



Hamilton

INFORMATION REPORT

TO:	Mayor and Members General Issues Committee
COMMITTEE DATE:	March 2, 2018
SUBJECT/REPORT NO:	2018 Budget Drivers - Tourism Bid Attraction (PED18056) (City Wide)
WARD(S) AFFECTED:	City Wide
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SIGNATURE:	

Council Direction:

At the General Issues Committee Budget Meeting of February 16, 2018, staff was directed to provide information on attracting the conference, meeting, and sports sector to Hamilton including spending on bid fees.

Information:

Importance of Tourism to Hamilton

Hamilton is a dynamic city with unique geographic and cultural attributes. Tourism is becoming increasingly important to the economic health of the City and is a platform for building further economic growth. The City attracts over 4.5 million person visits annually mainly from near-in markets, and these visitors spend an estimated \$359.5 million per year.

In 2014 the City of Hamilton’s Tourism and Culture Division undertook a strategic planning process based on extensive consultation with industry and City staff. The intent of the process and this Strategy is to establish a strategic approach to the growth and development of tourism – one that is cohesive and partnership-based, designed to enhance the image and competitiveness of Hamilton as a visitor destination, grow visitation, meet visitor expectations, and generate economic and social benefits for the whole community.

OUR Vision: To be the best place to raise a child and age successfully.

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

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.

STRATEGIC PRIORITIES

LEADERSHIP:

Developing a sustainable and collaborative tourism leadership structure.

MARKETING AND COMMUNICATIONS:

Establishing a positive destination identity and growing Hamilton's share of the markets with the highest potential for return.

DESTINATION DEVELOPMENT:

Creating a great destination and enhancing Hamilton's 'welcome.'

DEMAND GENERATORS

PRIMARY

- Meetings and conventions
- Sport tourism
- Arts, culture, and entertainment

SECONDARY

- Nature-based tourism, heritage and the waterfront – sites and related attractions

HOW DO WE ATTRACT VISITORS

Leisure Marketing:

Tactics:

- Tourism Hamilton Web
- Social Media
- Advertising and Promotion such as Visit Hamilton Magazine
- Digital Marketing
- Media Relations – pitching stories – proactive and reactive by example New York Times, West Jost Magazine, Globe & Mail, Huffington Post, Toronto Star, On Route Magazine, Canadian Geographic, etc.
- Tourism Hamilton Blogs
- Fam Tours – Influencers
- Collateral materials

Conferences, Meeting, and Sports Market:

Tactics:

- Tradeshow
- Sales Missions
- Sales Calls (new and repeat business)
- Fam Tours
- Attendance at local events, such as those hosted by the Chamber of Commerce, to promote bringing conference, meeting and sports events to Hamilton
- Convention Building
- Collateral materials
- Tri-city bids initiatives
- Multi-year pitches

Bids

Competition for securing conferences, meeting and sports events is aggressive. Many events require a confirmed bid fee for Hamilton to even be considered. Similar to a construction tender the funds for a bid fee must be identified and available. Currently, staff are bidding on events into 2024/25. Bids are sometimes due now for conferences, meeting and sports events taking place five or even ten years in the future. However, any bid fee funding identified, although not paid out now, must still be identified and secure. Therefore the Tourism reserves must be sufficient and stable.

In 2016/17 staff identified approximately \$418,216 in both bid fees pending, confirmed and paid out.

To provide an understanding of volume of activity the list below represents Conferences, Meeting and Sports Events activity levels in 2017. The list represents a combination of won, active and lost bids managed by staff.

2017 Gyro International Annual Convention
2017 Parks and Recreation Ontario MBA Symposium
2017 Canadian Association of Research Libraries
2017 Badminton Canada Junior National Training Camp
2017 Canada Quest 3 x 3 Tournament – hosted by McMaster University
2018 Canadian Country Music Awards
2018 Canadian Hard of Hearing Association
2018 Ontario Physiotherapy
2018 Canadian Society of Palliative Care Physicians
2018 National Touch Football Championships
2018 Hockey Canada Gala and Golf Tournament
2018 CUCCOA Conference and AGM
2018 Canadian Alliance to End Homelessness
2018/2019/2020 Ontario Federation of Agriculture
2018 International Association of Airport Executives
2018 Canadian Merchandising Association
2018 Badminton Canada Jr. National Training Camp
2018 Eye Recommend Conference
2018 Craft Breweries Conference
2018 MasterCard Memorial Cup
2018 Watchtower Conference
2018 Canadian Beef Industry Conference
2018 U16 Eastern Football Championships
2018 OHF Hockey Championships
2018 Nanowire Conference
2018 Quidditch Canada National Championships
2018 CanSpes Annual Conference
2019 Ontario Tourism Summit
2019 Canadian Country Music Awards
2019 JUNO Awards
2019 Ontario Motorcoach Association
2019 U Sports Men's National Volleyball Championships
2019 Canadian Association of Paediatric Health Centres
2019 Academy of Sports Dentistry Annual Symposium
2019 Ontario Motorcoach Association
2019 Canadian Association of Pathologists
2019 Badminton Canada Jr. National Training Camp
2019 U18 Football Canada Cup
2019 U16 Eastern Football Championships

2020 FCM Sustainable Communities Conference
2020 Ontario Architects Association
2020 North American Indigenous Games
2020 North American Indigenous Games
2020 Kin Canada National Convention
2021 Ontario Nurse Practitioners Association
2022 Building Officials
2026 FIFA Men's Soccer Championships

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