



TOGETHER

TOURISM TORONTO
MEMBERSHIP
2019

CONNECT WITH 43 MILLION VISITORS AND
TAP INTO THEIR \$8.8-BILLION SPEND EACH YEAR.

TOURISM
TORONTO

CONTENTS

ABOUT TOURISM TORONTO	3
MEMBERSHIP OVERVIEW	4
EXPOSURE	5-6
KNOWLEDGE	6-7
COMMUNITY	7
MEMBERSHIP	8
ENHANCED MEMBERSHIP	9
ENHANCED MARKETING PACKS	10
MEMBERSHIP ADD-ONS	11
PARTNERSHIP	12-13
PREMIUM PARTNERSHIP	14

REGIONAL TOURISM ORGANIZATION 5, REPRESENTING:



TOURISM TORONTO

Tourism Toronto is an industry association representing more than 1,000 businesses and is the official destination marketing organization for Toronto, “Canada’s Downtown.” With sales and marketing programs in markets around the world, Tourism Toronto promotes the Toronto region as a remarkable destination for tourists, convention and meeting delegates, and business travellers.

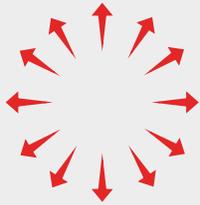
Joining Tourism Toronto connects your business to the visitor economy. The Toronto region remains the most-visited destination in Canada, with 43 million visitors each year who spend \$8.8-billion annually.

Membership can help you increase visibility in key markets and to those visiting Toronto. It also allows you to extend your reach through digital and marketing platforms. It provides access to valuable resources including educational workshops, networking events, and the sharing of knowledge and best practices with industry leaders. It allows you to become an important part of the tourism business community.

Working with Tourism Toronto puts your business in front of visitors and new customers when they need it most – during trip planning and once they’ve arrived.



MEMBERSHIP



EXPOSURE

Extend your reach to the 43 million visitors to Toronto through marketing opportunities. Put your business in front of millions of potential customers through Tourism Toronto's website, print and digital publications, media opportunities, and through our sales teams.



KNOWLEDGE

Gain a better understanding of visitors to the city through reports and insights. Be better prepared for changes in the marketplace and learn how to grow your business through the *EDGE Event Series*.



COMMUNITY

Become a part of a strong network of businesses. Stay connected and strengthen relationships with peers and industry leaders through networking opportunities, while staying up-to-date with industry trends and news.



EXPOSURE

**PUBLICATIONS****TORONTO MAGAZINE**

200,000 in circulation

Toronto Magazine reaches consumers/travellers who are actively planning a trip to Toronto, including more than 20,000 people each year who contact Tourism Toronto to request information, and the thousands more who pick up the magazine at Tourism information centres. Available at retail locations in Pearson Airport and at Air Canada Lounges worldwide, and online.

TORONTO MAGAZINE HOTEL ROOM EDITION

90,000 in circulation

When guests arrive in their hotel room anywhere in the Toronto region, an elegant Toronto Magazine is there for them serving as a guide to the best in the city. The Hotel Room Edition also includes the same listings found in the Official Toronto Visitor Guide.

OFFICIAL TORONTO VISITOR GUIDE

500,000 in circulation

The Official Visitor Guide has the widest circulation of any visitor guide about Toronto. The guide helps visitors navigate their way through all of Tourism Toronto's member restaurant, shopping and attraction options. Foreign language guides are also printed in Chinese, Japanese, German, Spanish and Portuguese. (Note that foreign guides do not include listings)

**DIGITAL****SeeTorontoNow.com**

Over 7 million unique visitors annually. The official websites of Tourism Toronto including SeeTorontoNow.com provide a guide to what's happening in the city. Features include: an extensive calendar of events, content highlighting the arts, nightlife, family, pride, luxury and festivals, Plus, to maximize its reach, Tourism Toronto offers the website in eight different languages, including Chinese, Japanese, French, Spanish, German, Korean, and Portuguese.

TOURISM TORONTO CONSUMER E-NEWSLETTER

Delivered to 60,000+ opt-in subscribers each month. The e-Newsletter features the best of what to do, see and eat in the Toronto area for the month ahead.

SOCIAL

Tourism Toronto is active on 7 social networks (and in 5 languages) with a total network of 680,000+. Engage a community of connected advocates who enthusiastically and frequently share our story within their communities.

SALES



BUSINESS EVENTS SALES

Tap into our Business Events' sales efforts, and receive Confidential Convention Lists (CCLs) to reach meeting professionals and convention delegates. From citywide conventions to corporate meetings, our Business Events team works especially hard to give your business successful referrals and leads.



TRAVEL TRADE SALES

Members with the resources to accommodate groups can benefit from working closely with our International Leisure Trade Team. This team serves group travel markets – students, senior, FIT (independent travel), auto clubs, etc. as well as luxury travel networks, and refers leads directly to Tourism Toronto Members' products and services.



SALES MISSIONS AND TRADE SHOWS

Tourism Toronto regularly executes sales missions and trade shows in Canada, the U.S. and our key overseas markets. Members can access cost-effective options to work together and cross-promote services. Inclusion is at discretion of the Business Events staff and investment amounts vary according to the opportunity. Members who qualify can participate when prompted.



MEMBER OFFERS

Members can promote their business and services to the Tourism Toronto community through the Partner Portal, and connect directly to thousands of conference delegates through the special offers section of the website.



MEDIA RELATIONS

The media relations team works with hundreds of travel writers each year to generate positive media coverage for Toronto with both leisure and business travellers. The team pitches to, and helps facilitate, requests from writers for newspapers, magazines, blogs, TV and radio. They also distribute a quarterly e-newsletter featuring our members' new products and services to a database of over 1,000 travel journalists. Media Alerts are sent to members as notifications of media looking for specific information, leads or invitations to experience products and services in the destination.



KNOWLEDGE

REPORTS, RESEARCH & DATA

The research team examines tourism patterns, market intelligence, customer insights among all areas of Toronto's visitor market and the economic impact across sectors and conducts visitor intercept surveys. Statistical and analytical reports are available that provide insight to help businesses make informed decisions to grow business and help drive the visitor economy.



THE EDGE EVENT SERIES

Explore, Discover, Grow and Engage through Tourism Toronto's professional development program, the *EDGE Event Series*. The series of workshops and seminars is designed to keep you and your team up to date with the latest developments, innovations and trends from industry experts. Enrich your marketing skills, enhance your sales efforts and grow your business while networking with peers and industry experts.

E-NEWSLETTER – THE INSIDER

Tourism Toronto generates a bi-monthly industry e-Newsletter *The Insider*, with up-to-date industry news, opportunities, best practices, tools, member stories and upcoming events. Gain new insights from various Tourism Toronto departments and deepen your engagement with the tourism community.

CONVENTION LIST

Members have exclusive access to our convention list which includes information about upcoming meetings and conventions in the Toronto area. This can be helpful when building future staffing plans and accessing new business opportunities with large groups of potential customers coming to the city.

TRAINING

Tourism Toronto staff can offer training and expertise on how to maximize memberships, including how to work with the leisure travel market or optimizing your access to business events. Enhanced Membership and above will be assigned a Membership Account Manager to handle their account.

COMMUNITY

OFFICIAL MEMBER STATUS

Display the Tourism Toronto member decal at your premises and on your website to boost customers' trust in quality and service. You can also use your approved Tourism Toronto member logo on marketing materials to further promote your brand and give travellers added confidence in your business.

NETWORKING EVENTS

Tourism Toronto coordinates social events throughout the year that provide great networking opportunities to increase business, keep on top of industry trends and showcase new products and offerings from members. Sponsorship opportunities are available for these events to further increase brand awareness across the Tourism Toronto community.

ANNUAL GENERAL MEETING

The AGM is an invitation-only member event that provides an in-depth look at the year's results and trends and detailed insights into Tourism Toronto's strategies for the year ahead. The AGM is always a great opportunity to network with the entire tourism community.

MEMBERSHIP

For companies interested in reaching the visitor market and staying connected with Tourism Toronto and member businesses. Membership includes customizable listings, and opportunities to build relationships in the industry with access to valuable networking events and educational opportunities.

\$600

EXPOSURE

- Listing on SeeTorontoNow.com or BusinessEventsToronto.com, includes map location to your business, links to your website and three (3) photographs
- Listing in consumer print publications including the Hotel Edition of Toronto Magazine and Official Toronto Visitor Guide
- Business referrals and media leads email
- Opportunities to connect you to leisure visitors, meeting planners, travel professionals
- Inclusion in Member Directory on SeeTorontoNow.com
- Events included in Calendar on SeeTorontoNow.com
- Direct booking link for reservations (restaurants)
- Invitation to participate in convention & tourism sales missions and trade shows, if qualified for program (additional fees apply)
- Access to high-resolution photographs and b-roll of Toronto for use in your marketing
- Inclusion in the Special Offers section of MyTorontoMeeting.com the convention delegate site
- *Google My Business* verification
- Opportunity to be included in the Attractions Passport, which provides visiting media, meeting planners, tour operators, etc. with media access privileges.

KNOWLEDGE

- 12-month Convention List
- Monthly industry e-newsletter, *The Insider*
- Annual Report and visitor market data insights reports
- Orientation and consultation session with Tourism Toronto staff
- Opportunity to attend *EDGE Event Series* (additional fees apply)

COMMUNITY

- Invitations to networking events, connecting your business directly with other members
- Invitation to the Annual General Meeting
- AGM voting privilege
- Access to the complete Networking Directory
- Member designation to show your alignment with Tourism Toronto

Pricing is based on 12-month membership from January to December 2019
 Ask for more information on our **Not-for-Profit Rate**

ENHANCED MEMBERSHIP

For companies looking for a more dynamic approach and additional marketing opportunities. This level includes increased exposure and a direct booking opportunity targeting consumers and leisure travellers.

\$1,200

All the benefits of Membership, plus...



EXPOSURE

- Inclusion in Booking Portal on SeeTorontoNow.com for hotels, attractions, and activities (1 million consumer searches in 2018)
- Member Offers to all businesses via Partner Portal
- Opportunity to share your products and offerings to Tourism Toronto Staff through Enhanced Member presentation sessions
- Two (2) additional category listings on SeeTorontoNow.com
- Additional 5 photographs included in your listings on SeeTorontoNow.com



KNOWLEDGE

- Opportunity to attend *EDGE Event Series* (2 tickets per event included)
- Detailed tourism market data research reports and analysis
- Enhanced Convention Calendar with 48-month advance listing
- Enhanced orientation and consultation session with Tourism Toronto staff
- Citywide Definite Convention list



COMMUNITY

- Dedicated Account Manager

Pricing is based on 12-month membership from January to December 2019
Ask for more information on our **Not-for-Profit Rate**

ENHANCED MARKETING PACKS

For companies that would like to enhance specific engagement — either feature their profile to increase visibility and reach, build on their social presence, or lift their profile with the many conventions and business meetings that take place in our destination. The packs are geared toward increasing exposure either with consumers or with business events. Turn up the volume on your business when it you need it the most. Select from three options, or choose them all for extra savings.

Those with Enhanced Membership are eligible for Enhanced Marketing Packs, available on a first-come first-served basis.

FEATURED MEMBER PACK **\$4,500**

- Promotional ad placement with direct link back to Member's site on SeeTorontoNow.com home page
- Featured Member in one (1) Tourism Toronto Member e-Newsletter, *The Insider*
- Featured Member in one (1) Tourism Toronto Consumer e-Newsletter

All to be deployed in the same month. Limited number available

SOCIAL PACK **\$3,500**

- Content takeover for one day
 - One (1) Facebook post
 - Three (3) Twitter posts
 - Instagram Stories
- Ambassador assigned to do live social and/or My Toronto blog.
- Post-takeover report
- + paid amplification of social content by Tourism Toronto

Tourism Toronto is active on 7 social networks, with more than 680,000 followers

Limited number available

BUSINESS EVENTS PACK **\$1,500**

- Scheduled feature content on the BusinessEventsToronto.com home page (1 month) with a link to an associated blog post
- Social media takeover of @MeetinToronto for a day (From 5 to 7 Twitter posts)

Limited number available

Bundle a Featured Member Pack and Social Pack for \$7,500
Purchase all 3 packs for \$8,500

MEMBERSHIP ADD-ONS

ADDITIONAL SUB-CATEGORIES OR LISTINGS

Each member is automatically listed in one sub-category or listing at the Member Level. There is a \$150 fee for each additional category listing, unless you are enrolled in Enhanced Membership.

ADDITIONAL ASSOCIATED BUSINESSES

If you have additional businesses that you would like to include as part of your membership, there is a \$250 fee for each associated account. Maximum of 3 extra associated accounts per master account. Does not apply to Shopping Centres, BIAs or Associations.

TOURISM EDGE EVENT SERIES

Members can purchase tickets to individual workshops and events that are part of the *EDGE Event Series*. Prices may vary. Those enrolled in Enhanced Membership automatically receive two tickets to each event.

ADVERTISING

Additional advertising opportunities are available in Tourism Toronto print publications, on SeeTorontoNow.com and in the consumer e-newsletter. Contact Bookmark Content to find out more.
T: 1 416 350 2425 E: ttsales@bookmarkcontent.com

**To learn more about membership please contact
membership@torcvb.com or call 416-203-2600**

TOGETHER

TOURISM TORONTO

PARTNERSHIP

2019



PARTNERSHIP

Tourism Toronto is committed to developing mutually beneficial partnerships to help drive more business and visitors to Toronto. Partnerships are designed to provide a variety of opportunities to increase exposure and lead to greater impact among visitors across all business lines.

PREMIUM PARTNERSHIP

Broaden your exposure to new clients and partners and enhance your company's profile.

STRATEGIC MARKETING PARTNERSHIPS

Tourism Toronto strives to create strategic alliances with companies and brands who share similar goals. Our strategic marketing partnerships are designed to combine efforts and resources to have a greater impact and reach with a shared audience, and drive more business and visitors to Toronto.

JOINT MARKETING PROGRAMS

Tourism Toronto invests in Joint Marketing Partnerships that bring established brands together, with the Canada's Downtown Brand and matched investments, to collaborate in the building of strategic marketing campaigns. Examples of past Joint Marketing Programs include:

- **Expedia / Air Canada Stopover Program (US)**
- **United Airlines 'Longer Nights, Brighter Lights' Program (US)**
- **Porter Escapes 'Land in Canada's Downtown' Program (US)**

SPONSORSHIP OPPORTUNITIES

Sponsorship with Tourism Toronto provides opportunities to connect with an exclusive group of tourism professionals, and offers authentic and meaningful engagement with Tourism Toronto stakeholders, partners and clients. It builds your influence with global meeting planners, industry leaders, international tour operators and travel media, all driving business and billions of dollars to Toronto each year.

Consider supporting the tourism community through unique and visible partner integration at our events and activities:

- **Annual General Meeting**
- **Annual Marketing Summit**
- **EDGE Events Series**
- **Industry Networking Events**
- **Research Reports**
- **Business Events Newsletter**

To learn more about strategic partnerships and sponsorships please contact Sarah Jarvis, Director of Partnerships at 416-203-3808 or sjarvis@torcvb.com

PREMIUM PARTNERSHIP

STARTING AT
\$20,000

Premium Partnership is for businesses that want the highest level of exposure and profile both with customers and as leaders in the region's tourism community. Premium includes a customized marketing strategy to help you reach visitors across all business lines. With all the tools available to you, your company will be positioned in front of meeting professionals, business travellers and leisure visitors through a variety of communication channels, as well as to local businesses and government leaders.

All the benefits of Enhanced Membership, plus...

EXPOSURE

- Premium Advertising Package: Includes one (1) ad in newsletter, one (1) ad on SeeTorontoNow.com (150,000 ad impressions, ROS) and one (1) full-page ad in 2019 Tourism Toronto publication
- Recognition as a Premier Partner. Logo placement on SeeTorontoNow.com homepage, Annual Report, in Toronto Magazine and Official Toronto Visitor Guide, at the Annual General Meeting, and select speaking engagements
- Strategic meeting to share business plans and marketing priorities, designed to explore alignments on content and social strategies
- Scheduled feature content on SeeTorontoNow.com homepage
- Inclusion in the Featured Partner section of the Official Visitor Guide, which includes added listing and one (1) image
- First right of refusal to participate in select media events and marketing campaigns (additional fees apply)
- Featured partner listing included in media kits
- Key positioning on website listings and in the Official Visitor Guide
- Multiple category listings
- Social media consultation with influencer

KNOWLEDGE

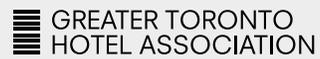
- Opportunity for a full briefing to company staff on the tourism market, data and trends by Tourism Toronto senior leadership as it relates to your business
- Customized reports and access to Tourism Toronto's industry research specific to your business
- Open admission to *EDGE Event Series*

COMMUNITY

- Recognition as leaders within our community, with a commitment to supporting the growth of our sector
- Designated Account Manager

TOURISM TORONTO

FUNDING PROVIDED BY



PREMIUM PARTNERS

