

A Vision for the Future of Tourism in Brampton

City of Brampton Tourism Strategy

Committee of Council

April 14, 2021



Tourism & Brampton

Tourism celebrates a city's strengths – arts and culture, food, special events, sports and, the people who give a city its personality. A tourism strategy has been developed to share all that makes Brampton amazing.



Tourism Strategy Consultations

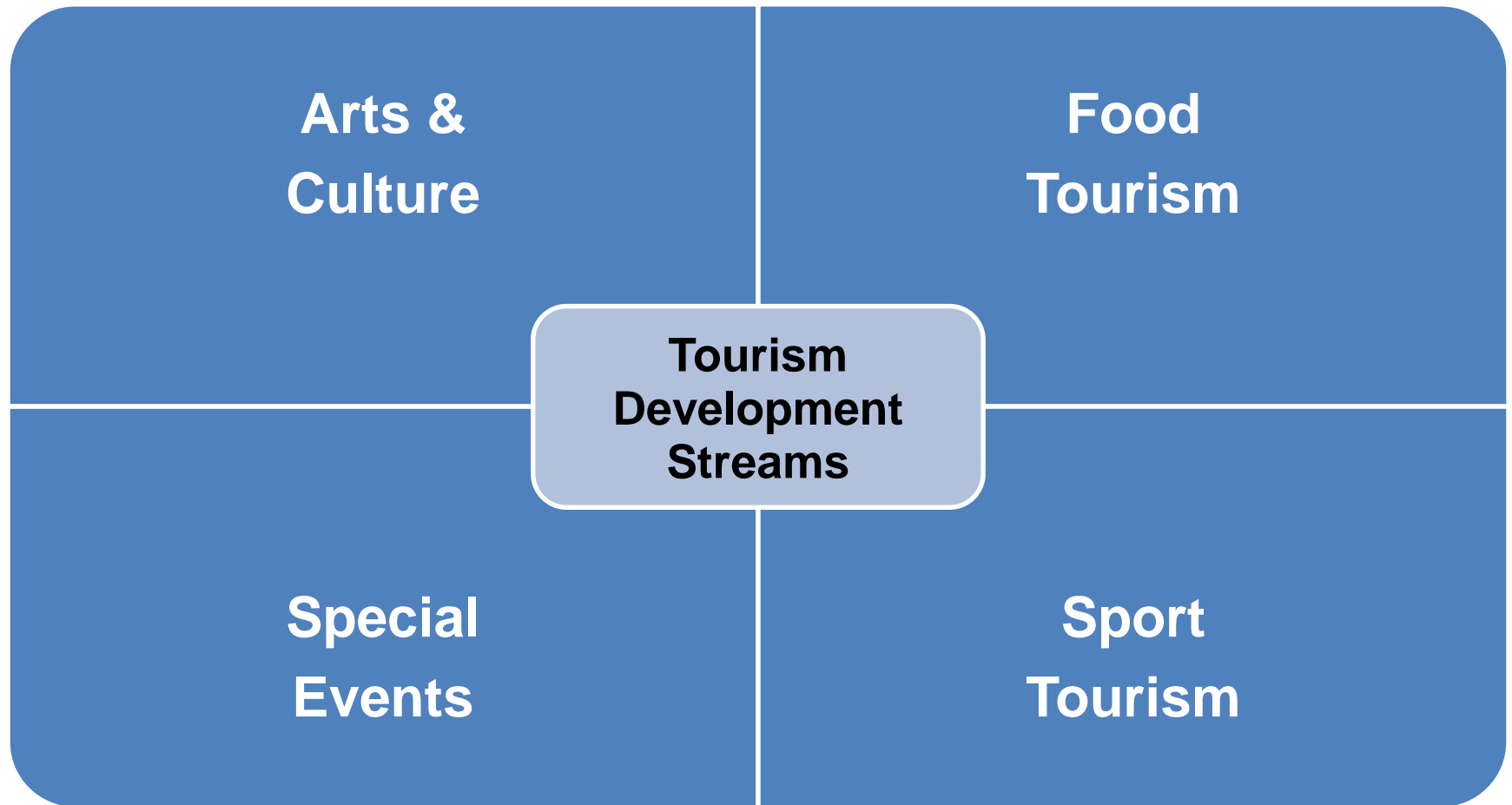
Resident and visitor engagement was an extremely important component of the strategy development work. 478 individuals were engaged through various methods by both staff and consultants.

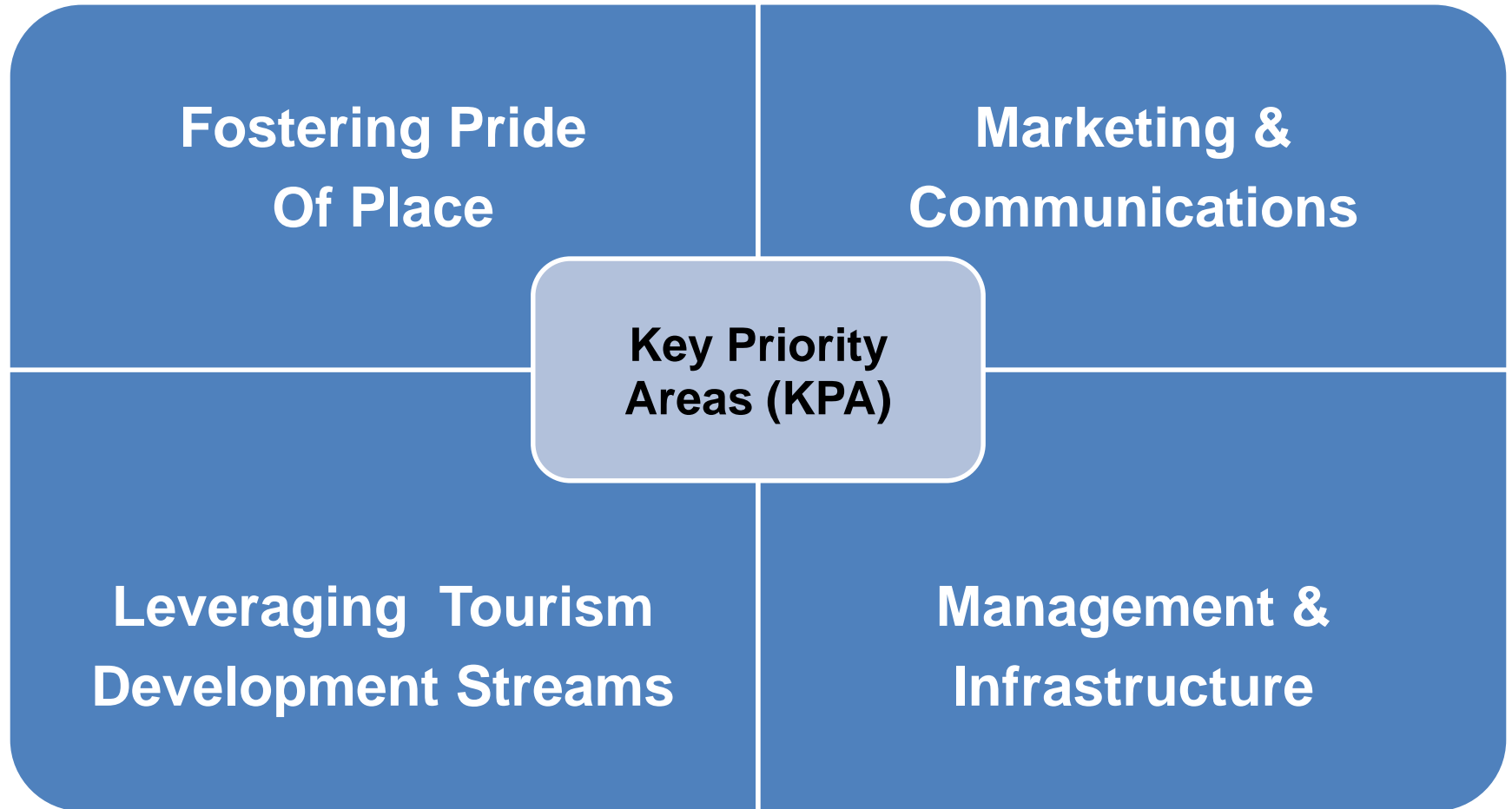


A Vision for Tourism in Brampton

Brampton is in the early stages of tourism development. The vision for the next five years is robust and reflects the diversity of the City's offerings while emphasizing the importance of collaboration to achieve success.







KPA #1 – Fostering Pride of Place

Harness local support for tourism among the community to change perceptions and leverage visiting friends and relatives.



KPA #2 – Marketing & Communications

Create awareness of
Brampton as a
tourism destination.



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13 HOURS AGO

KPA #3 – Leveraging Development Streams

Nurture Brampton's most compelling experiences to begin building a visitor economy.



KPA #4 – Management & Infrastructure

Encourage the creation and improvement of tourism management structures and core tourism infrastructure to address key gaps.



Strategy Implementation

Council will be presented with an annual update of accomplishments as well as an implementation plan for the coming year.



Thank You

