



2024 Objectives

Tourism Vaughan



Business Plan Recommendations

- To forward the below and adjoining brief to the Voting Member as the 2024 Business Plan and Budget



**Destination
Master Plan
Pillars**

Governance and City Policy

Product Development

Partnerships

Marketing and Communications

Research and Data Analysis



Pillar 1: Governance and City Policy



Pillar 1:
Governance and
City Policy

Update Board and Council on Tourism Industry

Continue the education plan for TVC Board and Stakeholders

Continue to receive feedback, insights and best practices from the TVAC

Work with Economic Development to identify Tourism opportunities for MAT spending

Review Bylaws and Policies related to Tourism

As directed by Council, introduce industry reps to the TVC Board



RESULTS TO DATE

- Actively worked with and received feedback and insights from the Tourism Vaughan Advisory Committee (TVAC) consisting of tourism operators and key stakeholders to deepen local industry connections and to review key strategic priorities, such as the Tourism Festival and Sports Events hosting grant and partnership funding program
- Provided the TVC Board with presentations from industry associations and key partners to educate staff, the Board and the TVAC
- Participated in the City-wide Events Strategy, including Bylaw and policy review
- Worked with Economic Development to identify MAT opportunities
- Hired a Tourism Development Coordinator position

2024 ACTIONS

- Board presentations continuing in 2024 through 2026 from industry associations to educate staff, Board, and TVAC
- Continue to receive feedback and insights from the TVAC for key strategic priorities, such as the Tourism Festival and Sports Event hosting grant and partnership funding program, and a tourism servicing portal
- Engage with Bylaw and Permits as necessary for tourism-related items



Pillar 2: Product Development



Pillar 2: Product Development

Build on Product and Experience Clusters to Drive Visitation

Support Vaughan Businesses in Product/Experience Development

Work on Product/Experience Development to Extend Lengths of Stay in Vaughan

RESULTS TO DATE

- Launched the second iteration of the Tourism Innovation Lab's Vaughan "Spark" Mentorships and Grants program to encourage new and innovative tourism concepts through a pitch competition
- Completed delivery of the Better Your Business: Tourism Diversity program to expand and enhance tourism products, services and experiences (Winner: 2023 EDAC Marketing Excellence Award)
- Provided a Vaughan-specific module on Central Counties Tourism's tourism ambassador program through The Learning Lab
- Supported 157 events, activations and festivals, 10 business conferences, 4 sports tournaments and successfully serviced 4 familiarization tours to drive tourist activity to the city
- Progressed on the development of Tourism Festival and Sports Events hosting grant and partnership funding program in preparation for the 2024 Summer events season with input from TVAC and the Bylaw, Legal, Diversity and Inclusion, and Recreation departments.
- Provided seminars to local businesses to position them to better compete and draw tourist visitation

2024 ACTIONS

- Support festivals, events, conferences, marquee amateur sports events with local clubs, and submit bids to host future tourism-driving activations
- Launch the Tourism Festival and Sports Events hosting grant and partnership funding program in preparation for the 2024 Summer events season (\$230,000 initial year funding envelope)
- Deliver the second iterations of both the Tourism Innovation Lab's Vaughan "Spark" Mentorships and Grants Program and the Better Your Business: Tourism Diversity Program
- Develop and launch a Tourism Servicing Portal to enhance the benefit of selecting Vaughan as a host destination for festivals, events, conferences and sporting tournaments
 - Develop and provide accommodations, attractions and information travel offices with a consumer-facing map with key tourism elements in Vaughan
 - Explore a Vaughan City Pass option for leisure, conferences, sports, and special events



Pillar 3: Partnership



Pillar 3: **Partnerships**

Host and Participate in Familiarization Tours

Host Local Industry Events

Work with Regional, Provincial, and Federal Agencies to Advance the Industry

Work With Tourism Stakeholders to Develop Leisure, Business and Sports In-Market

RESULTS TO DATE

- Conducted accommodations site visits to refresh content on HostInVaughan.ca and deepen stakeholder partnerships
- Hosted and participated, in partnership with the Vaughan Film Festival, two familiarization tours for film industry representatives
- Engaged in local, regional and provincial industry meetings to further advance tourism
- Participated in a familiarization tour with Central Counties Tourism to bring travel writers to Vaughan and other areas of York, Durham and Headwaters
- Hosted the first-ever Vaughan tourism networking event, in partnership with Central Counties Tourism, to connect industry stakeholders

2024 ACTIONS

- Create a dedicated landing page on visitvaughan.ca for Stay and Play packages with local accommodations, attractions and event partners
- Establish regular meetings with local attractions and family entertainment centres to broaden in-market offerings
- Continue networking series of events to connect industry stakeholders
- Participate in local, sector-specific meetings within tourism and hospitality to further advance Vaughan's positioning as a premier destination and align strategic planning
 - Continue to conduct accommodation and sporting venue site visits to deepen stakeholder partnerships
 - Work with Central Counties Tourism as a Platinum Sponsor for the Annual Industry Symposium



Pillar 4:

Marketing and Communications



Pillar 4:
Marketing and
Communications

Generate Awareness of Vaughan as a Tourist Destination

Execute Marketing Plans for Leisure, Culinary, Sports and Business Events

Distribute Material/Messaging that Operators can Incorporate in Their Communications

Update Communication Channels to Provide Greater Guest Experiences Across Website Platforms

RESULTS TO DATE

- Executed seasonal campaigns to drive leisure visitation using social, digital, out-of-home and print, and other owned channels
- Launched year-long advertising targeted towards meeting planners, business event planners and sporting tournament organizers to enhance [hostinvaughan.ca](https://www.hostinvaughan.ca) (Winner: 2023 IEDC Gold Award for Special Purpose Website)
- Established the *Vaughan Events at a Glance* document for local accommodations, shared with the TVC Board and the TVAC
- Relaunched social media channel @visitvaughan Instagram
- Represented the City and TVC on the Kleinburg Business Improvement Area

2024 ACTIONS

- Relaunch [visitvaughan.ca](https://www.visitvaughan.ca) and explore the opportunity to expand the [hostinvaughan.ca](https://www.hostinvaughan.ca) website
- Launch custom Vaughan landing pages and targeted marketing campaigns with platforms like Expedia, TripAdvisor, etc.
- Relaunch the Taste in Vaughan culinary campaign, and execute seasonal marketing campaigns to promote leisure travel
- Execute marketing campaigns that focus on increasing business events and conferences and sports tournaments
 - Explore opportunity for a ‘visit your neighbour’ program with transit/subway-adjacent accommodations in Toronto
 - Exhibit and Participate in Provincial and National trade shows and events through collaboration with industry stakeholders



Pillar 5: Research and Data Analytics



Pillar 5: **Research and Data Analytics**

Generate Intelligence From Data

Measure the Impact of the Industry

Develop and Maintain Online Databases

Leverage Surveys Like the Business Satisfaction and Citizen Satisfaction Surveys



RESULTS TO DATE

- Renewed data agreement with Central Counties to understand visitation
- Assigned Economic Development Research and Intelligence Staff to support
- Ongoing monitoring of occupancy data
- Shared and leveraged the yorkdurhamheadwaters.ca online database with Central Counties Tourism

2024 ACTIONS

- Use 2021 Census and the 2024 York Region Employment Survey to drive insight
- Utilize 2022 and 2023 Environics research provided through Central Counties Tourism to assess the drivers of tourism post-pandemic
- Develop and deliver ongoing insight on the industry
- Deliver an annual Year in Review in Q2 2024
- Hire a Tourism Development Coordinator to support Research and Analytics functions

Budget

Description	MAT Total	City ED Total	Total	Notes
Staff	\$608,924	\$90,452	\$699,376	
Staffing Benefits	\$122,914	\$28,945	\$151,859	
Business Development Programming/Grant Program	\$525,000		\$525,000	
Transfer to CoV for MAT admin	\$22,000		\$22,000	
Professional Memberships	\$15,000		\$15,000	
Marketing/Promotions	\$395,000		\$395,000	
General admin	\$40,000		\$40,000	
Marketing contract staff	\$135,000		\$135,000	
TOTAL	\$1,863,838	\$119,397	\$1,983,235	



TVC Board & TVAC: Next Steps



**TVC Board
& TVAC:
Next Steps**

Meeting Schedule and Plan - 2024

Meeting Schedule and Plan - 2024

January 31: TVC Board

- Present and approve 2024 Business Plan and Budget to be forwarded to the Voting Member (Vaughan Council)
- Present draft plans for the Tourism Festival and Sports Events hosting grant and partnership funding program
- Announce awards received in 2023 for Tourism Vaughan programming (IEDC, EDAC)

February 15: TVAC

- Presentation from Attractions Ontario
- Identification of priority areas of focus for TVAC
- Workshop Summer Season campaign

March 27: TVC Board

- Presentation from Attractions Ontario
- Present and approve plans from Public Works and Recreation Events team

April 25: TVAC

- Presentation from Culinary Tourism Alliance
- Present and gain feedback on the Tourism Servicing Portal
- Present and gain feedback on a Vaughan City Pass

May 29: TVC Board

- Presentation from Culinary Tourism Alliance
- Present draft plans for the Tourism Servicing Portal

September 26: TVAC

- Workshop strategies for business meetings, conferences and sports events tactics
- Workshop Winter/Shoulder Season campaign

October 23: TVC Board

- Present draft plans for the Vaughan City Pass

November 21: TVAC

- Workshop a Vaughan Visitor Guide (directory, advertising, consumer maps)



TOURISM
vaughan