

# tourism hamilton

## 2006 Annual Report

### Tourism Hamilton Board of Directors (current)

**Sue Vattay**  
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*Tourism Services*

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**Joan Balinson**  
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*Events and Conferences*

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**Duncan Gillespie**  
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*Economic Development  
Department,  
City of Hamilton*

**Tracey Desjardins**  
*Ontario Ministry  
of Tourism*

## Message from the President

In 2006, Tourism Hamilton steadily worked hand-in-hand with the local tourism industry and affiliated destination marketing organizations to raise Hamilton's profile as a tourist destination. I am proud of the work that your Board of Directors undertook in 2006, including developing communications strategies to connect with representatives of their respective sectors.

The Board reviewed the work of Tourism Hamilton's first four years of operation, and began to contemplate future needs of tourism stakeholders in Hamilton. To that end, Tourism Hamilton underwent a staff restructuring to embrace trends in the tourism marketplace and address key marketing opportunities.



Sue Vattay

Front and centre, over 112,000 spectators descended on the illustrious Hamilton Golf and Country Club in September for the 2006 Canadian Open Golf Championship. Tourism Hamilton worked closely with the Royal Canadian Golf Association to coordinate the City's sponsorship of the event, including a familiarization tour and a spectator tent.

Other major sports events hosted locally in 2006 included the Actifest Ontario Senior Summer Games, CIS Men's Volleyball Championships and Canadian National Synchronized Figure Skating Championships. Pursuing and confirming these sports events are among the objectives of Tourism Hamilton's Sport Tourism Action Plan. The plan's implementation began in 2006 with the addition of a second Sport Tourism Coordinator.

Planning also began in 2006 for the 2007 Canadian Society of Association Executives National Conference and Showcase to ensure Hamilton shines. The October event will bring over 500 delegates including key not-for-profit decision makers who are often charged with selecting host cities for annual tradeshow and

Courtyard by Marriott  
hotel lobby

conferences.

On the leisure marketing side, Tourism Hamilton launched a new website to help visitors at all stages of their trip-planning, from browsing to booking, with content that is dynamic, enticing and practical. The launch is one of many techniques still to come in an effort to boost Hamilton's online identity – a renewed focus for the organization.

Other exciting developments that took place in 2006 included the fall opening of the Courtyard by Marriott Hotel. Located on the mountain, the property boasts 136 beautifully-appointed guest rooms. In addition, Flyglobespan – a low cost airline in the United Kingdom – announced they will be providing daily flights from Hamilton International Airport to over ten UK and Ireland destinations to start in May 2007.

To celebrate the industry's achievements and chart our course throughout 2006, Tourism Hamilton met formally with partners at events such as the 8th Annual Tourism Hamilton Awards, Spring Highlights Networking Session and Fall Tourism Summit.

Sincere thanks to an enthusiastic Board of Directors and the Tourism Hamilton staff team who continue to move the organization forward and advocate on behalf of our local tourism industry.

Sue Vattay  
President  
Tourism Hamilton Board of Directors

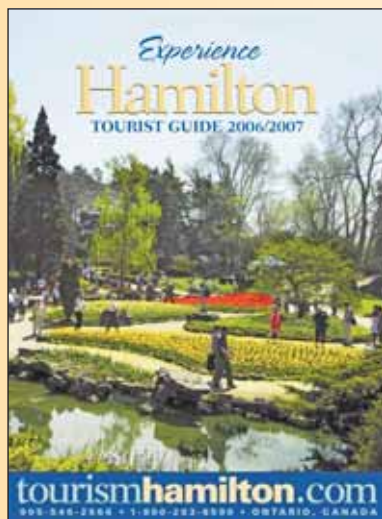


# tourismhamilton.com

905-546-2666 • 34 James St. S., Hamilton, Ontario L8P 2X8



Homepage of tourismhamilton.com



Experience Hamilton Tourist Guide



A CP story by Barbara Ramsay Orr reached over 300,000 readers

Aligning Tourism Hamilton's consumer marketing and visitor services tactics with the organization's restructuring priorities sparked a shift in strategy. This included a renewed focus towards e-marketing and travel media relations.

When effective, electronic communications are immediate, targeted, inexpensive and quantifiable. Consequently, Tourism Hamilton placed more emphasis on e-marketing rather than traditional off-line marketing activities.

Tourism Hamilton's ability to proactively reach out and tell our story to local and national newspapers, television and radio stations and news and wire services provides an opportunity to increase the city's appeal as a destination.

## Tactics

In December, Tourism Hamilton re-launched [www.tourismhamilton.com](http://www.tourismhamilton.com), implementing recommendations from the Web and E-Communications Strategy. These include more visual enhancements, engaging content, newsletter registration, enhanced online advertising, search word optimization and dynamic features.

To continue leveraging the impact of hosting the 2005 Travel Media Association of Canada Conference & AGM – including unprecedented media coverage and newsroom awareness of Hamilton as a tourist destination – Tourism Hamilton attended a series of media marketplaces. Among them was the Canadian Tourism Commission's Go Media Canada Marketplace, the Society of American Travel Writers 2006 Conference and select stops of the premier Canada Media Partners tour.

Tourism Hamilton also produced the organization's and city's core tourism marketing brochure: the 2006-2007 *Experience Hamilton Tourist Guide*. Over 150,000 were distributed to Ontario Tourism Information Centres and key geographic markets. Additionally, the guide is utilized in other markets as a general destination selling tool.

Tourism Hamilton operated three



Downtown Hamilton Ambassadors

Tourist Information Centres: downtown at the Piggott Building, the John C. Munro Hamilton International Airport and at Flamborough's Clappison's Corners (seasonal). The centres are staffed by the volunteer Lady Hamilton Club and summer travel counselors.

Service Canada funded a pilot project for the first year of operation for the Tourist Information Centre located at the airport. The results of the pilot project have led to Tourism Hamilton and Hamilton International working together on enhanced customer service and revenue generation at the centre.

The organization also administered the Downtown Hamilton Ambassador program, sending eight summer students throughout the downtown core and to special events across the city to welcome and inform visitors of the Hamilton's tourism offerings.

## Results

Hamilton's enhanced media reach sparked an increasing number of third party endorsements reaching millions of travelers.

### Visitors Serviced in 2006

Unique visitors to Website	135,193
In-person visits to Tourist Information Centres	35,788
Phone calls to toll-free number 1-800-263-8590	5,923
<b>Total consumer contacts</b>	<b>176,904</b>





# Sport Tourism

It was a year of transition for the Sport Tourism portfolio within Tourism Hamilton, and as is often the case, with transition comes growth and opportunity. In 2006, Sport Tourism emerged as a strong stand-alone market segment.

Throughout the year there were four key accomplishments for Sport Tourism: office staff restructuring, establishing the Sport Tourism Advisory Committee, hiring of a second Sport Tourism Coordinator and completing the majority of The Sport Tourism Action Plan's Year 1 deliverables.

These achievements effectively positioned Tourism Hamilton and the local industry to capitalize on the rapid growth and heightened level of sophistication of the sport tourism industry.

local, provincial and national sport organizations.

There were a number of high profile sporting events hosted in Hamilton in 2006 such as the Skate Canada Synchronized Skating Championships, CIS Men's Volleyball Championship, and the Volleyball Canada Canadian Open. Hamilton also successfully hosted the 2006 Ontario Senior Summer Games – ActiFest in August where 1600 seniors from across the province enjoyed Hamilton's hospitality while competing for the gold in a wide variety of disciplines.

Our banner event for 2006, the Canadian Open Golf Championship, saw a city team come together and deliver a sporting event that was extremely well received by over 100,000 visitors to our city.



2006 Canadian Open Golf Championship at the Hamilton Golf and Country Club

## Tactics

Bidding and servicing of sport events and sport conferences are the anchor activities for the team, however, there are a number of other key initiatives which help to further the Sport Tourism Action Plan.

Some of these include networking with surrounding municipalities, participating as a sponsor and marketplace buyer in the Canadian Sport Tourism Alliance Congress, hosting familiarization tours, attending local, provincial and national sport events, and developing and fostering relationships with

These events, along with the numerous other sport events hosted throughout the year, helped to build our reputation as a premier sport event destination.

Servicing was brought to the forefront in 2006. In anticipation of hosting the 2007 Tim Hortons Brier, a team was dedicated to promoting the Hamilton event in Regina in 2006. In addition, awareness building was heightened at the CANUSA Games in Flint, Michigan in preparation for hosting the 50th Anniversary CANUSA Games in Hamilton in August 2007.



Sport Tourism promotional piece

## Results

- 55 sport events/conferences were serviced (26 community, 11 provincial, 14 national and 4 international)
- Bids were developed and won for the 2007 Rowing Canada Annual General Meeting, 2007 World Baton Twirling Championships, 2007 Canadian Yachting Championships, and the 2007 Ontario Soccer Association Annual General Meeting (the first time this event will be held outside of Toronto in over 100 years).
- Bids were submitted for the 2008 AthletesCAN Forum, 2010 Canadian Sport Leadership Conference, and the 2010 Canadian Society for Exercise Physiology Conference
- 32 Sport Event grants were processed resulting in \$32,383 in funding to sport event organizers (which represented 67% of the total grant monies given out in 2006).



Opening Ceremonies for ActiFest 2006





# Meetings and Conventions

The meetings and conventions market represents tremendous opportunity for business and economic development for the city. Although this market is smaller than the leisure market, the yield is more significant due to the spending trends of conference delegates.

Conference hosting also encourages return visits, spurring future economic growth. Tourism Hamilton works closely with the organizers to ensure that business opportunities are maximized for Hamilton's tourism industry partners.

Important partnerships with Mohawk College and McMaster University continued to grow and annual tradeshow at both properties took place with Hamilton's hospitality partners. As well, Tourism Hamilton continued to partner with the Canadian Tourism Commission and the Ontario Tourism Marketing Partnership Corporation.

Local ambassadors continued to be cultivated in 2006. Tourism Hamilton's Ambassador Recognition Program recognized over 70 ambassadors – very



CSAE Conference brochure

important Hamilton cheerleaders who influence organizations, causes and associations to host their next convention locally.

## Tactics

While bidding and servicing are core functions, a number of additional activities support the meetings and conventions initiatives. They included sponsoring Canadian Society of Association Executives events given Hamilton is hosting the prestigious organization's conference in October 2007.

A successful familiarization tour was hosted in conjunction with the Canadian Open Golf Championship, with guests that included representatives from associations, sporting events and the media. A highlight in 2006 saw Hamilton hosting the popular televised CBC Canadian Antiques Roadshow.

As well as conducting site visits, staff were involved with attendance and conference building at local, provincial and national meetings and conventions including the Canadian Country Music Awards in Saint John, NB and the Boys and Girls Club of Canada National Conference in Halifax, NS.

## Results

- 74 meetings and conventions were serviced (37 provincial, 26 national and 11 international)
- 26 bids were prepared for meetings and conventions, of which 15 were successful. Successful bids included:
  - 2007 Ontario Public Buyers Association Conference
  - 2008 Boys & Girls Club of Canada National Conference
  - 2008 Rotary District 7090 Annual Conference
  - 2009 Latvian Song Festival
  - 2009 Chemical Institute Conference

In 2006, Tourism Hamilton continued to provide funding assistance to meetings and conventions held in Hamilton:

- 19 meetings and conventions grants were processed resulting in \$20,835 in funding to meetings and conventions organizers (which represents 33% of the total grant monies given out in 2006).



## Hamilton

*It's the place to meet!*

Why do meeting planners love Hamilton? The answer is simple. We offer a great location, great facilities – and best of all, we make it so easy for you.

Located at the centre of Canada's Golden Horseshoe, we're just a short drive from Ontario's major cities – or a quick flight via WestJet or Air Canada direct to Hamilton International Airport. Our meeting spaces are great too – the Hamilton Convention Centre can host gatherings from 2 to 2,000 in a facility that offers elegance, affordability and flexibility.

We'll even help you with the arrangements: room bookings, airport shuttles, social programs for delegates and guests, and much more.

To find out why Hamilton is the right fit for your next event, call our meetings and conventions officer Barbara Eastman-Lewin at 1-800-263-8590.

**tourismhamilton.com**  
Tel: 905-571-1100 • Fax: 905-571-1101 • 100 King St. W. • Airport Business Centre, Suite 100

Within 2 Hours meeting planners resource guide ad



Team Hamilton prospecting and attendance building at the CSAE Conference marketplace in Edmonton



Guests of the Canadian Open familiarization tour received star treatment in a reception on the stage of Hamilton Place





**T**ourism Hamilton's travel trade program promotes the city's tourism products and experiences to tour operators, travel agents and group leaders. In 2006, the program began to transition from an emphasis on group travel to focus on fully independent travel.

Key memberships associated with the travel trade market were maintained and leveraged including the National Tour Association, American Bus Association, Ontario Motorcoach Association, Tourism Toronto, Attractions Ontario and Team Canada.

## Tactics

Tourism Hamilton attended three key tour operator marketplaces in 2006: National Tour Association, American Bus Association and the Ontario Motorcoach Association Marketplace. At each marketplace, Hamilton's tourism product and latest information was promoted to tour operators.

Tourism Hamilton attended one group leader show in 2006, participating in the Olympic/Snyder Travel Showcase. This key Western New York tour operator is a new company, emerging from four former tour operators that included Western Coach USA, Kemps Bus Lines, We Care Group and Central New York Coach USA. The Group Leader show in November was the launch of this new tour operation so Tourism Hamilton's participation was important to ensure ongoing group business for tourism industry partners.

Tourism Hamilton worked with representatives of Westjet in 2006 as the airline launched its new web-based consumer vacation package operation: WestJet Vacations.

Tourism Hamilton also hosted a familiarization tour for WestJet's product buyer showcasing Hamilton's accommodation properties and attractions that are included in a Hamilton package.

**WESTJET vacations**

Hawaii

Home Travel Agent Login

Vacation Planning Specials Traveller's Toolkit The Experience Help

**Hamilton & Niagara**

**Book Now!**

Where from? Select a Departure City

To where? Select a Destination City

Departing mm/dd/yy

anytime

Returning mm/dd/yy

anytime

No. of Hotel rooms? 1

No. of guests? Adults 2 Children (under 18) 0

**Continue**

If you are booking a guest with Special Needs, please call 1-877-737-7001. Open Mon - Fri 9am - 7pm MST Sat 9am - 5:30pm MST, Closed Sundays.

**Hamilton and Niagara**

"Steeltown" is what comes to many people's mind about Hamilton. From Toronto, on the way to Niagara Falls, most motorists see Hamilton's distant skyline of giant steel mills and massive cargo ships. Behind that façade, however, is a mosaic of stately buildings, natural wonders and cultural attractions. Even a short visit to the city will give a whole new perspective. Think "Flower Town" and waterfalls.

At the first hint of spring the city plants more than five million flowering plants that bloom happily along the streets and in traffic islands all over the city. Augmenting this colorful floral display is The Royal Botanical Gardens, which includes five large garden areas, four nature sanctuaries and 30 kilometres of trails. Gage Park, a large, heavily treed green space designed in the early 1920s, showcases more than a thousand rose bushes and other continuously flowering types that bloom through the summer.

The city perches on the edge of the Niagara Escarpment and descends to the shores of Lake Ontario. For those who prefer the water, a four km. paved trail fringes the Beach Strip on Hamilton Harbour, beginning at Confederation Park, which is home to Canada's largest outdoor wave pool.

Hamilton's package page on the WestJet Vacations website



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# Audited Financial Statements

## Tourism Hamilton Inc. Statement of Financial Position

Year Ended December 31, 2006

2006

2005

### Assets

Accounts receivable	\$ 170,608	\$ 102,571
Due from City of Hamilton	354,540	525,936
Prepaid expenses	-	2,409
	<b>\$ 525,148</b>	<b>\$ 630,916</b>

### Liabilities

Accounts payable and accrued liabilities	\$ 161,267	\$ 86,802
Deferred revenues (Note 4)	269,490	440,005
Accrued employee benefits (Note 7)	94,391	104,109
	<b>525,148</b>	<b>630,916</b>

### Net assets

Unrestricted net assets	-	-
	<b>\$ 525,148</b>	<b>\$ 630,916</b>

## Statement of Revenues and Expenditures and Changes in Net Assets

Year Ended December 31, 2006

	Budget 2006	Actual 2006	Actual 2005
<b>Revenues</b>			
Partnership contributions	\$ 417,580	\$ 493,593	\$ 591,377
Tourism Awards & Summit	27,000	33,062	8,215
Federal grants	-	5,461	10,658
Provincial grants	10,550	172,209	211,660
Interest earned on reserve	-	18,081	12,851
City of Hamilton contribution (Note 6)	1,206,140	1,330,344	1,577,411
<b>Total revenue</b>	<b>1,661,270</b>	<b>2,052,750</b>	<b>2,412,172</b>
<b>Expenditures</b>			
Employee related costs	960,400	1,111,605	899,030
Material and supplies	34,440	47,595	69,258
Buildings and grounds	75,130	77,186	74,424
Program costs	569,550	788,246	1,272,932
Visitor centre set-up costs	-	573	12,544
Administrative costs	21,750	27,545	83,984
<b>Total expenditures</b>	<b>1,661,270</b>	<b>2,052,750</b>	<b>2,412,172</b>
Excess of revenues over expenditures	\$ -	\$ -	\$ -

Prepared by **Grant Thornton**

## Tourism Hamilton's Key Partnerships and Memberships

- American Bus Association
- Association of Convention Operations Management
- Attractions Ontario
- Bi-National Tourism Alliance
- Canadian Sport Tourism Alliance
- Canadian Society of Association Executives
- Canadian Tourism Commission
- Economic Development Council of Ontario
- Festivals and Events Ontario
- International Association of Convention & Visitor Bureaux
- Meeting Planners International
- National Tour Association
- Ontario Ministry of Health Promotion
- Ontario Ministry of Tourism
- Ontario Motorcoach Association
- Ontario Tourism Marketing Partnership Corporation
- Society of American Travel Writers
- Tourism Toronto
- Travel Industry Association of Canada
- Travel Media Association of Canada

## Tourism Hamilton

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[www.tourismhamilton.com](http://www.tourismhamilton.com)



**Hamilton**

Tourism Hamilton is a public-private partnership with the City of Hamilton. It has been established with a 19-member Board of Directors to be the tourism marketing agency for the City of Hamilton.

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