

DESTINATION MARKHAM

A BETTER WAY OF LIVING

FEBRUARY 11, 2019





VISION

Markham will be among the top places in Canada to live, work, play and do business. Markham will be regarded as a highly desirable, welcoming place with distinctive, high quality attractions and exceptional amenities for residents, visitors, talent and business. Together with its stakeholders and the community, Markham will co-create and promote distinctive experiences for residents and visitors; and grow opportunities for businesses and talent to thrive in the 21st century.

THE PURPOSE OF THE DESTINATION MARKHAM STRATEGY IS AS FOLLOWS:

- To promote greater knowledge, communication and awareness of Markham as a preferred place to live, visit, work and do business
- To articulate and leverage opportunities for collaborative destination-focused communications and integrated branding
- To identify Markham's value proposition for each of the strategy's target audiences: residents, visitors, talent, businesses
- To identify and leverage city strengths and points of distinction and inspire active participation and engagement from residents, visitors, workforce and business
- To better align and leverage destination attraction efforts and resources within the organization and externally with stakeholder organizations

PERCEPTION AND REALITY

- Markham is well-known as a place to do business but perception as a place for culture and activities, lifestyle and quality experiences needs strengthening.
- Markham does not have large-scale tourist attractions and therefore needs to be proactive and strategic in distinguishing and promoting itself as a community with things to do and see and quality experiences to be had.

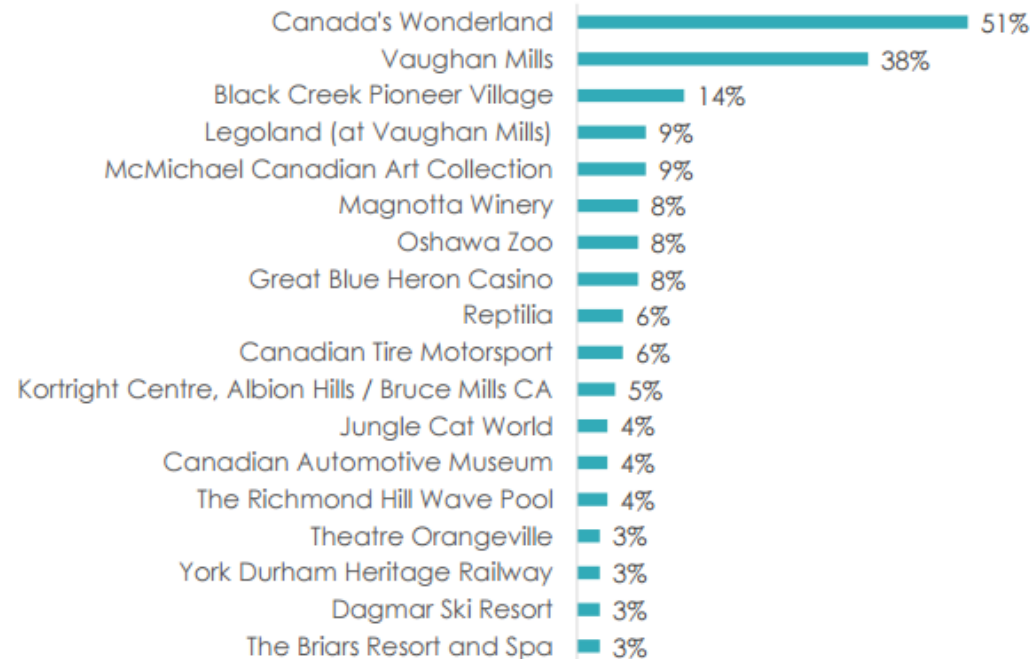
MARKET REALITIES

Attractions Visited in Past 12 Months

Among Recent Visitors, **Canada's Wonderland** and **Vaughan Mills** were the most common attractions visited.

% of Recent Visitors Who Visited Attraction in Past 12 Months – Top Mentions*

Base: Recent Visitors (n=302)



*Top mentions – mentioned by at least 3% of Recent Visitors
Q14a. Which of the following attractions, if any, have you visited in the past 12 months?

Source: Central Counties Tourism, Strategic Navigator Audience Research Findings, July 28, 2017

MARKHAM HOTEL BUSINESS

- Many of the hoteliers indicated that on average, 70% of their room stays are attributed to the corporate clientele who are located in Markham
- The remaining 30% of room stays was attributed to leisure and sports related activities (i.e. local sports tournaments, large events and attractions occurring in neighbouring municipalities in Toronto, Richmond Hill and Vaughan)
- Most hoteliers indicated they currently experience an acceptable level of occupancy (i.e. 70 – 85%) during the months of April through November
- The remaining months are deemed the “low demand period” and as such, the average daily room prices are adjusted to accommodate the less demand period

Source: City of Markham Hotelier Stakeholder Consultations, MAT, March/April 2018

TARGET AUDIENCES ARE LINKED

- Amenities and experiences sought by visitors are also highly valued by residents
- When residents act as guides to their visitors, they also act as ambassadors for Markham
- A community's amenities and unique experiences are not only valued by residents and visitors, they are increasingly valued by Talent
- More than ever, Business follows Talent. Particularly in Tech and other KBIs
- If Markham is to remain a competitive location for business, our ability to attract talent will continue to be a growing priority
- Creating a preferred place for talent positions us well to attract more companies

VALUE PROPOSITION STATEMENTS

Visitors:

The world's best, at your doorstep. Uniquely diverse and vibrant arts and cultural programming; exceptional Asian cuisine; best of class athletes and sports; Rouge national urban park.

Talent:

Quality, Innovation Community in the centre of the GTA: top-rated schools and amenities; great neighbourhoods; open spaces and natural experiences; rich ecosystem of Tech companies; easy access to urban culinary, cultural experiences.

Residents:

A caring community with an enviable quality of life: All of the best you can provide to your family and kids; welcoming, safe city; quality programs, services, public spaces and places.

Business:

Business-Friendly, "make it happen", culture of Innovation: Strong Tech Cluster focused on Enterprise Solutions; Educated, Diverse Talent; Low Taxes; embedded in GTA ecosystem; Proximity to Markets.

HOW WILL WE ACHIEVE DESTINATION MARKHAM OUTCOMES?

Strategic Priorities:

1. Establish Destination Marketing Municipal Corporation
2. Enhance digital presence
3. Align and integrate consistent communication
4. Establish a Destination Markham Influencers Group (DMIG)
5. Leverage Existing Communications Tools and Databases
6. Undertake a City-led Branding Strategy for Markham
7. Create 'Destination Advocate' role in City Building
8. Link infrastructure investments with Markham attractions
9. Incorporate talent attraction in Markham's next Economic Strategy (2020-2021)

QUESTIONS
