

## **TOURISM TORONTO COLLABORATES WITH GOOGLE FOR FIRST MAJOR CANADIAN CITY *MARKETS AND INSIGHTS* STRATEGY**

TORONTO (September 13, 2018) – Tourism Toronto is entering a new collaboration with Google to drive growth in Toronto’s visitor economy. The *Markets and Insights* strategy is the first of its kind for Google and a major Canadian city.

The strategy will see Tourism Toronto tap into the latest in trends, insights, data and technology from Google, providing a deeper level of consumer insights and rigorous measurement for Toronto’s key visitor markets to develop the region’s growing tourism sector, while also offering additional insights for Tourism Toronto members.

"This collaboration with Google fuels our destination marketing programs through more robust analytics," said Andrew Weir, Executive Vice-President and Chief Marketing Officer for Tourism Toronto. "The dual benefits of deeper consumer insights and sophisticated measurement will help keep Toronto at the leading edge of our industry."

Through the collaboration, Tourism Toronto is committing to Google as one of the organization’s principal marketing channels – leveraging search reach through Google and video reach through YouTube. This deeper collaboration provides strategic insights and measurement from Google for Tourism Toronto’s online marketing content, including analysis of content performance and impact in core key markets.

"Our goal is to help Tourism Toronto reach more people from around the world who are interested in Toronto as a tourist destination. To do that, we have built specific tools to help Tourism Toronto better understand what kinds of marketing approaches to use in order to differentiate Toronto as a destination and grow visitors to the city," said Chris Adamkowski, Head of Government, Tourism and Airlines, Google Canada.

In 2017, tourism in Toronto had a record-breaking year with 43.7 million visitors welcomed to the region. Visitors to Toronto spent \$8.8 billion – the most economic activity ever generated by the region’s tourism industry and represents \$700 million more in hotel rooms booked, attractions seen and restaurants experienced than in 2016.

### **ABOUT TOURISM TORONTO**

Tourism Toronto is the official destination marketing organization for the region, “Canada’s Downtown” – encompassing Toronto, Mississauga and Brampton. With sales and marketing programs in key markets around the world, Tourism Toronto promotes the Toronto region as a remarkable destination for tourists, convention delegates and business travellers. Tourism Toronto operates in partnership with the City of Toronto, the Greater Toronto Hotel Association and the Ontario Ministry of Tourism, Culture and Sport. For more information please visit [SeeTorontoNow.com](http://SeeTorontoNow.com).

# PRESS RELEASE



## **ABOUT GOOGLE CANADA**

Google's mission is to organize the world's information and make it universally accessible and useful. As a global technology leader, Google's innovations in web search and advertising have made its website a top internet property and its brand one of the most recognized in the world. Google Canada has offices in Waterloo, Toronto, Montreal, and Ottawa with nearly 1,000 Canadian Google employees working on teams across Engineering, AI Research, Sales, Marketing, PR, Policy, and HR.

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