DESTINATION TORONTO MARKETING PLAYBOOK

2026



ABOUT THE MARKETING PLAYBOOK

IN 2026, WE ARE ALL IN. 100%.

This marketing playbook is intended to strengthen connections between Destination Toronto's marketing strategy and our community. It has been developed to provide context and to share with you the framework underpinning our content strategy to enable your participation.

We hope that you find value this playbook, that it sparks ideas for new partnership opportunities and you find interesting ways to connect our destination storytelling.



QUICK HITS

If you're short on time, here are three simple ways to stay connected with DT

SHARE YOUR NEWS

- Add us to your media lists (press releases): media@destinationtoronto.com

STAY ENGAGED AND CONNECTED

- Sign up for our bi-weekly industry e-newsletter Terminal 2
- Sign up to stay connected to how we are engaging with external audiences
  - Consumer (Stories from the 6ix monthly emails)
  - Meeting planners & event decision-makers (Top 6 in the 6ix monthly emails)
  - Tour operators (TOconnect quarterly emails)
  - PR Reps and Managers sign up for the Media Opportunities Notice

ENSURE YOUR MARKETING ASSETS ARE UP TO DATE

- Upload your business photos to our media hub (available for use by media, tour operators, industry partners and event organizers)
- Add your events to the Toronto Events Calendar
- Update your member listing on the Member Portal

OUR EDITORIAL PURPOSE: FUEL CURIOSITY

We meet our audiences where they are at in their travel planning journey, driving deeper engagement and delivering content that helps them choose Toronto.

Our editorial purpose is both the north star when developing content ideas and the gut check before hitting “publish”.

We inspire and inform our audiences to get the most out of the city – to explore, discover, try new flavours, and meet new faces – and finally, to be reinvigorated by these experiences.





KEY CONTENT MESSAGES: CONSUMER







LOCAL SCENES AND EPIC EVENTS
From the major leagues to our local neighbourhoods, Toronto's global vibe encourages originality and innovation not found elsewhere in North America. We are host and home to colourful entertainment offerings across music, festivals, cultural events, international exhibits and 8 pro sports leagues – including Canada's only NBA and MLB teams.

GLOBALLY INSPIRED FOOD AND NIGHTLIFE
Toronto kitchens are renowned for their global influences and extraordinary cooking talent. A thriving, dynamic bar, lounge and club culture contributes to a vibrant nightlife, while buzzing café and craft-brewery scenes offer the perfect inroads to neighbourhood exploration.

CANADA – AT OUR DOORSTEP
Toronto serves as the primary gateway to the entire country. While any visitor arriving in Toronto can experience quintessential Canadian experiences like hockey, and Canadian art, we also have at our doorstep easily accessible natural wonders enjoyed during a day trip – Niagara Falls, Niagara Wine region, Prince Edward County and Muskoka.

KEY CONTENT MESSAGES: BUSINESS EVENTS



A VIBRANT HUB
North America's fourth most populous city, Toronto is the economic, innovative and cultural heart of the country. Home to big-ticket events, top attractions, restaurants, nightlife, culture, sports, and the driving force of Canada's leading business sectors including, technology, life sciences and financial services.



PROGRESSIVE CULTURE
In Toronto, our renowned multiculturalism is at the root of the true inclusion and spirit of collaboration that is tangible upon arrival. We truly believe that this leads to a diversity of perspectives which hold the promise of generating bold new ideas that have power to change our world.



TEAM TORONTO
Destination Toronto is your partner in producing innovative and successful events. We are a one-stop shop that provides a wealth of tips, resources, connections, local expertise, and facilitation to a diverse range of partners who serve your needs.



CANADA – AT OUR DOORSTEP
Toronto is a vibrant expression of the progressiveness and inclusiveness for which Canada is known around the world. Delegates from around the world can arrive here easily and will immediately experience our Canadian culture and hospitality through venues, restaurants, spaces and foremost in our people.

2026 EDITORIAL CALENDAR

JANUARY/FEBRUARY

BIG IDEAS

As the year begins, Toronto enters a period of renewed momentum driven by innovators, trailblazers, and tastemakers shaping what comes next. In a time of accelerated change, new ideas take form across culture, food, business, and creative industries—spotlighting the people, perspectives, and early signals that set the tone for the year ahead.

MARCH/APRIL

CONNECTION

As spring arrives, Toronto's global mix of cultures comes into focus through shared experiences across the city. Food, music, events, and public spaces bring people together, reflecting how ideas and traditions intersect and evolve. This season highlights the connections formed through collaboration—across communities, creative scenes, and industries—as the city reconnects in person.

MAY/JUNE

GLOBAL STAGE

Toronto is diverse and inclusive - a progressive culture reflecting the voices that define the city. We'll celebrate visitors coming from around the globe and shine a light on some of our most courageous artists, innovators and big-thinkers. From FIFA to Pride, Toronto will command the global stage.







2026 EDITORIAL CALENDAR

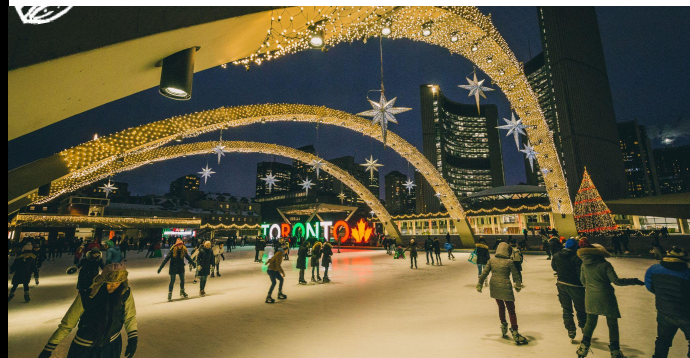
JULY/AUGUST
ALL IN ENERGY
Toronto turns up the heat in the summer as days and nights blend into constant motion. Spontaneity shapes how people move from one experience to the next—mixing high-energy moments with space to slow down. Summer in Toronto is about leaning all the way in, whether that means diving into the energy or finding your own rhythm within it.

SEPTEMBER/OCTOBER
CREATIVE EXPRESSION
Creativity takes on new depth in the fall as ideas, perspectives, and cultural expression move into shared conversation across the city. Artists, creators, institutions, and industries intersect through film, theatre, design, food, and dialogue—reflecting how creative work inspires exchange, challenges thinking, and shapes life.

NOVEMBER/DECEMBER
GLOW
As winter approaches, Toronto celebrates wholeheartedly. Long evenings, shared meals, cultural traditions, and seasonal rituals bring people together—illuminating neighbourhoods, communities, and experiences that define the close of the year.



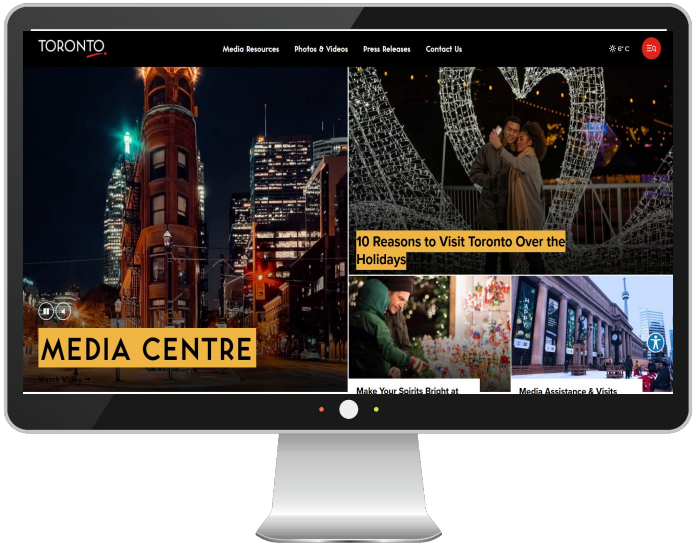




HOW TO WORK WITH US: MEDIA RELATIONS

Media Relations Story Submissions
Share your newsworthy updates with the team at Destination Toronto. Simply add DT to your media distribution lists (**media@destinationtoronto.com**). This information is shared broadly across our team.

Our media relations team actively promotes Toronto as a must-see destination for US based travel, lifestyle and business publications. You may share your submission for consideration for media pitching or inclusion in upcoming press trips (if applicable) by completing our **this form**. Also sign up for our **Media Opportunities Notice** where you'll receive valuable earned media opportunities.



PRO TIP: *When submitting information about your organization for an earned media call out, please read the request details carefully and only provide what has been asked for as we receive a number of submissions, and want to ensure we are delivering relevant and timely information to our media contacts.*

HOW TO WORK WITH US: BUSINESS EVENTS

Business Events Content Submissions
Destination Toronto has implemented a Business Events content strategy. In order to develop fresh, relevant storytelling, we are engaging with the local community and industry contacts to help us raise the profile and awareness of Toronto as a premiere destination for meetings and conventions. **Click here** to submit Business Events Content and Programming ideas.

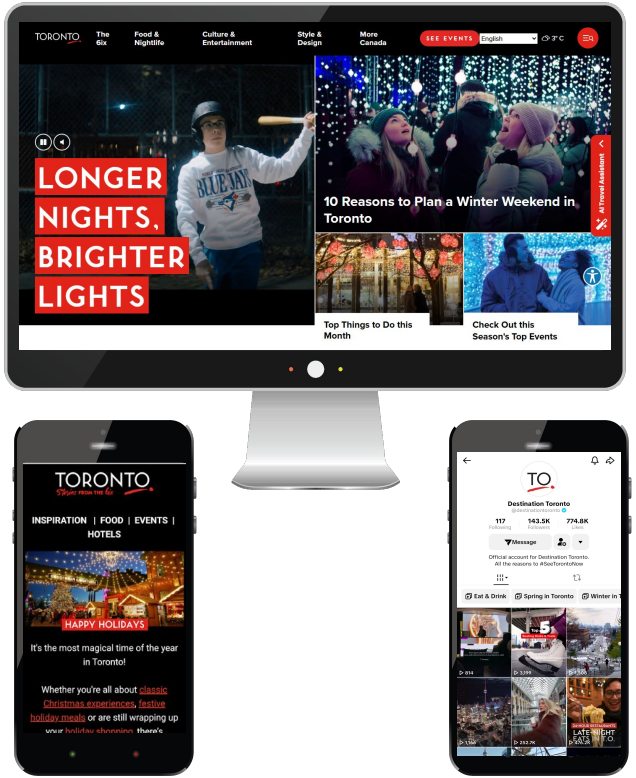
PRO TIP *When submitting your content request, ensure to include newsworthy selling points from a business events' perspective ie something compelling that would stand out to an event planner / event decision maker. Align to one of the themes identified in the form's dropdown but also to our **economic sectors**, if possible. For timely events, please submit far in advance—at least five weeks prior.*



HOW TO WORK WITH US: LEISURE CONSUMER

Leisure Content Submissions
For leisure content or social requests, submit ideas via our **Community Content Submission Form** . Submissions are reviewed through an editorial lens and assessed against our seasonal priorities (see editorial calendar).

Our goal: inspire discovery and trip planning through *editorial storytelling.*



PRO TIP *When submitting content ideas, we're looking for visitor-facing experiences people can take part in, ideas that clearly align with the current season/editorial focus, and authentic, people-centred stories that reflect Toronto's atmosphere or cultural relevance. For time sensitive content, please submit content for consideration a minimum of 4 weeks from your activity or event.*

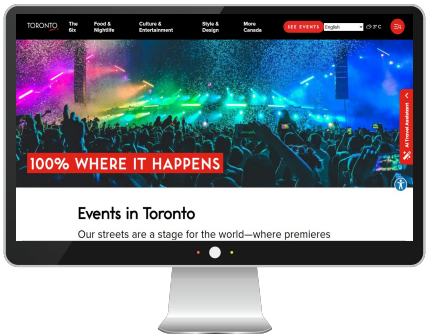
To maintain an editorial lens in our content, please do not submit sales, discounts, or promotional offers.

HOW TO WORK WITH US: MARKETING ASSETS + CALENDAR OF EVENTS

Media Asset Hub
Destination Toronto regularly invests in photography and video assets which are made available for use by media, industry partners and community stakeholders. Access the **media hub** for images and videos available to be used in your content or social initiatives. If you have rights-approved images of your business that you wish to make available for use by DT in our marketing programs, as well as media and other industry partners, **Upload your assets here**.



Calendar of Events
Destination Toronto offers a single entry point for event producers to easily list events at no cost. Creating an account allows you to easily post and manage your events. Housed on the Destination Toronto website, The Toronto Events Calendar is syndicated on **NowToronto.com** and select BIA partners. Go to the **Toronto Events Calendar** to register for a user account and submit your event information.



HOW TO WORK WITH US: MEMBERSHIP

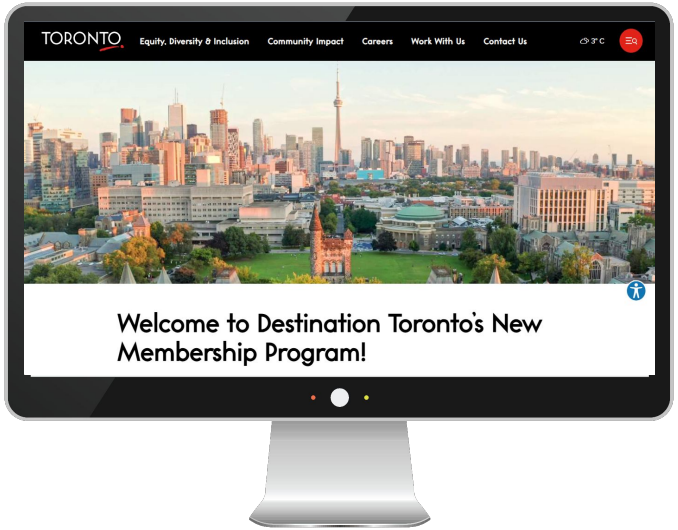
Become a Member

Toronto membership is open to businesses that contribute to the visitor economy—including hotels, attractions, restaurants, retailers, and service providers—and is offered at no cost to Toronto-based businesses.

Membership benefits include:

- A business listing on DestinationToronto.com
- Opportunities to advertise on DestinationToronto.com
- Participation in consumer pass programs (as applicable)
- Referral opportunities with media, meeting planners, and tour operators (as applicable)

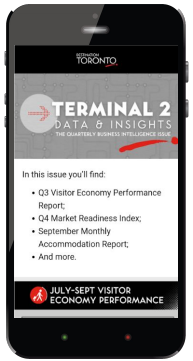
Learn more about becoming a member with Destination Toronto, including how to gain exclusive access to market insights and member-only networking opportunities.



STAY ENGAGED AND CONNECTED

Sign up for Destination Toronto's bi-weekly industry e-newsletter (Terminal 2) to stay engaged and connected to all things Toronto visitor economy, including data and insights. This is also where we share details of DT programs and participation opportunities, when available.

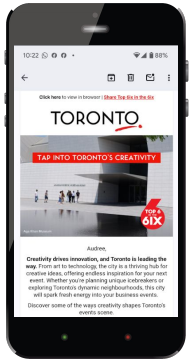
We also encourage you to sign up for our various customer e-newsletters and stay connected to Toronto's positioning for external audiences.



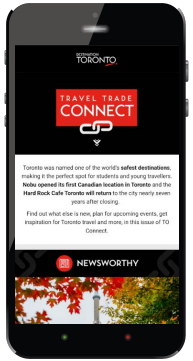
Terminal 2 (bi-weekly) Audience: Toronto tourism community and stakeholders



Stories from the 6ix (monthly) Audience: consumers



Top 6 in the 6ix (monthly) Audience: meeting planners & event decision-makers



TOconnect (quarterly) Audience: tour operators



CONNECT WITH US

DESTINATIONTORONTO.COM

DESTINATION TORONTO

207 Queens Quay West, Suite 405
Toronto, ON M5J 1A7