

# Tourism Vaughan Corporation 2023 Year in Review

## ABOUT US

The Tourism Vaughan Corporation (TVC) is the official destination development organization for the City of Vaughan with a mission to enhance Vaughan as a destination for tourists and business travellers.

## VAUGHAN DESTINATION MASTER PLAN PILLARS

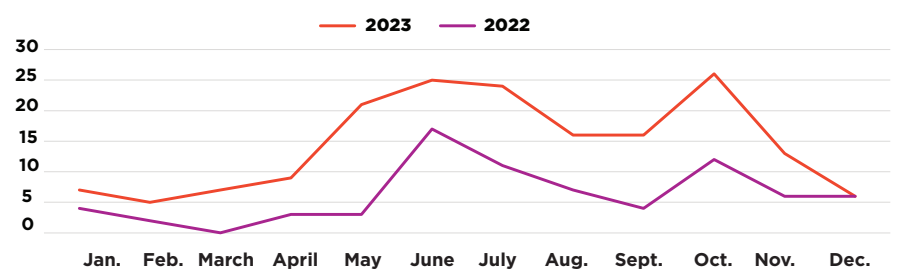


## TOURISM VAUGHAN SERVICES

- **Business and events advisory:** activation planning, resources, opportunities
- **High-quality tourism development programs:** training, planning, funding opportunities
- **Strategic partnerships and collaborations:** leveraging partnerships for collaboration, information sharing
- **Destination marketing and promotional campaigns:** promotional campaigns, itineraries, year-round events calendar
- **Investment attraction:** lead servicing, bid submissions, tour planning

## PRODUCT DEVELOPMENT

- **157** events, activations and festivals
- **10** business conferences
- **4** sports tournaments
- **4** familiarization tours



## TOURISM DEVELOPMENT

- **3** recipients awarded mentorship and grant funding through the Vaughan “Spark” Mentorships and Grants Program, in partnership with Tourism Innovation Lab

## PARTNERSHIPS

- **16** tradeshows, conferences and events attended
  - Notable events: OMCA Marketplace, Ontario Tourism Summit, Tourism Congress, Central Counties Tourism Symposium
- **13** accommodations and **12** sports venues visited during annual site tours
- **55+** people attended first-ever Vaughan tourism networking event, in partnership with Central Counties Tourism
- Actively shared **96** news items through B2B newsletter
- Participated in **7** partnership-driven marketing campaigns
- Engaged in the promotion and facilitation of **5** development programs

## MARKETING AND COMMUNICATIONS

Executed seasonal campaigns to drive leisure visitation using social, digital, television, out-of-home and print ads, and other owned channels resulting in:

**7.5M+**

impressions for the Summer in Vaughan campaign (May to Sept.)

**2M+**

impressions for the Winter in Vaughan campaign (Nov. to Dec.)

**100K+**

impressions for the Culinary campaign (Nov. to Dec.)

Tourism Vaughan’s Instagram channel, [@visitvaughan](https://www.instagram.com/visitvaughan), was relaunched in 2023:

**235+**

social posts

**115,000+**

organic impressions

**80,000+**

users reached

## RESEARCH AND DATA ANALYSIS

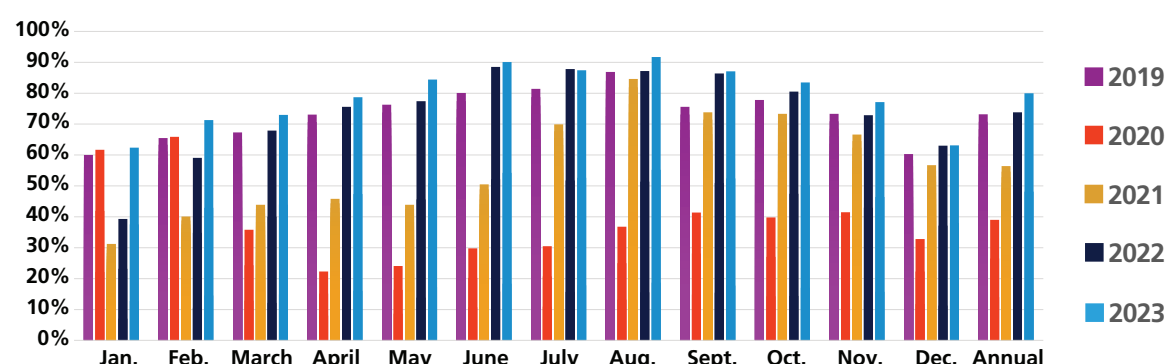
### Municipal Accommodations Tax (MAT) collection

Actual MAT collection at year-end in 2023 was \$3,729,360. The Tourism Vaughan portion of this revenue was 50 per cent or \$1,864,680.

### Annual TVC MAT revenue (2019-2023)

2019	2020	2021	2022	2023
\$1,058,570	\$312,330	\$657,892	\$1,334,452	\$1,864,680

### Annual Accommodation Occupancy in Vaughan (2019-2023)



## AWARDS AND INDUSTRY RECOGNITION

### International Economic Development Council Excellence in Economic Development Awards

- Tourism Vaughan’s [hostinvaughan.ca](https://www.hostinvaughan.ca) microsite
  - ◆ Gold – Internet and New Media Award

### Economic Developers Association of Canada Marketing Canada Awards

- Better Your Business: Tourism Diversity Program
  - ◆ Best Recovery Project/Plan