



VISIT
MISSISSAUGA
A CULTURAL CANVAS

Visit Mississauga

2025 Business Plan & Budget
Presented By: Victoria Clarke and Sam Kohli



Presentation Overview

1. Business Plan Summary

2. About Visit Mississauga

- Board of Directors

- Organizational Structure

- The Work of a Destination Organization

- Our Mandate

- 2024 Highlights and Initiatives YTD

3. Financial Overview

4. Appendices



Business Plan Summary

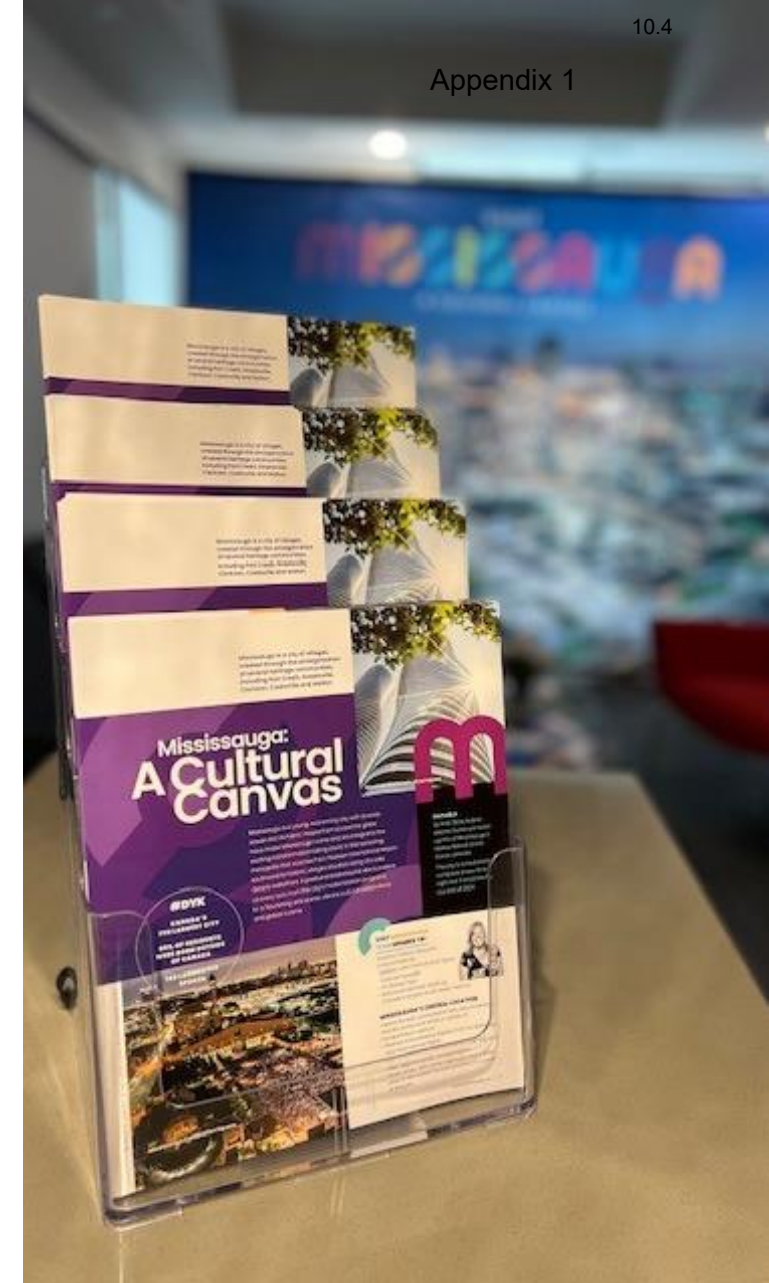
Visit Mississauga, is the official destination marketing and sales organization (DMO) for the City of Mississauga.

The Business Plan consists of three strategic focus areas:

- **Destination Development**
- **Destination Sales and Marketing**
- **Destination Management**

In 2024, many key initiatives were advanced, with a continued focus on Tourism Support Services, the launch of a new brand look and feel and the implementation of new partnerships and growing the team.

The focus for 2024 saw the launch of our new brand, building on the momentum of business events, sports and domestic leisure travel audiences and growing our Marketing and Sales reach into the USA and beyond. Implementation of building DEMAND DRIVERS for the destination.





Business Plan Summary

Highlights of the 2025 Business Plan include:

- Sales and marketing tactics that continue to build on the story that will support the attraction of sport and business related events and festivals in the City of Mississauga that result in large economic spin-offs
- Marketing and communication initiatives that promote Mississauga as a stand-alone destination domestically and in partnership into the USA.
- Building on opportunities to develop and host a variety demand drivers.
- 2024 YTD financial overview & 2025 proposed budget



MISSISSAUGA

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MISSISSISS
SARAUO

VISIT



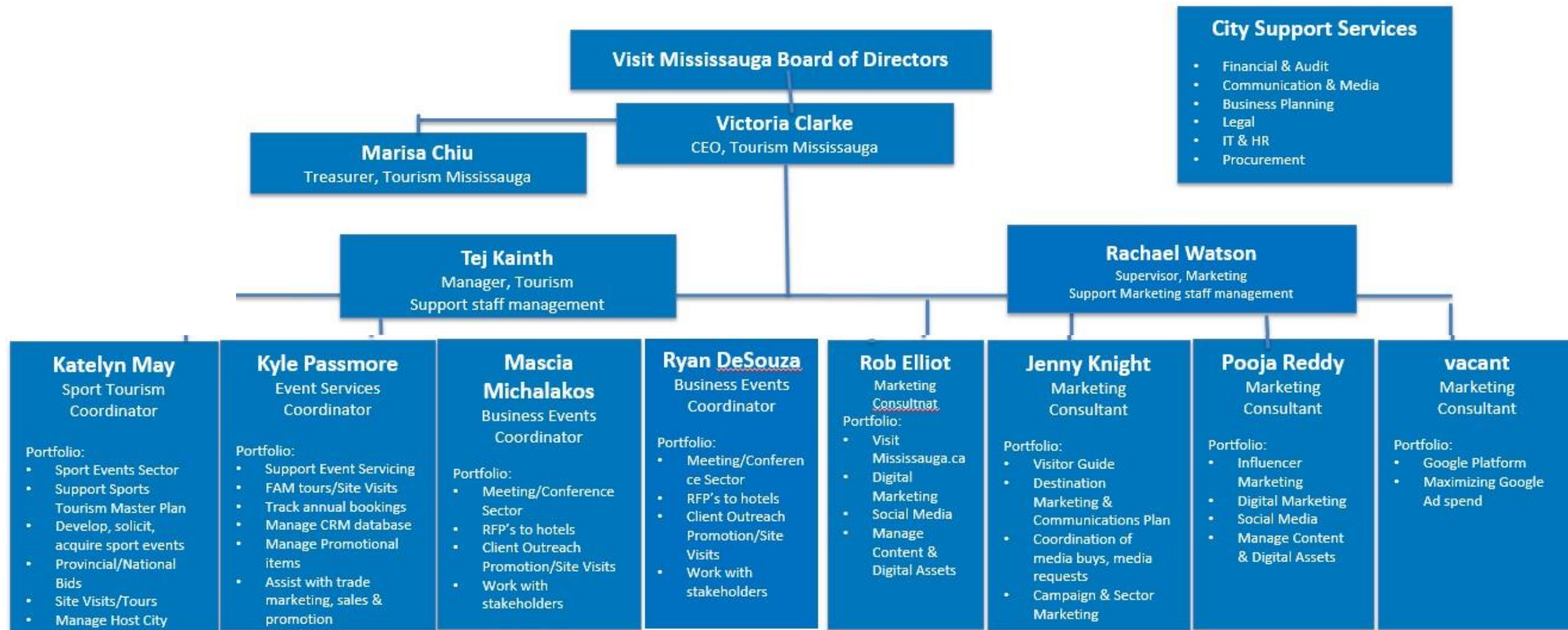
Board of Directors

 Sam Kohli	 Lesley Boughen	 Natasha Melanson	 Stephen Dasko	 Brad Butt	 Toni Frankfurter
 Ron Duquette	 Brett McDermott	 Sara Anghel	 Rafea Chapti	 John Pappas	 Sandra Martin
 Susan Stewart	 Michael Mendel	 Louie Manzo	 Marisa Chiu	 Victoria Clarke	





Organizational Structure



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
- Continue to build on 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





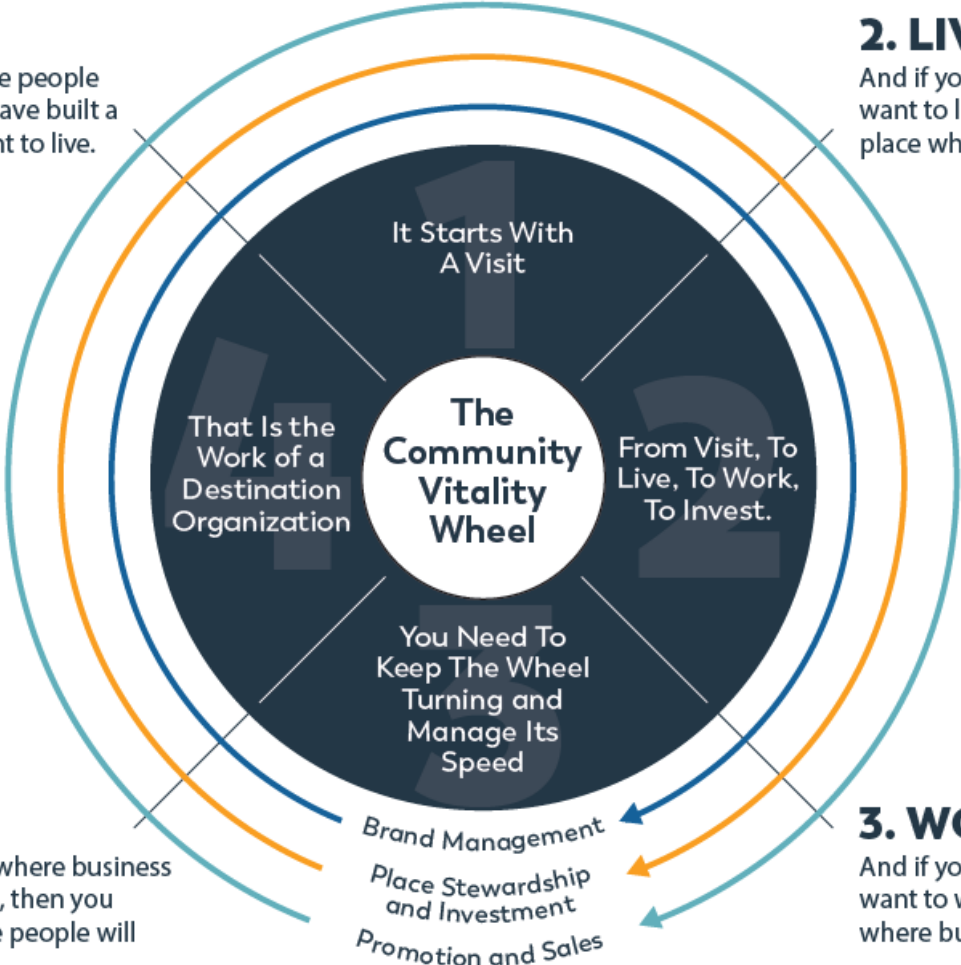
THE WORK OF A DESTINATION ORGANIZATION

1. VISIT

If you built a place where people want to visit, then you have built a place where people want to live.

2. LIVE

And if you built a place where people want to live, then you have built a place where people want to work.



4. INVEST

And if you built a place where business and residents will invest, then you have built a place where people will want to visit.

3. WORK

And if you built a place where people want to work, then you have built a place where business and residents will invest.





2024 Highlights YTD

1. Position Mississauga as a leisure destination through incentive programs and marketing campaigns:

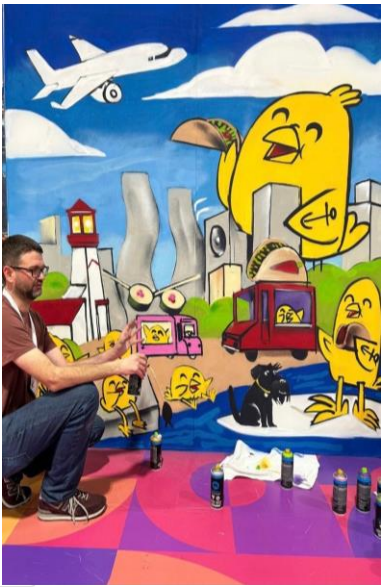
- Attended 20+ sales events in 2024 raising awareness of Mississauga as a business events destination.
 - approximately 3000 touchpoints across all sales events
- Hosted approximately 20 major sporting events in 2024
 - resulting in \$22.5 Million in estimated economic impact
- Hosted Barbegazi – as part of MCS NYE 2024
- Hosted Jackalope Fest 2024
 - Largest Action Sport Festival in Canada, 60K attendees Y1
- SAYPE creates first land art mural in Anglophone Canada
- Won Cheer Canada Nationals 2025 and 2026
 - Each event is projected to generate \$8M in EI





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SCAN ME



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Official Destination Marketing Organization for the City of Mississauga.
Government Administration · Mississauga, Ontario · 940 followers · 2-10 employees


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Victoria Clarke
Chief Executive Officer at Visit Mississauga

CDME

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- Meet Our Team
 - Mississauga - A Cultural Canvas
 - Event Hosting Program
 - Celebrate Mississauga's 50 years
 - Sign-up for our Business newsletter



Explore Mississauga

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- https://www.visitmississauga.ca/
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Rachael Watson (She/Her) Get verified

Marketing Supervisor at Visit Mississauga
Mississauga, Ontario, Canada · Contact info
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To...
Cc...
Subject

Send



VISIT MISSISSAUGA
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Rachael Watson (she/her)
Marketing Supervisor
M: (416) 554-0259
Business Card | LinkedIn | visitmississauga.ca
Follow us on social @VisitMississauga!



Scan here to meet our team.
We'd love to host you and welcome you to Mississauga.




2024 Highlights YTD cont.

1. Position Mississauga as a leisure destination through incentive programs and marketing campaigns:

- Hosted 30+ Social Media Influencers
- Launch of Ep 2 of “Next Time You’re Here” video series hosted by culinary authority - Suresh Doss - 130K views to date
- Illumi returns
- 1.2M visitors to visitmississauga.ca (200% + in YOY web traffic)
- 27.5% increase in the audience size of our social channels
- We have leveraged Traditional Media opportunities so far this year including Canada Magazine, Ignite, Breakfast Television, and radio ads with Corus Entertainment and Stingray



2024 Highlights YTD cont.

2. Financial and/or In-Kind Marketing Support for Festivals & Events

- #NMTO (Self Made, Halal Fest, Harvest Fest, Holiday Markets and Souks)
- Bollywood Monster Mash-Up
- Southside Shuffle
- Carrasauga
- Run the World Summit
- Italfest and more

3. Sales Activations to attract future meetings & conferences:

- Sales Presence at 20+ industry events
 - Professional Convention Management Association
 - Canadian Society of Association Executives
 - Meeting Planners International – Toronto and Ottawa
 - Canadian Meetings and Events Expo 2024
 - Venue Series – Mississauga, Toronto, Ottawa, Montreal



2024 Highlights YTD cont.

4. Successful Sport Tourism events hosted by Mississauga:

- Wrestling Canada U17 & U19 Nationals
- First Robotics Provincial Championships
- Beneva Mississauga Marathon
- Ontario Cerebral Palsy Sports Association National Boccia Open
- Ontario Ball Hockey Federation Provincial Championships
- Jackalope Festival
- Spikeball Majors Tournament
- 2024 Transatlantic Cup AFL Canada
- World Junior Girls Golf Championships
- Ontario Tree Climbing Championship
- World Mahjong Championships
- Para Ice Hockey Nov International
- Toronto Tournament of Martial Arts Champions



2024 Highlights YTD cont.

5. Enhancement of Destination Marketing Tools

- Continued and expanded Expedia & Hoppers Partnerships
- Use of Uber for Business credits to enhance delegate experience
- Produced 50 articles in honour of the City's 50th, blog, podcast, magazine

6. Stakeholder Engagement & Industry Collaboration

- Continued support for Destinations International
- Attended Tourism Industry Association of Ontario & Canada Conferences and Destinations International Annual Summit
- Awarded TIAO's 2024 Tourism Champion of the Year Award**
- Sponsor of the Tourism Award at MBOT Awards
- TIAO won Canadian Special Events Award for Best Event** by an Association Board for OTS23 hosted by Visit Mississauga
- Oxford / Square One won Maxi Gold at ICSC** for their Tourism Rebound Program in partnership with Visit Mississauga







Visit Mississauga August 15, 2024 0 Comments

Check out 10 of the top free activities to help you plan your Labour Day long weekend or the perfect family staycation and finish your summer with a splash.

Read More



Visit Mississauga August 9, 2024 0 Comments

Our guide to Mississauga's most delicious hidden gems highlights some of the best food trucks and street food among the hundreds of dining options the city has to offer.

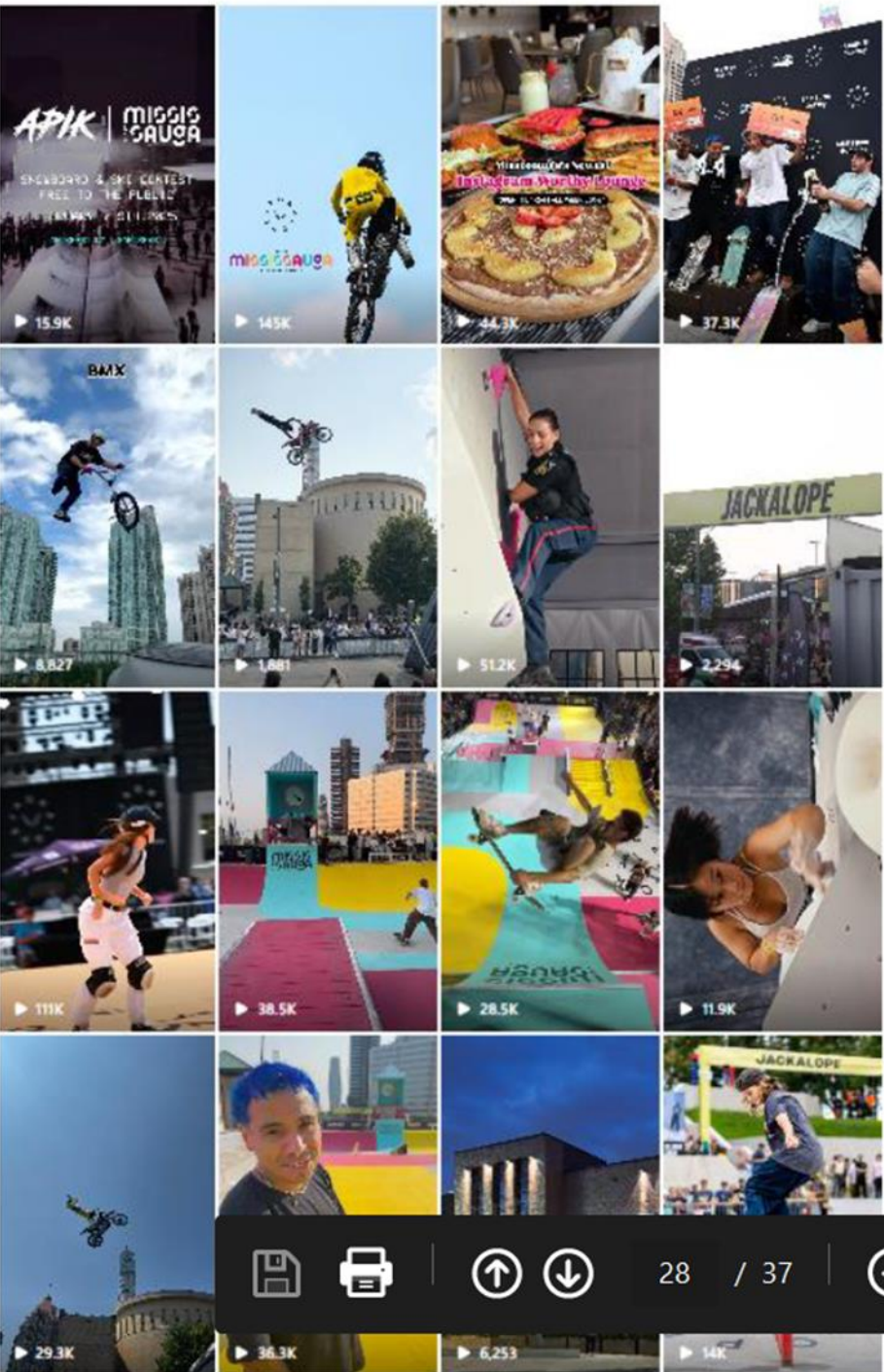
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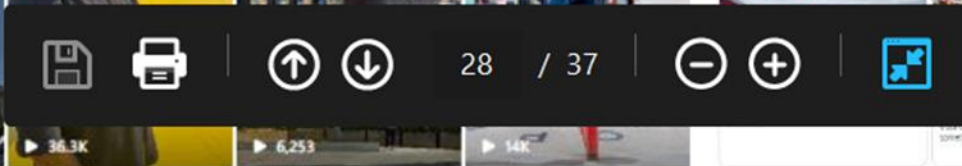
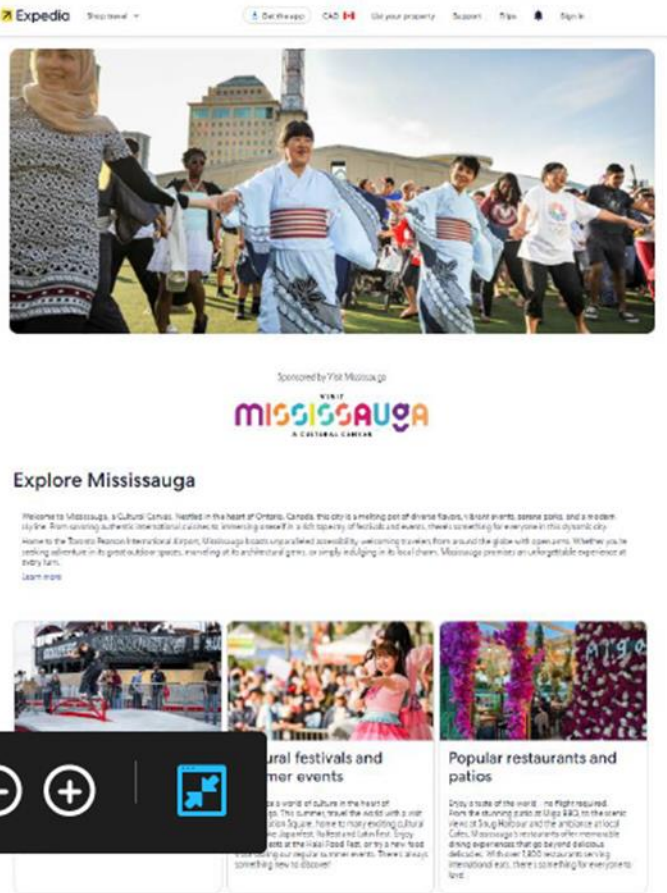
Visit Mississauga August 8, 2024 0 Comments

Today, the city is home to hundreds of restaurants serving up international flavours and fusion, from the oldest of traditional recipes to the most modern genomic techniques.

Read More



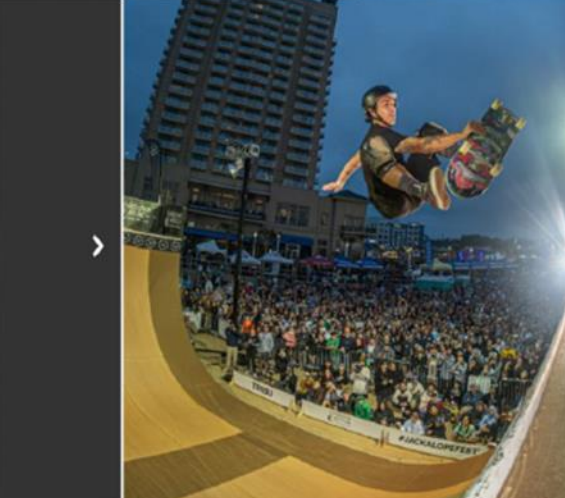
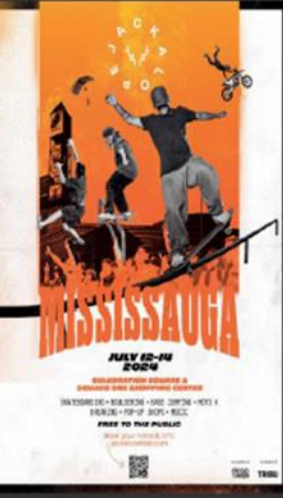
24 Hours Eating ONLY at BIGGEST Food Plaza in... 101K views • 1 month ago

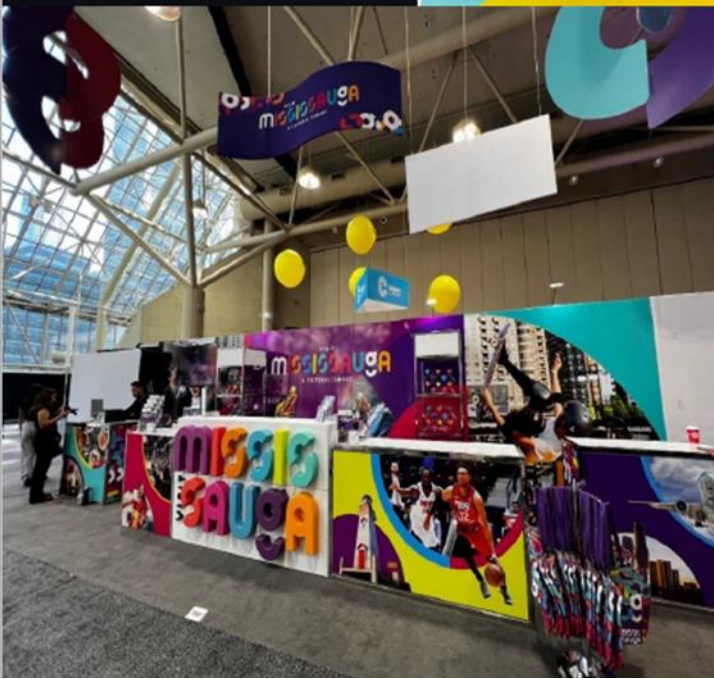




Summer Festivals & Events in Mississauga

Visit Mississauga Learn more >





Destination Ontario Sponsored · 1/1

Experience Mississauga, Canada this fall!

From captivating performances, scenic landscapes, and mouthwatering cuisines, Mississauga makes the perfect backdrop for a quick getaway.

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Learn more

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Fall in love with Mississauga, Canada

Enjoy world-class attractions, mouthwatering cuisines, events and celebrations and one-of-a-kind shopping experiences. Book a flight and experience the best of Mississauga.

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Visit Mississauga, Canada
A Cultural Canvas

Learn more

Destination Ontario Sponsored · 1/1

Plan the ultimate getaway to Mississauga!

Explore the fall colors, discover cultural treasures, and thrilling adventures. Just a short flight away, Mississauga offers the perfect mix of excitement and relaxation.

visitmississauga.ca
Visit Mississauga, Canada
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Learn more

Destination Ontario Sponsored · 1/1

Plan a Romantic Getaway!

Stroll through charming lakeside towns, enjoy intimate dinners, and catch a show. Book a flight and experience the best of Mississauga, Canada.

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Visit Mississauga, Canada
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Learn more

Destination Ontario Sponsored · 1/1

Discover the magic of fall in Mississauga!

Experience nature's dramatic show of vibrant fall colors. From parks to forests and epic open spaces, witness the beauty of the season in Mississauga, Canada.

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2024 Financial Update | Overview

MAT Funding | Visit Mississauga Portion

(Reserve #30162)

In \$000s	Budget			Actuals			
	2025 budget	2024 budget	2024 Forecast (as of Q3)	2023	2022	2021	2020
Beginning Balance	22,511	20,617	20,617	16,814	13,376	11,511	10,505
Contribution for Tourism Mississauga	10,000	9,000	10,000	8,053	6,646	3,626	1,868
Program Expenditures	(15,169)	(8,433)	(8,106)	(4,251)	(3,208)	(1,761)	(862)
Ending Balance	17,343	21,184	22,511	20,617	16,814	13,376	11,511

2024 Forecast to Budget

Description	Forecast 2024 (000s)	Budget 2024 (000s)	Difference (000s)
Programs & Services	4,510	2,988	(1,522)
Sales, Marketing & Communication	1,658	2,985	(1,327)
Industry Insight	351	200	(151)
Partnership	23	135	112
Visitor Services	0	55	55
Overhead	261	249	(12)
Miscellaneous	41	100	59
General Labour	1,262	1,718	456
Total Expenditures	8,106	8,430	324



2025 Staff Complement Update

Increasing Market Coverage

Position Title/Prescription	Grade	Expected Start Date	Description
Supervisor, Destination Development	E	April 1 2025	Reporting to the CEO -Grows and attracts leads for the development of large scale attractions and events
Event Support	D	July 1 2025	Reporting to Managers Sales - Sport Tourism and M&C on site support
Sales Specialist, International M&C	D	July 1 2025	Reporting to Manager Sales, covers international meetings and events attraction
Sales/Marketing Liaison	D	October 1 2025	Reporting to Marketing Supervisor – covers sponsorship and event activation
Travel Media Lead	D	October 1 2025	Reporting to Supervisor Marketing - Travel media and travel trade support





2025 Proposed Operating Budget

Description	Budget 2024 (000s)	Proposed Budget 2025 (000s)	Difference (000s)
Staff Development	140	140	-
Communication	2	2	-
Transportation	9	9	-
Equipment Maintenance	75	75	-
Contractors & Professional Services	3,125	9,125	6,000
Advertising & Promotions	2,985	3,413	428
Materials, Supplies, Other Services - Miscellaneous	87	87	-
Finance Charges	41	41	-
Transfers to Reserves & Reserve Funds	567	-	(567)
Labour	1,967	2,278	311
Total Expenditures	8,998	15,170	6,172



APPENDIX 1





Proposed Initiatives: Programs & Services

Tactics	Deliverables	Timeline
Brand Development	<ul style="list-style-type: none"> New website development, New brand video assets, etc. Guerilla marketing tactics - GTAA and art 	Ongoing
Brand Campaigns	<ul style="list-style-type: none"> Consumer campaigns Event promotion (Festival and Sport) Business Event attraction installations Additional investment into “always on” partnership media, and international markets / marketing opportunities (India, USA, cultural media, Expedia+, etc.) Additional investment into search / social & influencers, and more content creation 	Ongoing
Trade Events (M&C, Sport)	<ul style="list-style-type: none"> MPI - 4 events CSAE - 9 events PCMA - 2 events Sport Event Congress and SpoHoX Int'l M&C - 3 events (PCMA CL, ASAE, IMEX) Travel Trade (OMCA, RVC, BQ) 	Ongoing
FAM Tours and Site Visits (M&C, Sport, Media)	<ul style="list-style-type: none"> Sport and Conference business FAM Tours Site Visit 	Ongoing

Proposed Initiatives: Policy and Planning

Tactics	Deliverables	Timeline
Continue to play an active role in the development of tourism demand drivers	<ul style="list-style-type: none"> Representation on core committee Collaboration with internal and external network Work and collaborate with “best in class” attraction creatives and builders 	Ongoing
Initiate incubator program to identify ‘early development’ community cultural groups and provide support, including networking opportunities with established festival operators	<ul style="list-style-type: none"> Online databases of best practices (GTHA agreement) Participate in an interdepartmental Special Events Committee and provide tourism-related support as needed (pitch Event Support co-report) 	Ongoing
Develop a strategy to encourage and attract the tourism sector, providing the City a plan for tourism development throughout the municipal planning process	<p>Tourism staff to serve on planning committees:</p> <ul style="list-style-type: none"> Sunday shopping working group Lakeview Plan Credit Valley Trail - Mississauga Chapter Align initiatives with other city led plans i.e. EDO , MBOT 	Ongoing
Work in collaboration with all BIAs, and applicable City departments/ divisions, to identify roles and responsibilities for advancing the objectives of the Tourism Master Plan	<ul style="list-style-type: none"> Develop co-op marketing and destination development opportunities that will enhance BIAs as tourism destinations 	Ongoing



Proposed Initiatives: Visitor Services

Tactics	Deliverables	Timeline
Build a local Brand Ambassador Program with MBOT - that targets residents, businesses, newcomers and social media influencers to be a tourism promoter in their hometown and promote Mississauga's tourism businesses and experiences to their personal and professional networks #WeAllWinWithTourism	<ul style="list-style-type: none"> • Frontline Industry FAM Tours • Influencer marketing campaign • Hosting and sponsoring MBOT events 	Q2
Review and develop frontline visitor servicing programs city wide to enhance positive first-impressions of the destination - consider Visitor Service Desk partnership with SQ1	Update Visitor Services Strategy <ul style="list-style-type: none"> • Review visitor servicing tools • Consider developing a local tourism signage program and set of policies • Value added incentives • Test with student staff at SQ1 	Q1, Q2



Proposed Initiatives: Stakeholder & Partnership Engagement

Tactics	Deliverables	Timeline
<p>Continue engagement strategy for all stakeholders by hosting and/or facilitating events and workshops that relate to tourism best practices, current industry trends, and opportunities. Engage 'best in class' researcher from Tourism Economics (partner with DT) to build AGM to industry at infographic to share with industry and Council</p>	<ul style="list-style-type: none"> Annual sector roundtable events Tourism industry AGM Report card/infographic Research partnership (TE/DT) 	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Q2</p>
<p>Continue to maintain and expand partnerships with agencies and municipalities where feasible to advance tourism initiatives</p>	<ul style="list-style-type: none"> Maintain memberships with sector/industry led associations regional, provincial, national & international Pursue government grants for Tourism Support programs 	<p>Ongoing</p> <p>Ongoing</p>

Proposed Initiatives: Industry Insights

Tactics	Deliverables	Timeline
Share Key Performance Indicators (KPIs) and generate industry-wide statistics program	<ul style="list-style-type: none"> • CRM system (attending SimpleView Summit) • Shared research resource (with Destination Toronto & Tourism Brampton) • Produce and present quarterly reports on industry performance 	Q1 In progress Quarterly
Consulting Services	<ul style="list-style-type: none"> • Sector strategies • Tourism investment & innovation 	Ongoing
Research & Data	<ul style="list-style-type: none"> • Smith Travel Research (STR) • Tourism Economics • Destination Canada Data Collaboration • GTHA - Hotel GM and DoS information 	Ongoing Ongoing In progress Ongoing



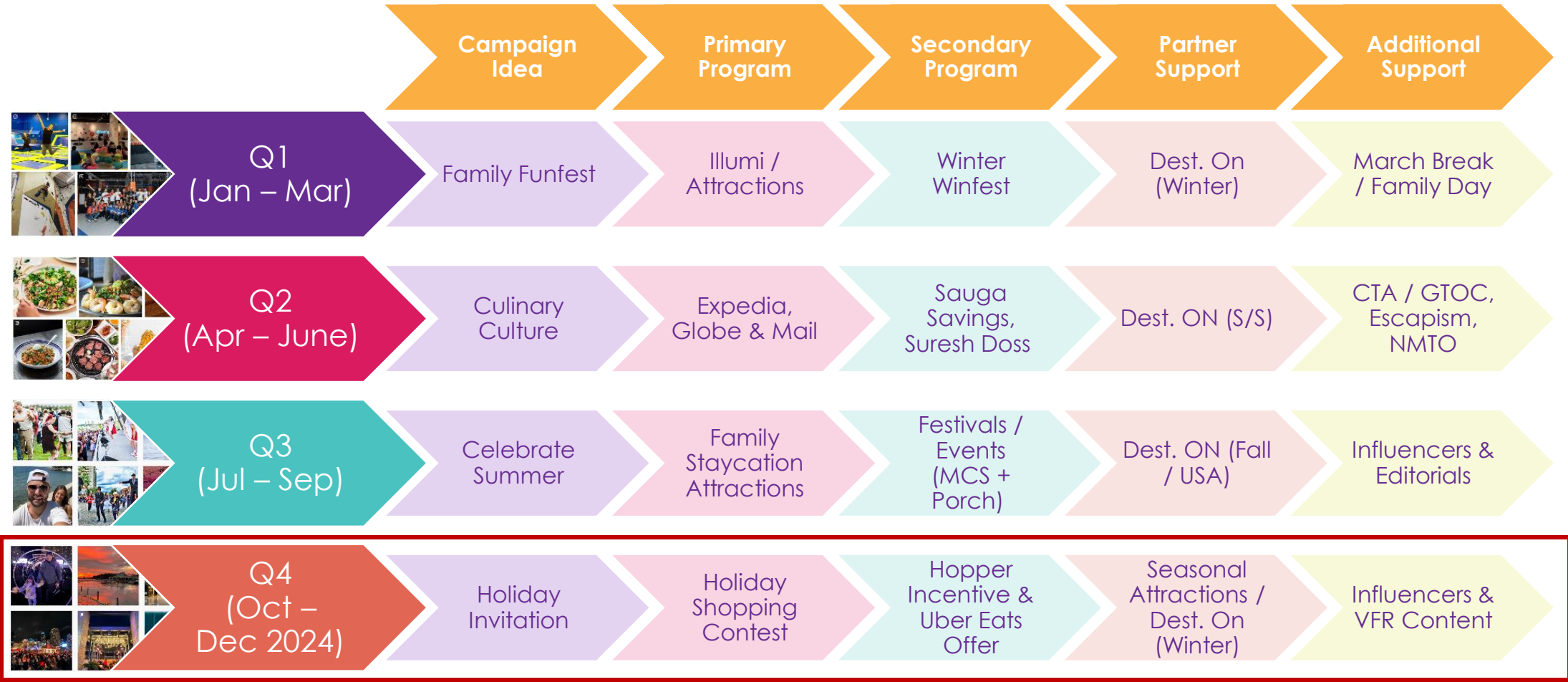


MARKETING & COMMUNICATIONS





2024 – Quarterly CAMPAIGN FOCUS:



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Microsite

MISSISSAUGA IS CALLING!
Discover the charm of Mississauga, a vibrant city with diverse cultural experiences, stunning natural beauty, and exciting events. Attractions, Cuisine, Explore and Create unforgettable memories!

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Mississauga hosts a variety of diverse cultural live events, festivals, and sports and business conferences in its scenic backdrop of diverse venues. Experience a world class entertainment in stunning settings that will take your breath away.

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Mississauga hosts a variety of diverse cultural live events, festivals, and sports and business conferences in its scenic backdrop of diverse venues. Experience a world class entertainment in stunning settings that will take your breath away.

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From luxury hotels that will bring you to budget-friendly stays in more, Mississauga has everything for you and your loved ones to make memories at every turn.

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9:42
Monday, July 11

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Join us on a winter wonderland adventure in Mississauga with the kiddos!

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#visitmississauga #MississaugaWinter #905

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Discover Mississauga

Friendly and Full of Surprises. Mississauga Is Yours to Explore

Appendix 1

Mississauga is Calling. Friendly and Full of Surprises. Mississauga Is Yours to Explore

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www.visitmississauga.ca/

[Welcome To Mississauga - Explore Winter in Mississauga](#)

Uncover the Colours, Rhythms and Flavours That Make This City a True Cultural Canvas. Exploring Mississauga? Get Your Free Sauga Savings Pass.

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Don't you ever take a trip to Mississauga. Because you'll never take the same one.

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SAVE this for Mississauga Date Night Inspo

Ultimate Romantic Escape
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Start planning a refreshing vacation with these simple itineraries, inspiring stories, stunning places and must-do experiences unique to Mississauga.

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GALLERY **Mississauga's Culinary Melting Pot: A Fusion of Flavors and Cultures**

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Appendix 1

Visit Mississauga
Published by Emplis 13 December 2023

In honour of Taylor's birthday today, we've put together the ultimate Swiftie guide to Mississauga - no matter what era you're in!

#VisitMississauga #TaylorSwift #TheErasTour



VISITMISSISSAUGA.CA
A Swiftie's Guide to Mississauga - Visit Mississauga
Welcome to Mississauga, it's been waiting for you! Grab your passports and our hands, here's ...

See Insights and Ads Boost again

Visit Mississauga
Published by Emplis 7 December 2023

#VisitMississauga for A Christmas RockStory! Experience a high-flying holiday show featuring award-winning acts & acrobats

Use code VISIT25 for 25% off!
Tickets: <https://bit.ly/3RwM69D>
#DiscoverON #AChristmasRockStory #FamilyFun



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Registration is open for the @mississaugamarathon! Run the Sauga on April 28th, 2024 🏃‍♀️

#VisitMississauga
#MississaugaMarathon
#SportLivesHere
@adam.pulicchio

surydalvarez 3 d
Does anyone know how many kms you run?
Reply

240 likes
5 days ago

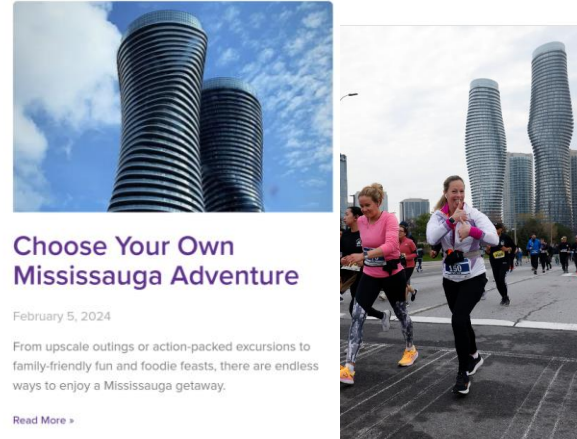
View Insights Boost Post

Choose Your Own Mississauga Adventure

February 5, 2024

From upscale outings or action-packed excursions to family-friendly fun and foodie feasts, there are endless ways to enjoy a Mississauga getaway.

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Five Sweet Spots For Your Sweetheart

February 9, 2024

If your special someone's got a sweet tooth, we've got the perfect picks for a delicious date. Treat your Valentine to a snack as sweet as they are at these tasty Mississauga spots.

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Guide: Plan the Perfect Galentine's Getaway in Mississauga

February 13, 2024

With luxurious spas, fine dining and Ontario's largest mall, Mississauga is the ultimate destination for relaxation and retail therapy.

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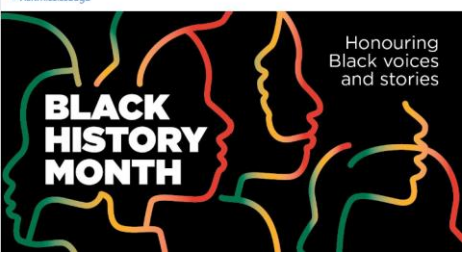


Visit Mississauga
Published by Emplis 1 February at 12:29

February is #BlackHistoryMonth!

Mississauga is one of Canada's most culturally diverse cities and to reflect on that diversity and vibrancy this webpage has been created to spotlight talented artists, authors, musicians and more, amplifying the local voices and stories.

<https://bit.ly/3w6Gqpy>
#VisitMississauga

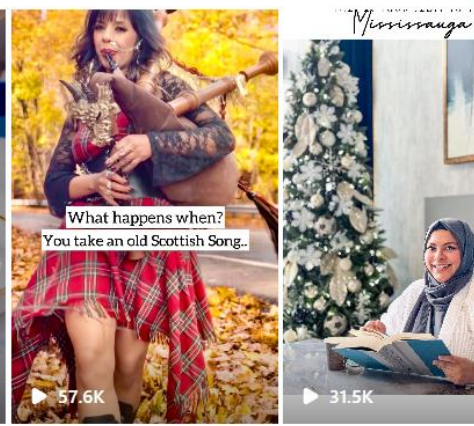
12 comments 9 shares

Delicious Milkcakes in Mississauga

14.4K

What happens when? You take an old Scottish Song..

57.6K

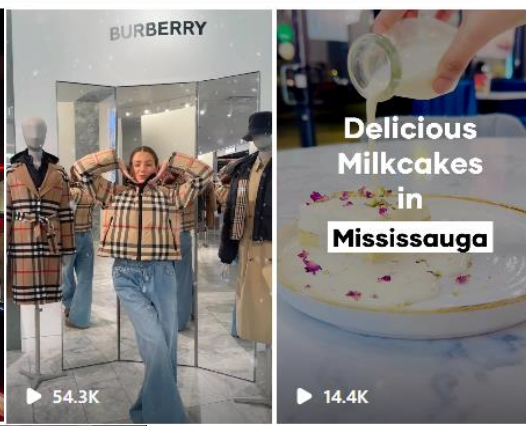


BURBERRY

54.3K

Delicious Milkcakes in Mississauga

14.4K



ALFORAT
IRADI STREET FOOD

HALAL IRAQI STREET FOOD IN MISSISSAUGA

12.3K



CELEBRATING LUNAR NEW YEAR IN MISSISSAUGA

12.4K



3 MISSISSAUGA HIDDEN GEMS

124K



Ultimate Romantic Escape In Mississauga



Mississauga

34 datenight



BEST PLACES TO SHOP IN MISSISSAUGA



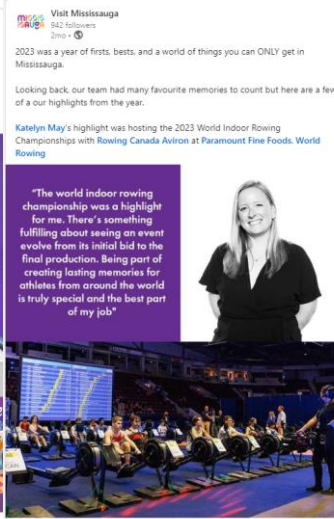
Visit Mississauga
842 followers

2023 was a year of firsts, bests, and a world of things you can ONLY get in Mississauga.

Looking back, our team had many favourite memories to count but here are a few of our highlights from the year.

Katelyn May's highlight was hosting the 2023 World Indoor Rowing Championships with Rowing Canada Aviron at Paramount Fine Foods, World Rowing

"The world indoor rowing championship was a highlight for me. There's something fulfilling about seeing an event evolve from its initial bid to the final production. Being part of creating lasting memories for athletes from around the world is truly special and the best part of my job"



Visit Mississauga
942 followers

Have you visited our team at CSAE Tête-à-Tête? Add a pop of colour to your day at booth #120!

#VisitMississauga #OttawaMeetWeek, Mascia Gori-Michalcos, DES Tej Kainth, Ryan DeSouza

VISIT MISSISSAUGA
A CULTURAL CANVAS



Jackalopefest and visitmississauga
Original audio

jackalopefest OFFICIAL ANNOUNCEMENT! 🎉 And the third JACKALOPE 2024 location is... Mississauga! From July 12-14, 2024, at Celebration Square & Square One Shopping Centre for a weekend of skateboarding, bouldering, breaking, BASE jumping, freestyle motocross demos and a roster of talented athletes—all for FREE! 🎉

And that's not all! For this first year, get ready for the thrill of a vert ramp contest, exciting cash prizes and tandem BASE jumps from a cane (wait, what? You read correctly, it means you can book your own tandem jump) 🎉. Registrations, full program details, hotel packages will be released in April 2024! STAY TUNED 🎧 For more info: LIEN EN BIO

An invitation of @visitmississauga & @triblu. #VisitMississauga #SportLivesHere #Mississauga #jackalopefest #skateboarding #bouldering #discoverON #CelebrationSquare #Ontario #missauga

ANNONCE OFFICIELLE! 🎉 Et la troisième destination de JACKALOPE est... Mississauga du 12 au 14 juillet 2024, à Celebration Square et Square One Shopping Centre pour un week-end de skateboard, d'escalade de bloc, de break, de base jumping et de démonstrations de motocross freestyle avec une liste d'athlètes talentueux - le tout GRATUITEMENT! 🎉 Et ce n'est pas tout! Pour cette première année, préparez-vous à des sauts de BASE en tandem à partir d'une grue (vous avez bien lu, vous pouvez réserver un saut en tandem)! À une compétition de vert ramp et des cash prizes très intéressants. 🎧 Les inscriptions, les détails complets de la programmation & les packages hôteliers seront annoncés en avril 2024! STAY TUNED 🎧 Pour plus d'infos: LIEN EN BIO

12 December 2023

386 others

visitmississauga
matemusic • Original audio

visitmississauga It was a magical year in Mississauga! Looking forward to a bigger and better 2024! 🎉🎉

#VisitMississauga #DiscoverON

tasteofmississauga Awwww ❤️

9 w • 1 like Reply

View replies (1)

ifamemoments This year really unfolded so many magical chapters 🥰 for me, I'm so happy and grateful for this!

9 w • 2 likes Reply

mississauga2023 2023 was a great year! Looking forward to see what 2024 bring! 🥰

9 w • 2 likes Reply

lifewith2cubs This is lovely! 🥰

9 w • 2 likes Reply

mollyfuture 🥰🥰🥰

9 w • 2 likes Reply

boondi.laddu Stunning 2023 for Sauga 🥰

9 w • 1 like Reply

View Insights Boost Again

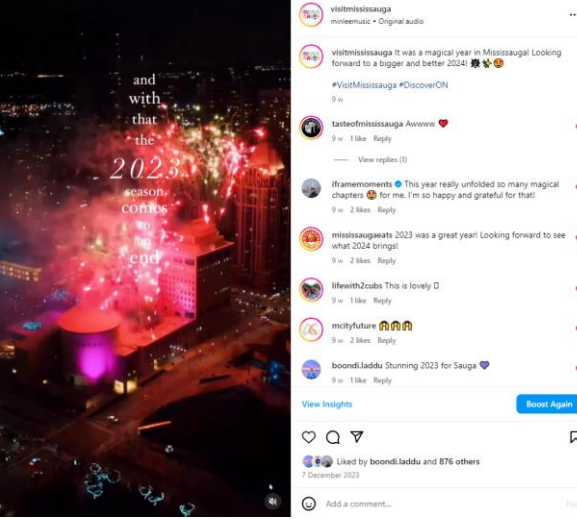
12 December 2023

Liked by boondi.laddu and 876 others

7 December 2023

Add a comment...

and with that the 2023 season comes to an end





TASTE THE GLOBE IN THESE TWO ONTARIO CITIES

March 16, 2024 by Gabriela Mueller

One of our favourite things about living in Ontario is the diverse cuisine available to us here! From Indian and Mexican fare to Polish, Guyanese and everything in between, there

TOP 10 FAMILY-FRIENDLY ATTRACTIONS

Mississauga

#DiscoverON

LEARN MORE

ULTIMATE OUTDOOR WINTER GUIDE TO FAMILY FUN

Mississauga

#DiscoverON

LEARN MORE

UNFORGETTABLE YES-DAY ADVENTURES

Mississauga

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LEARN MORE

Appendix 1

Take a look at Mississauga's biggest public art installation and discover some of the art installations and artists inside:

- Sky Reading Lounge**
This new 6,000-square-foot reading lounge on the fourth floor is enclosed in glass and overlooks Celebration Square. It provides quiet spaces to read, study or lounge in.
- Lightfall**
You can't miss the major piece of digital public art located in the atrium of the building. It's called Lightfall and was created by Vancouver artist Nathan Whitford. Lightfall is made up of a ceiling of cascading coloured digital lights that flow through the atrium of the building from the top floor to the basement.

@randick1
VisitMississauga
DiscoverON

3 likes

toyanaraH Looks great!!
2 - 1 like Reply

zohrehhosseiniWish this is by far the most beautiful looking thing in Mississauga
2 - Reply

soundto productions 🎧🎧🎧
3 - 1 like Reply

Used by @seuocentral and 419 others

Winter Spotlight – Family Attractions



FEBRUARY 9, 2024

Can we take a moment to talk about Mississauga?



MARCH 5, 2024

I'm excited for another weekend in Mississauga



CHCH NEWS TRAFFIC SHOWS MORNING LIVE SCHEDULE LOCAL EVENTS PODCASTS

VISITMISSISSAUGA.CA / @VISITMISSISSAUGA

There is so much to see and do in Mississauga for March Break. Tim Bolen checked out just four fun

CHCH NEWS TRAFFIC SHOWS MORNING LIVE SCHEDULE LOCAL EVENTS PODCASTS

Out and About

Things to do for March Break in Mississauga

February 28, 2024, 10:58 am

There is so much to see and do in Mississauga for March Break. Tim...

Food & Drink

March Break snack ideas

February 27, 2024, 10:55 am

March Break is around the corner, which means more mouths at home to feed...

35



New for 2025





Appendix

APRIK VISIT MISSISSAUGA

2025-2027 Hosting Opportunity

Objectives

1/ Destination Promotion

Draw a diverse audience of winter enthusiasts to Celebration Square, spotlighting its unique charm and vibrant atmosphere to increase brand awareness for Mississauga as a premier winter destination.

2/ Tourism Boost

Cultivate strategic partnerships with local businesses to curate exclusive offerings, enhancing the event experience and enticing visitors to stay in Mississauga accommodations, thereby generating heads in beds and stimulating tourism revenue.

3/ Highlighting Uniqueness

Elevate Mississauga's profile as an innovative urban destination by creating an unparalleled winter experience at the heart of the city. Through an immersive urban track featuring cutting-edge technology and captivating light and sound effects, showcase Mississauga's distinctive identity and position it as a standout location on the global stage.





THANK YOU!