



Presentation Overview

About Tourism Mississauga

- Our Mandate
- Board of Directors
- 2022 Highlights and Initiatives
- AGM

2023 Proposed Budget



Tourism Mississauga Mandate

- Promote tourism in the City of Mississauga in accordance with the City's Tourism Master Plan
- Promote the City of Mississauga as a destination for tourists, visitors, festival attendees, meeting and conference delegates and business travelers
- Develop a branding strategy and marketing plan
- Collect and disseminate information, including conducting targeted market research for purposes of identifying tourism and business travel opportunities in the City of Mississauga
- Develop promotion and business development strategic plans, including multi-year marketing plans and strategies that address the City's strategic goals for a robust tourism and business destination
- Facilitate a high level of collaboration amongst the city's tourism industry, business organizations and the City



Tourism Mississauga - Board of Directors



Chair, Tourism Mississauga

Makes BA-Gooster Trends Executive Continu Appropria

Services / Organizations / Winners



Cixtord Properties Group

Setal / Sestaured Representative

Vice Chair, Tourism Mississauga



Paul Chair, Tourism Mississauga

The Waterude Inn Hotel & Conference

Accommodation / Hotel Representative



General Manager, Hilton Toronto

Airport Hotel & Suites

Hotel / Accommodations Representative



Stephen Dasko

City of Mississauga Council Member

Wind I Councillor



City of Mississauge Council Member

Ward'S Councillor



City of Mississauge Council Member

Ward It Councillor



Corporate Filmmaker (Betired)

Attractions / Pentival / Event



Mississauga Symphony Orchestra

Attractions / Festival / Event Representative



Greater Toronto Airport Authority

Services / Organizations / Vanues Representative



Warrick Manzo & Dunn Inc. Advertising Agency

Services / Organizations / Voturs Representative



Olympian, Coach & Author

Sport / Event / Organization Representative



John Pappas

The Crocked Cue Restaurant States / Stocknamed Degreenantiative



Frank Russo

Four Points Toronto Airport Hotel Accommodation / Hotel Depresentative



Vice President, Sales & Merketing, International Centre

Services / Organizations / Virtues



Victoria Clarke

CEO, Tourism Mississasspa

City of Mosissauge Director, Yoursen



2022 Highlights & Initiatives

Position Mississauga as a business, sport and leisure destination through incentive programs:

- Attended 15+ sales events in 2022 raising awareness of Mississauga as a business events destination. Connected with thousands of meeting and event planners
 - Approx 3000 touchpoints across all sales events
- Hosted approximately 17 sporting events in 2022
 - resulting in \$22.5 Million in estimated economic impact
- Partnership with Uber Eats "Taste the World" Billboard
- Hopper partnership with Canada Jetlines
- Summer Campaign of #MySaugaSummer Bandwango Pass
- Continuation of IPTS 2.0 including SQ1 \$20 offer
 - Over 1,100 reservations to date



Uber Eats

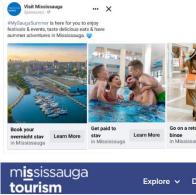
Taste the world when you order local. Enjoy \$8 off food orders \$30+.

Conti LIACTerms apply





























From the largest light, assend and multimade. shere to harkfay shooping and delicitus food. visiting Mississinga is a complete experience.

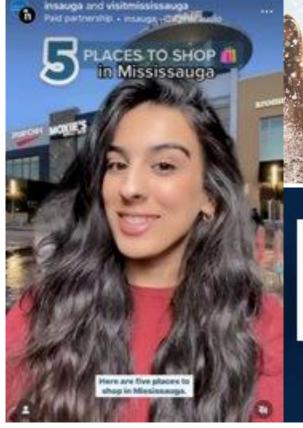






From the largest light, sound and multimedie show to hunday shopping and delicious food. visiting Mississippe in a complete experience.



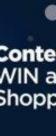








Contest ends December 12, 2022. See Terms and Conditions for full contest details.







2022 Highlights & Initiatives

Position Mississauga as a business, sport and leisure destination through marketing (research) campaigns:

- DNEXT Assessment
- Destination Think Engagement
 - Place DNA Research , Brand Development & Strategy
- Welcome Installations at GTAA
- #MySaugaSummer social media campaign
- Hosted 12+ Social Media Influencers
- Illumi
- Destination Ontario Marketing Partnership



The best things to do and eat in Mississauga for summer

Discover under-the-radar gems, fun-filled activities and foodie faves in Mississauga this summer.





LE MISSISSAUGA ON the underrated list. Gone are the days when this metropolis was overlooked for bigger cities like, ahem, Toronto. Sauga city is a gem and a destination all on its own. For starters, it's bursting with culture - a mosaic of many different cultures that bring their own experiences, languages and food to the table.

From plaza restaurants located in strip malls — a.k.a. the best golden nuggets a foodie could find - to an iconic ice cream parlour that's been around since the 50s, Mississauga is a food city at heart. And summer is the best time to experience all of it.

It pays to stay in Mississauga

Book a night stay at a participating Mississauga hotel, and you'll receive a \$100 VISA gift card + \$20 youcher to Square One Shopping Centre. Click here to start planning your Sauga staycation.

Don't know where to start? We've got an awesome list of some of the best things to do in Mississauga. From food festivals at Celebration Square to patio hopping in Port Credit, a day spent in Mississauga will leave you feeling full in more ways than one. Plus, there are tons of nearby activities to work up your appetite, and, thanks to GO Transit, Mississauga is a breeze to get to for out-of-towners.

Psst, want in on a secret? It pays to stay in Mississauga. When you book a minimum night stay at a participating hotel, you'll receive a \$100 prepaid VISA gift card along with a \$20 voucher to Square One Shopping Centre - what are you waiting for?

BROUGHT TO YOU BY





Book a 2 nights staycation in Mississauga, and receive a \$100 VISA Prepaid gift card to play with while you're here!

Start planning your stay today!



It pays to stay VISITMISSISSAUGA.CA

Book a 2 nights staycation in Mississauga, and receive a \$100 VISA Prepaid gift card to play with while you're here!

Start planning your stay today!

Conditions Apply Sim Terms & Conditions for full details.

MISSISSAUGA: INNOVATING TODAY FOR TOMORROW





GROW, PRESERVE AND SUCCEED

We understand that a premier accounting Firm provides more than just high quality accounting, tax, and business advisory services to their clients. It provides an engaging, supportive, and fun place to work. It provides a safe place for team members to learn grow and explore their career path. We explain it simply as Numbers Plus





DAY TRIPPER

Taylor Newlands ventures to Port Credit to indulge her sweet tooth at Carlo's Bakery,

True to probably seen dose routing machines stocked with rainbow-base in some of the GTA's most popular multiunion among them. But all those treat helized the glass are just a small sites of the wol deal: Cathe's Bakkry, Yourney in the lati endity TV show Calor Box, Buddy Valueton ed his bake stop Carlo's Bakery are famou he then importable rates and chowers. As one the board has bridged on our shores. spening to first Carachast outpoor as Port Smillt at the end of last year. In more may g hard, to Valuetie's original along to Hidwise V.L., but the new location of Carlo's Bakery often owned and operated

Of course, you'll find those ope-catching total bow show, along with other flavours like-chocolote fadas, esd velvet and carm cake that we didn't come all this way for pa walton, so we'll be taking the solutions as. thorsk you very much, Order in advance for agreemented treat or for a custom cake, or person your back and new what they have in for display costs. Hat be warned. The stanpegedar items road to self-out, time-of-the and mounts to ever grace any fault feaders. their decodeser lobster tail. This housestly poster to light seal body, lifked with a closelseasy period they begod here ensure these Dinglands, rapcakes, carroll, cale hallon more will mage you from behind the gloss.

tion, you can order their cakes for deliver

worth it. The space is the glass bolicatory of sep director—kitted not with loss of markle gold detailing and beautiful light flumes. our year eyes pasked for cuts surprises if All miles morne house. Grain one of their models then or piezes for hands and post up on the posts. Then top it all off with gold





It pays

to stay

/ISITMISSISSAUGA.CA

\$100 gift card

Receive

spending

Book your

stay today!

money!

It pays

to stay

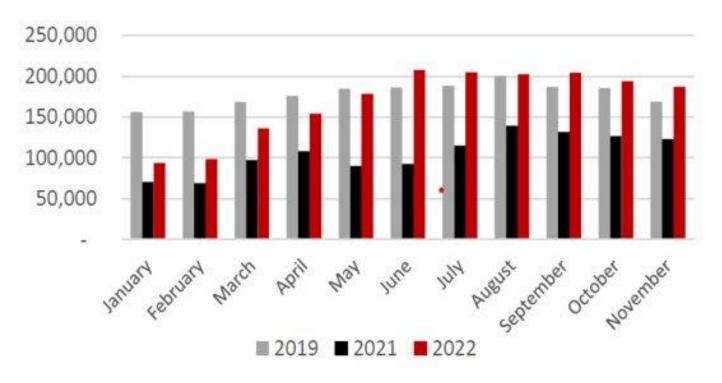
ISITMISSISSAUGA.CA

Receive \$100 gift card spending money! Book your stay today!



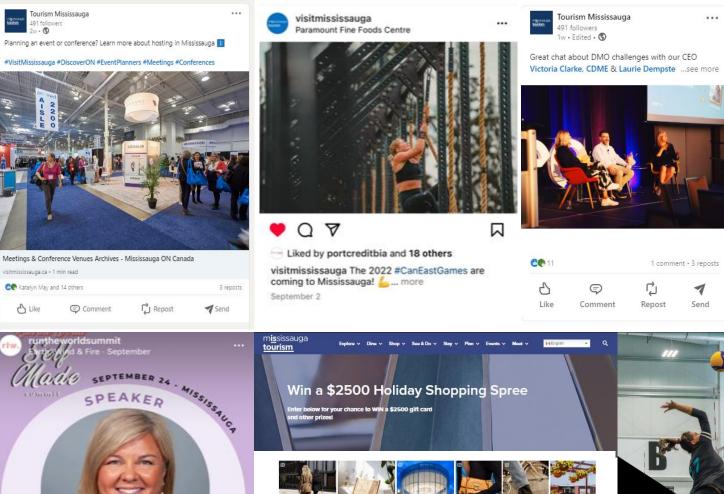
2022 Highlights & Initiatives

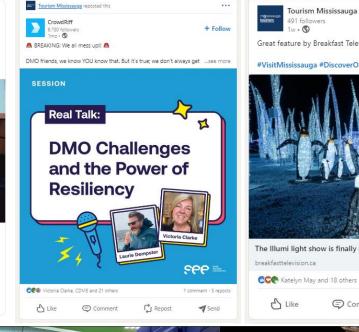
Hotel Demand





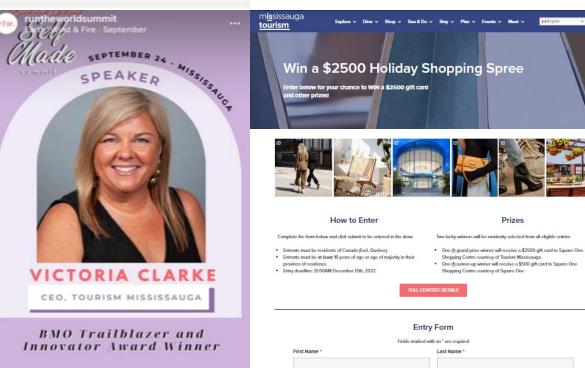








Comment







premier destination for sports

International Airport, you are actually

Tell us about your experience in sports events. Sport is both my passion and

my profession-I'm addicted to the When you fly into Toronto Pearson adrenalin rush of organizing professional sporting events! I started arriving right in Mississauga. Our premier my career at Maple Leaf Sports and Entertainment and I've worked on the Toronto 2015 Pan Am/Parapar Am Games, the 2017 Invictus Games from the airport. and the 2018 Pyeongchang Winter Olympics, I'm certified by The Confederation of North, Central America and Caribbean Association Football (CONCACAF) to work international soccer events and in 2020, joined the Canadian Premier League in and more than 1,800 restaurants from 150 Match Operations, travelling coast to different countries-and hosts hundreds of coast and help kickstart the Canadian festivals and events year-round, including men's professional soccer league. A year the new illumi, the largest lights, sound & multi-media experience in the world. Plus, with 62 hotel properties to support our into that role, this opportunity with Tourism Mississauga, official DMO for the City of Mississauga, opened up, and

Tell us about your vision What drew you to bring your for Sports Tourism in sports expertise to Tourism

Mississauga. I plan for us to lean into our strengths-Mississauga is a sports city, and I first-class facilities, great service. operational expertise and a diverse Mississauga has to offer, from population with a desire to grow sport grassroots right up to professional I want to see high-profile sporting events evel. Sport lives here-how could I not and organizations recognize Mississauga want to be part of all of that?

I also hope to work with our local sports organizations and advocate for infrastructure improvements and new opportunities for our City.

What can planners expect when they plan a sporting event with you and the team?

sporting facility, the Paramount Fine Foods Centre is conveniently located just off two major highways and is a 15-minute drive They will get an engaged collaborator who genuinely wants to learn about There is so much for athletes and where they need support. And we have spectators to do, such as visiting historic lots of tools and resources to make Streetsville, picturesque Port Credit and planners' jobs easier, such as the Sport our bustling downtown core located right Event Hosting Incentive Program, when groups can qualify for financial support at Square One Shopping Centre Mississauga is also home to over 500 parks

Repost

Send

What most excites you about bringing people together for sports events?

I truly believe sporting events drive community pride, giving a place purpose and building lasting memories for both event organizers, we are a one-stop shop. our residents and our visiting athletes. I love to see the vision of an event come together-come experience it with mel

> Let's discuss how Mississauga can take your sport event to the next level!

Katelyn May@mississauga.ca

Sport Tourism Coordinator







Financial Summary

2023 Proposed Budget

Description	Comments	2023 Proposed Budget (\$000s)	2022 Budget (\$000s)
Expenditures to Deliver Current Services			·
Programs & Services	Tactical initiatives that leverage opportunities in Destination Development, Destination Marketing and Visitor Services	1,800	1,525
Marketing & Communications	Tools and initiatives that will position Mississauga as a tourism destination by promoting product offerings and experiences	1,985	1,120
Industry Insights	Resources that will monitor, measure and forecast tourism development and industry performance	200	180
Partnerships	Opportunities for collaboration with local, regional, provincial and national tourism related associations	135	127
Visitor Services	Customer service programs and servicing tools to enhance the visitor experience	55	55
Overhead	Includes labour & other operating expenses provided by the City	249	272
Miscellaneous	Includes audit fees, Board expenses, printing, office supplies, etc.	100	59
General Labour	Staff Salaries	1,412	1,150
Total Expenditures		5,936	4,488

Note: Numbers may not balance due to rounding



