

In 2009 Tourism Toronto is responding to the economic climate with a compelling consumer offer:

**TORONTO weekend getaways,
starting at \$xx.xx for a
2 Night Weekend Stay***

*based on double occupancy, minimum two night stay (combination of Fri-Sat, or Sat- Sun)

Tourism Toronto will be investing \$2,000,000 in consumer marketing programs within the Ontario and Upper State New York traditional feeder markets and \$200,000 in search engine marketing to drive continual traffic to www.SeeTorontoNow.com throughout 2009, in efforts to drive weekend leisure business. With the expected increase in traffic to the website, Tourism Toronto requests your participation in this program.

Participation requirements:

- 1) [Click here](#) to submit your **BEST AVAILABLE RATES** for a 2 night minimum weekend stay (Friday/Saturday/Sunday) valid throughout 2009.
- 2) Hotel to provide two vouchers, each valid for 2 nights accommodation for two + breakfast (used for promotional purposes). See participation form for more details.
- 3) The two night weekend package rate can be updated on an ongoing basis thru Tourism Toronto's extranet (Meridian Reservation Systems).

If you have any questions about the program, please contact Sabrina Kandasamy at skandasamy@torcvb.com or 416-203-3842.

For questions regarding the extranet and EZ Yield, please contact Maxine Morrell-West at mmorrellwest@torcvb.com or 416-208-3806.

We will be following up with you in the upcoming weeks for rate submissions.

Thanks in advance for your participation.

Regards,

Joel Peters
Senior Vice President, Chief Marketing Officer