TOWN OF
HALTON HILLS

INVEST
HALTON HILLS

Visit
HaltonHills

**DIGITAL
TOOL KIT**
Visitor Ready

ASSESSMENT

Understand where your business fits within the local tourism sector, gain an understanding of Halton Hills' current visitor market and establish a plan for how to improve your visitor readiness. Local tourism initiatives through Visit Halton Hills and partners are focused on increasing length of stay, connecting local businesses with tourism drivers and promoting to wider reaching target markets to increase and spread visitor spending throughout the local economy.

ARE YOU A TOURISM BUSINESS?

Tourism businesses offer unique products and experiences to out-of-town visitors. Any business can be a tourism business if they are open to the public, have consistent operating hours and actively market themselves to customers outside of their community.

Halton Hills Tourism Businesses Sectors

Culinary   **Agri-Tourism**   **Arts & Culture**   **Event Services**   **Accomodations**   **Retail Shopping**

Halton Hills Tourism Drivers

Sports & Recreation   **Historical Sites**   **Festivals & Events**   **Film Production**

WHO IS THE HALTON HILLS VISITOR?

Every tourism business will have a different specific segment of target visitors. Talk to your customers, ask where they are coming from and what attracted them to Halton Hills.

Understanding your target tourist can be categorized into two segments:

1) Demographic: Based identifiers like age, employment, geography, and education level.

2) Psychographic: Dives deeper into why consumers make decisions based on social values, lifestyles, and views of the world.

Who is the Halton Hills Visitor?

Our target tourists travel with their friends and families in groups of 2-5. We have a wide age range of visitors from 25-64, with the younger demographic growing.

Domestic visitors are coming from:
- The Greater Toronto Area (Peel, York and Toronto)
- Neighboring cities in Halton Region, Guelph and Orangeville

International visitors are coming from:
- United States
- China and Japan
- The United Kingdom

A common Halton Hills visitor is a city dweller looking for space to explore the outdoors and entertain new and unique culinary and shopping experiences close to home.

Visitors are interested in:
- Cooking and Dining
- Value shopping
- Beauty and Wellness
- Home and Garden and Green Living

Top Visited Tourism Website Pages
- Trails and Conservation Areas
- Restaurants and Pubs
- Events Calendar

VISITOR READINESS

Now that you know who the visitors are, are you ready for them?

1) Are you open on evenings, weekends and holidays?
Contact the Town to find out more about the Halton Region Retail Business Holiday Act.
2) Is there parking onsite or public parking nearby, is this information communicated on your website?
3) Can you provide information about current local events, parks, trails?
 Visithaltonhills.ca is a great resource if customers are looking for more things to do.
4) Are you working to promote consumer confidence in a post-pandemic economy? Contact the Town to find out about the Safe Travel Stamp.
5) Are you ready to respond to phone/email inquires within 24 hours?

Ontario day-trip visitors spend an average of $76 per person.

- Ministry of Heritage, Sport, Tourism and Culture Industries

Tip: Partner with other local tourism businesses
- Contact local accommodations to promote store discounts for overnight visitors
- Create packages and promotional items for event weekends when more visitors will be in town
- Reach out to event organizers, film production, local community groups to offer event services

ARE YOU VISITOR MARKET READY?

You are the Halton Hills tourism brand. Your business, employees, and experiences all influence what travellers think and share about visiting Halton Hills. How are you marketing yourselves to visitors?

Can out-of-town visitors find you?
Hours of operation, contact details and exact location should be updated and easily accessible on all online platforms ie: website, Google, social media.

Can you update your website every season/year?
Easy-to-use, affordable website builders like Wix and WordPress allow you to update information easily and are complimentary with mobile and tablet formats.

Do you have an E-Commerce shop, so visitors can continue to be customers after they visit in person?
Easy-to-use e-commerce programs like ShopHERE can offer one-on-one guidance and training on software that can added directly to your existing website.

Will new visitors know what they can expect?
High-quality photography is important to give customers exciting and realistic expectations when they visit. Connect with local photographers to cross-promote.

Does your brand need an update?
Online tools like Canva are low-cost or free and can help you design a logo and create quick printed and digital materials.

Using Visit Halton Hills Brand
Reach out to Tourism@haltonhills.ca to get a copy of the Visit Halton Hills logo for your website. Using the tourism brand shows visitors you are welcoming to new out-of-town customers.

BUILDING YOUR TEAM

One of the most time consuming, yet critical tasks for any small business is recruitment for qualified staff. Front line staff can point visitors to the Visithaltonhills.ca tourism website if customers are looking for things to do in the area, unique stores, trails , festivals and events.

Government Employment Programs

Canada Summer Jobs Program
The program provides wage subsidies to employers with 50 or fewer full-time employees, to create quality summer work experiences for young people aged 15 to 30.

Employment Ontario
Take advantage of funding, programs and tax incentives to help hire and train employees for your business. Request an appointment with Employment Ontario to find out if your business can get help covering training and hiring costs.

Job Boards

DID YOU KNOW?

76% of jobs in Ontario are found online

Employment Halton -www.haltonjobs.ca

Canada Job Bank - www.on.jobbank.gc.ca/findajob

Tourism Industry Association of Ontario (TIAO) www.tiaontario.ca/job/new

Sheridan College - jobs.sheridancollege.ca/

University of Guelph - www.recruitguelph.ca/cecs/employers-institutions/post-jobs