

## **Vision**

*Hamilton is a distinctive destination recognized for creativity, authentic experiences and people, and outstanding hosting capability.*

## **Goals**

- Increase the appeal of Hamilton;
- Enhance Hamilton's image as a destination;
- Attract new visitors;
- Inspire visitors to stay longer and spend more money;
- Deliver authentic experiences; and,
- Excel in the provision of hospitality.

## **Underlying Principles**

- Alignment with the City's Strategic Plan, and related municipal development strategies and the local, regional and provincial tourism priorities;
- Leveraging of the city's creativity;
- Celebration of Hamilton's authentic legacies and people;
- Commitment to collaboration;
- Optimized use of the city's infrastructural resources; and,
- Respect for the four principles of sustainability.

## **Strategic Priorities**

- Leadership: *Developing a sustainable and collaborative tourism leadership structure*
- Marketing & Communications: *Establishing a positive destination identity and growing Hamilton's share of the markets with highest potential*
- Destination Development: *Creating a great destination and enhancing Hamilton's 'welcome'*

## **Target Markets for Meeting & Conventions and Sports Tourism**

- Provincial
- National
- International

## **Target Consumer Markets**

- Connected Explorers
- Knowledge Seekers
- Youthful Socializers

## **Tourism Hamilton's Vision**

*Tourism Hamilton is an innovative destination marketing and management organization playing a strong leadership role in transforming the economy and environment of Hamilton through tourism, implementing sound strategic policies cost effectively.*

## **Tourism and Culture Division Mandate**

- To increase the economic impact of tourism in Hamilton