



Tuesday, September 29, 2009

Ms. Arlene Campbell  
General Manager Sales & Events  
Direct Energy Centre  
100 Princes' Blvd.  
Exhibition Place  
Toronto, ON  
M6K 3C3

Dear Ms. Campbell,

In today's competitive market, a successful convention destination is one which offers event, meeting and trade show organizers the convenience and availability of hotels within close proximity to major convention and conference facilities.

The much anticipated opening of the Allstream Centre later this year will significantly increase the need for adjacent, convention-quality hotel rooms in order to compete not only domestically, but also internationally to draw large scale, high yield corporate and association events to Exhibition Place.

Hotel package, capacity, and competitive pricing are the main site selection drivers when event planners evaluate a destination. Eliminating or dramatically reducing the need for shuttling greatly impacts the attractiveness of a potential site by reducing convention related costs and reducing an events' carbon footprint.

With that said, Tourism Toronto is excited to lend its support to the proposed hotel development on Exhibition Place grounds, which will further enhance Toronto's appeal as a top ranked convention destination in the international marketplace.

Sincerely,

A handwritten signature in black ink, appearing to read 'D. Whitaker', is written over a light blue horizontal line.

David Whitaker  
President & CEO

**Queen's Quay Terminal at Harbourfront**

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

Tel: 416-203-2600 • Fax: 416-203-6753

Visitor Info: 416-203-2500 • Toll-Free Visitor Info: 1-800-363-1990

Website: [www.torontotourism.com](http://www.torontotourism.com)

