

Tourism Vaughan Corporation

2025 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

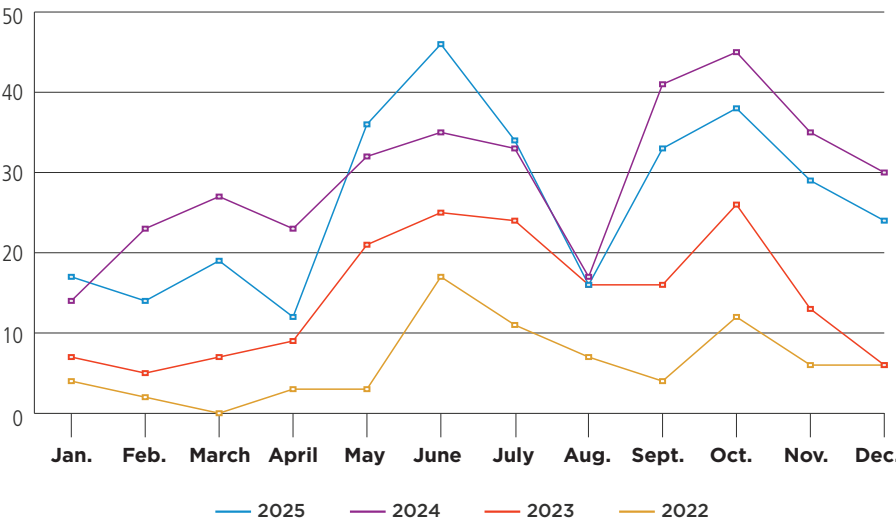


TOURISM VAUGHAN SERVICES

- **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

Number of Events Serviced by Month



281 events, activations and festivals
42 business conferences
30 sports tournaments
2 familiarization tours

355 total events/activations from the Tourism Vaughan events calendar

TOURISM DEVELOPMENT

27 grant recipients
\$3.6 million invested by organizations in direct costs to the local economy
\$231,640 of grant funding contributed to locally-hosted events and projects
>16:1 in overall dollar value of investment
\$4.2 million in economic impact

AWARDS AND INDUSTRY RECOGNITION

The Host in Vaughan Meetings and Event Booklet won Silver for Print Brochure at the **International Economic Development Council Excellence in Economic Development Awards**
 The City of Vaughan received the 2025 World Festival and Event City Award from the **International Festivals and Events Association**

PARTNERSHIPS

- Tourism Vaughan attended **7** regional-national business and sports events tradeshows and connected with **729** conference delegates
 - **Notable events hosted in Vaughan in 2025:** Ontario Motor Coach Association Marketplace annual conference, Canada Soccer’s Player-Development Program National Championships, Ontario Baseball Association Provincials/National Qualifier 15U, Canadian Ninja League Stage 2 Qualifier, Umbro Top Rated Showcase and Super Cup, Princess Margaret Cancer Foundation Road Hockey to Conquer Cancer, International Chang-Hon Taekwon-Do Federation’s Open World Taekwon-Do Championship, Central Counties Tourism Symposium
- **9** accommodations and **15** sports venues visited during annual site tours
- **80+** people attended Tourism Vaughan’s networking event
- Actively shared **171** news items through B2B newsletter
- Development programs delivered: Vaughan Flavours summer edition, Vaughan “Spark” Mentorship and Grants Program and the Better Your Business: Tourism Diversity Program

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 2025 Campaign:** More than **2 million** impressions, more than **1,100** engagements, more than **235,000** website views
- **Winter Campaign:** More than **51,000** impressions, more than **1,300** engagements, more than **143,000** website views
- Total blogs posts published: **20**

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

811 new followers (January to December)
2,111,862 total impressions
3.38% engagement rate
220 social posts
5,727,708 users reached

RESEARCH AND DATA ANALYSIS

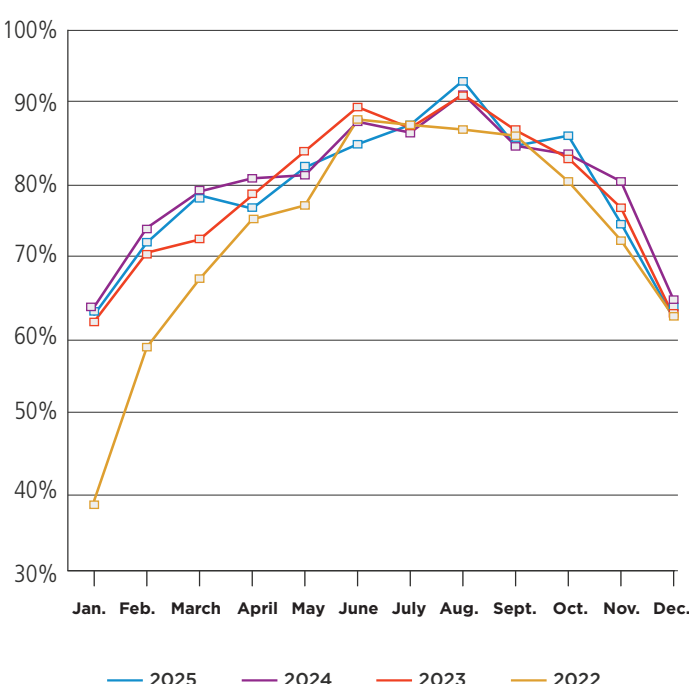
Municipal Accommodation Tax (MAT) collection

- Actual MAT collection at year-end in 2025 was **\$3,764,040**. The Tourism Vaughan portion of this revenue was 50 per cent or **\$1,882,020**.

Annual TVC MAT revenue (2019-2025)

2019	2020	2021	2022	2023	2024	2025
\$1,058,570	\$312,330	\$657,892	\$1,334,452	\$1,864,680	\$1,904,454	\$1,882,020

Annual accommodation occupancy in Vaughan (2022-2025)



Year-to-date average daily rate with Vaughan and York Region comparison (2025)

