

## Animating Winter in Toronto: First Steps Update

**Date:** August 22, 2019

**To:** Economic and Community Development Committee

**From:** General Manager, Economic Development and Culture

**Wards:** All

### SUMMARY

---

Animating winter in Toronto will increase opportunities for all Torontonians, no matter where they live, to participate in local, relevant cultural activities in all corners of the city. Winter is a slow retail and tourism time and thus a boost will be good for the community impacts of greater cultural participation. Also importantly, celebrations of culture and community will support the economy and drive tourism and visitor spending in the coldest months of the year.

This report provides an overview of City activities currently planned to animate the start of winter in 2019 and describes ways Toronto could expand winter programming and promotion through Economic Development and Culture Division in partnership with Parks, Forestry and Recreation, Transportation Services, Tourism Toronto, and other relevant stakeholders for 2020 and beyond.

### RECOMMENDATIONS

---

The General Manager, Economic Development and Culture recommends that:

1. Economic and Community Development Committee receive this report for information.

### FINANCIAL IMPACT

---

There is no immediate financial impact in 2019. Any opportunities for enhanced programming that may arise in 2019 will be funded through existing resources or external funding partnerships. Staff will investigate funding options, including external funding partnerships, to support enhanced winter tourism activities for 2020 and beyond and will include any enhancements for consideration as part of the annual budget process if necessary.

The Chief Financial Officer and Treasurer has reviewed this report and agrees with the financial impact information.

## **DECISION HISTORY**

---

In April, 2019, the Economic and Community Development Committee adopted a letter from Mayor John Tory that directed staff to:

- a. Work with partners like Tourism Toronto to significantly step up the pace of applications to get more winter-focussed events and festivals in Toronto, more all-season patios and more winter recreation activities in Toronto's public parks; and
- b. Report back to the Economic and Community Development Committee with a plan to foster and enhance Toronto's night economy.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2019.EC4.7>

In July 2019, City Council adopted the Toronto Nightlife Action Plan, which contains recommended actions to enhance entertainment and tourism offerings in Toronto.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2019.EC6.8>

In May 2019, Parks, Forestry and Recreation (PFR) reported back to the Economic and Community Development Committee on the results of the pilot skate exchange program that was approved by City Council at its meeting of July 23, 2018.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2019.EC5.6>

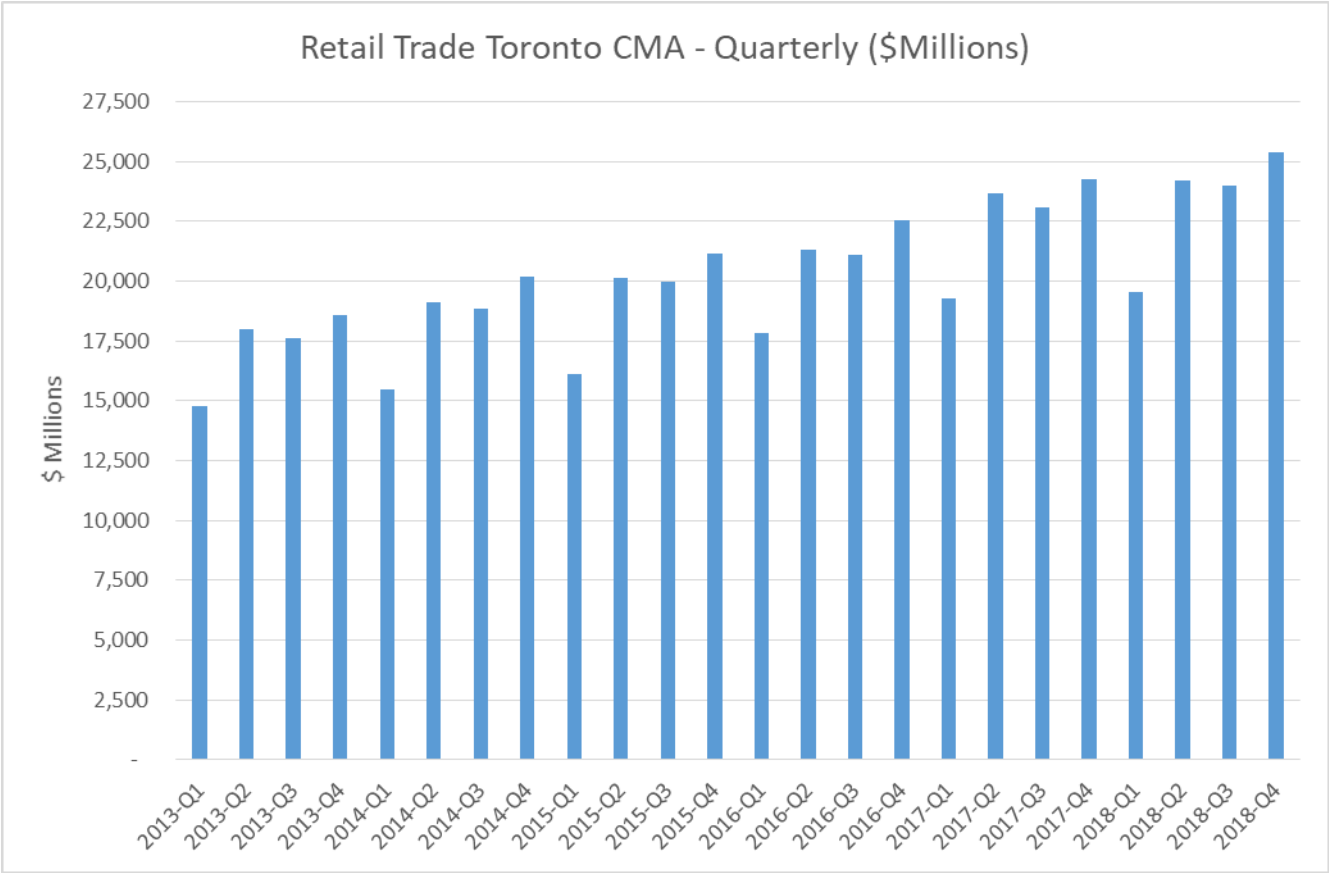
## **COMMENTS**

---

### **Overview**

Animating winter in Toronto will increase opportunities for all Torontonians, no matter where they live, to participate in local, relevant cultural activities in all corners of the city. Also importantly, celebrations of culture and community will drive tourism and visitor spending in the coldest months of the year. Community events bring people together from all walks of life, strengthening the bonds between them, while at the same time improving mental well-being. Events in neighbourhoods of the city can strengthen a sense of community for residents while attracting people from outside the immediate community and beyond resulting in economic benefit to the community. Animating winter will help get Torontonians out of their homes to celebrate the climate.

Retail activity ebbs and flows throughout the year, but there is a marked decline in activity in the first quarter as illustrated in the table below. While there has been some growth in retail activity when comparing first quarter activity year over year, proportionally first quarter activity remains unchanged at about 21% of annual activity between 2013 and 2018.



Source: Statistics Canada. [Table 20-10-0008-02 Retail trade sales by industry \(x 1,000\)](https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=2010000802) <https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=2010000802>

Tourism in Toronto has increased substantially over the years with 44.5 million visitors in 2018 (including 15.9 million overnight visitors) spending a total of \$9.4 billion. There were 5.2 million international overnight visitors in 2018, with a total spend of \$4.1 billion. During the winter months (Jan-Mar 2018 and Nov-Dec 2018), there were 1.4 million international overnight visitors spending \$1.1 billion.<sup>1</sup>

The majority of visits to the city take place during the summer season with hotels reaching near full occupancy. From May to September, the average occupancy rate is 84.6%. By contrast, the average occupancy rate for December to March is 66.2%. The annual average is 77.1%. This indicates that there is an opportunity to enhance tourism and attract visitors during the winter months. An overview of hotel occupancy in Toronto in 2018 is included as Attachment 1 to this report.

<sup>1</sup> Tourism Toronto  
Animating Winter

The chart below is a sample capture of event permits and listings documented from December 2018 to March 2019, and May 2019 to August 2019. The data has been obtained from street event permits issued by Transportation Services right of way management and the major events calendar produced by Economic Development and Culture, Event Support. This is an indication of how the number of outdoor events in Toronto changes by season.

Time of Year	Street Event Permits Issued	Major Events Calendar Listings	Total
Dec 2018 - Mar 2019	30	37	<b>67</b>
May 2019 - Aug 2019	241	148	<b>389</b>

The City's Economic Development and Culture Division (EDC) provides tourism services in an attempt to stimulate the tourism economy through public information services, industry support and by representing tourism interests in City policies and practices. Specific programs include year-round (at Union Station) and seasonal (INFOTOGO) visitor information services as well as supporting tools such as the Festival and Events Calendar, visitor maps and industry brochures.

EDC has worked with Tourism Toronto over many years to promote and support the tourism industry. Tourism Toronto is the official destination marketing organization for Toronto's tourism industry. Tourism Toronto focuses on promoting and selling the greater Toronto region as a remarkable destination for tourists, convention delegates and business travellers. Officially operating as a not-for-profit agency, Tourism Toronto has over 700 members and is a partnership of public and private sectors. Tourism Toronto has an independent board consisting of representatives of the hotel industry and other industry stakeholders (restaurants, attractions, etc.). Tourism Toronto is not an agency of the City.

The joint vision of Tourism Toronto and the City is to make the Toronto area one of the most successful urban destinations for leisure travel and business events in North America through active sales and marketing in key markets around the world, as well as through a high-quality visitor experience when travelers are here. As of April 2018, the City of Toronto has implemented a four per cent Municipal Accommodation Tax (MAT) on tourism accommodation with the majority of funds generated going to Tourism Toronto to promote the city's tourism industry as per provincial regulations. EDC will be bringing a report to City Council in October 2019 that will provide recommendations regarding the governance of Tourism Toronto and the City's potential role given the new funding arrangement.

## Current Activities

While enhanced winter programming is planned for city residents and to attract tourism and increase attendance and spend in 2020 and beyond, for 2019 there will be a concentration on packaging and promoting current activities to begin progress towards these goals. The following section provides a brief outline of Toronto's current winter programming.

Tourism Toronto currently promotes winter activities via their webpage "A City for All Seasons" and promotes major annual winter events in the city. The organization is also the meeting and convention bureau for Toronto and focuses on recruiting groups and conferences throughout the year, including the winter season.

EDC partners with restaurants across the city to deliver Winterlicious, a signature culinary tourism program.<sup>2</sup> Winterlicious typically runs from the last weekend in January until mid-February and includes a series of culinary events in the city at over 220 restaurants. EDC also promotes winter festivals and events through its non-membership based Festivals and Events Calendar. Winterlicious (and Summerlicious) was initiated in 2003 to promote Toronto's unique hospitality industry, showcase Toronto's diverse cuisine, profile fine dining experiences at a range of price points, and generate economic activity for the restaurant industry during a slow time of business.

Arts and Culture Services of EDC creates winter programming which currently consists of events held at Nathan Phillips Square:

- Cavalcade of Lights – an annual holiday kick off featuring tree lighting, ice skating, music and fireworks
- New Year's Eve – which features music, ice skating, and fireworks.

Museums and Heritage Services have activations at their sites that include everything from small baking workshops, themed dinners to family-friendly activities. A number of sites participate in Winterlicious culinary programs and Family Day. "Frost Fair" at Fort York and the holiday market at Montgomery's Inn are two examples of winter themed events.

EDC's Music team programs City Hall Live, which includes community partnership events that occur all winter except for January. The team also works with many third party events including Long Winter - an event that takes place in unique venues during the winter months.<sup>3</sup> Another planned music event is the Toronto Music Passport which is like a Winterlicious-style program to get people out to music venues in January and February.

The City's BIA Office support 82 Business Improvement Areas (BIA). BIAs host winter activities between November and March. This includes high profile events like Tunnel of Glam by Yonge and St. Clair BIA, Waterfront WinterStations by the Waterfront BIA, Bloor-Yorkville Ice Fest by the Bloor-Yorkville BIA, and Chinese New Year Celebration

---

<sup>2</sup> <https://www.toronto.ca/explore-enjoy/festivals-events/winterlicious/>

<sup>3</sup> <http://www.torontolongwinter.com/>

by the Chinatown BIA. A summary of major winter events led by BIAs is included in Attachment 2.

Parks, Forestry and Recreation (PFR) has several winter programs under the banner of "Welcome to Winter".<sup>4</sup> Most of these activities take place outside of the core. Activities include skating, tobogganing, downhill skiing and Family Day programming. Earlier this year, PFR successfully piloted "Rink Socials". As a pilot project, the Rink Social initiative provided skate lending, created social gathering spaces enhanced by food and beverage vendors. Rink Socials took place over four weekends at rinks in Etobicoke, downtown, Scarborough and North York. Parks, Forestry and Recreation also operated a total of six pilot skate exchange programs during the 2018/2019 winter skate season. Over 500 people participated in the skate exchange with over 60% of participants receiving a free pair of skates. Parks, Forestry and Recreation will hold five skate exchange events around the city during the 2019/2020 season in coordination with local Councillors and will pursue ongoing partnership funding to continue the rink social program.

Transportation currently has a Winter Warm-Up program along the King St. Transit Priority Corridor.<sup>5</sup> The programs consists of free community pop-up events located in the new curb lane public space areas.

## **Jurisdictional Review**

Having reviewed the City's current events, before planning for the future, staff conducted a jurisdictional scan to learn best practices from similar cities. It was found that most cities work in partnerships with Destination Marketing Organizations (DMO) to promote winter activities regionally and nationally. Some DMOs solely produce the programs while others work alongside municipal initiatives. In comparison, Toronto takes a hybrid approach, with the City producing programs and events (such as Winterlicious and Cavalcade of Lights) and the DMO (Tourism Toronto) creating campaigns to promote tourism.

Chicago was reviewed based on comparable population, shared environmental factors and market for potential visitors. Chicago looks to attract visitation from the 100 km regional drive market. Ottawa was selected based on established winter tourism offerings that appeal both to residents and visitors with Winterlude being a nationally recognized event. New York City enjoys year-round tourism and a robust theatre and restaurant scene.

Montréal en Lumière (Montreal in Lights) is one of the largest winter festivals in the world, and takes place for about two weeks in late February to early March. The festival highlights wintertime with a unique program combining performing arts, gastronomy, free outdoor family activities, and an all-night art event. The festival includes Montreal's Nuit Blanche celebration and Illuminart (art, light and technology combine in immersive creations).

---

<sup>4</sup> <https://www.toronto.ca/explore-enjoy/festivals-events/welcome-to-winter/>

<sup>5</sup> <https://www.toronto.ca/city-government/planning-development/planning-studies-initiatives/king-street-pilot/winter-warm-up/>

Edmonton was included in the review. The city differs from Toronto in many regards (weather, geographic location, population) but it has a unique approach to winter. Edmonton has established a "WinterCity" office within the municipal government that coordinates winter related activities including recreation, design and programming with a focus on residents. Edmonton's WinterCity initiative is taking a long-term approach to encouraging a change of attitude towards winter – "You can't change winter, but you can change how you feel about it." It is not solely to drive tourism to Edmonton.<sup>6</sup>

Please see Attachment 3 for more findings from the jurisdictional review.

## **Enhanced Activities**

The review of the various jurisdictions revealed many similarities to Toronto's already existing winter products as well as some opportunities. EDC staff are investigating ways to expand winter programming through collaboration with Parks, Forestry and Recreation, Transportation and other relevant divisions.

These activities will be promoted to attract visitors within a 5-hour drive of Toronto, with hopes to expand the target market further over time to increase opportunities for all Torontonians, no matter where they live in the city, to participate in local, relevant cultural activities throughout the year that reflect Toronto's diversity and creativity.

In 2020, Tourism Toronto is proposing to launch a new winter tourism campaign, using the Winterlicious program as an anchor. The promotion will be targeted to a regional audience. This campaign aims to generate winter visitation, combined with the existing and expanded City-produced initiatives with the many externally operated winter activities positioning Toronto as an attractive winter destination for residents and visitors alike.

EDC staff in partnership with Tourism Toronto will work to create a unified message and suite of activities that will appeal to both residents and visitors. The intent is to expand the current roster of winter activities produced by the City of Toronto in 2020 and beyond with the focus on having more events outside of the core of downtown.

EDC will establish an interdivisional working group with staff from Parks, Forestry and Recreation, Transportation, Municipal Licensing and Standards and other relevant City divisions to work on a variety of initiatives including:

- Improving the promotion of the "Welcome to Winter" programming, which includes rink socials, skiing, tobogganing, snowboarding and family programs outside of the downtown core.
- Expanding Arts and Culture programming between Cavalcade of Lights and New Year's Eve at Nathan Phillips Square and outside of the downtown core, for example:
  - Winter concert series in Etobicoke, Scarborough, North York and Downtown (see Attachment 4);

---

<sup>6</sup> <https://www.wintercityedmonton.ca/about/>

- Viewing parties for winter sports (e.g. hockey, basketball);
- Partnerships with King St. Corridor and Nuit Blanche to extend artworks along the King St. and other parts of the city; and
- Commission interactive winter lighting design for Nathan Phillips Square and in the future for City of Toronto Museums.
- Enhancing existing "Winter Warm Up" program activities along the King Street Transit Priority Corridor.
- Investigate the feasibility of a winter patio pilot program in 2020.
- Enhancing and promoting the winter edition of the Toronto Music Passport and support third party winter-focussed music events.
- Promoting BIA-hosted events via City of Toronto marketing channels such as the Festivals and Events Calendar and the Tourism Newsletter.

EDC staff will continue its close partnership with Tourism Toronto and other relevant external stakeholders (including Toronto Association of Business Improvement Areas, Ontario Restaurant, Hotel and Motel Association, Greater Toronto Hotel Association, and Toronto Attractions Council) to evaluate the first steps taken in the winter of 2020 and prepare a plan for 2021 and beyond, and to report back to Economic and Community Development Committee in the third quarter of 2020.

## **CONTACT**

---

Alok Sharma, Manager, Tourism Services, Economic Development and Culture,  
[Alok.Sharma@toronto.ca](mailto:Alok.Sharma@toronto.ca), 416-395-0258

## **SIGNATURE**

---

Mike Williams  
General Manager, Economic Development and Culture

## **ATTACHMENTS**

---

Attachment 1: Hotel Occupancy in Toronto, 2018

Attachment 2: Major Winter Tourism Events Led by Business Improvement Areas

Attachment 3: Jurisdictional Review

Attachment 4: Winter Concert Series



## Attachment 1: Hotel Occupancy in Toronto, 2018

<b>Table 1: Hotel Occupancy in Toronto by Month (2018)</b> <i>(Source: Smith Travel Research)</i>	
<b>Month</b>	<b>Occupancy Rate</b>
January	65%
February	69%
March	73%
April	77%
May	82%
June	84%
July	84%
August	88%
September	85%
October	82%
November	78%
December	58%
<b>Annual Average</b>	<b>77.1%</b>

## Attachment 2: Major Winter Tourism Events Led by Business Improvement Areas

Name	BIA	Date	Notes
Tunnel of Glam	Yonge & St. Clair BIA	December 1 - January 1	Interactive and colourful, the tunnel represents the largest ever single use of the material, and will offer delight to families through the holiday season.
Christmas in Kew	The Beach Village BIA	December 7 (2019)	Get your picture taken with Santa or one of his elves. Stick around for an elf dance party and meet some real life toy soldiers! Warm yourself up with some hot chocolate and snack on some holiday treats! It's an afternoon you won't want to miss.
YLV Winter Retail Promotion	Yonge Lawrence Village BIA	December 8 - 22 (2018)	On Saturdays, Dec 8, 15, 22, Santa and Yonge Lawrence's Village Carolers make their annual visit to the Village to meet and greet shoppers and hand out treats to the kids.
Design TO	St. Lawrence Market BIA	January 17 - 27 (2020)	The Festival is the largest cultural celebration of design in Canada with over 100 exhibitions and events forming Toronto's design week.
Waterfront WinterStations	The Waterfront BIA	January 15 - March 1 (2020)	An illuminated starlight house, with a cascade of colours, kaleidoscopic mirrors and arches of sweet-sounding bells are just some of the sights and sounds that visitors to Toronto's downtown Waterfront can experience this winter when the winners execute upon their designs for the third annual Ice Breakers Exhibition presented by PortsToronto.
Eglinton Cityscapes: New Perspectives of Home	York-Eglinton BIA	January 19 - March 31 (2019)	This is the York-Eglinton BIA's annual Winter Windows project that takes dull, empty storefronts and transforms them into spaces for the display of Art. This year the BIA has partnered with the Nia Centre for the Arts to produce the pieces of art reflecting the diversity of this community.
Windows Art	York-Eglinton	January 26	As part of the "Eglinton Cityscapes:

Name	BIA	Date	Notes
Crawl and Neighbourhood Tour	BIA	(2019)	New Perspectives of Home” exhibit, the York-Eglinton BIA will be hosting a tour of the art pieces. Patrons will also have an opportunity to hear stories from immigrant businesses and experience the diverse culinary offerings for which Eglinton West is known.
Bloor-Yorkville Ice Fest	Bloor-Yorkville BIA	February 9 - February 10 (2019)	Don't miss the annual Sassafras Ice Carving Competition and enjoy watching talented carvers transform blocks of ice into original creations. With over 70,000lbs of ice in the neighbourhood, guests can explore the one-of-a-kind displays, watch live ice-carving demonstrations, and vote for their favorite sculpture.
Chinese New Year Celebration	Chinatown BIA	February 9 - February 10 (2019)	There will be stage performance at both malls; activity booths including couplet writing, lantern riddles, and handcrafts will be on the Concourse Level at Chinatown Centre.
DUKE on Ice Family Winterfest	DUKE Heights BIA	February 18 (2019)	DUKE on Ice is going to be an event packed full of music, ice-skating, fun family activities on ice, food vendors (like soups, hot chocolate, finger foods, etc.), giveaways and more!

## Attachment 3: Jurisdictional Review

When researching winter activities and campaigns in other cities it was discovered that the majority were created and promoted by the Destination Marketing Organizations (DMO). One exception was Edmonton that has a dedicated winter city team in their municipal government.

The sections below provide an overview of findings of the jurisdictional review.

### Ottawa

- Ottawa fully embraces the winter season with fun activities for the whole family within the city and in the surrounding countryside.
- Promotion through the DMO - Ottawa Tourism - <https://www.ottawatourism.ca/>
- Ottawa Tourism promotes winter activities in the city through a seasonal webpage (<https://www.ottawatourism.ca/winter/>) and on an "insider" winter activities page (<https://www.ottawatourism.ca/ottawa-insider/winter-activities/>). This provides a single resource for visitors coming to area during the winter season.
- The website includes information on winter activities (skating, skiing, dog-sledding) and allows the visitor to plan their stay in the city.

### Winterlude

- Winterlude was created in 1979 by the National Capital Commission (NCC) to celebrate Canada's unique northern culture and climate. Since then, the festivities have been held in Ottawa-Gatineau every year in February.
- Runs January 31<sup>st</sup> to February 17<sup>th</sup>, 2020.
- Rideau Canal Skateway which consists of Winterlude Triathlon and an Ottawa Ice Dragon Boat Festival with free concerts in the Dows Lake Pavilion.
- Winterlude carries through its new vision by offering more cultural programming and new destinations (ByWard Market, Sparks Street, Downtown Rideau and the Glebe). Aboriginal culture is featured on the 1st weekend and LGBTQ2+ culture, history and pride on the 2nd weekend.
- Winterlude usually sees more than 600,000 people, on average, through its different programming areas.
- Now considered the flagship event of the winter tourist season in Canada's Capital Region, Winterlude works in collaboration with many partners to offer a varied program that combines classic winter pleasures and indoor activities.

### Chicago

- Chicago's winter shares similarities with Toronto both geography and weather.
- Chicago embraces the elements through a variety of outdoor and indoor activities
- Chicago's "Choose Chicago" campaign focuses on the regional drive market. <https://www.choosechicago.com/>.
- The DMO produces 3 winter programs:
  - [Chicago Restaurant Week](#) – annual, late January – February (2 weeks). Nearly 400 restaurants took part. Organized by Choose Chicago. The multi-course dining experiences start at \$24 for brunch or lunch, and \$36 and/or \$48 for dinner (excluding beverages, tax and gratuity).

- [Chicago Theatre Week](#) – annual, takes place in February. Presented by the League of Chicago Theatres in partnership with Choose Chicago. Theatres across Chicago offered \$15 or \$30 value-priced tickets.
- [Chinese New Year](#) – Choose Chicago programs signature event (symphony from China) then aggregates all other events.
- Choose Chicago aggregates information/events for various partners (including the City of Chicago – Department of Cultural Affairs and Special Events - DCASE) and presents the information on their website as part of a 'Things to do in Winter' webpage.
- Other activities include:
  - Outdoor Fun: Skating, sledding, The Zoo,
  - [Chicago's Neighborhoods](#)
  - [Chicago Holiday Lights & Christmas Displays](#)
  - [Family-Friendly Festivities](#)
  - [Holiday Tours](#)
  - [Ice-Skating Rinks](#)
  - [Holiday Shows Not to Miss](#)
  - [Guide to Holiday Shopping](#)
  - [Choose Chicago Events Calendar](#)

## Montréal

Montréal is also looking to expand their winter tourism offerings and, like Toronto, hosts arts and culinary events as part of the Montréal en Lumière (Montréal in Lights), one of the largest winter festivals in the world.

- Tourism promotion for Montréal is managed by Tourisme Montréal (DMO) – a seasonal page 'Winter Lights and Seasonal Delights' provides information in events, attractions and activities
- MTL Passport – available year-round and an initiative of Tourisme Montréal. An over \$500 value that bundles 28 attractions (on a 2 or 3 day card), and unlimited public transportation
- Montréal is also looking to the winter season as a potential area of growth. Yves Lalumière, President and Chief Executive Office of Tourisme Montréal stated in the 2018 Annual Report from Tourisme Montréal: "We must also strengthen Montréal's position as a winter destination..." (page 11, A word from Yves Lalumière, President and Chief Executive Officer).
- Montréal en Lumière (Montréal in Lights) is one of the largest winter festivals in the world, and takes place for about two weeks in late February to early March. The festival highlights wintertime with a unique program combining performing arts, gastronomy, free outdoor family activities, and an all-night art event. The festival includes Montréal's Nuit Blanche celebration and Illuminart (art, light and technology combine in immersive creations). Montréal en Lumière is produced by L'Équipe Spectra, an event company that produces many of the city's major annual events.
- Tourisme Montréal's culinary promotion, MTLàTABLE, drew nearly 120,000 locals and visitors by offering them a unique chance to experience Montréal's dynamic food scene. The 150 participating restaurants recorded \$7 million in revenues over the course of the event, which ran from November 1 to 11 in 2018.

- Other major winter events include
  - Igloofest – electronic music festival
  - BARBEGAZI - a winter action sports festival (snowskate, fatbike, yoga on snow , axe and Christmas trees throwing)
  - Fête des neiges- outdoor family event that takes place over 4 weekends and is dedicated to discovering and celebrating the joys of winter

## Edmonton

- Unlike other cities the City of Edmonton has established a WinterCity Office and manages the strategy with an advisory council and various working groups.
- The winter season in Edmonton is much longer and colder with more predictable weather compared to Toronto.
- The city's approach is unique in that it has an entire ['Winter Strategy'](#) – "... about taking advantage of our northerness; transforming Edmonton into a more inviting, vibrant and prosperous place for residents, business, industry and tourists throughout the winter months."
- "Edmonton's WinterCity Strategy laid the groundwork for thinking and acting differently in our city in order to minimize winter's negative aspects and create a more livable, vibrant city year-round."
- Broader strategy encompasses four areas: Winter Life, Winter Design, Winter Economy and Our Winter Story.
- In developing the WinterCity Strategy, the WinterCity Think Tank felt that there is untapped potential for Edmonton businesses to take advantage of being located in a winter city. Since the Strategy's implementation, there is some evidence of this, however, the Winter Economy goals have proven challenging, and will require more time and input from the city's business people and entrepreneurial thinkers to come to fruition.

### *Winter Patios*

- Prior to the WinterCity Strategy, winter patios were not part of Edmonton's culture.
- Farewell to Winter Patio Parties (held at end of March or beginning of April) began in 2014 (see below for additional details).

Year	# of venues	Details
2014	55	<ul style="list-style-type: none"> <li>• Edmonton's first Farewell to Winter Patio Party</li> <li>• The WinterCity Office provided 400 blankets as a gift for participating venues, and lent out 100 seat cushions.</li> </ul>
2015	76	<ul style="list-style-type: none"> <li>• 400 additional blankets were given as gifts</li> <li>• 100 additional cushions were loaned out.</li> </ul>

Year	# of venues	Details
2016/2017	55+ (the Rice Howard Way Street Party)	<ul style="list-style-type: none"> <li>• The party was moved to April, and a new street patio party was added on Rice Howard Way.</li> <li>• Initiated three day patio permit exemptions that allowed venues to create temporary outdoor patios without a permit.</li> <li>• The emphasis was shifted to promoting patios during the winter.</li> <li>• At the beginning of December, a Kick-Off to Winter Patio Season weekend was held (17 venues took part, mixed success).</li> <li>• Throughout Winter 2016/17, venues were encouraged to open their patios on nice days.</li> </ul>

- Edmonton Tourism (the DMO) promotes winter activities on a specialized '[Winter Activities](#)' page with information on outdoor activities (snowshoeing, skating, trail riding, visiting nearby Elk Island National Park). The DMO also provides information through a variety of winter-themed articles suggesting activities that might appeal to visitors during colder months.

### New York City

- Attractions and events are promoted through the DMO – NYC & Company. - <https://business.nycgo.com/>
- The NYC Winter Outing (January 21 to February 10) campaign, FOGO, 'fear of going out' offers bundles of activities to get visitors and residents out to attractions, restaurants and Broadway shows. Tagline: This winter. Out is in.
- To incentivize visits to the City during the first quarter, NYC & Company coordinates the timing of three celebrated programs NYC Broadway Week, NYC Must-See Week and NYC Restaurant Week.
- Multiple itineraries were created for the landing page featuring themed approaches to enjoying all three programs.
- NYC Restaurant Week: the summer 2018 and winter 2019 programs saw nearly 400 restaurants, serving 32 cuisines in 43 neighbourhoods throughout the five boroughs take part. The program offered a \$26 two-course lunch and/or a \$42 three-course dinner.
- NYCgo.com enhanced the user experience with filters to help with specialized searches and reservations were managed in partnership with OpenTable.
- NYC Broadway Week: Broadway Theater is one of the most popular tourist attractions in NYC. The program offers 2-for-1 tickets to musicals and plays. With 24 shows participating, the fall 2018 program sold 97,000 tickets with \$6.8 million in revenue. Winter had 24 shows participating, selling 142,260 tickets with \$9.6 million in revenue.
- NYC Must-See Week: featured 57 of NYC's most iconic experiences (attractions, cultural institutions and tours) with a 2-for-1 ticket offer in the first three months of the year.

- NYC Off Broadway Week: In support of the range of performances on Off-Broadway stages across the city, the program invited audiences to 'take an intermission from the ordinary' with 2-for-1 tickets during the fall and winter. Fall 2018 included 35 productions and 36 shows participated in winter 2019.
- To further elevate New York City as a vibrant wintertime destination, NYC & Company appointed a NYC Winter Outing Ambassador - during the winter months, they created unique content for the program, including top-ten tips for winter travel throughout NYC's five boroughs and shared via social media.
- The NYC&Co website can be customised by the users according to seasons.