



VISITORS' WELCOME IN DEMAND



IN DEMAND

The Hamilton Halton Brant brand offers visitors a destination accessible by major road highways, rail systems, airports, and even by boat. Our region is perfectly nestled between well-known tourism destinations – Toronto and Niagara Falls. We are less than one hour from US borders and Stoney Creek.

Our tourism region promises a placemaking of multi-sensory, four-seasonal experience-based destination inviting visitors the opportunity to immerse themselves in the natural and authentic. Our goal is to leave the visitor forever inspired and invigorated by the beautiful landscapes and wide-open spaces, the winding roads through rural hamlets and up and down the rugged rock formations of the Niagara Escarpment – a UNESCO World Biosphere Reserve. Majestically peppered with a collection of waterfalls, easily discovered along Canada’s oldest, longest and most renown footpath, the Bruce Trail.

Visitors will discover the painted shores of a the Grand River, and paddle the calm to rushing waters, gazing the Carolinian forest, as the eagle soars above.

Steeped in history, visitors are drawn in with captivation of the stories of First Nations while experiencing some of the exclusively curated Indigenous experiences for the culturally curious.

History buffs will never forget the significant footprint of one of the greatest innovators when they take a visit to Alexander Graham Bell’s homestead or re-living the experiences of a family living during the famous War of 1812 battle, or even learning about daily life of a 19th century servant living in a castle.

Take a journey into the tapestry of what it means to be authentically Canadian. Be amazed by our unique up-close and thrill-seeking Ontario Signature Experiences. Stroll the iconic Royal Botanical Gardens and learn about sustainable conservation in vibrant lush settings.

Stay longer in a rustic log cabin, a one-of-a-kind boutique hotel, or one of our many flagship hotels to the pure luxury of a Marriott Autograph for the ultimate urban retreat. The great outdoor enthusiasts will marvel as the choice of camping, including some incredible scenic conservation settings in remote and rural places throughout the region.

From shoreline discoveries, urban and vibrant, to craft and culinary destinations along a scenic road trip, visitors from all over the world plan their holidaymaking right here, in the welcoming embrace of Hamilton Halton Brant.

Leveraging our Strengths as the Primary Lure:

What is a Demand Generator?

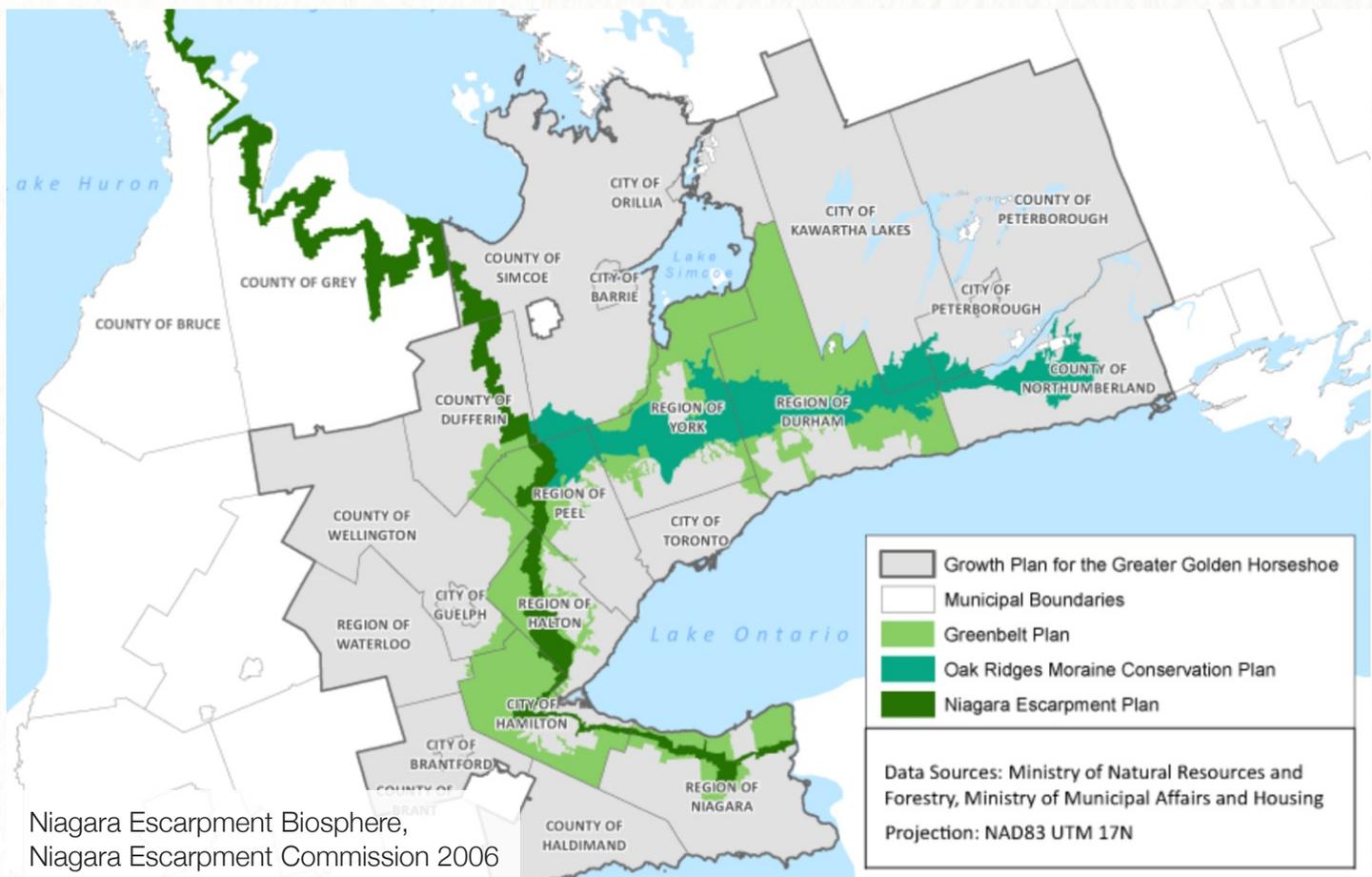
Demand generators can be both physical attractions and psychological attractions (evoking emotions, or branding of a destination). It is a term we use in our tourism planning to that simply defines an attraction or activity/experience and that are the primary reasons for visitors to leave their home.

- A primary trip motivator
- For seeking an experience, creating a memory
- Drives planning

Key Drivers: Nature-Based

Iconic natural landmarks make demand visitation high with unique opportunities for experience development as we market and promote to attract visitors.

“An integrated collusion of diverse natural wonders, culturally authentic Canadian experiences only found here in our welcoming destination – Hamilton Halton Brant”



Niagara Escarpment Biosphere,
Niagara Escarpment Commission 2006

Niagara Escarpment

The Niagara Escarpment is a UNESCO World Biosphere Reserve designated ecosystem of ecological characteristics and that represent the largest continuous stretch of primarily forested land in south-central Ontario. The Niagara Escarpment is currently one of 714 biospheres in the world and demonstrates excellence in sustainable development and allows for conservation research and continued sustainable development.

Tourism Attributes:

- The greatest topographic variability in Southern Ontario.
- Habitats range from over 430-meters in elevations, including Great Lakes coastlines, cliff edges, talus slopes, wetlands, woodlands, limestone alvar pavement, oak savannahs, conifer swamps.
- More than 300 bird species, 55 mammals, 36 reptiles and amphibians, 90 fish, and 100 varieties of special interest flora.
- Over 10,000-year-old cedar trees found growing among the rugged cliffs.
- 725 km from Lake Ontario to the tip of the Bruce Peninsula.
- Visitor-Friendly Waterfalls in all seasons
- The Bruce Trail, Canada's oldest and longest footpath follows along the Niagara Escarpment, offering hiking vacations.

Product and Market Development:

- Rock Climbing outfitter collaborations at Rattlesnake Point Conservation Area
- One of the only locations for rock climbing in Southern Ontario
- Ice Climbing during winter months (weather permitting)
- Waterfall 2-day hiking itineraries
- Outfitter Hiking Holidays

What is a Biosphere?

Biospheres are all about improving the relationship between people and their local environment, globally. They are sites created by UNESCO that find creative ways for people and nature to thrive together. They act as extraordinary testing grounds to put into practice an innovative approach to managing our ecosystems sustainably for future generations.



The Bruce Trail

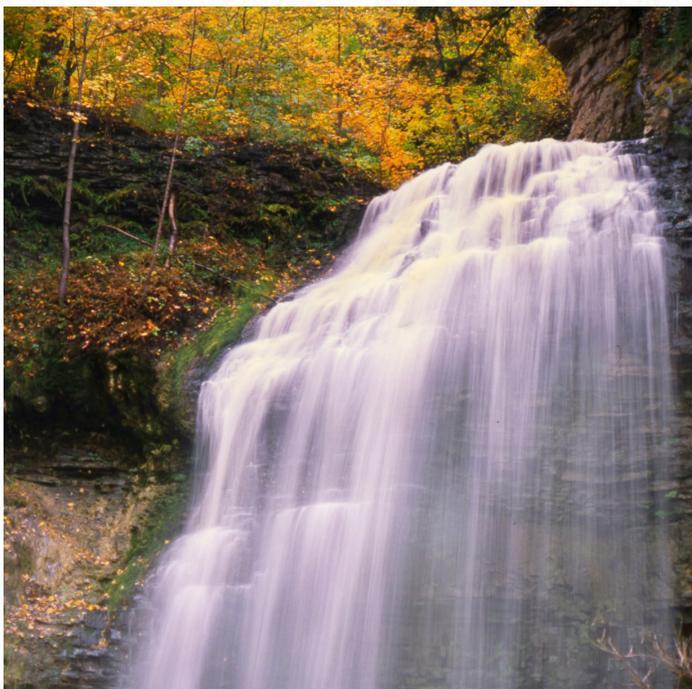
Canada's oldest and longest footpath, stretching 904 km from Niagara to Tobermory in southern Ontario, and provides the only continuous public access to the magnificent Niagara Escarpment.

Tourism Attributes:

- 904 km of public access marked footpath and 462 km of side trails, accessible in all seasons
- Located trails are through public and privately-owned land
- Bruce Trail Conservancy actively preserves and cares for land within the Niagara Escarpment UNESCO World Biosphere to protect its ecosystem for the benefit of all. "Preserving a ribbon of wilderness, for everyone, forever."
- A permanently protected natural corridor.
- Iroquoia Section (121 km) located in The Heart of Ontario

Product and Market Development:

- Bruce Trail Waterfall Walks
- Waterfall 2-day hiking itineraries
- Social Media posting and communications on how to experience waterfalls safely and respectfully



Waterfalls of Hamilton and Halton

Our region is home to over 100 waterfalls, of which most are visitor-friendly and provide interest for all travel segments that enjoy an outdoor, nature-based experience. The visitor demand may vary based on the curation of the waterfall site, its ownership, and level of visitation. HCA reported that between May 1st - November 14th, 2021, 40,506 visitors visited Spencer Gorge, in Dundas, through their reservation system alone.

Tourism Attributes:

- The largest cluster of waterfalls in Canada
- Key demand generator, driving domestic and international visitors to experience waterfall viewing and hiking, in all seasons
- Longer stay/expenditure visitor driver for the outdoor enthusiasts
- Nearby urban Hamilton, small town Ancaster, Dundas, Stoney Creek, and rural experiencing
- Many waterfalls are located in conservation areas which lends to more visitor-ready servicing
- Waterfalls are woven in the Niagara Escarpment and Bruce Trail lending to packaging for lodging, dining, attractions, and tour operator product development
- Cycle trails nearby waterfall sites for cycle tourism opportunities

Product and Market Development:

- A full inventory of 156 waterfalls, region-wide have been identified, qualified and in inventory. There are a variety of visitor-friendly waterfall destinations and many that are low in magnitude with little or no access
- In-market, we have developed six visitor-friendly waterfall 2-day itineraries
- 3 Day Trip Bruce Trail Waterfall Walk routes

Conservation Areas

The growing demand for the outdoors and conservation has created both challenges and opportunities. According to Park Visitation at Conservation Halton, the demand for parks has increased from 2009 at 853,865 to 2020 at 1.53 million.

Tourism Attributes:

- **Conservation Halton** – Crawford Lake CA, Glen Eden CA, Hilton Falls CA, Kelso CA, Hilton Falls CA, Mount Nemo CA, Mountsberg CA, Rattlesnake Point CA, Robert Edmondson CA
- **Hamilton Conservation Authority** – Christie Lake CA, Confederation Beach Park, Crooks' Hollow CA, Devil's Punchbowl, Dofasco 2000 Trail, Dundas Valley CA, Eramosa Karst CA, Fifty Point CA, Fletcher Creek Ecological Preserve, Saltfleet CA, Spencer Gorge CA, Tiffany Falls CA, Valens Lake CA
- **Grand River Conservation Authority** – Brant CA, Pinehurst Lake CA
- **Niagara Peninsula Conservation Authority** – Binbrook CA, Binbrook Tract
- Rock Climbing at Rattlesnake Point Conservation Area with Zen Climb and One Axe Pursuits
- Ice Climbing at Tiffany Falls Conservation Area with One Axe Pursuits – Winter Only
- Based on park amenities, visitors can enjoy a four-season experience including Camping, Paddling, Hiking, Backpacking, Waterfalling, Fishing, Mountain Biking, Cycling, Swimming, Geo-caching, Horseback Riding, Snowshoeing, Cross-Country Skiing, Downhill Skiing, Snowboarding, Boating, Birdwatching, Rock Climbing, Ice Climbing, Maple Sugar events and other nature-based programming at various conservation areas in our region.

Product and Market Development:

- Cycle and Hike Route inclusions
- Waterfall 2-day hiking Itineraries
- Trade Sales Sheets that supports building our international leisure markets, featuring Crawford Lake CA experiences



Lake Ontario

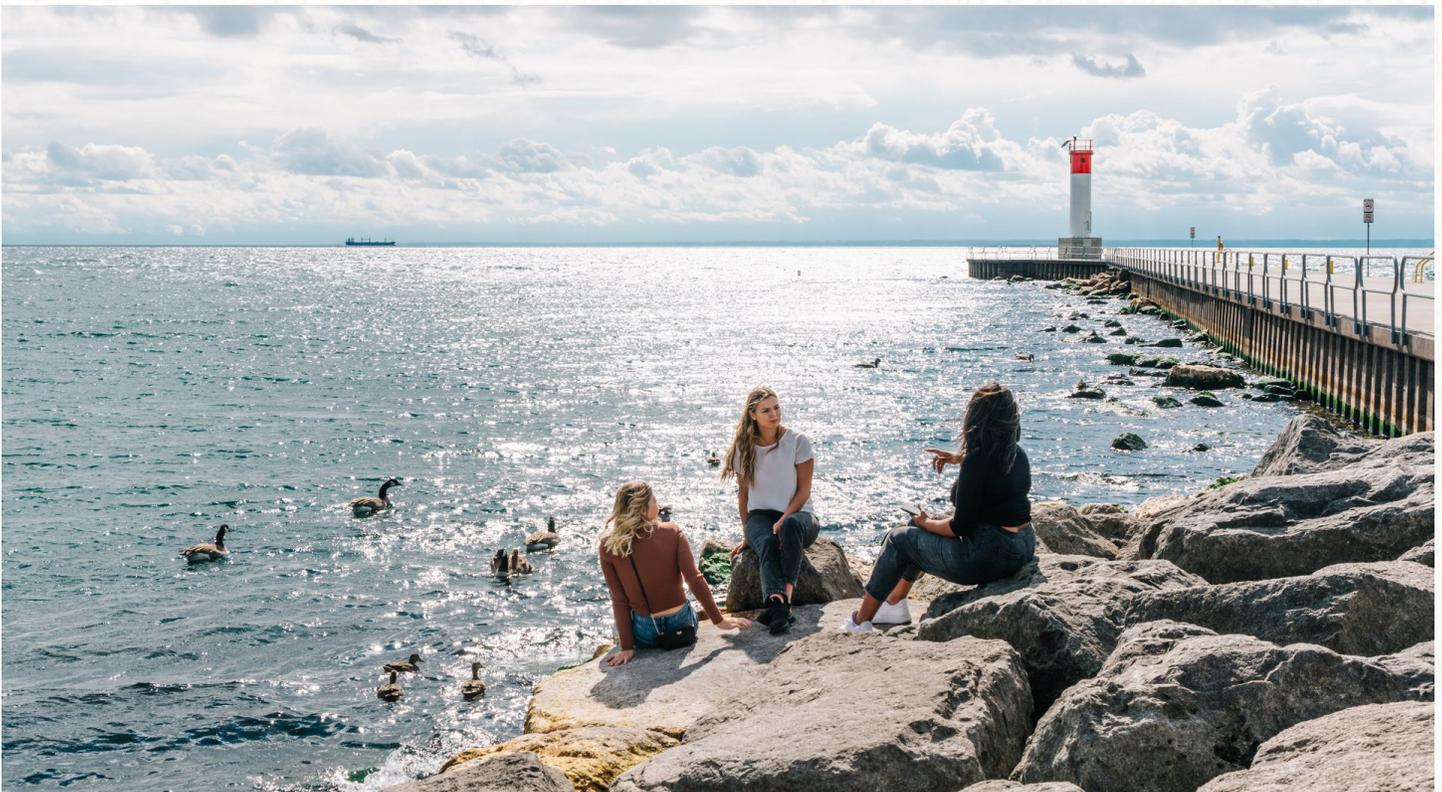
One of the five Great Lakes of North America that calls our region home. It is surrounded on the north, west, and southwest of the Province of Ontario. More Canadians live in the Lake Ontario watershed than any other watershed in the country. Hamilton is one of the three major port cities of Lake Ontario, whereby the other two are Toronto and Rochester, NY.

Tourism Attributes:

- Cycle and Hike the Great Lakes Waterfront Trail. This signature project of the Waterfront Regeneration Trust is a collection of over 45 major trails, connecting the earth's largest group of freshwater lakes. Along its extensive 3,000 km length, visitors are immersed in Ontario's history, culture, and wildlife. Connects visitors from Toronto and Niagara Falls to The Heart of Ontario region.
- Sub-regional shoreline destinations of Oakville – Bronte Village Marina, Bronte Village BIA, Downtown Oakville - Great Lakes Waterfront Trail; Burlington - Burlington Beach, Downtown Burlington, Downtown Burlington BIA, Waterfront Hotel, The Pearle Hotel & Spa, Marriott Autograph, Great Lakes Waterfront Trail; Hamilton – Confederation Beach Park, Fifty Point Marina, Great Lakes Waterfront Trail, Waterfront Trust
- Fishing Charters at Bronte Village Marina
- Overnight accommodations partners in Downtown Burlington
- Burlington Beach – Burlington Beach Rentals
- HamBur Loop Cycling Trail connects the Waterfront Trail to urban Hamilton and the Niagara Escarpment

Product and Market Development:

- Great Lakes Waterfront Trail HamBur Loop cycle itinerary and route signage
- StayTripping Marketing Campaign that features waterfront hotels in Burlington
- “Windows to the Waterfront” cycle itinerary development in Burlington



Grand River, a Canadian Heritage River and the Grand River Valley

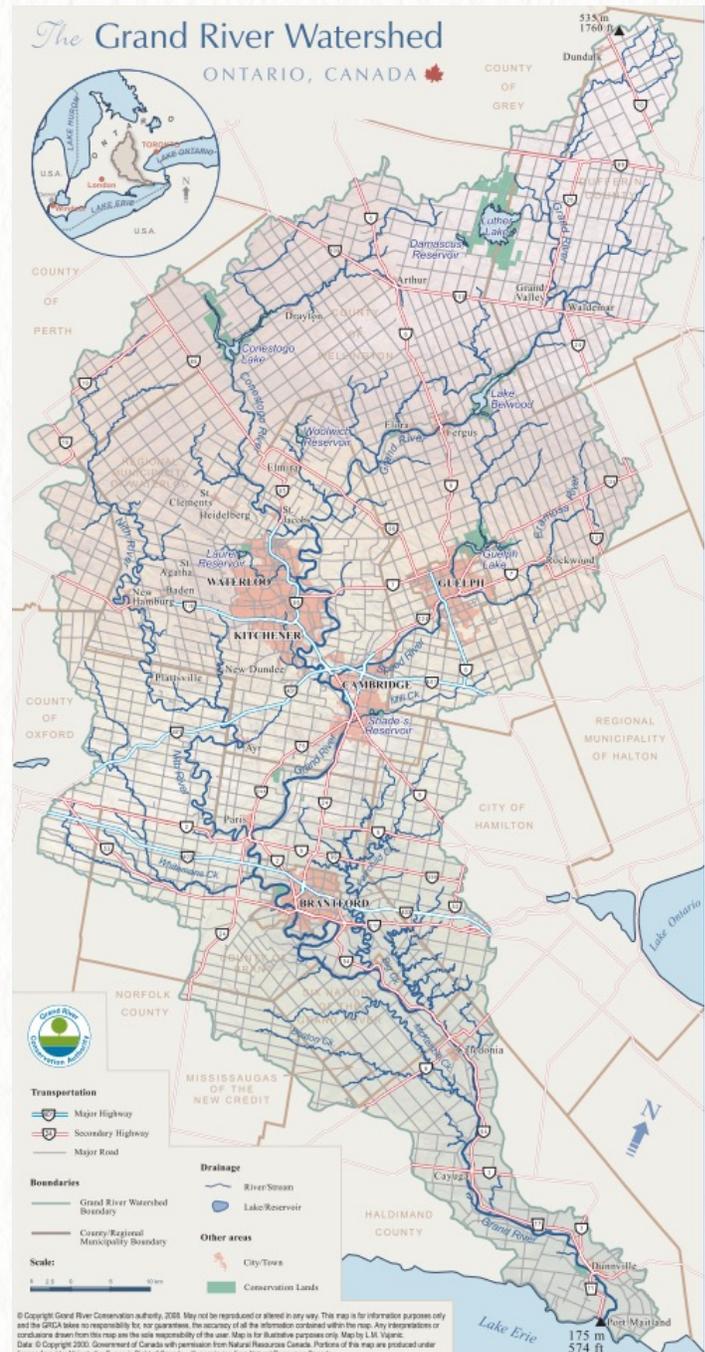
The Grand River watershed is the largest in southern Ontario and includes all the land drained by the Grand River and its tributaries. Managed by Grand River Conservation Authority, its mandate centres around water and other natural resources on behalf of the 39 municipalities of the Grand River watershed.

Tourism Attributes:

- Rare Carolinian Forest
- 280 km in length
- Managed by Grand River Conservation Authority
- Starts in the Dufferin Highlands to Lake Erie at Port Maitland
- More than 90 species of fish are found in the river system, about half of all species in Canada.
- Close to 250 species of bird species found in certain areas of the watershed.
- Covers 39 municipalities
- Four RTOs represent 4 sections of the river's watershed: RTO3 represents the 'middle section'.
- Key activities along the middle section include paddling, fishing, camping, birdwatching, off-river trail hiking, cycling, dining, lodging, and more

Product and Market Development:

- Outfitter product development and market development initiatives
- Engagement and development with Grand River corridor municipalities and territories
- River access visitor experience development
- Working in collaboration and partnership with other river corridor RTOs
- Grand River Visitor Development Brand initiatives
- Brant-Brantford Cycling Route and trail development engagement



CASE STUDY: Geo-tourism puts Glen Innes Highlands on the map

In the Northern Inland region of New South Wales, Glen Innes Highlands is embracing an emerging global trend: geo-tourism.

Geo-tourism is a nature-based experience that describes how geology shapes the character of a region. It uses storytelling to connect:

- Landscapes, landforms, and the night sky
- Flora and fauna
- First Nations and European cultural heritage

Geo-tourism helps communities develop experiences that protect and explain the natural and cultural heritage of important regions. This ensures tourism has community acceptance and delivers socio-economic opportunities.

A region rich in natural and cultural heritage

The Glen Innes Highlands region boasts major landforms, waterways, vegetation, wildlife, and cultural heritage. It aims to become a model geo-tourism destination in line with the National Geo-tourism Strategy.

Local First Nations peoples, state government agencies, local councils and other interest groups are working together to develop 'geo-trails'. These will connect the region's:

- Australian Standing Stones monument
- Local mining heritage sites
- World Heritage national parks
- Museums
- Festivals and events

The geo-trails being developed include:

- New England Rail Trail
- Glen Innes Highlands Skywalk
- Fossickers Way Touring Route
- Stonehenge Recreational Reserve
- World Heritage Way
- World Heritage Walk
- State Tourist Drive 11 – Miners Way.

The geo-trails will be brought to life through interactive visual and sound experiences and digital interpretations.

Aiming to be Recognized by UNESCO

UNESCO recognizes 169 Global Geoparks in 44 countries.

Glen Innes aims to be 1 of 3 Australian geo-regions nominated as an Aspiring UNESCO Global Geopark. The others are:

- The Ku-ring-gai Chase National Park and Northern Beaches coastline of New South Wales
- The Murchison region of Western Australia



Key Drivers: Culturally Curious

Through a unified focus, working in support between HHBRTA and Indigenous partners to help grow Indigenous tourism and address the demand for development and marketing of authentic Indigenous experiences. We aim to enable Indigenous tourism industry partners and recognize needs and expectations.

- Promote through visual creativity
- Purposeful and authentic messaging
- Showcasing unparalleled diversity of nature, culture, and experiences
- Share stories of Indigenous traditions and cultures



Honouring the Land and Territory

We are grateful to have the opportunity to work and create on the Treaty Lands and Territory of the Mississaugas of the Credit First Nation as well as the traditional territory of the Huron-Wendat, Neutral and the Haudenosaunee peoples of the Six Nations Grand River Territory. We are committed to fostering meaningful relationships and supporting a diversity of Indigenous practices and cultural expressions through tourism efforts.

First Nations

Working with Six Nations of the Grand River Mississaugas of the Credit First Nations, and through memberships with ITO and ITAC, we recognize and support Indigenous tourism businesses in Hamilton Halton Brant. Encouraging a thriving Indigenous tourism economy and sharing authentic, memorable and enriching experiences.

There are five key things to consider in developing a culturally authentic tourism experience, recommended by Indigenous Tourism Ontario (ITO):

1. Can I demonstrate the participation of a meaningful benefit to the Indigenous people and community?
2. Is all my Indigenous cultural content done in an appropriate, respectful manner that follows all local protocols?
3. Does the Indigenous community being portrayed have control over the content of the cultural programming?
4. Can I demonstrate a connection to the community portrayed that respects a responsibility to that community?
5. Is the community involved in the delivery of the cultural programming to the visitor?



Product and Market Development:

- “Where Cultures Meet” package – Experiencing the rich culture of the Haudenosaunee as visitors travel along the many sites throughout the Six Nations of the Grand River
- “On the Water” package – Soak in the beautiful scenery of the Carolinian forest as visitors paddle down the Grand River with an interpreter by canoe or kayak
- “A Day of Play” package – visitors will try their hand at Traditional Haudenosaunee games after exploring the tourism displays, venture the trail, home to the largest areas of Carolinian forest in Canada
- Grand River Champion of Champions Pow Wow
- Grand River Access Point at Chiefswood Park
- Chiefswood Park Cabins, Glamping, and Camping
- Working with ITO and ITAC as an active member and in collaboration on destination development initiatives
- Moccasin Trail experience development
- International Leisure Sales of Six Nations Tourism experiences, Conservation Halton, Grand River paddle, Grand Valley hiking, and more.



Distinctive Destination for an Authentic Canadian Discovery

Our focus to build on the potential of the rich and unique cultural heritage of our destination to create stronger points of differentiation. We aim to identify gaps within the local experience provision in addition to maximizing the potential of existing assets that contribute to opportunities for development and engagement.

Key Inventory Drivers:

- Art Gallery of Hamilton - The 4th largest in Canada; Home of rare works of art, including Group of Seven member, Lawren S. Harris; Canadian artworks – Programming, tours, classes
- Iconic Places - Canadian Warplane Heritage Museum, Sanderson Centre for the Performing Arts, Glenhyrst
- National Historic Sites - HMCS Haida, Bell Homestead, Dundurn, Steam and Technology Museum, Chiefswood, Adelaide Hunter Hoodless Homestead, Hamilton and Scourge, Her Majesty's Chapel of the Mohawks
- Regional Museums and Art Galleries, Local Artists, Public Art
- High-Impact Attractions: Treetop Trekking, African Lion Safari, Hamilton Civic Museums, Toronto Premium Outlets, Conservations Areas, Nature-Based Outfitters, Canadian Warplane Heritage Museums, BIAs, National Historic Sites
- Performing Arts Centres and Live Theatre
- Royal Botanical Gardens - Largest botanical gardens in Canada; National Historic Site; Five main gardens, Public Arts and Garden Sculptures, Workshops and Dining
- African Lion Safari – Recognized worldwide as a leader in the field of captive reproduction programs for numerous endangered species and its efforts to support conservation of wildlife – through protection of habitat, scientific research, and education.
- Great Canadian Development - Celebrating great Canadians and their significance to our history, heritage, and contribution to the world; leveraging tourism development and integrating; experience development with regional tourism partners; Building our unique and significance destination experiences
- Craft and Culinary – Adopting a focus on supporting, building, and sustaining sector growth and refinement for consumer demands and market trends
- Rural – Farms and Agri-Tourism
- Festivals and Events
- Accommodations – Stock innovation and diversifying the base
- Sustainable Tourism Development – Adopting a new focus on sustainable tourism management to collaboratively become a centre of excellence for sustainable tourism and tourism management
- Ontario Signature Experiences – Canadian Warplane Heritage Museum – Avro Lancaster Flights; African Lion Safari's "Wake Up The Wild"





The Power of our Iconics

- Savour a true Canadian dish surrounded by loved ones
- An outdoor adventurer's paddle on a Canadian Heritage River
- An interpretive waterfall hike on a UNESCO World Biosphere Reserve
- Board the only flying Avro Lancaster Bomber in North America
- See the hand-drawing of the invention of one of the world's greatest and world-changing inventors
- Experience the stories of culture traditions in a longhouse from Indigenous peoples
- Go deep in the Carolinian Forest and hear stories of native wildlife, the flora, and fauna that marks its significance
- Step on deck and hear stories of how one of the last surviving destroyer ships, Her Majesty's Canadian Ship Haida was saved from the scrap yard, restored, and preserved
- Sample wines beside a crackling fire and immerse in the sweet sounds of rural life
- Drive a country road and visit local farmers and taste the bounties of Ontario
- Go behind-the-scenes into wildlife conservation and get up and close with the tallest animals on the planet
- While bald eagles soar above, witness native birds, walking the boardwalks as you are surrounded by marshlands
- Dine by a chef-appointed menu overlooking spectacular sunsets of a great lake
- Paddle a waterfront path through stories of innovation, capturing your imagination of the footprints of the past
- Walk the halls of a true Canadian founder in a mansion that overlooks the harbour
- Discover sustainable principles as you stroll through Canada's largest botanical gardens
- Take a road trip back in time and discover stories of Upper Canada's War of 1812
- Take a gallery journey to discover Icebergs and Mountains on a canvas by a Group of Seven artist

CASE STUDY: Victoria's silo art trail brings tourists to regional townships

Grain silos dot the landscape in the Wimmera Mallee region, the heart of Victoria's wheat belt. Once purely functional, 11 used and disused silos are now part of a 200-kilometre open-air art experience.

In 2016, the first Victorian silo artwork was completed as a community project in Brim. Like a previous silo artwork in Western Australia, it brought new visitors to the area.

Yarriambiack Shire Council, the Victorian and Australian governments, GrainCorp and an international street art agency collaborated to create the Wimmera Mallee Silo Art Trail.

Art murals now connect towns across Yarriambiack, Buloke, Hindmarsh and West Wimmera shires.

The silo art trail winds through: Brim, Goroke, Kaniva, Patchewollock, Nullawil, Rupanyup, Sea Lake

A unique silo experience is also being developed in Rainbow, at the edge of Victoria's Big Desert.

The Trail celebrates regional people and themes in artworks by renowned local and international artists. Each mural tells a unique story about its host town.

A tourism drawcard for regional towns

Silo art throughout Australia attracts visitors to townships that haven't had a traditional tourism offering. However, the challenge for the Wimmera Mallee Trail was how to get visitors to stay longer and spend more locally.

With funding from the Victorian Government, the 4 councils and the Barenji Gadjin Land Council are now working to expand the visitor experience. This includes:

- a unique brand to differentiate the trail from other public art throughout the state
- connecting the Trail to Country by celebrating First Nations heritage
- a program of events including street art festivals and after-dark activities
- piloting online booking and accommodation
- local business support.

This approach offers visitors a unique experience in places they may not otherwise go. It is strengthening the region's tourism offering and creating jobs in the visitor economy. Source: Thrive 2030 Strategy.



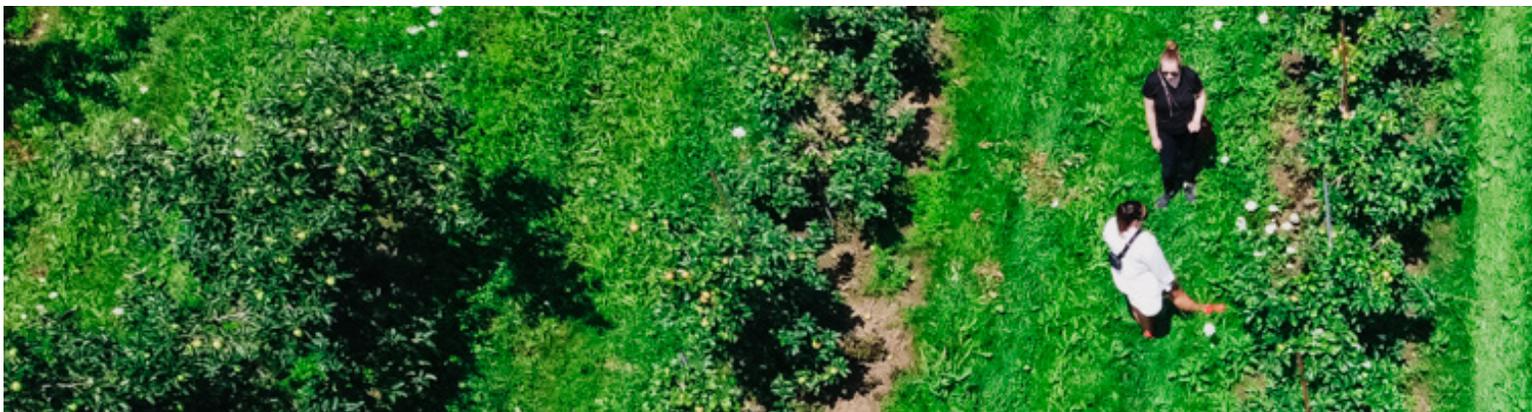


Key Drivers: Non-Natural High Impact Attractions

Attractions that demonstrate a higher contribution of tourism, through patterns of visitation, expenditure and employment to our region's visitor economy. This chart will demonstrate market focus, operation season, business market engagement, all to provide you with a holistic understanding of the influx of consumer demand to our region.

Visitation Study	Royal Botanical Gardens	African Lion Safari	Treetop Trekking	Toronto Premium Outlets
General Target Markets and Audiences	Couples, Mature Adults, Members, Families, Singles, Youth, Students, Multi-Generations	Families, Couples, Singles, Like-Minded Friends, Multi-Generations, Students, Youth	Families, Couples, Like-Minded Friends, Singles, Youth, Students	Singles, Couples, Families, Friends
Tourism Segment *	Authentic Experiencers Cultural Explorers, Gentle Explorers Simple Samplers	Free Spirit, Other Learners, Gentle Explorers, Simple Samplers, Rejuvenators	Free Spirit, Rejuvenators, No-Hassle Travellers	Free Spirit, No-Hassle Travellers
Season of Operation	Year-Round	Late Spring to Summer to Early Fall	Year-Round	Year-Round
Length of Visit	Day Trips	Day Trips	Day Trips	Day Trips
B2B Audience	International Inbound Leisure (Group & FIT); Domestic Leisure (Group & FIT)	International Inbound Leisure (Group & FIT); Domestic Leisure (Group & FIT)	International Inbound Leisure (Group & FIT); Domestic Leisure (Group & FIT)	International Inbound Leisure (Group & FIT); Domestic Leisure (Group & FIT)

Destination Canada Explorer Quotient Profiles



Visitation Study	Hamilton Civic Museums	Canadian Warplane Heritage Museum	Grand River Outfitters	Conservation Areas
General Target Markets and Audiences	Mature Adults, Singles, Couples, Like-Minded Friends, Youth, Students, Multi-Generations	Mature Adults, Singles, Couples, Like-Minded Friends, Youth, Students, Multi-Generations, Members	Families, Singles, Couples, Like-Minded Friends, Youth, Students	Mature Adults, Singles, Couples, Like-Minded Friends, Students, Youth, Multi-Generations, Members
Tourism Segment *	Cultural History Buffs, Cultural Explorers, Other Learners, Personal History Explorers	Authentic Experiencers, Cultural Explorer, Cultural History Buffs, Other Learners, Personal History Explorers	Free Spirit, Cultural Explorers, Rejuvenators, Gentle Explorers, Authentic Explorers	Authentic Experiencers Cultural Explorers, Gentle Explorers Simple Samplers, Free Spirits, Other Learners
Season of Operation	Year-Round	Year-Round	Early Spring to Summer to Late Fall	Year-Round
Length of Visit	Day Trips	Day Trips	Day Trips, Overnight (Packages offered by Outfitters)	Day Trips, Some camping for overnight – depending on area
B2B Audience	International Inbound Leisure (Group & FIT); Domestic Leisure (Group & FIT)	International Inbound Leisure (Group & FIT); Domestic Leisure (Group & FIT)	International Inbound Leisure (Group & FIT); Domestic Leisure (Group & FIT)	International Inbound Leisure (Group & FIT); Domestic Leisure (Group & FIT)

