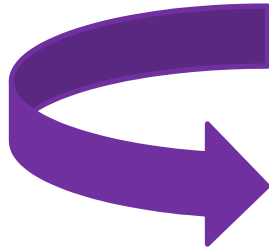


WELCOME TO TORONTO

we've been
expecting
you



“Hospitality Excellence”

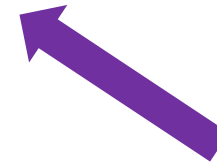
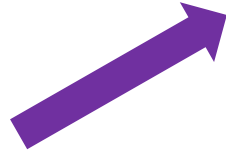


Key Tourism Priority

(2008 PRTD Project, 2011-12 IRC)



Ontario



Program Goals:

- Help visitors feel welcomed, informed, and well-treated
- Enhance visitors' experience and motivate return trips



Improved economic impact for tourism sector

The Strategy:

- Create a unified visible sign of welcome across the city



A Welcome Campaign targeting tourists

- Nurture a high level of customer service at visitor touchpoints



Industry Training for frontline workers



**A visible
sign of
welcome**



welcome to toronto

we've been expecting

you

welcome to toronto

we've been expecting

you

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Toronto Ontario

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you

Welcome to Toronto

tourism Toronto
Toronto Convention & Visitors Association

TORONTO

Ontario

歡迎光臨多倫多

Willkommen in Toronto

Bem-vindo a Toronto

टोरन्टो में आपका स्वागत है
हम आपकी राह देख रहे थे

we've been expecting
you

Bienvenue à Toronto
nous vous attendions

Bienvenido a Toronto

ٹورانٹو میں خوش آمدید
ہم آپ کی راہ میں منتظر تھے

we've been expecting
you

welcome to toronto
we've been expecting
you

welcome to toronto
we've been expecting
you



Prepared

Proactive

Proud

Positive

Behaviours and

actions that

create

memorable

visitor

experiences

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QUESTIONS?