

2024 Key Accomplishments	
Governance and City Policy Framework	<ul style="list-style-type: none"> 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. Worked with Economic Development to identify MAT opportunities. Engaged with Bylaw and Permits as necessary for tourism-related items. Hired a Tourism Development Coordinator (Information and Data) position. Established and initiated an audit procedure to assess accommodations stakeholders' compliance with MAT remittance and reporting processes.
Product Development	<ul style="list-style-type: none"> Completed the second iteration of the Tourism Innovation Lab's Vaughan "Spark" Mentorships and Grants program, in partnership with the Tourism Innovation Lab, to encourage new and innovative tourism concepts with mentorships, \$3,000 of grant funding and business support. Supported 271 leisure events, activations and festivals, 25 business conferences, 18 sports tournaments and serviced four familiarization tours to drive tourist activity to the city. <ul style="list-style-type: none"> Notable events serviced include the Sugarbush Maple Syrup Festival, Ontario Soccer Summit, Small Business Centres Ontario Conference, Vaughan Ribfest, Vaughan International Film Festival, Vaughan Latin Festival and Sukkot Toronto. Launched the Tourism Festival and Sports Events hosting grant and partnership fund ("Host in Vaughan Grant") in April 2024.

	<ul style="list-style-type: none"> ○ The Grant supported 18 tourism activations in which organization invested \$1.2 million in direct costs to the local economic to execute their projects. This represents an overall dollar value of investment leveraged ratio of over 10:1 for the \$123,960.28 in contributions that the grant program provided them. • Developed the Host in Vaughan Meetings and Events booklet, which included a map of key tourism elements in Vaughan and listings of Vaughan-based event venues, including City-owned venues such as The Sports Village and the Vaughan Studios and Event Space. • Explored options for a Vaughan City Pass, with the process continuing in 2025 with the release of an RFP through procurement. • Supported beautification initiatives led by Public Works.
Partnerships	<ul style="list-style-type: none"> • Conducted site visits to 14 accommodations and 10 sports venues to refresh content on HostInVaughan.ca and deepen stakeholder partnerships. • Participated in the Vaughan International Film Festival's familiarization tour and serviced three additional familiarization tours happening in 2025. • Participated in local, sector-specific meetings within tourism and hospitality to further advance Vaughan's positioning as a premier destination and align strategic planning. • Hosted the Tourism Vaughan Stakeholder Networking event in November 2024, with an attendance of more than 50 individuals. • Created a dedicated landing page on visitvaughan.ca for Stay and Play packages with local accommodations, attractions and event partners. • Met with local attractions and family entertainment centres regularly to broaden in-market offerings and expand marketing opportunities through visitvaughan.ca and the Tourism Vaughan Instagram channel, @visitvaughan. • Actively shared 139 news items through the Tourism Vaughan business-to-business newsletter.

	<ul style="list-style-type: none"> • Secured the Presenting Sponsor opportunity with Central Counties Tourism to host its annual Tourism Symposium in Vaughan in 2025. • Secured joint hosting rights of the OMCA Annual Marketplace 2025 event in Vaughan together with Markham. The two-day event will take place Nov. 3 to 5, 2025.
Marketing and Communications	<ul style="list-style-type: none"> • Executed seasonal campaigns to drive leisure visitation using social, digital, out-of-home, print, and other owned channels, with a summer campaign that resulted in over 29 million impressions, over 55,000 engagements and over 60,000 website views. • Tourism Vaughan's Instagram channel @visitvaughan gained 1,110 new followers compared to 2023 and had over 859,000 organic impressions with over 807,000 users reached. A total of 248 posts were made with an engagement rate of 5.11 per cent. • Relaunched the visitvaughan.ca website, which included the new Plan My Visit page and My Stay page to create custom itineraries based on local attractions, restaurants, events and activations happening nearby. • Continued to advertise through various channels hostinvaughan.ca, which targets meeting planners, business event planners and sporting tournament organizers, to enhance site visitation, duration and bid submissions. • Provided the <i>Vaughan Events at a Glance</i> document to local accommodations, the TVC Board and the TVAC, with the addition of major tourism activations happening in the Greater Toronto Area to better prepare local accommodations of potential tourism compression. • Attended a total of 20 tradeshow, conferences and events, with notable events including the OMCA Marketplace, the Canadian Meeting and Events Expo, the Canadian Society of Association Executives Annual Conference, the Central Counties Tourism Symposium and the Ontario Tourism Summit. • Exhibited at four tradeshow – the Canadian Meeting and Events Expo, the Canadian Society of Association

	<p>Executives Annual Conference, Canadian Special Events Live and OMCA Marketplace – with focuses on the group tour market, the sports market and the business conferences market to promote Vaughan as a premier destination.</p> <ul style="list-style-type: none"> • Worked with the Culinary Tourism Alliance to continue the culinary-focused Taste of Vaughan campaign. • Represented the City and TVC on the Kleinburg Business Improvement Area.
Research and Data Analysis	<ul style="list-style-type: none"> • The 2024 year-ended actual MAT collections are estimated to be \$3,830,784 compared to a budgeted projection of \$3,859,000. • Renewed data agreement with Central Counties Tourism to understand visitation and visitor spending. • Assigned Economic Development Research and Intelligence Staff to support. • Ongoing monitoring of occupancy data for accommodations, in which the annual occupancy rate remained consistent at 80.2 per cent in 2024 compared to 80.0 per cent in 2023¹. • Continued to share and leverage the yorkdurhamheadwaters.ca online database with Central Counties Tourism, connected with the visitvaughan.ca website and its Plan Your Visit itinerary builder. • Hired a Tourism Development Coordinator (Information and Data) to support research and analytics functions. • Delivered information and insight into Vaughan to local and regional tourism stakeholders. • Established quarterly reporting process of Vaughan accommodations occupancy rate, MAT remittances and related data.

¹ Central Counties Tourism, *Hotel Data Report, December 2024*