

January 2025

Burlington Destination Stewardship Plan



Land Acknowledgement

Burlington as we know it today is rich in history and modern traditions of many First Nations and the Métis. From the Anishinaabeg to the Haudenosaunee, and the Métis—our lands spanning from Lake Ontario to the Niagara Escarpment are steeped in Indigenous history.

The territory is mutually covered by the Dish with One Spoon Wampum Belt Covenant, an agreement between the Iroquois Confederacy, the Ojibway and other allied Nations to peaceably share and care for the resources around the Great Lakes.

We would like to acknowledge that the land on which we gather is part of the Treaty Lands and Territory of the Mississaugas of the Credit.

Project Acknowledgement

Key Stakeholders

Board of Directors, Burlington Economic Development
Board of Directors, Tourism Burlington
Burlington Economic Development Staff
City of Burlington Mayor and Council Members
City of Burlington Staff
Local Members of the Canadian Parliament
Local Members of the Provincial Parliament
Tourism Burlington Staff

Industry Stakeholders

A Different Drummer Books
Activate
Admiral Inn
African Lion Safari
Aldershot Village BIA
Art Gallery of Burlington
Arts & Culture Council of Burlington
Backed by Bees
Benchmark Fitness
Best Western Plus Burlington Inn & Suites
BLing Events International Entertainment
Bocana Boutique
Brock University
Brock University, Professional & Continuing Studies
Bronte Creek Provincial Park
Burlington Beer Festival
Burlington Brewery
Burlington Car Show
Burlington Centre
Burlington Centre Lions Farmer's Market
Burlington Chamber of Commerce

Burlington Convention Centre
Burlington Curling Club
Burlington Downtown Business Association
Burlington Festival of Lights
Burlington Food Truck Festival
Burlington Golf & Country Club
Burlington Lawn Bowling Club
Burlington Performing Arts Centre
Burlington Public Library
Burlington Sailing Club/La Salle Park Marina Association
Burlington Soccer Club
Burlington Springs Golf & Country Club
Burlington Student Theatre
Burlington Symphony Orchestra
Burlington Teen Tour Band
Burlington Transit
Camisle Golf
Canada's Largest Ribfest
Canadian Black Chamber of Commerce
Canadian Caribbean Association of Halton
Candlewood Suites Burlington
Centro Garden
Cherry House Restaurant
City of Burlington
City View Inn
Comfort Inn
Conservation Halton
Courtyard by Marriott
Crestwood Motel
Crosswinds Golf & Country Club
Dairy Queen
Drury Lane Theatrical Productions

El Inka
Esquire Motel
Foli
Gametime Social
Gem Limousine Service
Hamilton Halton Brant Regional Tourism Association
Hampton Inn & Suites by Hilton Burlington Toronto
Hidden Lake Golf Club
Hilton Garden Inn
Holiday Inn Burlington Hotel and Conference Centre
Homewood Suites by Hilton
IKEA
Joelle's
John C. Munro Hamilton International Airport
Just Tennis
Knights Inn Burlington
Lakeside a la Carte
Loondocks Restaurant
Lowville Golf Club
Mapleview Shopping Centre
Marquis Lakeside Inn
Martini House
McMaster University
McMaster University – DeGroot School of Business
Metrolinx
Millcroft Golf Club
Mississaugas of the Credit First Nations
Mohawk College
Motel 6 Burlington
Mount Nemo Golf Club
Museums of Burlington
Mythos Greek Cuisine

Nickel Brook Brewing Co.
Ontario Staycation Adventures (Burlington Beach Rentals)
Paradiso Burlington
Pepperwood Bistro
Prime Steak + Raw Bar
QB Sports Bar Grill Games
Quality Inn Hotel
radius® on Brant
Rayhoon Persian Eatery
Royal Botanical Gardens
Royal Inn
Ruston RV
Scrivener's Men's Apparel
Sheridan College
Skycraft Hobbies
Sound of Music Festival
Spencer's at the Waterfront
Splitsville Burlington
Sukura Festival/Cherry Blossoms
Sunset Bistro on the Waterfront
The Olive Oil Dispensary
The Pearle Hotel & Spa
The Platter Company Gourmet Market
Turtledoves Bakery
Tyandaga Golf Course
Uptown Social House
VR Pro
Waterfront Hotel Downtown Burlington
Wave Hockey
West Plains Bistro
Zero Latency Burlington

Foreword

Great cities where people want to live and work don't happen by accident. They are planned in collaboration with our local partners. That's exactly what is happening with Burlington's Destination Stewardship Plan, a vital initiative that will ensure Burlington remains a premier destination and economic hub in Ontario.

I'm proud to add my support to this plan, which will provide a robust framework to guide Burlington as we work to ensure our city remains a desirable and welcoming place to visit, live, and work.

Burlington's vibrant mix of urban and natural offerings makes it a leading destination in Southern Ontario. Our bustling downtown area, beautiful waterfront, and scenic rural landscapes offer both residents and visitors a remarkable experience, highlighting Burlington's unique character and appeal.

A collaborative approach is central to this plan's success. Our city's strategic location between Toronto and Niagara Falls, combined with the expanded partnerships from the merger of Tourism Burlington and Burlington Economic Development, makes it clear that our city can work alongside regional and national partners—including Metrolinx, Tourism Hamilton, Destination Toronto, TIAO, and Destination Canada—to create exceptional opportunities for our community.

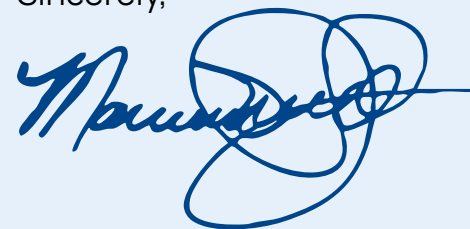
The economic and quality-of-life benefits of tourism cannot be overstated. Tourism not only creates jobs and drives cultural engagement, but also strengthens our economic prosperity and high standard of living. These factors are part of what makes Burlington Ontario's Most Livable City, and we are committed to continuing this legacy.

Our Destination Stewardship Plan also reflects our vision for a future-ready Burlington. We are focused on adaptability, sustainable growth, and stewardship in our tourism planning, keeping our city competitive and resilient for the years ahead.

As we move forward on this exciting path, I invite continued support from the entire community—local businesses, partners, and residents alike. Together, we can ensure Burlington remains a destination of choice.

Thank you for your shared commitment to our city's future.

Sincerely,



Mayor Marianne Meed Ward
City of Burlington



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01 Introduction

Burlington offers a blend of urban sophistication and natural beauty.

Its prime location between Toronto and Niagara Falls makes it a nexus within southern Ontario, attracting a diverse range of visitors.

Burlington is known for its prime waterfront spaces, a dynamic downtown, award-winning festivals and events, and a host of natural and rural destinations and activities along its northern edge.

The development of a 5- to 10-year Destination Stewardship Plan will provide a roadmap for future development, marketing, and the overall management of tourism. But unlike stewardship plans with a singular tourism focus, the Burlington plan recognizes, and actively seeks to capitalize on the similarities between attractive places to visit and attractive places to live and work. Such a plan will not only attract same-day and overnight visitors but also showcase the appeal of Burlington as an attractive destination for residents and businesses now and into the future.

The path has been laid with the merger of Tourism Burlington and Burlington Economic Development (Burlington Economic Development and Tourism) under a single board of directors. This decision speaks to the strong commitment

on both sides to ensure Burlington is positioned for sustainable economic growth and promoting tourism in our city. By integrating economic development and tourism initiatives, Burlington will be able to offer a more compelling experience for visitors and build on the customer experience by driving repeat visits, enhancing our image through referrals and word-of-mouth, and potentially generating new investment leads.

Recognizing the need for clarity in the mind of the consumer, Burlington Economic Development and Tourism (the newly merged tourism and economic development entity) will lead a Destination Brand engagement and strategy development initiative to create and coordinate a shared value proposition, consistent brand & customer experiences, and visual identity for visitors as well as residents and businesses.

As the greater Toronto area, and municipalities across southern Ontario continue to grow, adding more diverse

populations, more demand will be created for tourism products and experiences while, at the same time, balancing the challenges of increased demand and environmental sustainability.

The stewardship plan will build on past successes and a solid reputation. Burlington was named as the Most Liveable City in Ontario (and 5th in Canada) by the Globe and Mail in 2023. Burlington is well regarded as a short-break destination and increasingly for hosting events, for both leisure- and business-oriented visitors.

Tourism is a dynamic industry that evolves constantly. Trends shift due to various factors like technological advancements, changing consumer preferences, global events, and environmental concerns. Burlington's destination stewardship plan sets a course by identifying key actions and maintaining a degree of flexibility in order to effectively position Burlington's tourism industry for the next decade.

Context

A vibrant tourism industry cannot be created or nurtured in a vacuum. In the case of a rapidly expanding city like Burlington, tourism must be considered alongside economic development, recreation, arts and culture, quality of life, and related infrastructure requirements. At the regional level, consideration of transportation, environmental, and workforce policies, at a minimum, is required.





Context

Future Growth

Burlington is a rapidly growing city. The 2022-2026 From Vision to Focus plan suggests population growth of 85,000 in just over 25 years, increasing from about 180,000 to 265,000. Some estimates see the population count exceeding 300,000 in that time period.

As part of the Cutting Red Tape to Build More Homes Act, Burlington has made commitments to enable 29,000 new homes over the next decade. A minimum of 50% of these new homes will be in the form of townhouses or multi-story dwellings, a significant departure from current housing stock. Some 30% of new homes are to be classified as affordable or assisted.

The expanded population, and the associated development constraints and choices, have focused attention on higher density, “complete communities” combining residential, commercial, and recreational spaces, built around, or adjacent to, transit nodes. Current proposals contemplate the inclusion of sports, entertainment, and related leisure components that will have appeal on a regional basis. The inclusion of transit, enabling access/egress from a much wider geographic area, will enable increased visitor demand.

Context

Local & Regional Alignment

Burlington is located within the greater Toronto/Hamilton area, a short distance from one of the most visited Canadian destinations (Niagara Falls), sharing transportation networks, and drawing on visitor infrastructure in adjacent communities (airports, arenas, convention venues, lodging) so the market definition is much wider.

Burlington is one of ten cities within the Hamilton Halton Brant Regional Tourism Association's catchment area, the regional tourism organization (RTO 3). RTOs support local destination management organizations, like Burlington Economic Development and Tourism, by providing

marketing, product development, investment attraction, and workforce assistance. RTO 2 (Niagara) and RTO 4 (Toronto) complement the actions of RTO 3.

Metrolinx is the provincial entity responsible for GO Train connectivity between Toronto and Niagara, points in between, and further afield. With three GO Train stations in Burlington, Metrolinx is a key partner in bringing visitors to Burlington.

Regional attractions and supporting organizations contribute significantly to Burlington's market offering. Major attractions such as the Royal Botanical Gardens (spanning the Burlington-

Hamilton border), along with key infrastructure for leisure and business activities like FirstOntario Centre and John C. Munro Hamilton International Airport, enhance the city's appeal. Additional assets, including lodging providers, local recreation facilities, and transit authorities, add depth to Burlington's tourism landscape. Destination marketing and management organizations, such as Tourism Hamilton, present valuable partnership opportunities, especially for attracting large conventions and sports events that exceed the capacity of a single city's infrastructure.

Ongoing alignment of regional goals will

remain a strategic focus for Burlington Economic Development and Tourism, strengthening cooperative efforts across the region.

Project Approach

In 2024, Burlington Economic Development and Tourism engaged Resonance Consultancy to lead the development of a destination stewardship plan. The project was undertaken in parallel with the merger of Tourism Burlington and Burlington Economic Development and alongside the Destination Brand comprehensive city-wide branding project. A variety of research and stakeholder engagement activities were conducted by Resonance to inform the vision and shape the recommendations within this Destination Stewardship Plan.

As a starting point, one-on-one interviews and focus groups were held with participants across Burlington and from surrounding, but connected, communities such as Hamilton. Stakeholders were selected to provide a range of insights from tourism businesses and agencies (including those with a primary and secondary tourism focus), supporting

infrastructure (e.g., transportation services), academia, and the City of Burlington. These sessions identified opinions, aspirations and ideas for the future of Burlington as a visitor destination. Discussions also focused on those trends having an impact on Burlington's tourism industry, the threats and opportunities these trends represent,



destination and tourism industry actions and activities, as well as issues and opportunities needed to inform and direct governance, management, funding, planning and development of infrastructure and events in a manner that supports sustainable destination development and community goals and objectives.

A survey conducted among residents of southern Ontario, including those from Burlington, offered valuable insights into perceptions of Burlington as a short-break travel destination. Past visitors were asked about their reasons for visiting, impressions of the city, and interest in returning. Potential visitors provided feedback on their perceptions of Burlington as a leisure destination, as well as their expectations for activities, services, and amenities for a short-break vacation. Local residents shared their views on Burlington as a visitor destination, along with their perspectives on the tourism industry's impact on the city's quality of life and economic prosperity. Overall, the survey results were positive, highlighting favorable perceptions of Burlington's tourism potential among past and prospective visitors and strong support for the tourism industry among residents.

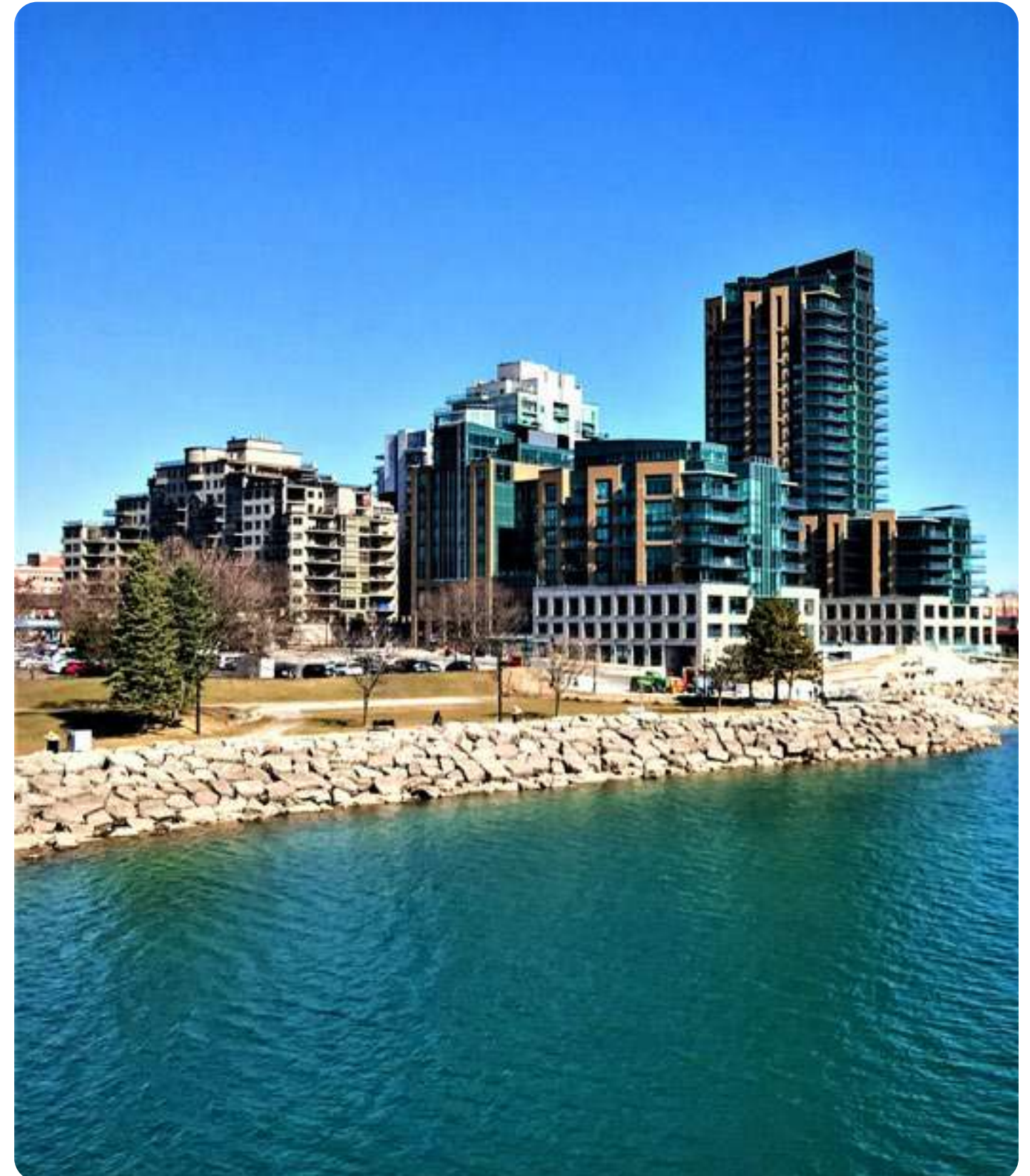
A supply-side assessment considered both the quantity and quality of lodging, infrastructure, events, and experiences

offered in Burlington versus competing cities in southern Ontario. This enabled a clearer understanding of how well Burlington currently competes and the degree to which Burlington is positioned to respond to current and potential future market trends.

In order to understand the demographic and personal attributes of past visitors to Burlington, Environics Research was engaged to hone in on those markets showing the greatest potential, after taking account of the product offerings available in Burlington. The target audiences identified reflect the greatest potential for future visitation.

The findings from these research activities informed two stakeholder workshops where participants engaged in detailed discussions about Burlington's tourism potential. These sessions identified actionable opportunities in destination branding and marketing, product and programming and development, as well as an understanding of the built environment and the enabling conditions necessary to succeed in growing tourism.

From this work, a vision for Burlington's tourism industry was developed together with a series of recommendations, as summarized in this destination stewardship plan.



The background is a blue-tinted photograph of a city street scene. On the right side, there is a large, circular, textured sculpture. In the foreground, a person is sitting at a table. In the background, there are buildings, trees, and other people walking. The overall scene is a public square or park area.

02

State of Tourism

A snapshot of Burlington's current tourism landscape, highlighting current performance, visitor, resident, and stakeholder perspectives. Understanding these elements offers context for identifying opportunities and addressing challenges to strengthen the destination.





Economic Impact of Tourism in Burlington

Tourism is a critical driver of Burlington's economy, contributing over \$403 million in total visitor spending in 2023 according to Destination Canada. Of this, \$90 million came from international visitors and \$314 million from domestic travelers. Spending categories highlight the importance of tourism to various sectors, with food and beverage at 40% of expenditures, transportation at 17%, retail at 15%, and recreation and entertainment at 15%, and accommodation accounting for 13%.

Tourism's influence extends beyond direct spending, supporting local businesses, generating tax revenues, and creating jobs across hospitality, transportation, retail, and cultural sectors. The composition of visitors also underscores Burlington's appeal across markets. U.S. visitors contributed 11% of international spending, while overseas travelers accounted for 11%. Meanwhile, domestic tourism dominated, with intra-provincial visitors making up 67% and inter-provincial travelers representing 11%.

\$403 million
IN TOTAL VISITOR SPENDING IN 2023

Destination Assessment

Both the quantity of travel and tourism infrastructure and quality of experiences offered by Burlington was benchmarked against competing regional and national destinations with a similar product offering.

This approach examines the quality of destinations from the visitors' point of view to measure supply-side performance from one destination to the next, and is a valuable tool to better understand the competitive advantages—and weaknesses—of the destination.

Burlington was benchmarked against 14 other destinations (Barrie, Brantford, Guelph, Hamilton, Kingston, Kitchener, London, Niagara-on-the-lake, Oakville, Oshawa, Peterborough, Pickering, St. Catherines, Stratford) in 10 categories (Arts, Cultural, Festival & Events, Visitor Attractions, Sightseeing, Nightlife, Shopping, Culinary, Nature & Outdoors, Lodging, Connectivity, Safety).

Burlington ranks in the top 5 for visitor attractions, safety, connectivity, culinary, nightlife, and accommodation relative to the competitive set.

| CATEGORY | RANKING |
|---------------------|---------|
| Visitor Attractions | 2nd |
| Safety | 2nd |
| Connectivity | 2nd |
| Culinary | 4th |
| Nightlife | 4th |
| Lodgings | 5th |
| Nature & Outdoors | 7th |
| Shopping | 9th |
| Sightseeing | 11th |
| Arts & Culture | 13th |



Destination Perspectives

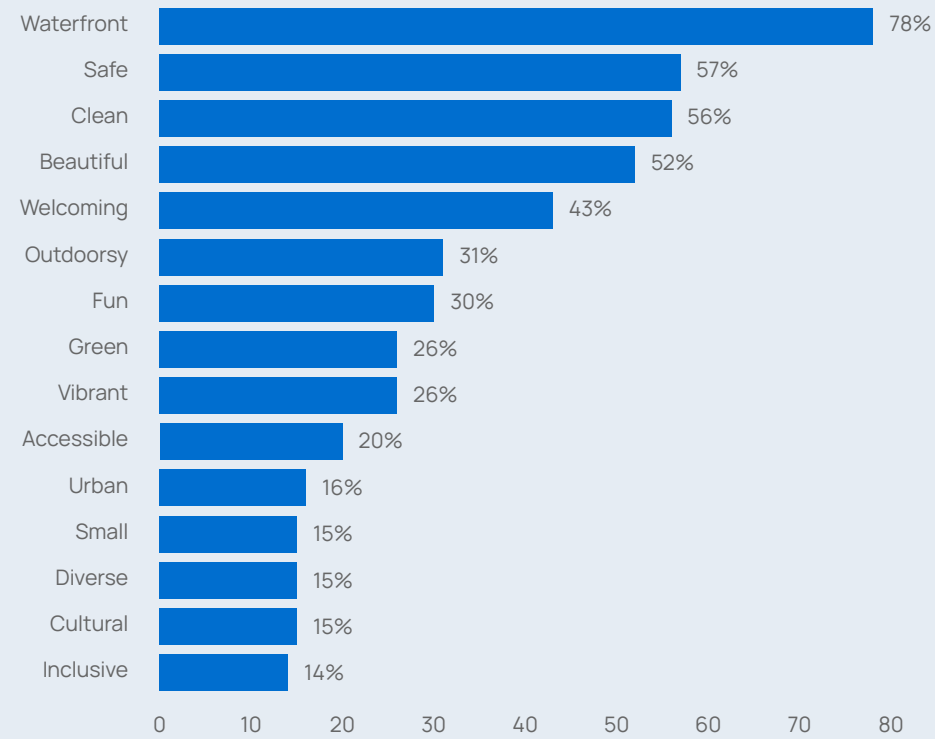
Visitor Perspectives

KEY DRIVERS

Burlington is recognized for its waterfront, and for being safe, clean, beautiful, and welcoming.

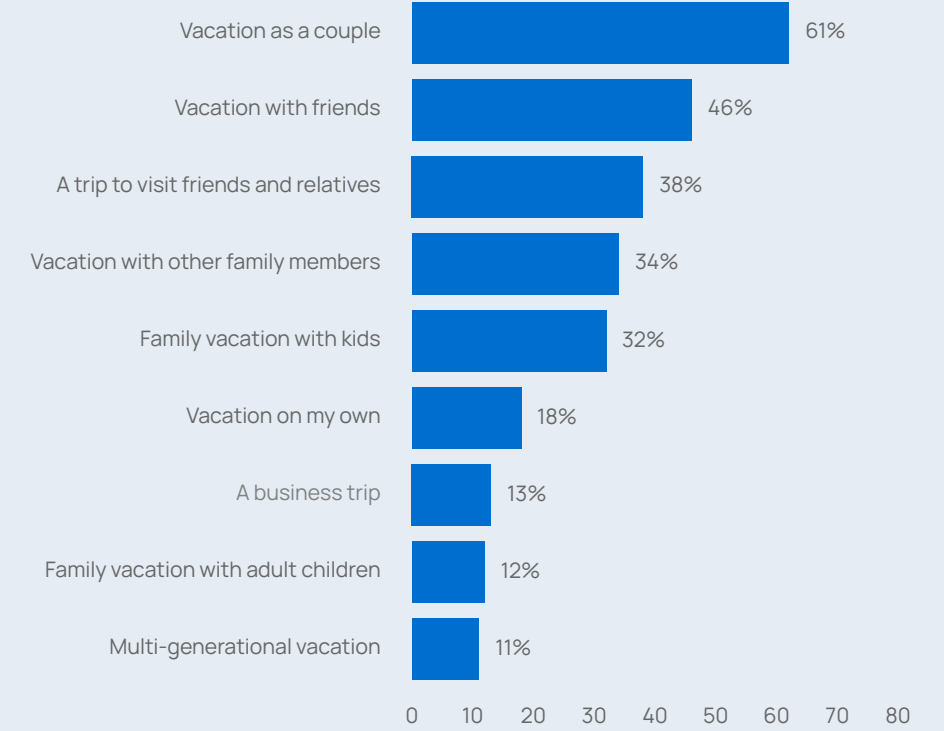
People visit Burlington mainly to enjoy the waterfront, outdoor activities, and culinary experiences.

Burlington Top Attributes



Source: Burlington Visitor Survey, 2024; Resonance; Q. Which of the following words, if any, would you use to describe Burlington? Select all that apply.

Reason for Travel



Source: Burlington Visitor Survey, 2024; Resonance; Q. What were the main reasons for your last visit to Burlington? Choose all that apply.

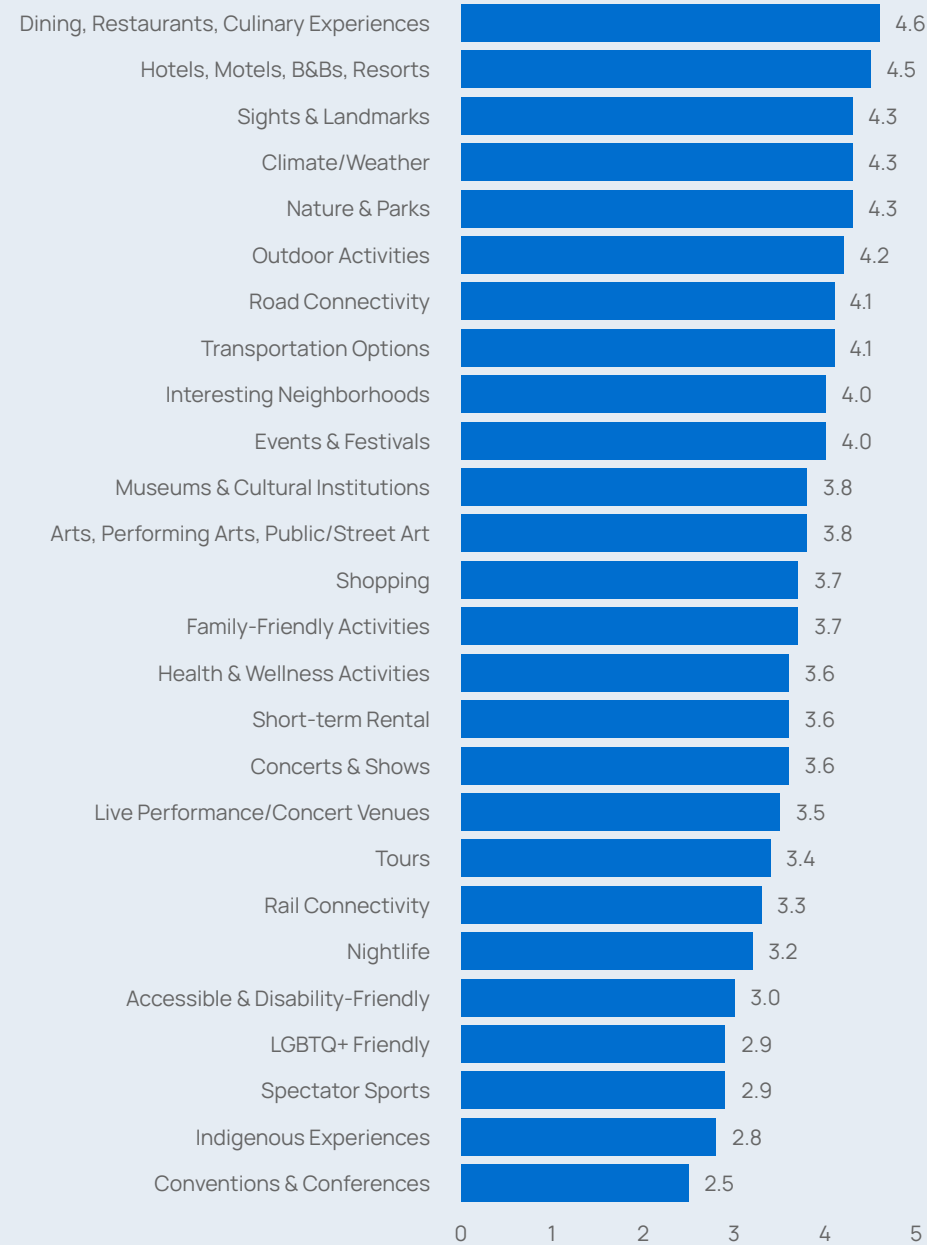
DESTINATION PERSPECTIVES

EXPERIENCE

Dining, hotels, sights and landmarks, climate, nature and outdoor activities are the most important factors when choosing a destination for a short getaway.

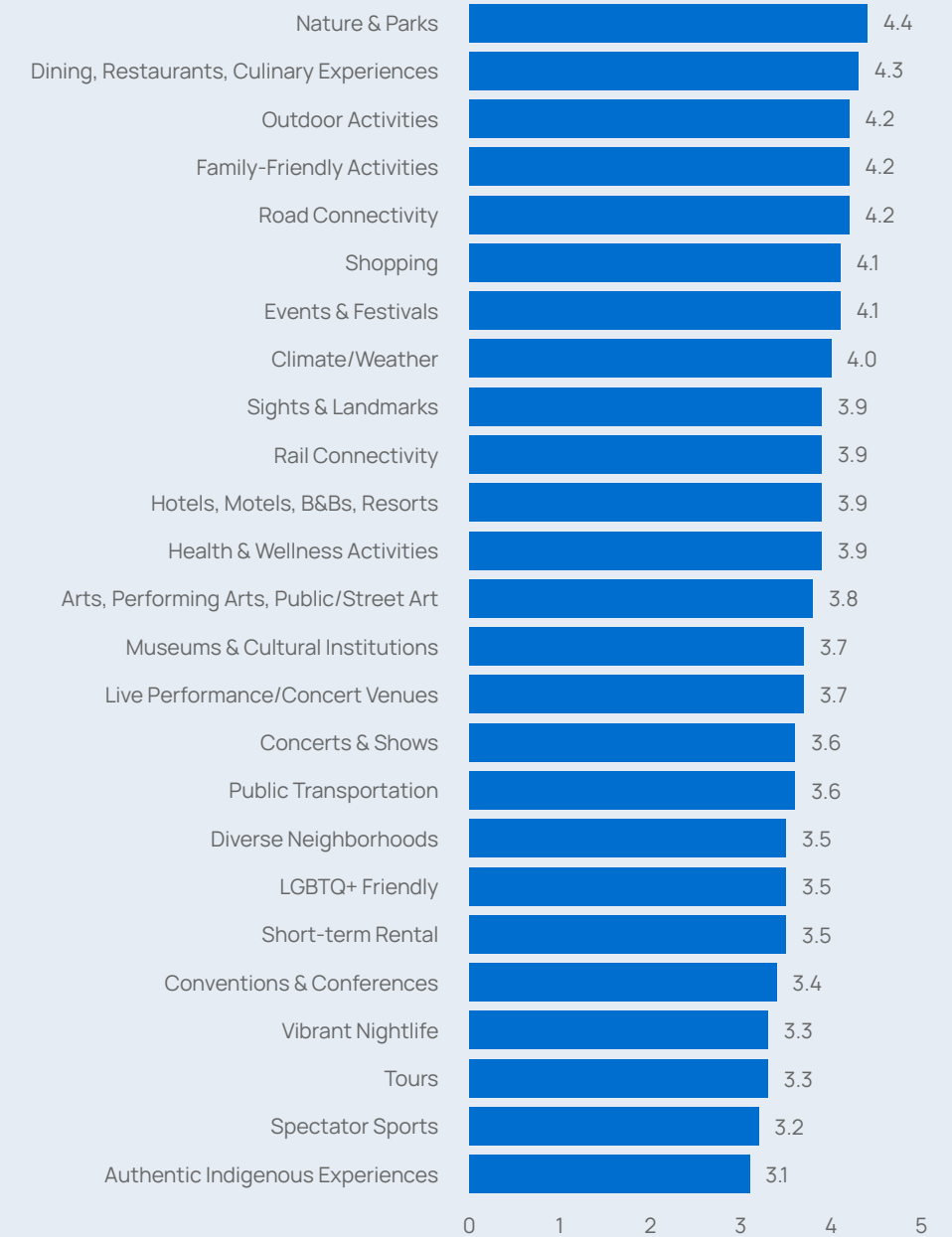
Visitors are most satisfied with nature and outdoor activities, dining, and family friendly activities in Burlington.

Destination Preferences



Source: Burlington Visitor Survey, 2024; Resonance; Q. How important are each of the following factors to you when choosing a destination to visit on a short getaway? Choose one for each row.

Burlington Experience Rating



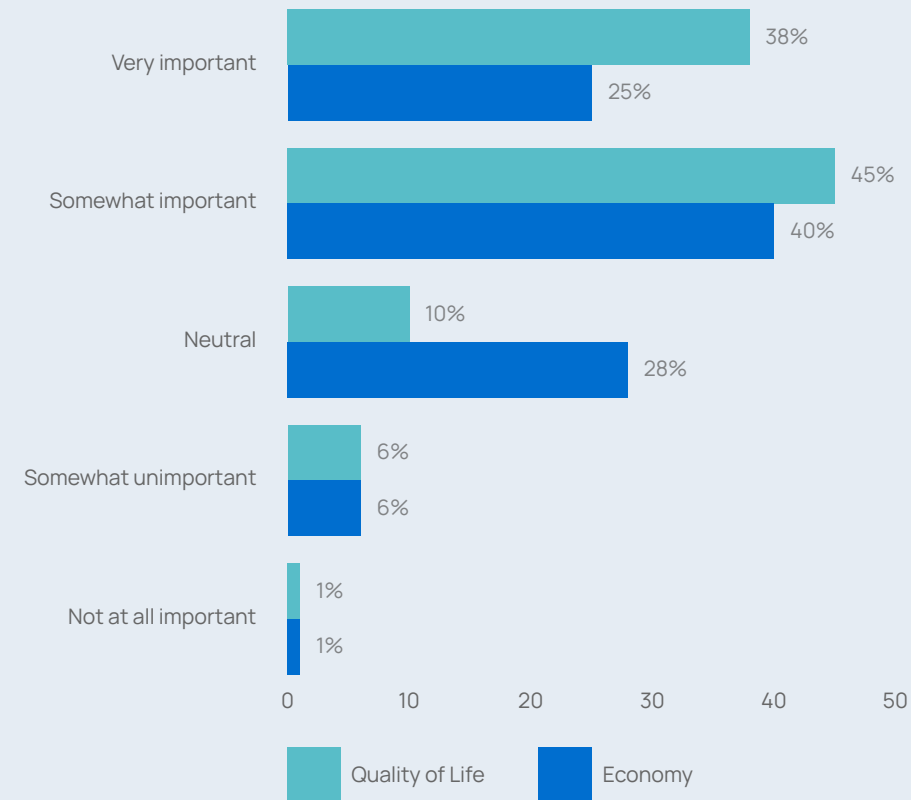
Source: Burlington Visitor Survey, 2024; Resonance; Q. How would you rate the overall quality of the following aspects of the Burlington "experience"? Choose one for each row.

DESTINATION PERSPECTIVES

Resident Perspectives

Overall, residents support the tourism sector and acknowledge its contribution to the economy and quality of life (65% compared to 59% across Canada).

Importance of Tourism



Source: Burlington Visitor Survey, 2024; Resonance; Q. In your view, how important is tourism to the Burlington economy/quality of life?



Stakeholder Perspectives

Stakeholders were interviewed in one-on-one or focus group sessions to gather their perspectives on Burlington's strengths, challenges, and opportunities.



STRENGTHS

Stakeholders were uniformly positive about Burlington, identifying a number of strengths.

| | |
|----------------------------|--|
| Waterfront | Burlington's "front door," offering a postcard-perfect view and representing the city's dynamic spirit. |
| Urban/Rural Combination | Downtown's waterfront blends with northern natural/rural areas, balancing small-town charm with urban amenities. |
| Location and Access | Centrally located between Toronto and Niagara, connected by major highways and GO Train, enhancing accessibility. |
| Family-Friendly | Variety of indoor and outdoor activities, supported by programming at key attractions such as the art gallery and RBG. |
| Established Events | Strong history of well-attended, well-executed events that attract regional audiences. |
| Safe and Clean | Known for its safe, clean environment, embodying qualities of a traditional, small-town experience. |
| Established Culinary Scene | Burlington has a robust and diverse restaurant and beverage offering, contributing to a vibrant culinary scene. |
| Future Growth | Population growth and development are expected to positively impact tourism and the local economy in the long term. |



Burlington – Destination Stewardship Plan

STAKEHOLDER PERSPECTIVES

CHALLENGES

Burlington is not without challenges. Stakeholders identified several areas presenting issues to further develop tourism.

| | |
|-------------------------------|--|
| Congestion, Traffic & Parking | High demand in the waterfront and downtown areas strains infrastructure, especially during major events. |
| Last-Mile Transportation | Accessibility challenges from GO Train stations to key attractions, such as the waterfront, hinder visitor flow. |
| Labour Challenges | Limited local workforce to support the visitor economy, with transportation issues compounding staffing availability. |
| Infrastructure Constraints | Limited capacity at sports venues and lack of a central convention space restrict the city's ability to host large-scale events. |
| Development Constraints | Limited land for horizontal expansion pushes residential and commercial development upwards, with some community resistance. |
| Lack of Strong Identity | Burlington lacks a compelling brand narrative or unique identity, affecting awareness and differentiation from other destinations. |



STAKEHOLDER PERSPECTIVES

OPPORTUNITIES

Stakeholders also identified a number of opportunities where tourism activity could be enhanced and further developed.

| | |
|---|--|
| Better Use and Positioning of Events | Waterfront nearing capacity opens up opportunities to leverage and diversify events in other parts of the city. |
| Product Enhancement | Potential for new attractions, expansions, or repurposing existing assets to enhance the visitor experience. |
| Regional Integration | Collaboration opportunities with regional marketing (RTOs, nearby DMOs) and infrastructure providers (e.g., Hamilton airport, GO transit). |
| Enhanced Arts and Culture Offerings | Possibility to cluster arts and culture assets, add public art installations, and curate a cultural experience across the city. |
| Population Growth | Demographic diversity offers potential for Visit Friends and Relatives (VFR) tourism and expanded cultural, culinary, and entertainment experiences. |
| Recognition of Tourism's Economic Value | Encouraging Council and local government to consider tourism's economic impact in their decision-making. |
| Seasonal Demand Smoothing | Supporting off-season events and programming can reduce seasonality, balancing visitor flow year-round. |
| Niche Products and Markets | Niche products, such as cycling and outdoor recreation, could be leveraged to attract specific visitor segments. |
| Modernized Marketing | Emphasis on digital marketing, social media, and influencer engagement over traditional marketing methods to reach wider audiences. |

03 Vision

Burlington, where Ontario's natural beauty and urban energy meet, is a place that brings people together, inviting us to experience a vibrant blend of city and nature.

Nestled along Lake Ontario, with sweeping waterfront views and an escarpment of green spaces and rural landscapes, Burlington is Ontario's gathering place—a welcoming embrace for all who call it home or come to explore.

This is a city of connection and diversity, where cultures converge and new stories unfold. Burlington's neighbourhoods pulse with character, from the lively downtown to its serene countryside, and each corner of the city offers a piece of its rich heritage. It's a city that celebrates its local culture, arts, and flavours, creating an experience that is uniquely Burlington yet welcoming to all.

Here, everyone finds a place to unwind, connect, and thrive. Burlington is alive with activity, each season bringing its own charm—from vibrant events and scenic trails to authentic culinary experiences.

The city is thoughtfully designed to foster meaningful connections, from bustling waterfront promenades to family-friendly parks, creating spaces where generations come together to celebrate and enjoy Burlington's unique charm.

In Burlington, thoughtful growth and sustainability go hand in hand, creating a city for the future where community wellbeing comes first. As a model of inclusivity and resilience, Burlington is committed to leaving a legacy of meaningful, accessible, and green spaces for all. It's a place that inspires us to connect, discover, and return—again and again.

04

Target Audiences

Burlington serves a diverse range of visitors, from leisure travellers drawn to the natural beauty and unique experiences of the city to business travellers attending events, conferences, and meetings.



Leisure

Leisure travellers are captivated by Burlington's vibrant waterfront, scenic parks, and recreational amenities, as well as its dynamic arts, culinary, and retail scenes.

From families seeking memorable outdoor activities and seasonal festivals to solo travelers and couples exploring the city's cultural and rural experiences, Burlington offers a welcoming and enriching environment for all. Key segments include Diverse Families, Suburban Families, Diverse Urban Starters, and Affluent Mature Families.



LEISURE

Diverse Families

Diverse Families represent households that are located primarily in Peel, York, and Toronto. Households in this group likely are comprised of 3 or more people, with children living at home, and have an above-average presence of people identifying as part of visible minority groups and as immigrants to Canada.

They care about how they are perceived in their community and strive to show off their status through their home and the items that they own. They are

also interested in seeking out novel experiences. These visitors tend to participate in indoor activities such as playing video games, working out at home, bowling, or billiards.

In terms of their media consumption, they typically listen to the radio and watch TV at average rates but read newspapers and magazines less frequently than other households in the market. They use social media at above-average rates, particularly WhatsApp, WeChat, TikTok, and Snapchat.

Average Household Income: \$145,601

Median Household Age: 54 years old

Business Trips: 6.8 average number of business trips by mode of transportation in the past year (2.6 by air, 4.2 by car)

Leisure Trips: 2.9 average out-of-town vacations taken in the past 3 years



LEISURE

Suburban Families

Suburban Families live in suburban neighbourhoods within the GTHA, especially in Durham, Hamilton, York, and Halton. They are typically middle-aged maintainers with above-average earnings. These households often consist of married couples with children and are less likely to be immigrants or identify as part of a visible minority group.

Despite being less diverse, these families appreciate cultural diversity in their community and enjoy learning from

different backgrounds. They value hard work but may feel stressed by work or other daily activities, particularly finances. As such, they actively seek ways to unwind, like spending time outdoors, and frequenting local bars, restaurants, and parks.

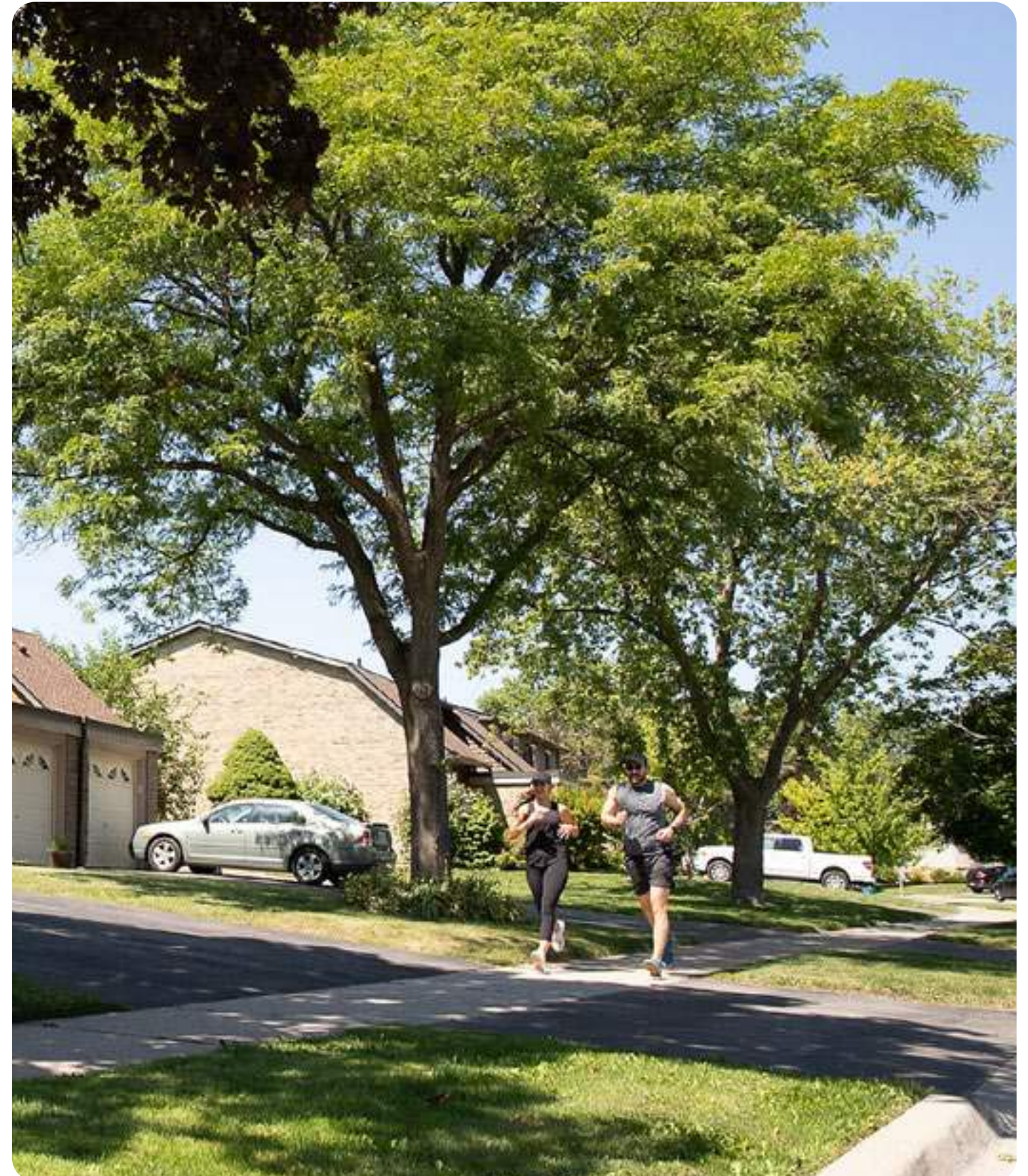
They use traditional media at average rates but are less active on social media compared to other target audiences. Traditional media remains an effective communication channel for them.

Average Household Income: \$161,605

Median Household Age: 54 years old

Business Trips: 6.6 average number of business trips by mode of transportation in the past year (2.8 by air, 3.8 by car)

Leisure Trips: 3.2 average out-of-town vacations taken in the past 3 years



LEISURE

Diverse Urban Starters

Diverse Urban Starters are comprised of young singles and couples living in Toronto. These individuals have university degrees and earn slightly below-average incomes. While they have a below-average visible minority presence compared to the market, 45% of the group identifies as part of the visible minority community.

These young visitors appreciate diverse cultures and experiences and seek recognition from their peers by displaying trendy, novel, and expensive items. They also enjoy attending events that host

large crowds. This group can be found participating in various activities, such as sports and physical activities, and attending attractions such as restaurants, parks, art galleries, and music venues.

Members of this group are heavy traditional media consumers, consuming radio, TV, newspapers, and magazines at above-average rates compared to the market. They also are likely to use the internet at above-average rates, opting for social media sites such as LinkedIn, Instagram, Twitter, Podcasts, and Reddit.

Average Household Income: \$128,026

Median Household Age: 44 years old

Business Trips: 6.0 average number of business trips by mode of transportation in the past year (2.3 by air, 3.7 by car)

Leisure Trips: 3.2 average out-of-town vacations taken in the past 3 years



LEISURE

Affluent Mature Families

Affluent Mature Families represent family households in urban areas throughout the GTHA, with above-average representation in York, Halton, Hamilton, and Durham. These households tend to have older maintainers who have university degrees and earn above-average household incomes. This group is likely composed of married couples with kids at home and are unlikely to identify as part of a visible minority group.

They would like to leave a legacy for their loved ones, value being involved in their community, and actively work to improve

their health. This group spends their time gardening, going for walks, and doing other physical activities. They frequent restaurants/bars and parks in their area.

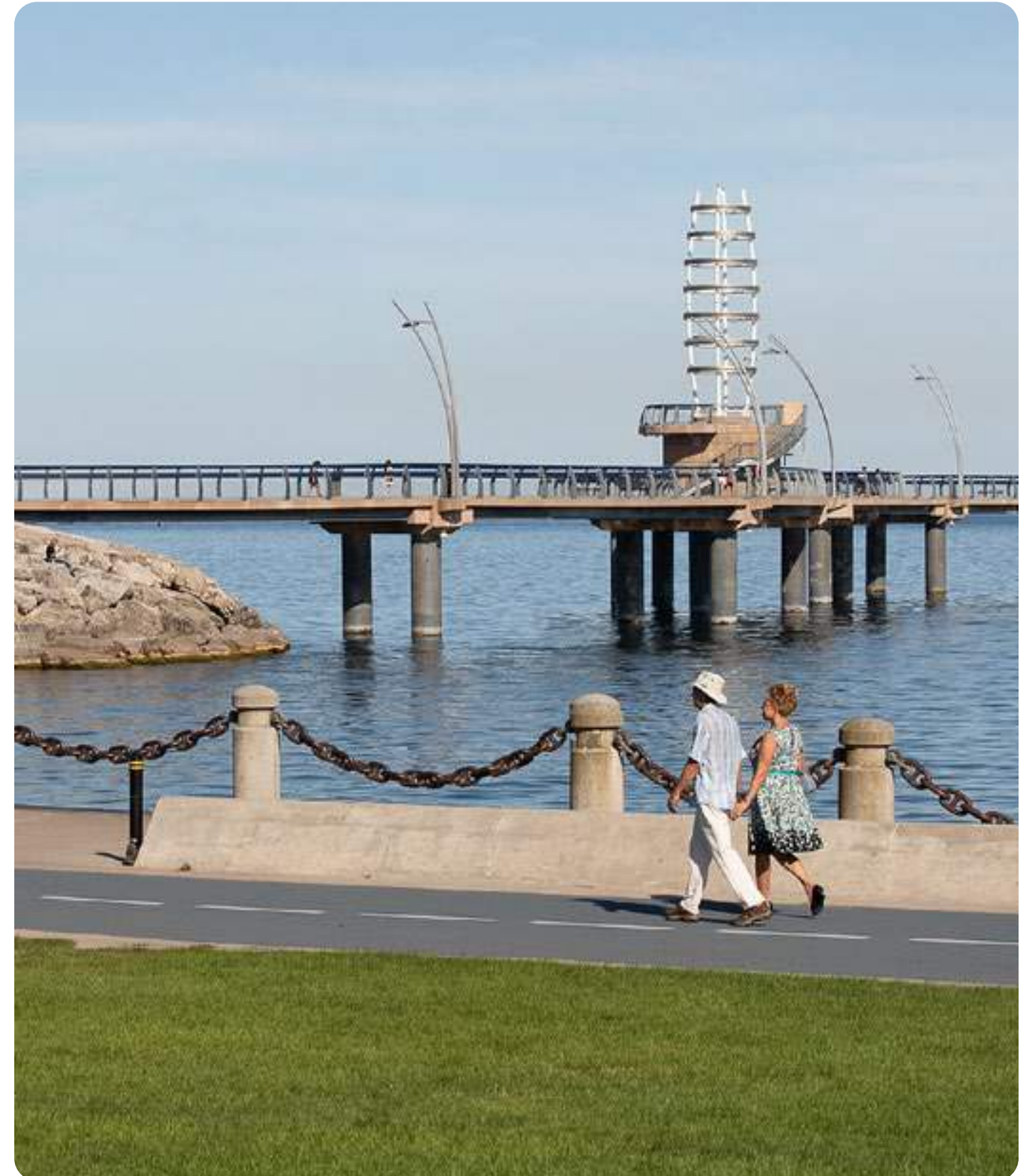
These families likely listen to the news on the radio, watch it on TV, or read about it in the newspaper. They use the internet in similar ways as the rest of the market but are unlikely to be heavy social media users. Their limited engagement with social media might stem from concerns about sharing personal information online and avoiding getting swamped with advertisements.

Average Household Income: \$207,833

Median Household Age: 58 years old

Business Trips: 6.3 average number of business trips by mode of transportation in the past year (2.6 by air, 3.7 by car)

Leisure Trips: 3.0 average out-of-town vacations taken in the past 3 years



Business & Group Travel

Burlington is also an attractive destination for business and group travel, drawing professionals attending events, conferences, and corporate retreats.

Positioned in a key commercial corridor, the city provides accessible, high-quality venues and accommodations, making it a preferred location for meetings and business gatherings. Additionally, Burlington's strategic location in the GTA and unique blend of leisure amenities enhance its appeal for group events, incentivizing planners and organizations to choose Burlington for sports, conferences, and regional gatherings.



05 Strategies

Branding & Marketing

Branding and marketing encompass a range of strategies and activities designed to establish and promote a destination.

Effective branding makes a destination stand out by highlighting unique attributes and differentiating the destination in a crowded field. Communication and marketing of these unique selling points can build an emotional connection and appeal to the target audience's interests and desires. Sales, customer experience support and the effective use of partnerships in undertaking marketing activities all form part of a successful, overall destination marketing and positioning strategy.





Branding & Marketing

Unified Messaging & Content

A unified message ensures consistent communication of Burlington's unique features and positions these features appropriately to target audiences. Burlington's decision to marry visitor marketing with business attraction,

reinforces the need for consistency. Burlington Economic Development and Tourism and partners will leverage high-quality visuals, compelling narratives, and targeted content to reinforce its brand and support messaging.

UNIFIED MESSAGING & CONTENT

Positioning

Effective positioning is the starting point. Clear and distinct positioning will highlight Burlington's unique identity, emphasizing its trajectory of growth, and diverse offerings to appeal to both current and emerging visitor segments. The positioning work will help answer the following questions: What is Burlington? How is Burlington expected to change over the next ten or twenty years? To which visitor markets will Burlington have the greatest appeal, now and in a decade's time? How will linking the destination stewardship plan to Burlington's broader economic development strategy modify the positioning requirements?

ACTIONS

- Develop a unique positioning for Burlington.
- Showcase the mix of urban and rural offerings.
- Develop a deep understanding of target audiences (Diverse Families & Suburban Families, Diverse Urban Starters, Affluent Mature Families).
- Develop a unified messaging framework, tied to the pride of place and liberally incorporate word-of-mouth promotion, to market and sell Burlington.
- Highlight future growth in Burlington.

Media Library

A repository of visuals, in a variety of forms, can support positioning on a city-wide and/or micro (e.g., attraction, event) level. A comprehensive media repository will showcase Burlington's landscapes, attractions, and cultural highlights, providing accessible assets for use in marketing initiatives. Contributions from partners across events and attractions will ensure that the library remains fresh and relevant.

ACTIONS

- Continue to build the repository of attractions, landscapes, and other "postcard-worthy" visuals/media; develop a sharing protocol with partners and maintain availability through a curated library.
- Invite contributions from events, attractions, and institution operators.
- Monitor and promote user-generated content.

Activation Tools

Burlington Economic Development and Tourism and other City agencies facilitate, market and/or support all manner of established events and activities in a given year. Many others are in the development or early stages. The identification and promotion of high-priority off-season events will encourage visitation throughout the year.

ACTIONS

- Create a coordinated event calendar with a clear approach with the city to ensure comprehensive coverage of major outdoor events as well as attraction/institution-specific events/activities (e.g. special exhibitions); highlight off-season activities.
- Festival and Events Strategy Team (FEST) to coordinate and expedite festival, city services, film permitting, and related support needs.
- Develop seasonal "profiles" for Burlington setting out activities, experiences, offers, itineraries, etc.

Branding & Marketing

Channels

Marketing channels are the various platforms and methods used to promote and communicate destination appeal to potential travelers, including traditional channels (paid advertising), digital (website, social media) and public relations. As an emerging visitor destination, a greater focus is suggested on somewhat more non-traditional channels.



CHANNELS

Residents as Advocates

The best salesforce for Burlington are the residents and businesses that call Burlington home. As the city grows over the next decade, welcoming thousands more residents, this sales force will also continue to grow and grow in importance. Burlington's residents will be positioned as ambassadors for the city, reinforcing community pride and tapping into the Visiting Friends and Relatives (VFR) segment to enhance word-of-mouth promotion and deepen visitor engagement.

ACTIONS

- Build support for tourism by engaging residents in developing a civic identity for Burlington through the Destination Brand project.
- Build on Visiting Friends and Relatives ("VFR") potential, particularly with the anticipated influx of new residents into Burlington given the pace of residential construction.
- Encourage Burlington residents to try/experience Burlington events and other tourism products/services as a means of generating build word-of-mouth promotion.

Influencers & Thought Leaders

Social media provides a dynamic, real-time marketing vehicle for destinations prepared to rely on and engage selected influencers. Influencers can include those with a leisure focus highlighting, in Burlington's case, the array of festivals/events, scenic vistas/landscapes, public art and culinary offerings among other experiences. Influencers may also have a commercial or industrial focus, where Burlington opportunities might include biomedical and life science, food manufacturing or clean tech businesses, events or innovation. Influencers and thought leaders who align with these key areas will help expand Burlington's reach to targeted audiences.

ACTIONS

- Identify and support influencers (as a starting point, those based in Burlington and the region or known visitors to the region) to showcase key events and tourism product/services and transmit material.
- Seek out influencers with known interest in subject areas complementary to Burlington events and activities.



Branding & Marketing

Sales & Sales Support

Burlington Economic Development and Tourism requires in-house sales capability in order to realize opportunities in the Group Travel marketplace. Group travel is highly competitive, decisions are made one to three years in advance (longer for larger events, shorter for smaller and corporate events) and relationships must be established over an extended period. A dedicated salesperson supported by appropriate research and database management skill sets will put Burlington on a competitive level with other mid-tier Ontario cities.





SALES & SALES SUPPORT

Research and Intelligence Gathering

As a starting point, Burlington Economic Development and Tourism needs to identify those groups (including sports, business, general commercial) that meet the capacity thresholds of Burlington group travel infrastructure (sports venues, meeting space, lodging). The intelligence gathering will include seasonality, frequency (annual, biannual, irregular), number, length of stay and related characteristics.

ACTIONS

- Build a database of recurring leisure, sports and cultural events that could be hosted in Burlington, using any existing databases or contact list as a starting point.
- Build a database of Burlington companies and associations known for hosting or organizing meetings, conferences, training sessions, and related events.
- Build a target list of high-priority events, using the databases developed above, and identify key infrastructure, marketing, timing, and cost parameters for each.

Sales Strategy

Working with the database of potential groups, priority targets can be established together with identification of constraints (e.g., venue access), local influencers (e.g., ambassadors) and key needs.

ACTIONS

- Identify need periods (e.g., low season), match with priority event opportunities, and coordinate sales efforts with partners (e.g., meeting venues, hotels, restaurants).
- Create a targeted business event attraction strategy with Economic Development insights.
- Align with the city to create a coordinated sports attraction and hosting strategy.
- Engage full-time salesperson/coordinator to represent Burlington to identified targets (leisure and business) and at selected business, leisure, sport, and related trade shows, as appropriate.
- Identify Burlington “Ambassadors” (i.e. influencers to attract priority events).
- Identify joint bid opportunities with adjacent municipalities.

Branding & Marketing

Business Events & Group Travel

Group travel comprises destination choices (and associated itineraries) made by a single organizer, on behalf of multiple visitors, for a specific purpose, including business events, sports tourism (tournaments) and general commercial purposes. Success in the group travel marketplace is almost always dependent on effective sales support. Burlington is well positioned to service each of these three group travel types.



BUSINESS EVENTS & GROUP TRAVEL

Business Events (Conventions/Conferences/Meetings)

Burlington's central location, excellent rail and highway transportation network, reasonable lodging capacity and area amenities, make the city an attractive option for small- to mid-sized corporate and association conventions/conferences. The significant business base has generated demand for training and related corporate event needs.

ACTIONS

- Develop a business events sector strategy, aligned with the City's Economic Development Strategy.
- Inventory products (e.g., hotels, reception venues, activities) and services (transportation, travel support, audio/visual) capable of supporting convention/conference activity.
- Offer team-building activities for businesses through local experiences like cooking classes, adventure tours, and sports events.

Sports Tourism

Sports tournaments and related activities are significant demand drivers at the regional, provincial and national levels. These events create significant demand for lodging, food and beverage and retail providers but also require dedicated access to sport venues for extended periods of time. With sufficient notice and proper planning however, many of these events can be accommodated.

ACTIONS

- Determine available capacity at City and private venues to accommodate sports tourism (time of year, size of group, lead times/timing).
- Conduct an environmental scan to identify opportunities in semi-pro and amateur sports.
- Partner with local sports organizations and clubs to host tournaments and events where hosting capacity has been demonstrated.
- Partner with surrounding cities to enhance its competitiveness as a premier destination for hosting major sports events.
- Partner with the City of Burlington Recreation Community & Culture to advocate and realize the 2024 Live Play Plan.

General Commercial

A host of related group travel opportunities exist for Burlington. Established general commercial users include bus tour operators venturing through Burlington for day or overnight trips enroute to Niagara or further afield, as well as television/movie production companies who favour Burlington's unique urban landscape and cooperative working environment.

ACTIONS

- Liaise with bus tour operators to better understand seasonality and product/service needs; consider joint approach with RTO 3.
- Develop a film tourism strategy in collaboration with local film offices, production companies, and tourism stakeholders to promote the destination as an ideal location for film productions and attract film-related events, businesses and visitors.



Branding & Marketing

Partnerships

The use of partnerships in tourism management enhances the effectiveness of both marketing and development strategies. Partnerships expand reach, provide access to additional resources, strengthen connections with complementary organizations, and contribute to cost efficiency. Burlington Economic Development and Tourism will pursue diverse partnership opportunities with the overarching goal of enriching the visitor experience.

PARTNERSHIPS

Regional Partners

Potential partnership opportunities exist across all products, experiences, and services, both within Burlington's municipal boundary and throughout the region. Visitors prioritize interests over political boundaries, creating itineraries that span the region. Burlington Economic Development and Tourism will approach partnership development with an understanding of target markets and related consumer preferences.

ACTIONS

- Develop a business events sector strategy.
- Engage RTO 3 (and nearby DMOs RTOs) leadership and members to showcase the region as part of broader offering.
- Reach out to key attractions (wineries, Shaw Festival, African Lion Safari) along primary transportation corridors for partnership opportunities.
- Develop co-op marketing initiatives with major attractions.

Transportation Partners

Nearly all visitors to Burlington arrive by road or rail, as do those heading to nearby destinations like Niagara Falls, Hamilton, and the Niagara Benchlands. Train and bus operators possess valuable customer insights that could enhance tourism initiatives. Collaborative opportunities are available along the Toronto-Niagara Falls corridor with other regional destinations.

ACTIONS

- Seek opportunities to partner with transportation operators on visitor data.
- Seek opportunities to partner with transportation operators on marketing initiatives.
- Identify tourism opportunities and needs (businesses and passengers) with respect to the Burlington Integrated Mobility Plan.
- Identify new tourism route opportunities to connect surrounding areas.

Products & Itineraries

Burlington Economic Development and Tourism prioritizes bundling tourism products, services, and support systems to encourage longer stays and attract off-peak visits. This includes leveraging existing events, festivals, attractions, and activities, along with evaluating potential new offerings.

ACTIONS

- Encourage bundling of tourism assets (arts & culture, culinary, nature) on year-round, special occasions, or event timetables.

Branding & Marketing

Visitor Services

The evolution of visitor services reflects a shift from basic, in-person interactions to tech-driven approach that prioritizes personalization, accessibility, and immersive experiences. Today's visitor seeks destination information through a variety of platforms, from various sources including the destination marketing organization and, most often, before arriving at the destination. Customer servicing, though, remains a more personalized requirement. Burlington Economic Development and Tourism will continually reassess approaches to meet visitor information and customer experience expectations.



VISTOR SERVICES

Online Visitor Servicing

As travelers increasingly seek information and plan their visits through digital channels, Burlington's visitor services are evolving to meet these expectations. Online visitor servicing not only expands accessibility but also enhances the personalization and timeliness of the information available. By establishing an intuitive digital platform, Burlington Economic Development and Tourism aims to provide visitors with essential tools for trip planning and in-destination exploration, creating a seamless experience from the initial search to arrival.

ACTIONS

- Review of visitor servicing to align with visitor behaviours.
- Develop a custom platform to serve visitors online.
- Adopt a visitor management system to enable planning.

Customer Experience

Delivering an outstanding customer experience is essential to making Burlington a memorable destination. From first impressions online to on-the-ground interactions, every touchpoint reflects Burlington's dedication to excellence in hospitality. Burlington Economic Development and Tourism will prioritize ongoing assessments and improvements to meet—and exceed—visitor expectations.

ACTIONS

- Strive for customer experience excellence by ensuring appropriate service levels (Burlington Economic Development and Tourism) and aligning with the City on customer experience standards and KPIs.



Product & Programming

Burlington's tourism product is diverse. Beginning at the waterfront featuring Spencer Smith Park, sandy beaches and trails, the product offering also includes multiple natural areas, cultural assets, a vibrant downtown and culinary scene, and all manner of built attractions throughout the city.

Programming, notably high-profile festivals and events, complements the product offering by animating public spaces and incenting travel at various points throughout the year.

But, while the waterfront's uniqueness and significance makes it a central element of Burlington's image and tourism product offering, concentration of visitor activity—often exacerbated by programming of several large events and festivals—short-changes a much broader array of visitor-ready offerings.

A desire to spread visitor activity beyond the waterfront, both to alleviate congestion and to ensure the benefits of visitor activity are felt throughout the city, will require participation at the city, neighbourhood, event organizer and commercial level. New products, new and modified events, thoughtful programming to account for seasonal variations will all factor into a deeper visitor experience.



Product & Programming

Signature Neighbourhoods

Burlington's diverse neighbourhoods each contribute unique character and vitality to the city's visitor experience, with distinct local offerings. By showcasing the unique character and strengths of each neighbourhood, Burlington can offer visitors diverse, memorable experiences that reflect the city's identity. As some of these neighbourhoods rapidly grow, they

are transforming into anchor destinations equipped with a range of amenities, from dining and retail to parks and cultural venues. These emerging hubs not only enhance the city's overall vibrancy but also provide focal points for tourism development, strengthening Burlington's reputation as a multifaceted destination.



SIGNATURE NEIGHBOURHOODS

Waterfront Positioning

The waterfront is the iconic, postcard-ready image of Burlington, immediately conjuring an image of lake views, lush green spaces, and vibrant community life. The scenic lakeside setting serves as a focal point and offers an opportunity for even greater integration with adjacent retail, culinary, arts and culture, and festival/event offerings.

ACTIONS

- Establish a strong downtown identity.
- Package the downtown and waterfront experience for visitors.
- Expand visitor information services and wayfinding.



Urban Neighbourhoods/Transit-Oriented Development (“TOD”)

Transit-Oriented Development, a planning and design approach focusing on vibrant, walkable communities centered around transit hubs, offers both short- and longer-term opportunities for Burlington. In the short-term, connections to established activity centres such as the downtown core can channel visitors from existing GO Train nodes. Over the longer term, as approved and proposed TODs are completed, attracting visitors to Burlington will be facilitated through ease of access and the concentration of leisure and entertainment options in defined areas, as well as the presence of support infrastructure such as lodging.

ACTIONS

- Advocate for the integration of tourism considerations in the planning and development of TOD projects.
- Collaborate with developers and urban planners to ensure that new developments align with Burlington’s tourism vision and goals.
- Leverage TOD to enhance connectivity and visitor mobility, and work with transit authorities to ensure seamless connections between key attractions, neighbourhoods, and transit hubs.
- Develop marketing campaigns that emphasize the ease of multi-modal transport within Burlington.
- Promote these areas as dynamic destinations that offer a blend of living, working, and leisure opportunities.



SIGNATURE NEIGHBOURHOODS

Placemaking

Placemaking is a planning approach that creates vibrant, meaningful, and functional public spaces that enhance the quality of life for residents and visitors. Destination placemaking magnifies the attractive characteristics (e.g., authenticity, natural beauty, local culture) while grappling with less desirable conditions such as congestion. Successful placemaking requires engagement of residents and businesses and appropriate consideration of the target visitor markets

Placemaking can be scaled to address not only high-profile, high-traffic areas such as the Burlington waterfront but also to equip smaller, unique community destinations reach full potential

ACTIONS

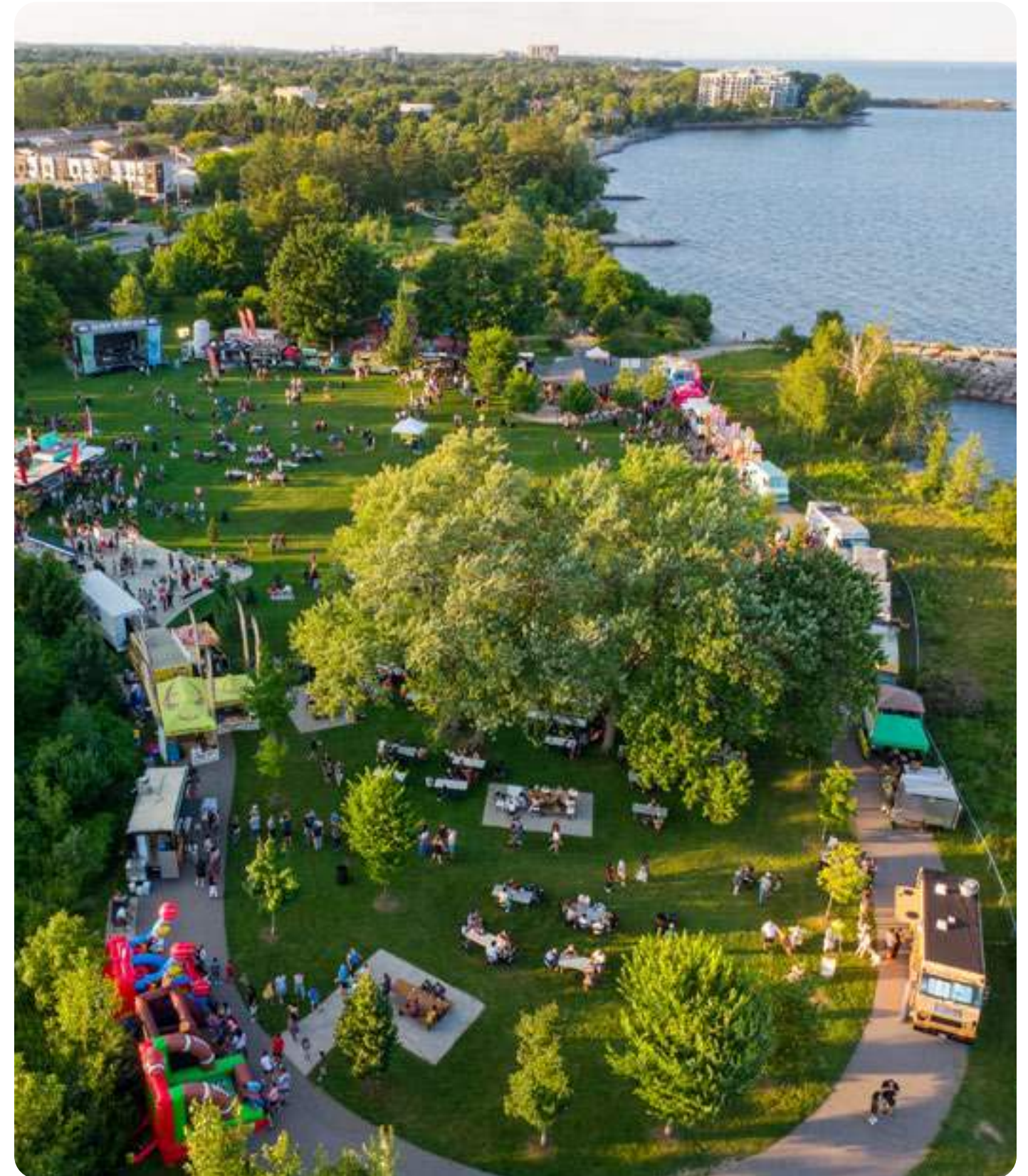
- Develop a framework among key stakeholders (City, BIA, property owners/tenants) to manage one of Burlington's unique assets, the waterfront (parking, commercial activity, experience curation).
- Enhance public spaces and amenities to enhance the main street experience.
- Organize regular events in public spaces to create a sense of attachment.
- Create self-guided tours with digital guides and augmented reality features.
- Include “diverse families” and “urban starters” in programming themes.
- Provide access to grants/financial enablers to promote placemaking activities that will draw attraction and related investments.

Product & Programming

Festivals & Events

Burlington is known for hosting several festivals and events throughout the year. Sound of Music, Canada's largest ribfest and the Festival of Lights are but three examples of well-attended, high-profile and recurring events. Organizers foster community engagement through these

operations as well as playing a crucial role in attracting visitors by creating unique experiences and boosting the local economy. However greater potential exists through the creation of new and/or the expansion of existing events, together with greater oversight and support.



FESTIVALS & EVENTS

New Festivals

Festivals are a crucial element of a destination's management toolkit because they permit targeting that can significantly impact visitation, including by time of year (seasonality), interests and preferences, demographics, and community economic goals (e.g., supporting sector, defined geographic areas). By leveraging these targeting capabilities Burlington will be better positioned to attract targeted audiences and increase overall appeal

ACTIONS

- Support the introduction of seasonal and demographic-specific festivals (e.g., Comic-Con, street art, birdwatching) through Tourism Investment Fund support, streamlining approvals and/or other forms of assistance.
- Explore niche audiences with unique themes (e.g., cycling, hiking, maple syrup) and partner/ sponsorship potential.
- Set aside some of the existing festival financial support (from the City) to "incubate" grow new and support fledgling festivals.

Expanding Festival Footprint

The waterfront has historically been the central focus for many of Burlington's major events and festivals. Broadening the host locations for event activity, however, would enable Burlington to enhance the visitor experience, support more Burlington neighbourhoods/ communities, reduce strain on existing infrastructure, and address future growth needs. Burlington Economic Development and Tourism and event organizers would continue to build on their successes and provide even more engaging and impactful experiences for residents and visitors alike.

ACTIONS

- Encourage the organization of festivals beyond the waterfront to include places like RBG, Mount Nemo, and rural areas through support from the City's festivals and events team.
- Support the mandate of the City's Festival and Events Policy to identify venues/locations away from the waterfront where hosting festivals/ events is desirable and can be supported with infrastructure/services (public transportation, washrooms).
- Encourage expansion of existing festivals to incorporate broader activities, venues and multiple days.



FESTIVALS & EVENTS

Governance

The success of Burlington’s events and festivals depends on cooperation, coordination, and collaboration among various stakeholders for the use of public infrastructure and services, marshaling and directing of volunteers, accessing funding and financial support, and mitigating impacts on residents. The creation of the Festival and Events Strategy Team (FEST) will ensure Burlington’s events and festivals are managed efficiently and in a manner that maximizes potential visitation.

ACTIONS

- Sustain and support the new Festival and Events Strategy Team (FEST) and ensure representation from local associations, municipal departments, and tourism bodies.
- Identify resources and capabilities necessary to seek corporate sponsorships and apply for grants.
- Identify gaps or “need” periods suitable for festival/ event development.
- Leverage RTO themes and strategies for cohesive festival planning.
- Conduct and share research on festival attendees to determine linkage (or not) with target audiences.
- Provide targeted support for customer experience management during festivals and events.

Accessibility and Sustainability

Burlington Economic Development and Tourism will advocate for greater accessibility in tourism ensuring all visitors regardless of physical ability or disability, can enjoy travel and leisure experiences.

Ensuring the Burlington tourism industry can thrive without compromising the ability of future generations to enjoy and benefit from natural and cultural resources is a fundamental tenet of this plan. Sustainability includes the protection of our natural resources and cultural heritage while mitigating environmental impacts adhering to the City’s Climate Action Plan and actively promoting best and innovative practices in sustainability.

ACTIONS

- Ensure consistency of action with the Burlington Climate Action plan and the goal to be a net carbon-zero community by 2050.
- Provide shuttle services to increase accessibility and reduce vehicle usage.
- Ensure compliance with recycling and waste reduction goals for festivals and events.

Calendar and Marketing

Effective timing maximizes the impact of events and festivals, using them as powerful incentives and marketing tools to drive visitation year-round. Events held during “need” periods (off-season) offer opportunities to boost tourism when demand is lower. Once event timelines are established, either as one-offs or on an annual basis, Burlington’s marketing efforts will actively promote each event and festival, optimizing visitor turnout through strategic coordination. The events and festivals calendar will align with a parallel initiative covering arts and culture programming, ensuring city-wide visibility for activities that encourage visitation.

ACTIONS

- Coordinate events, partners, timing, access, and resources for comprehensive planning.
- Develop a comprehensive calendar of events with timely content creation and posting.
- Elevate marketing efforts to ensure wide reach and engagement.
- Create bundled packages (e.g., dinner and a show) to enhance the festival experience.

Product & Programming

Arts & Culture

Burlington boasts an active arts and culture scene that includes visual and performing arts, available at both indoor and outdoor locations, and offered on a recurring and one-time/special event basis. Heritage also forms part of the cultural offering in Burlington as do the multiple linkages to Indigenous culture.



ARTS & CULTURE

Arts and Culture Vision

The City of Burlington has commenced an update to the 2013 Arts and Culture Strategy. Once completed, the updated strategy will create a unified, city-wide vision for arts and culture in Burlington including recommendations on programming, cultural facilities, creative sector development, placemaking and public art, funding programs and partnerships with the various culture boards.

ACTIONS

- Support the prioritization and implementation of key Arts and Culture Strategy recommendations.
- Create partnership/marketing opportunities across partners.

Performing Arts Cluster

By continuing to foster a vibrant arts scene, Burlington can create a dynamic and appealing environment that attracts tourists, supports local communities, and contributes to long-term cultural and economic growth. An arts cluster incorporating venues outside the central waterfront area (taking advantage of less expensive real estate and creating the potential for larger venues) would disperse visitors throughout the city.

ACTIONS

- Support the development of alternative venues for arts and culture performances or events, potentially in the Central Park precinct.
- Support local professional theatre productions.
- Support the marketing of performing arts programming in collaboration with partners (e.g., Burlington Performing Arts Centre).



ARTS & CULTURE

Heritage Programming

Burlington's rich history spans many centuries and includes Indigenous peoples through to 18th century western settlers, to much more recent arrivals. Numerous heritage sites and structures, including churches, gravesites, homes and parks, offer valuable insights into a now long-forgotten way of life. Heritage Burlington's actions to preserve and interpret heritage properties will be matched by efforts to market and showcase these heritage assets. Heritage is a valuable component of urban destination marketing and particularly relevant to the Diverse Urban Starters target market.

ACTIONS

- Support the marketing of heritage and museum programming in collaboration with partners (e.g., Museums of Burlington).
- Create partnership/marketing opportunities to highlight special exhibits or events and use heritage as a catalyst to drive visitations.

Visual Arts Programming

Burlington currently offers a range of visual arts programming, including exhibitions, educational programs, community engagement, special events, and digital content. Such programming has appeal beyond Burlington itself with museums, such as the Art Gallery of Burlington, enhancing visitor experiences, supporting local and emerging artists, and fostering a deeper appreciation for the visual arts. Marketing support is necessary through broad, awareness campaigns as well as targeted special exhibition promotion; all marketing efforts are best delivered through a partnership or cooperative basis.

ACTIONS

- Support the marketing for visual arts programming in collaboration with partners (e.g. Art Gallery of Burlington).
- Create partnership/marketing opportunities to highlight special exhibitions and use arts programming as a catalyst to drive visitation.
- Support the outcomes of the Art Gallery of Burlington's Facility Master Plan and Future Needs Feasibility Study.

Annual Events Calendar

A calendar of arts and culture events, together with any related programming, will complement the festivals and events calendar developed by the Festival and Events Strategy Team. Taken together, these event calendars will permit a comprehensive understanding of all activities of interest to potential visitors. Joint marketing campaigns, partnership agreements, bundling and sales efforts will be enabled through this database.

ACTIONS

- Align and promote the annual calendar of arts and culture events, in cooperation with festivals/events calendar development.
- Encourage collaboration amongst arts organizations to introduce an arts and culture "passport" or similar incentive for residents and tourists.



ARTS & CULTURE

Public Art Experience

Encouraging the integration of public art installations throughout Burlington can greatly enhance the city's cultural landscape, support community engagement, and contribute to the city's overall attractiveness.

ACTIONS

- Encourage the City's efforts to integrate public art installations throughout Burlington, with engagement and participation from local communities.
- Work with partners to develop themed walking tours focusing on history, art, and nature.

Indigenous Programs and Partnerships

Indigenous experiences are increasingly of interest to Canadians, and to international visitors. Burlington is situated on the treaty lands and territories of the Mississaugas of the Credit. Indigenous history includes that of the Anishinaabeg and Haudenosaunee First Nations as well as the Métis. The authentic interpretation of Indigenous culture offers an opportunity to demonstrate a commitment to reconciliation and to support regional First Nation businesses.

ACTIONS

- Seek city- and region-wide partnership opportunities to support Indigenous-led tourism products/services highlighting local Indigenous culture and history.

Product & Programming

Family-friendly Attractions

Burlington prides itself on being a welcoming destination for families, offering a diverse range of attractions and activities that cater to visitors of all ages. From interactive educational experiences to outdoor adventures, the city is committed to enhancing and expanding its family-friendly offerings. Burlington Economic Development and

Tourism's strategies aim to further develop and promote attractions that will engage families, foster memorable experiences, and encourage repeat visits to Burlington. By focusing on a mix of traditional and innovative attractions, Burlington Economic Development and Tourism seeks to further position Burlington as a premier family destination in Ontario.



FAMILY-FRIENDLY ATTRACTIONS

Attracting Key Attractions

To enhance Burlington’s appeal as a dynamic tourist destination, efforts will focus on drawing new, innovative attractions while supporting existing ones. This will be accomplished through strategic partnerships with local entrepreneurs, businesses, and tourism stakeholders, aiming to develop unique experiences that align with contemporary trends, including tech-driven attractions and educational programming. By diversifying its offerings, Burlington will strengthen its position as a vibrant destination, appealing to visitors in search of varied and engaging activities.

ACTIONS

- Engage with entrepreneurs and existing businesses to identify potential new attractions.
- Position Burlington as a prime location for unique attractions, possibly focusing on tech-driven experiences like interactive museums or escape rooms.
- Support the expansion of tourism partners’ educational and nature-based programming.

Family Activities

Burlington Economic Development and Tourism acknowledges the crucial role of family-oriented experiences in boosting the city’s appeal as a destination. The organization will prioritize the development and promotion of activities that captivate families with children of various ages. By emphasizing interactive and educational experiences, as well as creating welcoming public spaces, Burlington Economic Development and Tourism intends to nurture a lively, family-friendly atmosphere throughout the city.

ACTIONS

- Enable programming for kids in key neighbourhoods.
- Create interactive public spaces with playgrounds and games.
- Play to life-long learning opportunities at key attractions.

Phygital Experiences

Burlington Economic Development and Tourism recognizes the potential of blending digital technology with physical experiences to enhance its tourism offerings. The city will explore opportunities to incorporate “phygital”—hybrid physical-digital attractions—into its tourism landscape. By seamlessly integrating digital elements with real-world spaces and activities, Burlington aims to create unique, interactive experiences that appeal to tech-savvy visitors while enhancing its traditional offerings.

ACTIONS

- Develop permanent / semi-permanent hybrid physical and digital experiences in strategic locations.

Product & Programming

Nature & Rural

Burlington's unique blend of urban amenities and natural beauty provides a rich tapestry of experiences for visitors and residents alike. From lush conservation areas to thriving farmlands, the city boasts a diverse array of outdoor and rural attractions. This section outlines strategies to highlight Burlington's natural assets, spotlight its local food ecosystem,

and develop immersive experiences that celebrate the region's environmental and gastronomic offerings. By emphasizing these elements, Burlington Economic Development and Tourism seeks to establish the city as a sought-after destination for nature enthusiasts, food lovers, and those seeking authentic rural experiences.



NATURE & RURAL

Leveraging Natural Assets

A wealth of diverse ecosystems forms the cornerstone of Burlington's natural attractions. Efforts will focus on promoting and enhancing access to the region's wetlands, forests, and parks. By featuring these natural spaces, developing accessible and inclusive outdoor recreational opportunities, and fostering environmental education initiatives, Burlington Economic Development and Tourism intends to bolster the region's appeal as a sustainable destination. This strategy aims to make Burlington's natural beauty available and enjoyable for everyone, while simultaneously prioritizing the long-term health and resilience of these ecosystems.

ACTIONS

- Highlight Burlington's natural attractions like Cootes Paradise, RBG, and conservation areas.
- Promote accessible soft adventure activities for those less familiar with outdoor recreation opportunities such as new arrivals to Canada/Burlington.
- Coordinate with the City to advocate for biodiversity zones in parks and green spaces where native plants and wildlife are protected and promoted, accompanied by educational signage.
- Partner with Conservation Halton to better position Mount Nemo and related nature areas.

Connecting Culinary with Agriculture and Nature

Burlington Economic Development and Tourism will cultivate the city's culinary identity by fostering connections between local agriculture, natural surroundings, and dining experiences. The organization plans to promote farm-to-table offerings and organize year-round food-centric events that showcase the region's gastronomic diversity. By capitalizing on Burlington's strategic location, Burlington Economic Development and Tourism will also position the city as an entryway to broader regional culinary and nature experiences. This approach will not only celebrate local flavors and producers but also establish Burlington as a key destination in the area's wider food and wine landscape, appealing to culinary enthusiasts and nature lovers alike.

ACTIONS

- Promote farm-to-table experiences and culinary farm tours.
- Organize year-round "Taste of Burlington" events and promotions.
- Position Burlington as a "gateway" to Niagara's culinary, wine, and nature experiences.

Culinary Tours and Experiences

Immersive food experiences will take center stage in showcasing Burlington's vibrant culinary scene. Innovative culinary programs will be created to highlight the city's diverse food offerings, from guided tours of local eateries to hands-on experiences with area chefs. Through collaboration with regional educational institutions and local experts, Burlington aspires to offer unique, immersive opportunities that cater to a wide range of palates and interests.

ACTIONS

- Create food tours with passports for visiting local restaurants and producers.
- Develop immersive culinary experiences, such as cooking classes with local chefs.
- Tie into Niagara College culinary and beverage opportunities.

Product & Programming

Outdoor Recreation

From the shores of Lake Ontario to the rolling Niagara Escarpment, Burlington's varied terrain invites outdoor enthusiasts to explore and play year-round. Whether it's paddling calm waters, exploring snowy adventures, teeing off at renowned golf courses, or cycling scenic routes, the city's

landscape is a canvas for adventure. By enhancing these outdoor experiences and promoting them thoughtfully, Burlington aims to immerse visitors in its natural wonders while preserving these treasures for future generations.



OUTDOOR RECREATION

Water Activities

With its prime location on the shores of Lake Ontario, Burlington boasts an exceptional setting for water-based recreation. The city's waterfront areas provide visitors with numerous opportunities to engage with the aquatic environment, from guided kayaking tours to educational programs about local marine ecosystems. Promoting eco-friendly activities and conservation awareness will leverage Burlington's natural assets, enhancing its appeal as a sustainable waterfront destination.

ACTIONS

- Liaise with private operators to facilitate eco-friendly waterfront activities, such as guided stand-up paddleboarding.
- Liaise with private operators and institutional partners to facilitate education about local marine ecosystems and conservation efforts.

Winter

While many associate Burlington with warm-weather activities, the winter months offer their own unique charm and recreational possibilities. The city's landscape transforms into a winter wonderland, providing a backdrop for seasonal festivals, waterfront skating, and cozy fireside gatherings. Embracing the colder months and ensuring accessible winter sports options will position Burlington as an attractive year-round destination, offering visitors memorable experiences regardless of the season.

ACTIONS

- Encourage the organization of winter festivals with unique experiences like waterfront skating, firepits, and winter tours.
- Encourage private operators and the city to provide easy access to winter sports equipment rentals and clothing.
- Identify opportunities (and sponsors, including the City) to convert outdoor spaces for various opportunities in cold, wet, and hot weather.

Road Sports

Burlington's varied terrain and scenic routes make it an ideal location for road sports enthusiasts, particularly cyclists. The city's network of urban and rural roads, combined with its proximity to regional cycling routes, presents an opportunity to attract both casual riders and dedicated cyclists. The development of cycling itineraries, improvements in road safety, and integration with broader mobility plans will help establish Burlington as a key destination for cycling tourism and other road-based activities.

ACTIONS

- Develop cycling itineraries connected to the regional cycling network.
- Work with the Region of Halton to identify rural roads frequented by the cycling community and improve safety (shoulder widening) and wayfinding/signage.
- Ensure the tourism perspective is considered in the rollout of Burlington's Integrated Mobility Plan.

Built Environment & Enabling Conditions

Burlington's appeal as a tourism destination is intrinsically tied to its physical infrastructure and the supportive systems that enhance visitor experiences.

From event facilities and public spaces to accessibility initiatives and technological advancements, these elements form the backbone of Burlington's tourism landscape. By strategically developing these areas, the city aims to create an environment that not

only attracts visitors but also ensures their stay is seamless, enjoyable, and respectful of the local community. These efforts lay the groundwork for a thriving, sustainable tourism ecosystem that benefits both visitors and residents alike.



Built Environments & Enabling Conditions

Event Infrastructure

Burlington's capacity to host a diverse array of events plays a pivotal role in its attractiveness as a destination. From intimate local gatherings to large-scale festivals and sporting tournaments, events bring vitality to the city and draw visitors from near and far.

Enhancing and expanding Burlington's event infrastructure is crucial for maintaining its competitive edge in the ever-evolving tourism landscape. This strategic focus will unlock new opportunities and solidify the city's reputation as a dynamic event hub.



EVENT INFRASTRUCTURE

Event Supporting Infrastructure

The foundation of a thriving event scene lies in versatile and well-equipped spaces. Burlington's parks, public areas, and partner venues hold immense potential for transformation into dynamic event locations. Reimagining these spaces through a tourism lens will create flexible, multi-functional areas that cater to a wide range of events throughout the year. This approach maximizes the utility of existing resources while positioning Burlington as an adaptable and attractive destination for event organizers. By focusing on year-round functionality, the city can elevate its appeal and accommodate a broader spectrum of gatherings.

ACTIONS

- Provide a tourism lens to the City's investigation of infrastructure development opportunities across city parks.
- Support expansion and enhancement of partners' hosting venues.



New and Expanded Event Infrastructure

Looking ahead, Burlington has the opportunity to significantly elevate its status as an event destination. Strategic development of new facilities and expansion of existing ones will allow the city to attract a wider range of events, including sports tournaments, cultural festivals, and business conferences. This forward-thinking approach to infrastructure development considers current needs while anticipating future trends in event hosting. By creating versatile, state-of-the-art venues, Burlington can distinguish itself as a premier destination capable of meeting diverse and evolving event requirements, setting the stage for long-term growth in the events sector.

ACTIONS

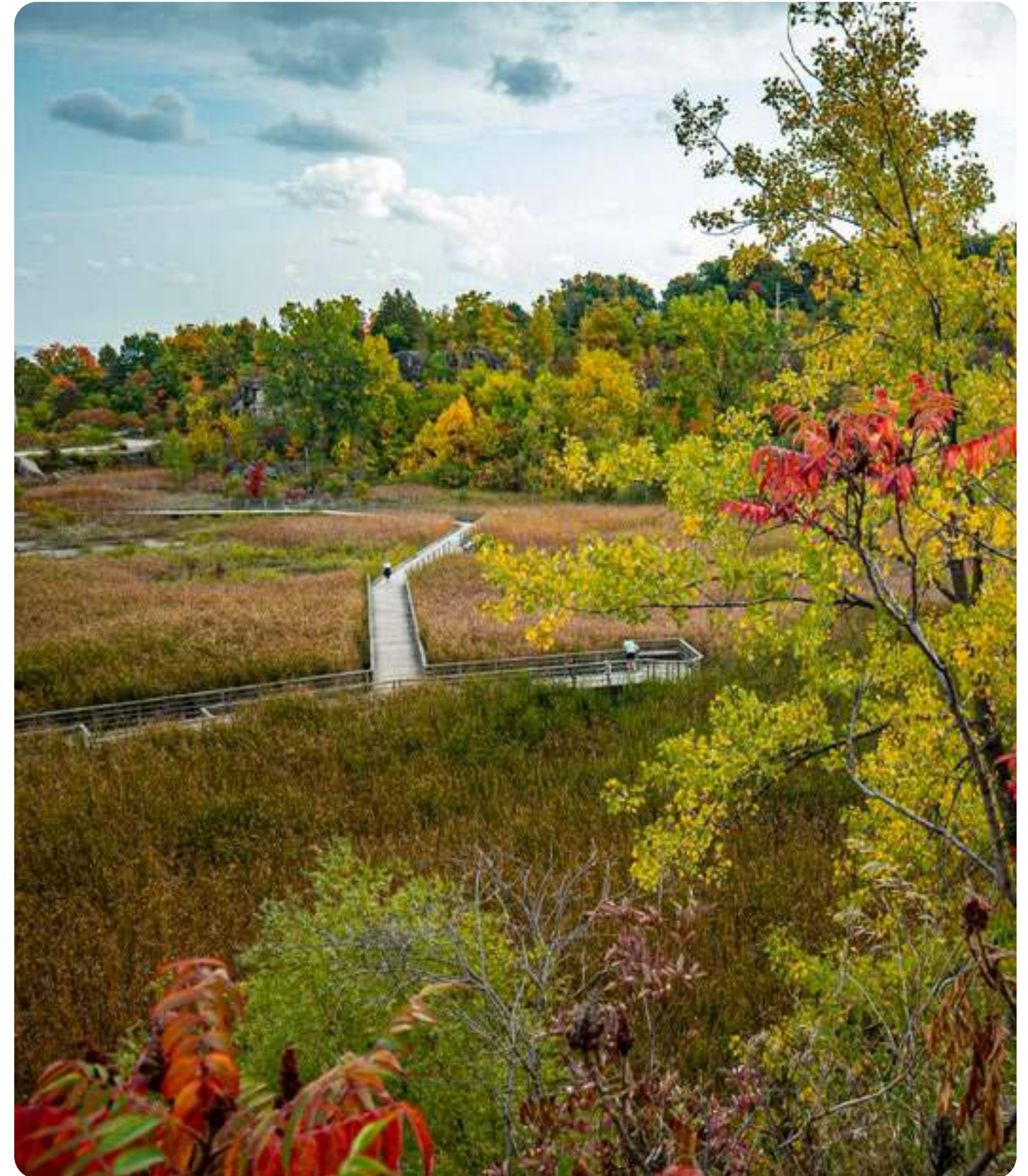
- Partner with City of Burlington Recreation Community & Culture to advocate and realize the 2024 Live Play Plan and identify opportunities where city recreation facilities can support tourism.
- Take potential tournament needs into account when planning expansion or creation of new sports infrastructure.
- Support the development of a venue for multiple sports activities and performances.
- Analyze potential opportunity for a mid-size convention/conference venue taking into account the existing Burlington Convention Centre and proposed venues (e.g., King Road complex).

Built Environments & Enabling Conditions

Accessibility & Diversity

Burlington Economic Development and Tourism is committed to dismantling barriers and fostering inclusivity through thoughtful design and comprehensive support. From enhanced transit options and multilingual resources to universally accessible spaces, Burlington strives to ensure that every visitor can fully immerse

themselves in the City's diverse offerings. This inclusive approach not only opens doors but also enriches the city's cultural landscape, creating an environment where all can craft lasting memories and feel warmly welcomed, regardless of their background or abilities.



ACCESSIBILITY & DIVERSITY

Visitor Information

In today's interconnected world, clear and comprehensive information is the key to unlocking a city's potential for visitors. Burlington Economic Development and Tourism recognizes the importance of providing easily accessible, up-to-date details about its offerings and transportation options. By embracing multilingual communication and leveraging various platforms, Burlington strives to create an inclusive information landscape. This approach ensures that every visitor can navigate Burlington and surrounding areas with ease and confidence.

ACTIONS

- Share multi-modal transportation information with visitors.
- Provide multilingual resources and support to cater to diverse visitors.

Bike Sharing and Micromobility

Burlington is reimagining the way visitors explore its diverse landscapes, from bustling urban centers to tranquil rural areas. By introducing innovative mobility solutions and expanding cycling infrastructure, the city opens up new avenues for discovery. These initiatives encourage visitors to experience Burlington's urban and rural landscapes in a more intimate, immersive manner. The result is a seamless blend of convenience and adventure, allowing travelers to craft their own unique journeys through the city and its surrounding areas.

ACTIONS

- Introduce bike-sharing programs and partner with other municipalities for micromobility solutions.
- Support the expansion of bike lanes and routes.
- Develop multi-use itineraries that connect urban areas to rural attractions.

Inclusive Mobility

At the heart of tourism strategy is the belief that every visitor deserves equal access to its attractions and experiences. The region is dedicated to creating an environment that accommodates a wide range of needs and abilities. By prioritizing inclusive design in its infrastructure and services, Burlington ensures that families, seniors, and individuals with disabilities can fully participate in and enjoy all the city has to offer.

ACTIONS

- Advocate to ensure city-wide accessibility for wheelchairs, disabilities, seniors, families (strollers), etc.



Built Environments & Enabling Conditions

Technology

In today's digital age, technology plays a crucial role in shaping visitor experiences and expectations. Burlington recognizes the importance of leveraging innovative digital solutions to enhance its tourism offerings. By embracing cutting-edge technologies, the city aims to streamline visitor interactions, provide real-time information, and create more immersive and personalized experiences.

TECHNOLOGY

Digital Wayfinding

Burlington Economic Development and Tourism is enhancing visitor exploration through advanced digital wayfinding solutions. By developing interactive digital assets, the city aims to provide intuitive, real-time guidance to visitors. These tools will serve as virtual concierges, offering tailored information about attractions, events, and local amenities. This seamless integration of technology and tourism will empower visitors to discover Burlington's hidden gems and craft unique adventures, enriching their overall experience of the city.

ACTIONS

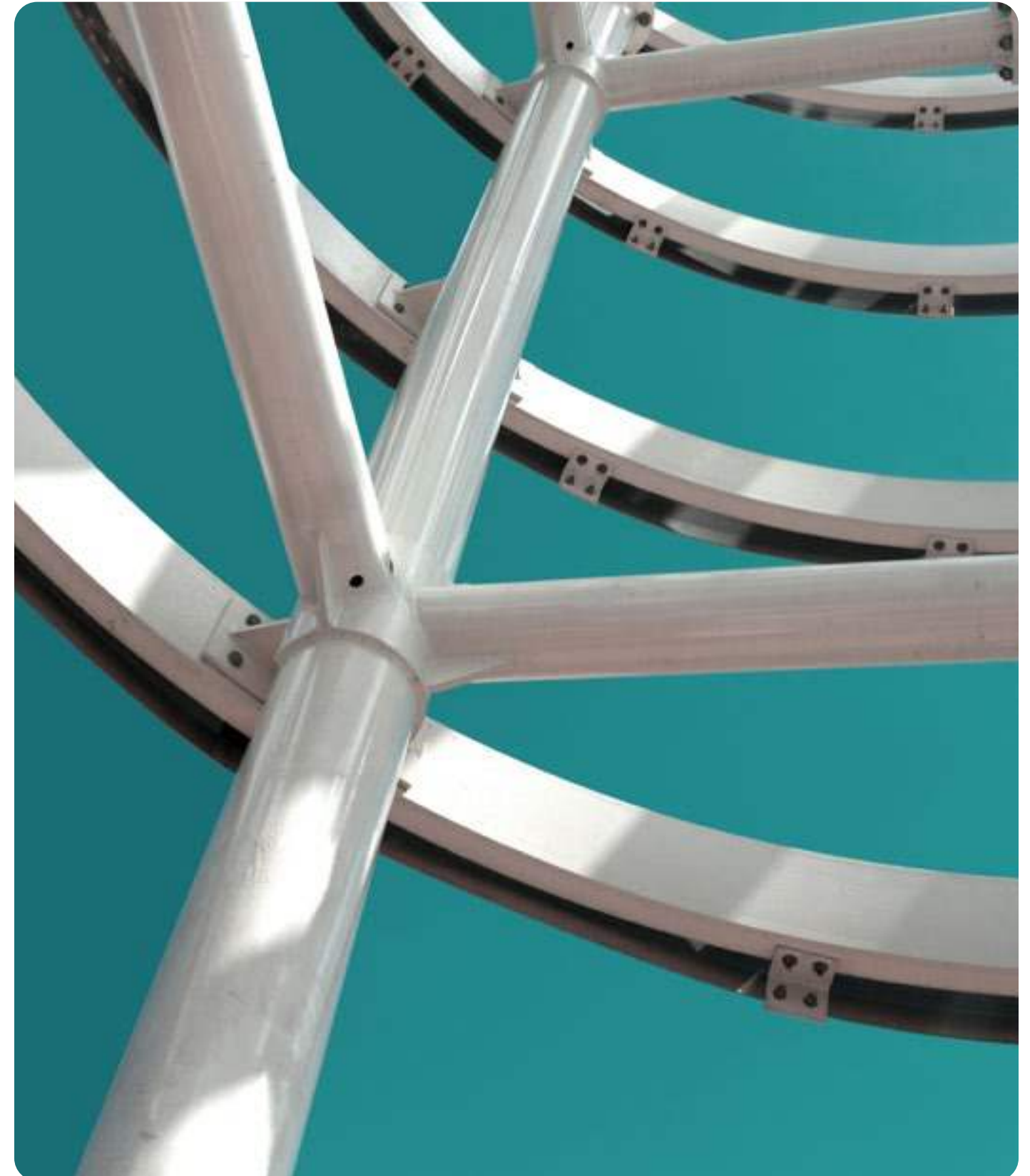
- Create interactive digital assets that provide real-time navigation assistance and information about local attractions, facilities, and events.

Public Internet Connectivity

Recognizing the essential role of connectivity in modern travel, Burlington is expanding its public Wi-Fi network. By providing high-speed internet access in tourist hotspots, public spaces, and transportation hubs, the city aims to enhance the visitor experience. This initiative caters to travelers' practical needs while enabling digital engagement with local attractions and services. From sharing experiences on social media to accessing real-time information, Burlington's robust internet infrastructure ensures visitors stay connected throughout their stay.

ACTIONS

- Ensure the availability of high-speed Wi-Fi in public areas, tourist hotspots, and transportation hubs to support the connectivity needs of visitors.



Built Environments & Enabling Conditions

Public Spaces

Burlington's public spaces are the heart of community life and a key attraction for visitors. These shared areas serve as stages for cultural events, recreational activities, and social interactions. Recognizing the importance of these spaces, Burlington aims to strike a balance between the needs of residents and the desires of tourists. This strategy focuses on creating inclusive, well-managed public areas that enhance the experience for all users while nurturing civic pride and stewardship.



PUBLIC SPACES

Balanced Use

Balancing community needs with visitor enjoyment is a key priority for Burlington's tourism development. By offering resident passes and local discounts, the city acknowledges the importance of community access to local attractions and events. Additionally, educational initiatives will promote respectful use of shared spaces. These measures aim to create a welcoming atmosphere while preserving the authentic character of Burlington's public areas.

ACTIONS

- Introduce resident passes or discounts for local attractions, recreational facilities, and events.
- Develop educational signage on the importance of respecting shared spaces.

Public Facilities

Burlington Economic Development and Tourism is working with organizational partners to enhance public facilities that blend practicality with sustainability, offering essential services and modern conveniences. By advocating for dynamic pricing strategies for city-owned attractions and services, Burlington Economic Development and Tourism hopes to balance affordability for residents with visitor demands. This approach creates functional, convenient spaces that serve diverse needs.

ACTIONS

- Advocate for public amenity hubs that offer amenities such as solar-powered charging stations, water refill stations, recycling facilities, bike storage, and restrooms.

Governance

Burlington's approach to tourism development is rooted in the wisdom and wishes of its residents. By weaving tourism initiatives into the fabric of existing civic engagement programs, residents play an active role in guiding how visitor activities integrate with local life. This inclusive approach ensures that tourism development resonates with community values and aspirations, cultivating a shared sense of purpose and local pride. Through ongoing dialogue and participatory planning, Burlington aims to create a tourism ecosystem that enhances the city's unique character.

ACTIONS

- Incorporate tourism initiatives into the City's Get Involved community engagement program where residents can provide ongoing feedback on tourism activities and their impact.



Built Environments & Enabling Conditions

Connectivity

By prioritizing robust connectivity, Burlington aims to empower visitors to effortlessly discover its charms while promoting eco-conscious travel choices. From efficient public transit to well-planned cycling routes, the city is dedicated to creating a network that not only connects places but also enhances the overall tourism experience. This approach ensures that getting around becomes an integral part of the adventure, allowing visitors to easily access attractions and immerse themselves in the city's diverse offerings.

CONNECTIVITY

Visitor Access Management

Burlington is expanding its network of outdoor recreational routes, particularly in rural areas. This initiative invites visitors to discover the region's diverse natural beauty while dispersing foot traffic across a wider area. By thoughtfully managing access to various attractions, Burlington aims to balance tourism growth with environmental preservation and community needs.

ACTIONS

- Encourage the development and maintenance of trails in rural areas to support visitor dispersion.

Road Transport

Burlington will embrace innovative transportation solutions to enhance city-wide accessibility. In collaboration with key partners, the city plans to optimize parking systems, develop tourist-friendly transit options, and promote eco-conscious modes of travel. These future initiatives aim to create a seamless urban experience, balancing visitor needs with local quality of life, while paving the way for a greener, more efficiently connected Burlington.

ACTIONS

- Support the deployment of smart parking systems.
- Develop a hop-on/hop-off bus route for tourists.
- Provide balanced solutions for parking, transit, and cycling, including E-bike and E-scooter parking.

Rail Transport

Strategically positioned along major rail corridors, Burlington is poised to enhance its accessibility and appeal. By improving connections between rail stations and key tourist areas, this area aims to establish itself as a convenient and attractive destination within the broader regional tourism network. These efforts will leverage existing transportation infrastructure to seamlessly integrate the city into visitors' travel plans, making it an easy and enticing stop for rail travelers exploring the wider region.

ACTIONS

- Enable greater connectivity from GO Transit stations to areas of interest for tourists (e.g. waterfront, RBG, Mount Nemo).
- Work with Metrolinx to position/promote Burlington along the Lakeshore West route and tie-in to Niagara Falls connectivity.
- Enable greater regional connectivity via the VIA Rail station at Aldershot.

Built Environments &
Enabling Conditions

Industry Advancement

A thriving tourism sector relies on a robust and skilled workforce, as well as supportive business environments. Burlington Economic Development and Tourism recognizes the need to invest in the industry's human capital and infrastructure to ensure long-term sustainability and growth. This strategy focuses on retaining and attracting talent, improving working conditions, and providing essential support to tourism businesses.



INDUSTRY ADVANCEMENT

Advance Tourism Labour Retention

Recognizing the value of experienced tourism professionals, Burlington Economic Development and Tourism is spearheading initiatives to enhance job satisfaction and retention in the sector. These efforts include recognition programs to celebrate excellence, support systems for employees, and advocacy for fair wages. By promoting improved working conditions and acknowledging the contributions of tourism workers, including volunteers, the organization aims to foster a more stable and motivated workforce.

ACTIONS

- Create a tourism and hospitality employee excellence/recognition program.
- Pilot job maintenance programs that provide support to employees.
- Advocate for living wages certification among tourism employers.
- Consider volunteers (e.g., event support) as part of the labour pool and provide acquisition/training support as necessary.

Grow Hospitality And Tourism Labour Supply

To address the growing demand for skilled tourism professionals, Burlington Economic Development and Tourism is taking proactive steps to expand the labour pool. This involves collaborating with regional partners to develop targeted recruitment strategies and creating awareness about career opportunities in tourism. By strengthening ties between the industry and educational institutions, Burlington Economic Development and Tourism seeks to cultivate a pipeline of well-prepared professionals ready to meet the sector's evolving needs.

ACTIONS

- Support the development of a regional labor force targeting strategy.
- Create a marketing campaign for jobs in the tourism industry.
- Create a digital job portal/job board and participate in job fairs for direct recruitment.
- Increase collaboration between industry and education providers to develop educational and workplace-based training programs that meet industry's needs.

Provide Hospitality and Tourism Business Support

Burlington Economic Development and Tourism is committed to fostering a supportive ecosystem for tourism businesses. This includes connecting new entrepreneurs with appropriate resources, exploring financial support for product upgrades, and promoting incentives for digital adoption. By focusing on enhancing customer experiences and offering tailored support, the organization aims to cultivate a diverse and resilient tourism business landscape that can adapt to changing market demands and visitor expectations.

ACTIONS

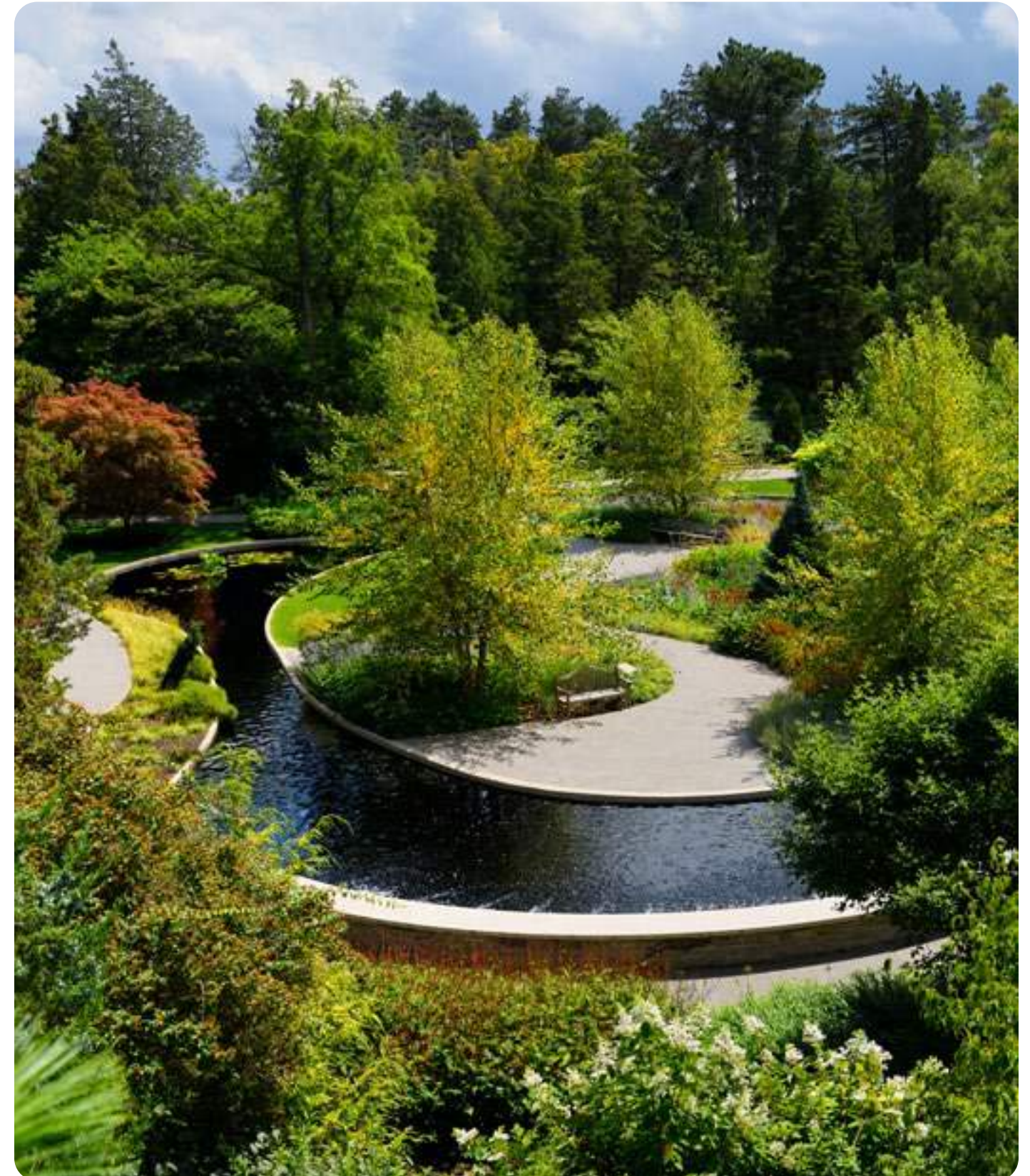
- Support new tourism entrepreneurs by connecting them with appropriate resources and support services.
- Introduce a destination development fund to support product upgrades.
- Provide incentives for business digitization.
- Support for new and existing businesses focused on ensuring quality customer experiences.

Built Environments & Enabling Conditions

Sustainability (Visitors, Residents, Businesses)

Burlington Economic Development and Tourism's approach to development is firmly rooted in sustainability principles, balancing the needs of visitors, residents, and businesses. The goal is to foster a tourism landscape that enriches visitor experiences while respecting local communities and preserving the environment. By emphasizing community-

wide environmental initiatives, visitor education, resident engagement, and business leadership, Burlington is cultivating a tourism model that harmonizes economic growth with social responsibility and ecological stewardship. This holistic approach positions tourism as a catalyst for achieving the city's long-term sustainability objectives.



SUSTAINABILITY

Community

Aligning the tourism sector with Burlington's broader environmental goals is a key priority, particularly the community's net carbon zero objectives by 2050. In order to achieve this ambitious target, collaboration with stakeholders is essential to implement sustainable practices across various areas. These include green building initiatives, renewable energy adoption, industry emission reductions, and improved waste management strategies.

ACTIONS

- Align the tourism sector with the community's net carbon zero objectives by 2050, across the different areas: greening buildings, renewable energy, industry emissions, waste management.

Visitors

Enhancing the visitor experience in Burlington goes hand-in-hand with promoting responsible tourism. Plans are underway to develop comprehensive resources that help visitors navigate the city with ease and appreciation for local culture. This includes creating engaging local guides and highlighting diverse transportation options, encouraging visitors to explore Burlington's attractions in ways that are both enjoyable and respectful of the community.

ACTIONS

- Develop local guides to help visitors navigate Burlington.
- Promote multi-modal transport options to visitors.



SUSTAINABILITY

Residents

Community support is vital for the success and sustainability of tourism initiatives. To ensure tourism development aligns with local values and expectations, ongoing efforts are in place to monitor and understand resident sentiment. By regularly tracking local attitudes towards tourism, potential concerns can be identified and addressed proactively, fostering a harmonious relationship between the tourism sector and the community it serves.

ACTIONS

- Track resident sentiment towards tourism in Burlington.

Businesses

Tourism businesses have the potential to be powerful ambassadors for sustainability in Burlington. By adopting and showcasing environmentally responsible practices, such as recycling programs and waste reduction initiatives, these businesses can lead by example. Encouraging participation in stewardship certification programs further positions tourism enterprises as sustainability champions. Through these efforts, the tourism industry is poised to become a driving force in realizing Burlington's environmental goals.

ACTIONS

- Promote recycling and waste reduction for tourism businesses.
- Promote stewardship certifications by tourism businesses.





Built Environments &
Enabling Conditions

Destination Governance

Effective governance is crucial for the sustainable development and management of Burlington as a tourism destination. This strategy focuses on fostering collaboration, alignment, and shared responsibility among all stakeholders in the tourism ecosystem. By establishing a robust governance framework, Burlington Economic Development and Tourism aims to ensure that the city's tourism initiatives are coordinated, efficient, and aligned with the community's broader goals and values.

DESTINATION GOVERNANCE

Tourism Burlington Partnership

The success of Burlington’s tourism sector relies on a unified approach from all industry partners. The “Tourism Burlington Partnership” governance culture emphasizes collaboration over individual interests, encouraging stakeholders to work towards common objectives that benefit the entire destination. This collaborative model extends to the sharing of data and insights across the industry, fostering informed decision-making and strategic planning. By breaking down silos and promoting a collective mindset, Burlington’s tourism industry can respond more effectively to challenges and opportunities, ultimately enhancing the destination’s overall competitiveness and appeal.

ACTIONS

- Ensure a “Tourism Burlington Partnership” governance culture where all tourism industry partners work towards a common goal not just self-interest.
- Seek opportunities to share data and insights industry-wide.
- Drive organizational awareness for Burlington Economic Development and Tourism.
- Define and socialize roles and responsibilities with partner organizations to support the implementation of the plan.



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