



TORONTO EXPECTS GREAT TOURISM BENEFITS AS 2015 PAN AM GAMES HOST

TORONTO, ONTARIO, October 22, 2009 – Tourism Toronto and the Greater Toronto Hotel Association (GTHA) are hopeful that Toronto will be awarded the Pan / Parapan Am Games in 2015 for the significant tourism benefits it would bring to the city and province.

“The Pan Am Games would be terrific for the region’s tourism industry,” said David Whitaker, President and CEO of Tourism Toronto. “Having athletes, sports fans and media here, in particular from markets we are developing in Latin American countries, is a great opportunity to showcase Toronto. Equally important, the opportunity to expand and improve many of our venues will provide benefits for years to come.”

Approximately 250,000 people are expected to attend Pan Am events in Toronto and area if the city hosts the Games, enjoying attractions, eating at restaurants and staying in city hotels.

“We’re encouraged at the prospect of so many visitors coming to Toronto for the Games,” said Terry Mundell, President and CEO of the GTHA. “Hotels in Toronto have committed 23,000 rooms per night for the peak Games period in 2015.”

“The region welcomes 31 million people every year and offers close to 250 hotels and residences,” said Hon. David Peterson, Chair, Toronto 2015 Bid Committee. “We have the accommodations to suit every Games visitor’s preference for the perfect place to stay.”

The Pan / Parapan Am Games is a major international multi-sport event, held every four years for athletes of the 42 PASO member nations. The Pan / Parapan American Games consists of all Summer Olympic sports, plus other events selected by the Pan American Sports Organization (PASO), and serve as an Olympic-qualifier for a number of the participating sports. The last edition of the Games was held in Rio de Janeiro, Brazil in July 2007 and the next will take place in Guadalajara, Mexico in October 2011. Cities pursuing the 2015 bid are Bogota, Colombia; Lima, Peru and Toronto, Canada. The 2015 host will be selected by PASO on November 6, 2009.

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