



# TOURISM HAMILTON

## Leisure Market Overview

It's in our **character**



# BUSINESS MARKET

- Economic impact – new money - leverage overnights
- **Attract and repeat** tourism sales
- Promote Hamilton as place for meetings, conventions, sports and cultural events
- Focus :
  - National market
  - Repeat business & Multi year sales (sole source and bid)
  - Business travelers
  - Digital marketing (Linked In, paid content, trade shows, fam tours)

# LEISURE MARKET

- **Lure** visitors >40km
- Promote the Hamilton experience
- Focus :
  - Regional
  - Digital marketing vs print
    - Website, Blogs, Social media channels (IG, FB, Twitter), eNewsletter
  - Daytrippers
  - Adults and Families

# COVID & TOURISM

*The grim reality for tourism businesses is that the combination of last week's shutdown order and today's state of emergency declaration and accompanying stay-at-home order will be catastrophic. In recent days, tourism and hospitality businesses have been forced to close and have endured the loss of millions of dollars.*

- April 7, 2021 Statement from TIAO

# TOURISM IN A COVID ENVIRONMENT



## COVID-19 Advisory

Welcome! Please enjoy our visitor information for future travel planning but note that unnecessary travel into Hamilton is not allowed under the current 'emergency brake' zone in Ontario's [COVID-19 framework](#). Locals should check with attractions listed for current availability and closures. Visit [City of Hamilton](#) for latest safety updates. .

# FURTHERING SUPPORT OF SMALL BUSINESS

Local love campaign #hamontlove/#locallove launched in Oct 2020



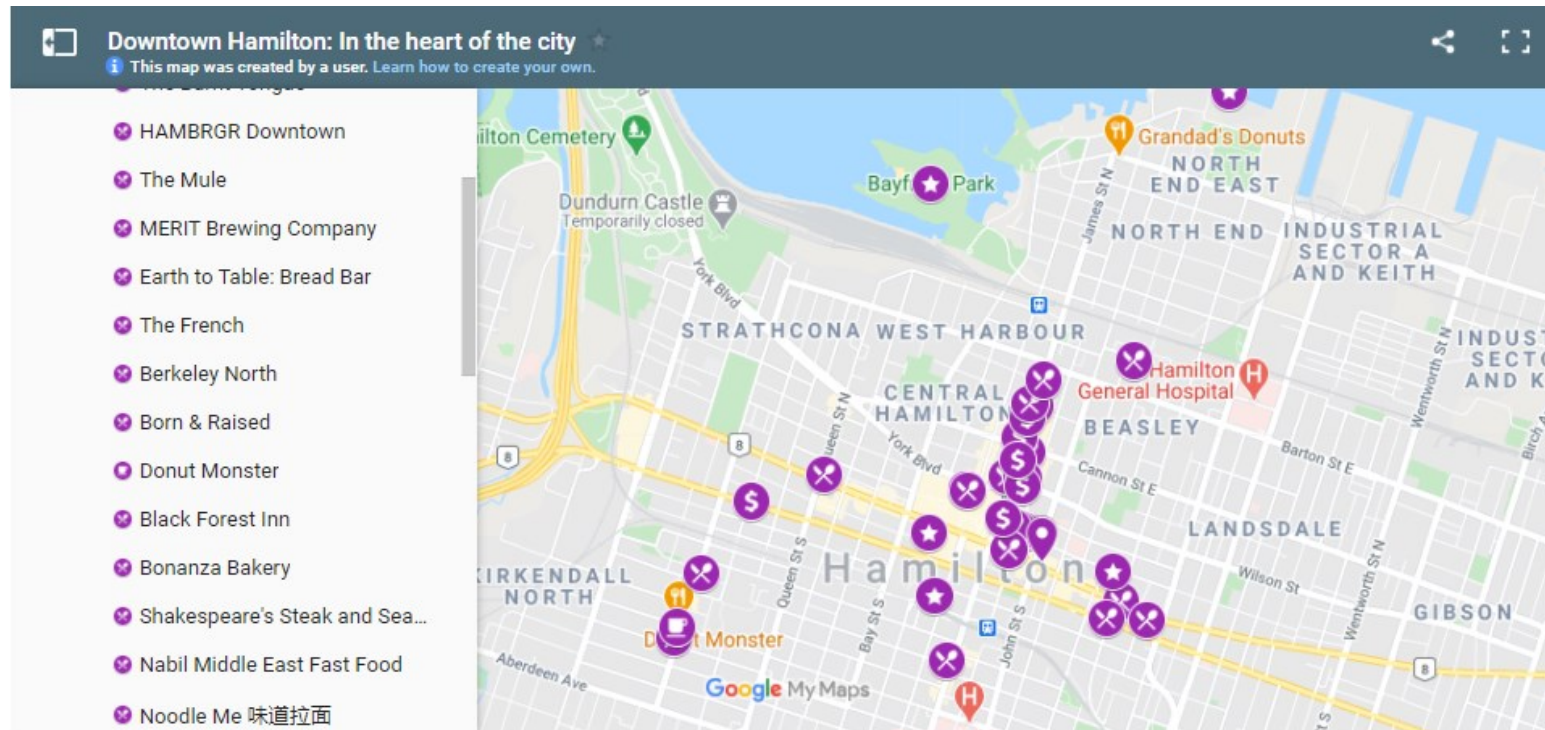
# FURTHERING SUPPORT OF SMALL BUSINESS

Video series to increase consumer confidence in shopping local was developed by Tourism Hamilton in partnership with Economic Development and Public Health



# FURTHERING SUPPORT OF SMALL BUSINESS

## Eight Neighbourhood Guides





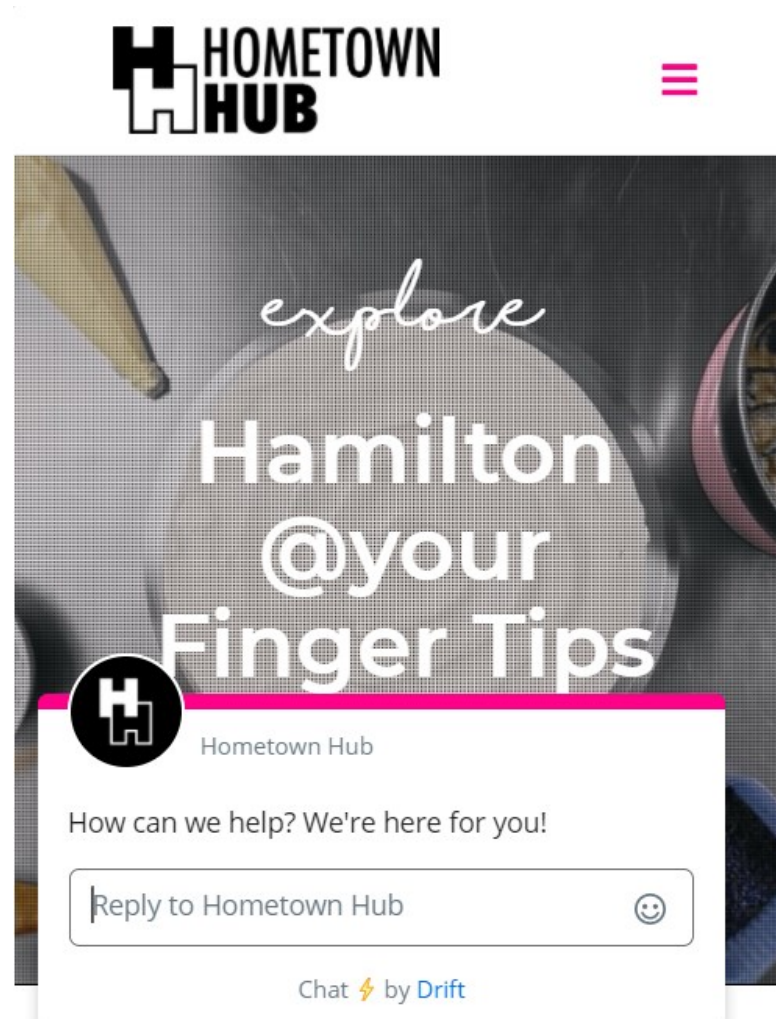
# FURTHERING SUPPORT OF SMALL BUSINESS

E-Newsletter launched in 2019

E-Welcomes for sales business and film



# FURTHERING SUPPORT OF SMALL BUSINESS



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## ENGAGEMENT AND REFERRALS

- Awareness day/theme days promotion and connection to local businesses ie National Pizza Day
- Hometown Hub promotion to support online retail
- Trivia series to promote the story of Hamilton and foster engagement
- Promotion of virtual events such as Winterfest, Supercrawl series, HPO series
- Fake March Break- Family friendly restaurants blog update
- Update film blogs
- Update Mothers Day blog
- Outdoor activity content e.g. family hiking, cycling guides (updated)

# WHAT DO THE WEBSITE ANALYTICS TELL US?


- Top location: GTA
- Source: Google, Direct
- Age: averaging over 65% <44
- Gender: female
- Mobile user
- Top page views/searches: outdoor activities (waterfalls, hiking), food
- Top Favourited pages: waterfall guide, hiking guide, neighbourhood guides
- Top referrals – outdoor activities, restaurants, attractions

# 2020 KEY PERFORMANCE INDICATORS

Tourism Hamilton (TH) Marketing had record results in 2020 :

- Total Website visitors: 84,578 to 247,779 **(+66%)**
- External Referrals to Partners: 19,086 to 62,023 **(+ 69% )**
- New eSubscribers: 976 **(+51% )**

(Q3 2019 to Q3 2020)

A decorative footer consisting of a horizontal bar with segments in dark grey, white, dark grey, and bright green.

# WHAT DO THE SOCIAL MEDIA ANALYTICS TELL US?

Current state (March 2021):

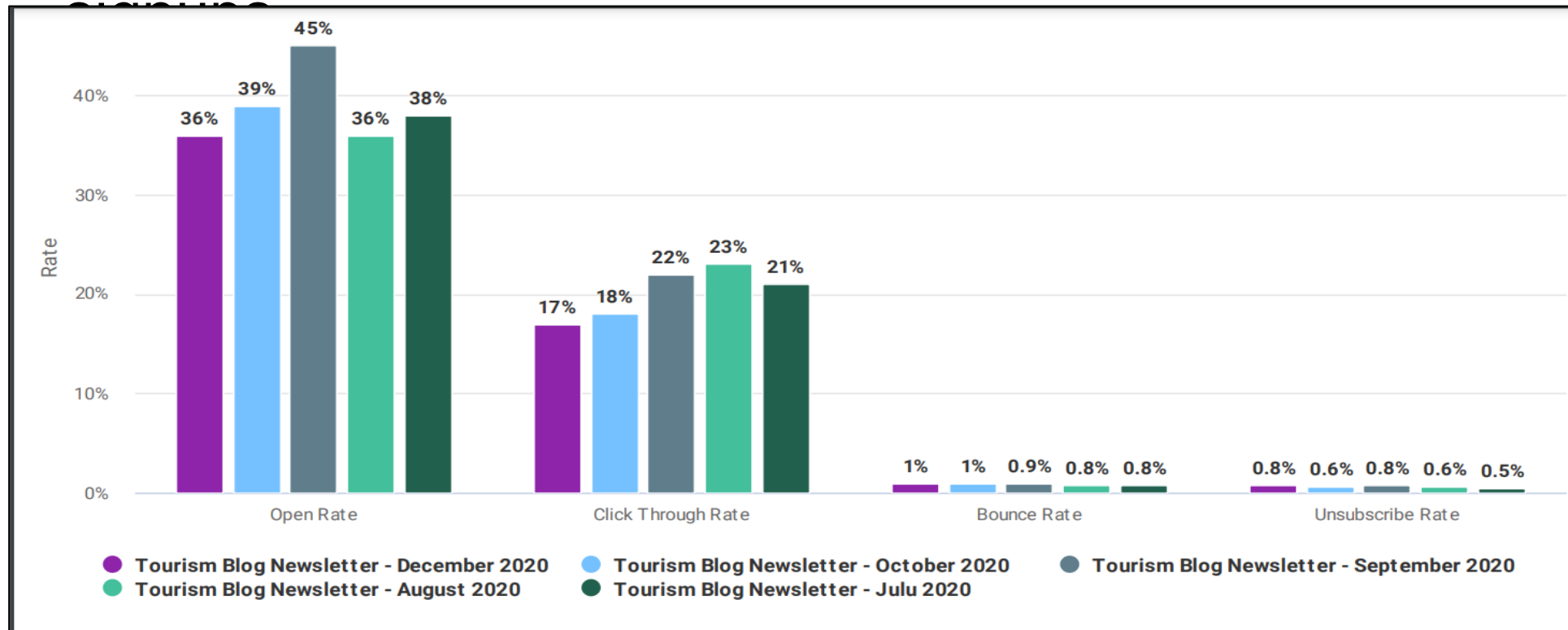
Facebook	Instagram
Followers 23,515	Followers 23,417
67% female	66% female
Age 35-44	Age 25-34
Canadian followers 21,642	Canadian followers 17,514
Hamilton followers 9,515 (40%)	Hamilton followers 10,811 (46%)
GTA 5,073+ (22%)	GTA 2,000+ (9%)

- Total social media followers 64,167 to 68,131 **(+6%)\*** vs 2020
- Growth is encouraged normally through paid and targeted ads
- TH has no control over who follows our accounts



# WHAT DO THE E-NEWSLETTER ANALYTICS TELL US?

- 7,143 subscribers (as of March 1st, 2021)
- Growth is encouraged through paid campaigns and website




# CONSIDERATIONS FOR 2021 HIGH SEASON

- Will regional travel be permitted?
- What will consumer confidence be in travelling, gathering, use of public space....
- Will attractions reopen? To what capacity?
- How to promote outdoor activities and encourage spending - agri-tourism, cycling, hiking, etc.
- Will there be a provincial tax credit to encourage staycations - how do we leverage for Hamilton?
- How to maximize return of virtual /downscaled festivals and events

# UPCOMING

- Spring Winterfest
- Grey Cup Nov 2021
- World Synchro Skating Championships 2022
- Canadian Country Music Week 2023
- RBG Canadian Open
- And more.....

# ENGAGE WITH TOURISM HAMILTON

- Leverage local love campaign
  - Tag us on social media
  - Upload photos
  - Follow us on social media
  - Link to our website – (supports SEO)
  - Tell us your story
  - Inform us of new offerings
- 
- A decorative footer at the bottom of the slide consisting of four colored rectangular blocks: a dark grey block on the far left, a white block, another dark grey block, and a bright lime green block on the far right.