


EXPLORE BURNABY

	YTD	GOAL	%
EXPLORE BURNABY: FOLLOWERS	29,420	32,058	91.21%
EXPLORE BURNABY: WEBSITE VISITORS	16,635	120,328	13.60%
EXPLORE BURNABY: BLOGS	22	50	44.00%
BITS OF BURNABY: RESTAURANTS	52	40	130.00%
BITE OF BURNABY: WEBSITE TRAFFIC	106,871	n/a	n/a
HALLOWEEN: WEBSITE TRAFFIC	n/a	88,864	n/a

HALLOWEEN EVENT

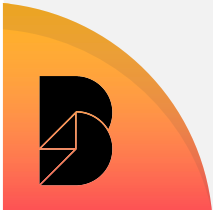


YTD	GOAL	%	
100,000	65,000	153.85%	GRANTS

5 YEAR STRATEGIC PLAN

COMMUNITY GRANT

TOURISM BURNABY




APRIL 2023 CORPORATE SCORECARD TOURISM BURNABY

SPORT BURNABY

	YTD	GOAL	%
CONTRACTED RN	1,887	5,500	34.31%
CONSUMED RN	469	5,800	8.09%
LEADS	11	10	110.00%

NEW NATIONAL/INTERNATIONAL MATCH

(4) BURNABY SPORT COUNCIL MEETINGS



YTD	GOAL	%	
400	3,000	13.33%	CONTRACTED RN
0	3,000	0%	CONSUMED RN
26	10	260.00%	LEADS

EVENT WITH 500 ROOMS

MEET IN BURNABY

