WELCOME TO TORONTO

we’ve been expecting you

Toronto
Ontario
TD Tourism
Toronto Convention & Visitors Association
“Hospitality Excellence”

Key Tourism Priority
(2008 PRTD Project, 2011-12 IRC)
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
Available FREE to industry:

• Buttons, posters, bumper stickers, window decals & paper bags
• Help Cards in 10 languages
Prepared
Learn about Toronto, its neighbourhoods and all they have to offer.

Proactive
Look for opportunities to share your knowledge and experiences of Toronto and its neighbourhoods.

Proud
Talk about unique features of Toronto.

Positive
Project an optimistic attitude even when faced with a challenging situation.

Behaviours and actions that create memorable visitor experiences
• www.xoTO.ca
• Twitter: @xoTO, #xoTO
• Facebook: facebook.com/xoto
• Youtube, Flickr
QUESTIONS?