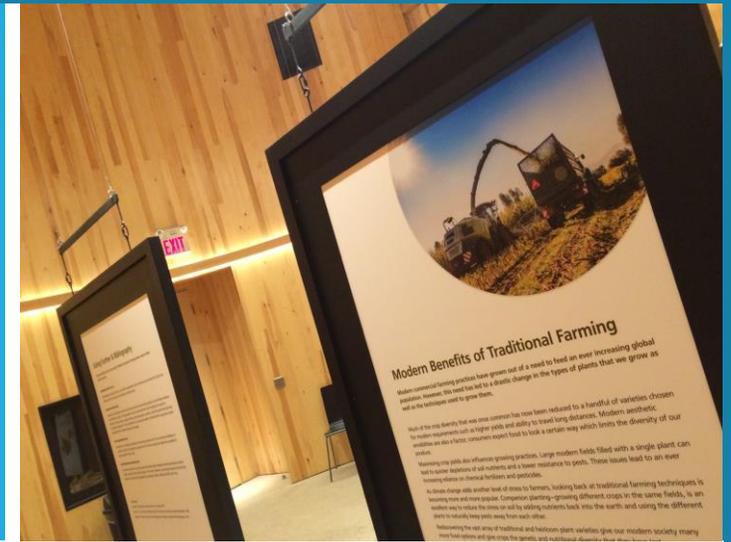


Stay Tripping

IN THE
HEART OF ONTARIO



Campaign Marketing Overview and Fulfillment Toolkit

Regional Tourism Accommodation Leisure Business
Development Initiative - Late Summer & Fall 2021

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ABOUT HHBRTA

Who We Are: An independent, industry-led, not-for-profit organization, responsible for working with tourism partners to enhance and grow this region’s tourism products and marketing activities, with the intent of increasing visitors, generating more economic activity, creating more tourism jobs and sustainability, capturing unique product clusters, and integrating existing brands and partnerships.

Our Mandate: We work collaboratively to ensure that any initiatives that are undertaken supplement, not replace existing efforts of sub-regional Destination Management Organizations (DMOs) and other organizations active in tourism, such as Chamber of Commerce. The organization’s focus is to design and execute innovating marketing tactics to drive new, incremental visits and spending while building the regional visitor experience brand.

The creation of HHBRTA began in 2009 and in December 2010 we became an incorporated entity, pursuant to the Province of Ontario’s request. Today, HHBRTA is governed by a permanent industry-led Board of Directors, has an established head office and permanent staff team, led by an Executive Director.

The Heart of Ontario Regional Tourism Strategy has been the framework in which HHBRTA has determined operational priorities and industry development initiatives. HHBRTA is funded annually by the Ministry of Heritage, Sport, Tourism and Culture Industries and complies with Province of Ontario funding agreement requirements.

Our Brands



Corporate Brand



Leisure Brand





Background



STAYTRIPPING CAMPAIGN OVERVIEW

Locals and visitors alike are invited to stay one or two nights at any one of our 22 regional accommodation partners by booking their unique StayTripping overnight packages or offers.

Designed to support our regional accommodation sector and rebuild Hamilton Halton Brant's (HHB) visitor economy by promoting visitation and expenditure within our tourism destination. This, following the easing of travel guidelines and re-opening of Ontario, is in response to travel restrictions of COVID-19 global pandemic.

This fully integrated consumer-facing marketing and fulfillment campaign addresses our focus on a stay in The Heart of Ontario mandate that gets visitors and locals to support tourism-related businesses in our tourism destination.

StayTripping brand is designed to target locals-for-local mindset, while also keeping in mind the inter/intra-provincial visitor (external markets) booking opportunities, especially as easing of travel applies to a stronger visitation opportunity.

The campaign has a region-wide and external market reach, promoting not only our participating accommodation partners, but also expanding to feature local/regional experiences – craft and culinary, attractions, shopping, arts and culture, outdoor adventures, and more!

Together, we strive towards turning travel dreams and aspirations a reality, enticing holidaymakers to hit our towns and make that regional overnight getaway escape.





WORKING TOGETHER

As we execute this campaign, we are aware of the tough time our industry has endured. As tourism rebounds, we are committed to working with our regional accommodation sector to aid in recovery and continue to develop leisure markets.

- Continue engaging in the development of overnight offers that resonate with consumers and that leverage with local tourism businesses.
- Keep us informed on ideas for product development and we can assist you with partnerships and marketing.
- Make sure you leverage social channels to gain the best exposure of your products and services.
- Participate in our industry events, workshops, training, and more, by signing up for our industry communication at www.hamiltonhaltonbrant.com



CAMPAIGN VITALS

Hamilton Halton Brant Regional Tourism Association has developed this consumer marketing initiative aimed at restarting the economy in the wake of COVID-19, by encouraging locals, regional residents, and visitors to enjoy overnight stays to our region of Hamilton Halton Brant.

Campaign Start and End Dates: August 23, 2021 to November 30, 2021

Campaign Live: August 23, 2021

In-Market: Local Markets: August 23, 2021 to October 15, 2021

In-Market: External Markets: September 07, 2021 to November 21, 2021

Goals:
Re-start Leisure Tourism in The Heart of Ontario by:

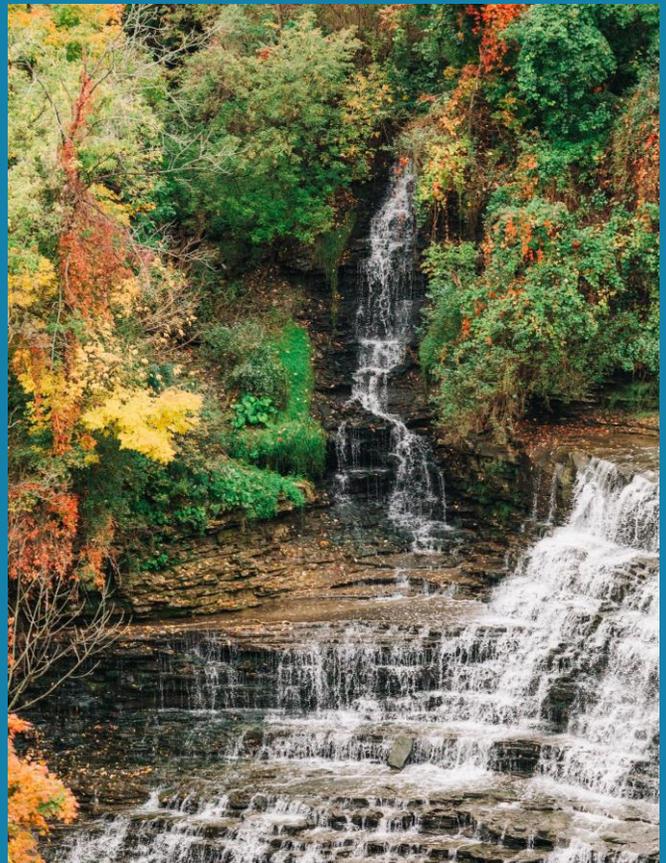
- Attracting overnight stays in our destination, that convert to day tripping during their stay
- Generating economic impact for tourism businesses/experience providers/operators
- Driving hotel room bookings
- Building our tourism brand and creating local ambassadors for a strong inbound traffic

Strategies:

- Activate locals and visitors to take a trip: Make it easy for them to plan and book
- Educate and sustain traveller confidence: Amplify clean and safe messaging from the destination (RTO3 and local municipalities), the accommodation sector, attractions, food services, operators, and businesses servicing tourists.
- Encourage overnight stays: Promoting the StayTripping overnight accommodation packages and offers, and continue to work with the accommodation sector to create new and compelling offers



Toolkit Assets



BRANDING AND LOGO

The 'StayTripping in The Heart of Ontario' brand is a unifying proposition that aims to create a way for locals to look at their destination with the lens of a visitor or tourist, while inviting tourists back and showcase all we have to offer for a discovery experience.

Our creative concept simply highlights the uniqueness of our destination and instils a pride of place fabric, especially during these times of re-opening.

This Wordmark is created in five colour versions, and also white and transparent. Jpg, eps, png formats are available to download: Wordmark Download URL: www.hamiltonhaltonbrant.com/files/download/1400

The Campaign Logo 'StayTripping' **IN THE HEART OF ONTARIO** was created to be integrated throughout the campaign.

We invite you to use this asset to create any marketing collateral for your business when promoting Hamilton Halton Brant. This can include email marketing communications, and local press ads. Consider this visual asset as a stamp that can be allied to any promotional material, that align with our marketing strategy.

Important Note: We ask that you do not promote the StayTripping promotion to walk-in guests. This campaign is driven by our marketing as we are leveraging your package or offer through a dedicated marketing strategy, including a considerable investment in this Visa Voucher incentive. This campaign is designed to drive organic bookings, whereby tourists are planning their getaway and making a pre-booking. Advance purchase would be applied as a criteria.

WORDMARK Usage:

Do not alter the StayTripping wordmark in anyway, including changing the colours, angle, or dimensions, to avoid distorted proportions and appearance.

Use of any colour variation is permitted based on personal business preference.

Contact Brittany Hunter, Destination Marketing Officer for marketing inquiries. brittany.hunter@theheartofontario.com

StayTripping Campaign WORDMARKS



MESSAGING AND COMMUNICATIONS

StayTripping Campaign Marketing Tactics

- A **dedicated landing page** - www.staytripping.ca, houses all the accommodation partner packages and offers
- Featured on the landing page, also houses the **aligning campaign**, Stay and Play PERKS Offers.
- The StayTripping accommodation packages/offers will be **presented throughout different avenues on our website**, www.theheartofontario.com.
- A **website article** has been created which highlights the campaign itself, and all accommodation packages and offers, listing all 22 accommodation partners.
- Planned **radio ad flights** with a local radio station, which includes a **3-flight contesting component** – 3 regional overnight prizes.
- **Paid media** running through Facebook and Instagram to targeted audiences.
- StayTripping Campaign **dedicated marketing** is designed to **target new overnight business**, driving eyes to regional participating accommodation packages and offers. Consumers learning about StayTripping packages and offers will be generated by our dedicated campaign marketing, and that has been leveraged through marketing by participating StayTripping accommodation partners.



StayTripping Paid Media

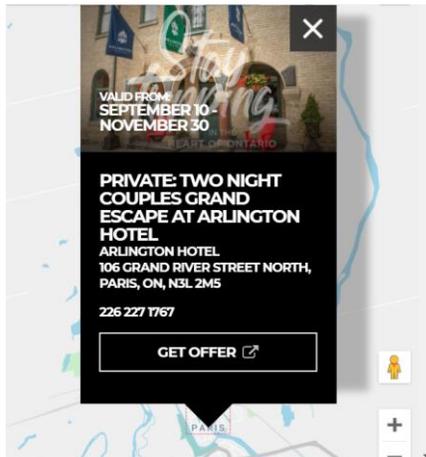
Media Campaign

- In addition to publishing the accommodation packages/offers on www.theheartofontario.com and www.staytripping.ca, there will be ongoing posting via our owned social media channels.
- We have launched a fourteen-week paid media campaign incorporating the 'StayTripping' brand which will run on Facebook and Instagram from August 23 through November 21, 2021.
- The paid media flights will go out to local audiences until October 15 and flights will go out to external audiences including GTA, Niagara and Southwest Ontario markets, until November 21, 2021.
- The paid media flights will specifically lead consumers to the StayTripping campaign page, www.staytripping.ca. During this time, we will also have our Fall campaign in market that will also be driving visitation to the StayTripping packages on our website.

STAYTRIPPING CAMPAIGN WEB LANDING PAGE

www.staytripping.ca

- Your accommodation package or offer will be featured on this dedicated campaign landing page (see example below)
- Each accommodation package or offer will also include the Terms and Conditions for booking, redemption and receiving the incentive Visa Voucher
- Based on bookings, we can assist you in revising your package, if it requires tweaking
- Your accommodation package or offer has been submitted by your property team and been approved for marketing
- Refer to the screenshot of an example of a package/offer. Your offer will feature your property images and individual package/ offer components.



PRIVATE: TWO NIGHT COUPLES GRAND ESCAPE AT ARLINGTON HOTEL

PRIVATE: TWO NIGHT COUPLES GRAND ESCAPE AT ARLINGTON HOTEL

Historic hotels are filled with countless stories captured through decades of celebration, indulgence, retreat from the everyday, and unforgettable experiences. Located in charming downtown Paris steps to shops, cafes and dining, the Arlington Hotel is a boutique hotel where our lasting memories meet your next great story.

Whether it's spent savouring an elegant chef-prepared meal, trading conversation over classic cocktails, or relaxing from the world, every night at the Arlington Hotel is destined to become a lasting memory.

Package includes:

- Standard room for two nights (based on double occupancy)
- Bottle of sparkling wine in the room, for day of arrival
- Three-course dinner for two, each night at the hotel. Dinners can be enjoyed at the Arlington's landmark restaurant *edit.* or in your room

Terms:

- Package must be pre-booked. Not valid with any other offer
- Available Wednesday to Sunday
- Offer is valid during The Heart of Ontario Stay Tripping Campaign DATES. Hotel terms and conditions apply

To make a reservation, please call the Arlington Hotel at 226-227-1767.

[GET OFFER](#)



CAMPAIGN REDEMPTION TERMS & CONDITIONS

StayTripping Promotion 2021 – Accommodation Offer

With the advanced booking and purchase of a one night or two consecutive night stay at one of The Heart of Ontario's StayTripping packages/offers at one of the participating accommodation establishments, receive (while quantities last) a Visa Voucher to redeem at any one of our regional tourism businesses.

Terms and Conditions

- StayTripping offer valid for **NEW** bookings of a minimum one-night stay to a maximum two consecutive night stay, during the in-market promotion dates from August 23, 2021 to November 30, 2021 for arrivals between Friday, September 10, 2021 to Tuesday, November 30, 2021 - at participating StayTripping accommodations (within The Heart of Ontario regional destination boundaries).
- StayTripping campaign marketing period ends on November 21, 2021, by 11:59 p.m. EDT
- Offer must be booked directly with the participating accommodations by calling directly, as indicated on the offer and booking link identified on the StayTripping landing page - www.staytripping.ca
- Bookings made through third party sites do not qualify for this promotion (ex. Expedia, Booking.com, Hotels.com, Travelocity, etc.)
- Only valid for stays of a maximum of two nights, stays must be consecutive. If the guests choose to extend their stay, no additional Visa Voucher can be applied. One Visa Voucher per booked reservation with reservation number.
- The StayTripping Visa Voucher offer only valid per room, per booking: one night stay earns one room a \$50.00 Visa Voucher (Canadian Dollars); two night consecutive stays, earns one room a \$100.00 Visa Voucher (Canadian Dollars). Subject to limited quantity of StayTripping Visa Vouchers, so book early to avoid disappointment.
- StayTripping promotion is valid with hotel-direct bookings, quoting StayTripping promotion packages/offers of each individual hotel. Walk-in reservations are not applicable to receive Visa Vouchers as StayTripping promotion packages must be pre-booked at the hotel directly, by phone.
- As this is a limited time offer, Hamilton Halton Brant Regional Tourism Association reserves the right to cancel this promotion for any reason at any time.
- Visa Vouchers are of a limited quantity and are subject to availability. Check with participating hotel for Visa Voucher availability, at time of booking. Visa Vouchers are available at a first-come first-served basis and be aware that inventory of Visa Vouchers may not last to promoting end date of November 30, 2021.
- Rates, offers and conditions may vary and are at the discretion of the participating hotel or accommodation partner and are subject to availability. The participating accommodation reserves the right to cancel any offer at any time, without notice.
- Room type limitations may also apply
- Blackout dates may apply
- Taxes and Fees apply
- Not valid in conjunction with any other promotions or offers, including loyalty or reward program redemptions.
- Not valid for discounted or negotiated rates, groups or existing reservations.
- The StayTripping Visa Voucher is not to be applied to the room rate but can be applied to hotel restaurant purchases and room service.
- The StayTripping Visa Voucher cannot be redeemed for cash.
- The StayTripping Visa Voucher should be treated like a Visa Gift Card.
- Participating hotels reserve the right to limit number of bookings per person over the promotional period.
- All hotel guests are required to adhere to COVID-19 Health and Safety Protocols. Please contact the hotel directly for any updates or if you have any questions about their offer.

In response to COVID-19, accommodations in The Heart of Ontario have implemented rigorous cleaning and safety standards for your comfort, security and confidence. We look forward to welcoming you!

RADIO ADS AND CONTESTING

- Throughout the first leg of the StayTripping campaign we will have radio ads running on 102.9 FM Bounce Radio (formerly K-Lite), featuring the accommodation campaign with a contest component
- The campaign feature will be present on Bounce Radio's website and social media along with being mentioned on air
- There will be three contest flights with (3) prize packages offering a two-night stay for two at accommodations in each part of our region



SOCIAL MEDIA CHANNELS



Tag Us on Social

Primary Hashtag 1

#HHBstaytripping

Primary Hashtag 2

#HamiltonHaltonBrant

Secondary Hashtags

#stayandplayinHHB

Instagram:



@heartofontario

Facebook:



@TheHeartofOntario



Tourism Development



VISA VOUCHER INCENTIVE PROGRAM

Why

- Due to COVID-19 and opening framework, the accommodation sector has limited business growth opportunity as groups, sports, corporate cannot be actively pursued for 2021.
- For the RTO, leisure marketing has been a priority and has demonstrated audience growth to locals and non-local audiences.
- Leisure visitation is this sector's priority business growth opportunity
- We, as the RTO, are in a position to fill a gap to meet pent-up demand that is expected to happen once domestic travel re-opens.
- We continue to support our accommodation sector to drive bookings and longer stay visitation.

The Visa Voucher Redemption

- Encourage StayTripping guests to take this Visa Voucher incentive and redeem at a local tourism business.
- Do not accept it to cover the room rates, however, if they ordered room service or enjoyed hotel dining or bar service, yes, they can certainly pay for that portion of their bill with the StayTripping Visa Voucher.
- Remember, in order for a guest to be issued this Visa Voucher, they must have pre-booked your individual properties StayTripping package or offer (as displayed on www.staytripping.ca). This is not to be issued to any other guest, as we are investing in your property, through our campaign dedicated marketing initiatives, in promoting your specific StayTripping package/offer.





DRIVING VISITATION WITH STAY AND PLAY PERKS

Introducing the Stay and Play PERKS Card Offer Program

Our goal is to drive locals and visitors to stay the night or two, or longer, the weekend or mid-week, as well as extending their stay by exploring and filling their days with plenty to do and see!

In order to further engage this audience, beyond the StayTripping Visa Voucher incentive, we are working with our tourism industry to give this captive audience the opportunity to explore and experience.

Together with our industry, we developed the Stay and Play PERKS Card that would feature curated elevated offers - specific to the StayTripping audience, as well for our Great Canadian Day Tripping dedicated audience.

Stay and Play PERKS Card holders will simply sign-up to access the card, and then download the branded card.

- Measure geo markets
- Collect data on interests and what resonates
- Measure redemption
- Develop creative Stay and Play PERK Card that highlights our destination as a place of tourism value
- Integrate Stay and Play PERKS exclusive access offers to the www.staytripping.ca landing page
- Opt-in mechanism for data-acquisitioning – to grow our audience.

(prototype sample)



ENGAGE FURTHER

Support leveraging the StayTripping campaign by using **#HHBstaytripping**, **#hamiltonhaltonbrant**, **#stayandplayinHHB** as well as your own hashtags, when sharing posts on social media (Facebook and Instagram). Also encourage your guests and visitors to do the same. The StayTripping rack card will feature all social channels.

Provide a compelling overnight offer(s) to the team at Hamilton Halton Brant Regional Tourism Association (HHBRTA). Your approved overnight offer is listed on our StayTripping website: www.staytripping.ca. Be active in promoting your StayTripping package or offer through your channels.

Visit our campaign website and dedicated landing page at www.staytripping.ca. See all the participating accommodation partners and their unique StayTripping offers.

Guests are encouraged to share their StayTripping experience in your social media posts. For example, we anticipate social post showing of their visitor experiences, using hashtags and tags.

Update your own marketing channels with high quality/resolution images, videos of your hotel and nearby experiences.

Stay connected with your team at HHBRTA to leverage any promotional opportunities that arise and be sure to communicate exciting announcements and developments with us , beyond StayTripping.

Keep up to date with the StayTripping campaign by ensuring you are signed up for regular industry newsletters e-blasts. Visit www.hamiltonhaltonbrant.com to sign-up for our tourism industry e-blasts.

Display your consumer confidence measures that your property is applying for safety and health protocols. If you are Safe Travel Stamp certified, let HHBRTA know, and ensure you are displaying that logo for the consumer to see how you are initiating your protocols to feel safe and welcome. Visit www.tiaontario.ca/cpages/safetravelstamp to learn how to Safe Travel Stamp self-certify your business.





Fulfillment

WELCOMING GUESTS: THE RESERVATION

Consumers will learn about your hotel/accommodation package/offer directly through our marketing of the StayTripping Campaign and a listing will be featured on our dedication campaign landing page: www.staytripping.ca

StayTripping Booking Process: STEP ONE

1. Making a StayTripping Reservation

Guest will book directly with the accommodation property, by package name. Instructions on how to book are visible with your package/offer.

2. Identify the Caller as a StayTripping Customer

They will request your package/offer by name. Make sure your reservation staff are aware of the package name, inclusions and the StayTripping Campaign, with your roles and responsibilities for fulfillment.

3. Reservation Confirmation

Accommodation property accepts the reservation (Please review the inclusions of your StayTripping package/offer)

4. Assign a StayTripping Visa Voucher

Set aside a StayTripping Welcome Kit. We recommend that you anticipate this guest's arrival and be prepared with the value-add components of what makes a StayTripping booking unique. (See StayTripping Welcome Kit)

5. Prepare the Guest Receipt of StayTripping Visa Voucher Form

Include this form with the StayTripping Welcome Kit. Upon guest's arrival, they will be required to acknowledge and sign that they received their StayTripping Visa Voucher. (See sample of form on page 24)

WELCOMING GUESTS: CHECK-IN

Prepare for Guest Arrival: STEP TWO

1) Upon Guest Arrival and Check-in

Present the StayTripping Welcome Kit to the StayTripping booking guest, including the three key items (see below).

2) Cross-Reference the Issued StayTripping Visa Voucher to the Visa Voucher Log Sheet (see Visa Voucher Log Sheet Form sample on 23)

Complete the StayTripping Visa Voucher Log Sheet and sign-off that the StayTripping Visa Voucher has been issued. We require tracking for audit purposes and campaign measuring.

3) Guest StayTripping Visa Voucher Receipt Form

Make sure you have the guest signs and acknowledges that they have received the StayTripping Visa Voucher. See Guest Acknowledgement and Receipt of StayTripping Visa Voucher Form on page 24. Keep this signed form with the StayTripping Visa Voucher Log Sheet.

STAYTRIPPING WELCOME KIT COMPONENTS

The Welcome Kit aims to serve as a tool to assist the guest with tourism suggestions and programs that are available to discover.

The contents of the Welcome Kit at Guest Check-in: (3 key items)

1. Hamilton Halton Brant Welcome Rack Card.
2. StayTripping Visa Voucher and How to Use it (cannot be applied to the room rate) – Guest signs to receive StayTripping Visa Voucher
3. Stay and Play PERKS Card and/or instructions on how to download it.



CAMPAIGN REPORTING & RESPONSIBILITIES

We will continually gauge the consumer response through the efforts of our marketing strategy and actual booking results. Tracking each Visa Voucher that you issue to your qualified StayTripping guest is vital for our overall campaign budget tracking and measurements. Every Visa Voucher must be accounted for. The forms you are provided will support your recording-keeping efforts.

Visa Voucher Hotel (Accommodation) Allocation Record

- 1) **Record Keeping:** This form will act as your record of the StayTripping Visa Voucher and voucher number allocation that we are assigning to your property.
- 2) **Visa Voucher Hand Delivery:** Your allotment will be delivered directly to your hotel. Hand delivery will take place the week of August 16 to 20, 2021. Please note that we will pre-arrange a time and date.
- 3) **Sign-Off:** At delivery, our staff will have a hotel/accommodation representative receive and initial each voucher, checking off each number that corresponds with the Visa Voucher number. This will ensure you acknowledge and receive the correct vouchers listed on the form.
- 4) **Store Securely:** Visa Vouchers need to be stored in a **secured location** along with this form so that once a StayTripping booking is made you can assign one of the StayTripping Visa Vouchers from this list to the booking. Set the assigned Visa Voucher with the StayTripping Welcome Kit.
- 5) **Two Copies:** You will keep a copy and RTO3 will keep a copy.
- 6) **Memorandum of Understanding:** RTO3 requires each accommodation partner to sign a Memorandum of Understanding that identifies promotion partnership timelines, campaign goals, objectives, performance indicators, and roles and responsibilities of both RTO3 and Accommodation Partner.
- 7) Visa Voucher Hotel Allocation Record Form sample is below



VISA VOUCHER HOTEL ALLOCATION RECORD

HOTEL NAME: _____ DATE OF RECEIPT OF ALLOTMENT: _____

VISA VOUCHER NUMBER	INITIAL RECEIPT OF VOUCHER	RTO3 STAFF OF ISSUE	GUEST NAME/RESERVATION # ASSIGNED
TOTAL ISSUED:	(INITIAL)		

ONE COPY FOR ACCOMMODATION/ONE COPY FOR RTO3



VISA VOUCHER LOG: TRACKING SALES

Each accommodation partner will be required to complete a weekly Visa Voucher Log. Together, with the RTOs support, we will collect these forms in a pre-determined timeline and based on how many Visa Vouchers have been issued through StayTripping package bookings.

Visa Voucher Log – Weekly Log: Recording - Fridays to Thursdays

Week	Start-End Weeks	Returned Visa Voucher Log to RTO3 (Please mark as Complete)
Week 1	Friday, Sept. 10 to Thursday, Sept. 16, 2021	
Week 2	Friday, Sept. 17 to Thursday, Sept. 23, 2021	
Week 3	Friday, Sept. 24 to Thursday, Sept. 30, 2021	
Week 4	Friday, Oct. 01 to Thursday, Oct. 07, 2021	
Week 5	Friday, Oct. 08 to Thursday, Oct. 14, 2021	
Week 6	Friday, Oct. 15 to Thursday, Oct. 21, 2021	
Week 7	Friday, Oct. 22 to Thursday, Oct. 28, 2021	
Week 8	Friday, Oct. 29 to Thursday, Nov. 04, 2021	
Week 9	Friday, Nov. 05 to Thursday, Nov. 11, 2021	
Week 10	Friday, Nov. 12 to Thursday, Nov. 18, 2021	
Week 11	Friday, Nov. 19 to Thursday, Nov. 25, 2021	
Week 12	Friday, Nov. 26 to Thursday, Nov 30, 2021	

Visa Voucher Log Reporting Instructions:

- 1) A week-by-week StayTripping Visa Voucher Log Sheet of the 12-week campaign will be provided to your property (12 sheets).
- 2) Along with this Toolkit, we recommend that you keep the provided Visa Voucher Logs in a binder, in order of week. At weeks' end, please scan the sheet and email them to bev.scott@theheartofontario.com.
- 3) We will provide all weekly sheets (one per week), however if you require additional sheets for a particular week, please feel free to make copies to suit your guest issuance needs.
- 4) Use the StayTripping Visa Voucher Log Sheet to track every StayTripping Visa Voucher that you issue, including guest name, booking/reservation number, arrival date, departure date, StayTripping Visa Voucher Number, and Date you Issued the StayTripping Visa Voucher/Initial that you issued.



VISA VOUCHER LOG

WEEK OF: FRI. SEPT. 10 – THURS. SEPT. 16, 2021

HOTEL NAME: _____

DATE FRONT DESK
ISSUED VV AND
INITIAL BY PERSON

DEPARTURE
DATE

VISA VOUCHER (VV) #

ARRIVAL DATE

BOOKING #

GUEST NAME/POSTAL CODE

GUEST NAME/POSTAL CODE	BOOKING #	ARRIVAL DATE	DEPARTURE DATE	VISA VOUCHER (VV) #	DATE FRONT DESK ISSUED VV AND INITIAL BY PERSON
WEEKLY TOTALS					TOTAL # ISSUED:



GUEST RECEIPT OF STAYTRIPPING VISA VOUCHER

Thank you for visiting our region and booking one of our StayTripping Accommodation Packages and Offers. We wish you a great visit!



In order to receive your StayTripping Visa Voucher, please sign and acknowledge receipt of your Visa Voucher Incentive.

Guest Name: _____

Guest Signature: _____

(By signing here, I acknowledge that I received my StayTripping Visa Voucher)

Date Received Visa Voucher: _____

Hotel/Accommodation Representative to Complete Guest Booking Information

Guest Name: _____

Booking Number: _____

Date of Arrival: _____ **Number of Nights:** _____

Value of Visa Voucher: _____

(StayTripping Package: One-Night Package \$50.00 / Two-Night Package \$100.00)

Hotel/Accommodation Name: _____

Hotel/Accommodation Representative Name/Signature: _____

Please retain this signed form with your Visa Voucher Log Reports and submit with weekly log reporting.



HHBRTA STAYTRIPPING CAMPAIGN SUPPORT TEAM

Campaign Product and Reporting

Bev Scott, Manager, Business & Visitor Experiences Development

bev.scott@theheartofontario.com

Marketing, Communications and Social Media Distribution

Brittany Hunter, Destination Marketing Officer

brittany.hunter@theheartofontario.com



StayTripping Campaign Consumer Landing Page URL



www.staytripping.ca

Leisure/Consumer Website



www.theheartofontario.com

Corporate Website



www.hamiltonhaltonbrant.com