

<b>2025 Key Activities</b>	
Governance and City Policy Framework	<ul style="list-style-type: none"> <li>• Support the City Auditors 2025 assessment of the Municipal Accommodation Tax enforcement audit.</li> <li>• Board presentations continuing in 2025 through 2026 from industry associations to educate staff, Board, and TVAC.</li> <li>• Continue to receive feedback and insights from the TVAC for key strategic priorities, such as a Vaughan City Pass and a tourism servicing portal for tournaments, festivals and events, and business advisory.</li> <li>• Continue to engage with Bylaw and Permits as necessary for tourism-related items.</li> </ul>
Product Development	<ul style="list-style-type: none"> <li>• Support current and actively seek out new festivals, events, conferences, and marquee amateur sports events with local clubs to grow tourism activations hosted in Vaughan, including submitting bids to host future tourism-driving activations.</li> <li>• Launch two Host in Vaughan Grant intake periods in 2025 to support summer and shoulder season activations.</li> <li>• Launch the third iteration of the Tourism Innovation Lab's Vaughan "Spark" Mentorships and Grants Program and the second iteration of the Better Your Business: Tourism Diversity Program.</li> <li>• 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.</li> <li>• Provide webinars and/or seminars to local tourism businesses to position them to compete better and draw tourist visitation.</li> <li>• Provide accommodations, attractions and information travel offices with a consumer-facing map with key tourism elements in Vaughan.</li> <li>• Launch a Vaughan City Pass option for leisure, conferences, sports, and special events.</li> <li>• Support the openings of two new accommodations, the transfer of one accommodation and the major renovation of one accommodation.</li> </ul>

	<ul style="list-style-type: none"> <li>• Launch the first iteration of the Vaughan Flavours Festival in the summer.</li> </ul>
Partnerships	<ul style="list-style-type: none"> <li>• Continue to meet regularly with local attractions and family entertainment centres to broaden in-market offerings and opportunities to grow stay and play packages.</li> <li>• Host regular networking events in 2025, including the networking portion of the Central Counties Tourism Symposium.</li> <li>• Continue to participate in local, sector-specific meetings within tourism and hospitality to further advance Vaughan's positioning as a premier destination and align strategic planning.</li> <li>• Continue to conduct accommodation and sporting venue tours to deepen stakeholder partnerships</li> <li>• Host the 2025 Central Counties Tourism Symposium in February 2025.</li> <li>• Support new familiarization tours to Vaughan to enhance Vaughan's presence and reputation as a premier tourism destination.</li> </ul>
Marketing and Communications	<ul style="list-style-type: none"> <li>• Continue to execute marketing campaigns that focus on increasing business events and conferences and sports tournaments.</li> <li>• Launch a 'visit your neighbour' program with transit/subway-adjacent accommodations in Toronto to increase awareness of transit accessibility and drive visitation to local attractions and events.</li> <li>• Launch custom Vaughan landing pages and targeted marketing campaigns with platforms like Expedia, TripAdvisor, etc.</li> <li>• Explore opportunities with Destination Ontario to promote Vaughan at a provincial level.</li> <li>• Continue to exhibit at local and national tradeshow in collaboration with industry stakeholders to promote Vaughan as a destination for sports, business conferences, festivals and tours.</li> <li>• Continue to grow and promote culinary tourism in Vaughan by working with the Culinary Tourism Alliance and exploring opportunities with MICHELIN to add more Vaughan restaurants to the Guide.</li> </ul>

	<ul style="list-style-type: none"> <li>• Support the promotion of the Vaughan Strong initiative, which helps identify local and Canadian-made goods in stores to support local businesses as they respond to U.S. tariffs.</li> </ul>
Research and Data Analysis	<ul style="list-style-type: none"> <li>• Use 2021 Census and the 2024 York Region Employment Survey to drive insight.</li> <li>• Utilize 2023 and 2024 Environics research provided through Central Counties Tourism to assess the drivers of tourism in 16 key tourism destination areas.</li> <li>• Enhance data reports with the addition of room night specifications to monthly reports.</li> <li>• Continue to monitor occupancy data for accommodations, in which as of January 2025, Vaughan's year-to-date occupancy rate is 63.3 per cent, compared to 64.3 per cent in 2024<sup>1</sup>.</li> <li>• Regularly deliver insight into the tourism industry.</li> <li>• Deliver an annual Year in Review in Q2 2025.</li> </ul>

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<sup>1</sup> Central Counties Tourism, *Hotel Data Report, January 2025*