

SEEING TORONTO JUST GOT EASIER

Tourism Toronto's new app puts Toronto's best in the palms of visitors' hands

TORONTO (November 11, 2011) – Tourism Toronto has launched a new tool that helps create smarter visitors out of smart phone users. “See Toronto” is a free download, currently available for iPhones, iPod Touches and iPads, that enables tourists and residents alike to find places to eat, things to do and areas to shop with a few taps of a screen.

“With travellers increasingly relying on handheld devices to get information, developing a comprehensive and up-to-date visitor guide in app form means more of Toronto is available to them while they’re here,” said David Whitaker, President and CEO of Tourism Toronto. “Many businesses in Toronto, Mississauga and Brampton benefit from tourism and we want to do all we can to encourage visitors to get out and explore.”

According to a recent study by Compete Inc., 34 per cent of smartphone owners indicated they were likely to use their mobile devices on their next trip to find information about their destination while travelling. Furthermore, 25 percent were likely to research lodging options.

Drawn from content provided by Toronto.com and by members of Tourism Toronto, the app has location-based technology that lets users know what’s nearby their current location in the category being searched and includes maps and contact information. Visitors can also search by what’s closest to their hotel. So, for example, while a visitor is out exploring the city in the afternoon, if they want to plan ahead for dinner, they can find restaurants close to where they’re staying.

In addition, the app enables Tourism Toronto to showcase seasonal promotions, such as the holiday Torontoland campaign currently featured.

The app will be available for Android phones in December 2011 and Windows phones in January 2012. A mobile site to provide access to all users who are on the move will be available in December, providing access for Blackberry and other handheld device users. An enhanced version of the app with increased functionality will also be released in December.

The See Toronto app is available via iTunes now:
<http://itunes.apple.com/ca/app/id474825714?mt=8>

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, convention delegates and business travellers around the globe. Tourism Toronto operates in partnership with the Ontario Ministry of Tourism and Culture as Regional Tourism Organization 5. For more information please visit www.seetorontonow.com.

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