

Dear Hotel Members,

Tourism Toronto is pleased to offer our hotel community the opportunity to participate in a year-long packaging program. There are 3 ways to participate – you can opt to participate in all 3 (our recommendation) or choose as you wish...

(1) Package Rate *(thanks to those who are already participating!)*

Tourism Toronto has partnered with a number of attractions, theatre productions and events throughout the year and, as a result, has secured blocks of tickets at reduced rates to be packaged with the sales of your hotel rooms. These packages will be prominently featured on www.SeeTorontoNow.com, leveraging our consumer marketing campaigns. As well, they will also be sold via TT's Sales Centre (toll-free number). In order to deliver the highest consumer value and drive sales, Tourism Toronto builds the hotels and tickets as a 'bundled' package. This means that neither the hotel rate nor the ticket price can be separately identified to the consumer – it appears as one package price, based on the rate provided by the individual property (and TT adds the tickets into the package). As an example, check out our King Tut packages – www.SeeTorontoNow.com/KingTut.

To participate, [click here](#) to complete the participation form.

(2) Stay 2 nights, Get the 3rd night FREE

This opportunity is the same as the above, except that it requires a minimum 2-night booking in order to get the 3rd night free. By separating these 2 offers, the hotel community is able to adjust its rates to accommodate the 3rd night. All other packaging components are the same as per the above.

As an example, check out our King Tut packages, featured within the OTMP Olympic T.V. campaign – <http://www.reservations.torontotourism.com/ThirdNightFree.asp>

To participate, [click here](#) to complete the participation form.

(3) Themed Packages (Romance, Girlfriends, Family)

As part of TT's annual Summer consumer campaign, we will again be targeting three (3) specific consumer target audiences – couples (romance), girlfriends and family. You may choose to submit a hotel package that is specifically designed to target one of these consumer segments. The package may ONLY include amenities fulfilled at the hotel (i.e. it cannot include attraction passes, etc.) and it must be booked through TT (commissionable). An example for a family package may include in-room movie and popcorn.

To participate, [click here](#) to complete the participation form.

NEW for this year, we are suggesting that you provide your package rates for the full year (rates can be changed as often as you like, and black-out periods may apply) to avoid multiple requests as new packaging opportunities are developed.

Currently, we have the following packaging opportunities in the works for 2010....

Theatre (year 'round)

Attractions including: OSC, ROM, AGO, CN Tower, City Pass (year 'round)

King Tut (Art Gallery of Ontario, through to April 18)

Harry Potter (Ontario Science Centre, April 9 - August 22)

Luminato (June 11 - 20, 2010)

Honda Indy (July 16 - 18, 2010)

Just for Laughs (July 2010)

Buffalo Bills (TBD)

Should you have any questions, please don't hesitate to contact me at 416-203-3806 or mmorrellwest@torcvb.com.

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