

A wide-angle photograph of the Toronto skyline at dusk, viewed from across Lake Ontario. The city lights are glowing against a deep blue twilight sky. The CN Tower stands prominently in the center. In the foreground, dark, jagged rocks are scattered along the shoreline, partially submerged in the water. The overall mood is serene and urban.

DESTINATION
TORONTO

TORONTO'S VISITOR ECONOMY

2025 MARKET PERFORMANCE AND
GROWTH OPPORTUNITIES

TORONTO'S 2024 VISITOR ECONOMY



9M

VISITORS



\$8.8B

**VISITOR
SPENDING**



\$13B

**ECONOMIC
IMPACT**



69,000

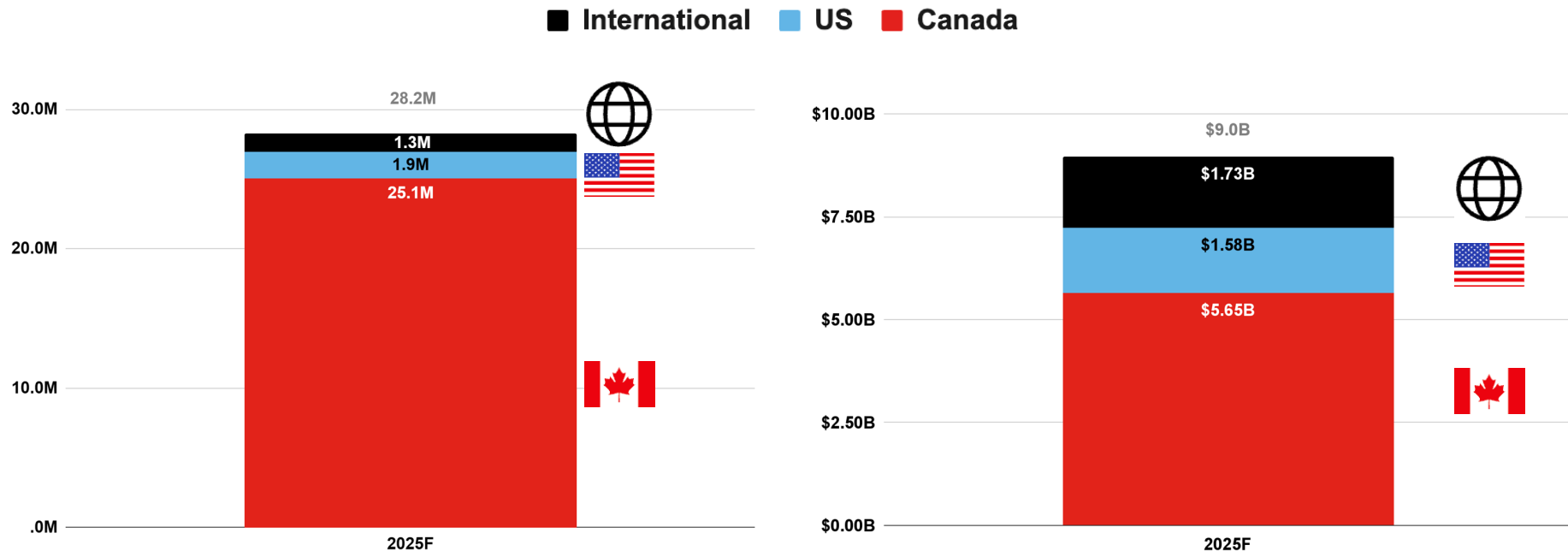
JOBS



\$2B

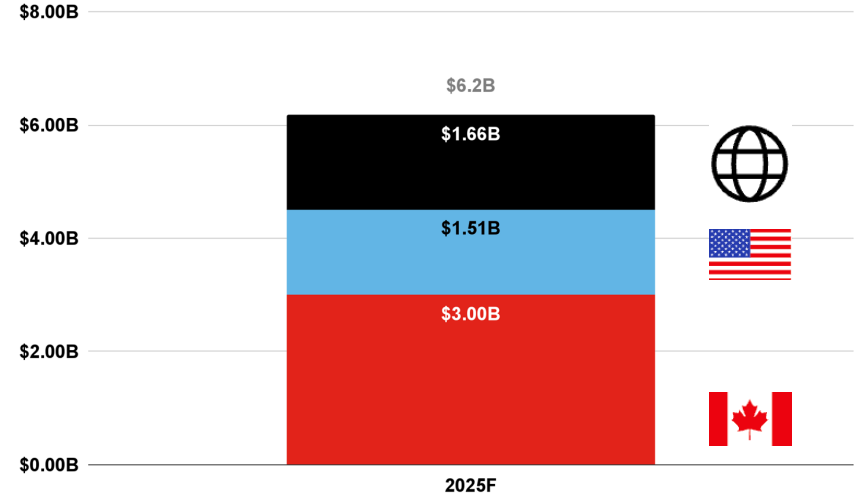
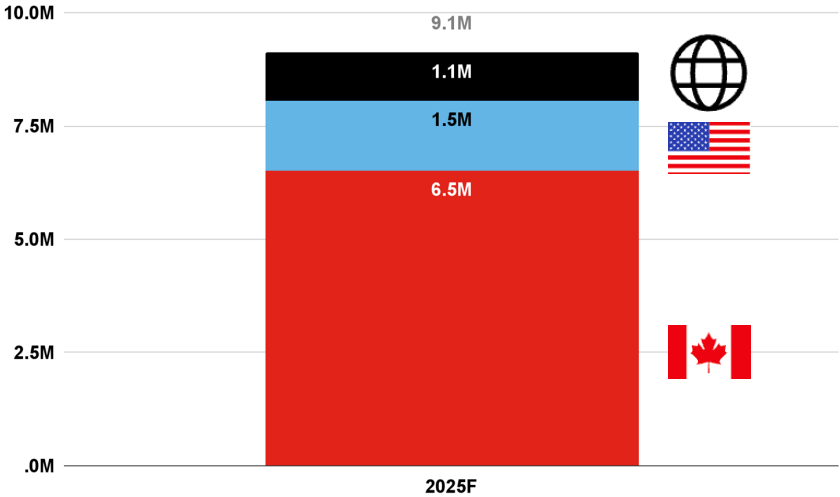
**TAX
REVENUE**

ALL VISITORS (overnight & daytrippers)



OVERNIGHT VISITORS

International US Canada



SPEND PER TRIP (OVERNIGHT)



\$461

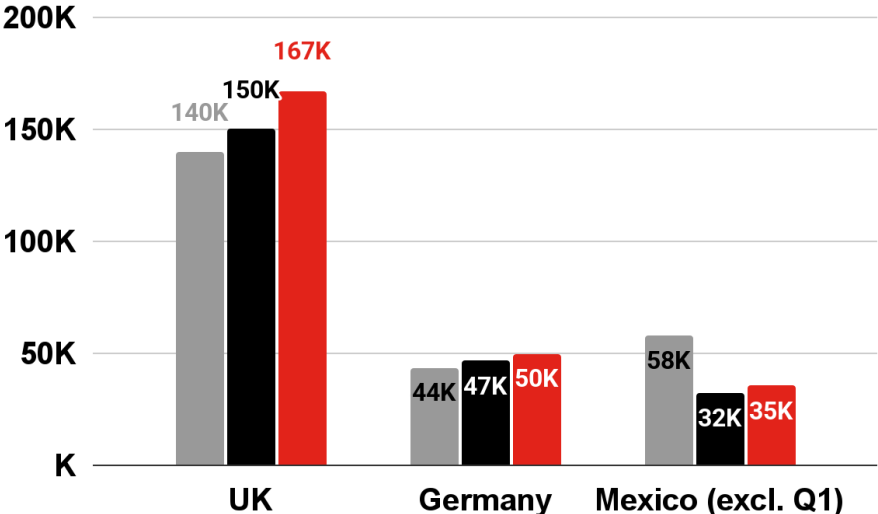
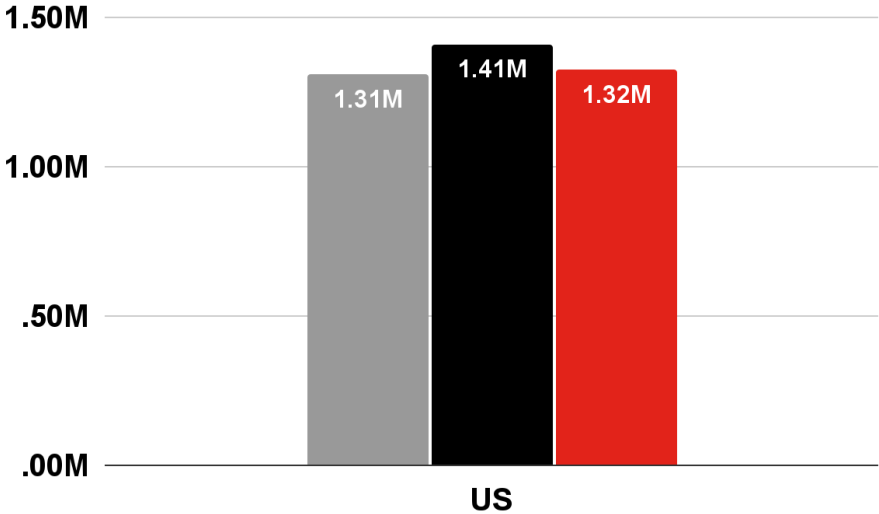


\$977



\$1,569

INTERNATIONAL VISITORS



■ 2023 ■ 2024 ■ 2025

Five nights in Toronto for less than £700? Here's how (flights included)

Canada's largest city, home to lakefront beaches, open-air markets and easy-to-reach islands, is ideal in August. Especially when you can visit for less



 My
Canada Trips



Explore Toronto

A city full of surprises



Toronto is a city that pulses with culture, energy, and endless possibilities. From vibrant neighbourhoods to stunning waterfronts, it's a destination that captivates every traveller.

TORONTO

ESTILO EXCLUSIVO

RESERVA AHORA

BUEN FIN
EL FIN DE SEMANA
DEL SABADO AL DOMINGO
15 AL 16 DE NOVIEMBRE

 PriceAgencies



DIE STADT, DIE ALLES HAT 100% TORONTO



news agent-club touristtips newsletter über uns

30. Juli 2025, 09:28 | news | destination

Toronto – Stadt mit vielen Facetten



Art Gallery of Ontario in Toronto, Kanada

Internationale Küche, kreative Szeneviertel, exklusive Shopping-Adressen und Naturerlebnisse vor den Toren der Stadt: Toronto bietet BesucherInnen kosmopolitisches Flair und spannende Outdoor-Erlebnisse.

Ontdek de wijken van Toronto

Van het creatieve Distillery District tot het hippe Queen Street West – elke buurt heeft z'n eigen sfeer.



Geniet aan het water
Huur een fiets of maak een boottocht naar de Toronto Islands voor uitzicht op de skyline.



FUTURE EVENTS BOOKED IN 2025

EVENT PRODUCTION

33 Events

225,550 Attendance

\$604M Economic Impact

BY REGION



16



4



13

"TOP 6" MARKET SEGMENTS

Education	5
Sport & Esports	5
Life Sciences	5
Technology	5
Food & Beverage	2
Labour	2

ENSURING OUR COMPETITIVENESS





**2026 MODERN
LANGUAGE ASSOCIATION**

 **4,500**



**2026 PSA
ANNUAL & WPC**

 **3,500**



**SIR 2026 ANNUAL
SCIENTIFIC MEETING**

 **6,000**



**IFSO WORLD
CONGRESS 2026**

 **2,500**



**ISHLT 46TH ANNUAL MEETING
& SCIENTIFIC SESSIONS**

 **4,000**

MSToronto2026

10th Joint ACTRIMS-ECTRIMS Meeting

OCTOBER 21-23, 2026 | TORONTO, CANADA

**JOINT
ACTRIMS-ECTRIMS 2026**

 **8,000**

RENDEZ-VOUS CANADA 2026

May 2026

2,000 attendees

Global travel buyers,
tour operators and
media



CEMA

SUMMIT

August 2026

Corporate Event
Marketing Association

1,000+ U.S. corporate
meeting planners



WORLD CUP PARTNERSHIP



	● FWC 26 Secretariat ● Strategic Public & Employee Communications (SPEC) ● All division and agency partners
	● International media and tourism engagement ● Digital strategy: website/ social media channels (with SPEC) ● Operations (direct to FIFA): hotel blocks and site visits ● Information sharing and promotion to support local businesses
	● Commercial sales partner & project management support ● Toronto Stadium capital project and venue operations ● Access to BMO Field advertising and in-game activation opportunities
	● Set overall tournament marketing and communications strategy ● Oversee Canada's host nation and Toronto's host city responsibilities/ requirements ● Approve marketing plans and creative, ensuring efforts align with brand guidelines

ELEVATING OUR DESTINATION



WHAT IS THE DESTINATION MASTER PLAN?

- **10-year strategic roadmap** for tourism growth that benefits both visitors and residents
- Built with input from 400+ organizations and many City of Toronto divisions
- Informed by research comparing Toronto to 14 major North American cities
- Focused on implementation from the start



STEERING COMMITTEE

Sara Anghel - Greater Toronto Hotel Association
Cameron Bailey - Toronto International Film Festival
Kendra Bator - Mirvish Productions
Dolf DeJong - Toronto Zoo
Kathy Haley - Metro Toronto Convention Centre
Pauline Larsen - Downtown Yonge BIA
Stephen Lund - Toronto Global
Roselle Martino - TRBOT
Karen Mazurkewich - GTAA
Kojo Modeste - Pride Toronto
Andrew O'Neil - Oxford Properties
Jennifer Sullivan - MLSE
Pat Tobin - City of Toronto ECD
Andrew Weir - Destination Toronto
George Zegarac - Waterfront Toronto

