

Tourism Vaughan Corporation

2024 Year in Review

ABOUT US

The Tourism Vaughan Corporation (TVC) is the official destination development and marketing 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



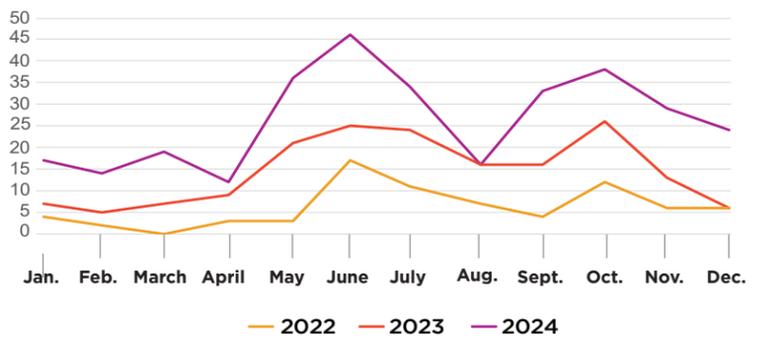
TOURISM VAUGHAN SERVICES

- **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, representation at industry trade shows and events
- **Investment attraction:** lead servicing, bid submissions, tour planning

PRODUCT DEVELOPMENT

- **271** events, activations and festivals
- **25** business conferences
- **18** sports tournaments
- **4** familiarization tours

318 total events/activations from the events calendar



TOURISM DEVELOPMENT

Host in Vaughan Grant launched in 2024.

- 18** grant recipients
- \$1.2 million** invested by organizations in direct costs to the local economy
- \$124,000** of grant funding contributed to locally-hosted events and projects
- >10:1** in overall dollar value of investment
- \$2.5 million** in economic impact

PARTNERSHIPS

- **20** tradeshows, conferences and events attended
 - Notable events: Ontario Motor Coach Association Marketplace, Canadian Meetings + Events Expo, Ontario Tourism Summit, Canadian Society of Association Executives Annual Conference, Central Counties Tourism Symposium
- **14** accommodations and **10** sports venues visited during annual site tours
- **50+** people attended Tourism Vaughan’s networking event
- Actively shared **139** news items through B2B newsletter
- Engaged in the promotion and facilitation of **3** 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:

- Summer 2024 Campaign: Total impressions more than **29 million**, engagements more than **55,000**, website views more than **60,000**
- Winter Campaign: More than **33.6 million** impressions, more than **9.9 million** engagements, more than **508,000** website views
- Total blogs posts published: **22**

TOURISM VAUGHAN’S INSTAGRAM CHANNEL, @VISITVAUGHAN, RESULTED IN:

- 1,110+** new followers (January to December)
- 859,135** total impressions
- 5.11%** engagement rate
- 248** social posts
- 859,135** organic impressions
- 807,898** users reached

RESEARCH AND DATA ANALYSIS

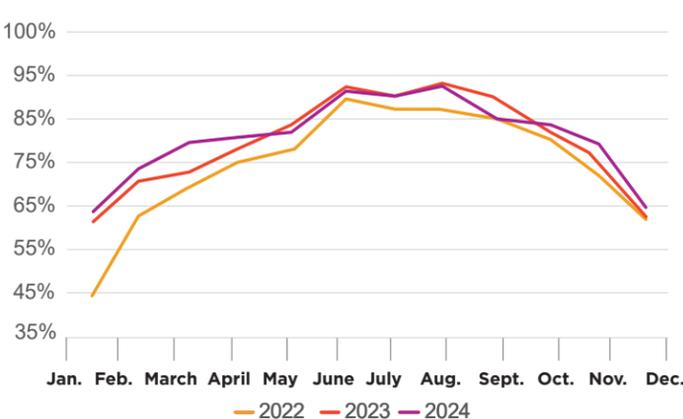
Municipal Accommodation Tax (MAT) collection

Actual MAT collection at year-end in 2024 was \$3.8 million. The Tourism Vaughan portion of this revenue was 50 per cent or \$1.9 million.

Annual TVC MAT revenue (2019-2024)

| 2019 | 2020 | 2021 | 2022 | 2023 | 2024 |
|-------------|-----------|-----------|-------------|-------------|-------------|
| \$1,058,570 | \$312,330 | \$657,892 | \$1,334,452 | \$1,864,680 | \$1,904,454 |

Annual Accommodation Occupancy in Vaughan (2022-2024)



Year-To-Date Average Daily Rate with Vaughan and York Region Comparison (2024)

