

tourism hamilton

07

ANNUAL REPORT



President's Message



“The plan has new vision and mission statements and provides clear objectives and a focused set of deliverables for the organization.”

On behalf of Tourism Hamilton's board of directors and staff, I am pleased to present the Tourism Hamilton 2007 Annual Report, an overview of the year's successes.

Tourism Hamilton's key accomplishments in 2007 included:

- Implementing the 2007 Tourism Hamilton marketing plan which outlines objectives and tactics for Tourism Hamilton's core markets (Meetings and Conventions, Sport Tourism, Leisure Market, Travel Trade and Visitor Services)
- Project managed the City's and Ontario Tourism's sponsorship and participation in the 2007 Tim Hortons Brier
- Hosted the Canadian Society of Association Executives (CSAE) Conference
- Welcomed flyglobespan to Hamilton
- Administered the Downtown Ambassador Program

Details on the above are featured in this report within the appropriate market segment.

To boost spirit within the local tourism industry and facilitate networking, Tourism Hamilton staged two industry events: the 9th Annual Tourism Awards and Annual Tourism Summit.

Over 440 representatives of the local tourism industry attended the awards dinner “Hamilton Plays to Win” hosted at the Hamilton Convention Centre. Over 150 people attended the annual Tourism Summit, also hosted at the Hamilton Convention Centre. Revenue increased for both events, through new sponsorship agreements.

This past year also marked the last of Tourism Hamilton's initial five year business plan. The Tourism Hamilton Board of Directors (the board) began planning for the future of Tourism Hamilton with the creation of a new three year strategic plan for the years 2008-2010. The plan has new vision and mission statements and provides clear objectives and a focused set of deliverables for the organization.

I welcome your feedback on Tourism Hamilton's productivity in 2007 and look forward to working with you in 2008 to further build on these successes.

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President of Tourism Hamilton's Board of Directors

Mark Farrugia

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City of Hamilton

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Rural Ward, City of Hamilton

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John Gibson

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Hamilton International Airport

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Leisure Market and Travel Trade



The key objectives for the leisure and travel trade markets included growing visitation from the drive market (within 300 km radius) while exploring new international markets, including supporting the arrival of flyglobespan to Hamilton International Airport.

To provide cost-effective Hamilton product information to mass consumers, Tourism Hamilton's media relations program generated unpaid, relevant editorial coverage in key domestic and US print and broadcast media outlets as well as trade publications.

To reach the broad leisure consumer, Tourism Hamilton focused on consumers in Buffalo, London, Ottawa and Toronto - the key leisure markets as identified in the 2003-2007 Tourism Hamilton Business Plan.

Tourism Hamilton's travel trade program promoted the City's tourism products and experiences to tour operators, travel agents and group leaders. The program is transitioning from a focus on group travel to more focus on fully independent travel.

These efforts resulted in:

- Summer campaign supported by eight tourism partners spurring 2,682 microsite hits and over 200 consumer e-newsletter registrations
- 84 media leads for tourism partners, and
- Eight travel media tours

International markets were pursued, including joining the Canadian Tourism Commission's (CTC) trade mission to Mexico, attending the CTC's Trade Show in Mexico and participating in OTMPs Asia Sales Mission. For the first time in over twenty years, Hamilton had direct airlift to the important United Kingdom market from flyglobespan airlines. The UK market is Ontario's second largest international market, and the new service provided business opportunities for Hamilton suppliers including hotels, ground transportation providers, attractions and restaurants. Tourism Hamilton supported the new air route by conducting a sales mission to the UK to meet with key travel agents and travel writers and participating in OTMPs UK sales mission.

These efforts resulted in:

- A UK travel writer familiarization (fam) tour to Hamilton
- A Korean travel writer fam tour to Hamilton, and
- Sales leads for tourism partners including airlines looking for potential new charter flight opportunities into Hamilton International Airport

Top: The 2007/2008 Experience Hamilton Tourist Guide featured an indoor arts attraction for the first time in the publication's five-year history. 125,000 copies hit key markets and were used as inquiry fulfillment. Bottom: Summer marketing campaign promotional material driving consumers to tourismhamilton.com for coupons and contest entry.

Meetings and Conventions



The objective for this market was to continue to raise the profile of Hamilton as a meeting destination, the “place to meet” in Southern Ontario, with a focus on the domestic market. Key sales efforts were directed at provincial and national association executives and meeting planners. Tourism Hamilton continued to identify and work with Hamiltonians who are actively involved with their respective associations, to encourage them to bring their convention to the City. The promotional plan focused on multi-property meetings and conventions to grow the number of city-wide conventions and room nights generated from meetings and conventions.

These efforts resulted in:

- 24 qualified sales leads for tourism partners
- 195 sales leads from sales receptions at McMaster University
- Six (6) secured bids for future meetings and conventions with an estimated 5,675 room nights and an approximate value of \$788,000 in room revenue
- Servicing was provided to 69 meetings that were held in Hamilton during the year, and
- 16 grants were administered to conventions

The provision of the convention development fund from the Ontario Ministry of Tourism enabled Tourism Hamilton to partner with HECFI and the Destination Marketing Fee (DMF) hotels to launch a coordinated and enhanced promotional effort for the meetings and convention market. These efforts included attendance at the World Education Congress for Meeting Planners International (MPI), enhanced promotions for hosting CSAE in Hamilton, producing a new meeting and convention planner and offering an incentive program for meeting planners. Tourism Hamilton also coordinated two trade shows at McMaster University to promote our services to professors and staff on campus, encouraging more meetings from the university.

The highlight of the year for this market segment was Team Hamilton's hosting of the CSAE Conference and Trade Show. The conference was the second largest CSAE conference in the organization's history. Over 600 delegates representing executive and industry members attended the three day conference. Conference evaluations were very positive in terms of the experience that delegates had in Hamilton. Follow up is continuing on the leads generated from the conference. Tourism Hamilton would like to acknowledge the support of the transportation, accommodation and food and beverage sectors in particular for their support of this conference. The delegates who attended the conference are decision-makers who determine the host cities for their future conventions and business meetings.

Top: Tourism Hamilton launched the 2008/2009 Meeting and Convention Planner at the 2007 CSAE Conference and Trade Show - a meeting planner's guide to Hamilton's venues and services. Bottom: Tourism Hamilton staff and hospitality partners marketed Hamilton to hundreds of CSAE members in the City's booth at the CSAE Trade Show in Copps Coliseum.

Sport Tourism

In 2005, the board approved the Hamilton Sport Tourism Action Plan. The plans implementation is on target, guided by the Sport Tourism Advisory Committee. Through sport events and sport conferences, Hamilton can achieve multiple goals. According to the plan, "Sport events create media attention, contribute to economic development, sport development and participation, raise civic profile, engage the community, help enhance infrastructure, and foster civic pride." The objective for this market in 2007 was to follow the recommendations of the plan; primarily to bring local, provincial, national and international sport events, including sport conferences, to Hamilton.

These efforts resulted in:

- 44 sales leads to tourism partners
- Eight (8) secured bids with an estimated 4,460 in room nights and approximate value of \$525,000 in room revenue
- Servicing was provided to 56 sport events hosted in Hamilton during the year, and
- 43 grants were administered to sport events

In 2007, staff worked closely with local sport tourism organizations to both grow current events and secure new events in Hamilton. Sales efforts were also extended to provincial and national sport organizations through sales calls and attending the Canadian Sport Tourism Alliance conference and trade show. Tourism Hamilton worked with Sport Hamilton and Community Services to deliver two workshops to local sport organizations, which were attended by over 200 participants in total.

The highlights for sport tourism in 2007 included hosting the World Baton Twirling Championship (over 1,000 participants from 14 countries and over 2,600 room nights generated), the 50th CANUSA Games (1,600 participants from Flint, Michigan and Hamilton and over 400 room nights) and the Tim Hortons Brier.

Tim Hortons Brier Snapshot:

- Over 107,000 spectators attended the event; \$5 million local economic impact
- Over 7,300 room nights at local hotels generated
- Provincial tourism statistics for March 2007 show that Hamilton/Burlington had the second highest hotel occupancy rate in Ontario at 70%
- Television ratings (TSN and CBC) indicated 3,054,000 viewers
- The Brier generated over \$1.4 million worth of print media value in editorial coverage for Hamilton (as reported by Bowdens Media Monitoring)
- Downtown restaurants reported "best sales in 10 years"
- Over 1,100 volunteers participated in the Brier



Hamilton

Our People are our Passion

What makes Hamilton "the ideal host" for provincial, national and international sport events and sport conferences?

Location – Located in the middle of Canada's largest tourism region, there are seven million Canadians living within a 150 kilometer radius. The Hamilton region is served by 70 television outlets, 30 radio stations, and 8 daily newspapers, ensuring that your sport event will get the quality media coverage it deserves.

Facilities – The city boasts top notch facilities for a wide range of sports – stadiums, arenas, ball diamonds, fields and the largest inland harbour in North America.

Community Support – Community support for sport events is tops in the country. Our volunteers are second to none and know the true meaning of passion in sport. Tourism Hamilton's Sport Tourism Coordinators, Trish Chant-Sehl and Sharon Murphy, are dedicated to helping you with your event, from the early stages of bidding through to hosting and post-event follow-up.

To find out how we can help you with your event, please visit our website or contact us at 1-800-263-8590.

tourismhamilton.com
905-546-2666 • 1-800-263-8590 • 34 James St. S. (Pigott Building) Hamilton, Ontario L8P 2X8

Visitor Services

Tourism Hamilton's visitor services comprise three tourist information centres, coordination of the Downtown Ambassador Program, liaison with the Lady Hamilton Club and assistance with servicing conventions and sport events.

These efforts resulted in:

- Staff and volunteers helped 65,833 visitors at the Tourist Information Centres, representing an 84% increase over the previous year
- Individually, the attendance at the centres was:
 - 5,578 for the Downtown Centre (down 9% over 2006)
 - 57,454 for the Airport Centre (up 114% over 2007)
 - 2,063 for the seasonal Flamborough site (down 27% over 2006)
- The Lady Hamilton Club contributed 4,198 hours working at the tourist information centres and assisting delegates at conventions and sport events



Left: The 2007 Downtown Ambassador team promoted tourism and safety in the downtown during the City's high visitor traffic season. Right: The historic Pigott Building is home to Tourism Hamilton's headquarters and downtown tourist information centre.

2003 - 2007 Performance Measurements And Tourism Impacts

Service Measurements	2007	2006	2005	2004	2003
Tourist Information Centre Visits	65,833	35,788*	14,203	14,669	17,996
Web Unique Visitors	153,617	135,193	111,653	121,926	87,522
Phone Inquiries	5,271	5,923	4,987	5,101	7,364
Leads Generated for Travel Trade	125 tour operators 630 travel agents plus 500 tour operator/group leader mail-outs	260 tour operators plus 75 group leaders	353 plus mail-outs	280 tour operators plus 1,591 mail-outs	155 tour operators plus 1,926 mail-outs
Leads & Inquiries Serviced for Travel Media ..	84	78	111	46	38
Leads Generated for Conventions & Sport Events	219/44	185	192	181	53
Convention and Sport Bids Lodged & Won ...	30/14	30/19	27/16	39/28	29/11
Room Nights Generated from Bids Won	5,675 Conventions 4,460 Sports	N/A	N/A	N/A	N/A
Value of Room Nights	\$788,000 Convention \$525,000 Sports				
Conventions and Sport Events Serviced	69/56	74/55	100/41	89/44	157
Convention/Sport Grants Administered	16/43	51	N/A	N/A	N/A
Tourism Impacts					
Hotel Occupancy Rate		62.9%	60.9%	62%	59.6%
Hotel Average Daily Rate	+6.8% (Jan-Nov)	\$103.00	\$100.47	\$95.97	\$98.84
Revenue per Available Room	+6.6% (Jan-Nov)	N/A	\$57.26	\$52.27	\$51.02
Municipal Taxes Supported by Tourism				\$4.23M	\$3.72M
Hamilton Jobs Supported by Tourism				2,384	2,113

* 2006 was the first full year of operation for the Tourism Information Centre at the John C. Munro Hamilton International Airport.

** Source: "Statistics Canada Regional Tourism Profile, Census Division 25, Hamilton-Wentworth Regional Municipality"

The latest data on Hamilton's tourism performance, as outlined in the "Statistics Canada Regional Tourism Profile, Census Division 25, Hamilton-Wentworth Regional Municipality" covers the year 2004 (there is usually an approximate 18-24 month lag time in receiving this data; however, 2005 data has not yet been released):

- Jobs supported by tourism:2,384
- Total person visits to Hamilton:3,294,099 (5% increase over 2003)
- Total spending (tourism receipts) by visitors in Hamilton:\$186 million (5.7% increase over 2003)
- Economic Impact:\$132 million (11.9% increase over 2003)
- Municipal Taxes supported by tourism:\$4.2 million