DESTINATION TORONTO

MEDIA KIT



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MEET THE DESTINATION TORONTO MEDIA RELATIONS TEAM

Our experienced team is united by a passion for telling Toronto's story—and this city has no shortage of stories to share.

Get in touch with the Media Relations Manager covering your geographic region or sector.

Alternatively, you can send an email to our general inbox at **media@destinationtoronto.com**



ASHLEY ROCHEFORT (SHE/HER)

Media Relations Manager, U.S. & CA Leisure
arochefort@destinationtoronto.com
M: 416 302 4017

Leisure travel inquires from media based in the U.S. or Canada.



TAHNEE MALAZDREWICZ (SHE/HER)

Media Relations Manager, Business Events & Trade, Interim
tmalazdrewicz@destinationtoronto.com
M: (647) 273 7197

Business events and corporate travel inquiries from media based in the U.S..



JUAN M. GONZALEZ-CALCANEO (HE/HIM)

Media Relations Manager, International Markets
jgonzalezcalcaneo@destinationtoronto.com
M: 437 223 8056

Leisure travel inquiries from internationally-based media.



MENISHA MOSES (SHE/HER)

Media Relations Manager, Business Events & Trade (Maternity Leave until 2027)
mmoses@destinationtoronto.com

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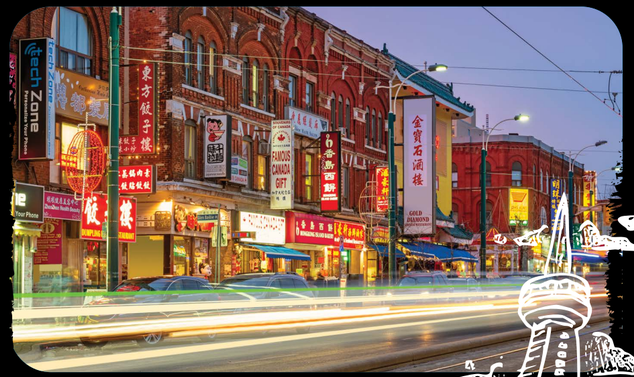
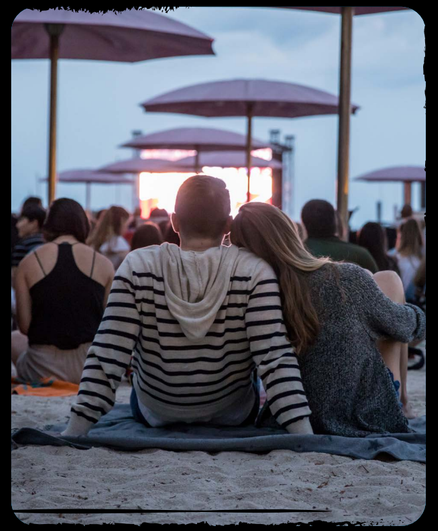
THE TORONTO STORY

Look closer, and you'll see what makes Toronto different. This is where 250 cultures collide and create something entirely new. Witness the alchemy in every corner — bold ideas sparked by unexpected connections, creativity shaped by generations of shared stories, and the warmth of a city that invites you to explore. Toronto doesn't just reflect the world — it transforms it.

SEE IT FOR YOURSELF















WHY TORONTO?

A GLOBAL CITY THAT IS DISTINCTLY CANADIAN

Toronto isn't just another city—it's Canada's largest, most-visited, and most diverse city. A bold, pulse-pounding, living mosaic of cultures, flavours, energy and stories.

A place where 250 ethnicities, 170 languages and infinite perspectives converge. A place where the world comes together to ignite something new.

A CITY THAT INVIGORATES

Toronto is host to world-renowned festivals, from the electrifying beats of Caribbean Carnival to the cinematic magic of the Toronto International Film Festival and the unifying power of Pride Toronto, this city elevates culture into something unforgettable. Creativity flourishes around every corner, in world-class museums, stages, hidden murals and to hidden murals and underground galleries that empower new voices and bold ideas.



ACCESSIBLE & CONNECTED

More than 135 million people live within a 90-minute flight of Toronto, which is served by two international airports serving 200 destinations across 55 countries. The city features a safe, clean and highly rated public transit network, including subway, streetcar and bus service. It is also served by regional connections such as the UP Express, which provides fast access to downtown from Pearson International Airport. Toronto is highly walkable with convenient ride-share and bike-share options.



FLAVOUR AS A FORM OF EXPRESSION

Toronto's food scene explodes with flavours from around the world. Here, you can journey across continents in a single single day—savouring everything from Michelin-starred menus to street eats, Indigenous traditions to boundary-pushing fusion. Our chefs, bakers, brewers and makers are reimagining what food can be: inclusive, sustainable and unforgettable.



A HOME FOR CHAMPIONS

In Toronto, sport is a shared heartbeat uniting a nation. Whether it's the rush of a Raptors playoff game, the deep-rooted belief in the Maple Leafs and Blue Jays, the global spirit of TFC fans, or the feverish anticipation of Canada's first WNBA team—Toronto's fans ignite stadiums with unmatched energy.



A LAUNCHPAD FOR BIG IDEAS

Toronto is a cultural and economic powerhouse, where the bold and boundless energy of visionaries, innovators and leaders create new possibilities. Toronto is home to pioneering AI and Machine Learning research; a vibrant startup scene anchored by institutions like MaRS Discovery District, one of the world's largest urban innovation hubs; and one of the largest and most successful examples of deep-water cooling renewable energy systems in the world.



A CITY THAT WELCOMES EVERYONE

Open-hearted and inclusive, be who you are and become who you're meant to be in Toronto. As an LGBTQ2S+ affirming city, Toronto is a safe space for expression and a beacon for those who dare to dream differently. It's a city where you can both blend in and stand out. A place where you don't just visit—you belong.



6IX THINGS ABOUT THE 6IX



Toronto is Canada's largest and most visited destination.



It's one of the most diverse cities in the world.



It's the fourth largest city in North America.



Toronto is a mosaic of 85 BIAs and 150 inspiring neighbourhoods.



It's a year-round destination.



It's Canada's front door - where global visitors get their first taste of the country.

TORONTO IS HOME TO DOZENS OF MAJOR CULTURAL ATTRACTIONS

RIPLEY'S AQUARIUM OF CANADA

Immerses visitors in one of North America's most impressive underwater environments, showcasing vibrant marine life beneath the heart of downtown Toronto.



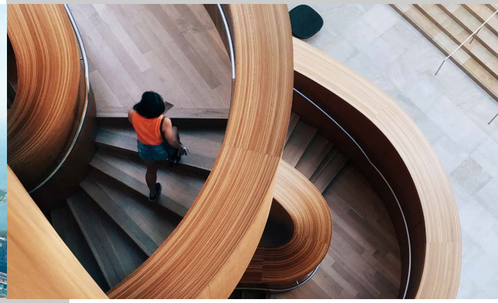
CN TOWER

An iconic symbol of Toronto's skyline, the CN Tower offers unmatched panoramic views and unforgettable experiences like the famous Glass Floor, rotating 360 restaurant and daring EdgeWalk.



ART GALLERY OF ONTARIO

An extraordinary collection of Canadian and international art within a bold, Frank Gehry-designed building that anchors Toronto's dynamic arts scene.



ROYAL ONTARIO MUSEUM

Canada's largest and most comprehensive museum, blending world cultures and natural history in an architecturally striking space.



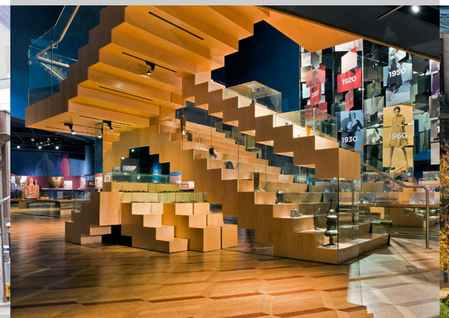
HOCKEY HALL OF FAME

Celebrating Canada's most beloved sport with interactive exhibits and legendary artifacts, securing Toronto as the cultural home of hockey.



BATA SHOE MUSEUM

Home to the world's largest and most comprehensive collection of shoes and footwear-related objects, with over 13,000 items spanning 4,500 years of history.



GARDINER MUSEUM

One of the world's leading institutions devoted to ceramics, showcases the artistic and cultural significance of clay in an intimate, contemporary setting.



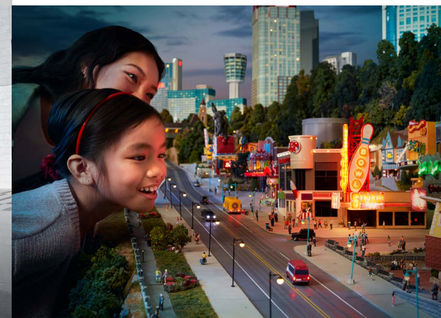
AGA KHAN MUSEUM

Highlighting the artistic achievements of Muslim civilizations, positioning Toronto as a global centre for cross-cultural understanding.



LITTLE CANADA

Captivating visitors with a meticulously crafted miniature world that celebrates the country's landscapes, cities, and stories.



FUN FACTS & STORY STARTERS: DISCOVER AN UNEXPECTED SIDE OF TORONTO

From iconic landmarks to hidden historical gems, Toronto is filled with stories waiting to be told. Here are some standout facts to inspire your next piece or pitch:

HANLAN'S POINT

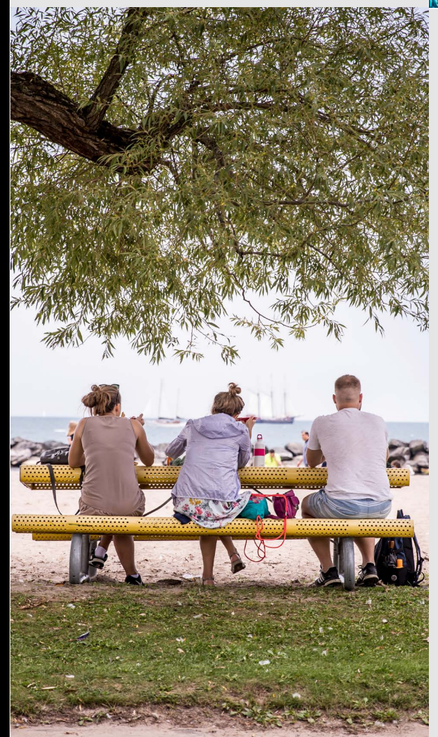
Located on the Toronto Islands is home to the **world's longest permanent rainbow road**. It was also the site of **Toronto's first Gay Pride event—the "Gay Day Picnic"** in 1971—marking an important piece of LGBTQIA+ history.



TORONTO'S ENTERTAINMENT DISTRICT

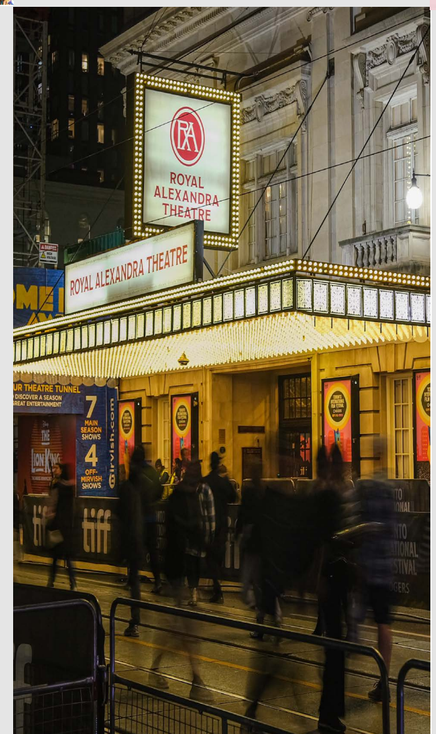
Features the **largest concentration of stage theatres in Canada** and is the **third-largest English-speaking theatre district in the world,** after London and New York City.





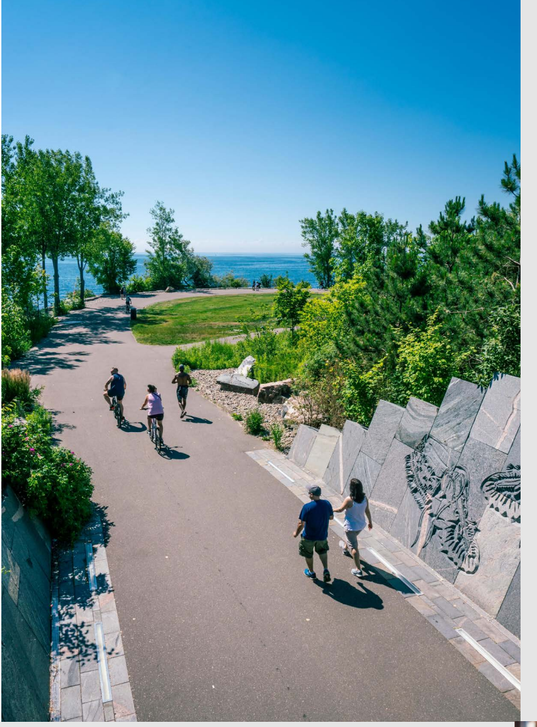
TORONTO'S CARIBBEAN CARNIVAL

Attracting nearly **2 million people** to the city each year it's the **largest festival of Caribbean culture in North America.**



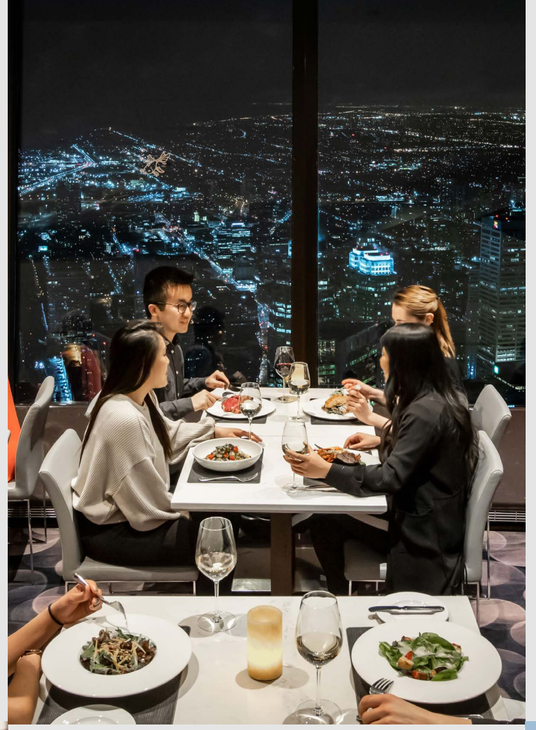
THE PATH

Spanning **29 kilometres,** the PATH is the **world's largest underground pedestrian walkway.** It connects over 1,200 retail spaces, 50 office towers, 5 subway stations, 6 hotels and Union Station, Toronto's main railway terminal.



BLOOR WEST VILLAGE

Home to the **world's first Business Improvement Area (BIA)**, established in 1970—a model now used around the globe.



THE DISTILLERY HISTORIC DISTRICT

One of the **largest and best-preserved collections of Victorian industrial architecture** in North America.



URBAN RAVINE SYSTEM

Toronto has the **largest urban ravine system in the world,** offering more than **300 kilometres of natural trails and green corridors** within the city.



THE CN TOWER'S 360 RESTAURANT

Houses the **world's highest wine cellar**, located 351 metres above the ground. The CN Tower is also home of The EdgeWalk - the **world's highest full-circle, hands-free walk on a building** at 356 metres above the ground.



A CITY OF FILM FESTIVALS

Toronto is **North America's third-largest film and TV production hub** and hosts more than **70 film festivals,** including TIFF, Hot Docs, imagineNATIVE, and Inside Out.



2026: TORONTO'S YEAR OF SPORT

Sports tourism already accounts for roughly 10% of global tourism spending, a figure projected to hit a staggering $1.3 trillion by 2032, according to a 2025 study by **Expedia Group Research**. As the world's appetite for sports travel grows, Toronto is emerging as a top destination, with 2026 shaping up to be a banner year with the city hosting a string of high-profile sports events: the Toronto Blue Jays will celebrate their 50th anniversary; the WNBA's Toronto Tempo will debut in their inaugural season; the Honda Indy marks 40 years in the GTA; and Toronto will take the global stage as a host city for the FIFA World Cup™. Whether you're a lifelong fan or a first-time visitor, 2026 offers a rare convergence of sports, culture and celebration.

A CITY WITHIN A PARK

Toronto may be North America's fourth-largest city, but it defies the typical urban landscape with more than 10 million trees, 1,500 parks, 46 kilometres of shoreline, 10 beaches and three rivers. The city is also home to the largest urban ravine system on the planet, the country's only urban national park and North America's largest car-free urban community, the Toronto Islands. Visitors can explore Toronto's green spaces through a variety of active tours on foot, bicycle, SUP or kayak. As climate change and urban density reshape conversations about livability and overtourism, Toronto's approach to green space at once offers inspiration to and distinguishes it from other urban centres.





THE CULINARY WONDERS OF TORONTO: A WORLD OF FLAVOUR IN ONE CITY

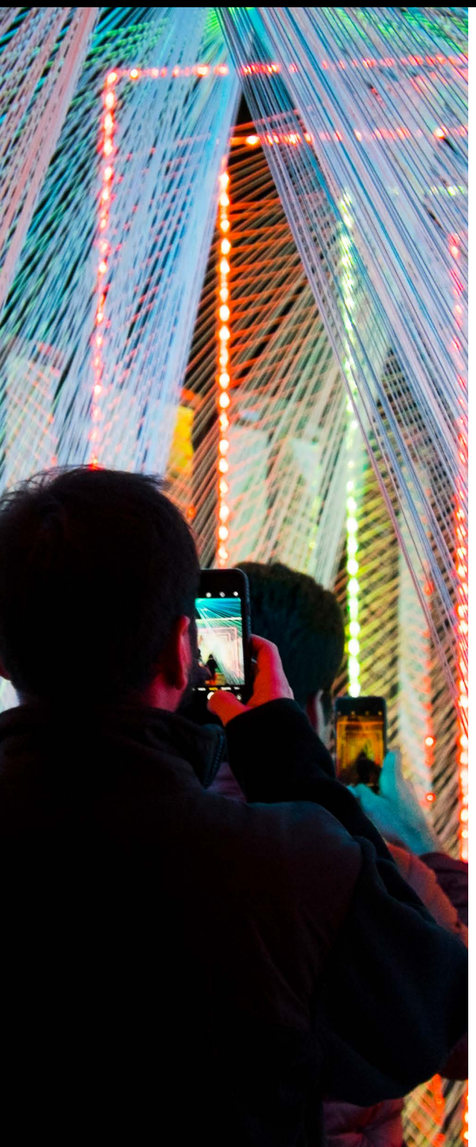
In Toronto, food is both a reflection of identity and a celebration of creativity, a true taste of the city's multicultural spirit. From budget-friendly bites to Michelin-starred indulgences, the city offers something for every palate and price point. From classic peameal bacon sandwiches at historic St. Lawrence Market, to Italian-Jamaican fusion fare at Rasta Pasta located at WaterWorks Food Hall, to splurge-worthy seasonal menus at Edulis. For more unexpected cravings, check out 13-layer chocolate cake at Louix Louis, a four-foot noodle at Mimi Chinese or 100-layer lasagna at La Palma. Toronto's culinary excellence has earned global recognition with its own Michelin Guide featuring 14 Michelin-starred restaurants, 23 Bib Gourmands, and 52 recommended spots across the city.

For more Toronto-inspired content, sign up for our Seasonal Leisure Story Starters by emailing: **arochefort@destinationtoronto.com**

Receive Business Events News by emailing: **tmalazdrewicz@destinationtoronto.com**

NEW & NOTABLE 2026

A curated roundup of notable openings, landmark developments and significant anniversaries shaping Toronto in 2026.



NUIT BLANCHE 20TH ANNIVERSARY

Nuit Blanche Toronto is an annual, all-night contemporary art festival that transforms the city with large-scale installations, immersive works and performances from local and international artists. For one night each fall, public spaces become open-air galleries, inviting visitors to explore art in unexpected places. It has become one of Toronto's signature cultural events, drawing hundreds of thousands of people and celebrating the city's creative energy.

CONTACT PHOTOGRAPHY FESTIVAL 30TH ANNIVERSARY

This Toronto-based festival is dedicated to exhibiting, analyzing and celebrating photography and lens-based media. Featuring curated exhibitions and public art installations by artists and photographers.



LUMINATO 20TH ANNIVERSARY

Luminato is Toronto's international festival of arts and ideas, showcasing bold, multidisciplinary works in theatre, dance, music, visual art and more. Each June, venues and public spaces across the city transform with innovative, large-scale programming from leading Canadian and global artists.

Known for its boundary-pushing creativity, Luminato highlights Toronto's role as a vibrant global cultural capital.

FOUR SEASONS CENTRE FOR THE PERFORMING ARTS 20TH ANNIVERSARY

The Four Seasons Centre for the Performing Arts is Canada's first purpose-built opera house, designed with exceptional acoustics and architecture to showcase world-class opera and ballet.

Home to both the Canadian Opera Company and The National Ballet of Canada, it anchors Toronto's reputation as a leading centre for performing arts. Its elegant, modern design and acclaimed sound quality make it a cultural landmark that draws audiences from around the world.



BIIDAASIGE PARK EXPANSION

The next phase of Biidaasige Park will open in 2026, featuring a food pavilion, canoe cove, waterside promenade and additional green space as part of the waterfront revitalization.

The next phase also includes the launch of the Lassonde Art Trail, a free, 4.2-kilometre trail showcasing a mix of permanent and rotating contemporary outdoor artworks by Canadian and international artists, with a permanent sculpture by Cree artist Kent Monkman.





©Amanda Coffey

TORONTO TEMPO

Toronto's first WNBA team, the Toronto Tempo, will begin playing at Coca-Cola Coliseum in May 2026 and will host regular-season games across Canada. Toronto is the league's first team outside the United States, and is the WNBA's 14th franchise. Lilly Singh joins global phenomenon Serena Williams among others in the Tempo ownership group.

TORONTO OUTDOOR ART FAIR 65TH ANNIVERSARY

Toronto Outdoor Art Fair is Canada's largest and longest-running juried outdoor art fair, bringing over 400 emerging and established visual artists to Nathan Phillips Square each July. It attracts around 170,000 visitors annually for free public programs, including art talks, performances, family workshops and site-specific installations.

EVERGREEN BRICK WORKS REVITALIZATION

Toronto's Evergreen Brick Works is set for a $15.6M revitalization, upgrading five key areas with climate-resilient design, enhanced accessibility and Indigenous-led spaces. Highlights include The Promise, a renewed Children's Garden and major public realm improvements, building on its industrial past.



©Evergreen Brick Works

BLUE JAYS 50TH ANNIVERSARY

The 2026 Toronto Blue Jays season marks the franchise's 50th anniversary season, with memorabilia displays on the 100 level, retro giveaways and special theme weekends. As reigning American League champions, the team will launch the season on March 26 at home.





TORONTO ZOO RENOVATIONS

The Toronto Zoo's major renovation will feature a new front entrance, accessibility improvements, a Community Conservation Centre with educational spaces, interactive areas, an otter habitat and connections to Rouge National Urban Park, plus classrooms and a Blanding's turtle breeding facility.

CN TOWER 50TH ANNIVERSARY

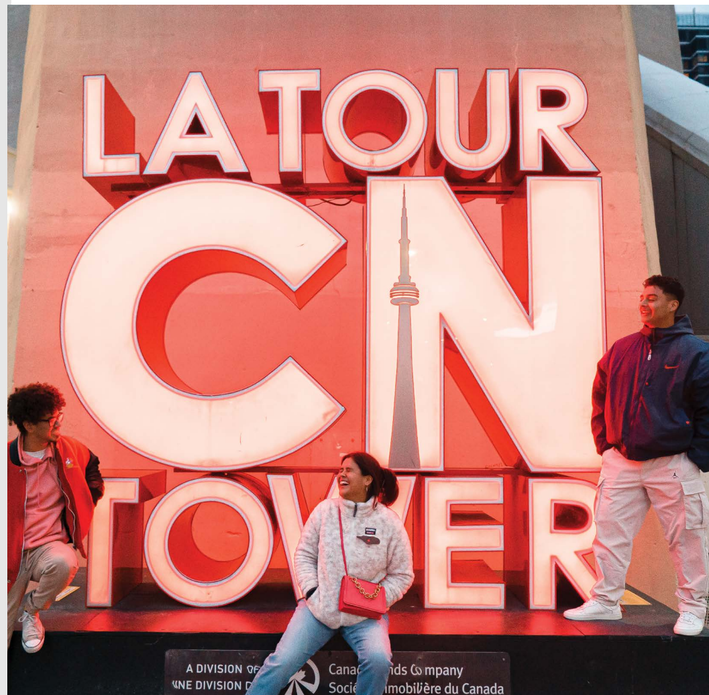
In 2026, Toronto will celebrate the 50th anniversary of the CN Tower which opened on June 26, 1976. As a symbol of Canadian engineering innovation, the CN Tower was once the world's tallest freestanding structure and remains one of the city's most iconic landmarks.

SKYTOWER AT ONE YONGE & LE MÉRIDIEN PINNACLE TORONTO HOTEL

The 106-storey SkyTower, part of the One Yonge development, is expected to be completed in 2026.

It will become Canada's tallest residential building, Canada's first building to exceed 100 floors and will include retail outlets, and PATH connections.

The building will also be home to Le Méridien Pinnacle Toronto Hotel, a sleek, design-forward luxury property located in the lower floors.



6IX KEY SECTORS

Destination Toronto can help connect international association and conference organizers with local business and academic leaders. Across key industries and sectors, we share a passion to plan and draw attention and attendance to ground-breaking events.

FINANCE:

Toronto is the Canadian headquarters to global leaders in banking, insurance, asset management and capital markets. It's also home to local innovators in emerging areas such as fintech and sustainable finance.

ESPORTS:

Toronto is not only a hub for interactive digital media and game development, but the cutting-edge immersive industry, which consists of Artificial Reality (AR), Virtual Reality (VR), Extended Reality (XR), web3, the metaverse, Artificial Intelligence (AI) and other platforms and technologies.

LIFE SCIENCES:

As one of North America's top life sciences and medical research centres, Toronto is advancing clinical and commercial innovation for better healthcare treatment, therapies and technologies. It is home to nine teaching hospitals and more than 1,400 life sciences businesses.

DIGITAL INDUSTRIES:

More than 24,000 technology companies flourish in Toronto, employing a globally connected talent pool of nearly 300,000 people in fields such as artificial intelligence, cyber security, digital media and gaming, fintech and cleantech.

ADVANCED MANUFACTURING:

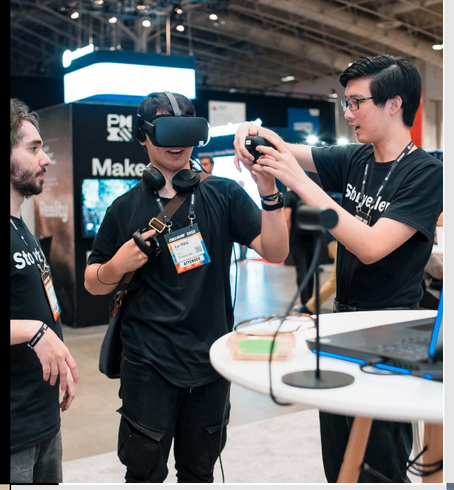
Part of Canada's largest advanced manufacturing corridor, Toronto supports a strong cluster of aerospace and automotive industries, as well as several of Canada's top engineering programs. Canada is the first country in the G20 to become a tariff-free zone for industrial manufacturers and the city itself is home to over 13,000 related businesses.

FOOD & BEVERAGE:

Toronto is surrounded by a vast agricultural greenbelt and home to one of the largest food production clusters in North America. Key subsectors include F&B processing, food services and retailing, alternative proteins, cellular agriculture, vertical farming and food waste. Toronto's proximity to rich agricultural areas and its transportation infrastructure makes for easy access to both domestic and international markets.

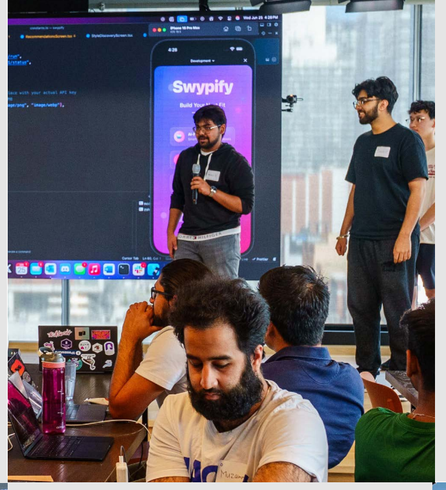
FAST FACTS

From global connectivity to a thriving innovation ecosystem, Toronto offers the scale, diversity and energy that make business events truly impactful.



Canada's largest ecosystem for startups.

43,000+ rooms in over 170 hotels.

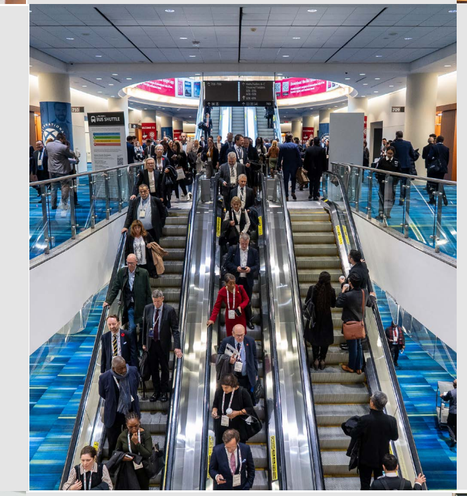


Home to a **talent-rich ecosystem** of creative professionals challenging the status quo and driving global innovation.

A passionate community of thought-leaders, innovators, makers and creators that prioritizes collaboration and stimulates new connections.



Toronto offers more than **1.8 million sq. ft. (167,225 sq. m) of exhibit and meeting space** across **two major convention facilities.**



The fastest-growing tech centre in North America that cultivates a distinctive mix of culture, education, diversity and talent for tech start-ups to think and thrive.

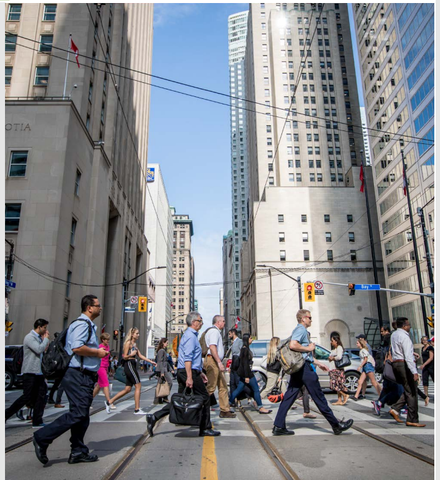




Over 135 million people live within a 90-minute flight from Toronto.



Toronto has **two international airports** that serve **200 global destinations in 55 countries**.



The **driving force of key business sectors,** Toronto's multiculturalism is the fuel for innovation and bold new ideas that have the power to change our world.

BUSINESS EVENTS COMMUNITY

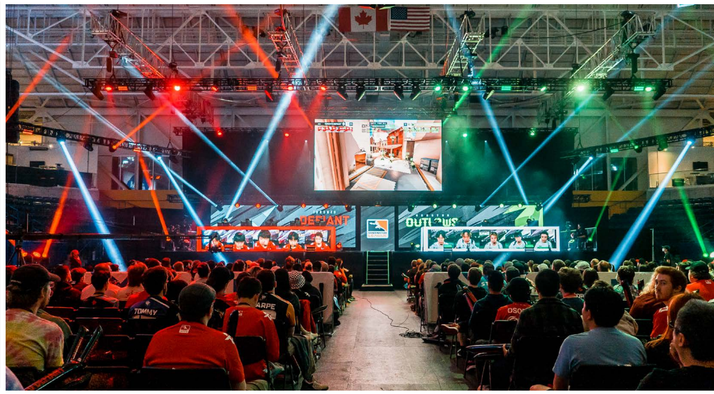


A LAUNCHPAD FOR BIG IDEAS

In Toronto, bold ideas and boundless energy come together, powered by hundreds of cultures that don't just coexist—they grow, create and belong. As Canada's largest city and its most visited destination, Toronto is a cultural and economic powerhouse where global perspectives meet and innovation thrives. This is Toronto 100%—a declaration for visionaries, innovators and leaders ready to spark new possibilities.

VIBRANT HUB FOR BUSINESS

Toronto is a thriving business hub for digital industries, life sciences, finance, advanced manufacturing, esports, food and beverage and has an engaged local business community. Toronto's convention centres—within walking distance of numerous hotels—offer flexible meeting and event spaces. The city also encompasses strong university and entrepreneurial programs, such as downtown's MaRS Discovery District.





A CITY WITH A GLOBAL PERSPECTIVE

Over 50% of Toronto's population was born outside of Canada - our multiculturalism encourages originality and innovation not found elsewhere in North America and is reflected in its culture, festivals, food and business innovation. Naturally inspiring a sense of curiosity in the world rooted in a culture that celebrates, melds and respects its diverse people and experiences.

STORY STARTERS

A FASTER ROUTE TO THE U.S., FROM THE HEART OF DOWNTOWN

Toronto's award-winning island airport has long offered one of the most distinctive arrivals and departures in North America, and now it offers something more: added ease for travellers heading south. As of March 10, 2026, Billy Bishop Toronto City Airport has launched U.S. preclearance, allowing passengers to complete U.S. Customs, Immigration and Agriculture inspection before takeoff and arrive in the United States ready to connect or step straight into their destination. The new facility marks Canada's first U.S. CBP preclearance opening in 25 years and signals a major step forward for one of the continent's most convenient urban airports. For visitors, it means a smoother, more seamless journey. For Toronto, it reinforces the city's position as a well-connected gateway for business and leisure travel alike, with the potential to unlock new routes, deepen cross-border ties and grow Billy Bishop's annual economic contribution from $2.1 billion to $5.3 billion. In a moment when travellers increasingly value efficiency as much as experience, Billy Bishop's new preclearance facility helps put Toronto even more directly within reach.

MORE HOTEL CHOICE, MORE REASONS TO STAY

Whether planning a self-contained meeting based out of one hotel or a citywide event across multiple facilities, Toronto offers more than 180 hotels and 43,000+ hotel rooms across luxury properties, boutique hotels, and full-service three- and four-star stays. That range continued to grow in 2025 with the openings of Nobu Hotel Toronto, Union Hotel, TOOR Hotel, Hyatt Place Toronto Airport and Riu Plaza Toronto. This year, Le Méridien Toronto Pinnacle Hotel is set to add another upscale address to the mix at 1 Yonge Street, reinforcing Toronto's appeal as a business events destination with growing choice across key visitor districts and traveller needs.

WHERE BUSINESS MEETS BIG IDEAS

Toronto is not only Canada's business and financial capital, but it is also one of North America's most dynamic centres for innovation, entrepreneurship and industry. From digital industries, life sciences and finance to advanced manufacturing, esports and food and beverage, the city brings together a diverse mix of sectors supported by a deeply engaged local business community. Shaped by global perspectives, entrepreneurial ambition and cultural dynamism, Toronto offers business events more than just meeting space. It offers access to the ideas, talent and industry networks already shaping what comes next. Its convention centres, located within walking distance of numerous hotels, provide flexible venues in the heart of a city where business happens every day. Add in leading universities, research institutions and entrepreneurial hubs such as MaRS Discovery District, and Toronto stands out not simply as a place to gather, but as a place to connect with the people and sectors driving the future.

ASSETS

Our media library grants you access to hundreds of high-resolution photos and videos of Toronto. You'll find spectacular shots of famous landmarks, attractions, neighbourhoods, culinary experiences and special events that define the city. Photos and videos can be used for editorial purposes, and can be downloaded from our media library **MEDIA LIBRARY.**

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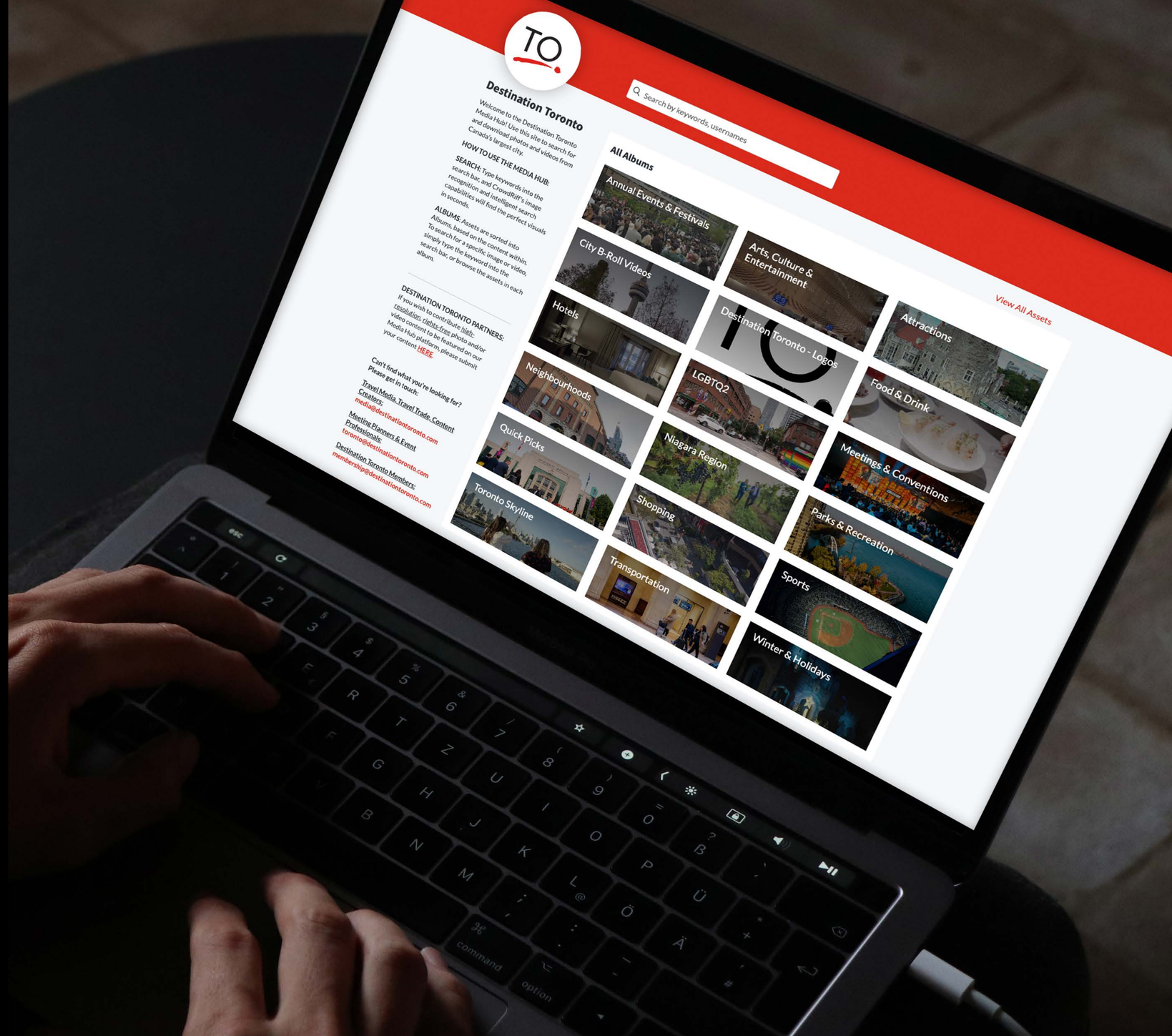

READY TO VISIT?

If you are a journalist or freelance writer and are interested in experiencing Toronto for yourself, please complete our **MEDIA FORM.**

If you are an influencer interested in experiencing Toronto for yourself, please complete our **INFLUENCER VETTING FORM.**

If you are a local content creator or influencer interested in working with Destination Toronto, please complete the **CONTENT CREATOR COLLABORATION FORM**.















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