Connecting Investment. Growing Business. Building Destination.





DISCOVER Burlington

2025 ANNUAL REPORT

What’s Inside

A Message from the Mayor	3
Discover Burlington, Defined	4
One Mandate, Shared Momentum	5
Tourism Means Business	6
Support That Moves Visitors	8
Bringing Big Ideas Back to Burlington	9
TechPlace: Innovation, Closer to Community	10
Growth That Lands Here	12
Advertek Inc.: Investing in Burlington’s Next Chapter	14
Leadership Reflections	15



A MESSAGE FROM MAYOR MARIANNE MEED WARD

Burlington continued to move forward in 2025, thanks to the strength of our local businesses, community partners and residents. Even as economic uncertainty continued, our community showed resilience, innovation and a willingness to work together.

Supporting local businesses, attracting investment and welcoming visitors to our city remain key priorities. From our vibrant downtown and waterfront to our festivals, restaurants and shops, Burlington continues to be a place where businesses can succeed and people want to visit.

Discover Burlington continues to play an important role in advancing Burlington’s economic priorities by connecting investment, supporting local business growth, strengthening our visitor economy and fostering innovation. Through collaboration with the City, businesses and community partners, the organization is helping build a more competitive, vibrant and prosperous Burlington.

Thank you to everyone who plays a role in building a strong local economy and making Burlington such a welcoming, vibrant and prosperous community.

MAYOR MARIANNE MEED WARD
City of Burlington





Discover Burlington, Defined

Discover Burlington is Burlington's official economic development and destination management organization, connecting investment, business growth, innovation and destination development to strengthen the city's long-term competitiveness and prosperity.

Our work helps businesses start, grow and invest, attracts new investment, strengthen Burlington's visitor economy and build a destination that attracts talent, visitors and opportunity. Funded through a combination of City of Burlington support and Municipal Accommodation Tax revenue, Discover Burlington reinvests tourism revenues into destination development, visitor experiences, and initiatives that contribute to Burlington's long-term economic prosperity. Together, these efforts create a more competitive, vibrant and prosperous Burlington.

About This Report

This is the first annual report presented under the Discover Burlington brand. The results highlighted in these pages reflect work completed during the 2025 fiscal year under Burlington Economic Development and Tourism, following the formal merger of Burlington Economic Development and Tourism Burlington into one organization. The public-facing Discover Burlington brand launched in June 2026.

One Mandate, Shared Momentum

In 2025, Burlington's economic development and tourism mandates moved together under one organization. It was a strategic transformation with a clear purpose: align services, reduce duplication, and treat tourism, business growth, investment attraction, and destination development as connected parts of the same integrated economic growth model.

That connection matters. Tourism brings spending into the city, supports local businesses, strengthens Burlington's reputation, and gives people a reason to return. Economic development turns momentum into long-term growth, helping companies invest, expand, hire, and stay rooted here.

Together these mandates create an integrated model that connects investment attraction, business growth, destination development and innovation to strengthen Burlington's long-term economy.

INTEGRATED EXPERTISE

Economic development, tourism, visitor services, business support, marketing, and innovation working with a shared purpose.

CONNECTED SERVICE DELIVERY

A coordinated approach to telling Burlington's story and supporting the businesses, partners, and experiences behind it.

GREATER ECONOMIC IMPACT

A more focused organization helping Burlington compete for visitors, investment, jobs, talent, and long-term economic opportunity.





Tourism Means Business

Burlington's visitor economy continued to deliver significant economic value in 2025.

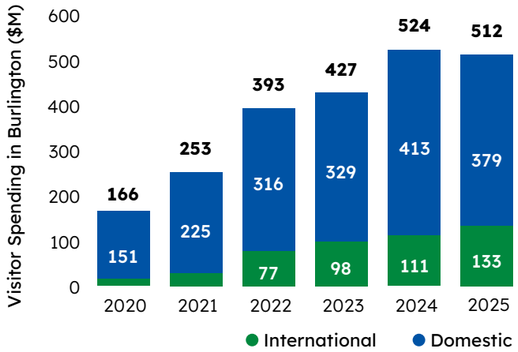
Visitor spending supported restaurants, hotels, attractions, festivals, retailers, transportation providers, and the many local businesses that contribute to Burlington's economic vitality, quality of place and reputation as a community where people choose to visit, invest and grow.

Tourism is not a side story in Burlington's economy. It is a driver of local spending, employment, cultural vibrancy, and destination awareness. Each visit is part of a larger economic cycle: people arrive, explore, spend, share, and often return with a stronger connection to Burlington as visitors, business travellers, students, entrepreneurs, investors or future residents.

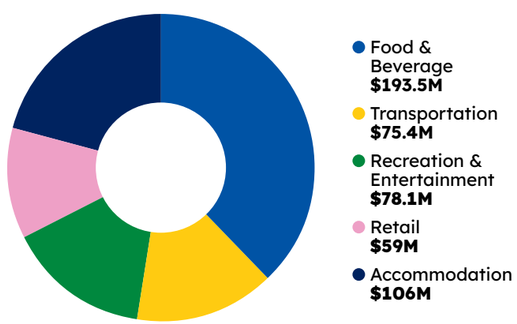
In 2025, Discover Burlington continued to position Burlington as a destination with natural assets, urban energy, culinary strength, and year-round attractions, while strengthening a visitor economy that supports business growth, investment and long-term economic prosperity.

VISITOR SPENDING

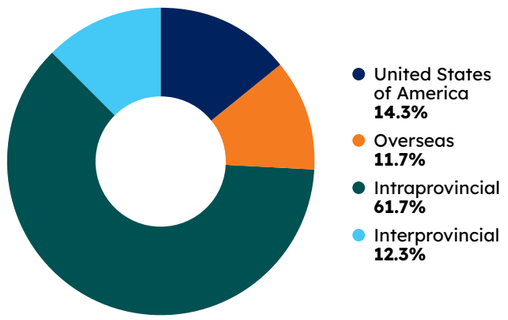
$512M IN 2025[1]



VISITOR SPENDING BY CATEGORY[1]

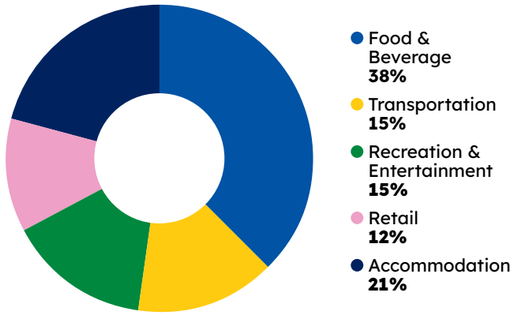


VISITOR SPENDING BY ORIGIN MARKET[1]

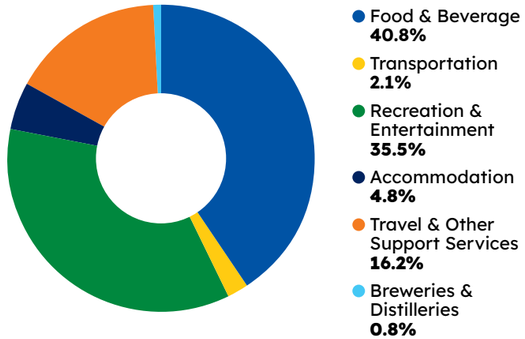


TOURISM SECTOR ACTIVITY

TOURISM & HOSPITALITY SUB-SECTOR SPENDING MAKEUP[1]

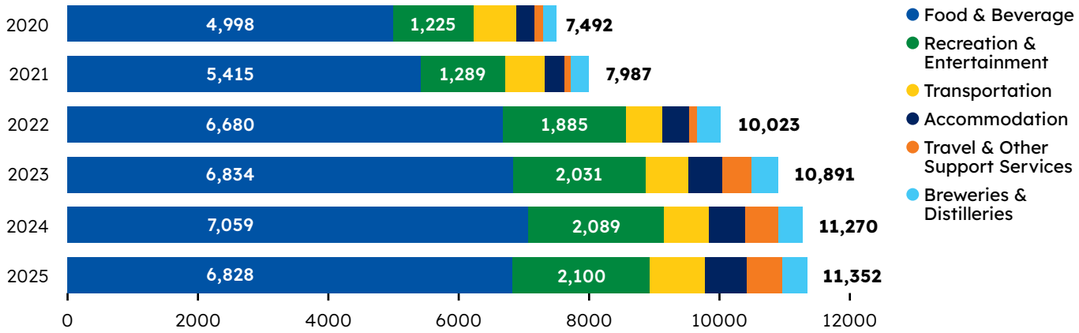


BUSINESS COUNT: TOURISM & HOSPITALITY[2]



Percentages may not total 100% due to rounding.

EMPLOYEE COUNT: TOURISM & HOSPITALITY[3]



ACCOMMODATION IN BURLINGTON[4]

364,439
Total Room Nights Demand

+3.21%
YOY Growth

$105
Revenue Per Available Room

+6.87%
YOY Growth

[1] Source: Destination Canada, Lodging Aligned Spending Report (LASR), Burlington visitor spending.
[2] Source: Statistics Canada, Canadian Business Counts, 2025.
[3] Source: Lightcast, EMSI Analyst, Burlington tourism and hospitality employment.
[4] Source: CoStar, Burlington accommodation performance, 2025.



Support That Moves Visitors

Strong destinations are built through practical support: funding that helps events grow, service that helps organizers choose Burlington, and partnerships that create lasting connections to place.

In 2025, Discover Burlington expanded the impact of its Tourism Investment Fund and Concierge Service to help partners host, promote, and deliver stronger visitor experiences while strengthening Burlington's visitor economy and long-term destination appeal.

Tourism Investment Fund

The Tourism Investment Fund (TIF) supports eligible events, initiatives, and experiences that generate visitor activity, overnight stays and economic impact for Burlington businesses. In 2025, the fund helped partners increase reach, strengthen programming, and create more reasons for people to visit Burlington, extending the city's reputation as a vibrant destination and encouraging future visitation.

Concierge Service

The Discover Burlington Concierge Service gives event organizers, planners, and partners a single point of support for destination guidance, accommodations, itineraries, local connections, and visitor experience planning. By building strong relationships before, during and after each event, it is one of the clearest ways Discover Burlington turns interest into lasting partnerships, repeat visitation and future opportunities for Burlington.

Together, these programs do more than support successful events, they help build lasting relationships that strengthen Burlington's reputation as a destination and contribute to long-term economic growth.

TIF IMPACT[5]

10
Total Events Supported

148,000
Total Funds Administered ($CAD)

745+
Overnight Stays Influenced

CONCIERGE ACTIVITY[5]

47
Total Events Supported

300+
Connections Made

[5] Source: Discover Burlington, internal program reporting, 2025.

> "The invaluable support from the Tourism Investment Fund has enabled us to feature exceptional speakers, enhance and extend the conference experience, and welcome more attendees. The combination of this fund and the exceptional staff have truly set our conference up for success.
>
> SHANN MCGRAIL
> Co-Chair, Women's Health & Innovation Summit



Bringing Big Ideas Back to Burlington

In fall 2025, the Canadian Urban Transit Research & Innovation Consortium brought its Zero Emission Transit & Mobility (CUTRIC) Conference back to Burlington for a third year — a decision influenced by the support available through Discover Burlington's Tourism Investment Fund and the collaborative support provided through our Concierge Service.

The investment helped CUTRIC secure the Burlington Convention Centre and professional audiovisual services. Working alongside organizers, Discover Burlington provided conference materials and on-site destination support. Beyond direct funding, Discover Burlington facilitated invaluable introductions to local suppliers and service providers, streamlining CUTRIC's planning options.

The two-day conference welcomed 129 delegates, with 91% travelling at least 40 kilometres to attend[5]. It generated 93 confirmed hotel room nights[5] and additional spending through local venues, restaurants, transportation providers and event services. Beyond these immediate economic impacts, the conference introduced new audiences to Burlington as a destination for future business, collaboration and investment.

It is a strong example of Discover Burlington's relationship-based approach: targeted funding, thoughtful coordination and hands-on support that helps organizers deliver standout events — and gives them a reason to return. CUTRIC's decision to return in 2026 demonstrates how positive visitor experiences can lead to repeat business, stronger relationships and long-term economic impact for Burlington.

Every successful event strengthens Burlington's reputation, creating opportunities for future visitation, investment and long-term economic relationships.

> "Beyond the funding, Discover Burlington actively collaborated with us to enhance the attendee experience.
>
> CAREN MOSS
> Chief of Staff, CUTRIC

TechPlace: Innovation, Closer to Community

TechPlace began a new chapter in 2025 with its move to Robert Bateman Community Centre.

The relocation strengthened its role as a community-integrated innovation hub, creating new opportunities for entrepreneurs, partners, students, businesses, and residents to connect in a more accessible, collaborative setting.

At its new home, TechPlace continued to support Burlington's innovation ecosystem through programming, workspace, mentorship, events, and partnerships. New collaborations with Brock University and Burlington Public Library expanded TechPlace's reach and reinforced that innovation grows strongest when entrepreneurs, talent, post-secondary institutions, investors and community partners are connected.

By helping innovative companies start, scale and remain in Burlington, TechPlace contributes to job creation, investment attraction and the city's long-term economic competitiveness. As Discover Burlington's innovation platform, TechPlace helps entrepreneurs and growth-stage companies transform ideas into businesses by connecting them with the relationships, expertise and regional innovation ecosystem they need to start, scale and grow in Burlington.

About TechPlace

TechPlace is a vibrant and collaborative innovation hub in Burlington, Ontario, Canada. We are a community of entrepreneurs, mentors, investors and program partners who share a common goal: drive innovation and grow successful companies.



> "Being part of TechPlace has opened doors we didn't even know existed. It's the kind of support every startup dreams of.
>
> JOE KUTLESA
> Founder & CEO, iMatr Inc.

MAKING AN IMPACT

753
TOTAL NUMBER OF TECHPLACE MEMBERS[6]

+34%
YOY GROWTH

AT A GLANCE[6]

40
LIFETIME NUMBER OF LAUNCHPAD RESIDENTS

51
EVENTS HOSTED AT TECHPLACE IN 2025

192
NUMBER OF NEW TECHPLACE MEMBERS[6]

646
JOBS CREATED[7]

$62M
REVENUE GENERATED[7]

[6] Source: TechPlace, internal membership and program records, 2025. LaunchPad resident total is cumulative.
[7] Source: Innovation Factory, 2025 client reporting for clients who are also TechPlace members. Jobs and revenue figures cover this subset of TechPlace's membership; revenue includes Canadian and international revenue.

CO-LOCATION PARTNERS

Innovation Factory
AngelONE

NEW LAUNCHPAD COMPANIES

AVAILIEN TECHNOLOGY
Call Agent Ai
Circle Bay MEDICAL
FN Immersive Innovation
GAMEELEVATE
serviceboom.ai



Growth That Lands Here

Business growth in Burlington is built through confidence, responsiveness, and the right connections at the right time.

In 2025, Discover Burlington supported nearly 200 local businesses[5], helped attract more than 600 jobs[5], and worked alongside investors, entrepreneurs and employers to advance significant investment across the city.

As businesses navigate changing costs, workforce pressures, evolving markets and space constraints, Discover Burlington provides practical support that helps companies solve problems, navigate municipal processes, identify opportunities and make confident investment decisions. Our work spans investment attraction, business retention and expansion, entrepreneurship, sector development, site selection support, and strategic partnerships all focused on strengthening Burlington's long-term economic competitiveness and creating the conditions for sustainable business growth.

GENERAL DEMOGRAPHIC DATA[8]

197,331
BURLINGTON POPULATION

-1%
YOY GROWTH

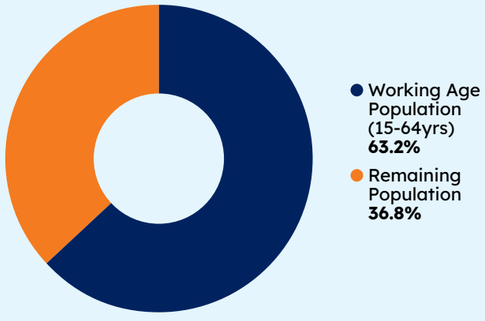
$184,036
MEDIAN HOUSEHOLD INCOME

+11%
YOY GROWTH

113,283
LABOUR FORCE

+7%
YOY GROWTH

WORKING AGE POPULATION



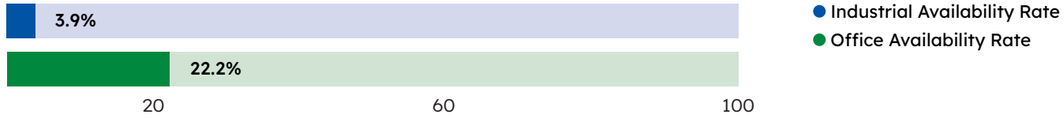
BURLINGTON BUSINESS AT A GLANCE

7721
TOTAL BUSINESS COUNT[2]

57
NET NEW BUSINESSES[2]

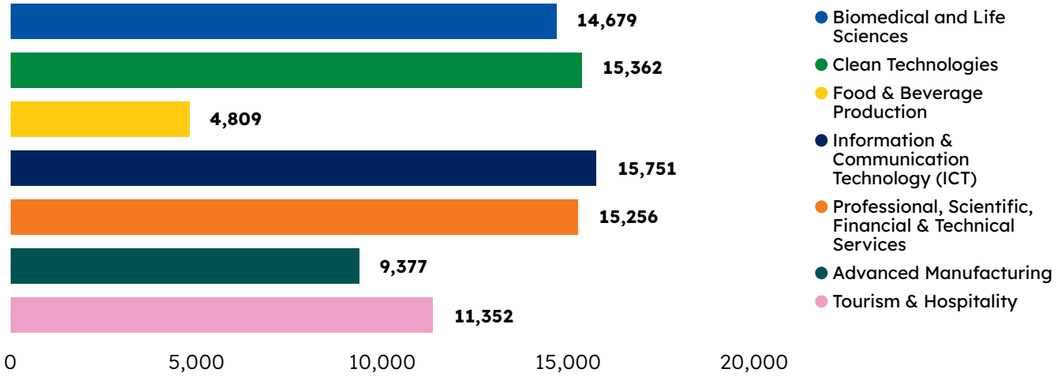
670
BUSINESS LICENCES ISSUED[9]

INDUSTRIAL & OFFICE AVAILABILITY[10]



JOBS & WORKFORCE[3]

114,939
TOTAL EMPLOYMENT



BUSINESS GROWTH OUTCOMES[5]

352
NUMBER OF CUSTOMER SERVICE REQUESTS (CSRS)

152
CORPORATE CALLS

609
JOBS ATTRACTED

198
NUMBER OF BUSINESSES SUPPORTED

$100M+
TOTAL VALUE OF GRANTS PULLED

5,060
JOBS ATTRACTED AND RETAINED THROUGH PROGRAMS AND SERVICES

[2] Source: Statistics Canada, Canadian Business Counts, 2025. [3] Source: Lightcast, EMSI Analyst, Burlington employment, 2025. [5] Source: Discover Burlington, internal program reporting, 2025. [8] Source: Environics Analytics, 2025, as compiled by Discover Burlington. [9] Source: City of Burlington, business licensing data, 2025. [10] Source: Cushman & Wakefield, Market Overview, industrial and office availability rates.

Advertek Inc.: Investing in Burlington's Next Chapter

Advertek Inc. chose Burlington for a major expansion that brought three manufacturing operations together in one purpose-built facility. The company invested more than $20 million in its new 54,000-square-foot location, supporting 90+ jobs with further hiring planned[12].

Discover Burlington supported Advertek throughout its relocation, providing responsive, knowledgeable guidance at each stage. Our team facilitated introductions to key municipal contacts, helped navigate permitting and approval processes, and worked collaboratively to address challenges and keep the project moving forward. This support reinforced Advertek's confidence in Burlington as a community committed to attracting and supporting businesses investing for the future.

The new facility increases production capacity, improves collaboration across departments, and creates room for advanced digital printing and finishing technologies. The investment also strengthens Burlington's advanced manufacturing sector and creates capacity for future growth.

For Advertek, Burlington offered the right site, strong regional access, and a collaborative partner committed to supporting long-term business success.

> "Choosing Burlington was an easy decision once we found the right facility, strategic location and strong support from the City and Discover Burlington.
>
> **SIMON SPINA**
> **Co-CEO, Advertek Inc.**

[12] Source: Advertek Inc., company-provided information.



Leadership Reflections



MESSAGE FROM ANITA CASSIDY, EXECUTIVE DIRECTOR

In 2025, we brought Burlington Economic Development and Tourism together under one mandate: strengthening Burlington's economy through business growth, investment attraction, innovation, and destination development.

That work also set the foundation for Discover Burlington. Through a rigorous engagement process involving more than 1,100 residents, businesses, and stakeholders, we shaped a brand that reflects Burlington's balance, ambition, innovation, and unmistakable sense of place.

This report captures a year of focused progress: $512 million in visitor spending, nearly 200 businesses supported, major investment activity, and a growing TechPlace presence at Robert Bateman Community Centre. Together, these efforts are strengthening Burlington's competitiveness, creating new opportunities for businesses and residents, and building lasting relationships that will support our community's prosperity for years to come.

Sincerely,

ANITA CASSIDY
Executive Director, Discover Burlington



MESSAGE FROM RON LAIDMAN, BOARD CHAIR

2025 was a defining year for Discover Burlington and for Burlington's long-term economic future.

By bringing economic development and tourism together, we strengthened our ability to support businesses, attract investment, elevate the visitor economy, and present a more connected, competitive story to businesses, investors and visitors alike. The results featured throughout this report demonstrate the value of that integrated approach: supporting local businesses, attracting jobs and investment, strengthening Burlington's visitor economy, and expanding the city's innovation ecosystem through TechPlace.

On behalf of the Board of Directors, thank you to our staff, partners, City leadership, and business community for helping move this work forward. Burlington has momentum, strong partnerships and a clear direction — we are ready to build on it.

Sincerely,

RON LAIDMAN
Chair, Board of Directors, Discover Burlington



Keep Discovering

Burlington's future is built through the people, businesses, entrepreneurs, visitors and partners who choose to invest, innovate and grow here. Discover Burlington connects those relationships — supporting business growth, attracting investment, strengthening our visitor economy and helping build a more competitive and prosperous community. We support local businesses, attract investments that drive growth, and amplify the Burlington story so people want to visit, invest, and work here.

Info@discoverburlington.ca

@discoverburlington

Discover Burlington

Discover Burlington

discoverburlington.ca

Meet Our Board of Directors

Scan to learn more about the people providing strategic leadership and oversight for Discover Burlington.