

Tourism Burlington

The importance of attracting and welcoming visitors was recognized in 1970 when a Visitor Information Booth was set up in Spencer Smith Park. In 1985 the city worked with local tourism partners to formally strike a Visitor & Convention Centre Board. This non-profit organization evolved to become Tourism Burlington (TB) which was incorporated in 2005 and is overseen by a volunteer board of directors.

TB is funded by and has a service agreement with the City of Burlington. Other sources of revenue include federal and provincial grants primarily for summer students, cooperative marketing initiatives such as their guide, maps and sale of souvenirs.

TB operates a Visitor Information Centre year round including weekends, has mobile visitor services along the waterfront in the summer and supports local festivals with welcome information and referrals. It has 3 FTE's who are supplemented with part time weekend and summer travel counsellors and over 1,000 volunteer hours.

TB key services are marketing Burlington as a destination of choice for visitors, product development to increase visitor experiences, lead generation for meetings, sports tournaments and events, welcome services when visitors arrive in the destination, partner support primarily in marketing and promotion, sales for collateral pieces and industry and local advocacy.

There are **1,889 tourism businesses** and **24,491 tourism jobs** in Burlington.