

**For Immediate Release
October 13, 2008**

Tourism Toronto launches www.SeeTorontoNow.com making it easier for travellers to plan a trip to Toronto

Toronto, ON – Travellers considering a trip to Toronto can start planning their experience with www.SeeTorontoNow.com. With an improved calendar, interactive mapping and more trip packages, www.SeeTorontoNow.com takes the stress out of planning travel to Toronto.

Added features of the site include:

- 360° panoramas showcasing views of Toronto's most popular landmarks and neighbourhoods represented in various seasons and events such as the Toronto skyline, harbourfront and others across the Greater Toronto Area.
- Calendar of Events searchable by keywords, start and end dates of an event, tradeshow by convention centre, happenings next week, next month and next year or areas of interest such as multicultural attractions, performing arts and more.
- Hotel packages and reservations located on every page allow visitors to book accommodations, tickets for theatre performances and sporting events, the Toronto City Pass and other special deals.
- A Google Maps feature for quick and easy searches for locations within diverse neighbourhoods, providing specific address points and directions to and from Toronto landmarks and attractions.
- A Trip Advisor tool providing reviews and ratings for over 150 Toronto hotels, bed and breakfasts, inns and other specialty lodging.
- Up-to-the-minute Toronto weather forecast via The Weather Network.
- Simple e-newsletter sign-up for the inside track on Toronto and latest happenings and events, plus special offers and deals.
- Recent articles, news and independent reviews on Toronto and what it has to offer.

Other components of the Tourism Toronto site including sections for meeting planners, tour operators and media are in development.

About Tourism Toronto

Tourism Toronto, Toronto's Convention and Visitors Association, is an industry association of more than 1,200 members established to sell and market the Greater Toronto Region as a remarkable destination for tourists around the globe. For more information please visit www.SeeTorontoNow.com.

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