

2024 ANNUAL REPORT





TABLE OF CONTENTS

Mayor’s Greeting	02
Burlington Economic Development and Tourism Amalgamation	03
Destination Stewardship Plan	04
Year in Review: Tourism	06
Year in Review: Economic Development	08
Year in Review: TechPlace	10
Messages from Executive Director & Board Chair	11



MAYOR’S GREETING

FROM MAYOR MARIANNE MEED WARD

Burlington’s momentum in 2024 was undeniable, with a 10-year high in housing starts, new leadership at City Hall, and continued investments in infrastructure, sustainability, and economic resilience.

These achievements have provided a strong foundation that positions us well as we face the unexpected challenges of 2025. The trade war has created significant uncertainty, impacting businesses and residents alike. Burlington remains committed to supporting our community, working to bolster economic stability and resilience during these turbulent times.

Thank you to everyone who contributes to making Burlington a place of opportunity, even in the face of adversity.

Mayor Marianne Meed Ward
City of Burlington

BEDT AMALGAMATION

STRONGER TOGETHER

On March 3, 2025, we officially announced the amalgamation of Burlington Economic Development and Tourism Burlington into a single organization: Burlington Economic Development and Tourism (BEDT). This strategic move brings together our efforts to support local businesses, residents, and visitors, and strengthen Burlington's tourism sector under one cohesive vision. In 2024 alone, tourism generated \$524 million in visitor spending, highlighting the vital role it plays in our economy.

With a unified marketing and communications strategy, we are now better positioned to deliver a consistent destination brand, implement our Destination Stewardship Plan, and streamline services for partners, businesses and visitors. This new structure allows us to align economic and tourism strategies, improve operational efficiency, and create a stronger, more vibrant Burlington for all.



ENHANCED COLLABORATION

By uniting, we're aligning tourism and economic development to drive stronger strategies, coordinated growth, and impactful destination development.



UNIFIED BRANDING

We're building a unified destination brand and strategic plan to showcase Burlington's strengths, drive tourism, and support long-term success.



STREAMLINED PROCESSES

Consolidating administrative functions and streamlining processes will result in cost savings and operational efficiencies for both agencies.



STRATEGIC ALIGNMENT

Aligning strategies helps us pursue shared goals like job creation and placemaking while reducing duplication and maximizing impact.



ENHANCED VISITOR EXPERIENCE

Integrating tourism and economic development enhances visitor experience, boosts referrals, encourages repeat visits, and helps attract new investment opportunities.

DESTINATION STEWARDSHIP PLAN

USHERING IN A NEW ERA OF TOURISM IN BURLINGTON



WHAT IS A DESTINATION STEWARDSHIP PLAN?

A Destination Stewardship Plan (DSP) is a strategic roadmap that guides sustainable tourism development, ensuring that visitor experiences, community well-being, economic growth, and environmental protection are balanced. Unlike traditional tourism plans, Burlington's DSP integrates tourism with broader community and economic goals, making the city not only a great place to visit but also a vibrant place to live and work.

WHY TOURISM MATTERS FOR BURLINGTON

Tourism is a key driver of Burlington's economy, contributing \$524.1 million in visitor spending in 2024 alone. Beyond economic benefits, tourism enhances our city's cultural vibrancy, supports local businesses, and strengthens Burlington's reputation as one of Ontario's most livable cities.

OUR VISION

Burlington is where Ontario's natural beauty and urban energy meet—a destination that brings people together. With our stunning waterfront, vibrant downtown, and scenic rural landscapes, Burlington is a premier destination that balances tourism growth, community values, and sustainability.

STRATEGIC PRIORITIES

With a clear roadmap in place, we are set to implement the Burlington DSP recommendations in a thoughtful and sustainable manner over several years, focusing on three core areas that will shape the city's visitor economy over the next decade.

1. BRANDING & MARKETING

How we position, promote, and sell Burlington as a destination.

- ✓ Unified Messaging & Content
- ✓ Marketing Channels & Digital Strategy
- ✓ Business Events & Group Travel
- ✓ Partnerships
- ✓ Visitor Services

2. PRODUCT & PROGRAMMING

The attractions, experiences, and activities that define Burlington.

- ✓ Signature Neighbourhoods
- ✓ Festivals & Events
- ✓ Arts & Culture
- ✓ Family-Friendly Attractions
- ✓ Culinary & Agriculture Tourism
- ✓ Outdoor Recreation

3. ENABLING CONDITIONS

The infrastructure, policies, and supports that create an exceptional visitor experience.

- ✓ Event & Tourism Infrastructure
- ✓ Accessibility & Inclusivity
- ✓ Connectivity & Transportation
- ✓ Technology & Innovation
- ✓ Sustainability & Climate Action
- ✓ Destination Governance



**i Scan to learn more
about our Destination
Stewardship Plan**

TOURISM

YEAR IN REVIEW

VISITOR SPENDING IN BURLINGTON (2024)

\$524M

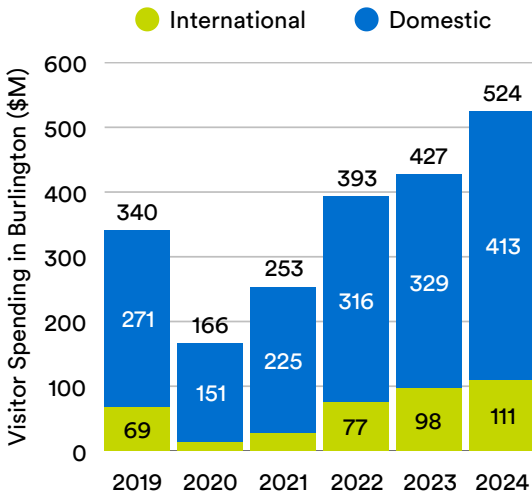
VISITOR SPENDING

+12.5%

YOY GROWTH IN SHARE OF
NATIONAL SPENDING

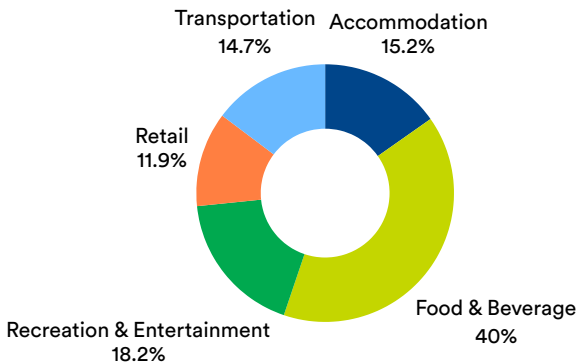
+14.6%

YOY GROWTH IN SHARE OF
PROVINCIAL SPENDING



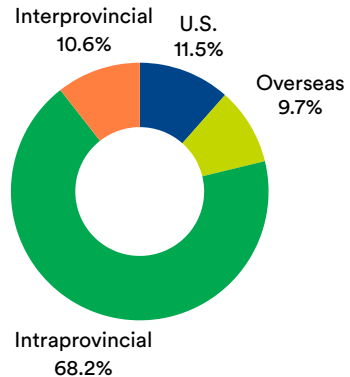
VISITOR SPENDING BY CATEGORY

① 2024



VISITOR SPENDING BY ORIGIN MARKET

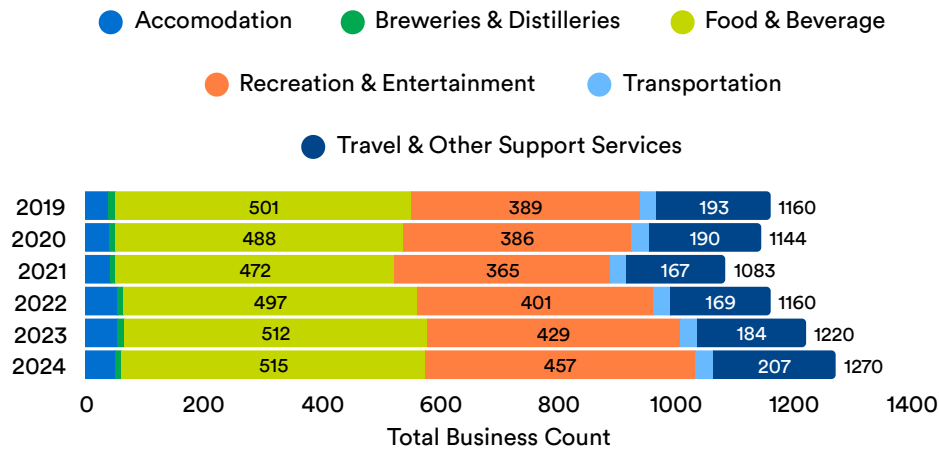
① 2024



① Data based on totals sourced from the Canadian Tourism Data Collective.

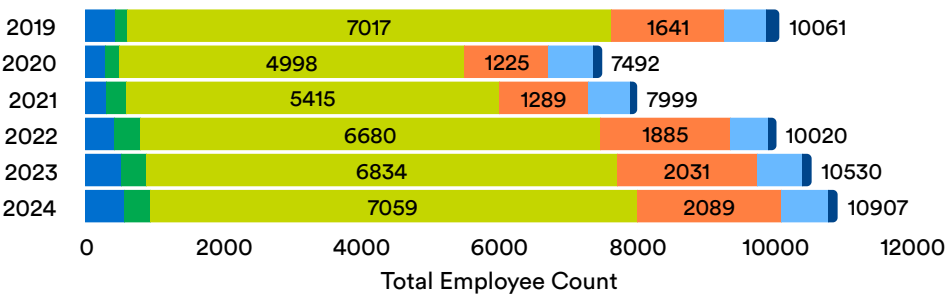
BUSINESS COUNT BY CATEGORY

TOURISM SECTOR: 2019–2024

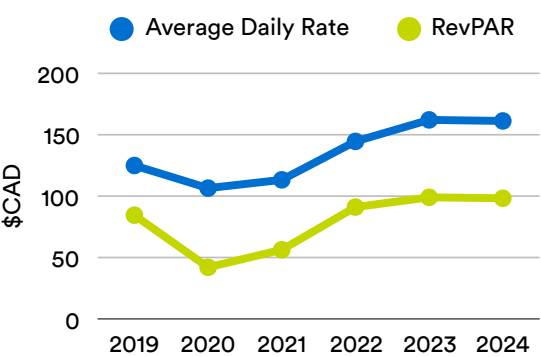


EMPLOYEE COUNT BY CATEGORY

TOURISM SECTOR: 2019–2024



AVG. DAILY ROOM RATE AND REVPAR



Scan to view the full Burlington Tourism Data Dashboard

HOTEL OCCUPANCY TARGET



① RevPAR = revenue per available room.
① Data based on totals sourced from the Canadian Tourism Data Collective.

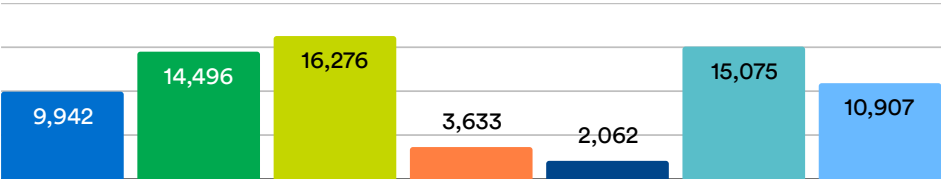
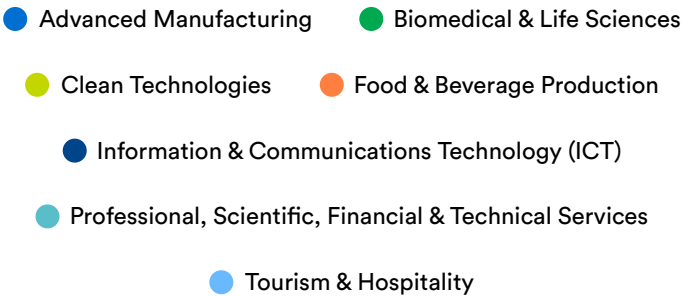
ECONOMIC DEVELOPMENT

YEAR IN REVIEW

Burlington continued to see strong economic growth in 2024, with expanding investment, a booming clean tech sector, and new data insights that showcase our city’s momentum across key business indicators.



EMPLOYEES BY KEY SECTOR



① Food & Beverage Production employee count includes 388 employees as part of agriculture sector. Breweries & Distilleries employee count included in both Food & Beverage Production and Tourism & Hospitality sectors.

BURLINGTON BUSINESSES

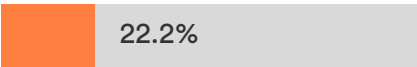


AVAILABILITY RATES

INDUSTRIAL



OFFICE



① Data sourced from City of Burlington, EMSI, Halton Region, Environics, and Statistics Canada. Employment figures do not capture people who live in Burlington but work for a non-Burlington employer



DEVELOPMENT ACTIVITY

Burlington's total construction value continued to trend upwards in 2024, with a 22% increase year-over-year. This is complimented by new industrial, commercial, and institutional (ICI) space totalling 197,528 ft² — with a construction value of \$241M.

① *Excludes developments in "other" category of building permit audit reports referring to minor construction projects that do not add considerable economic value.

CUSTOMER SERVICE REQUESTS

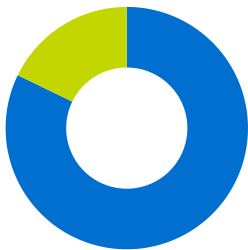
453
CUSTOMER SERVICE
REQUESTS

108
CORPORATE CALLS

800+
BUSINESSES
SUPPORTED

CENSUS DATA (2021)

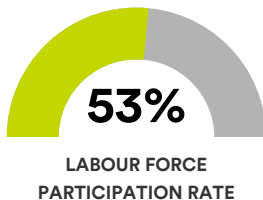
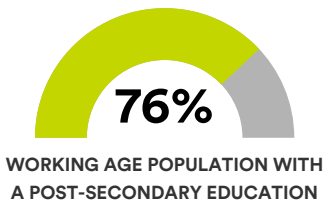
Non-Working Age Population
17.8%



Working Age Population (15-65 yrs)
82.2%

199,484
POPULATION SIZE

\$166,370
AVERAGE HOUSEHOLD
INCOME



① Data sourced from City of Burlington, Environics, Salesforce, and Statistics Canada.

Data and Highlights

SUPPORTING STARTUPS AT TECHPLACE

YEAR IN REVIEW

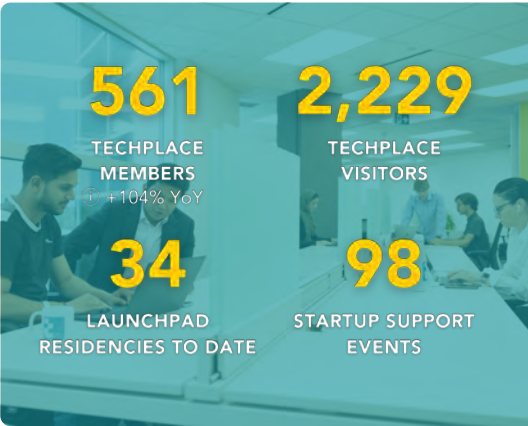
In 2024, TechPlace continued to thrive as Burlington’s hub for innovation and entrepreneurship. We welcomed Innovation Factory as our newest co-location partner in April, hosted delegations from Latvia, Costa Rica, and more, and proudly showcased our space during a successful Collision Conference tour. Demand for LaunchPad memberships remained strong, reflecting the value of our community and resources.



Entrepreneurs are so fortunate to have TechPlace in our community.

Their free resources, mentorship and introductions build skills and opportunities to make informed business decisions and scale your business quickly.”

— Lisa Blinn, Accessibility Specialist

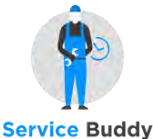


LAUNCHPAD COMPANIES



① LaunchPad companies are high-potential technology startups that can drive regional economic growth through innovation, job creation, and investment attraction in Burlington and beyond.

NEW LAUNCHPADS IN 2024



OUR CO-LOCATION PARTNERS



① Data sourced internally. LaunchPad company stats based on 12 companies.

DRIVING ECONOMIC GROWTH



“2024 signaled a year of strategic evolution for Burlington Economic Development and Tourism. From integrating two teams into one unified organization to leading the development of Burlington’s Destination Stewardship Plan, we built a stronger foundation for long-term prosperity.

Tourism in Burlington hit a record \$524 million in visitor spending, reinforcing the city’s growing appeal. Meanwhile, our innovation economy gained momentum through new partnerships and increased demand at TechPlace, which saw a 104% year-over-year rise in memberships thanks to the addition of Innovation Factory as our newest co-location partner.

We expanded our data capabilities, strengthened regional partnerships, and supported major investments in clean tech and innovation. Our new Destination Stewardship Plan sets a visionary course for responsible tourism growth and deeper community engagement. The expansion of our Corporate Calling Program enabled us to identify new strategic opportunities for tourism, and the launch of the Event Concierge Service and Tourism Investment Fund continue to strengthen our ability to attract high-value events, support local businesses, and drive local economic growth.

As we look ahead, we are focused on enabling sustainable growth and delivering exceptional service to the people and partners who power our city. Thank you for your continued trust and collaboration.

Sincerely,
Anita Cassidy
Executive Director
Burlington Economic Development and Tourism



2024 marked a historic milestone with the official amalgamation of Burlington Economic Development and Tourism Burlington. Over 2,000 volunteer hours from our boards and remarkable dedication from staff made this complex integration a success, without losing focus on day-to-day operations.



Together, we supported over 800 businesses across economic development and tourism combined, helped attract over 300 new jobs, and launched impactful new programs like our expanded Corporate Call Program and Event Concierge Service. The commitment shown has laid a strong foundation for the future.

Thank you to everyone who contributed to this transformational year. We’re just getting started.

Sincerely,
Ron Laidman
Chair, Board of Directors
Burlington Economic Development and Tourism

OUR SERVICES



**BUSINESS
LOCATION &
DEVELOPMENT
CONCERGE**



**START-UP &
GROWTH
SUPPORT**



**MARKET
INTELLIGENCE &
INSIGHTS**



**TALENT &
WORKFORCE
SOLUTIONS**



**GLOBAL
BUSINESS
SUPPORT**



**GRANTS,
INCENTIVES &
INVESTMENT
READINESS**



**MARKETING,
PROMOTION &
AMPLIFICATION**



**MEETING &
EVENT
CONCERGE**



**STRATEGIC
CONNECTIONS
THAT MATTER**

CONTACT US



+1 (905) 332-9415



414 Locust Street, Suite 203
Burlington, ON L7S 1T7 Canada



investburlington.ca | tourismburlington.ca