



2024 to 2027 Business Plan

Service: Tourism London

\$11.48

Annual cost for the
average rate payer
(2024 to 2027)

0.29%

Of the 2024 to 2027
City of London Net
Property Tax
Supported Budget

Who we are:

- Tourism London is the lead marketing agency for a vibrant regional tourism industry, facilitating a range of marketing programs and activities which are responsive to market needs.
- Tourism London acts as the voice of the tourism industry within the City of London and the community at large.

What we do:

- Remain targeted and strategic in order to maximize impact and allocation of resources.
- Act as facilitator and catalyst to 'make things happen'.
- Support the economic sustainability of individual tourism and hospitality businesses through effective marketing.
- Maximize efficiency and reduce/eliminate duplication of effort.

- Invest in building long-term, sustainable and strategic partnerships between tourism members, the tourism sector, and other City partners.
- Build local knowledge/pride about the tourism assets which will enhance resident ability to act as ambassadors for the City and region.
- Collaboration on business initiatives with partners.

Why we do it:

- **Traditional** – many cities of comparable size provide tourism related services. A healthy tourism sector contributes to the local economy through taxes, an active workforce and ultimately overall quality of life, which in turn contributes to enhancing London's image as a good location for business and industry to locate.

The following table provides an overview of the budget for this service:

Budget Summary (\$000's)	2024	2025	2026	2027	2024 to 2027 TOTAL
Gross Operating Expenditures	\$2,780	\$2,848	\$2,878	\$2,884	\$11,390
Other Revenues	-\$178	-\$208	-\$208	-\$208	-\$802
Net Tax Levy Supported Operating Budget	\$2,602	\$2,640	\$2,670	\$2,676	\$10,588
Total Capital Expenditures	\$0	\$0	\$0	\$0	\$0
Full-Time Equivalents (FTE's)	16.5	16.5	16.5	16.5	N/A

Reflects 2024 to 2027 adopted City budget as of December 1, 2025.

Linkage to the 2023 to 2027 Strategic Plan

This service supports the following Strategic Areas of Focus in the 2023 to 2027 Strategic Plan:



**Reconciliation, Equity,
Accessibility, and
Inclusion**



**Economic Growth, Culture,
and Prosperity**



**Housing and
Homelessness**



**Mobility and
Transportation**



Wellbeing and Safety



**Climate Action and
Sustainable Growth**



**Safe London for Women,
Girls, and Gender-Diverse
and Trans People**



Well-Run City

Environmental, Socio-economic Equity and Governance (ESG) Considerations

Environmental, Socio-economic Equity and Governance Profile for this service:

Environmental:

- Addressing Corporate Greenhouse Gas Emissions: This Business Plan does not include any new greenhouse gas emission sources or increased emissions from existing sources. No relevant quantitative and/or qualitative information pertaining to the expected impact on greenhouse gas emissions included in the corporate inventory exists or is applicable for this Business Plan.
- Addressing Community Greenhouse Gas Emissions: This Business Plan is not expected to have any impact on greenhouse gas emissions in the community. No relevant quantitative and/or qualitative information pertaining to the expected impact on greenhouse gas emissions included in the community inventory exists or is applicable for this Business Plan.
- Addressing Community and/or Corporate Resilience: This Business Plan is not expected to have any impact on community adaptation and resilience. No available data or description regarding extreme weather impact or climate conditions exist or is applicable for this Business Plan.

Socio-economic Equity:

- While no specific equity-deserving or other vulnerable groups will be potentially affected by this Business Plan, it supports an overall vibrant and healthy City rooted in culture, entertainment, and tourism that is inclusive of all Londoners and visitors.
- Tourism London's 2023 to 2027 Strategic Plan sees diversity at the forefront of Tourism London's Guiding Principles. Diversity, in all its definitions, will inform the work undertaken by Tourism London over the next five years. This Business Plan aligns with the implementation of Tourism London's 2023 to 2027 Strategic Plan and the guiding principles therein.
- Through this Service, the community at large and the tourism industry specifically will benefit from an increase in capacity and services that Tourism London will be capable of rendering.
- Positive anticipated impacts resulting from this Service include additional employment opportunities within our community and the corporation.
- Any Accessibility for Ontarians with Disabilities Act (AODA) factors have been considered and would be sustained practices.

Governance:

- This Business Plan is critical to the organizational impact and the services Tourism London is tasked to provide to the community and the tourism industry. As Tourism London is positioned as an economic driver for the City under the City Manager's Office, this Business Plan represents good fiscal responsibility and opportunities for development, enhancement and expansion for the City's tourism industry.
- Reporting and monitoring will continue to be done monthly as per current processes and protocols with an annual 3rd party audit procedure. Results are shared with the public at the time of our Annual General Meeting.

The following section provides an overview of the key activities the service plans to undertake from 2024 to 2027 to implement the Corporation's 2023 to 2027 Strategic Plan, as well as an overview of the risks and challenges the service is anticipated to experience during this period:

Service Highlights 2024 to 2027

- Implementation and execution of Tourism London's first ever organizational Strategic Plan, 2024 to 2027, in alignment with the City of London's Strategic Plan.
- Key bids being prepared for major music, cultural and sport events as well as major conventions in London.
- Working to strategically align with the City Manager's Office/Strategic Plan as per Tourism London's reporting.
- Continued development by the London Music Office and Tourism London of the United Nations, Educational, Scientific and Cultural Organization (UNESCO) Creative Cities Network City of Music Designation.

Risks and Challenges Anticipated in 2024 to 2027

- Challenges around staffing as Tourism London looks to expand its business based on the adoption of the London Music Office as a result of enterprise-wide restructuring.
- Challenges around office space as Tourism London looks to expand its business based on the adoption of the London Music Office as a result of enterprise-wide restructuring.
- 'Growing pains' around the London Music Office and the UNESCO Creative Cities Network City of Music Designation as we navigate new learnings and opportunities.

Other reference information and links:

- Link to the [Tourism London Website](#)

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