

# City of Burlington Tourism Vision

## Project Description:

The City of Burlington retained Economic Growth Solutions Inc. and HSAL to develop a Tourism Vision for Burlington. The need for a Tourism Vision was identified during the Strategic Plan, Future Focus V. It also recognized that tourism plays an important role in enhancing the local economy and maintains the quality of life enjoyed by community residents.

In order to develop a tourism vision for Burlington, HSAL reviewed existing studies, documents, plans and data associated with tourism in Burlington and other relevant documentation; conducted interviews/discussions with key stakeholders; prepared a situation analysis of Burlington's tourism industry; examined the roles of destination marketing organizations for other comparable municipalities in; and conducted a comprehensive community consultation process.



**Client:** City of Burlington

**Location:** Burlington, Ontario

**Year:** 2002 – 2003

## Services:

- Facilitation
- Public Consultation
- Land-use Planning
- Tourism Development
- Economic Development

**HARDY  
STEVENSON  
AND ASSOCIATES**

www.hardystevenson.com  
364 Davenport Road  
Toronto, ON M5R 1K6  
416-944-8444 or 1-877-267-7794  
@hardystevenson 