

# THE 2025 MICHELIN GUIDE TORONTO AND REGION FACT SHEET

## TORONTO AND THE MICHELIN GUIDE

- Toronto was the first Canadian MICHELIN Guide destination (announced in 2022) and the sixth in North America.
- Last year, the 2024 MICHELIN Guide Toronto & Region recognized:
  - 16 Starred restaurants, including one with Two Stars
  - 2 Green Stars
  - 23 Bib Gourmands
  - 61 Recommended restaurants
- Last year's selection comprised 100 restaurants across 30 cuisine types.

## TORONTO'S CULINARY DIVERSITY

- Toronto is home to residents from over 240 ethnic origins and more than 180 languages are spoken in the city.
- Toronto's neighbourhoods showcase flavours from around the world in more than 15,000 restaurants and food establishments.
- Notable food districts include Koreatown, Little Jamaica, Greektown, Little India, and multiple Chinatowns.
- Toronto's culinary diversity and talent was recently in the spotlight along with other Canadian cities on *Top Chef: Destination Canada* (Season 22), with 1.9M viewers per episode (35-day average).

## CULINARY TRAVEL INSIGHTS

- According to Destination Ontario's **Ontario Consumer Survey**, 58% of Ontario residents are considering local cuisine as part of upcoming trips in the province.
- According to Destination Canada, trying local food and drink is the most frequently desired travel activity among global travellers, and nearly one-quarter of global travellers specifically seek fine dining and gourmet cuisine while travelling.
- In 2024, 50% of international leisure travellers visiting Canada indicated in a survey that they tried local food and drink as a travel activity (up from 36% in 2023).



## CULINARY TOURISM: BOOSTING SPENDING, JOBS, AND GROWTH

Culinary tourism is a powerful driver of visitor spending, economic growth and local jobs, in Toronto and also across the country.

*Toronto:*

- According to the **Economic Impact of Visitors in Toronto**, in 2023, food and beverage accounted for 24% of visitor spending in Toronto (\$2.0 billion) and supported over 16,000 direct jobs in Toronto's food services sector.

*Ontario:*

- In 2023, Ontario had 35,000+ food and beverage establishments, making up 39% of tourism-related businesses in the province.
- In 2024, food and beverage was estimated to be the largest spending category for visitors, accounting for 32% of total visitor spending in Ontario.

*Canada (from Restaurants Canada):*

- The restaurant sector supports 19.5 jobs per \$1M in output, more than double the Canadian industrial average of 8.4 jobs.
- The restaurant industry is Canada's 4th-largest private employer, ahead of real estate, mining, oil & gas, agriculture, utilities, forestry, and fishing combined.
- Every dollar spent in foodservice generates an additional \$2.30 in economic output, above the all-industry average of \$1.90.