

COMMUNICATION C10  
ITEM NO. 5  
COMMITTEE OF THE WHOLE (2)  
October 13, 2021



# Vaughan Destination Master Plan Vaughan City Council Presentation

October 13, 2021

# DESTINATION MASTER PLAN PROCESS



An aerial photograph of a sports complex in Vaughan, Ontario. The complex features two large green soccer fields with white markings, surrounded by a chain-link fence and several tall stadium lights. A parking lot with several cars is visible between the two fields. The facility is situated on a grassy hillside with winding paths and trees. In the background, a city skyline is visible under a hazy sky. The text "TOURISM IN VAUGHAN" is overlaid in white on a green banner at the bottom of the image.

# TOURISM IN VAUGHAN



## WHAT IS TOURISM?

Tourism comprises the activities of persons traveling to and staying in places outside their usual environment ( $>40\text{km}$ ) for not more than one consecutive year for leisure, business and other purposes.

Source: World Tourism Organization, Statistics Canada



# TOURISM OVERVIEW

**Trip Origin:** Over 90% from York Region & Ontario

**Reason of Trip:** Visiting Friends and Relatives, Shopping, Attractions, Other Pleasure, and Business

**Length of Stay\*:** Same-day trips 77% vs Overnight Trips 23%

Same-day visitor spend \$38/person

Overnight visitor spend \$132/person



\* York Region Visitor Statistics, 2017

# TOURISM ASSETS & GAPS

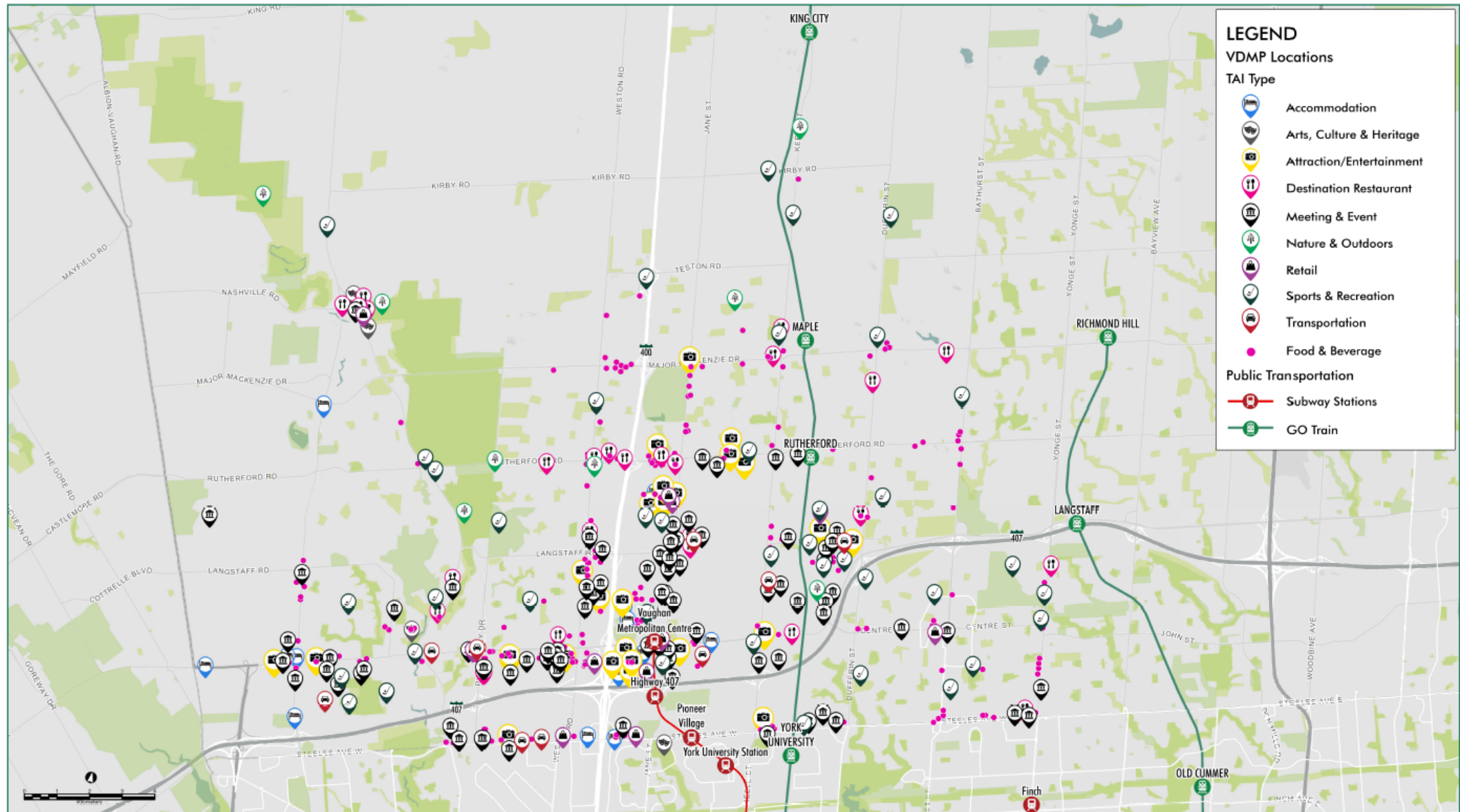
## Existing Tourism Assets

- Major attractions
- Restaurants
- Golf & Community Sporting Facilities
- Midscale Accommodations

## Tourism Asset Gaps

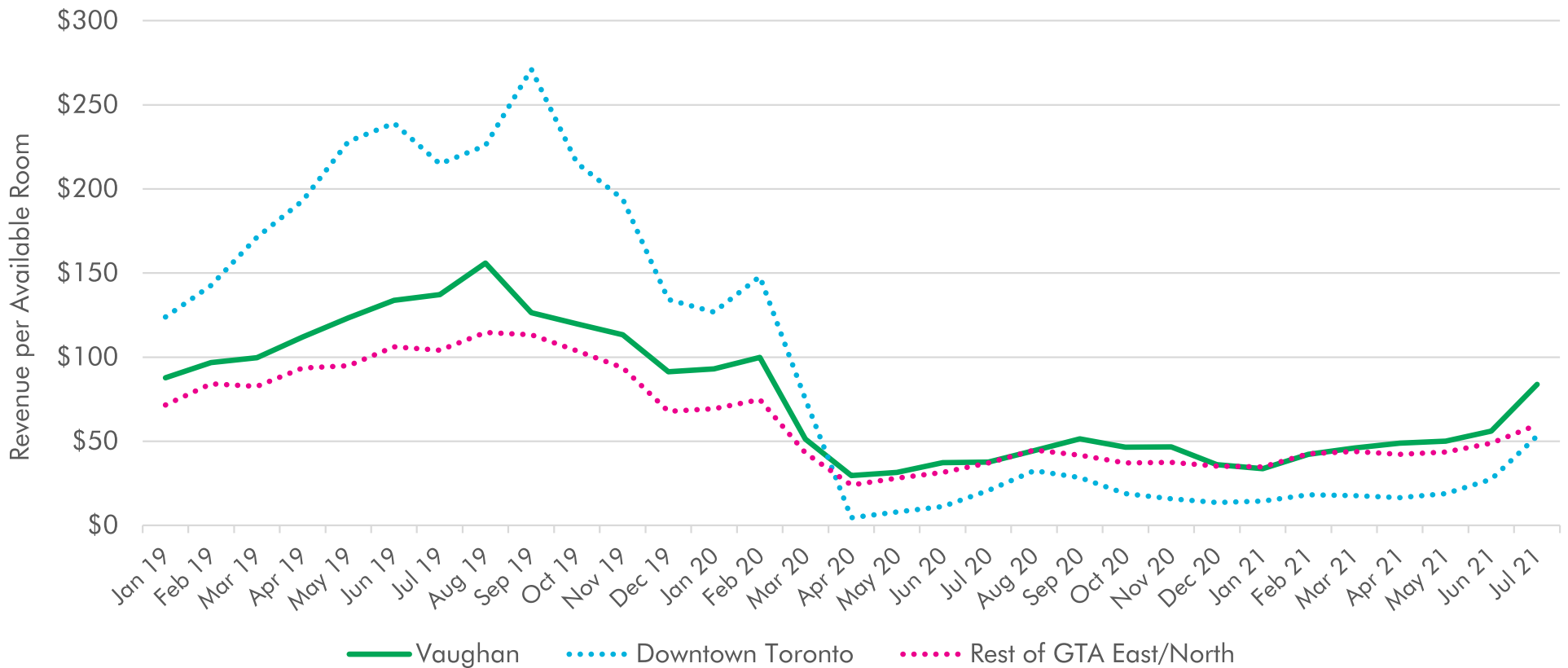
- Adult-focused entertainment
- Nightlife
- Sporting stadium (regional tournaments)
- Performance Arts Centre
- Convention Centre
- Transportation between assets







# VAUGHAN ACCOMMODATION MARKET OUTPERFORMING DOWNTOWN TORONTO



Source: CBRE Hotels





**FUNDAMENTALS OF THE  
DESTINATION MASTER PLAN**



## VISION STATEMENT

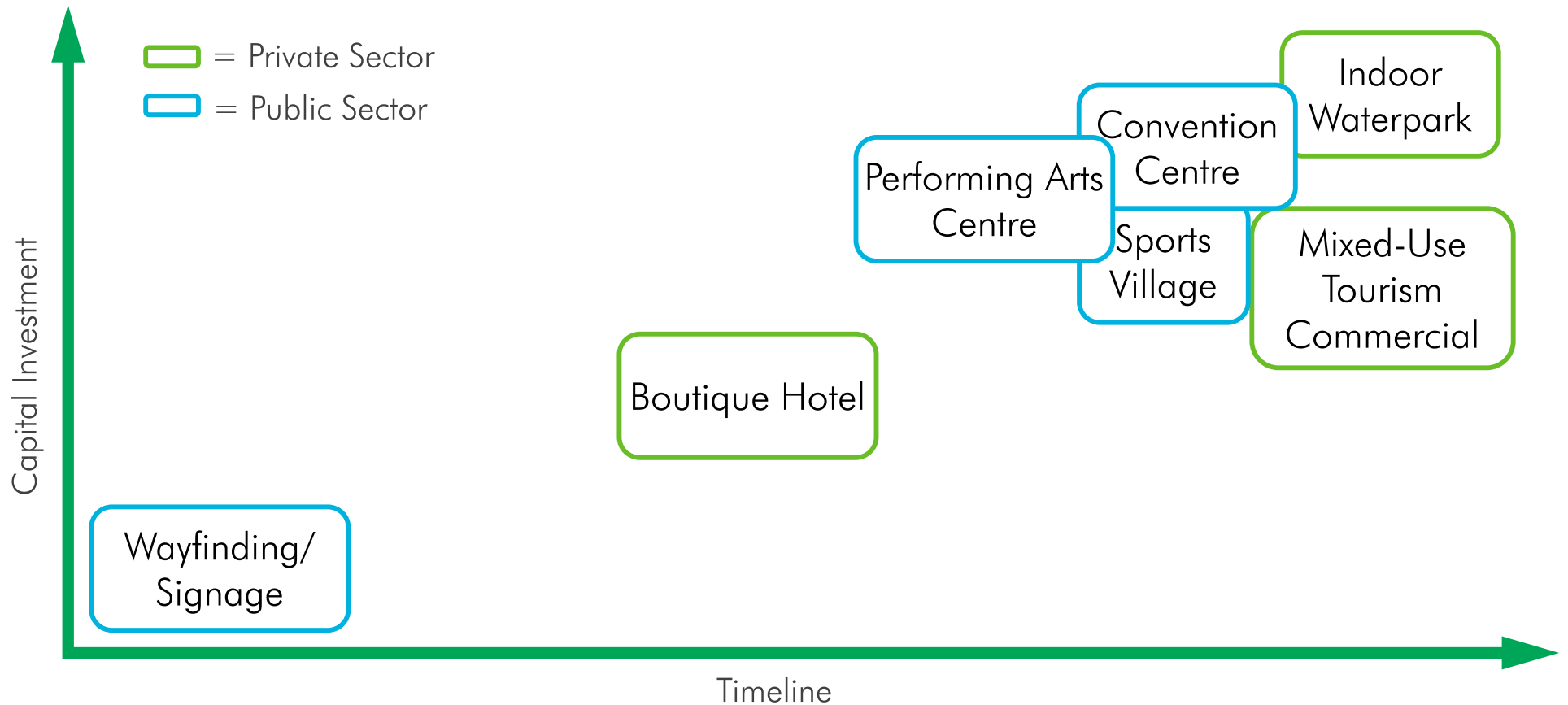
Vaughan is embraced as a premier overnight destination for leisure, sport and business visitors.

## MISSION STATEMENT

To champion Vaughan as a premier tourism destination through product development, marketing and education, and strong collaboration with and support of operators.



# INFRASTRUCTURE INVESTMENT CONSIDERATIONS





Thank you

