

SUMMARY REPORT

January 16, 2020

Municipal Accommodation Tax Stakeholder Consultation

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BACKGROUND

Tourism Opportunity

The City of Burlington is considering implementing a Municipal Accommodation Tax (MAT) on local accommodations to help increase visitors to the city and to improve the financial impact.

In 2017, the Province of Ontario enacted legislation to permit single-tier and lower-tier municipalities the ability to implement a Municipal Accommodation Tax (MAT) on transient accommodations (less than 30 days).

The purpose of the MAT is to enable growth in the tourism sector and increase tourism's economic impact. The MAT could generate an estimated \$750,000 - \$1 million of annual revenues in Burlington. Contribution to Tourism Burlington would significantly increase its annual operating budget.

Before a MAT allocation follow-up report is submitted to Burlington Council in Q1 2020, Tourism Burlington chose to conduct stakeholder consultations to determine how these additional funds are best utilized to increase visitation and economic impact of tourism to the city.

Consultation

For the past two years, Tourism Burlington has been preparing the local tourism industry for the possible implementation of MAT. Meetings were held individually with most of the hotels, attractions and major festivals to discuss how this tax could open-up new opportunities for marketing the city to visitors. Information has been presented at annual general meetings, e-newsletters have been sent and updates have been provided at Board and marketing committee meetings. An information session was held in June 2019 with Tourism and City staff specifically for accommodations and another is scheduled for the end of January.

Before the first report went to Burlington City Council on November 4, 2019, a brief Tourism Burlington survey was sent out to key stakeholders asking them for input on possible projects that could be undertaken if additional tourism funding was made available. This survey was implemented to confirm areas of focus for the tourism industry and was the underpinning of the January 16, 2020 stakeholder consultation.

STAKEHOLDER CONSULTATIONS

Tourism Burlington embarked upon a second stakeholder consultation process in January 2020 to ensure a fulsome consultative process with key partners across Burlington and Halton. The purpose and desired outcomes of the consultations are listed below.

PURPOSE

The core purpose of the second Tourism Burlington MAT Stakeholder consultation was to:

- Leverage November 2019 Stakeholder consultation survey results to explore deeper, more focused ideas and preferences for the application/utilization of MAT across Burlington and Halton.
- Engage a more broad stakeholder base to solicit feedback, opinions, concerns related to the MAT and its potential application in the city and area.
- Provide additional insights and more focused recommendations to City of Burlington Leadership Team and Council based on quality stakeholder consultations.
- Set the stage for developing Tourism Burlington's MAT 2020 – 2021 strategic business plan.

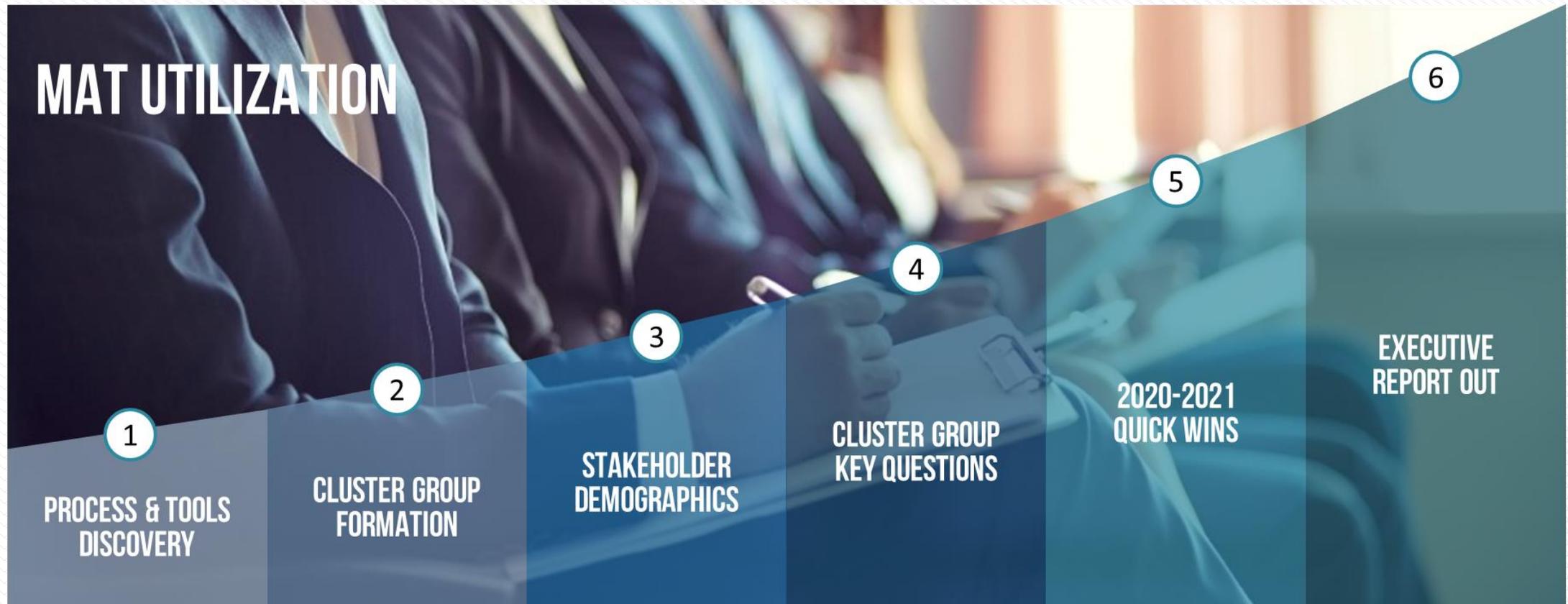
DESIRED OUTCOMES

The desired outcomes of the consultation process were to:

- Ensure stakeholder participants had a general understanding of MAT and it's potential to increase visitation and product development in the city.
- Confirm key target audiences for Tourism marketing.
- Solicit product development ideas.
- Determine focus area priorities along with quick wins.
- Engage representation from the majority of the Burlington attractions, events and accommodations.
- Ensure a good representation of a variety of organizations to provide varied opinions.
- Leverage information, insights and preferences for quick wins to help develop a future state Tourism Burlington MAT strategy.

CONSULTATION PROCESS FOR STAKEHOLDERS

The MAT January 2020 Stakeholder Consultation process was designed by Tourism Burlington and performance consultants from RZULTZ Consulting. The process and methodology used is illustrated below.



STAKEHOLDER PARTICIPANTS

Tourism Stakeholders representing a cross-section of the Burlington/Halton area were actively encouraged to participate in the January 2020 MAT Stakeholder Consultation event. Over 30 participants from a cross-section of the tourism industry represented both their organizations and specific tourism interests. The following stakeholders actively participated during the January 16, 2020 event.

EVENTS



- Brent - Sound of Music
- Sami - Ribfest
- Denise – City Recreation
- Christine – Festival of Lights
- Brian - Downtown
- Jenny – Waterfront Hotel

LEISURE / CULINARY



- Robin – Conserv Halton
- Janet - Museums
- Paulette – Waterfront Hotel
- Andrea & Craig– Restaurant Assoc.

MEETINGS



- Nicoletta – Courtyard Hotel
- Nancy – AGB
- Deanne - RBG

SPORT TOURISM



- Bram- Rep Hockey
- Linda – Gymnast Club
- Sarah – HiltonHomewood
- Bonnie - Quality Inn
- Barry – Sport Alliance

GROUP TOUR



- Angela – Culture Station
- Alan – Freeman Station
- Cameron – BPAC
- Jaspreet- Best Western Hotel

MARKETING / MEDIA



- Lita- Library
- Linda – Springridge Farm
- Claire – Economic Development

PRODUCT DEVELOPMENT



- Sheila – Bronte Creek PP
- Dave - Retail
- Judy – Aldershot BIA

EXECUTIVE SUMMARY

The following is a brief summary of the MAT stakeholder session that was supported and facilitated by Rzultz Consulting.

OUTCOMES

Desired Outcomes are on pg. 3 and actual outcomes are listed below.

CONFIRM KEY AUDIENCES: targets for tourism marketing were identified through demographic and cluster group questions. **46%** target **families**

- Top marketing priorities for organizations in 2020-21 were **Marketing Tool development, Events & Leisure**

DETERMINE FOCUS AREA PRIORITIES: After reviewing the tactics the priorities for MAT funding focused on: (refer to pg. 19)

- **Marketing** – collaborations, packaging, joint media buys, shows, app development
- **Funding** – for product development, sport tourism, meetings, events, and group tour
- **Product Development** – designing and implementing food themed weeks/months, spousal programs, place-making initiatives

SOLICIT PRODUCT DEVELOPMENT IDEA: The groups identified numerous initiatives such as **signage, public art, placemaking, Multi-day Pass, Cultural Pass, Spousal programs and grants for product development.**

ENGAGE REPRESENTATION FROM THE MAJORITY OF ATTRACTIONS, EVENTS AND ACCOMMODATIONS. ENSURE STAKEHOLDER CONSULTATION PARTICIPANTS REPRESENT A CROSS SECTION OF STAKEHOLDERS TO ENSURE VARIED OPINIONS / INPUT HEARD.

- **32** stakeholders attended –major attractions, events, key areas
- **52%** of attendees were GenX & **25%** were Boomers
- **63%** have been working in tourism area for **11 years** or more
- **41%** were from attractions or events, **25%** from hotels, **12%** shopping/restaurants, **8%** from support services & 8% sport organizations

LEVERAGE INFORMATION, INSIGHTS AND PREFERENCES FOR “QUICK WINS” TO HELP DEVELOP A FUTURE STATE TOURISM BURLINGTON MAT STRATEGY (see pgs. 22-23) Quick Wins identified by the group included:

- **Funding & Incentive programs**
- **Package & Offer Development**
- **Expansion of events**
- **Collaborative Marketing/Media Buys**
- **Sport Tourism Strategy**

EXECUTIVE SUMMARY

The following is a brief summary of the proposed next steps.

NEXT STEPS

This report will be shared with stakeholder consultation participants, the MAT staff working group, with local accommodations, the Tourism Marketing Committee and the Tourism Burlington Board of Directors. The report will also be posted at:

<https://www.tourismburlington.com/partners/municipal-accommodation-tax/>

Highlights of the information provided in this session will be included in Committee of Council report in spring 2020. Stakeholders will be sent the link to the report and may wish to appear as a delegation or send in correspondence in response to the recommendations.

The results of the discussion regarding implementation of MAT at Committee and Council meetings will be shared via our Enewsletter and other communication channels.

Further consultation will take place as we develop a Tourism Business Strategy in the summer of 2020. These discussions will include focus groups on specific areas such as Sport Tourism, Culture, Meetings, Group Tour etc. to review strategies and tactics.

Thank you to the participants in this session and the fall survey and we look forward to working with you to increase visitation to Burlington.



STAKEHOLDER ENGAGEMENT



Stakeholder Consultation Event
hosted by Tourism Burlington.

Above - Executive Director, Pam Belgrade
Left - Marketing Specialist Kelly Harris

January 16, 2020.

STAKEHOLDER QUESTIONS OVERVIEW

Questions were designed to capture high level demographic information followed by the six (6) questions below. All questions were presented to each participant. Stakeholder Cluster Groups worked through each of these questions, consulted each other and reported feedback / input back to the larger group.

A. DEMOGRAPHIC QUESTIONS

1. Generation Groupings

2. Organization Tourism Type

3. Industry Work Duration

4. Organization Demographic Targets

B. TOURISM MAT UTILIZATION QUESTIONS

CLUSTER GROUP QUESTIONS

Write Your Answers on Flip Chart Paper

QUESTION 1:

What specific or new Tourism initiatives / products are being considered by your organization to offer in 2020-2021?

QUESTION 2:

What Tourism specific initiatives / products should be offered in Burlington / Halton that currently are not available (e.g. attractions, tours, trails, services, etc.)?

CLUSTER GROUP QUESTIONS

Write Your Answers on Flip Chart Paper

QUESTION 3:

From the cluster groups listed below what are your organization's top 3 marketing priorities for 2020-21.

- Leisure
- Culinary
- Marketing
- Media Relations
- Events
- Meetings
- Sport Tourism
- Group Tour
- Product Development

CLUSTER GROUP QUESTIONS

Write Your Answers on Flip Chart Paper

QUESTION 4:

Of the tactics/opportunities listed on the Fall Survey summary for this cluster area, are there any tactics / opportunities that are missing?

QUESTION 5:

Which of these tactics / opportunities are a priority to implement from the group's perspective?

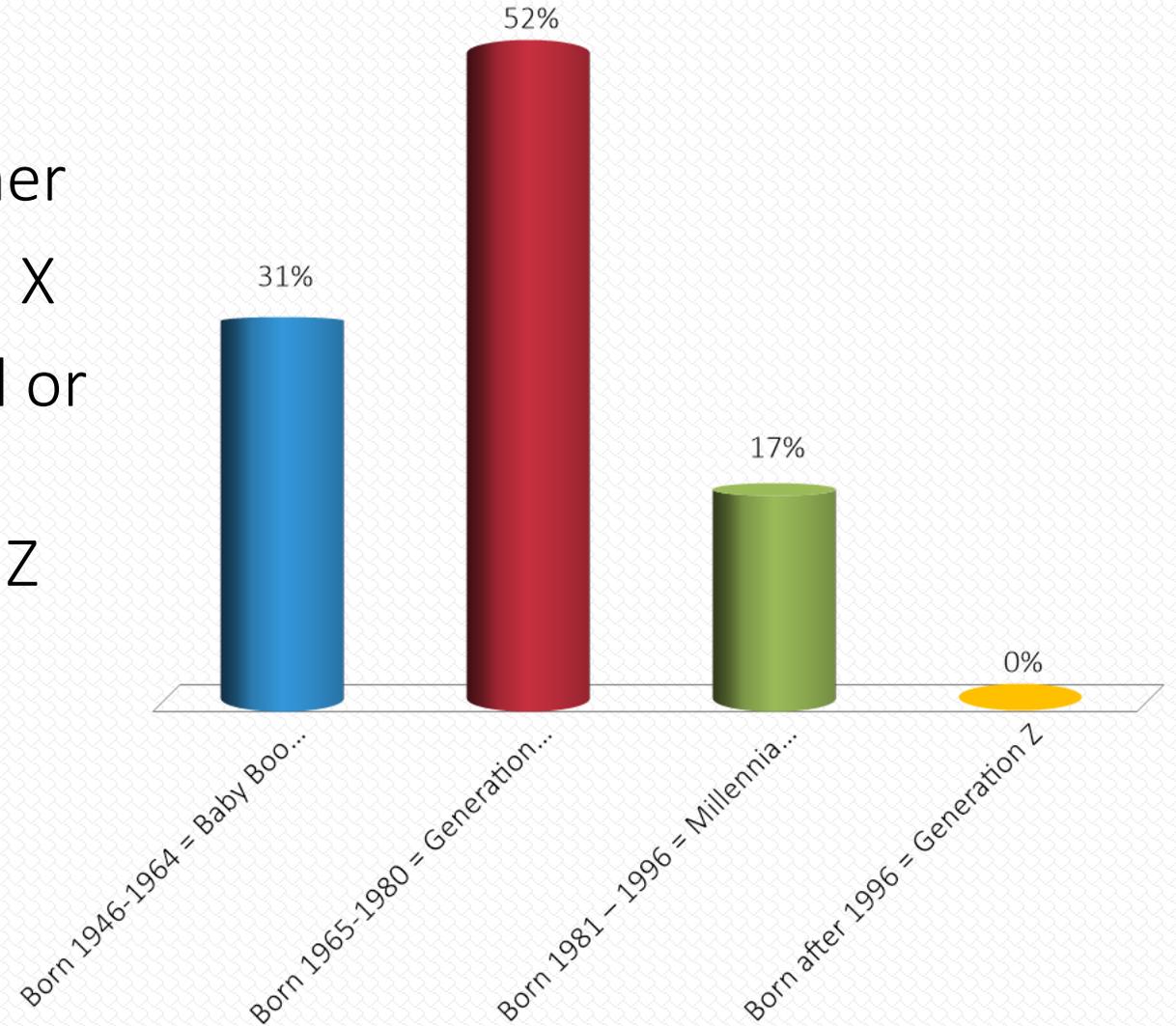
QUESTION 6:

From this list, identify the "Quick-Wins" that Tourism Burlington could implement?

(refer to definition)

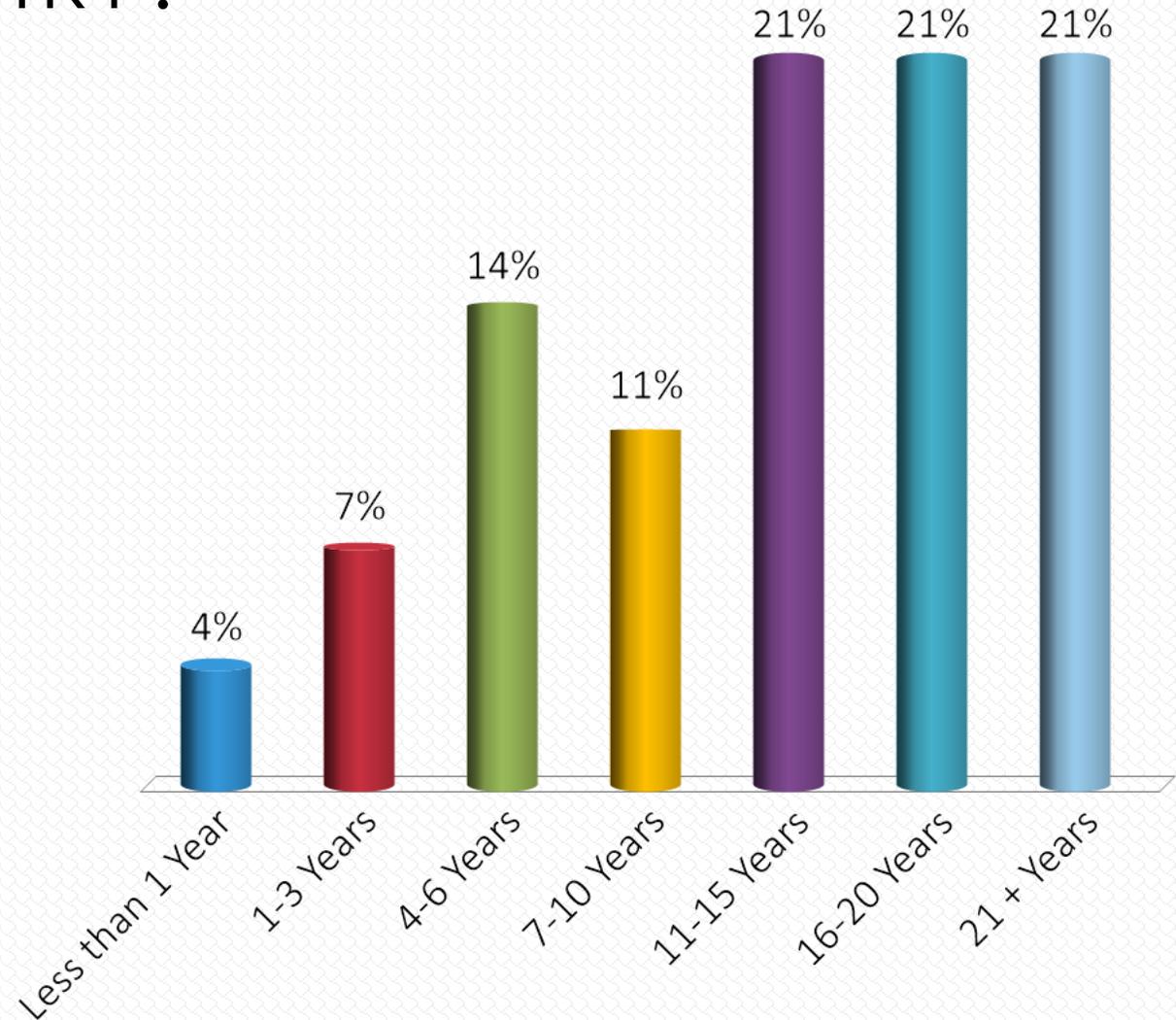
QUESTION: WHAT IS YOUR GENERATION GROUPING?

1. Born 1946-1964 = Baby Boomer
2. Born 1965-1980 = Generation X
3. Born 1981 – 1996 = Millennial or Generation Y
4. Born after 1996 = Generation Z



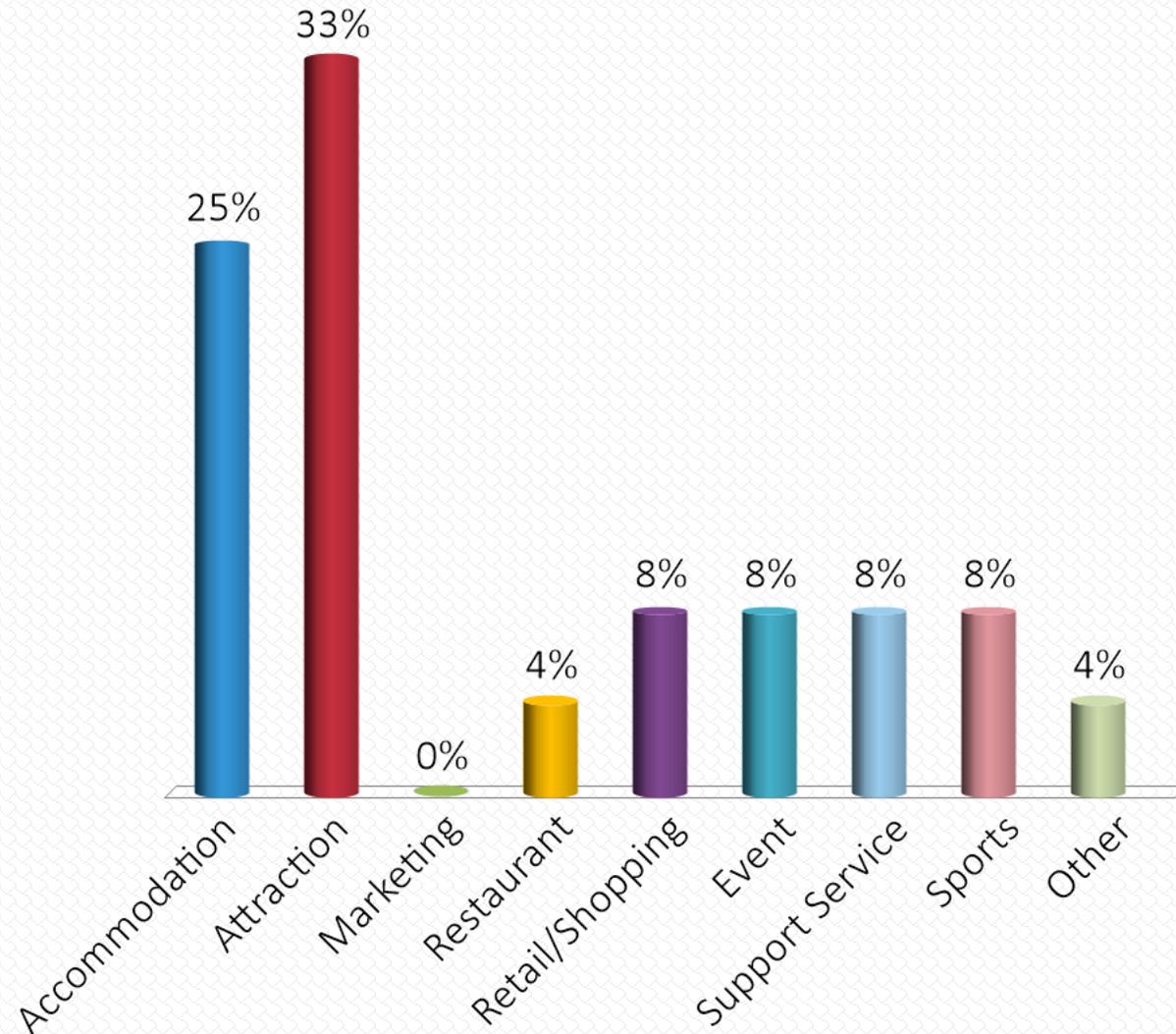
QUESTION: HOW LONG HAVE YOU BEEN WORKING IN THE TOURISM INDUSTRY?

1. Less than 1 Year
2. 1-3 Years
3. 4-6 Years
4. 7-10 Years
5. 11-15 Years
6. 16-20 Years
7. 21 + Years



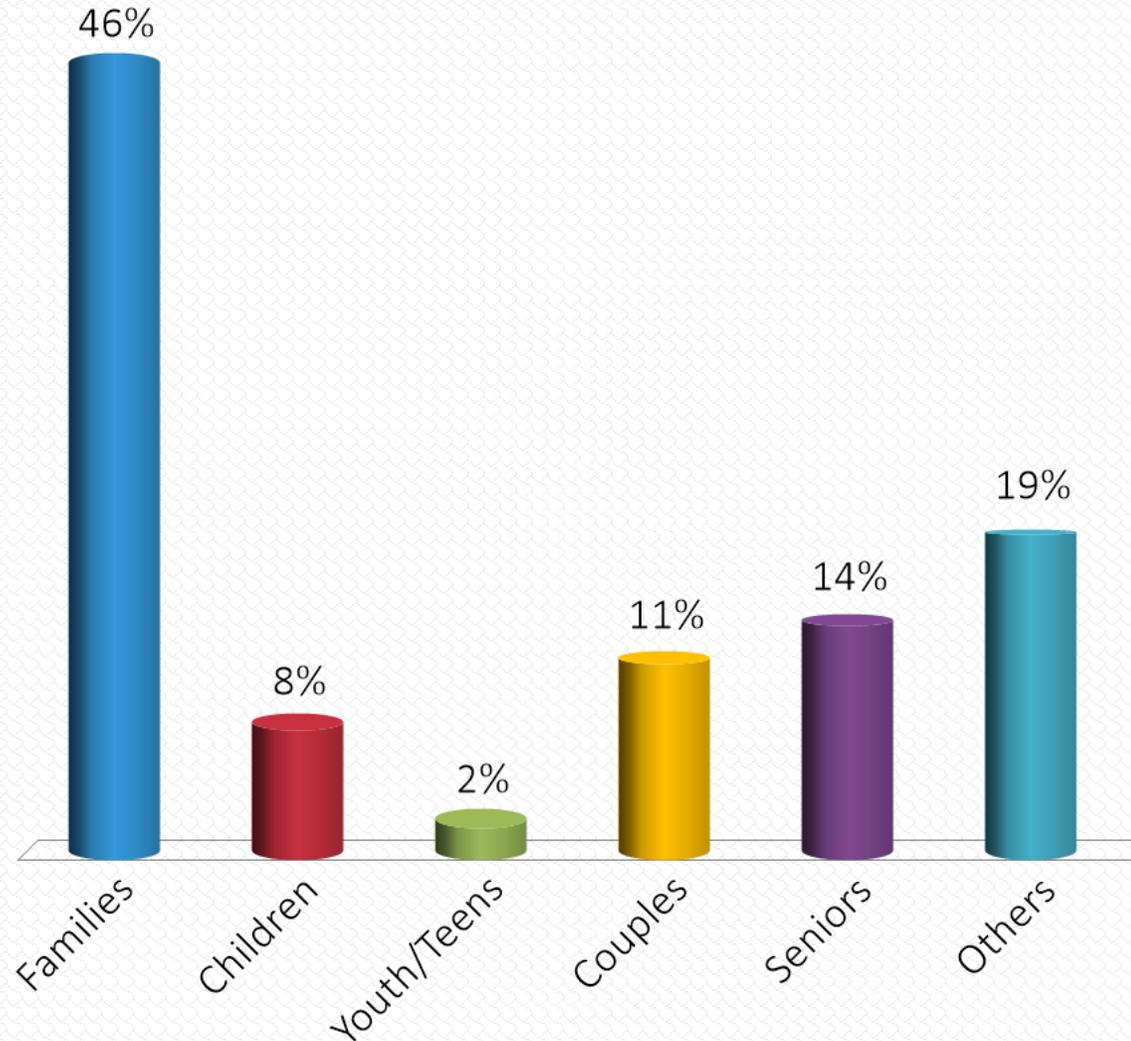
QUESTION: WHAT TYPE OF TOURISM ORGANIZATION ARE YOU IN?

1. Accommodation
2. Attraction
3. Marketing
4. Restaurant
5. Retail/Shopping
6. Event
7. Support Service
8. Sports
9. Other



QUESTION: WHAT ARE YOUR ORGANIZATION'S TOP TWO (2) DEMOGRAPHIC TARGETS?

1. Families
2. Children
3. Youth/Teens
4. Couples
5. Seniors
6. Others



CLUSTER GROUP FEEDBACK

The Fall 2020 survey included 9 cluster groups. For the January 2020 stakeholder consultation session, however, a decision was made to condense the original cluster groups into 7 groups to ensure enough representation in each group. In particular, the “Leisure” and “Culinary” groups were combined and the “Marketing Tools” group were paired with “Media Relations” group.

The following pages contain a summary of each question responses by all groups plus the specific feedback from each Stakeholder Cluster Group on the six questions.



Q1- COMBINED GROUP SUMMARY

PAGE 1 of 2

Q1: What specific or new Tourism initiatives / products are being considered by your organization to offer in 2020-2021?

- Plein Air, Doggy Dip, Wellness weekly sessions - Photography & Slackline workshops
- 25th Anniversary fashion show
- June – September market, Party on Plains x3, Village tree lighting, Alderfest
- Special exhibitions
- Taste of Burlington, tasting menus / cooking classes, food tours
- Creating travel packages
- Move Golden Horseshoe tournament from Xmas/New Years to Thanksgiving 2020 proposed
- Spring Cup gymnastics invitational – May, March, provincial qualifier – December
- OHF AAA Pee Wee Championships – April 6-10, 2020
- Partnerships (RBG with Metrolinx)
- Immersive experiences (AGB)
- Marketing – digital focus (AGB, RBG, CY Marriott); brand refresh (both RBG, Art Gallery)
- Loyalty – build membership (AGB, RBG, & CY Marriott)
- Larger conference attraction
- Greater interaction with high schools for event infrastructure, involvement of B.H.A. (FOL)
- Pop up musical offerings, Indigenous musical programming, SOM APP, focus on international talent
- Enhanced winter market
- Signage/wayfinding
- Guided tours (public art)
- Heritage promotion, local advertising
- Welcome signage – many languages

Q1 - COMBINED GROUP SUMMARY

PAGE 2 of 2

Q1: What specific or new Tourism initiatives / products are being considered by your organization to offer in 2020-2021?

- New brand identify for Burlington
- 60th Anniversary Springridge farm
- Shoulder season activities / promotion
- Cyclists – grab and go
- Interactive children’s spaces (physical literacy)
- Makers space – access to interactive technology
- Nature Tales @ RBG
- Author, music, and showcasing Burlington’s history
- Culture days, Doors Open, Heritage Week

Q2 - COMBINED GROUP SUMMARY

Page 1 of 2

Q2: What Tourism specific initiatives / products should be offered in Burlington / Halton that currently are not available (e.g. attractions, tours, trails, services, etc.)?

- Day dock (boat access downtown)
- Walking / bus tours
- Better transportation between urban and outdoor attractions
- TODs signage
- Host more sport tourism events on slow weekends
- Identify non-traditional sports that can be supported in Burlington facilities
- Package & promote accommodation with events/programs
- Identify & create packages; promote unique Burlington attractions and experiences, develop cultural activities
- Brand extension for sport participant
- Host provincial/national sport meetings, clinics, etc.
- Be aware of sport events in region - overflow opportunities.
- Partner with surrounding communities and non-city facilities.

- Expand “Sound of Music” to outlying neighborhoods, bars, BPAC, ParkJam, Street performers, Highlight Arts, Music Lessons, Workshops, Shows, Recording
- Transient Boat Docks Overnight
- Marathon – Runs, cycling (more cycle friendly)
- Better transportation/accessibility (RBG), shuttle
- Environmental trends: (1) eco tourism (water, lake to escarpment), (2) green key program (CY Burlington)
- Training / educating front line staff on where MAT funds directed
- Culture pass
- Wider distribution of events throughout the city and on shoulder seasons
- More focus on eco-tourism (*“stay and play” bundling of existing attractions)
- Hosting tourism organization conferences

Q2 - COMBINED GROUP SUMMARY

Page 2 of 2

Q2: What Tourism specific initiatives / products should be offered in Burlington / Halton that currently are not available (e.g. attractions, tours, trails, services, etc.)?

- New Burlington “Welcome Signage”! (QEW)
- Tourism bundles / package deals / vouchers
- Tourism map with attractions (pocket sized)
- Public art landmark/signage (selfies!)
- Place-making (distillery district)
- Leveraging waterfront, i.e. boat tours, beach rentals
- Access to rural attractions
- Advance promotion / day planning sport / meeting groups
- Professional development

Q3 - COMBINED GROUP SUMMARY

Page 1 of 1

3. From the cluster groups listed below what are your organization's top 3 marketing priorities for 2020-21?

PRODUCT DEVELOPMENT

- Product development
- Marketing tools (photo, video, etc.)
- Leisure

LEISURE/CULINARY

- Culinary experiences
- Events
- Leisure

SPORT TOURISM

- Sport Tourism
- Meetings
- Leisure

MEETINGS

- Marketing Tools (photo, video etc.)
- Events
- Group Tour

EVENTS

- Marketing Tools (photo, video, etc.)
- Events
- Product Development

GROUP TOUR

- Marketing Tools (photo, video etc.)
- Events
- Other – Arts/Culture/Heritage

MARKETING/MEDIA

- Leisure
- Marketing Tools/Media Relations
- Product Development

2020-2021 Top Priorities for organizations:
Marketing Tools, Events and Leisure

Q4 - COMBINED GROUP SUMMARY

Page 1 of 1

4. Of the tactics/opportunities listed on the fall survey summary for your cluster area, are there any missing?

PRODUCT DEVELOPMENT

- None

LEISURE/CULINARY

- None

SPORT TOURISM

- Educating sport groups on the benefits of working with Tourism Burlington and the value-added sport can benefit from this partnership
- Streamline hosting process COB
- Development & adoption sport tourism strategy
- Inventory of facilities well suited for sports tourism events
- COB facility allocation policy that supports sports tourism
- Funding allocated to enhance facilities to support sports tourism

MEETINGS

- Cultural Pass
- Transportation (shuttle, accessibility)
- Corporate/immersive add-on experiences; joint marketing

EVENTS

- Funding for sustainability of existing events
- Development of APPS to enhance tourism products and enhance online and mobile tech

GROUP TOUR

- Place-making initiatives – Burl identity who are we?
- What makes Burlington unique?

MARKETING/MEDIA

- Support of small business outside of BIA's scope
- Influencer marketing

Q5 - COMBINED GROUP SUMMARY

Page 1 of 1

5. Which of these tactics/opportunities are a priority to implement from the group's perspective?

PRODUCT DEVELOPMENT

- Funding organizations & product development (grants)
- Collaborative Marketing - Passes
- Filming

LEISURE/CULINARY

- Package development and promotions
- Collaborative media buys
- Consumer shows, travel & leisure
- Themed food weeks (niche market)

SPORT TOURISM

- Sport Tourism Strategy
- Sport tourism hosting fund program

MARKETING/MEDIA

- Unified storytelling

Marketing Funding Product Development

MEETINGS

- Joint marketing – attractions & accommodations
- Spousal programs – what drives these travellers/this business
- Research & development tactics to drive meeting business
- Meeting incentive funding

EVENTS

- Funding for sustainability of existing events
- Development of APPS to enhance tourism products and enhance online and mobile tech

GROUP TOUR

- Joint marketing
- Product development (package deals)
- Tour incentives
- Place-making

Q6 - COMBINED GROUP SUMMARY

Page 1 of 1

6. From priority list, identify the “quick wins” that Tourism Burlington could implement from group’s perspective?

PRODUCT DEVELOPMENT

- Move existing events outside downtown
- Multi-day pass- tours (farms, nature)

LEISURE/CULINARY

- Package development
- Collaborative media buys
- Themed food months
- Farm to table

SPORT TOURISM

- Sport tourism hosting fund program – define sport tourism
- Educate sports groups & Council on economic benefits of hosting

MARKETING/MEDIA

- Unified storytelling

Marketing Funding Product development

MEETINGS

- Joint marketing – attractions & accommodations
- Cultural Pass
- Partnership

EVENTS

- Granting component of MAT funding
- Develop a “Proud Tourism Partner” brand
- Geo-targeting (incentive & offers in wider area)
- Invest in higher calibre marquee musical performers

GROUP TOUR

- Joint marketing
- Burlington landmark/selfie/place-making
- Public art funding increase
- Expand arts & culture funding (existing - from project based, add operating stream)

QUICK WINS SUMMARY

Through the January 2020 MAT Stakeholder Consultation process where polling technology was used, Five Quick Wins were identified. There was recognition by participants that part of the MAT funds would be used to increase Tourism Burlington staff resources in order to deliver these new initiatives across the community.

TOURISM BURLINGTON MAT STAKEHOLDERS CLEARLY IDENTIFIED LEADERSHIP STRONG SUPPORT FOR TOURISM BURLINGTON TO IMPLEMENT THE KEY INITIATIVES

They are, in order of priority:

1

Funding & Incentives Programs for Sports, Meetings, Events, Group Tours

2

Package/Offer Development – 2 or more partners ideally including hotel stay

3

Expansion of events across Burlington and in Shoulder Seasons

4

Collaborative Marketing / Media Buys

5

Sports Tourism Strategy Development

NOTES:

1. "QUICK WIN" – something that can be easily implemented using minimal resources, has already got full support of stakeholders involved and meets objectives of MAT (increase visitation/spend in city).
2. Some of above noted stakeholder recommended initiatives do not fit the stated definition of "Quick Win" and would therefore be considered more long term focused initiatives.

CLUSTER GROUP - PRODUCT DEVELOPMENT

GROUP FEEDBACK

Q1: What specific or new Tourism initiatives / products are being considered by your organization to offer in 2020-2021?

- Plein Air, Doggy Dip
- Wellness weekly sessions
- Workshops – Photography and Slackline
- 25th Anniversary fashion show
- Support community event
- Monthly (June – September) market
- Party on Plains x3
- Village tree lighting
- Alderfest (local? 900 people)

Q2: What Tourism specific initiatives / products should be offered in Burlington / Halton that currently are not available (e.g. attractions, tours, trails, services, etc.)?

- Expand “Sound of Music” to outlying neighborhoods:
 - Alton, Orchard, Aldershot
 - Bars, BPAC, ParkJam
 - Street performers
 - Highlight Arts, Music
 - Lessons
 - Workshops, Shows
 - Recording
- Transient Boat Docks
 - Overnight
 - Food, Bar, Economic Dev.
- Marathon – Runs, out of town, cycling (more cycle friendly)

CLUSTER GROUP - PRODUCT DEVELOPMENT

GROUP FEEDBACK

Q3: From the cluster groups listed below what are your organization's top 3 marketing priorities for 2020-21?

- **Product development**
- **Marketing tools (photo, video, etc.)**
- **Leisure**
- Media relations
- Events
- Group tour
- Meetings
- Sport Tourism
- Culinary

Bold = priority

Q4: Of the tactics/opportunities listed on the Fall Survey summary for this cluster area, are there any tactics / opportunities that are missing?

- None

CLUSTER GROUP - PRODUCT DEVELOPMENT

GROUP FEEDBACK

Q5: Which of these tactics / opportunities are a priority to implement from the group's perspective?

- Funding organizations. Product development (grants)
- Collaboration / Passes
- Films

Q6: From this list, identify the "Quick-Wins" that Tourism Burlington could implement?

- Existing events, festivals to outside downtown area
 - Ribfest / Sound of Music
 - Shops / restaurants, bakeries, arts
- Multi-day – 3-Day Pass, tours (farms, nature)

CLUSTER GROUP - CULINARY / LEISURE

GROUP FEEDBACK

Q1: What specific or new Tourism initiatives / products are being considered by your organization to offer in 2020-2021?

- Special exhibitions
- Taste of Burlington
- Tasting menus / cooking classes
- Food tours
- Creating travel packages

Q2: What Tourism specific initiatives / products should be offered in Burlington / Halton that currently are not available (e.g. attractions, tours, trails, services, etc.)?

- Day dock (boat access downtown)
- Walking / bus tours
- Better connections between urban and outdoor attractions
- TODs signage

CLUSTER GROUP - CULINARY / LEISURE

GROUP FEEDBACK

Q3: From the cluster groups listed below what are your organization's top 3 marketing priorities for 2020-21?

- Culinary experiences
- Events
- Leisure
- Marketing tools – photos / video, etc.
- Media relations
- Meetings
- Sports tourism
- Group tour
- Product Development
- Other?

Bold = priority

Q4: Of the tactics/opportunities listed on the Fall Survey summary for this cluster area, are there any tactics / opportunities that are missing?

- All good

CLUSTER GROUP - CULINARY / LEISURE

GROUP FEEDBACK

Q5: Which of these tactics / opportunities are a priority to implement from the group's perspective?

- Package development and promotions
- Collaborative media buys
- Consumer shows, travel and leisure
- Themed food weeks (niche market)

Q6: From this list, identify the "Quick-Wins" that Tourism Burlington could implement?

- Package development
- New themed food months
- Media buy
- Farm to Table
- Additional staff for programming and support

CLUSTER GROUP - SPORT TOURISM

GROUP FEEDBACK

Q1: What specific or new Tourism initiatives / products are being considered by your organization to offer in 2020-2021?

- Move Golden Horseshoe tournament from Xmas – New Years to Thanksgiving weekend – 2020 proposed
- Host Spring Cup gymnastics invitational – May, March
- Host provincial qualifier – December – gymnastics
- OHF AAA Pee Wee Champ – April 6-10, 2020

Q2: What Tourism specific initiatives / products should be offered in Burlington / Halton that currently are not available (e.g. attractions, tours, trails, services, etc.)?

- Host more sport tourism events on slow accommodation weekends
- Identify non-traditional sports that can be supported in Burlington facilities
- Package accommodation with events and programs. Promote packages.
- Identify and create packages; promote unique Burlington attractions and experiences
- Development of cultural activities
- Brand extension for sport participant
- Host provincial / national sport meetings, clinics, etc.
- Aware of sport events in region and overflow opportunities. Partner with surrounding communities and non-city facilities.

CLUSTER GROUP - SPORT TOURISM

GROUP FEEDBACK

Q3: From the cluster groups listed below what are your organization's top 3 marketing priorities for 2020-21?

- Sport tourism
- **Meetings**
- **Leisure**
- Events
- Culinary
- Marketing tools (photo, video, etc.)
- Media relations
- Product development
- Group Tour
- Others?

Bold = priority

Q4: Of the tactics/opportunities listed on the Fall Survey summary for this cluster area, are there any tactics / opportunities that are missing?

- Educating sport groups on the benefits of working with Tourism Burlington and the value-added sport can benefit from this partnership
- Streamline hosting process; COB
- Development of and adoption of a sport tourism strategy for Burlington
- Inventory of facilities well suited for sports tourism events
- COB facility allocation policy that supports sports tourism
- Funding allocated to enhance facilities to support sports tourism

CLUSTER GROUP - SPORT TOURISM

GROUP FEEDBACK

Q5: Which of these tactics / opportunities are a priority to implement from the group's perspective?

- Sports tourism strategy
- Sports tourism hosting fund program

Q6: From this list, identify the "Quick-Wins" that Tourism Burlington could implement?

- Hosting funding \$\$ for sports tourism events – define "sports tourism"
- Educate sports groups and Burlington Council on economic benefits to hosting

CLUSTER GROUP - MEETINGS

GROUP FEEDBACK

Q1: What specific or new Tourism initiatives / products are being considered by your organization to offer in 2020-2021?

- Partnerships (i.e. RBG with Metrolinx)
- Immersive experiences (art gallery)
- Marketing – digital focus (art gallery, RBG, CY Marriott); brand refresh (both RBG, Art Gallery)
- Loyalty – build membership (Art Gallery, RBG, & CY Marriott, Marriott Bonvoy)

Q2: What Tourism specific initiatives / products should be offered in Burlington / Halton that currently are not available (e.g. attractions, tours, trails, services, etc.)?

- Better transportation / accessibility (RBG), shuttle services
- Environmental trends: (1) eco tourism (water, lake to escarpment), (2) green key program (CY Burlington)
- Training / educating to front line staff on where the MAT is directed
- Culture pass

CLUSTER GROUP - MEETINGS

GROUP FEEDBACK

Q3: From the cluster groups listed below what are your organization's top 3 marketing priorities for 2020-21?

- **Marketing tools (photo, video, etc.)**
- **Events**
- **Group tour**
- Leisure
- Culinary
- Media relations
- Meetings
- Sport tourism
- Product Development
- Others?

Bold = priority

Q4: Of the tactics/opportunities listed on the Fall Survey summary for this cluster area, are there any tactics / opportunities that are missing?

- Cultural pass
- Transportation (shuttle, accessibility)
- Corporate / immersive add-on experiences; joint marketing

CLUSTER GROUP - MEETINGS

GROUP FEEDBACK

Q5: Which of these tactics / opportunities are a priority to implement from the group's perspective?

- Joint marketing – collaboration between attractions and accommodations
- Spousal programs – find out what drives these travellers / this business
- Research and development tactics to drive meeting business
- Meeting incentive funding

Q6: From this list, identify the “Quick-Wins” that Tourism Burlington could implement?

- Joint marketing
- Cultural pass
- Partnership
- More Tourism Burlington staff

CLUSTER GROUP - EVENTS

GROUP FEEDBACK

Q1: What specific or new Tourism initiatives / products are being considered by your organization to offer in 2020-2021?

- Larger conference attraction
- Greater interaction with high schools for event infrastructure
- Involvement of B.H.A. (related to above)
- Pop up musical offerings throughout 2020-2021
- Indigenous musical programming – SOM APP
- Enhanced winter market
- Focus on international talent

Q2: What Tourism specific initiatives / products should be offered in Burlington / Halton that currently are not available (e.g. attractions, tours, trails, services, etc.)?

- Wider distribution of events throughout the city
- More focus on eco-tourism (*"stay and play" bundling of existing attractions)
- Hosting FEO Conference and related tourism organizations
- Increase number of shoulder season events (J/F/M)

CLUSTER GROUP - EVENTS

GROUP FEEDBACK

Q3: From the cluster groups listed below what are your organization's top 3 marketing priorities for 2020-21?

- **Marketing tools (photo, video, etc.)**
- **Events**
- **Product development**
- Leisure
- Culinary
- Media relations
- Meetings
- Sport tourism
- Group Tour
- Others?

Bold = priority

Q4: Of the tactics/opportunities listed on the Fall Survey summary for this cluster area, are there any tactics / opportunities that are missing?

- Funding for sustainability of existing events (not just new events)
- Development of APPS to enhance tourism products and enhance online and mobile tech.

CLUSTER GROUP - EVENTS

GROUP FEEDBACK

Q5: Which of these tactics / opportunities are a priority to implement from the group's perspective?

- Both!

Q6: From this list, identify the "Quick-Wins" that Tourism Burlington could implement?

- More Tourism Burlington staff
- Develop a granting component of MAT funding
- Develop an "Proud Tourism Partner" brand with existing groups
- Geo-targeting (incentives and offers in wider catchment area)
- Invest in higher calibre marquee musical performers

CLUSTER GROUP - GROUP TOUR

GROUP FEEDBACK

Q1: What specific or new Tourism initiatives / products are being considered by your organization to offer in 2020-2021?

- Signage/ wayfinding
- Guided tours (public art)
- Heritage promotion
- Local advertising
- Support for new initiatives (arts & culture)
- Welcome – many languages signage

Q2: What Tourism specific initiatives / products should be offered in Burlington / Halton that currently are not available (e.g. attractions, tours, trails, services, etc.)?

- New Burlington “Welcome Signage”! (QEW)
- Tourism bundles / package deals / vouchers
- Tourism map with attractions (pocket sized)
- Public art landmark (selfies!)
- Place-making (distillery district)

CLUSTER GROUP - GROUP TOUR

GROUP FEEDBACK

Q3: From the cluster groups listed below what are your organization's top 3 marketing priorities for 2020-21?

- Marketing tools (photo, video, etc.)
- Events
- **Others – Arts / Culture / Heritage**
- Leisure
- Culinary
- Media relations
- Meetings
- Sport tourism
- Group Tour
- Product development

Bold = priority

Q4: Of the tactics/opportunities listed on the Fall Survey summary for this cluster area, are there any tactics / opportunities that are missing?

- Place-making initiatives – identify a Burlington identity “Who are We”?
- What makes Burlington (N&S) unique?

CLUSTER GROUP - GROUP TOUR

GROUP FEEDBACK

Q5: Which of these tactics / opportunities are a priority to implement from the group's perspective?

- Joint marketing
- Product development (Package deals)
- Tour incentives
- Place-making

Q6: From this list, identify the "Quick-Wins" that Tourism Burlington could implement?

- Joint marketing
- Burlington landmark / selfie / place making
- Public art funding (increase)
- Expand arts & culture funding (existing – from project based, add operating stream)

CLUSTER GROUP - MARKETING & MEDIA

GROUP FEEDBACK

Q1: What specific or new Tourism initiatives / products are being considered by your organization to offer in 2020-2021?

- New brand identify for Burlington
- 60th Anniversary of farm
- Shoulder season activities / promotion
- Cyclists – grab and go
- Interactive children’s spaces (physical literacy)
- Makers space – access to interactive technology
- Nature Tales @ RBG
- Author, music, and showcasing Burlington’s history
- Culture days, Doors Open, Heritage Week

Q2: What Tourism specific initiatives / products should be offered in Burlington / Halton that currently are not available (e.g. attractions, tours, trails, services, etc.)?

- Leveraging waterfront, i.e. boat tours, BBR
- Access to rural attractions
- Advance promotion / day planning sport / meeting groups
- Professional development

CLUSTER GROUP - MARKETING & MEDIA

GROUP FEEDBACK

Q3: From the cluster groups listed below what are your organization's top 3 marketing priorities for 2020-21?

- Leisure
- Marketing tools (photo, video, etc.)
- **Media Relations**
- **Product development**
- Events
- Culinary
- Meetings
- Sport tourism
- Group Tour
- Other?

Bold = priority

Q4: Of the tactics/opportunities listed on the Fall Survey summary for this cluster area, are there any tactics / opportunities that are missing?

- Support of small business outside of B.I.A.'s scope
- Influencer marketing

CLUSTER GROUP - MARKETING & MEDIA

GROUP FEEDBACK

Q5: Which of these tactics / opportunities are a priority to implement from the group's perspective?

- Story-telling - unified

Q6: From this list, identify the "Quick-Wins" that Tourism Burlington could implement?

- Joint photo inventory
- Packaging
- Event funding