



Destination! 
Markham

2021

ANNUAL REPORT



The Destination Markham Corporation (DMC) is an arms length municipal corporation launched in April 2020 as the destination management organization (DMO) for the City of Markham.

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GOVERNANCE & OPERATION

The corporation is governed by Board of Directors:

Mayor Frank Scarpitti

David Miller, Chair of the Board

Aarti Patel, Treasurer

Finance Director of Global Programs & Marketing,
Four Seasons Hotels and Resorts

Chuck Thibeault

Executive Director, Central Counties Tourism
(RTO6)

**Councillor Amanda Collucci
(Ward 6)**

**Councillor Andrew Keyes
(Ward 5)**

**Councillor Khalid Usman
(Ward 7)**

Vice-Chair, Economic Development and
Culture Committee

Herman Grad

Principal and operator, Hilton Suites Toronto
Markham

Hiren Prabhakar

General Manager, Toronto Marriott Markham

Kate Seaver

Principal and operator, Kate's Garden

Shafiq Jiwani, Secretary

Entrepreneur, executive, and an IT professional.

Susan Mandryk

Senior Vice President of Marketing, MOVATI Athletic

2021 Team:

Eric Lariviere, City Lead

Monica Pain, Coordinator

Lia Baird, Stakeholder Relations Lead

Sarah Osmond, Marketing Assistant

Gary Wu, Database Administrator

Markham Safe Ambassadors:

Ada Tam

Arpi Akelian

Celeste Sy

Kenneth Chin

Marketing Agency:

Kayla van Zon

Interkom

Destination
Markham

Destination! 
Markham

2021 KEY ACCOMPLISHMENTS

THE DMC 2021 BUSINESS PLAN LAID OUT THE FOLLOWING PRIORITIES:

1. Governance, Strategic Leadership, Operation & Capacity Building

Goal: To create an inspiring vision and strategic plan and sustain business levels.

2. COVID-19 Business Support

Goal: To prioritize support for hotels, restaurants, and the tourism industry small businesses, and sustain efforts to address the impacts of the pandemic.

3. Product & Experience Development

Goal: To encourage the development of destination products and experiences through direct support and partnerships with key stakeholders.

4. Marketing and Communications

Goal: To continue building a highly effective destination marketing program.

5. Industry & Stakeholder Relations/Outreach, and Sustainability

Goal: To build DMC's industry profile as Markham's leading destination organization and primary resource.

DMC 2021 KEY ACCOMPLISHMENTS

Business Support: Programs and Consumer Confidence

- Boosted the number of businesses adopting the P.O.S.T – “People Outside Safely Together” Promise from 55 in 2020 to a total of 615 by the end of 2021.



- Significantly increased the number of businesses completing the Safe Travels Stamp program – 390 new Businesses joined in 2021, for a total of 402 businesses (12 joined in 2020). The Safe Travels Stamp allows travelers and other

Travel & Tourism stakeholders to recognize destination authorities and companies around the world that have implemented health and hygiene protocols that are aligned with World Travels & Tourism Council’s (WTTC) Global Safe Travels Protocols. Markham championed Ontario with the highest number of Safe Travels Stamps in the Province.

- Partnered with the City of Markham to endorse the Digital Main Street ShopHERE program.
- Promoted partnerships between the City of Markham and Ritual/Doordash, and Skip the Dishes

to stimulate orders from local restaurants and to encourage residents to shop local.

- Partnered with Central Counties Tourism to provide Markham Businesses with a PPE reimbursement program.
- Partnered with Markham Small Business Centre and Markham Board of Trade to present a comprehensive business support workshop series.
- Partnered with General Assembly and The Social Place to provide Social Media and Digital Marketing training.

DMC 2021 KEY ACCOMPLISHMENTS

Business Support: Programs and Consumer Confidence

- Partnered with the Association of Chinese Canadian Entrepreneurs to co-promote social media and digital marketing workshops in Mandarin.
- Partnered with Tourism Vaughan, TIAO and the World Travel and Tourism Council to provide an informative session on the POST Promise and the Safe Travel Stamp.
- Partnered with Culinary Ontario to participate in the Great Taste of Ontario Roadtrip.
- Partnered with the BIA's and Downtown Markham to deliver business support and marketing to their Member businesses.
- Partnered with 9 Markham Hotels, The Concierge Club, and Markham Fairgrounds for the "Together Apart Cirque" destination event and the "Be Our Guest" summer campaign.
- DMC was a finalist for the TIAO Resiliency Award for Sustainability.
- DMC was awarded a My Main Street Grant Local Business Accelerator grant, a program in support of the revitalization of main street communities by providing a dedicated My Main Street Ambassador, customized marketing research and data analysis, and non-repayable

funding contributions for small businesses. DMC's project seeks to develop a successful business support model that can be replicated in different parts of the City, working with a business node including First Markham Centre, First Markham Place, and the surrounding business area.

BUSINESS RECOVERY & SUPPORT

Partnerships

- Partnered with the City of Markham to endorse the Digital Main Street ShopHERE program.
- Promoted partnerships between the City of Markham and Ritual/Doordash, and Skip the Dishes to stimulate orders from local restaurants and to encourage residents to shop local.
- Partnered with Central Counties Tourism to provide Markham Businesses with a PPE reimbursement program.
- Partnered with Markham Small Business Centre and Markham Board of Trade to present a comprehensive business support workshop series.
- Partnered with General Assembly and The Social Place to provide Social Media and Digital Marketing training.
- Partnered with the Association of Chinese Canadian Entrepreneurs to co-promote social media and digital marketing workshops in Mandarin.
- Partnered with Tourism Vaughan, TIAO and the World Travel and Tourism Council to provide an informative session on the POST Promise and Safe Travel Stamp.
- Partnered with Culinary Ontario to participate in the Great Taste of Ontario Roadtrip.
- Partnered with the BIA's and downtown Markham to deliver business support and marketing to their Member businesses.

2021 ACCOMPLISHMENTS

Database

- Selected and implemented a Customer Relationship Management platform (iDSS)
- Created databases for: B2B, B2C, Markham Business Information, Event Spaces, Hotels

Ambassadors

- Received the Main Street Grant from My Main Street with our focus being on First Markham Centre, and the surrounding business area
- Created connections with multiple business clusters, including FMP, PM, and others
- Grew Post Promise businesses from 55 in 2020 to a total of 615 by the end of 2021
- Safe Travels – 390 new Businesses joined in 2021, for a total of 402 businesses (12 joined in 2020)

Awards

- Finalist for the TIAO Resiliency Award for Sustainability

PRODUCT AND EXPERIENCE DEVELOPMENT

DMC Partnership Support Program and DMC Conference, Meetings, and Events Support Program

DMC developed and launched its first partnership program to provide support to tourism and destination organizations who are working through the pandemic to keep their business open and facilitating projects for the recovery and revitalization of the visitor economy in Markham. Two intakes took place in April and September 2021 for a total of 10 projects awarded. Some of the projects were not completed or postpone to 2022, due to the pandemic restrictions.

Organization/Business Name	Project Type	Project Title
Astro Zodiac Enterprise Ltd	Family Event	Dino Holiday
Flato Markham Theatre	Experience Development	Pop-up Experience
Markham Jazz Festival	Experience Development	Rooftop Garden Concert
Kindred Spirit Orchestra	Cultural Series	2021-2022 Concert Series
Markham Arts council	Hospitality Concert Series	Artists in restaurants
Markham Village BIA	Marketing Initiative	Farmer's Market Contest
Markham Village BIA	Marketing Initiative	Festival of Lights& Holiday
Unionville BIA	Marketing Initiative	Unionville Market
The Concierge Club	Destination Event	Together Apart Cirque
The Duchess	Experience Development	Winter Heated Patio

DMC developed its first Major Conferences, Meetings and Events (CME) Support Program to provide support to large scale events that have a positive impact on the economic tourism sector in Markham. The event must attract a minimum of 250 delegates and/ or a minimum of 100 contracted room night bookings.

ECONOMIC RECOVERY SUPPORT

2021 Industry Workshops

Destination Markham developed and delivered a series of 11 workshops to support business recovery, help small business to enhance their digital presence and pivot to digital marketing, and boost consumer confidence. Over 450 tourism and hospitality owners, operators, and professionals attended the various workshops.

February 3, 2021

Building Consumer Confidence with POST Promise and Safe Travels

in partnership with Tourism Vaughan, with Laura Hearn, President & Executive Director of POST Promise and Beth Potter, President and CEO of Tourism Industry Association of Ontario (TIAO)

February 8, 2021

How to Build an Instagram & Facebook Strategy That Converts: Strategy & Content Creation

with Lindsay Sganga, The Social Place

February 22, 2021

How to Build an Instagram & Facebook Strategy That Converts: Grow and Maintain a Digital Community

with Lindsay Sganga, The Social Place

February 23, 2021

Social Media Strategy Mapping / 社交媒体策略映射

presented in Mandarin, with Lexie Lou from General Assembly'

March 8, 2021

Building Brand Awareness with Google Part 1: SEO Training for Beginners

with General Assembly

March 22, 2021

Building Brand Awareness with Google Part 2: Introduction to Google Ads with General Assembly

April 6, 2021

Introduction to Selling on Social Media

with Keith Tomasek

April 20, 2021

Beyond the Boost: Part 1 with Keith Tomasek

April 27, 2021

Beyond the Boost: Part 2 with Keith Tomasek

July 21, 2021

Roadmap to Reopening with Workplace Safety and Prevention Services

October 7, 2021

Roadmap to Reopening with Workplace Safety and Prevention Services, Ministry of Labour & WSIB

DESTINATION MARKHAM BRAND

Supporting Businesses and guiding Consumers Confidence through major marketing initiatives:



2021 BUSINESS SUPPORT MARKETING PROGRAM

The Destination Markham Marketing Team executed the approved marketing and communications strategy, which included three main goals:

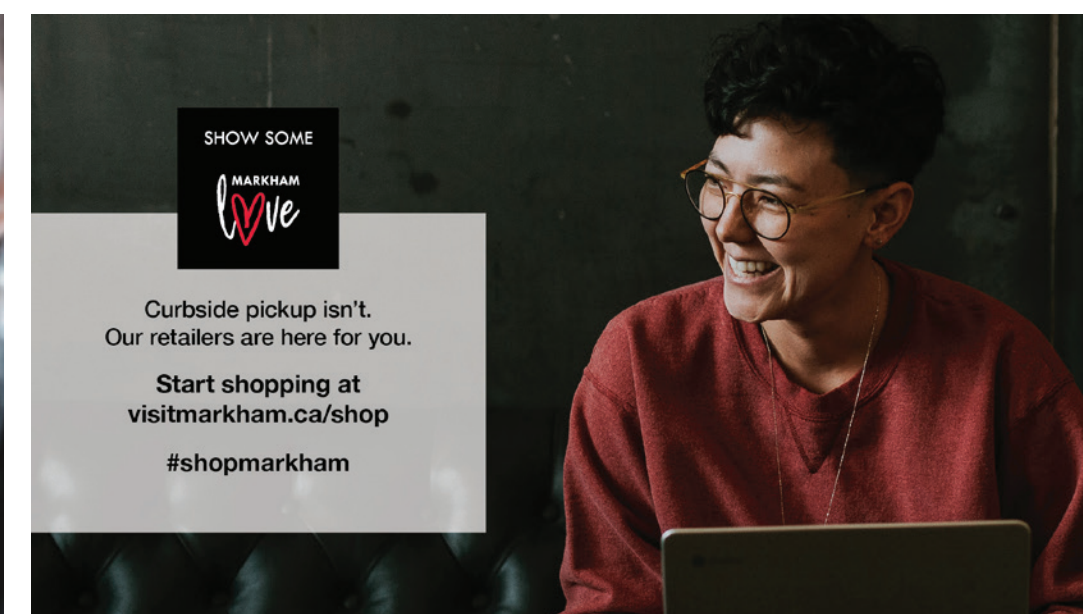
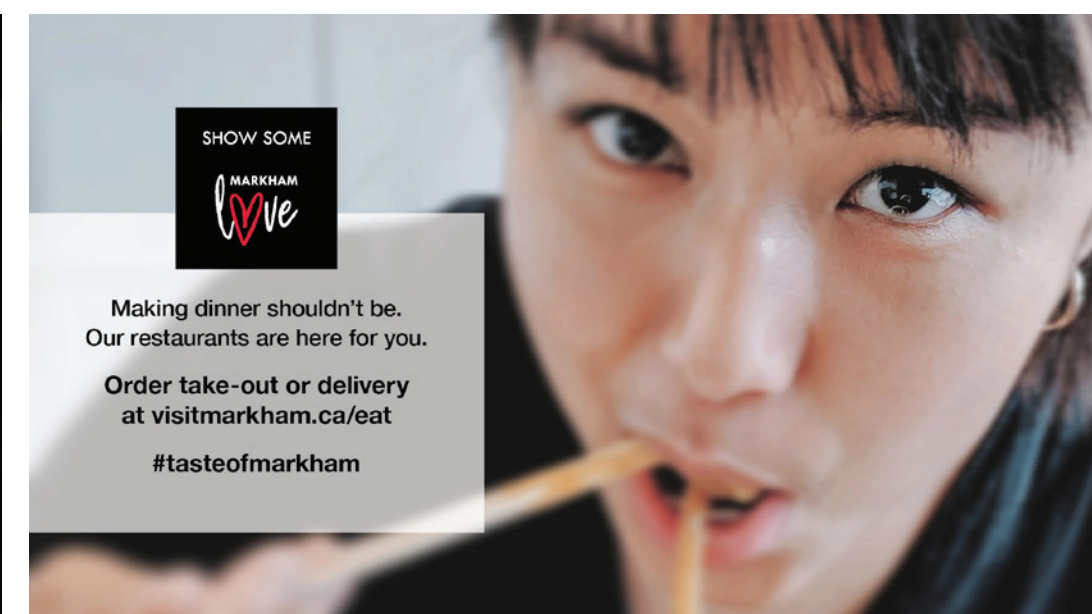
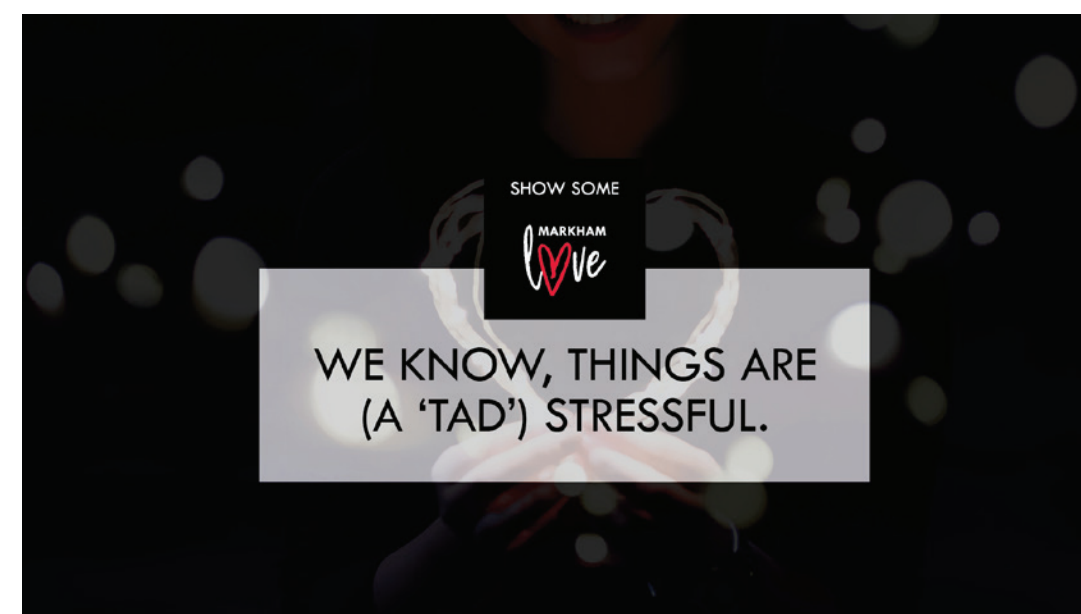
1. To engage tourism, hospitality, and attraction businesses in promoting safe recovery and re-opening.
2. To re-establish consumer confidence in existing markets.
3. To expand in new markets and increase the reach.

DMC BRANDING, MARKETING, AND KEY INITIATIVES

2021 Marketing Campaigns:

- **January to March 2021:** Show Some Markham Love Campaign; Take Out To Help Out Campaign
- **February 2021:** Welcome to the Neighborhood Campaign - highlighting 12 Markham Neighborhoods in 2021
- **March 2021 to August 2021:** Staycation In Markham Campaign - Contests with Markham Hotels
- **March 2021 to December 2021:** #MyMarkham Pass Savings Pass Campaign
- **June to October 2021:** Be Our Guest Campaign (Together Apart, DMC Cash Cards) - Stay, Play, Eat, Golf, Explore
- **September to October 2021:** Fall in Love with Markham Fall Campaign
- **November to December 2021:** Warm Up This Winter in Markham Campaign - Winter #MyMarkham Savings Pass, Shop Local

MARKETING CAMPAIGN CREATIVE



DISCOVER ALL THAT MARKHAM HAS TO OFFER WITH YOUR #MYMARKHAM PASS

CHECK-IN TO WIN ONE OF 10 \$100 GIFT CARDS!

Destination Markham

f @visitmarkham
@ @visitmarkham

visitmarkham.ca/save

WARM-UP THIS Winter IN MARKHAM

新季节, 新证照, 新折扣

#MyMarkhamPass

Markham Savings Pass

Destination Markham

Safe travels

EAT local #tasteofmarkham

MARKHAM, WE NEED YOU. visitmarkham.ca

SHOW SOME MARKHAM Love #shoplocal

Destination Markham

f @visitmarkham
@ @visitmarkham

Destination Markham

#GetOutside #MarkhamStrong #TakeOutToHelpOut

We are Markham. In this together.

f @visitmarkham
@ @visitmarkham

DISCOVER ALL THAT MARKHAM HAS TO OFFER WITH YOUR #MYMARKHAM PASS

As you explore, take this Markham Savings Pass with you to enjoy discounts at hotels, restaurants, attractions, retailers, spas, and more.

CHECK-IN TO WIN ONE OF 10 \$100 GIFT CARDS!

Destination Markham

f @visitmarkham @ @visitmarkham

visitmarkham.ca/save

Destination Markham

Be our guest!

1 Stay at a participating Markham hotel & receive a great staycation package

2 Show your #TogetherApart event ticket

3 Receive a \$50 prepaid DMC Visa

visitmarkham.ca/beourquest

TOGETHER APART PROMO CODE VALID UNTIL JULY 31, 2021

SAVE 20% USE PROMO CODE CIRQUE20

togetherapartcirque.com

BE OUR GUEST hike

Destination Markham

Learn more at visitmarkham.ca/beourquest

f @visitmarkham @ @visitmarkham

Destination Markham

Discover Markham your way this summer

Explore Canada's most diverse community! Full of rich history, world-class global cuisine, shopping, attractions and outdoor destinations. Your summer staycation awaits.

Tag your Markham Experience with #visitmarkham

visitmarkham.ca

f @visitmarkham @ @visitmarkham
T: 905-475-DMCI (3621)
E: info@visitmarkham.ca

CENTRAL COUNTIES TOURISM

Safe travels

tiao

Destination Markham visitmarkham.ca

EAT Indulge in Markham's Global Cuisine. There is something for everyone with Markham's selection of authentic cuisines and restaurants. From summer patios to fine dining experiences, uncover the unique local culinary options at visitmarkham.ca/eat

STAY Be our guest knowing safety is top of mind! Stay safe in style at one of our 15 Safe Travels Stamp hotels. Enjoy the unique amenities and experiences each location has to offer. Find your staycation package at visitmarkham.ca/stay

PLAY Explore all that Markham has to offer! Discover our golf courses, parks, trails, shops and attractions for all ages. Choose your adventure at visitmarkham.ca/thingstodo

SAVE Use the #MyMarkham Pass and Save. As you explore, take #MyMarkham Savings Pass with you on your phone to enjoy discounts at hotels, restaurants, attractions, retailers, spas, and more! Get your pass at visitmarkham.ca/save



Destination Markham



Destination Markham Corporation's (DMC) purpose is to promote Markham as a remarkable destination for residents and visitors, including tourists, sport and festival attendees, meeting and conference delegates, and business travelers.

For Residents & Visitors

- Support local business by exploring what Markham has to offer at visitmarkham.ca
- Safely plan future weekend staycations at our local Markham hotels
- Connect on Social Media and explore Markham's great tourism and culinary destinations

For Businesses

- Apply to the DMC Partnership Support Program
- Get your Business Safe Travels certified
- Receive free exposure through DMC's robust Marketing Program
- List your business for free on the Destination Markham Website
- Download DMC's Business Toolkit to learn what government supports are available

Connect with DMC

✉ info@visitmarkham.ca visitmarkham.ca [f @visitmarkham](https://facebook.com/visitmarkham) [@visitmarkham](https://instagram.com/visitmarkham) [@visitmarkhamca](https://twitter.com/visitmarkham)

TAKE-UT
TO *help* OUT

#tasteofmarkham



MARKHAM,
WE NEED
YOU.

We're weathering this storm together,
but none of us can do it alone.

Order take-out or delivery from a Markham business today.

Get hungry at visitmarkham.ca/eat

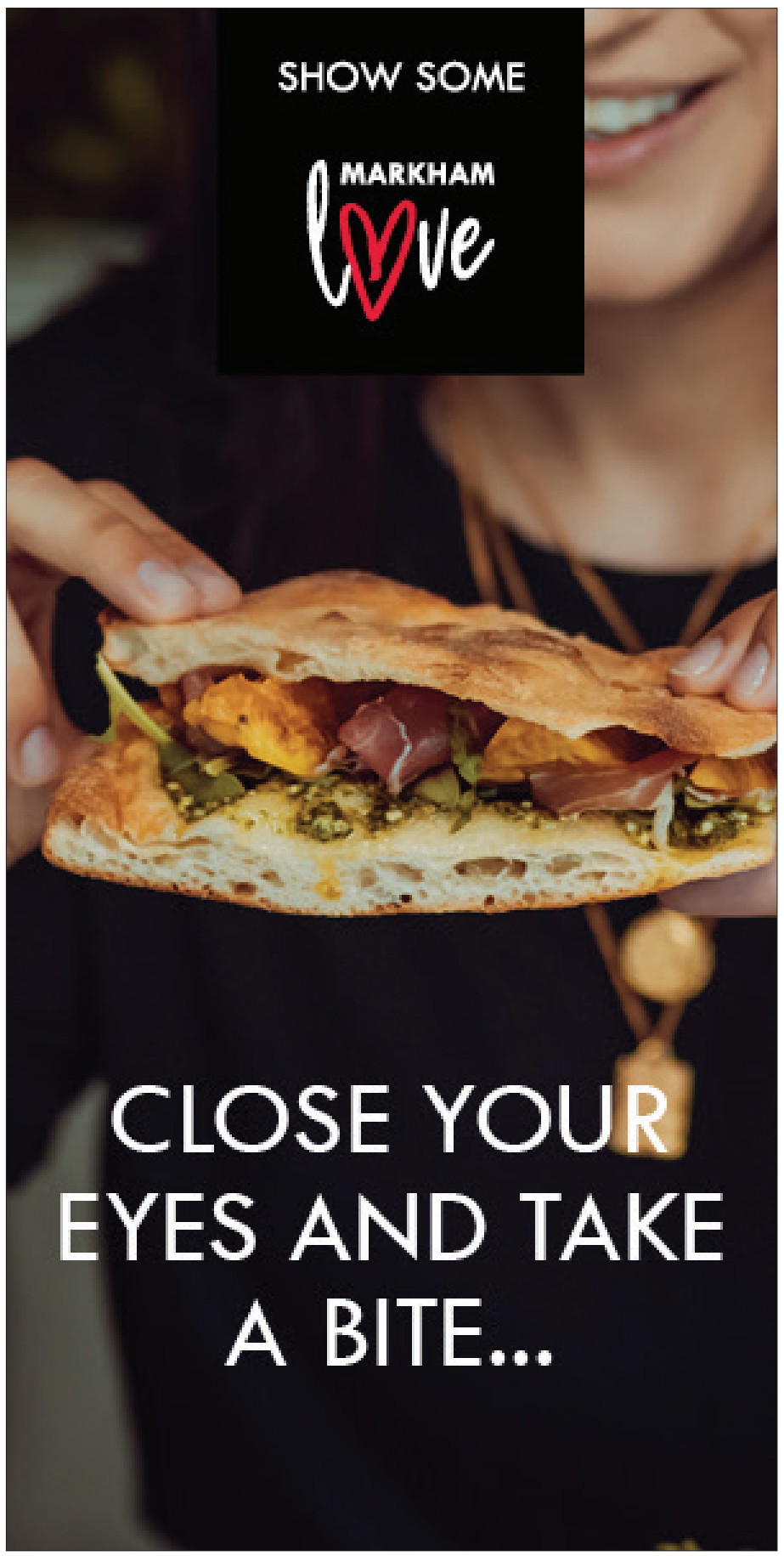
Destination Markham

[f @visitmarkham](https://facebook.com/visitmarkham) [@visitmarkham](https://instagram.com/visitmarkham)


 

SHOW SOME

MARKHAM
love



CLOSE YOUR
EYES AND TAKE
A BITE...

TAKE-UT
TO *help* OUT

#tasteofmarkham

...supporting local
tastes pretty great,
doesn't it?

Show some
Markham love at
visitmarkham.ca/eat

Destination Markham

[f @visitmarkham](https://facebook.com/visitmarkham) [@visitmarkham](https://instagram.com/visitmarkham)

#tasteofmarkham

Anytime between August 13–October 11, 2021

Book at a participating Markham Hotel | Get a \$50 DMC Cash Card (Prepaid Visa)
Download your #MyMarkhamPass and start exploring!

eat • stay • shop • experience

Learn more at visitmarkham.ca/beourguest [f @visitmarkham](https://facebook.com/visitmarkham) [@visitmarkham](https://instagram.com/visitmarkham)

BE OUR GUEST



Destination Markham

FALL IN *love* WITH **MARKHAM**

#MyMarkhamPass

NEW SEASON, NEW PASS & NEW DEALS!

Destination Markham

[f @visitmarkham](https://facebook.com/visitmarkham) [@visitmarkham](https://instagram.com/visitmarkham)

visitmarkham.ca/save




Destination Markham

#TakeOutToHelpOut

Markham.
Eat local at home.



2021 BUSINESS SUPPORT MARKETING PROGRAM

Marketing Highlights:

- Interviewed all 16 hotel operators in Markham, and created Staycations giveaways in Markham promoted on Social Media and digital advertising
- Curated and shared meaningful content from local businesses in Markham
- Advertising placements in the Globe & Mail, Toronto Star, York Region Metroland Papers, Ethnic Media such as Sing Tao and Ming Pao
- Radio campaigns with 105.9 The Region, Sing Tao Radio and Fairchild Radio
- Digital advertising campaigns with Toronto Star, Globe & Mail, York Region.com, Sing Tao, Ming Pao, CCUE and the Google Advertising Network
- Social marketing campaigns targeting Markham residents on WeChat, Instagram, Facebook and LinkedIn
- Created and grew the Markham Savings Pass to 107 businesses by the end of 2021 with 4,088 pass downloads

2021 BUSINESS SUPPORT MARKETING PROGRAM

Marketing Highlights:

- Created and shared over 50 blogs featuring hundreds of Markham business
- Launched business features across Social Media to better promote hotels, restaurants and other small businesses, increase engagement with the local community and further increase consumer confidence
- Partnered with a variety of Social Media influences to highlight Markham hidden culinary gems
- Positioned #DiscoverMarkham stand alone business features on retail, restaurants for social media, highlighting business' unique characteristics and strengths
- Promoted Biweekly #shop local social media campaigns across specific weekly themes (i.e.: clothing, home décor, takeout) to promote multiple businesses in Markham
- Promoted #WorkfromHome Feature published to highlighted alternative work from home arrangements, promoting Markham hotel partners
- Developed "Explore Markham" content to inspire Markham residents and visitors to get out and explore Markham

2021 BUSINESS SUPPORT MARKETING PROGRAM

Marketing Highlights:

- Created #GolfinMarkham drone and interview videos featuring our world-class golf courses in Markham, done by a Golf in Ontario influencer
- Themed itineraries focusing on regional culinary cuisine to better promote Markham's diversity
- Digital Marketing: Expanding the reach of DMC through targeted digital marketing campaigns both in English, Cantonese and Mandarin through paid social media and digital ads on the Toronto Star, Globe and Mail, YorkRegion.com, Ming Pao, Sing Tao, WeChat and the Google Advertising network, to name just a few
- New to DMC Marketing Tool Box: CrowdRiff: this innovative digital platform offers visual storytelling solutions for destination marketers. Over 109,000 images have been added to the DMC CrowdRiff account, all provided by visitors and residents of Markham.
- DMC Website: Added an Events Calendar to showcase what's happening in Markham.

2021 BUSINESS SUPPORT MARKETING PROGRAM

Additional Marketing Business Support:

- Over 750 Markham Businesses were profiled and promoted on DMC's Social Media channels (Twitter, Facebook, Instagram & LinkedIn) and in Visit Markham Itineraries and Blogs
- 25 Markham Social Media influencers were engaged to profile local Markham spots to their over 200,000 followers
- Over 50 blogs written and published on the Visit Markham website and shared through DMC's marketing efforts
- All 16 Markham Hotel properties reflected on the DMC website with their own profile and unique pages
- Developed a Markham Business Toolkit to educate the business community on what grants and supports are available during the pandemic (now available in English, Cantonese, and Mandarin)

2021 MARKETING METRICS



Twitter

Over
812
pieces of content shared

185,903
impressions

4,716
engagements

219
followers



Instagram

Over
1,403
pieces of content shared

2,794,452
impressions

58,042
engagements

4,667
followers

The Hashtags **#VisitMarkham**,
#MarkhamSafe and **#Shoplocal**
15,000
times on Instagram.



Facebook

Over
1,512
pieces of content shared

3,342,671
impressions

123,529
engagements

40,821
post link clicks

772
followers



LinkedIn

Over
50,000
impressions

147
followers



Over
109,000
images added
to DMC's
CrowdRiff
Image Bank

#MyMarkham
Savings Pass

4,672
Pass Downloads

Top Redemption Spots:

- Toronto Marriott Markham
- Residence Inn
By Marriott Toronto Markham
- Homewood Suites By Hilton
Toronto-Markham
- Yin Ji Chang Fen
- Chef 88
- Elite Fine Dining
- Ambiyan Indian Restaurant
- Aroma Espresso Bar
- Azyun Restaurant
- 369 Shanghai Dim Sum
- Cho-Kwok-Lat
- Tanuki Restaurant
- Sushi Umi
- Next Door Restaurant
- Little Bangkok Thai Cuisine
- Flaming Kitchen
- Kiu Japanese Restaurant



Website

197,628
Page views

Over **50** 'Discover Markham
Your Way' Blogs added
to the website

Online Advertising

yorkregion.com, globeandmail.com,
thestar.com, ccue.com, Ming Pao,
Sing Tao, and We Chat.

Over
20,000,000
digital impressions

ADDITIONAL BUSINESS SUPPORT HIGHLIGHTS

- Over 750 Markham Businesses were profiled and promoted on DMC's Social Media channels (Twitter, Facebook, Instagram & LinkedIn) and in Visit Markham Itineraries and Blogs
- 25 Markham Social Media influencers were engaged to profile local Markham spots to their over 200,000 followers
- Over 50 blogs written and published on the Visit Markham website and shared through DMC's marketing efforts
- All 16 Markham Hotel properties reflected on the DMC website with their own profile and unique pages
- Over 300 Markham Businesses participated in DMC's Free Workshop Series thus far
- Developed a Markham Business Toolkit to educate the business community on what grants and supports are available during the pandemic (now available in English, Cantonese and Mandarin)

"DESTINATION MARKHAM HAS BEEN A GREAT PARTNER AND HAS HELPED GROW OUR SOCIAL PRESENCE. WHENEVER THEY POST ONE OF OUR ITEMS, WE IMMEDIATELY SEE AN UPTAKE IN INTEREST. THEY ARE THOUGHTFUL IN WHAT THEY SHARE AND COMMUNICATE WELL IN REGARDS TO NEEDS AND TIMING. I'M GRATEFUL TO HAVE SUCH A GREAT ADVOCATE AND RESOURCE FOR OUR SHOP."

- TOO GOOD GENERAL STORE

2021 FINANCIAL RESULTS

In 2021, with constant lockdowns and health & safety restrictions due to the pandemic, and the halt of the collection of the Municipal Accommodation Tax (April 2021), DMC adapted its business focus, pivoting to a hyper-local strategy, developed and implemented business support programs and marketing campaigns, targeting the local and regional market.

DMC completed the economic recovery plan initiative supported through the RRRF remaining funding of \$160,724, and took a conservative budgetary approach, optimizing the impact of many key initiatives.

2021 Destination Markham Corporation Financial Results

Accumulated surplus, beginning of year	\$ 2,163,515
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REVENUES	\$ 185,355
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EXPENSES	\$ 659,364
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Programs and Services	\$ 73,115
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Marketing & Business Support	\$ 277,929
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Operation and Administration	\$ 308,320
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Accumulated surplus, end of year	\$ 1,689,506
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Destination! 
Markham

DMC 2022

BUSINESS PLAN AND BUDGET

MARKET RESEARCH IN SUPPORT OF BUSINESS PLANNING

In preparing the 2022 plan, and as the pandemic continues to be a factor for the industry restart and consumer confidence, DMC conducted primary and secondary research to inform the 2022 Business plan and start establishing some benchmarks for future KPIs.

In summary:

Primary Research:

- DMC Geo-mapping research on Markham visitorship insights: For the first time, DMC worked with Central Counties Tourism to implement an additional research tool called geofencing, providing a deeper understanding of Markham's visitorship through mobility data. The purpose of the research was to find out what visitorships looks like and

establish a benchmark with 2019 visitorship in Markham for 13 select destination points: The Markham Pan Am Centre, Flato Markham Theatre, Pacific Mall, the Residence Inn Toronto Markham, the Comfort Inn Toronto Northeast, the Courtyard & Town Place Suites Toronto Northeast Markham by Marriott, Liberty Suites, the Toronto Marriott Markham, the Hilton/Markham Suites

Conference Centre & Spa, Markham Village BIA, Unionville Mainstreet BIA, Markham Fairgrounds, and Angus Glen Golf Course.

- Highlights of research findings aggregated total Markham (tourist: 40+km):
 - o Total visits FY 2019: 19,776,885 people local and tourists visited the 13 destination points in 2019

MARKET RESEARCH IN SUPPORT OF BUSINESS PLANNING

- o Weekend visits 30%; weekend visits by tourists: 10%
- o Weekday visits: 70%; weekday visits by tourists 8%.
- Highlights of research findings Attractions:
 - o Weekend visits by tourists 15%
 - o Highest weekend visits by tourists: 30% Pan Am Centre
- Highlights of research findings Accommodations:
 - o Weekday visits by tourists: 11%
 - o Weekend visits by tourists: 13.5%
- Economic impact for the 13 destinations combined for domestic visitors in Markham for 2019 combined is \$262,957,240.
- The research also provided a wealth of information on the visitors' socio-demographic and psychographic profiles, consumer pattern, and place of residence within Canada.

Hotel data 2021:

- Hotel occupancy in 2021 – York Region: 51%; +34% vs. 2020.

Industry data and trends:

- In general, trends and intents to travel, to reserve accommodations, visit restaurants and other hospitality venues correlate with the level of restrictions.
- Consumer confidence remains fluid:
 - o Since last fall, according to Ipsos, consumer confidence in Canada decreased to 51.41 points in February losing 4 points since October

MARKET RESEARCH IN SUPPORT OF BUSINESS PLANNING

- o Consumer Confidence in Canada is expected to be 52.00 points by the end of this quarter, according to Trading Economics global macro models and analysts expectations. In the long-term, the Canada Consumer Confidence is projected to trend around 51.00 points in 2023 and 55.00 points in 2024.
- o Destination Canada surveys have demonstrated the same trend. For instance, for its recent surveys, (February 8th, 2022):
 - After a significant increase the previous week, feelings of safety have stabilized for the local and regional destination, slightly decreased for travel within Canada, and decreased significantly towards other international destinations, outside the US.
 - However, sentiment towards visitors from all destinations have generally been trending higher over the past 2 weeks tracked.
 - If public health and health system indicators continue to improve, and sustain, consumer confidence will improve, and the visitor economy is on track to recovery and growth.

2022 BUSINESS PRIORITIES, KEY GOALS AND DELIVERABLES:

1. STRATEGIC LEADERSHIP & CAPACITY BUILDING

Strategic Priority #1

To continue building organizational capacity

Key Goal #1

To create an inspiring vision and strategic plan, and to improve capacity

Deliverables:

Destination Markham will be positioned to lead Markham's Tourism Destination Management & Development needs into the future:

- To develop DMC inaugural Tourism Master/Strategic Plan (TMSP).
- To enhance capacity and sustainability for business operation and administration and equip DMC to align with 2022 business priorities, and TMSP.
- To develop a comprehensive destination points and resources mapping industry tool, based on sound research, systemic data collection, and analytics.

2022 BUSINESS PRIORITIES, KEY GOALS AND DELIVERABLES:

2. RESTARTING AND STRENGTHENING MARKHAM'S VISITOR ECONOMY

Strategic Priority #2

To restart Markham's visitor economy

Key Goal #2

To directly impact the restart of the visitor, and continue to build DMC's industry profile as the leading tourism authority in Markham

Deliverables:

DMC is recognized as Markham's leading destination organization and primary industry resource:

- To actualize and sustain the Destination Markham Ambassadors Program and business outreach initiatives, and programs.
- To sustain support for the post-pandemic economic restart, including with increase impact of key initiatives such as the "Markham Saving Pass" program, and encourage destination experiences (with the support of the Partnership Support Program).
- To expand key destination points/ business clusters through the MainStreet Business Accelerator FEDA initiative.

2022 BUSINESS PRIORITIES, KEY GOALS AND DELIVERABLES:

3. DRIVING GROWTH

Strategic Priority #3

To drive growth

Key Goal #3:

To develop the market for conferences, meetings, events, and leisure, and to position Markham brand as a destination on the domestic and international market

Deliverables:

DMC leads towards attracting new business and stimulating a diversified visitor economy:

- To create DMC's inaugural Conference, Meeting, and Event Office (CMEO) and attract major conferences, meetings and events /initiatives in Markham.
- To expand and stimulate the leisure market through targeted conferences, meetings, and events and marketing initiatives.
- To expand DMC's digital and information system footprint in support to the growth strategy.

2022 BUSINESS PRIORITIES, KEY GOALS AND DELIVERABLES:

4. MARKETING AND COMMUNICATIONS

Strategic Priority #4

To position the “Markham Brand” and its value proposition in the tourism sector

Key Goal #4

To promote Markham as a diverse and leading destination in Canada

Deliverables:

Residents and Visitors alike share the same sentiment: Markham is an incredible destination for people to visit and stay, to host conferences, meetings, events, for athletes of major sporting events to compete, and for friends and family to visit:

- To grow marketing capacity, in alignment with DMC’s growth strategy and CMEQ.
- To position Markham’s brand as a destination for external domestic and international markets (groups and leisure).
- To expand high performance digital platforms and targeted marketing programs.

DMC 2022 BUDGET SUMMARY

Business Priorities

1. Strategic Leadership and Capacity Building

Strategic Plan

Operations and administration

Capacity building and equipping

Staff Salaries

2. Restarting the Visitor Economy

Programs and support

Resources, Ambassador program

3. Driving Growth

Business Development

Staff Salaries

4. Marketing and Communications

Agency Fee and staff salaries

Marketing & Web

TOTAL BUDGET

Budget Allocations

\$ 471,000

\$ 75,000

\$ 100,000

\$ 90,000

\$ 206,000 *

\$ 315,000

\$ 130,000

\$ 185,000

\$ 349,000

\$ 230,000

\$ 119,000

\$ 309,200

\$ 143,000

\$ 166,200

\$1,444,200

* Staff salaries are under review and opportunities for synergies are being explored.

Destination! 
Markham

THANK
YOU