

2019 Annual Report

Dear Tourism Partners,

Tourism Sarnia-Lambton had an outstanding 2019. We co-hosted the Tall Ships Celebration, Granfondo and Silver Stick Tournament to name only three of so many incredible events.

The Tall Ships Celebration took place from Aug 9 to 11, 2019. Six ships docked along the Sarnia waterfront hosting 40,000+ attendees from Canada, the USA and beyond. Artzcape and BorderFest took place on the same weekend creating an “epic event” with a wide diversity of participants and activities for all.

The Bluewater International GranFondo had 1,000 riders and raised over \$60,000 for St. Joseph’s Hospice and Palliative Care at Bluewater Health. Watch the video here:

<https://www.facebook.com/biggranfondo/videos/510367383109122>.

The Silver Stick Tournament generated 4 million dollars in economic impact which was shared throughout Lambton County.

We thank Mark Perrin, Executive Director for his extraordinary leadership during his first full year with TSL and a big thank-you to the rest of the amazing TSL team: Leona Allen, Shelley Ambrose, Beverley Horodyski, Vicky Prail and our newest team member, Adam Veen.

In closing, a sincere thank-you to our primary funding partner, the County of Lambton. We are grateful for your continued support as we raise the profile of Lambton County and its eleven member municipalities throughout Canada and beyond our borders.



Sincerely, Mary Jean O'Donnell
Chair, TSL Board of Directors



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Sarnia-Lambton Tall Ship Celebration

Tourism Sarnia-Lambton alongside The City of Sarnia was very proud to host the Sarnia-Lambton Tall Ship Celebration in 2019. This event was spectacular for creating Tourism and contributed over 2 million dollars to our local economy while offering a powerful marketing platform for our sponsors to reach their target audiences, drive their brand message and connect with thousands of people.

From August 9 -11, 2019, the Sarnia Tall Ships Celebration showcased domestic and international Tall Ship vessels while highlighting Sarnia-Lambton's breathtaking waterfront on the shores of the St. Clair River, Lake Huron and Sarnia Bay.

The event was as an important motivator for tourism and by aligning ourselves with two existing successful events, we saw greater collaboration and attracted a new and more diverse audience, increasing the overnight stays and economic impact for Sarnia-Lambton.

The first of these two partner events, Artzscape by the Bay, had over 14,000 attendees alone. This fine art & unique artisans show & sale featured artists and artisans carefully selected through applications spanning all of Ontario. The second event, Bluewater Borderfest, had approximately 7,000 visitors during their music festival.

The Sarnia Tall Ships Host Committee was proud to be part of the series and excited about the opportunity to showcase our community. There were over 20,000 paid attendees who purchased boarding passes, general admission tickets or sail away tickets. An additional 5000+ spectators came down to the event but did not pay entry to the gated area. There were more than 300 volunteers and over 33 monetary and in-kind sponsors involved. The entire community collaborated to see the success of the Sarnia Tall Ships Celebration event.

A legacy of over \$75,000 in revenue was created from the 2019 Sarnia-Lambton Tall Ship Celebration which was put into the City of Sarnia's Waterfront Development Fund for future waterfront events and improvements. Additionally, over \$40,000 was raised to support local community groups within Sarnia-Lambton.



Sarnia-Lambton Tall Ship Celebration – By the Numbers

The Economic Impact of Tall Ships in Sarnia Lambton report was generated by the Ontario Ministry of Heritage, Sport, Tourism and Culture Industries TREIM model. Over \$2 million dollars was generated in economic impact.

The Sarnia Tall Ships Celebration had more than 1.9 million in Marketing Impressions.

We had 1.9 million in marketing impressions and reached over 100 million people (Cision)

Tall Ships and “Sarnia” had a Total Reach of 91.2 million

Tall Ships and “Sarnia-Lambton” had a Total Reach of 15.1 million

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Event & Sports Tourism

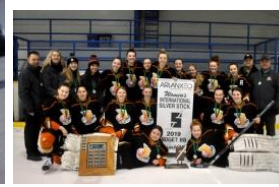
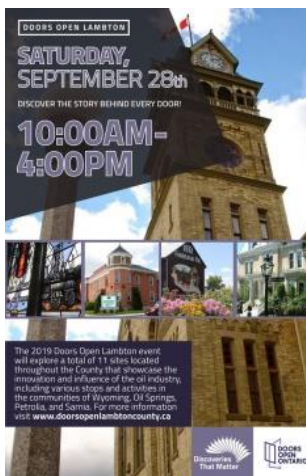
Events are one of the largest economic drivers for Sarnia-Lambton as their economic impact contributes significantly to the local economy while raising the community's profile, heightening community belonging and increasing the usage of community infrastructure. Here are some of the 2019 events:

Festival and Event Highlights

- Alvinston Pro Rodeo
- Artzscape
- Beachside Pride Festival
- Bluewater BorderFest Music Festival
- Bridge Bash
- Bright's Grove Music Fest
- Celebration of Lights
- Firefit Western Ontario Regionals
- Forest Fall Fair
- GreekFest
- Lambton County Doors Open
- Lambton Film and Food Festival Forest
- Paint Ontario
- Poutine Fest
- Sarnia RibFest
- Sarnia Sting 2019-2020 Season
- Summer Sunset Sounds
- SWIFF – Southwestern International Film Festival

Sports Tourism Highlights

- International Silver Stick – Boys and Girls Regionals and Finals across Lambton County
- Bluewater International Granfondo
- OFSAA Boys' AAA Soccer Championship
- Baseball Ontario AA Championship
- Canadian Superbike Super Showdown
- RCMP Musical Ride
- Performance Boat Club Poker Run
- Bluewater Anglers Fishing Derby
- Waters Edge Soccer Tournament
- Ontario Valley National 8-Ball Championship
- Rockstar Energy Triple Crown
- St. Clair River Run



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Tourism Marketing

Tourism Sarnia Lambton continues to market and promote our destination throughout an extensive network of marketing channels, platforms and resources. Below are some of the marketing partnerships that we have used to engage and attract visitors to come explore and discover our beautiful Ontario Blue Coast region of Lambton County.

2019 Marketing Partnerships

- Ontario By Bike Cycling Magazine
- Vacationland Port Huron
- Life Style Magazine
- Daytripping
- Lambton Shield
- Ontario Sailor Magazine
- ONRoute Summer Fun Guide
- Cruise the Coast
- Ontario By Bike Banner Header on Website and E-Newsletter
- Ontario by Bike & SWOTC to distribute Lambton County Trail and Cycling Information
- Tall Ships Rack Cards Locations throughout Ontario, 400 & 401 Rest Stops, Barrie/Collingwood and area hotels, Kingston/Ontario east Hotels, Seaway Campgrounds, Windsor/Chatham/Sarnia Hotels. Ottawa Digital Screen and Ottawa Digital Network
- Explore Ontario – Digital Boards across Ontario
- Epoch Times Print
- CTV/ CTV2 – Commercials
- Patterson Billboards throughout Ontario, Barrie, Ottawa, Sarnia and Windsor
- Radio and Newspaper Advertisements in Sarnia, Chatham, London, Windsor and Port Huron



*****Tall Ships marketing alone reached over Reach 91.2 million***

Videos

Tourism Sarnia Lambton partnered with SWOTC for their "Next Stop" Video series featuring Stonepickers

Social Media

Tourism Sarnia Lambton's collective social media database end with over 2700 new followers for 2019.

Facebook Instagram Twitter Hashtags

Facebook is our primary target audience for the 30+ demographic while Instagram captures the 16-30 demographic. Twitter falls in the middle ranging from 18-65. On all platforms, we are able to post and share content for all our Tourism Partners and engage audiences that are specifically targeted while generating exact results per campaign.

Website

Tourism Sarnia Lambton continues to generate maximum visitation to our website. With over 2,000 pages of partner listings, information on regional and core attractions and access to our printed publications, our dynamic website received over 525,000 page views and was visited by over 161,000 new users. We continue to drive traffic to our partners by offering free, linked listings to their websites, a ticket sales website, and social media channels. Listing data collected from this database is used externally with our Regional Tourism Office and other Regional Partners for publications, editorial and newsletters which we send on our partners' behalf.

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Visitors' Centre

Tourism Sarnia-Lambton's Visitors' Centre recorded retail sales of \$23,416 for 2019. In addition to retail sales, there was also over \$100,000 in Tall Ship Tickets sold from our location. Pairing local area event tickets, with our information and retail merchandise it proved to be a great success for all.

Store marketing also included our "shop local" radio commercials with Blackburn Radio promoting the retail store and the 2nd annual Christmas Open House.

Assembly Room Rentals

The Assembly Room was rented during the 2019's twelve month period by a number of organizations/ businesses. Overall it generated \$2,760.

Summer Student Programs

Tourism Sarnia-Lambton received three summer student positions as part of the Canada Summer Jobs Program. From May through August the positions included: Product Development & Visitor Assistant, Visitor & Retail Services Assistant and a Special Events Assistants.

Welcome Packages

Tourism Sarnia-Lambton distributed 3,396 Welcome Packages to regional and provincial tourism events, conventions, sports tournaments, meetings and newcomers in 2019.

Meetings and Conventions

Some of the highlighted Meetings and Conference's that we attended or hosted in Sarnia-Lambton in 2019 were:

- Attended with SLEP 5th annual "Meet the Tourism Investment Dragons" event held in partnership with the Economic Developers Council of Ontario
- Tall Ships Conference
- Canadian Sport Tourism Congress
- Sarnia Age Friendly expo
- Junior Achievement World of Choices
- Lambton Trails
- Sarnia-Lambton Francophone week ceremonies
- Heritage Committee
- Sports & Recreation Advisory Committee
- Operations Management and Hospitality Management
- Business Etiquette Luncheon
- Community Active Living Lambton
- OHL & DMO Partnership
- Ontario South West Tourism Conference
- Toronto International Bike Show
- Rail Committee
- Ontario Motorcoach Conference
- Lambton Palliative Care Retreat
- Canadian BioDesign Conference
- Chemistry Canada Summit
- Brigden Bluegrass & County Campout Jamboree
- Ontario Horticultural Association
- Chamber of Commerce Spark Conference
- Antique & Classic Boat Society
- C.C.V.P.S. College Ontario Provincial conference
- J'S Performance Car Show
- History Fair & Meeting - Genealogical
- Sarnia-Lambton Manufacturing Conference
- 38th Annual SWONT District Convention – Optimist
- Sarnia Tattoo Expo
- Challenges and Change conference
- Pop Culture Show and convention
- Rotary District Learning Assembly
- Southwestern Ontario Tourism Conference

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Product Development

Tourism Sarnia-Lambton participated in the WJR Detroit Live Radio Broadcast for the 2019 Harbour Tour which was live on location from our Tourism Sarnia-Lambton Travel Centre. Morning host, Paul W. Smith, broadcasted live from Sarnia/Point Edward as part of the Harbour Tour enroute to Mackinac Island. This year's theme was "Boating in the Great Lakes".



On a weekly basis, the station's reach is 701,000 listeners from Michigan, Ohio, Indiana and Ontario. Mayor Bradley, Mayor Bev Hand along with TSL staff members were interviewed. Sponsors included: City of Sarnia, Bluewater Duty Free Store, Holiday Inn Sarnia/Point Edward.

Tourism Week Open House & BBQ Event

We received a great public response to our BBQ resulting in 600+ people attending the Open House and BBQ lunch. We had good support from invited tourism partners and door prizes were donated in-kind from local businesses.

Tourism Sarnia-Lambton / Ontario Tourism Innovation Lab Partnership

Tourism Sarnia-Lambton launched a new "Spark Grant and Mentorship Program" in Lambton County at Victoria Playhouse Petrolia. Confirmed Sponsors include: SWOTC, Tourism Sarnia Lambton, Sarnia Lambton Economic Partnership, Waterfront Regeneration Trust, Libro Credit Union and Sarnia Lambton Workforce Development Board.



The three winners selected were Bo Tait, Throwchella at Valley Axe, Kailyn Shepley and Anne Hazzard, Historical Story Walk Murals Sombra Township and Megan O'Neil, 100th Marathon event. Winners were matched with an industry Mentor as part of the program.

Globe and Mail Influencer Travel Blogger Visit

Tourism Sarnia-Lambton partnered with Southwestern Ontario Tourism Corporation along with TWEPI and Chatham-Kent to host two travel bloggers. They visited and toured each community with an overnight stay in Sarnia, Chatham and Windsor. Tourism Sarnia-Lambton arranged with Bridgeview Marina for a boat ride on Lake Huron. We created the itinerary and highlights including "Hampton Inn by Hilton", dinner at Lola's Lounge, visits to Norman & Judith Alix Art Gallery, Urban Escape Store and Refined Fool Brewing Company.

Grow Your Tourism Experiences Workshop

TSL partnered with SWOTC to provide an Experiential Training workshop to Lambton County tourism partners. Stonepickers Brewing hosted the workshop in Plympton-Wyoming. Twenty Five registered participants attended.

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SWOTC Conference 2019

Tourism Sarnia-Lambton attended and registered 12 partners to attend the 2019 conference.

Sarnia Heritage Committee

We collaborated with the Sarnia Heritage Committee to invite and coordinate Hagit Hadaya, Architectural Historian & Heritage Consultant from Ottawa to come visit Sarnia. Ms. Hadaya conducted research on Alexander Mackenzie and provided a Historical Walking Tour of downtown Sarnia with a focus on Prime Minister Mackenzie.

Tecumseh Community Development Corporation

Tourism Sarnia-Lambton partnered with the Tecumseh Community Development Corporation to host the inaugural First Nations Cultural Tourism Event at our tourism centre. The successful event featured 15 art & craft artisan/exhibitors, Eagle Flight Drummers, traditional dancers in costume and food vendors. It attracted 200 visitors. Tourism Sarnia-Lambton plans to continue collaborating with Tecumseh Community Development Corporation in the future. Kevin Eshkawkogan was special guest speaker from Indigenous Tourism Association of Ontario.



Travel Guides/Maps

Tourism Sarnia-Lambton printed and distributed 55,000 Official Travel Guides and 35,000 Sarnia-Lambton Maps in 2019. Guides & Maps were delivered to Ontario Travel Information Centres, Welcome Packages for conventions, regional and provincial tourism and sports events, newcomers relocating to Sarnia-Lambton.

Distribution also included Ontario, Michigan and International addresses through requests via our website.

- CTM Media Group = sent out a TOTAL quantity of 25, 000
 - Toronto Inventory Center, Mississauga, ON – Quantity: 12,000
 - Cleveland Inventory Center, Tallmadge, Ohio - Quantity: 1,000
 - Detroit Inventory Center, Livonia, Michigan - Quantity: 4,000
 - Travel Information Services Inc., Roscommon, Michigan - Quantity: 8,000



Motor Coach

Tourism Sarnia-Lambton works directly with tour operators and group travel influencers to market and promote Sarnia-Lambton as a group travel destination. Our travel centre received eight motor coach companies, a total of 23 coach buses who visited from May to October 2019, equaling 908 visitors.

