

2026 Objectives

Tourism Vaughan

Business Plan Recommendations

- To forward the below and adjoining brief to the Voting Member as the 2026 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

Update Board and Council on Tourism Industry

Attachment 2

Pillar 1:
Governance and
City Policy

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

RESULTS TO DATE

- Actively worked with and received feedback and insights from the Tourism Vaughan Advisory Committee, consisting of tourism operators and key stakeholders, to deepen local industry connections and to review key strategic priorities, such as the strategic planning for sports, business meetings and events, and a Vaughan visitor guide
- Provided the TVC Board with presentations from industry associations and key partners to educate staff, the Board and the Tourism Vaughan Advisory Committee
- Worked with Economic Development to identify Municipal Accommodations Tax opportunities
- Engaged with Recreation, Bylaw and Permits, as necessary, for tourism-related items
- Supported the City Auditors' 2025 assessment of the Municipal Accommodation Tax enforcement audit

2026 ACTIONS

- Initiate onboarding process for the 2026-2030 term of the Tourism Vaughan Corporation Board of Directors
- Initiate recruitment for the 2026-2030 term of the Tourism Vaughan Advisory Committee
- Provide Board presentations throughout 2026 from key stakeholders and industry associations to educate staff, Board, and the Tourism Vaughan Advisory Committee
- Continue to receive feedback and insights from the Tourism Vaughan Advisory Committee for key strategic priorities, such as a Vaughan City Pass, a Visitors Guide and a Tourism Servicing Portal
- Continue to engage with Recreation, 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 third iteration of the Tourism Innovation Lab’s Vaughan “Spark” Mentorships and Grants program to encourage new and innovative tourism concepts through a pitch competition; the program is expected to be completed in Q2 2026
- Launched the second iteration of the Better Your Business: Tourism Diversity program; the program is expected to be completed in Q2 2026
- Supported 281 leisure events, activations and festivals, 42 business conferences, 30 sports tournaments and serviced two familiarization tours to drive tourist activity to the city
- Received feedback on the Tourism Servicing Portal to further develop the platform for execution in 2026
- The Host in Vaughan Grant held three intake periods and supported 33 tourism activations with \$224,139.11 in funds distributed. An anticipated \$57,500 in funds will be disbursed upon the completion of late 2025 activations
- Supported the opening of the Home2 Suites by Hilton and the major renovation of the Homewood Suites by Hilton in Vaughan

2026 ACTIONS

- 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
- Launch two Host in Vaughan Grant intake periods in 2026 to support summer and shoulder season activations
- Work with Economic Development to expand the Host in Vaughan program in 2026 to include an Interim Activation Use grant to introduce visitors to Vaughan's intensification areas and increase the overall funding envelope to accommodate, pending Council approval of the ‘Community Improvement Plan Recommendations for Adoption – Community and Economic Development Fund’ (Jan. 20, 2026)
- Launch the Tourism Servicing Portal, with feedback received from the Tourism Vaughan Advisory Committee, to enhance the benefit of selecting Vaughan as a host destination for festivals, events, conferences and sporting tournaments
- Execute webinars and/or seminars to local tourism businesses to position them to compete better and draw tourist visitation
 - Provide accommodations, attractions and information travel offices with a consumer-facing map with key tourism elements in Vaughan
 - Launch a Vaughan City Pass option for leisure, conferences, sports, and special events
- Support the openings of three new accommodations, one renovation and the transfer of one accommodation in 2026

Pillar 3: Partnership

Host and Participate in Familiarization Tours

Host Local Industry Events

Pillar 3:
Partnerships

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 a familiarization tour for group tour operators to drive bookings and visitation to Vaughan, and participated in a film familiarization tour in partnership with the Vaughan International Film Festival
- Co-hosted the 2025 Ontario Motor Coach Association Marketplace conference, in partnership with Destination Markham
- 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 September 2025, with an attendance of more than 80 individuals
- 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
- Hosted the 2025 Central Counties Tourism Symposium, which brought together over 100 tourism leaders across the York, Durham and Headwaters regions for a day of education and networking
- Secured the Maccabi Games in Vaughan, taking place in August 2026, as well as the Baseball Canada 15U National Championship for five years (2027-2031)

2026 ACTIONS

- Continue to meet regularly with local attractions and family entertainment centres to broaden in-market offerings and opportunities to grow stay and play packages
- Host regular networking events in 2026, bringing together various industries across the tourism sector such as attractions, accommodations, food and beverage, festivals and events, sports venues, and more
- Continue to participate in local, sector-specific meetings within tourism and hospitality to align strategic planning with key stakeholders
- Continue to conduct accommodation and sporting venue tours to deepen stakeholder partnerships
- Support new familiarization tours to enhance Vaughan's presence and reputation as a premier tourism destination
- Host the 2026 JCC Maccabi Games
 - Host the North Toronto and York Region Hotel Outlook Forum in January 2026, in partnership with the Greater Toronto Hotel Association
 - Execute the 2026 Vaughan Summer Lineup event in March 2026, in partnership with the Vaughan International Film Festival

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

- Launched Vaughan Flavours, a culinary campaign to support local restaurants, during Q3 2025 with 20 participating restaurants. A winter edition will take place in Q1 2026
- Executed seasonal campaigns to drive leisure visitation using social, digital, out-of-home, print, and other owned channels
- Continued to advertise through various channels for hostinvaughan.ca, which targets meeting planners, business event planners and sporting tournament organizers, to enhance site visitation, duration and bid submissions
- Distributed the Vaughan Events at a Glance document quarterly to local accommodations, the TVC Board and the Tourism Vaughan Advisory Committee, with the addition of major tourism activations happening in the Greater Toronto Area to better prepare local accommodations of potential tourism compression
- Exhibited at five tradeshow with focus on the group tour market, the sports market and the business conferences market, to promote Vaughan as a premier destination
- Worked with the Culinary Tourism Alliance to create promotional awareness around Vaughan Flavours
- Represented the City and TVC on the Kleinburg Business Improvement Area

2026 ACTIONS

- Continue to execute marketing campaigns that focus on increasing business events and conferences, and sports tournaments
- Continue to execute the Vaughan Flavours culinary campaign to support local Vaughan restaurants
- 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
- Launch custom Vaughan landing pages and targeted marketing campaigns with platforms like Expedia, TripAdvisor, etc.
- Explore opportunities with Destination Ontario to promote Vaughan at a provincial level
- 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
- 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

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 Tourism to understand visitation and visitor spending
- Assigned Economic Development Research and Intelligence Staff to support
- Ongoing monitoring of occupancy data
- 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
- Established a quarterly reporting process for Vaughan accommodations occupancy rate, Municipal Accommodations Tax remittances and related data

2026 ACTIONS

- Continue to use the 2021 Census and the 2024 York Region Employment Survey to drive insight
- Utilize the 2019-2025 Environics Analytics research provided by Central Counties Tourism to assess the drivers of tourism in 15 key tourism destination areas
- Create interactive dashboards by leveraging the City's Environics Analytics datasets
- Incorporate tools and resources to discover key visitor data points that will support and grow major festivals and events happening in Vaughan that are supported through the Host in Vaughan grant
- Continue to collect and report on data for overnight stays and monitor weekly Vaughan accommodations performance
- Regularly deliver insight to local tourism stakeholders through workshops and reports on the sector
- Deliver an annual Year in Review in Q2 2026

Budget

Description	MAT Total	City ED Total	Total	Notes
Staff	\$880,095	\$126,303	\$1,006,398	
Destination Development Programming/Grant Program	\$575,000		\$575,000	
Transfer to CoV for MAT admin	\$34,439		\$34,439	
Professional Memberships	\$20,000		\$20,000	
Marketing/Promotions	\$560,000		\$560,000	
General admin	\$40,000		\$40,000	
TOTAL	\$2,109,534	\$126,303	\$2,235,837	

TVC Board & TVAC: Next Steps

**TVC Board
& TVAC:
Next Steps**

Meeting Schedule and Plan - 2026

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January 14: TVC Board

- Present and approve the 2026 Business Plan and Budget to be forwarded to the Voting Member (Vaughan Council)

February 12: TVAC

- Present the approved 2026 Business Plan and Budget (from TVC Board)
- Identification of priority areas of focus for TVAC
- Brainstorm Summer Season campaign
- Present the updated Meetings and Events booklet

March 18: TVC Board

- Present Tourism Host in Vaughan Grant – 2026 Spring-Summer Fund Recommendations
- Present the 2025 TVC Year in Review
- Present and approve plans from Public Works and Recreation Events team

April 23: TVAC

- Presentation for the 2026 JCC Maccabi Games
- Present the 2025 TVC Year in Review
- Present the Tourism Servicing Portal
- Present and gain feedback on a Vaughan City Pass

May 27: TVC Board

- Presentation for the 2026 JCC Maccabi Games
- Present the Tourism Servicing Portal
- Presentation from the Vaughan Attractions Council

