

Tourism

SECTOR PROFILE



Tourism

Vaughan is a destination of choice for tourism

The tourism sector in Vaughan offers a unique mix of attractions, festivals, dining, shopping experiences, outdoor trails and world-class cultural and creative amenities. Vaughan has everything you need to tap into southern Ontario's population of nearly **13.4 million** people:

- Major events like the Vaughan International Film Festival, Vaughan Latin Festival, the Sugarbush Maple Syrup Festival at the Kortright Centre for Conservation, Woodbridge Fall Fair and Princess Margaret's Road Hockey to Conquer Cancer.
- Tourism assets in Vaughan include:
 - » **494 culinary venues.**
 - » **87 meeting and event spaces.**
 - » **42 sports and recreation facilities.**
 - » **29 attraction and entertainment venues.**
 - » **16 accommodations.**
 - » **nine nature and outdoor trail assets.**
 - » **five arts, culture and heritage assets.**



Vaughan is home to some of Canada's premier attractions

- **Vaughan Mills**, one of Canada's largest enclosed shopping centres, features more than 250 premium fashion and outlet stores from around the world.
- **LEGOLAND Discovery Centre**, the only Canadian location, sprawls more than 34,000 square feet and features more than three million LEGO bricks, two LEGO rides, a 4D cinema, a LEGO retail shop and more.
- **Canada's Wonderland**, located within one kilometre of **Vaughan Mills**, is Canada's largest theme park and the country's premier amusement park, with more than 200 attractions, featuring 17 roller-coasters.
- The **McMichael Canadian Art Collection** sees more than 56,000 visitors a year. It is home to a permanent collection of more than 6,400 artworks by famed artists, including Tom Thomson and the Group of Seven, as well as many First Nations, Métis, Inuit and contemporary artists who have contributed to the development of Canadian art.



- **Reptilia Zoo** hosts more than 250 species of reptiles, amphibians and arachnids from all around the world, representing animals that cannot be found in other Canadian zoos.
- As a living history museum, **Black Creek Pioneer Village** offers one of the richest historical experiences in the Greater Toronto Area.
- The **Kortright Centre for Conservation**, which has 325 hectares of pristine woodlands, combines a natural oasis with some of Canada's leading-edge sustainable education programs.
- **Kleinburg Village** offers small-town charm with boutique shops, restaurants, luxury spas and European-inspired cafés.
- **North Maple Regional Park** is Vaughan's signature park and the perfect place to reconnect with nature. The park is currently undergoing improvements and once completed, will span 364 hectares, making it larger than Central Park in New York City.





The Vaughan Advantage

Vaughan recognizes and promotes tourism and the arts as important contributors to quality of life, social vitality and economic growth

Vaughan's tourism sector is comprised of more than **950 businesses** that employ more than **16,500 employees**. This includes:

- **more than 25 amusement attractions** (i.e. midways, museums, zoos, nature parks) that employ nearly **4,600 people**.
- **more than 16 accommodations** that employ more than **500 people**.
- **more than 750 dining and drinking establishments** that employ more than **10,200 people**.

TAP into a robust and skilled workforce

In 2022, Vaughan was home to nearly **345,000 residents** – that number is expected to increase by 66 per cent by 2051.

Seventy-three per cent of Vaughan's population over 25 years old has a post-secondary certificate, diploma or degree – surpassing both the provincial (68 per cent) and national (67 per cent) average.

Vaughan's location lets you tap into:

- a labour force of **3.9 million workers**.
- the next generation of talent from eight colleges and seven universities.

Access here means access everywhere

Vaughan's location at the heart of the Greater Toronto Area provides our tourism sector access to:

- highways 400, 407 and 427 and proximity to highways 401, 404 and 410.
- subway service via three stations on the Toronto Transit Commission's Line 1.
- non-stop flights on 75 carriers to 180 destinations worldwide via Toronto Pearson International Airport — Canada's busiest airport — within 10 kilometres of Vaughan's southwestern boundary.

Vaughan is Transformative, Ambitious and Purpose-driven

As the go-to source for insight into Vaughan's business community, the Economic Development team can support you with business, real estate and demographic information, highly customized end-to-end site selection assistance, zoning, planning and by-law information, and more! **TAP** into your next opportunity.

The Tourism Vaughan Corporation is the official destination development and marketing organization for the City of Vaughan, with a mission to enhance Vaughan as an overnight destination for tourists and business travellers. Tourism Vaughan can advise and provide support for your tourism activation, including attractions, festivals, sporting events, meetings and business conferences.

Connect with us

 vaughanbusiness.ca | hostinvaughan.ca

 ed@vaughan.ca | tourism@vaughan.ca

 Vaughan Economic Development

Economic Development

City of Vaughan

2141 Major Mackenzie Dr.

Vaughan, ON L6A 1T1

905-832-8526

