

DESTINATION
TORONTO

2025 MEMBERSHIP MODEL

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**PROUD
MEMBER**

2025

DestinationToronto.com

2025 MEMBERSHIP MODEL



EASY



Simple annual opt-in.

NO FEE



Membership for Toronto-based businesses is free!

INCLUSIVE



All types of tourism businesses welcome.

MEMBERS-ONLY BENEFITS

VISIBILITY



Business listing, advertising,
co-op investment initiatives, referrals

CONNECTIONS



Member-only events, direct
business networking.

SUPPORT



Business Intelligence reports,
strategic growth tools.

GOVERNANCE



Governance opportunities and
voting rights for Toronto businesses

TYPES OF MEMBERSHIP

BUSINESS MEMBERSHIP (NO FEE)

Free for tourism businesses based in Toronto or those serving visitors while they're in Toronto.

Full access to membership benefits.

Includes voting rights and governance opportunities.

BUSINESS MEMBERSHIP - OUTSIDE TORONTO (\$599 FEE)

For consumer-facing businesses outside the City of Toronto but within a 150KM radius.

Includes marketing & networking opportunities.

✗ No voting rights or governance opportunities.

✗ Not open to hotels or venues.

AFFILIATE MEMBERSHIP (NO FEE)

For BIAs, tourism or business associations, universities and colleges and municipalities.

Benefits include industry networking and partnership opportunities.

Includes voting rights and governance opportunities.

✗ Not consumer-facing; no business listing or referrals.

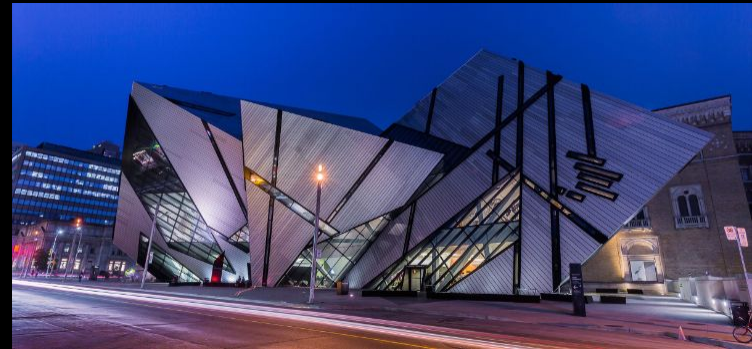
A composite image featuring a view of the Toronto skyline from a park. In the foreground, a person is seen from behind, sitting on a wooden bench. The middle ground is filled with lush green trees and a grassy field. In the background, the city skyline is visible under a blue sky with scattered white clouds. The CN Tower is a prominent feature on the left side of the skyline. A large black rectangular box with a red triangle at its bottom right corner is overlaid on the left side of the image, containing the text.

SHAPING TORONTO'S FUTURE TOGETHER

BUILDING ON SUCCESS, PLANNING FOR THE FUTURE

- Nearly \$9 billion in visitor spending in 2024.
- Creating a 10-year strategic roadmap for sustainable growth.

What is our collective vision for Toronto as a premier global destination?



WHAT THE DESTINATION MASTER PLAN WILL DO

- Reflect evolving traveller motivations, trends and greatest visitor market opportunities.
- Identify infrastructure improvements & new visitor experiences.
- Pinpoint opportunities for policy and system development to support growth.
- Drive local economic growth & spread benefits across Toronto.
- Focus on implementation from the start.



AN INCLUSIVE AND COLLABORATIVE JOURNEY

- Built with broad consultation, within tourism and beyond.
- Steering Committee of key industry representatives.
- Resonance Consultancy: global experts in destination development.

Timeline: Spring 2025 - Late 2025



BE PART OF SHAPING TORONTO'S FUTURE

- Opportunities for participation and input this spring.
- Your insights are invaluable.
- Together, we can grow the visitor economy and ensure Toronto's long-term competitiveness.

FOCUS GROUP CATEGORIES

- Accommodations
- Annual Events
- Arts & Culture
- Attractions & Experiences
- Business Events
- Community & Placemaking
- Government & Policy
- Investment & Development
- Mobility
- Retail & Restaurants
- Sports & Entertainment
- Travel Trade
- Workforce Development



Contact

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