

FOR IMMEDIATE RELEASE

City Council approves new action plan for expanding tourism in Brampton

BRAMPTON, ON (April 21, 2021) –Today, City Council approved a five-year [Tourism Strategy](#) that aims to make Brampton a tourism destination, expand and build the local economy, and to foster pride of place among residents.

Tourism The Strategy, co-created with Bannikin Travel and Tourism and the Culinary Tourism Alliance, identified arts and culture; food tourism; special events; and, sport tourism as Brampton's greatest strengths in creating civic pride and attracting visitors.

According to the [Tourism Industry Association of Ontario](#), before the COVID pandemic, the economic contribution of tourism in Ontario was larger than agriculture, forestry and mining combined. Developing Brampton as a tourism destination will support the local economy's recovery from COVID-19, while enhancing residents' appreciation of the city.

Pandemic health and safety guidelines have impacted all aspects of travel and tourism requiring a pivot in focus to domestic and hyper-local tourism that industry experts predict will remain in place for years to come.

Research completed in developing the Tourism Strategy indicates people are now looking for new experiences closer to home and the Government of Ontario recently announce a Tourism Tax Credit for travel within the province. This trend is an opportunity for the City of Brampton to securely establish itself as a tourism destination for residents, and the City's closest neighbours. It will create a foundation for tourism to build on and support stakeholders and the local economy as a key pillar of the City's Economic Recovery Strategy.

Quotes

"Brampton is a Mosaic with a bright future and a new vision for tourism. Tourism celebrates our vibrant city's destinations and countless hidden gems. As one of the most diverse cities in the country, there's a vast range of authentic expressions of culture for all to enjoy – including, art, food and cultural celebrations. I am so excited for when we can all return to safely enjoying all that our beautiful Brampton has to offer.

- *Patrick Brown, Mayor, City of Brampton*

"The Strategy approved by Council will move Brampton forward in becoming a tourism destination and creating a bolder future for our city. It will help instill pride in our residents and businesses by showcasing all the amenities we have to offer and highlights the opportunity that Tourism can play in the City's reopening and economic recovery."

- *Martin Medeiros, Regional Councillor, Wards 3 & 4; Chair, Economic Development, City of Brampton*

“This Tourism Strategy aligns with our Council’s *Term of Council Priority- Brampton is a Mosaic* and contributes to the well-being of residents and business. We know that a well-managed tourism economy helps support job creation, economic gain, as well as investments in the facilities and infrastructure, increasing quality of life for residents who enjoy our city each day.”

- *Paul Vicente, Regional Councillor, Wards 1 & 5, Vice-Chair, Economic Development, City of Brampton*

“Brampton’s culture, cuisine, green spaces and recreational amenities make it the vibrant City our residents are proud to call home. Through our new Tourism Strategy, we are committed to building on these features and attracting more investment into our facilities and infrastructure, such as expanded transit, sport and special event facilities and urban beautification that help tourism flourish.”

- *David Barrick, Chief Administrative Officer, City of Brampton*

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As one of the fastest-growing cities in Canada, Brampton is home to more than 700,000 people and 75,000 businesses. People are at the heart of everything we do. We are energized by our diverse communities, we attract investment, and we are embarking on a journey to lead technological and environmental innovation. We partner for progress to build a healthy city that is safe, sustainable and successful. Connect with us on [Twitter](#), [Facebook](#), and [Instagram](#). Learn more at www.brampton.ca.

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