

VISITOR ECONOMY OFFICE & MUSIC OFFICE

In partnership with
Destination Toronto

Music Compass Pilot Project





- The Visitor Economy Office and the Music Office, in partnership with Destination Toronto, to launch a visitor engagement pilot project (June to October) to promote music tourism.
- QR codes will be strategically placed on sidewalks at 10 intersections and other prime locations (Massey Hall, Budweiser Stage, Scotiabank Arena, etc.) encouraging pedestrians to discover nearby music venues, listening lounges and record stores.
- Increase public awareness of the music ecosystem across Toronto
- Connect communities through a 'locals-first' approach. Tourists in Toronto enjoy exploring neighbourhoods and seek authentic local experiences – including live music events and related destinations.
- Drive increased foot traffic and retail sales to local music businesses

HOW IT WORKS

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- The QR codes will be on decals placed on sidewalks in various intersections.
- Combination of text *Love music?* and the QR code will pique a visitor's or resident's curiosity, prompting them to scan and discover what it leads to.
- QR code will direct the user to an online database of music-focused venues and retailers in the area.
- The QR will unlock all there is to see and do in the neighbourhood – related to music.
- Online content will be organized by neighbourhood and the QR code decals will be placed in different intersections, in front of the businesses and in storefronts.
- QR codes will also be in front of Massey Hall, Budweiser Stage (Ontario Place), Scotiabank Arena and Exhibition Place, etc.

Neighbourhood	Intersections QR Codes will be placed
Bloor-Yorkville	Bloor Street West & Avenue Road/Queen's Park
Kensington Market/Chinatown	Baldwin Street & Augusta Avenue College Street & Augusta Avenue College Street & Spadina Avenue
Broadview Danforth	Broadview Avenue & Danforth Avenue
Little Italy	College Street & Bathurst Street
Little Portugal	Dundas Street West & Dufferin Street
Ossington/ West Queen West	Dundas Street West & Ossington Avenue Queen Street West & Ossington Avenue
Queen Street West	Queen Street West & Spadina Avenue

PREVIOUS QR CODE INITIATIVE: StrollTO Example ⁴



MUSIC COMPASS LANDING PAGE

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Music Compass

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ON THIS PAGE:

- Bloor-Yorkville
- Broadview Danforth
- Chinatown
- Kensington Market
- Little Italy
- Little Portugal
- Ossington
- Queen Street West

WHAT DOES SUCCESS LOOK LIKE?

- Achieving **high engagement** by the number of scans in each of the neighbourhoods.
- Was there an **increase in monthly QR code scans** between June and October? This will indicate both interest and awareness.
- **Impact on local businesses** – was there noticeable increase in foot traffic or sales attributed to tourists and locals who discovered these businesses?
- **Feedback from users and partners** will help assess satisfaction
- **Long-term sustainability** – if this project is successful:
 - Can we adapt/integrate with other tourism initiatives?
 - Is it feasible to continue with marketing and promotion?



QUESTIONS?

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