

TO 2015 Pan Am/Parapan Am Games in and around HAMILTON HALTON BRANT FACT AND OPPORTUNITY BULLETIN FOR TOURISM PARTNERS

June 29th 2015 EDITION

Dates, facts & information to keep the HHB tourism industry 'in the know' as they plan for the TO 2015 Pan Am/Parapan Am Games.

IT'S GAMES TIME!

When you read this Bulletin for Tourism Partners, the Opening Ceremonies for the 2015 Toronto Pan Am/Parapan Am Games will be less than 2 weeks away. It's hard to believe that this journey started in earnest in April 2014 when the Pan Am/Parapan Am Tourism Symposium was held to inform and prepare the region's tourism sector for the Games. Now, after 6 industry workshops hosted throughout the Region in September 2014, distribution of 14 Fact and Opportunity Bulletins (this is #15!), a consumer hub of information & itineraries on all things Pan Am in and around HHB, and the publication of a customized Handbook for Visitor Services **it's time to welcome athletes, officials, visitors and residents!**

FOCUS ON EXCELLENT CUSTOMER SERVICE

A great experience is the best way to encourage a return trip and positive word of mouth. Bring on your biggest smiles, your patience and enthusiasm to provide excellent customer service to everyone attending and associated with the Games. Keep your Handbook for Visitor Services bookmarked on your computer or tablet, along with the Toronto 2015 official website to get the latest information for visitors and guests.

<http://hamiltonhaltonbrant.com/rto3-resources>

PROFILE LOCAL OFFERS

You and your tourism colleagues have worked hard to design visitor offers specific to the Games. Let's work together to let visitors know about these offers, profiled on the Pan Am/Parapan Am section of the HHB website as standalone offers and as part of itineraries for visitors travelling from any direction:

<http://theheartofontario.com/special-offers/2015-pan-am-games>

<http://theheartofontario.com/pan-am/stay-play/pan-am-itineraries>

Encourage visitors to stay in the region to experience the competition and the culture. B&Bs, residences, hotels, motels and campgrounds give visitors lots of choice.

STAY CONNECTED ON SOCIAL MEDIA

When visitors are at their destination, they rely on social media even more for updates, changes in schedules, transportation options and recommendations on where to eat, drink and shop. Designate someone at your operation or Visitor Services Centre to monitor and post to relevant social media sites and hashtags to get information and to respond to questions.

HHB area Games-specific hashtags:

- #PanAmSoccer
- #PanAmCycling

HHB host community cultural and community events:

- #Hamiltonkicksitup
- #MiltonOn

Provincial tourism:

- #EpicisOn
- #DiscoverOn

Toronto 2015 Pan Am/Parapan Am Games:

- #TO2015

ENJOY THE GAMES!

Best wishes from all of us at Hamilton Halton Brant Regional Tourism Association as you become immersed in the Games. Let us know how it goes! We are here to help so stay in touch. Watch for a wrap-up Bulletin in September.

Join in the conversation on social media. When posting, share with Ontario Travel and use the hashtags #EpicisOn and #DiscoverOn.