

# TORONTO TRANSIT COMMISSION REPORT NO.

**MEETING DATE:** July 14, 2010

**SUBJECT:** TOURISM MATERIAL

## **INFORMATION ITEM**

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### **RECOMMENDATION**

It is recommended that the Commission receive this report for information.

### **FUNDING**

Funding for the production of tourism material has been included in the 2010 TTC Operating Budget and will be included in future Operating Budgets as required.

### **BACKGROUND**

The TTC currently provides transit information to visitors and tourists on how to get to the City of Toronto's extensive range of attractions, sports and cultural venues and events that are easily accessible by transit. Information sources include print materials such as Ride Guides available at no charge at all Collector Booths in subway stations as well a hotel concierge map. Visitors and tourists can also get transit information from the TTC website or by calling TTC Information at 416.393.INFO (4636).

### **DISCUSSION**

A new brochure targeted to visitors and tourists has been developed in 2010 to supplement existing materials. The brochure "Toronto by TTC" is a how to guide to navigate the TTC and includes a points of interest map, a list of tourist destinations and transit directions to get there, general fare/Day Pass information and general information about the TTC.

Staff has worked with Tourism Toronto to include their map and the points of interest from their Visitor Guide as well as from the Concierge map printed by Special Events, City of Toronto. Distribution channels of "Toronto by TTC" include the City of Toronto travelling kiosk, Tourism Toronto, Toronto Tours information booths at the Convention Centre and Queen's Quay as well as through TTC Customer Service and Telephone Information and the TTC Ambassadors that attend various events and festivals throughout the summer.

Staff will also work with the Hotel Association to review the possibility of distributing the brochure in all of the major hotels within the City of Toronto.

**JUSTIFICATION**

The TTC provides enhanced customer service by offering tourists and visitors to the City of Toronto information through various print and electronic formats.

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June 25, 2010  
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