camping



Where to Dine

- Over 300 full service [restaurants](#)
- Variety of tastes, styles & budgets
- Unique settings
- Wonderful Customer Service



Where to Shop

- Downtown
 - Pearl, Village Square, Brant
- Mid-Town
 - IKEA, Costco, MEC
- North End
 - Big Box, Plazas
- Unique
 - Art Etc, RBG Shop
- Centres
 - Mapleview, Burlington



Tourism Burlington Services

- Visitor Information Centre
 - Burlington/Halton
 - Ontario/Provinces
- Souvenirs
 - City/Canadian
- Maps
- Referrals
- Destination Marketing
 - Visitor Guide
 - Tear Map
 - Meetings/Conferences
 - Advertising
 - Events information
 - Welcome Translated
 - Social Media



Subscribe to Tourism Burlington

Virtual Fun

- [Burlington Puzzle](#) Fun
- [Support Local](#)
- [How Well Do you Know Burlington?](#)
- [Fun 4 Kids](#)



Tourism Burlington Resources

Visitor Information Centre

414 Locust Street
Open 7 days a week
9am - 4pm

tourismburlington.com

905.634.5594
1 877.499.9989



Give 'em a Pickle!

Goal - to have visitors enjoy their experience in Burlington

Key - Give 'em a Pickle ... great customer service!

<https://v1.oblearn.com/tourismburlington73/employees/680953/embed/>



Thanks!

- Speakers
- Sponsors

