



mississauga tourism

GTAA Consultative Committee

TM 2023 Overview Presentation

Presented By: Victoria Clarke CEO

March 21, 2023



Presentation Overview

About Tourism Mississauga

- Our Mandate
- Board of Directors
- Staffing and City of Mississauga support
- 2023 Approved Budget
- 2022 Highlights and Initiatives



Tourism Mississauga 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
- Develop a 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



Tourism Mississauga - Board of Directors



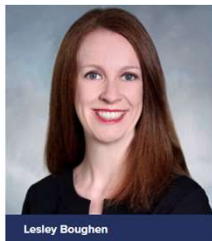
Toni Frankfurter

Chair, Tourism Mississauga
The Waterside Inn Hotel & Conference Centre
Accommodation / Hotel Representative



Sam Kohli

Vice Chair, Tourism Mississauga
Malton BIA/Greater Toronto Executive Centre/Appraiser
Services / Organizations / Venues Representative



Lesley Boughen

Secretary, Tourism Mississauga
Oxford Properties Group
Retail / Restaurant Representative



Stephen Dasko

City of Mississauga Council Member
Ward 1 Councillor



Pat Saito

City of Mississauga Council Member
Ward 9 Councillor



Dipika Damerla

City of Mississauga Council Member
Ward 7 Councillor



Ron Duquette

Corporate Filmmaker (Retired)
Attractions / Festival / Event Representative



Brad Butt

Mississauga Board of Trade
Services / Organizations / Venues Representative



Eileen Keown

Mississauga Symphony Orchestra
Attractions / Festival / Event Representative



Lorrie McKee

Greater Toronto Airport Authority
Services / Organizations / Venues Representative



Louie Manzo

Warrick Manzo & Dunn Inc. Advertising Agency
Services / Organizations / Venues Representative



Susan Stewart

Olympian, Coach & Author
Sport / Event / Organization Representative



John Pappas

The Crooked Cue Restaurant
Retail / Restaurant Representative



Frank Russo

Four Points Toronto Airport Hotel
Accommodation / Hotel Representative



Sandra Martin

Vice President, Sales & Marketing, International Centre
Services / Organizations / Venues Representative



Natasha Melanson

General Manager, Hilton Toronto Airport Hotel & Suites
Hotel / Accommodations Representative

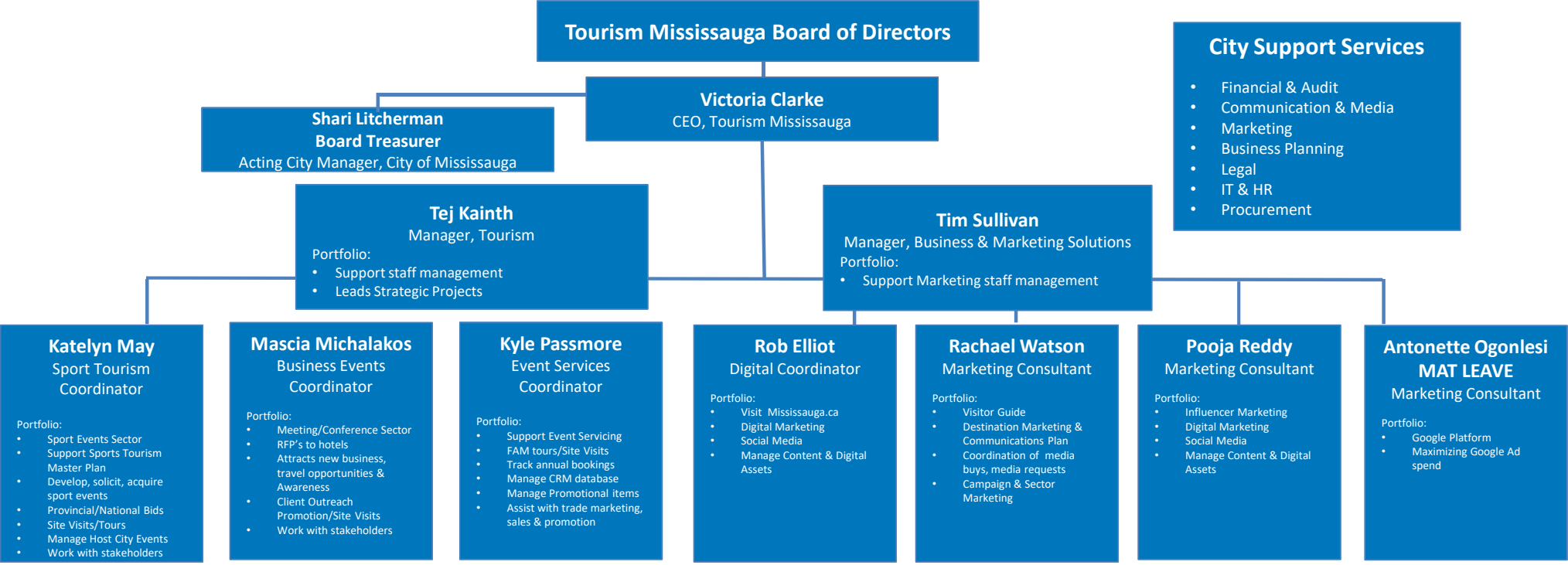


Victoria Clarke

CEO, Tourism Mississauga
City of Mississauga Director, Tourism



Tourism Mississauga Organization Structure



Tourism Mississauga Board of Directors

Shari Litcherman
Board Treasurer
Acting City Manager, City of Mississauga

Victoria Clarke
CEO, Tourism Mississauga

City Support Services

- Financial & Audit
- Communication & Media
- Marketing
- Business Planning
- Legal
- IT & HR
- Procurement

Tej Kainth
Manager, Tourism
Portfolio:
• Support staff management
• Leads Strategic Projects

Tim Sullivan
Manager, Business & Marketing Solutions
Portfolio:
• Support Marketing staff management

Katelyn May
Sport Tourism Coordinator
Portfolio:
• Sport Events Sector
• Support Sports Tourism Master Plan
• Develop, solicit, acquire sport events
• Provincial/National Bids
• Site Visits/Tours
• Manage Host City Events
• Work with stakeholders

Mascia Michalakos
Business Events Coordinator
Portfolio:
• Meeting/Conference Sector
• RFP's to hotels
• Attracts new business, travel opportunities & Awareness
• Client Outreach
• Promotion/Site Visits
• Work with stakeholders

Kyle Passmore
Event Services Coordinator
Portfolio:
• Support Event Servicing
• FAM tours/Site Visits
• Track annual bookings
• Manage CRM database
• Manage Promotional items
• Assist with trade marketing, sales & promotion

Rob Elliot
Digital Coordinator
Portfolio:
• Visit Mississauga.ca
• Digital Marketing
• Social Media
• Manage Content & Digital Assets

Rachael Watson
Marketing Consultant
Portfolio:
• Visitor Guide
• Destination Marketing & Communications Plan
• Coordination of media buys, media requests
• Campaign & Sector Marketing

Pooja Reddy
Marketing Consultant
Portfolio:
• Influencer Marketing
• Digital Marketing
• Social Media
• Manage Content & Digital Assets

Antonette Ogonlesi
MAT LEAVE
Marketing Consultant
Portfolio:
• Google Platform
• Maximizing Google Ad spend



Financial Summary

2023 Approved Budget

Description	Comments	2023 Proposed Budget (\$000s)	2022 Budget (\$000s)
Expenditures to Deliver Current Services			
Programs & Services	Tactical initiatives that leverage opportunities in Destination Development, Destination Marketing and Visitor Services	1,800	1,525
Marketing & Communications	Tools and initiatives that will position Mississauga as a tourism destination by promoting product offerings and experiences	1,985	1,120
Industry Insights	Resources that will monitor, measure and forecast tourism development and industry performance	200	180
Partnerships	Opportunities for collaboration with local, regional, provincial and national tourism related associations	135	127
Visitor Services	Customer service programs and servicing tools to enhance the visitor experience	55	55
Overhead	Includes labour & other operating expenses provided by the City	249	272
Miscellaneous	Includes audit fees, Board expenses, printing, office supplies, etc.	100	59
General Labour	Staff Salaries	1,412	1,150
Total Expenditures		5,936	4,488

Note: Numbers may not balance due to rounding



2022 Highlights & Initiatives

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

- Attended 15+ sales events in 2022 raising awareness of Mississauga as a business events destination.
 - Connected with thousands of meeting and event planners
 - Approx 3000 touchpoints across all sales events

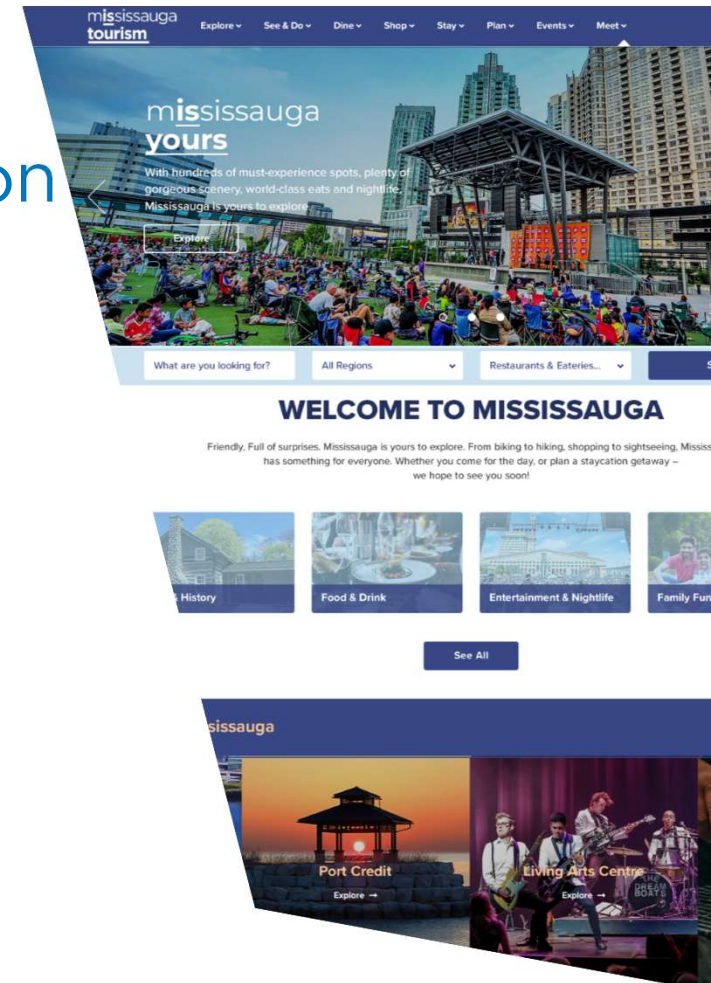




2023 Business Event Attraction

Events and Activations:

- Ottawa Meet Week
 - Destination Direct
 - Reveal Social
 - Tete a Tete
- ICCA
- MPI “the Event”
- SEC (Sport Event Congress)
- Spo HoX (new Sport Hosting event)
- CSAE Summer Summit - in Mississauga
- TIAO Annual Conference - in Mississauga
- CanSPEP
- PCMA CE CIC
- Venue Series - Mississauga, Toronto, Ottawa





2022 Highlights & Initiatives

Successful Sport Tourism events hosted by Mississauga:

- Canadian Indoor Rowing Championship (Feb 2022)
- Ontario Volleyball Championships (April 2022)
- Ontario Parasport Games (May 2022)
- Ontario Summer Games (July 2022)
- Canadian Junior Lawn Bowling Championships (July 2022)
- Kickboxing Provincial Championships (July 2022)
- Spikeball Series Tournament (July 2022)
- Play ON! Canada (August 2022)
- Ultimate Canada National Championships (August 2022)
- CanEast Crossfit Games (September 2022)



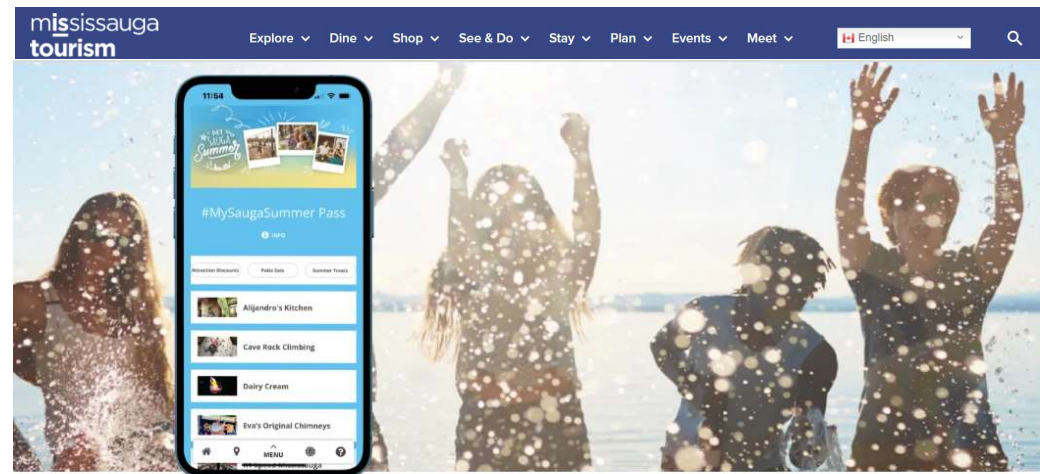
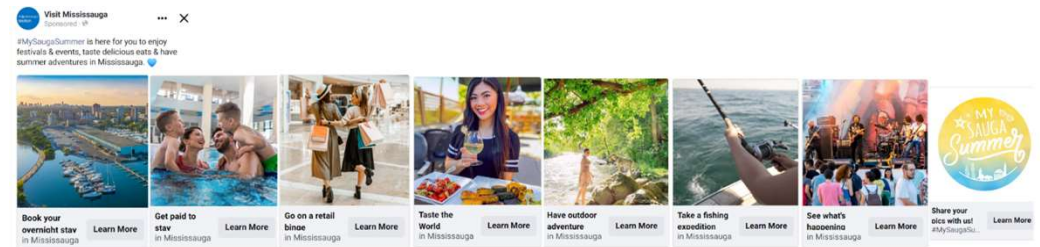
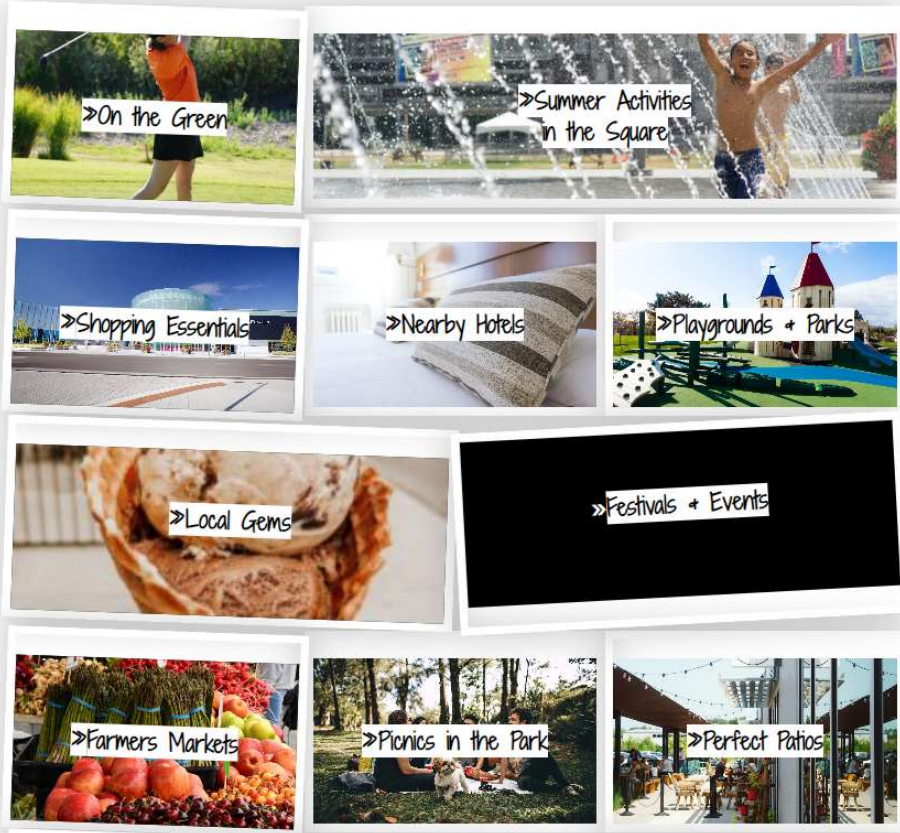
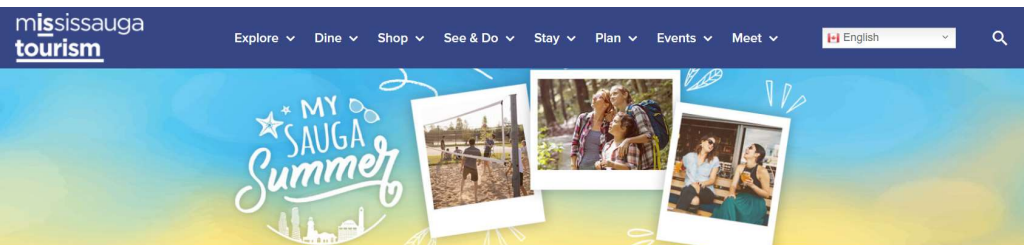


2022 Highlights & Initiatives

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

- Always-On with Expedia
- Partnership with Uber Eats “Taste the World” Billboard
- Hopper partnership with Canada Jetlines
- Summer Campaign of #MySaugaSummer Bandwango Pass
- Continuation of IPTS 2.0 including SQ1 \$20 offer
 - Over 1,100 reservations to date





HELLO SUMMER EXPLORERS

Grab your phone and get ready for some fun, sun and freebies! Tourism Mississauga's new #MySaugaSummer Pass is your ticket to an action-packed summer experiencing the amazing attractions and eats throughout the city.

With your pass, you'll have instant access to exclusive offers from many of Mississauga's most beloved summer hot-spots. From restaurants to retailers, outdoor activities to cool treats, each venue is offering up special discounts just for pass holders so you can save while you explore.

Don't miss out on your chance to make some #MySaugaSummer memories! Like summer, this limited time only-pass will be gone in a flash.

P.S. Snap some photos of your stops, share on social using #MySaugaSummer and tag @VisitMississauga for a chance to be featured.

[Click here to see what's included!](#)



MISSISSAUGA

Don't Let This Deal Fly Away
Save over US\$85 on your hotel and flight to Mississauga

[+ flights](#) [+ hotels](#)

MISSISSAUGA IS CALLING!

From the largest light, sound and multimedia show to holiday shopping and delicious food, visiting Mississauga is a complete experience.

Attraction

Hunt, Mississauga ignites the night with more than 20 million lights!

A CULTURAL HUB

Mississauga is proud to be a multi-ethnic city full of diverse communities, making it one of Ontario's best cultural hubs.

YOUR SMILE IN THE SKY!

Canada Jetlines provides your return by

Expires in 25 days

Canada Jetlines
Get CA\$50 off Jetlines flights
Expires in 25 days

Mississauga
Get \$50 off select hotels in Mississauga
Expires in 25 days

Central Florida
Get \$25 off select hotels in Central Florida

Boston
Get \$25 off select hotels in Boston



illumi

A DAZZLING WORLD OF LIGHTS

THE REVIEWS ARE UNANIMOUS!

★★★★★ Google

"This event is definitely one that you won't want to miss!"
Toronto Star

"illumi will light up your world!"
iDaily

"Out of this world light show!"
City News Toronto

Buy your tickets now!

mississauga tourism NATIONAL BANK

9:42
Monday, July 11

HOPPER now

Still thinking about Toronto?
Check out its neighbor, Mississauga and save US\$85+ if you book a hotel there & fly on Canada Jetlines!

HOPPER now

Ending soon - Book Your YYZ travel!
Check out Toronto's neighbour, Mississauga, and save US\$85+ if you book a hotel there & fly on Canada Jetlines! Deal ends soon!

\$50.00 off hotels in Mississauga

Expires on Jan 1, 2023, 2:00 AM

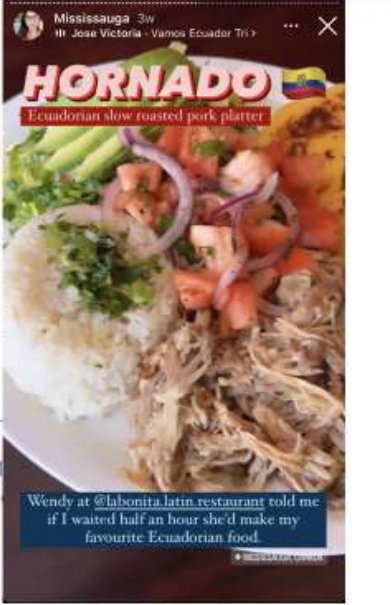
[Explore Hotels](#)

CA\$49.46 off Jetlines flights

Expires on Mar 1, 2023, 3:00 a.m.

[Explore Flights](#)

Home Wallet Deals Friends Hotels



Tourism Mississauga
491 followers

Planning an event or conference? Learn more about hosting in Mississauga!

#VisitMississauga #DiscoverON #EventPlanners #Meetings #Conferences

Meetings & Conference Venues Archives - Mississauga ON Canada
visitmississauga.ca • 1 min read

Katelyn May and 14 others

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visitmississauga
Paramount Fine Foods Centre

Great chat about DMO challenges with our CEO Victoria Clarke, CDME & Laurie Dempste ...see more

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visitmississauga The 2022 #CanEastGames are coming to Mississauga! ... more
September 2

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Great chat about DMO challenges with our CEO Victoria Clarke, CDME & Laurie Dempste ...see more

1 comment • 3 reposts

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Tourism Mississauga reposted this

CrowdRiff
6780 followers

▲ BREAKING: We all miss up! ▲

DMO friends, we know YOU know that. But it's true: we don't always get ...see more

Real Talk: DMO Challenges and the Power of Resiliency

Victoria Clarke, CDME and 21 others

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Great feature by Breakfast Television on Cavalia's Illumi!

#VisitMississauga #DiscoverON #IllumiMississauga

The Illumi light show is finally open in Mississauga
breakfasttelevision.ca

Katelyn May and 18 others

Like Comment Repost Send

runtheworldsummit
Speed & Fire - September

Event Made
SEPTEMBER 24 - MISSISSAUGA

SPEAKER

VICTORIA CLARKE
CEO, TOURISM MISSISSAUGA

BMO Trailblazer and Innovator Award Winner

SQUARE ONE TD NISA HOMES

mississauga tourism

Explore • Dine • Shop • See & Do • Stay • Plan • Events • Meet

Win a \$2500 Holiday Shopping Spree

Enter below for your chance to WIN a \$2500 gift card to Square One and other prizes!

How to Enter

Complete the form below and click submit to be entered in the draw

- Entries must be residents of Canada (incl. Quebec)
- Entries must be at least 18 years of age or age of majority in their province of residence
- Entry deadline: 12:00AM December 10th, 2022

Prizes

Two lucky winners will be randomly selected from all eligible entries

- One (1) grand prize winner will receive a \$2500 gift card to Square One Shopping Centre courtesy of Tourism Mississauga
- One (1) runner-up winner will receive a \$500 gift card to Square One Shopping Centre courtesy of Square One

Entry Form

Fields marked with an * are required

First Name *
Last Name *
Email *

FULL CONTEST DETAILS

SPORT LIVES HERE.

Mississauga is home to a variety of sport events, championship teams, and first class venues. Tourism Mississauga and Paramount Fine Foods Centre are ready to welcome your athletes, and host your next championship or sporting event here in Mississauga.

visitmississauga.ca

mississauga tourism

paramount centre

A Q&A with Katelyn May
Sport Tourism Coordinator for Tourism Mississauga

VENUE HIGHLIGHTS

- 5,000-seat premier sport and entertainment arena
- 22 NHL regulation size rinks
- 1 Olympic-size arena
- 19 18 soccer pitches, 8 with artificial turf
- 2 public 18-hole golf courses

Tell us about your experience in sport events.

Sport is both my passion and my profession—I'm addicted to the adrenalin rush of organizing professional sporting events! I started my career at Maple Leaf Sports and Entertainment and I've worked on the Toronto 2015 Pan Am/Parapan Am Games, the 2017 Invictus Games and the 2018 Pyeongchang Winter Olympics. I'm certified by The Confederation of North, Central America and Caribbean Association Football (CONCACAF) to work international soccer events and in 2020, I joined the Canadian Premier League in Match Operations, travelling coast to coast and help kickstart the Canadian men's professional soccer league. A year into that role, this opportunity with Tourism Mississauga, official DMO for the City of Mississauga, opened up, and I couldn't resist.

What drew you to bring your sports expertise to Tourism Mississauga?

Mississauga is a sports city, and I jumped at the chance to showcase all Mississauga has to offer, from grassroots right up to professional level. Sport lives here—how could it not want to be part of all of that?

What makes Mississauga a premier destination for sports events?

When you fly into Toronto Pearson International Airport, you are actually arriving right in Mississauga. Our premier sporting facility, the Paramount Fine Foods Centre is conveniently located just off two major highways and is a 15-minute drive from the airport.

There is so much for athletes and spectators to do, such as visiting Historic Streetsville, picturesque Port Credit and our bustling downtown core located right at Square One Shopping Centre. Mississauga is also home to over 500 parks and more than 1800 restaurants from 500 different countries—and hosts hundreds of festivals and events year-round, including the new Blues, the bagged lights, sound & multi-media experience in the works. Plus, with 62 hotel properties to support our event organizers, we are a one-stop shop.

Tell us about your vision for Sports Tourism in Mississauga.

I plan for us to lean into our strengths—first-class facilities, great service, operational expertise and a diverse population with a desire to grow sport. I want to see high-profile sporting events and organizations recognize Mississauga as a great place to host their next event.

Let's discuss how Mississauga can take your sport event to the next level!

Katelyn May
Sport Tourism Coordinator,
Tourism Mississauga
Katelyn.May@mississauga.ca
vismississauga.ca

HEBERBERGER | BERKINSON AMERICA'S SPORTS | FALL 2022 | BERKINSON




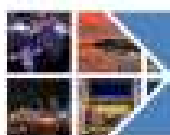


Tourism Marketing - 2023 Summary





2023 Campaigns / Seasonal Priorities

	Campaign Idea	Primary Program	Secondary Program	Partner Support	Additional Support
 Q1 (Jan - Mar)	Family Funfest	Illumi / Attractions	Winter Winfest	Dest. On (Winter)	March Break / Family Day
 Q2 (Apr - June)	Culinary Culture	Eat This City Suresh Doss	UberEats Offer	Dest. ON (S/S)	CTA / GTOC Globe & Mail
 Q3 (Jul - Sep)	Celebrate Summer	"Hot"el Incentive(s)	Festivals / Events (OOM)	Dest. ON (Fall / USA)	Influencers & Editorials
 Q4 (Oct - Dec)	Holiday Invitation	Holiday Shopping	Hopper Incentive	Dest. On (Winter)	VFR Direct Mailer



Thank You

