



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

November 18, 2024



# Business Plan Summary

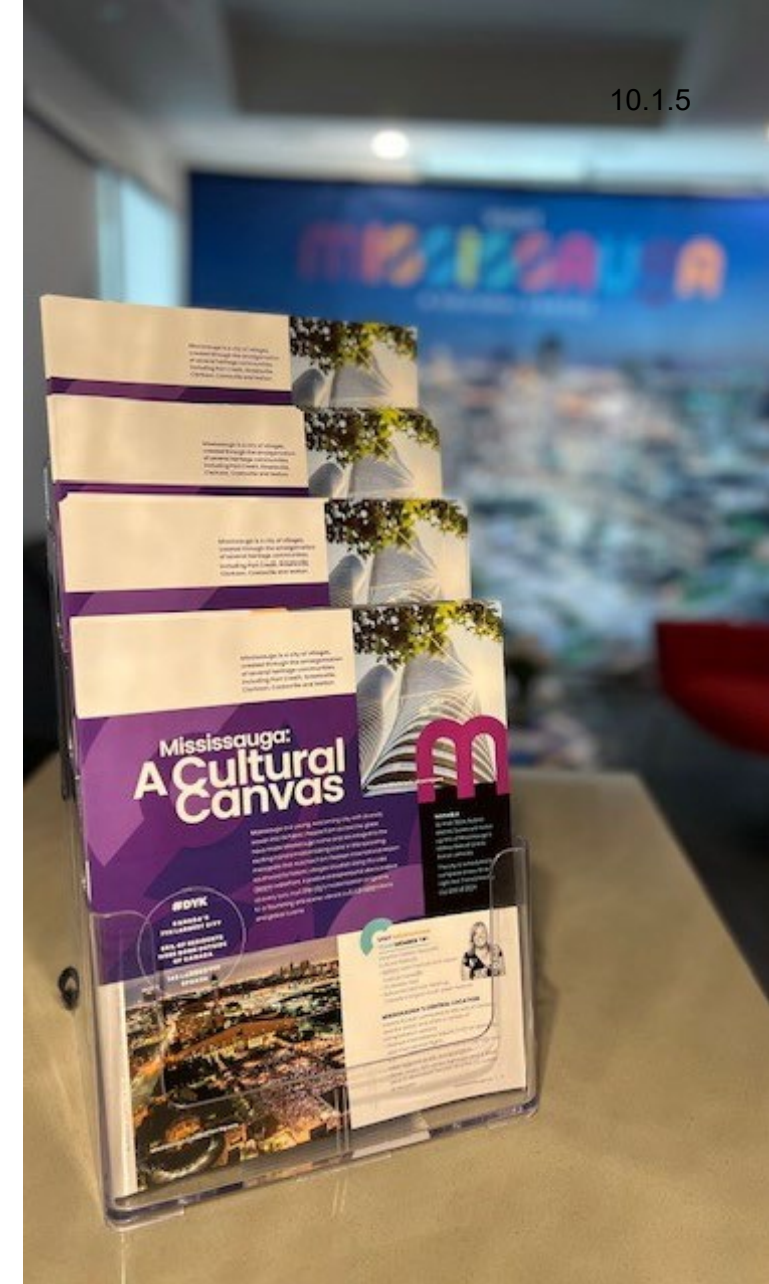
Visit Mississauga, is the official destination marketing and sales organization (DMO) for the City of Mississauga.

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

A CULTURAL CANVAS

10.1.5

MISSISSAUGA

VISIT

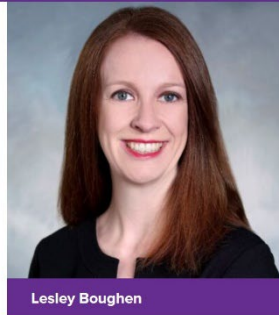
November 18, 2024



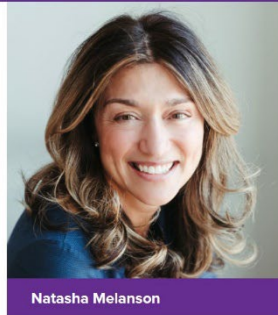
# Board of Directors



Sam Kohli



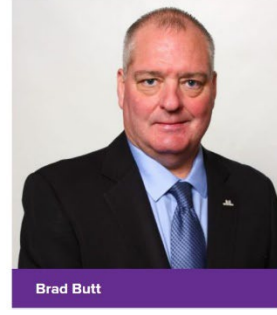
Lesley Boughen



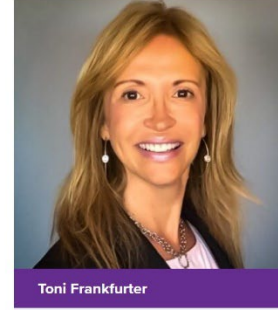
Natasha Melanson



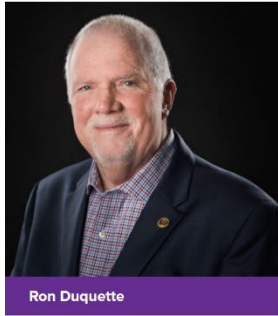
Stephen Dasko



Brad Butt



Toni Frankfurter



Ron Duquette



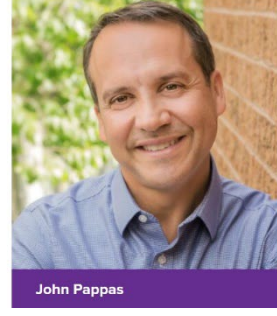
Brett McDermott



Sara Anghel



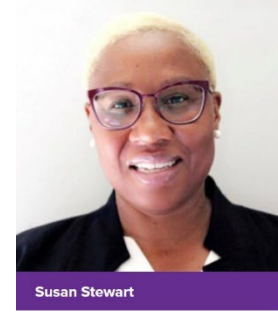
Rafea Chapti



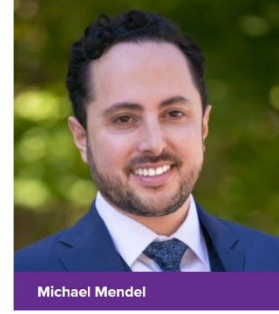
John Pappas



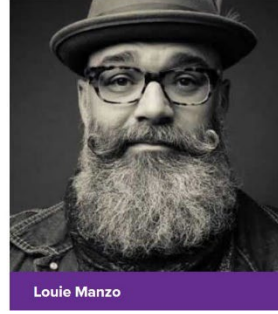
Sandra Martin



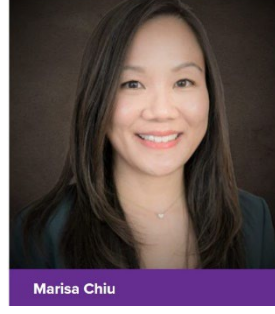
Susan Stewart



Michael Mendel



Louie Manzo



Marisa Chiu

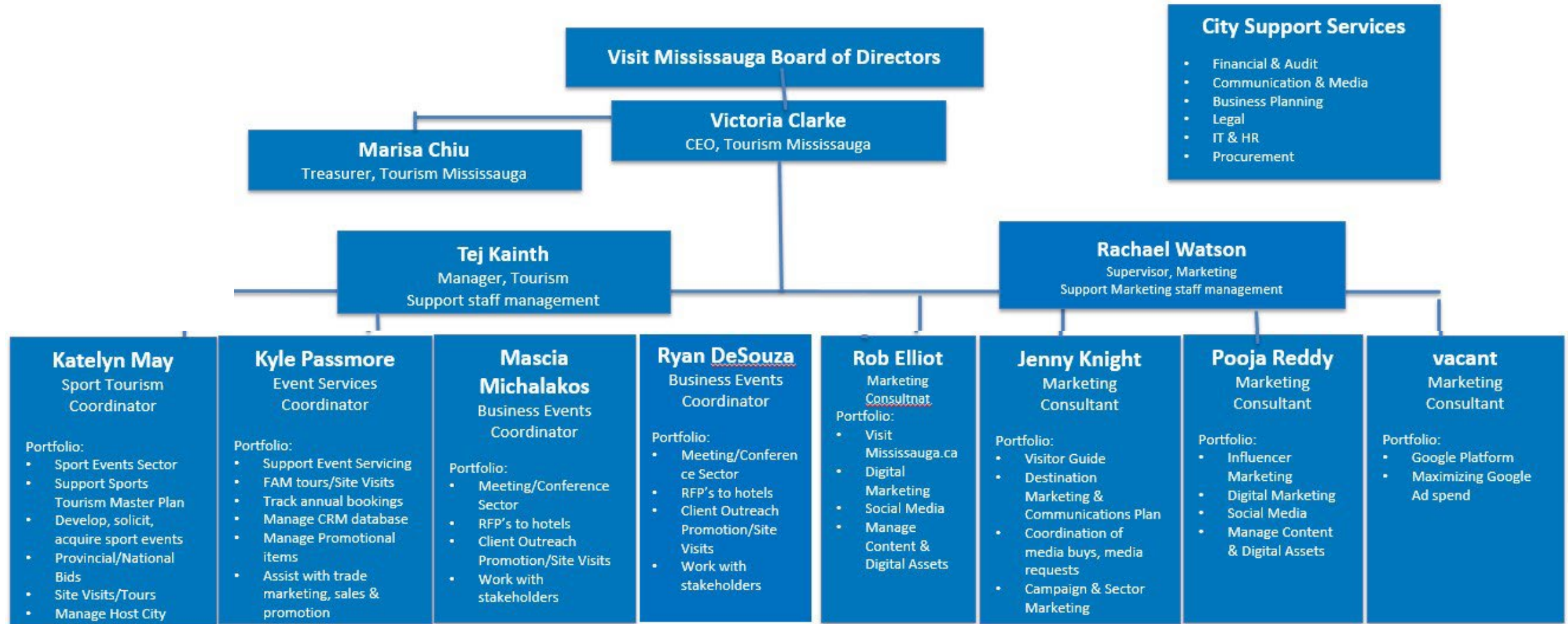


Victoria Clarke

November 18, 2024



# 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





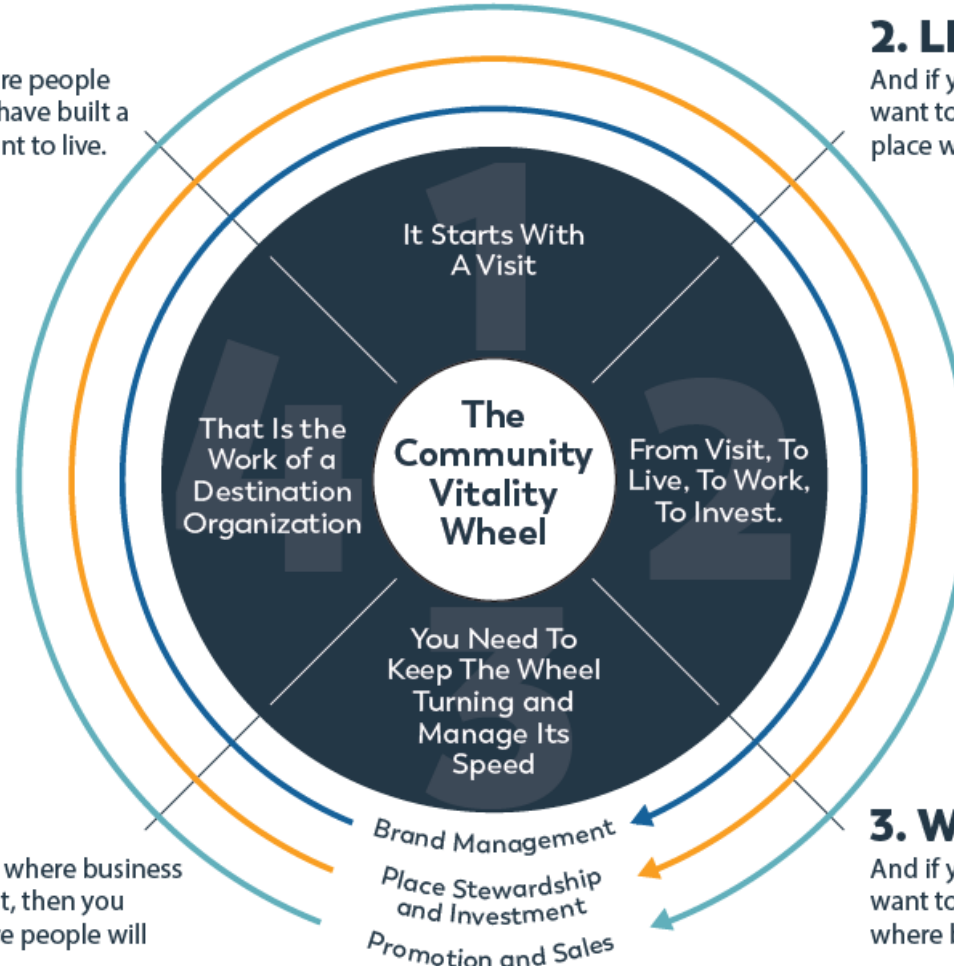
# THE WORK OF A DESTINATION ORGANIZATION

## 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





SCAN ME

OVOU Get Your Card

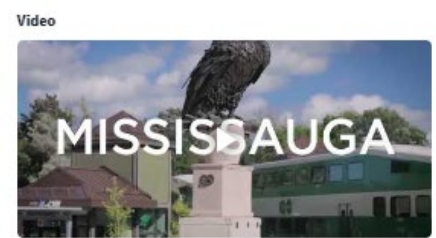


**Victoria Clarke**  
Chief Executive Officer at Visit Mississauga

CDME

Save Contact Exchange Contact

- Links
- 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/
- Office: 300 City Centre Dr Mississauga, Ontario, L5B 3C9 Canada



**Rachael Watson** (She/Her) Get verified  
Marketing Supervisor at Visit Mississauga  
Mississauga, Ontario, Canada · Contact info  
500+ connections

To...  
Cc...  
Subject

Send




**MISSISSAUGA**  
A CULTURAL CANVAS

**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](http://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.

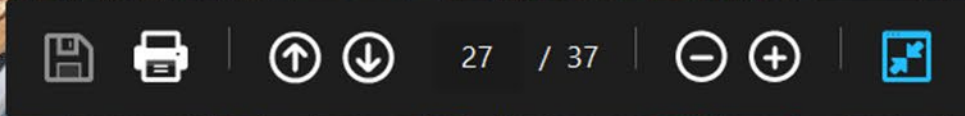
## 5. Enhancement of Destination Marketing Tools

- 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 50<sup>th</sup>, 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.

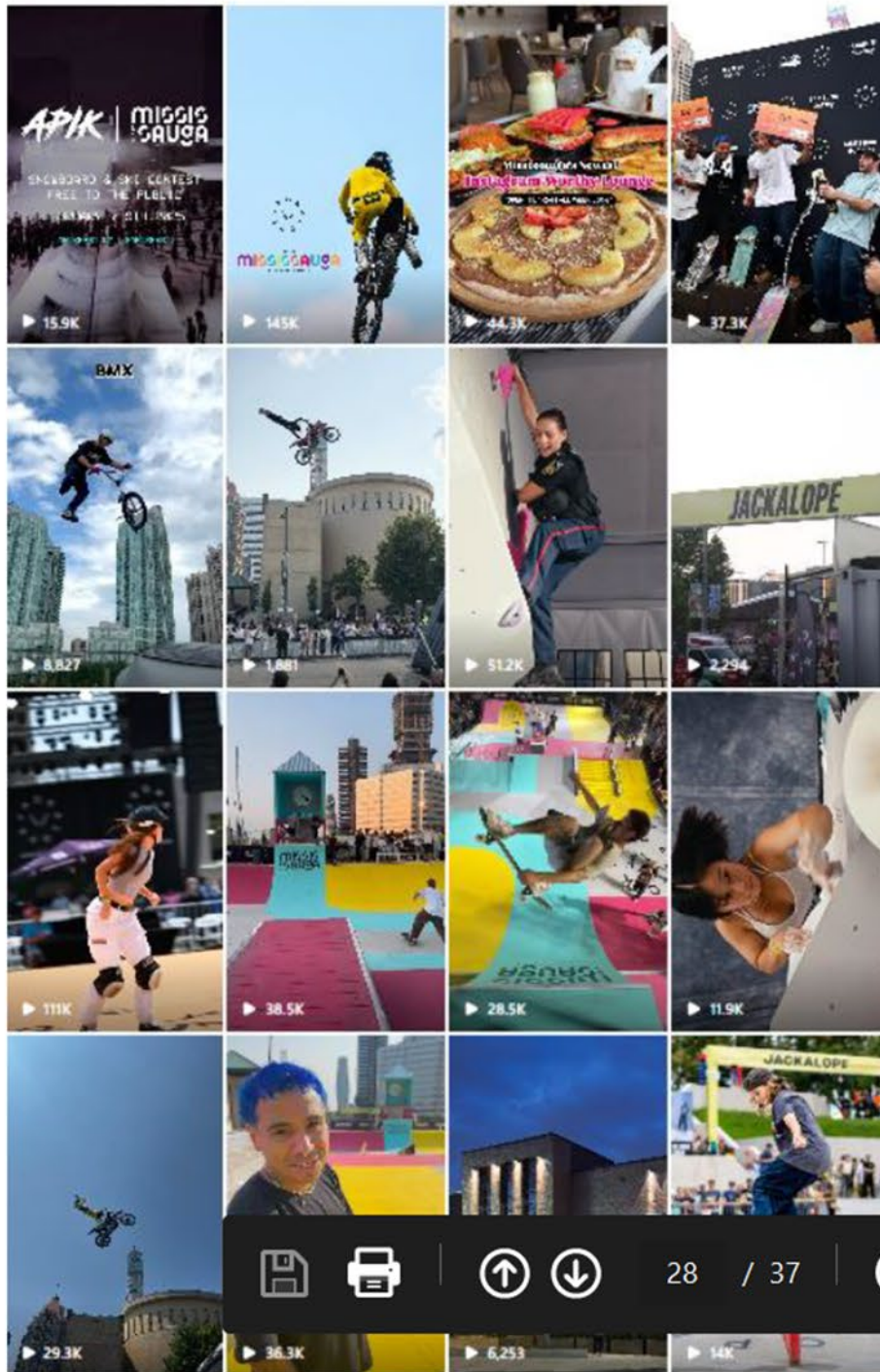
Read More



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 gastronomic techniques.

Read More



10.1.5

24 Hours Eating ONLY at BIGGEST Food Plaza in...

101K views • 1 month ago

Expedio

Explore Mississauga

Sponsored by Visit Mississauga

MISSISSAUGA A CULTURAL CANVAS

Explore Mississauga

Welcome to Mississauga, a Cultural Canvas, nestled in the heart of Ontario, Canada. This city is a melting pot of diverse flavors, vibrant events, scenic parks, and a modern skyline. From bustling authentic international cuisines to shopping streets in a lush canopy of trees and water, there's something for everyone in this dynamic city. Welcome to the Business District, the cultural district, Mississauga's top corporate and residential, and more. We're here to assist the globe with convenience. Welcome you're getting immersed in its green, blue, and grey, enjoying all the architectural gems, or simply indulging in its local charm. Mississauga promises an unforgettable experience at every turn.

Learn more

Popular festivals and other events

Popular restaurants and patios

5:31

Toronto, ON, Canada (YYZ-Pearson Intl)

Toronto, ON, Canada (YYZ-Pearson Intl)

MISSISSAUGA

Summer celebrations in Mississauga

Experience international festivals, top-rated restaurants and patios, and exciting summer attractions.

Comfort Inn Airport West

4.8 km from Pearson Intl (YYZ)

Airport shuttle included

Very good

CA \$171

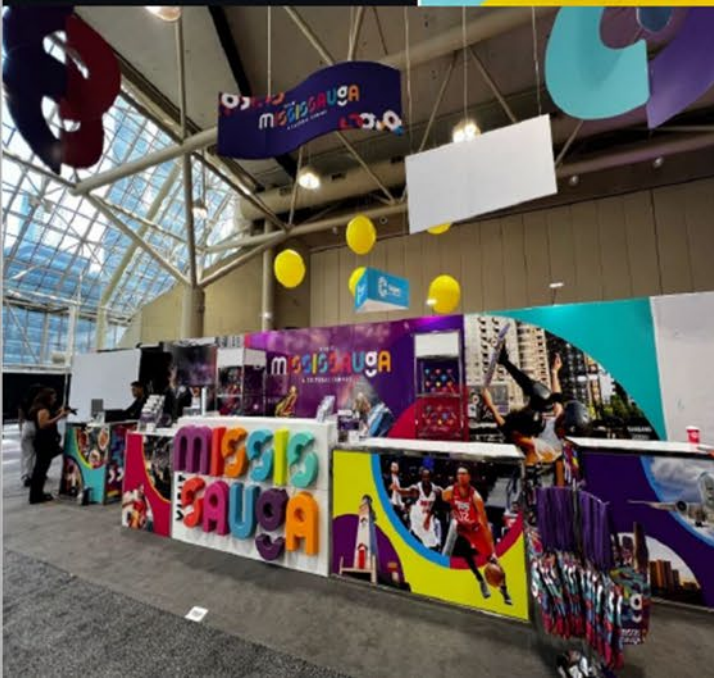
CA hotel rate includes taxes & fees



Summer Festivals & Events in Mississauga

Visit Mississauga Learn more >





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Experience Mississauga, Canada this fall!

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

[visitmississauga.ca](http://visitmississauga.ca)  
**Visit Mississauga, Canada** Learn more  
 A Cultural Canvas

**Destination Ontario** Sponsored · 1/11

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.

[visitmississauga.ca](http://visitmississauga.ca)  
**Visit Mississauga, Canada** Learn more  
 A Cultural Canvas

**Destination Ontario** Sponsored · 1/11

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](http://visitmississauga.ca)  
**Visit Mississauga, Canada** Learn more  
 A Cultural Canvas

**Destination Ontario** Sponsored · 1/11

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.

[visitmississauga.ca](http://visitmississauga.ca)  
**Visit Mississauga, Canada** Learn more  
 A Cultural Canvas

**Destination Ontario** Sponsored · 1/11

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.

[visitmississauga.ca](http://visitmississauga.ca)  
**Visit Mississauga, Canada** Learn more  
 A Cultural Canvas

# 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
<b>Total Expenditures</b>	<b>8,106</b>	<b>8,430</b>	<b>324</b>

# 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
<b>Total Expenditures</b>	<b>8,998</b>	<b>15,170</b>	<b>6,172</b>

# APPENDIX 1



# Proposed Initiatives: Programs & Services

Tactics	Deliverables	Timeline
Brand Development	<ul style="list-style-type: none"> <li>New website development, New brand video assets, etc.</li> <li>Guerilla marketing tactics - GTAA and art</li> </ul>	Ongoing
Brand Campaigns	<ul style="list-style-type: none"> <li>Consumer campaigns</li> <li>Event promotion (Festival and Sport)</li> <li>Business Event attraction installations</li> <li>Additional investment into “always on” partnership media, and international markets / marketing opportunities (India, USA, cultural media, Expedia+, etc.)</li> <li>Additional investment into search / social &amp; influencers, and more content creation</li> </ul>	Ongoing
Trade Events (M&C, Sport)	<ul style="list-style-type: none"> <li>MPI - 4 events</li> <li>CSAE - 9 events</li> <li>PCMA - 2 events</li> <li>Sport Event Congress and SpoHoX</li> <li>Int'l M&amp;C - 3 events (PCMA CL, ASAE, IMEX)</li> <li>Travel Trade (OMCA, RVC, BQ)</li> </ul>	Ongoing
FAM Tours and Site Visits (M&C, Sport, Media)	<ul style="list-style-type: none"> <li>Sport and Conference business FAM Tours</li> <li>Site Visit</li> </ul>	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"> <li>Representation on core committee</li> <li>Collaboration with internal and external network</li> <li>Work and collaborate with “best in class” attraction creatives and builders</li> </ul>	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"> <li>Online databases of best practices (GTHA agreement)</li> <li>Participate in an interdepartmental Special Events Committee and provide tourism-related support as needed (pitch Event Support co-report)</li> </ul>	Ongoing
Develop a strategy to encourage and attract the tourism sector, providing the City a plan for tourism development throughout the municipal planning process	Tourism staff to serve on planning committees: <ul style="list-style-type: none"> <li>Sunday shopping working group</li> <li>Lakeview Plan</li> <li>Credit Valley Trail - Mississauga Chapter</li> <li>Align initiatives with other city led plans i.e. EDO , MBOT</li> </ul>	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"> <li>Develop co-op marketing and destination development opportunities that will enhance BIAs as tourism destinations</li> </ul>	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"> <li>• Frontline Industry FAM Tours</li> <li>• Influencer marketing campaign</li> <li>• Hosting and sponsoring MBOT events</li> </ul>	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"> <li>• Review visitor servicing tools</li> <li>• Consider developing a local tourism signage program and set of policies</li> <li>• Value added incentives</li> <li>• Test with student staff at SQ1</li> </ul>	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"> <li>Annual sector roundtable events</li> <li>Tourism industry AGM</li> <li>Report card/infographic</li> <li>Research partnership (TE/DT)</li> </ul>	<p>Ongoing Ongoing Ongoing 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"> <li>Maintain memberships with sector/industry led associations regional, provincial, national &amp; international</li> <li>Pursue government grants for Tourism Support programs</li> </ul>	<p>Ongoing  Ongoing</p>

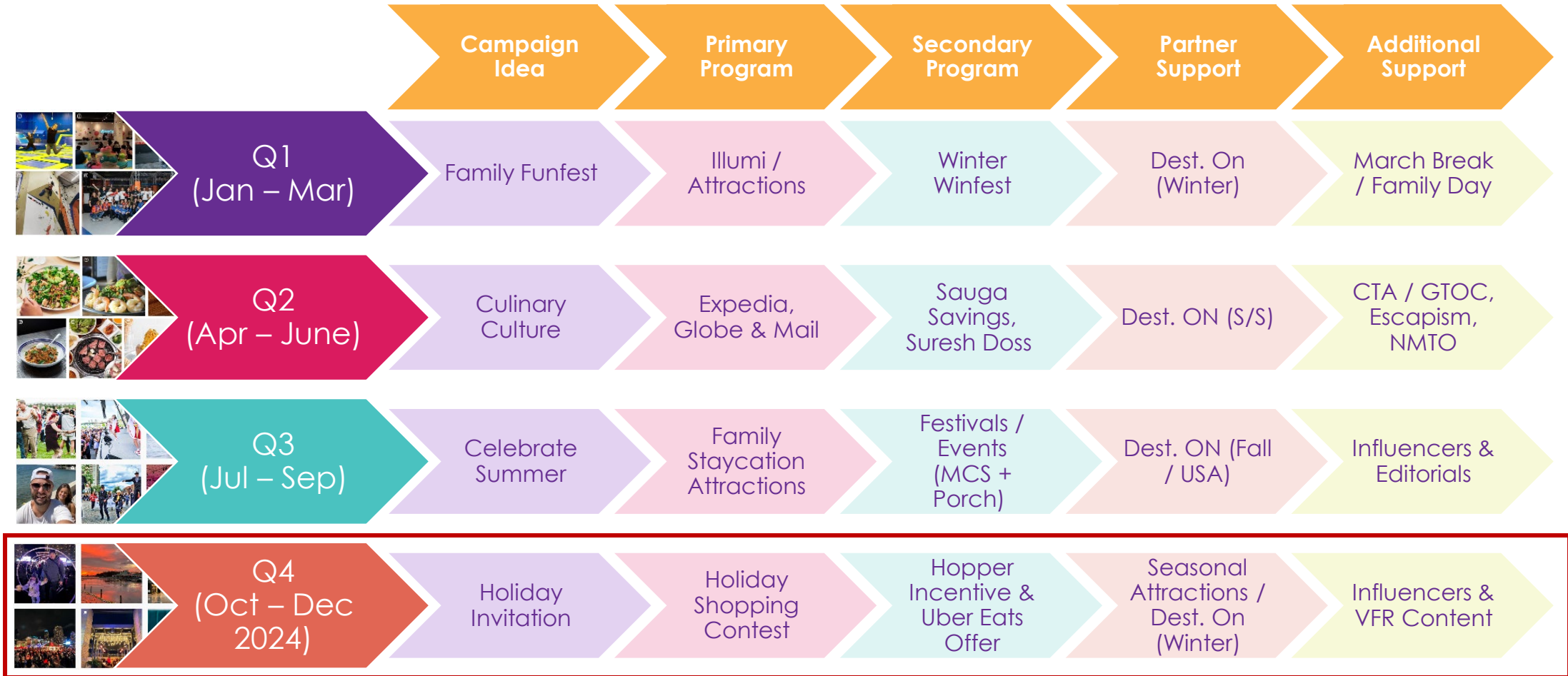
# Proposed Initiatives: Industry Insights

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



# MARKETING & COMMUNICATIONS

# 2024 – Quarterly CAMPAIGN FOCUS:





**hopper**

# Microsite

**MISSISSAUGA IS CALLING!**  
Discover the charm of Mississauga, a vibrant city with diverse cultural experiences, exciting outdoor activities, and exciting events & attractions. Come, Explore and Create unforgettable memories!

Attraction: **SAUGA**

Experience the best of Mississauga, live events, festivals, sports & more!

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

**MISSISSAUGA: LIVE EVENTS, FESTIVALS, SPORTS & MORE!**

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

**STAY IN MISSISSAUGA**

From luxury hotel stays with corner views to budget-friendly stays in town, Mississauga has everything for you and your loved ones to make memories at every stay.

**hopper**

**hopper**

# Push Notifications

9:42  
Monday, July 11

Still thinking about Toronto? Check out its neighbor, Mississauga, and save 25% on your next trip. Tap to book now!

**Wandering Wagars - Adventure Family Travel with Visit Mississauga.**  
Sponsored · 1/1

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

From dino thrills at the Jurassic World Exhibit to skating fun at Celebration Square – we've got the perfect family-friendly itinerary.

Let's make memories in the snow!  
#visitmississauga #MississaugaWinter #905

visitmississauga.ca  
**Visit Mississauga - A Cultural Canvas** Learn more

**Visit Mississauga**  
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Top Stories & Itineraries. Things to See & Do. Experience Mississauga

Learn more

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

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**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.

Top 50 things to See & Do Sauga Savings Pass

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# Explore Mississauga

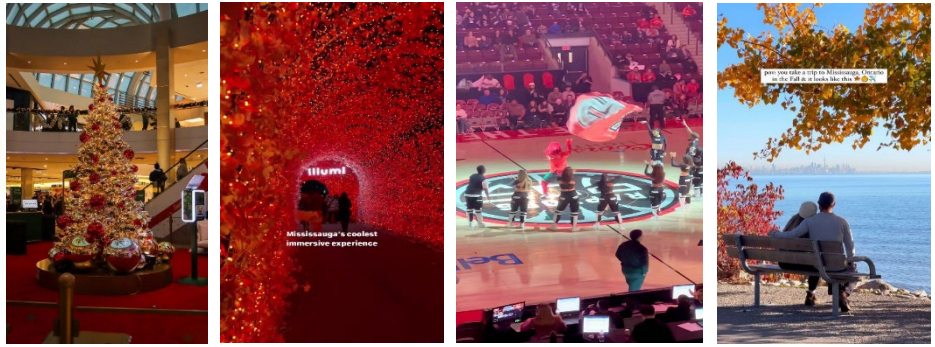
Hotels	Things to Do	Vacation Rentals	Restaurants
Travel Forums	Hire a Trip Designer	Flights	More

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**CELEBRATE**

## Top 50 things to See & Do

Embark on a celebratory journey through Mississauga's 50 years with our curated list of the top 50 must-see attractions and experiences, honouring a half-century of vibrancy, culture, and community spirit!



**The Lost Two with Visit Mississauga**  
Sponsored · 1/1

SAVE this for Mississauga Date Night Inspo

post you take a trip to Mississauga, Ontario for the Fall & winter this year

**Ultimate Romantic Escape**  
In Mississauga

VISITMISSISSAUGA.CA  
**Visit Mississauga - A Cultural Canvas** LEARN MORE

**CANADA** **Expedia** MENU

## Top Recommendations

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

**Budget-Friendly to Luxurious: Date Night Ideas near GTA**

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

BLOG GALLERY

**Order local this week. Save up to \$10 on select Mississauga favourites**

Until 11/15. Terms Apply

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## Discover Mississauga

Find out why travelers like you are raving about Mississauga

Explore now

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Mississauga Hotels Things to Do Restaurants Flights Vacation Rentals Travel Stories Cruises Rental Cars



visitmississauga

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?

240 likes

5 days ago

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Visit Mississauga

Published by Emplify · 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

PARAMOUNTFINEFOODSCENTRE.COM

A Christmas RockStory in Mississauga!

Book Now

Visit Mississauga

Published by Emplify · 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

10.1.5

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

## 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.

Read More >

## 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.

Read More >

## 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.

Read More >



visitmississauga

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

iframemoments 🥰 This year really unfolded so many magical chapters 🥰 For me, I'm so happy and grateful for that!

9 w · 2 likes · Reply

mississaugaeats 2023 was a great year! Looking forward to see what 2024 brings!

9 w · 2 likes · Reply

lifewithzubs This is lovely! 🤗

9 w · 1 like · Reply

mcityfuture 🥰🥰🥰

9 w · 2 likes · Reply

boondiladdu Stunning 2023 for Sauga 🥰

9 w · 1 like · Reply

View Insights

Boost Again

12 December 2023

Liked by boondiladdu and 876 others

Add a comment...



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 crane (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 LINK IN BIO

An invitation of @visitmississauga & @triblu.

#VisitMississauga #SportLivesHere #Mississauga #jackalopefest #skateboarding #bouldering #discoverON #CelebrationSquare #Ontario #missauga

🎉 ANNOUNCE 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, de escalades de bloc, de break, de base jumping et de démonstrations de motocross freestyle avec une liste d'athlètes talentueux - 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 et les packages hôteliers seront annoncés en avril 2024! STAY TUNED! 🎉 Pour plus d'infos LIEN EN BIO

12 December 2023

Liked by tribluexperientiel and 386 others

Add a comment...

Visit Mississauga

342 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-Michalaks, DES Tej Kainth, Ryan DeSouza

MISSISSAUGA

A CULTURAL CANVAS

You and 49 others

1 comment

Visit Mississauga

342 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"

You and 65 others

3 comments · 3 reposts





## TASTE THE GLOBE IN THESE TWO ONTARIO CITIES

March 16, 2024 by Gabrielle 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

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**ULTIMATE OUTDOOR WINTER GUIDE TO FAMILY FUN**

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**UNFORGETTABLE YES-DAY ADVENTURES**

Mississauga

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10.1.5

ontariotravel Message Central Library

ontariotravel Take a look at Mississauga's biggest public library and discover some of its special features and areas inside!

Sky Reading Lounge  
This new 600-square-foot reading lounge on the fourth floor is enclosed in glass and overlooks Celebration Square. It provides quiet space to read, study or lounge in.

Lightfall  
You can't miss the major piece of digital public art located in 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 building from the top floor to the basement.

@candic1  
VisitMississauga  
DiscoverON

toxyanusaH Looks great!!

zylherthesa-Wilovtko is by far the most beautiful looking thing in Mississauga.

soundboproductions

Used by @seuovertravel and 418 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, 10:56 am

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

**Food & Drink**

March Break snack ideas

February 27, 2024, 10:59 am

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

# New for 2025



**APIK** 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!**