

# Toronto Neighbourhood Guide

**The Project:** Pilot project with Visitor Economy Office & TABIA to launch a Toronto Neighbourhood Guide to promote awareness of Toronto's diverse neighbourhoods for **both** locals and visitors.

**The Guide:** A 26 page pocket friendly guide featuring 10 BIAs across Toronto

**Theme:** 24 Hours In "Neighbourhood"

## Distribution Channels:

1. City of Toronto INFOTOGO Booth
  - Mobile trailer pop-up with ambassadors at Nathan Phillips Square (all-season, 7 days a week)
  - FIFA Fan Zones (Fort York & David Peacut Square)
2. TABIA Love Local Booth at Billy Bishop Airport
  - (2.8 million yearly passengers)

**Launch:** June 2026



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## 24HRS IN TORONTO

A sneak peek into what the city has to offer from sunrise to sunset

PLAN  
YOUR TRIP  
24HRSTORONTO.CA



## Get to know Toronto in under 24hrs

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YOUR TRIP  
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A sneak peek into what the city has to offer from sunrise to sunset

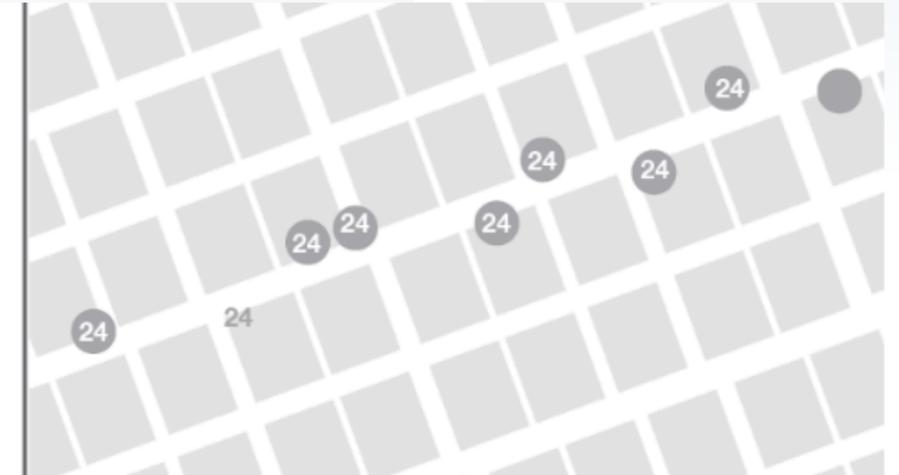
PLAN  
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# Toronto Neighbourhood Guide

## Content:

- 2 page centre-fold feature
- BIA & Neighbourhood Intro
- BIA Map
- 9 x Business Features (Morning, Afternoon, Night)
- BIA Logo & Socials



## 24Hr Queen West

We have gathered the freshest spots in Toronto to visit from sunrise to sunset & even after hours!



### Morning

#### 1 Queen West

Known for its artistic and entertainment scene this place is always buzzing with great shows, must see trends, and spots full of history and stories to be discovered  
1234 Queen St W | @Milou.Restaurant

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### Afternoon

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### Night

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**Costs:** Finalizing printing, shipping and creative costs estimated at \$800 per BIA

## **Next Steps:**

If you are interested please email **Simon Wong** at [simon.wong@queenstreetwest.ca](mailto:simon.wong@queenstreetwest.ca) by **March 31<sup>st</sup>, 2026**.

**Note:** As we have limited spots, each BIA will be evaluated based on their own merits while taking into consideration fair geographic representation of Toronto.

## **Rough Timeline:**

Week of April 1<sup>st</sup> – BIA Confirmations

April 20<sup>th</sup>– Information Submission Deadline

May 1<sup>st</sup>– Creative Review & Feedback

May 15<sup>th</sup>– Printing

June 1<sup>st</sup>– In Market