Town of Halton Hills: Sports Tourism Package

Welcome to Halton Hills, where we go above and beyond to ensure your sports event is a resounding success. Our comprehensive package includes a range of amenities and services tailored to meet the needs of sports groups!

Halton Hills Sports Tourism Welcome Package

Upon arrival, your organization will receive a welcome package containing essential information about Halton Hills including local attractions, dining options, and more for your participants and visitors to enjoy. Here's what you can expect to find in your welcome package:

- **Welcome Letter:** A personalized welcome letter addressed to your group, expressing our excitement to host your event, and providing essential information about Halton Hills, including highlights, local customs, and important contact details.
- **Local Area Map**: A map of Halton Hills highlighting key landmarks, sports venues, accommodation options, dining establishments, and points of interest. This handy map makes it easy for participants to navigate the town and explore everything it has to offer.
- **Halton Hills Tourism Brochure**: Provided either digitally or in print, the brochure provides key points of interest and tourism opportunities in Halton Hills during visit.
- **Contact Information**: Contact details for Town of Halton Hills Economic Development and Tourism Office as the designated point of contact for any inquiries or assistance needed during your event.

Community and Facility TV Screens

Integrating TV screens into the fabric of Halton Hills' sports tourism infrastructure, especially at key locations such as Gellert Community Centre, Acton Arena, Mold-Masters SportsPlex, and the Town Hall, significantly enhances the experience for visitors and locals alike. Here's a look at how screens could be utilized across these specific venues:

Gellert Community Centre

- **Outdoor, Lobby, and Entrance Area:** Screens here could display welcome messages, promotion of event, and event schedules.

Acton Arena

- **Refreshment Areas and outdoor:** Screens positioned here can show live scores, upcoming matches, and session times, keeping everyone informed during hockey tournaments or skating events.

Mold-Masters SportsPlex

- **Main Entrance:** Screens positioned here can show live scores, upcoming matches, and session times, keeping everyone informed during hockey tournaments or skating events.

Town Hall

- **Reception and Waiting Areas:** Install screens to inform visitors about ongoing and upcoming sports events, town news, and general information about Halton Hills.

Interactive Features

QR Codes: Quick Response (QR) codes displayed on screens can be scanned with a smartphone to direct users to more detailed information, such as event websites, online schedules, or promotional deals from local businesses.

Technical and Operational Support

1. Professional Setup: The Town of Halton Hills is responsible for the installation, setup, and maintenance of the TV screens, ensuring high-quality visuals.

2. Content Management: The Town of Halton Hills dedicated content management team updates the screens with the latest information, schedules, and multimedia content, ensuring the displayed content is relevant and engaging.

The integration of TV screens into the Halton Hills sports tourism package is designed to enhance the event experience, providing valuable information, entertainment, and interactive opportunities for everyone involved. This modern touch reflects Halton Hills' commitment to delivering a top-tier sports tourism experience.

Customized Itineraries

The Town of Halton Hills can work closely with your group to create customized itineraries that cater to your event schedule and preferences. Whether you're looking to add sightseeing tours, entertainment farm fun, boutique shopping, hiking through pristine trails or cultural experiences, we'll craft an itinerary that maximizes your time in Halton Hills.

Blog Welcome Post

Prior to your arrival, we'll feature a warm welcome post on our official Visit Halton Hills tourism blog, introducing your group to the Halton Hills community and highlighting the exciting events and activities planned during your event. This helps generate excitement and anticipation among participants and locals alike.

Tourism Brochures

In the lead-up to your event, we'll provide digital or printed brochures highlighting the best of Halton Hills, including attractions, dining options, and recreational activities. These brochures can be distributed to participants ahead of time, allowing them to plan their stay and make the most of their visit.

Promotion on Visit Halton Hills Social Media Platforms

Engaging with Visit Halton Hills' social media platforms, including Instagram and Facebook, offers numerous benefits for promoting sports tourism events in the area. Provide us with the photography and graphics you would like to be displayed, and we will take of the rest! If you have posts already created, share them with our team and we will share them on our platforms to help cross-promote. Here's how leveraging these platforms can enhance visibility and engagement, along with examples of the types of posts that can be utilized:

Benefits of Social Media Promotion:

- **Increased Reach:** By tapping into Visit Halton Hills' existing follower base, your event can reach a wider audience of potential participants, sponsors, and spectators.
- **Engagement Opportunities:** Social media platforms allow for direct interaction with followers, fostering engagement through likes, comments, and shares. This can generate excitement and buzz surrounding the event.
- **Visual Appeal:** Utilizing platforms like Instagram and Facebook allows for the sharing of visually captivating content, including photos and videos, which can effectively showcase the beauty of Halton Hills and the excitement of the sporting event.
- **Targeted Advertising:** Social media platforms offer advanced targeting options, allowing you to reach specific demographics relevant to your event, such as sports enthusiasts or families with children.

Types of Posts:

Instagram Stories:

- Behind-the-scenes glimpses of event preparation and setup.
- Countdown timers to build anticipation leading up to the event.
- Highlights of past events or memorable moments.

Instagram Reels:

- Highlights of key sporting moments from previous tournaments.
- Fast-paced clips showcasing the energy and excitement of the event.
- Fun challenges or competitions related to the event, encouraging user participation.

Instagram Static Posts:

- Eye-catching event posters or flyers with event details and dates.

- Photos of athletes in action or scenic shots of Halton Hills' landscapes.
- Infographics detailing event schedules, participating teams, and attractions in the area.

Facebook Posts:

- Event announcements and updates to keep followers informed.
- Live-streamed content, such as interviews with athletes or organizers.
- Shareable content, including event-related articles, blog posts, and testimonials from past participants.

Promotion on Visit Halton Hills Website and Events Calendar

In addition to social media promotion, featuring your sports tourism event on the Visit Halton Hills website and including it in the Town of Halton Hills Events Calendar offers additional visibility and accessibility to potential participants and spectators. Here's how this can benefit your event, along with the steps to ensure effective promotion:

Benefits:

- **Increased Visibility:** The Visit Halton Hills website serves as a hub for tourism-related information, attracting visitors interested in exploring the area. By featuring your event on the website, you can reach a broader audience of potential participants and spectators.
- **Credibility:** Being listed on the official Town of Halton Hills Events Calendar lends credibility to your event and signals its importance within the community. This can instill confidence in participants and encourage attendance.
- **Centralized Information**: Having event details readily available on the Visit Halton Hills website and Events Calendar ensures that interested individuals can easily access essential information such as dates, locations, and registration details.

Promotion Steps:

- **Submit Event Details:** Provide comprehensive information about your sports tourism event, including dates, times, locations, registration links, and any other pertinent details, to the Visit Halton Hills website administrators.
- **Engaging Content:** Create engaging content to accompany your event listing, such as high-quality photos, videos, and descriptive text highlighting the unique aspects and attractions of the event and the Halton Hills area.
- **Featured Promotion:** Explore opportunities for your event to be featured prominently on the Visit Halton Hills website, such as on the homepage or dedicated events section, to maximize visibility and engagement.
- **Social Media Integration:** Cross-promote your event listing on the Visit Halton Hills website across social media platforms, directing followers to the website for more information and registration.

- **Town of Halton Hills Events Calendar**: Ensure your event is added to the official Town of Halton Hills Events Calendar by submitting the necessary details through the designated channels provided by the town administration.

By leveraging the Visit Halton Hills website and Town of Halton Hills Events Calendar, you can effectively promote your sports tourism event, increase visibility, and attract participants and spectators from both the local community and beyond.

Tourism Table at Event

During your event, our tourism staff can provide a dedicated Town of Halton Hills tourism table to provide a central hub where participants can access information, collect brochures, and inquire about local attractions and services. Our friendly staff are on hand to assist with any queries and ensure everyone has a memorable experience in Halton Hills.

Questions? Contact Us!

Experience the ultimate sports tourism experience in Halton Hills, where every detail is carefully curated to exceed your expectations. Contact us today to book your next sporting event and discover all that our vibrant town has to offer!

Sarah Schicht | Economic Development & Tourism Officer

Business, Environment and Culture | Town of Halton Hills

1 Halton Hills Drive, Halton Hills, L7G 5G2

Office: 905-873-2600 ext. 2355 | Cell: 905-703-9992

sschicht@haltonhills.ca |visithaltonhills.ca