

## DESTINATION TORONTO MEMBERSHIP

Destination Toronto has introduced a no-fee membership model for Toronto-based tourism businesses, and BIAs are invited to join as Affiliate Members. Membership gives you access to exclusive intel, insights, and networking—and did we mention—it's free! For anyone who hasn't signed up for their 2025 membership yet, we don't want you to miss out!

BIAs are essential to the fabric of Toronto's visitor economy! By completing the form, you'll secure access to:

- Destination Toronto's members-only events
- Business intelligence dashboards on visitor activity (see image below) and reports like the Confidential Convention List – [here's an example with a snapshot of the upcoming summer activity](#)
- Advertising and promotional opportunities
- Collaboration opportunities across the sector
- A direct connection to the heart of Toronto's tourism strategy

It only takes a few minutes. Log in to your account through the [Member Portal](#) and complete the application. If you have any issues accessing your account or finding the form, contact us at [community@destinationtoronto.com](mailto:community@destinationtoronto.com). Please complete your 2025 membership form as soon as possible to ensure your access to our Annual General Meeting on June 10th.

## MARKETING PLAYBOOK

As part of Toronto's tourism and hospitality community, you can also promote your business and districts through Destination Toronto's digital marketing channels and media teams—learn how by using the [Marketing Playbook](#).

## MESSAGING FOR AMPLIFICATION

As discussed, we invite you to help amplify the news about Destination Toronto's updated membership model. Below is suggested messaging to share across your channels. Our team is also happy to attend any upcoming meetings to provide a deeper overview of the program and its benefits.

Join Destination Toronto's Free Membership!

To help more organizations tap into the power of the visitor economy, Destination Toronto has introduced a no-fee membership model for Toronto-based tourism businesses—like hotels, attractions, festivals, restaurants & bars, retail stores, tour companies, and venues.

The new membership program is designed to be barrier-free, inclusive, and a more authentic reflection of the city's diverse tourism community. Membership includes a business listing, access to networking events, business intelligence, marketing and referral opportunities, and governance participation.

Learn more about the benefits and how to join at [DestinationToronto.com](https://DestinationToronto.com). Or reach out to [community@destinationtoronto.com](mailto:community@destinationtoronto.com) to discuss how you can benefit from the Visitor Economy.