



**RTO 3
COVID-19
TOURISM
RECOVERY
PROGRAM**

2020/21

**VISITOR EXPERIENCE
MARKET-READINESS
PROGRAM**

Hamilton Halton Brant
Regional Tourism Association

Program Overview

IMPACT ON TOURISM

In response to COVID-19, The Hamilton Halton Brant Regional Tourism Association (HHBRTA) has developed a time-limited COVID-19 Tourism Recovery Program to support the tourism industry's business re-emergence efforts.

Hamilton Halton Brant Regional Tourism Association (HHBRTA) is providing economic support to our regional industry partners through an application process, with the exclusive intent to help drive incrementation visitation and improve the visitor experience to your business overall. We invite you to consider how you can expand your sales opportunities by enhancing your business profile.

INVESTING IN YOUR FUTURE

This program is designed to assist tourism stakeholders by enhancing the quality and market-readiness of your tourism product and/or services. Based on your tourism business sector, HHBRTA wants to support creativity, ingenuity and innovation to stimulate your tourism business to maintain your current customer base and attract new audiences.

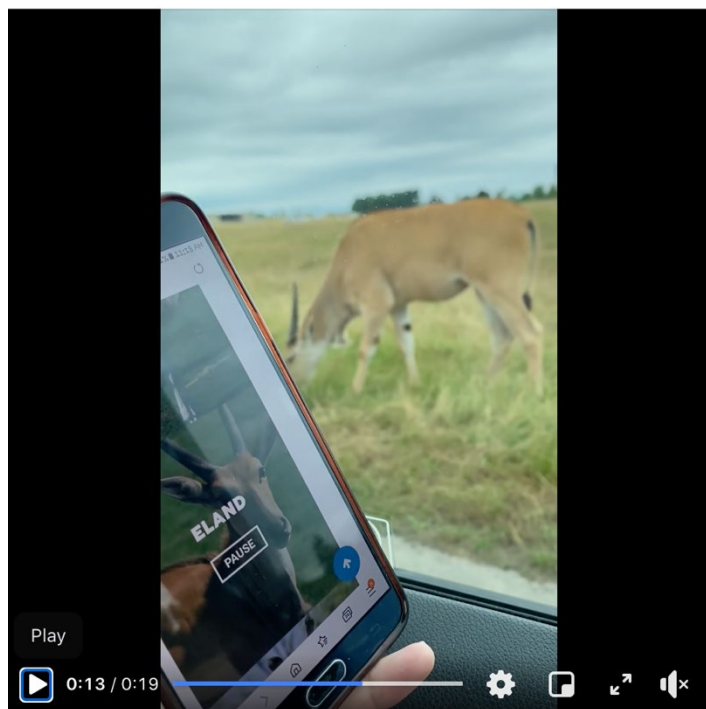
Market-Readiness is the creation and delivery of memorable, value added, high quality products and experiences that meet and exceed the expectations of visitors.

The scope of the Visitor Experience Market-Readiness Program is broadened to ensure tourism businesses have access to funds that enable our industry to recover in an innovative and inspirational way. HHBRTA is committed to ensuring your resilience through these times, as we continue to strengthen the economic value of tourism in our region.

Examples of Program Results



Curating the “how to visit” messaging



Using the African Lion Safari website to help navigate your experience



Pivoting the visitor experience from a walk-thru to a drive-thru

Eligibility & Application Process

Applicants are eligible if their projects include any one of these:

- Focus on maintaining your current customer base, or growing a new audience
- Elevate the visitor experience - protecting, enhancing, restoring
- Increase your digital presence in the marketplace (website, images, video) to help drive brand awareness and connect visitors to your business

WHO IS ELIGIBLE?

HHBRTA is seeking actively, in operation, and established tourism industry partners, of which are in the business of offering purchasable product, service, activity or experience to visitors, including local:

- Whose business is located in the regional boundaries of RTO3 (Hamilton, Halton or Brant), and;
- Whose business offers buyable tourism products, service, activity or experience to visitors within these boundaries, and;
- Whose business is focused on marketing to visitors and locals, and;
- Applicant must be a partnered business with HHBRTA, whereby your business is listed as a tourism partner on our leisure website (www.theheartofontario.com), and;
- Tourism operators must include a COVID-19 health and safety message on their website

HOW TO APPLY

ROUND ONE:

Please submit your **Proposal of Interest** signed application to Bev Scott; Manager, Business & Visitor Experiences Development at bev.scott@theheartofontario.com.

Tourism businesses are invited to **apply between the dates of November 16 and November 30**. *Please note that applications submitted before or after the intake dates of November 16-30 will not be accepted.*

APPLICANTS MUST:

- Demonstrate a need that will enhance or elevate your tourism offerings or digital presence
- Describe specifically, your project(s) or initiative, keeping in mind the eligibility criteria, as describes in the “*who is eligible*” section.
- Develop and implement the approved project(s) or initiative as agreed in the approval, on or before March 31, 2020.

ROUND TWO:

Once your “Proposal of Interest” application is approved, you will be required to submit a detailed application defining scope of project(s) or initiative needs and expectations.

If successful, partners will enter into a written agreement with HHBRTA, and be required to deliver and implement on the activities as jointly identified and agreed.

Eligibility does not guarantee acceptance into the program. Information submitted is not propriety, as Hamilton Halton Brant Regional Tourism Association (HHBRTA) may have considered ideas similar to your concept.

Application Form

HHBRTA VISITOR EXPERIENCE MARKET-READINESS PROGRAM

PROPOSAL OF INTEREST

Applicant Name	
Tourism Business Name	
Business Address	
Business Website URL	
Business Social Media Accounts	
Business Email Address	
Business Telephone Number	
Please describe the project/initiative you would like to implement?	
How do you see RTO3 supporting you with this initiative?	
What is your target audience? (Please check applicable ones)	Gen Z ____ Millennials ____ Baby Boomers ____
What is your anticipated start timeframe or season of the Visitor Experience Implementation?	