

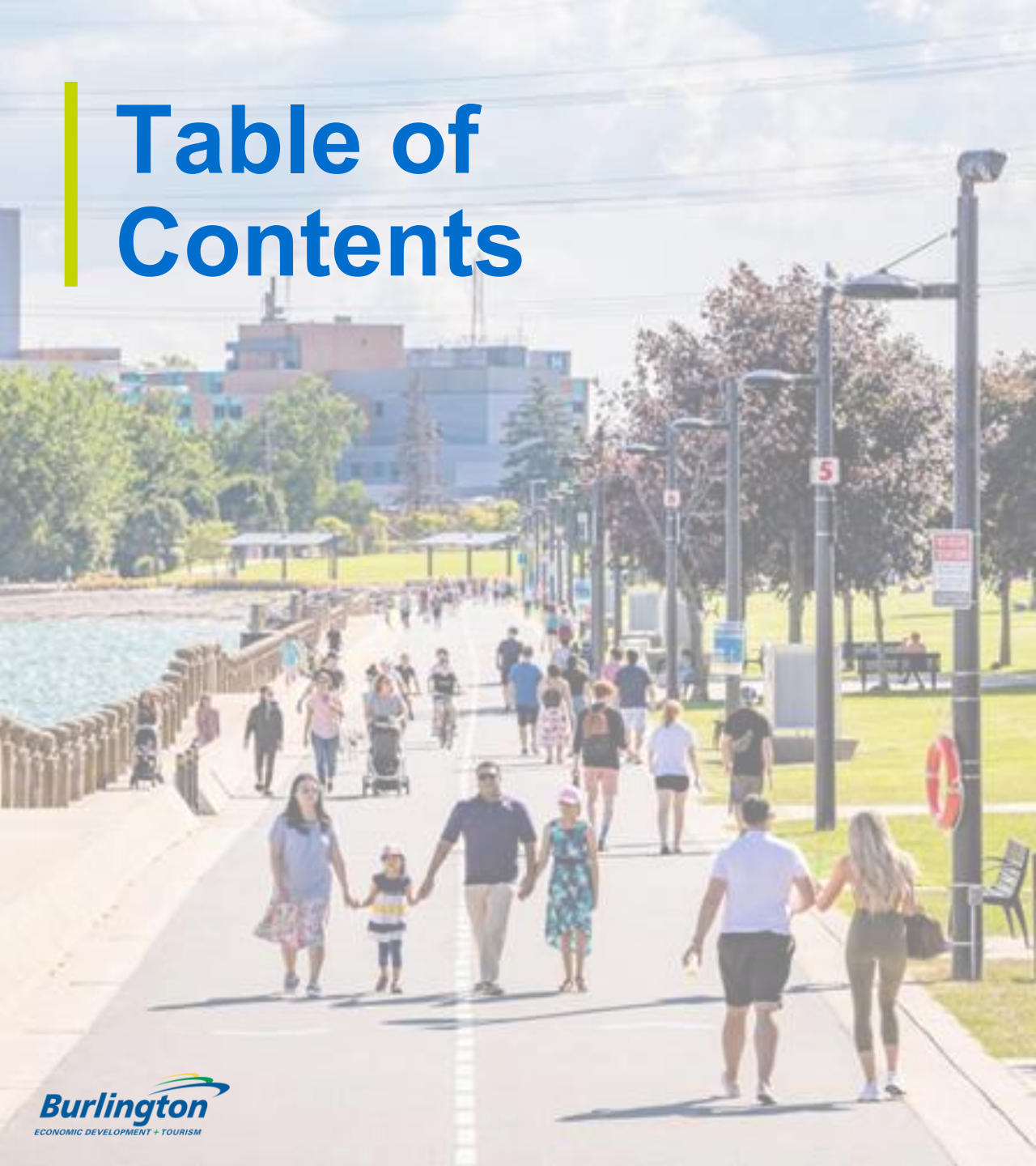
# DESTINATION STEWARDSHIP PLAN

WELCOME TO BURLINGTON

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Development & Marketing

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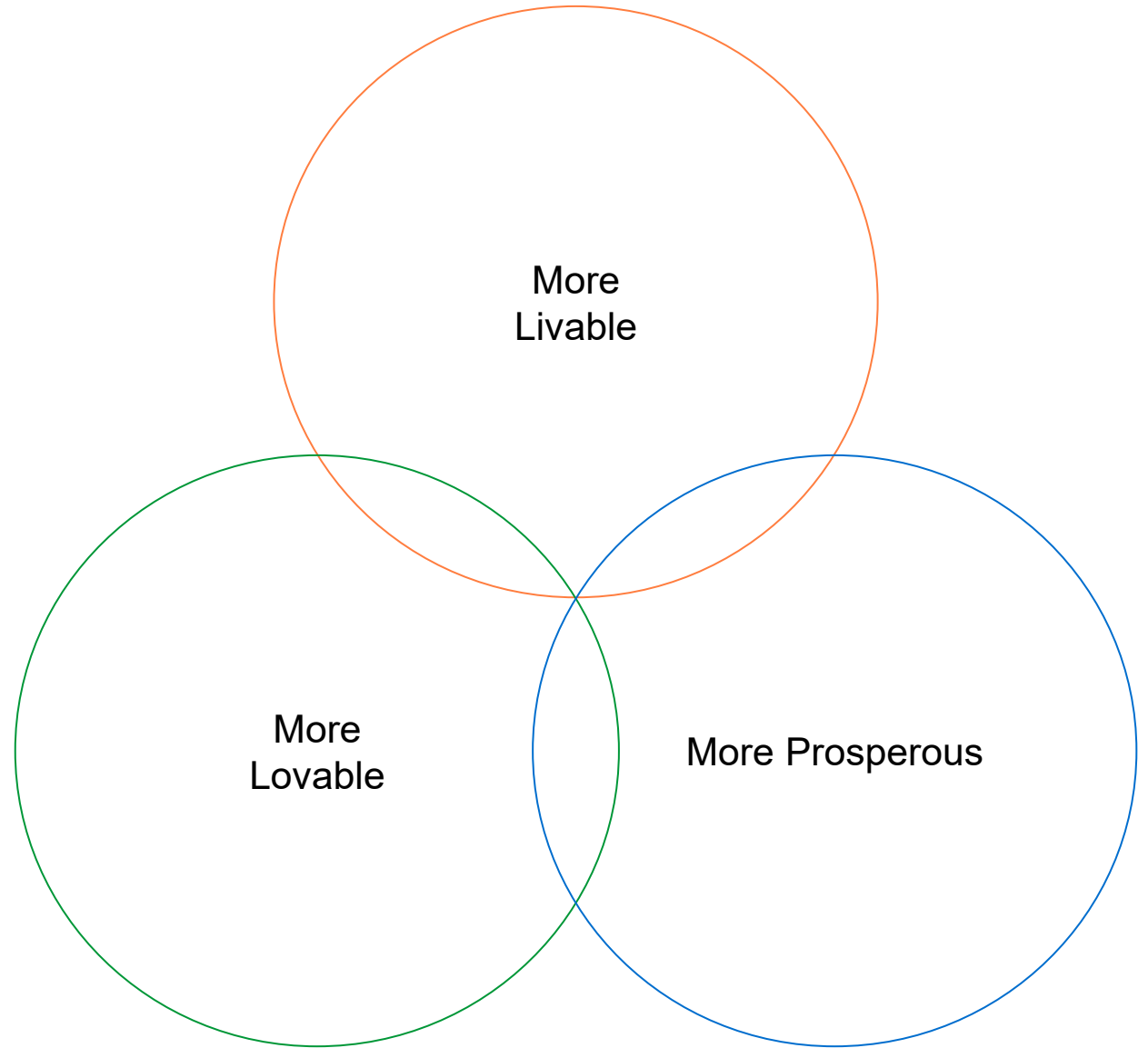
# What is a Destination Stewardship plan?

A Destination Stewardship Plan provides a strategic roadmap for sustainable tourism development that balances visitor experiences, community needs, environmental protection, and economic prosperity.

Unlike traditional tourism plans, Burlington's approach recognizes the similarities between attractive places to visit and attractive places to live and work, creating mutual benefits for visitors, residents, and businesses.



**Visitors want to visit those destinations that are also attractive places to live and to work.**



# An integrated approach to destination development

## **HORIZON 2050**

Horizon 2050 is Burlington's long-term strategic plan, focused on shaping the city's growth and development to ensure a sustainable, vibrant future for residents, businesses, and visitors.

## **ECONOMIC DEVELOPMENT**

Such an approach will complement broader economic development initiatives designed to position Burlington as an attractive centre for businesses and the growing greater Toronto population base.

## **DESTINATION BRAND PROJECT**

The merger between Tourism Burlington and Burlington Economic Development streamlines efforts to support Burlington's businesses and tourism, while focusing on marketing to create a strong, unique destination brand for the city.

## **DESTINATION STEWARDSHIP PLAN**

The Destination Stewardship Plan will be linked to Burlington's economic development strategy and provide key inputs to the Destination Brand project currently underway.

# Destination Stewardship Plan Objectives

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**OBJECTIVE 1** Define the tourism vision for Burlington for the next 5 - 10 years.

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**OBJECTIVE 2** Present strategic directions, priority areas and action items that will help to create long-term community wealth for Burlington through tourism.

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**OBJECTIVE 3** Serve as a collective tourism roadmap for destination stakeholders that will help to ensure the long-term sustainability of our destination and grow Burlington's competitive position as a destination of choice.

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# Vision Statement

By 2030, Burlington will be Ontario's premier destination, seamlessly blending vibrant urban amenities with stunning natural beauty and waterfront views. Its strategic location in a rapidly growing corridor positions Burlington as a key player in attracting diverse visitors and businesses with its unique cultural, recreational, and culinary experiences.

Burlington will thrive as a vibrant hub for arts, recreation, and business, offering high-quality amenities, safe communities, and diverse, year-round programming. Embracing innovation and growth, Burlington will be designed for the future, with thoughtful and strategic planning to ensure it becomes a top-ranked Canadian city where people live, work, and play. The city will develop and manage tourism for the benefit of the community, providing unforgettable experiences for both residents and visitors, and fostering a vibrant, inclusive, and prosperous environment for all.

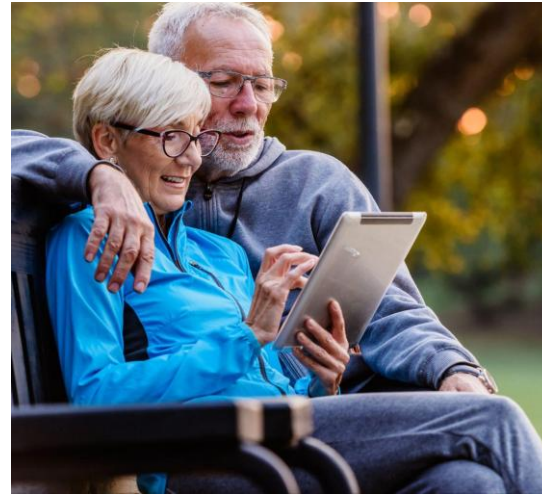
# Leisure Target Audiences\*



**Diverse Families**



**Suburban Families**



**Affluent Mature Families**



**Diverse Urban Starters**

\* Audience descriptions based on [Envionics PRIZM segmentation system](#)

# Business & Group Travel

**Business & Group Travel Hub:** Popular for professionals attending events, conferences, and corporate retreats.

**Prime Location & Venues:** Accessible, high-quality venues and accommodations in a key commercial corridor.

**Leisure & Business Blend:** Strategic GTA location with a unique mix of leisure amenities, ideal for groups, conferences, and regional gatherings.



# Key Pillars of the Destination Stewardship Plan

STRATEGIC PRIORITY  
#1

**Branding &  
Marketing**

STRATEGIC PRIORITY  
#2

**Product &  
Programming**

STRATEGIC PRIORITY  
#3

**Environment &  
Enabling  
Conditions**

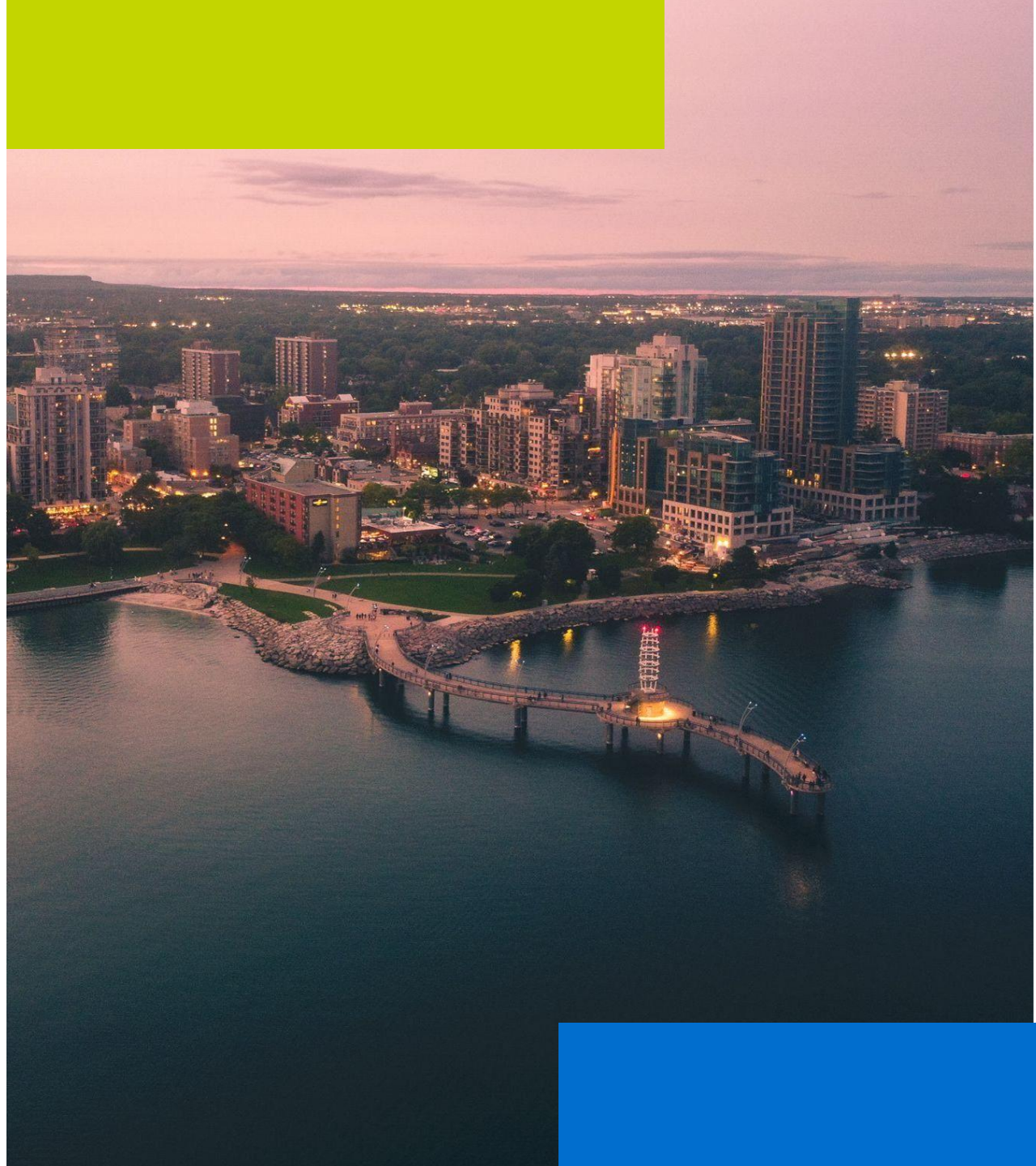
# Pillar 1: Branding & Marketing

# Why It Matters

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.



# Key Strategic Pillars

Content

Channels

Sales

Group Travel

Partnerships

Visitor Services

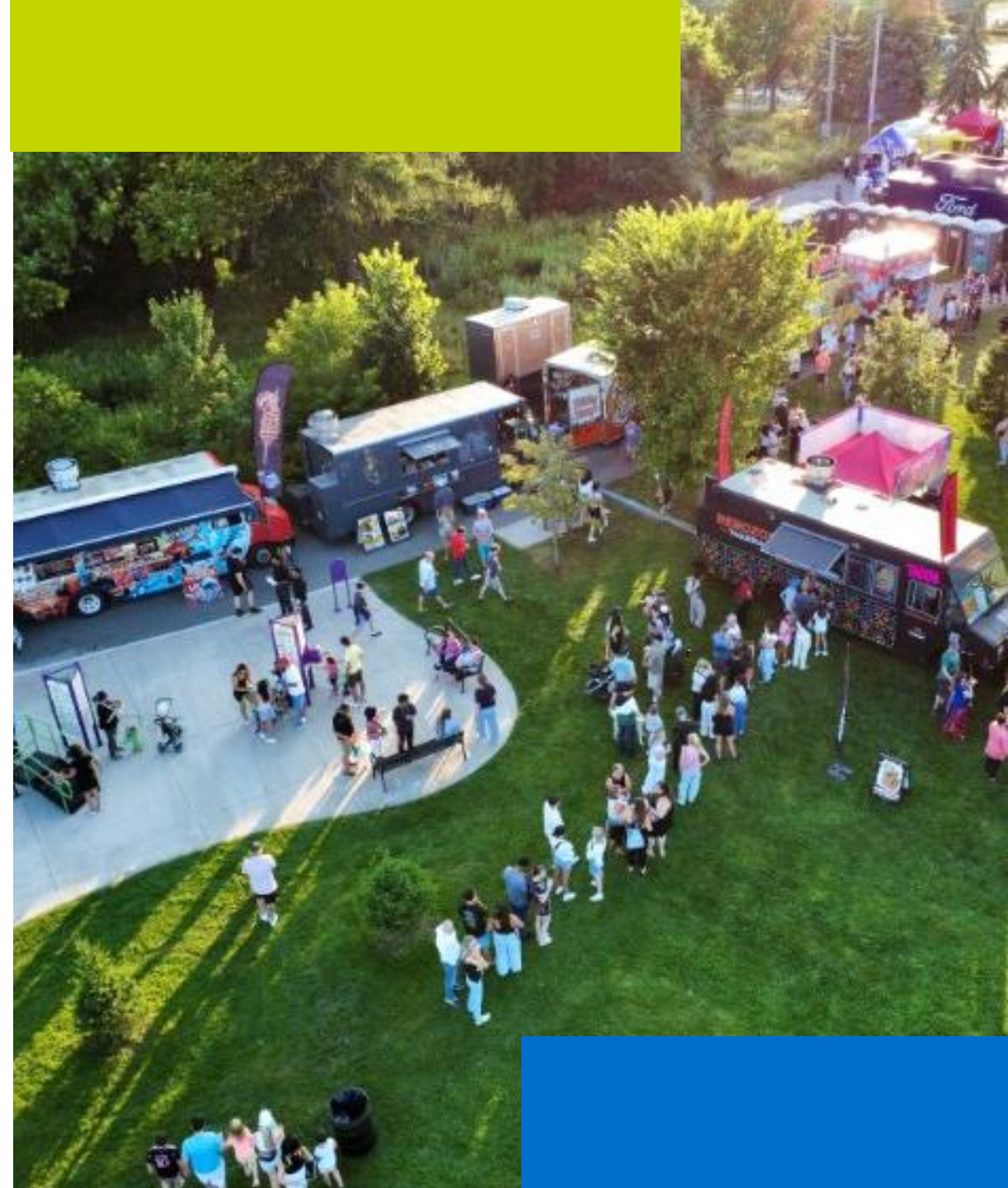
# Pillar 2: Product & Programming

# Why It Matters

Programming, notably high-profile festivals and events, complements the product offering by **animating public spaces** and **inspiring travel** throughout the year.

While the waterfront's uniqueness makes it central to Burlington's tourism, concentration of visitor activity—often from multiple large events—short-changes broader visitor-ready offerings.

Spreading visitors beyond the waterfront to reduce congestion and **distribute benefits citywide** will require participation at the city, neighbourhood, event organizer and commercial level.



# Key Strategic Pillars

Neighbourhoods

Festivals & Events

Arts & Culture

Family Friendly  
Attractions

Culinary &  
Agriculture

Outdoor Recreation

# Pillar 3: Environment & Enabling Conditions

# Why It Matters

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.



# Key Strategic Pillars

Event Infrastructure

Accessibility &  
Inclusivity

Connectivity &  
Transportation

Technology &  
Innovation

Sustainability &  
Climate Action

Destination  
Governance

# Destination Development and Marketing 2025-2026 Priorities

**Co-Marketing and  
Partnerships**

**Seasonal  
Campaigns and  
Digital**

**Development of  
Key  
Sub-Strategies**

**Destination Brand Project (Q1-Q2 2026)**

**Destination Stewardship Plan Implementation (2024-2027)**

# Get in Touch

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