



Never
Have
I Ever **TO**

CAMPAIGN PLAYBOOK:
TOURISM RECOVERY CAMPAIGN

DESTINATION
TORONTO

#NeverHaveIEverTO

CONTENTS

The Campaign

- Campaign overview
- About the campaign

How To Get Involved

- Creative idea explained
- How to take part
- Creating your own 'Never Have I Ever' message
- Building a 'Never Have I Ever' experience
- My Toronto Pass

Audiences & Messaging

- Audience summary
- Motivations and barriers
- Consumer needs
- Key messaging
- How we will change perceptions
- Toronto reopening & timeline
- Show Love Toronto
- We're Ready, Toronto

Toolkit Assets

- Typography
- Colour palette
- Logos options
- Logo usage
- Launch day - social assets
- Social post copy
- Creating your own social assets
- Creating social post copy
- Creative considerations

Business Events

- Audience summary
- Key messaging
- How to take part

THE CAMPAIGN



Never
Have
I Ever **TO**

NEVER HAVE I EVER, TO CAMPAIGN OVERVIEW

About This Playbook

We're getting Toronto back on its feet with a new **\$4.2M** omni-channel recovery campaign and this playbook and supporting online toolkit provides you the information that help you and your business be a part of the campaign. We'll continue to update the **online toolkit** with additional assets over the next few weeks.

Campaign Objectives

The campaign will not only inform locals and regional visitors that we're open for business, but it will aim to generate referrals that will in turn drive increased consumer spend and foot traffic with our attractions, hospitality, culinary, retail and cultural sectors to help drive Toronto's recovery.

In addition, this campaign lays the groundwork of new content and creative that will be used for future initiatives including campaigns reaching other long-haul audiences.

Media Channels

Our campaign will reach our target audiences across the following channels in an integrated fashion:

- Digital
- Television
- Out of Home
- Earned Media
- Local Publishers
- Social Media & Ambassadors
- Paid Search & SEO
- DestinationToronto.com
- Email

Timing

- August 17 to October 30

Target Audiences

- Torontonians
- Regional Daytrip Visitors
- Overnight Visitors - Regional Drive Markets

ABOUT THE CAMPAIGN

Never Have I Ever, TO is a campaign led by Destination Toronto, working closely with the City of Toronto, businesses across all sectors of our visitor economy, and BIAs to collectively support the economic recovery of Toronto. This citywide campaign, launching on August 17, aims to increase consumer spend and traffic across attractions, hotels, culinary, retail and cultural sectors to help drive Toronto's recovery by targeting hyperlocal and regional drive market audiences.

The campaign will showcase Toronto's unique and diverse offerings, featuring a broad variety of Toronto experiences from right across the entire community – but through a new lens – one that challenges the perceptions held by locals and visitors about Toronto and how they can enjoy it all over again.

This is a campaign that is all about inspiring, challenging and motivating people living in Toronto and in our regional drive markets to explore and discover all the amazing things the city has to offer, whether it be for a few hours, a day or a weekend.

Overcoming the “been there-done that” mentality means we need to drive an emotional reaction in our audience. They already know, or can find out, much of the functional information about how to enjoy Toronto. Instead, we want to connect with their hearts, and their heads and wallets will follow.

SAMPLE BANNER AD

Never have I ever walked under the sea.

In TO, you can.
Enjoy amazing value on attractions, tours, and more.

Get My Toronto Pass

Please enjoy the city safely and responsibly.

TO

@tristanshawnbarker

HOW TO GET INVOLVED



Never
Have
I Ever **TO**

CREATIVE IDEA EXPLAINED

Foremost, the power of ‘Never Have I Ever’ is its inclusivity. **Every business across the community can participate and bring it to life in their own unique way.** This campaign is not just about “what’s new” – what may seem to be the same old experience can be positioned in an entirely new way. It just takes a little creativity, imagination and passion (see the next slide for helpful tips)

‘Never Have I Ever’ is all about challenging existing perceptions, selling your business through a different lens, and sparking conversation with your customers. The spirit of this campaign is fun, cheeky and inspirational to encourage both locals and visitors from regional drive markets to do more across Toronto.

So, how do preconceived notions and perceptions about our city get developed? For locals, it’s through their day to day routines. For instance the neighbourhood they live in, their prior commute to their office, the bars they enjoyed after work with colleagues and even the attractions they usually took visitors from out of town all contributed to their perceptions. The result is that most locals don’t truly appreciate the scope and scale of everything you can do across the Toronto. Furthermore, they simply don’t experience Toronto with the same wonder and excitement as visitors do.

With COVID-19 upending our traditional routines, it made us all pause and reflect on all that we miss about our city. The pandemic has also built up our desire to safely reconnect with our community. With these conditions in place, coupled with our re-opening progress, the time is right to pique curiosity and challenge perceptions about Toronto’s diverse experiences across our many neighbourhoods.

SAMPLE BANNER AD

Never have I ever booked a staycation with my best friend.

In TO, you can.
Enjoy an exciting staycation in TO.

[Book Now](#)

Please enjoy the city safely and responsibly.

TO

HOW TO TAKE PART

Be part of the Never Have I Ever, TO campaign in the following ways:

1. Access and use the 'Never Have I Ever, TO' toolkit and assets in your own content. Click [here](#) to access the assets. **Check out the toolkit often as new assets will be updated regularly as we approach the campaign launch date on August 17.**
2. Use our **#NeverHaveIEverTO** and **#SeeTorontoNow** hashtags when promoting your business on your social channels.
3. Access our official image library [here](#). Register for free access to imagery. New images are added on a regular basis.
4. Have you created great 'Never Have I Ever' content you'd like to share? Please submit [here](#). We're looking for seasonal imagery across the key themes of food and drink, arts and culture, attractions and entertainment, hotel staycations, iconic Toronto, hidden gems, neighbourhood strolls and the outdoors*.
5. Promote the **My Toronto Pass** to your customers in your social content and website. Find the details [here](#) in the online toolkit.
6. If you either have a media release you'd like to share about your 'Never Have I Ever' experience or a question not addressed in this playbook, please contact the team at: **Never_Have_I_Ever_TO@destinationtoronto.com**

*Please ensure you have the relevant image rights and permissions in place for Destination Toronto usage across paid, earned and owned channels.



CREATING YOUR OWN 'NEVER HAVE I EVER' MESSAGE

The key to creating your own great NHIE message is to first find something interesting or unique about the experience you're offering. Then highlight it with a great photo. And finally, describe the experience in a creative, imaginative way.

CHOOSING AN EXPERIENCE / MOMENT

Try to imagine yourself as a first time (or returning) visitor appreciating all the sensory experiences, moments, details and personal touches that you offer. What would excite you enough to share a photo or tell a friend?

CHOOSING AN IMAGE

What would make someone scrolling through Instagram stop? Something new they've never seen before. OR something familiar they've never seen LIKE THAT before. Simply put, real photo-op moments that people would talk about and share on social media.

WRITING A GOOD 'NEVER HAVE I EVER' LINE

"Never have I ever _____."

Fill in the blank with an intriguing description that pays-off the experience in your photo:

- Think *laterally*, not literally.
- How could you describe the experience in a way that seems beyond possible, but still true?
- What's the story they would share with their friends, even exaggerating a little?
- What's the item written on someone's bucket list that you're helping them check-off?
- Get into the details – is there interesting history or trivia related to the experience that you can highlight?
- Stay positive, exciting, inspiring – *avoid negative themes or controversial subjects.*

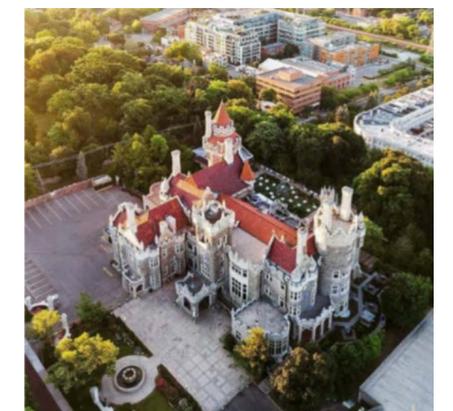
EXAMPLES:



Never have I ever unbuckled for a car chase.



Never have I ever had a taco for dessert.



Never have I ever stepped into a castle that didn't bounce.

BUILDING A 'NEVER HAVE I EVER' EXPERIENCE

The development of a 'Never Have I Ever' experience is not about spending big budgets. It's all about leaning into your customer's sense of curiosity and stretching their imagination and even breaking their perceptions about your business and its offerings. In some instances it may make sense to design a new experience to create a new challenge for your repeat customers. But in many cases it's all about engaging those guests you've never seen before.

Some tips to consider:

- 1. Be Unique** – Whether an iconic attraction, a business with a storied past, or a newly launched business strive to make your experience something customers may not have had the opportunity to enjoy in the past.
- 2. Be Purchasable and Accessible** – Bespoke and once in a lifetime experience are great, but we're also seeking NHIE experiences that locals and out-of-town visitors can easily access, purchase, experience, talk about and share on their social media networks.
- 3. Be a Storyteller** – Create an experience that tells a great PR story that Destination Toronto can amplify through its social media channels and in earned media outreach.

EXAMPLE EXPERIENCES

A hotel package offering an experience not normally accessible to guests (I.E. a chef's table in the hotel's main kitchen where you help prepare the meal).

Never have I ever received 1000 compliments to the chef.

A restaurant offers to have their guests design and name a dish or a cocktail they'll add to the menu for a period of time

Never have I ever had my signature dish ordered for dinner.

Never have I ever tasted my own culinary expression.

A touring company that normally operates in the day designs a tour that starts at 5AM as the city slowly comes to life.

Never have I ever watched a city come to life.

Never have I ever flocked with early birds.

A local event (I.E. Ribfest) offers discounts to people who come dressed showing TO love. *(image: wearing Toronto T-Shirt at Ribfest)*

Never have I ever smudged BBQ sauce all over a city.

MY TORONTO PASS

The **My Toronto Pass** is a complimentary digital download available on Destination Toronto's campaign landing page. We are also encouraging businesses to promote the pass on their websites by linking over to the campaign landing page on DestinationToronto.com. More touchpoints promoting the pass will result in more downloads.

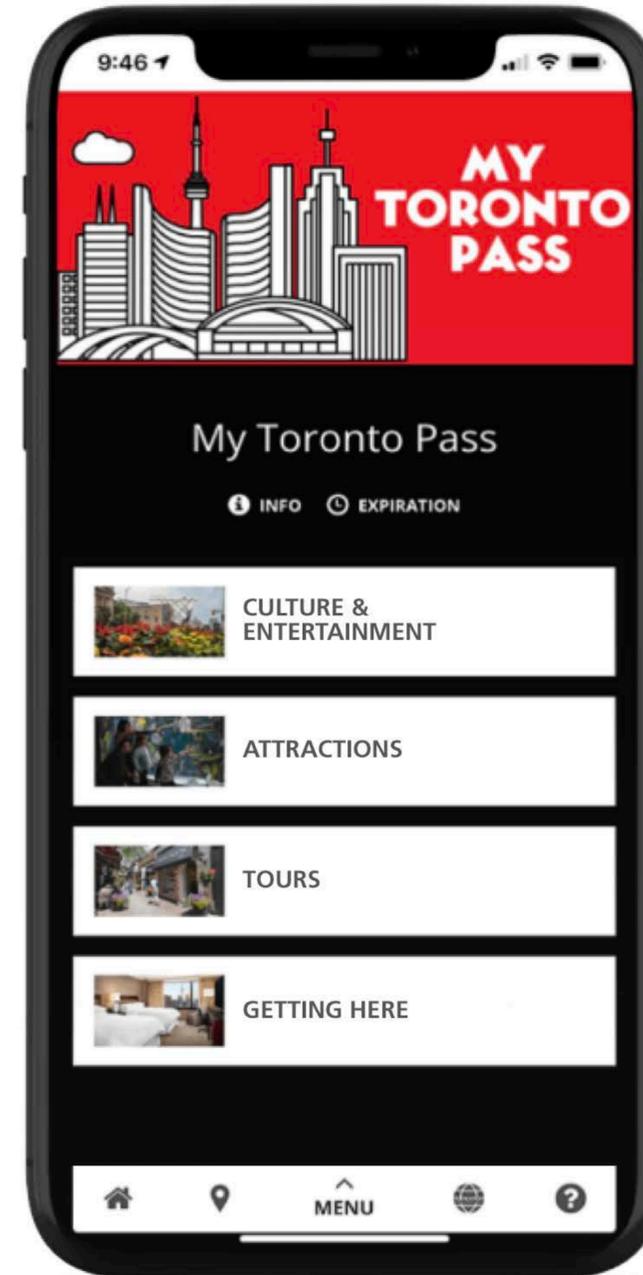
To be clear, the pass is not an app in the app store. It's a simple registration and download direct to mobile phones. It provides both locals and out of town visitors the opportunity to enjoy special offers, a value-add, or a one-of-a-kind 'Never Have I Ever' experience from participating businesses.

The categories featured in the My Toronto Pass are:

- Culture & Entertainment (Live performances & events)
- Attractions (Landmarks, sites, museums, activities)
- Tours
- Getting Here (Transportation)

If you're interested and would like to be on the My Toronto Pass, please contact Partnerships@DestinationToronto.com. A team member from Destination Toronto will reach out to manage next steps.

There is no cost to participate.



AUDIENCES & MESSAGING

Never
Have
I Ever **TO**



AUDIENCE SUMMARY

Audience & Messaging

The campaign will target active, confident and outgoing audiences who are keen to safely explore local destinations.

- Age: 25-54 (skews younger and female)
- Looking to do things spur of the moment and escape from everyday life
- Love spending time with friends
- Willing to spend and pay extra for quality experiences
- Actively shares their experiences on social media
- May work in the city and are looking to explore it again after working from home for over a year



TORONTONIANS & 905ers

- Lives in a Toronto neighbourhood, 905 area code or regional suburb around Toronto
- Open to booking a hotel to make it an overnight stay to take advantage of unique packages and local rates



OVERNIGHT VISITORS

- Live in larger cities and towns in the Ontario drive market and Montreal
- Likely to purchase accommodation-related activities or amenities

Most Likely to Enjoy

Shopping, dining, nightlife, festivals & events, neighbourhood exploration, entertainment & performing arts, outdoor activities, attractions, spas and amusement parks

MOTIVATIONS & BARRIERS (ALL AUDIENCES)

Audience & Messaging

People are missing Toronto. They're keen to get back to get out and rediscover Ontario's capital with friends and family.



MOTIVATIONS

- Social interaction – people have missed this most
- Doing something fun and entertaining
- Challenging oneself to enjoy what they missed or something new they never paid attention to before



CORONAVIRUS FATIGUE

- Visitors are tired of talking about coronavirus and being reminded of it
- Many people are excited about the possibility of being spontaneous again and living life again
- Generating excitement for employees returning to in-person work in the city



BARRIERS

- Crowds
- Toronto is perceived as an expensive city to enjoy
- Seeking reassurance of health and safety procedures deployed from public transport to indoor experiences

CONSUMER NEEDS (ALL AUDIENCES)

Audience & Messaging

Toronto's unique and diverse experiences to be found in all of our neighbourhoods have appeal to all our audiences. As we are still making positive progress with our reopening phases, consideration should also be given to addressing healthy and safety measures in place.



DISCOVERY

- Culture without the queues
- Hidden culinary gems in newly explored neighbourhoods
- Alternative ways to see the city (air/land/water)
- Music, film and cinema
- New exhibitions at museums & galleries



FREEDOM

- Waterfront & Toronto Island
- Green city spaces & parks
- Crowd-free bucket list experiences
- Walking and cycling routes via Active_TO
- Neighbourhood strolls throughout the city, from Etobicoke to Scarborough, the Islands to North York



TREAT YOURSELF

- Staying in a hotel—upgrading to pamper oneself
- Trying new cuisines and pop-up dining experiences
- Shop 'til you drop
- Creating memories with friends and days out
- Relaxing experiences at spas

KEY MESSAGING

Audience & Messaging

The campaign utilizes intriguing and inspirational messaging to encourage the audience to either discover or rediscover Toronto's diverse and compelling experiences—safely and responsibly. At launch we will promote what's open and available and through the course of the campaign we will promote experiences, and businesses, that open up with each stage of recovery.



Toronto is ready when you are. Whether you're after some retail therapy, your first dinner with friends at a new restaurant you always wanted to try, or a family day out at one of our city's amazing attractions, you can do it all safely in Toronto.

#NeverHaveIEverTO



From must-visit attractions, museums and galleries, to diverse restaurants that bring the world's kitchens to you, to our boutique shops, neighbourhoods and malls, now's your chance to explore Toronto with fewer crowds.

#NeverHaveIEverTO



If you're heading out to take advantage of all the amazing things Toronto has to offer, remember to wear a face covering, bring hand sanitizer, keep a safe distance from others, and travel between peak times.

#NeverHaveIEverTO

HOW WE WILL CHANGE PERCEPTIONS

Audience & Messaging

The campaign utilizes intriguing and inspirational messaging to encourage the audience to reassess their perceptions about Toronto, and challenge them to enjoy Toronto's diverse visitor experiences across all of our neighbourhoods—safely and responsibly.



CURIOSITY

Lean into our audience's natural behaviour to be extremely curious, to see a new side of things and spark their imagination.



CHALLENGE

Pivot perceptions about our city and the experiences offered in Toronto. Challenge our audience to break free from historical routines and safely explore our many neighbourhoods with new enthusiasm.



ACTION

Invite audiences to book a staycation at our many hotels, dine at a new restaurant and download the My Toronto Pass to get more out of your time in Toronto.

TORONTO REOPENING & TIMELINE

There is no better opportunity to discover Toronto like never before this summer, fall and winter. In partnership with the City of Toronto and the Toronto Board of Trade we are launching a series of campaigns and initiatives to encourage exploration of the city and to showcase attractions, hospitality, culinary, retail and cultural sector experiences.

August 17

Hyperlocal Launch - Never Have I Ever Campaign

September 14

Regional Drive Market Launch - Never Have I Ever Campaign

September 14

Hyperlocal Launch - Show Love Campaign (City of Toronto)

Estimated September 21

We're Ready Toronto Campaign (Toronto Board of Trade)

November - February

Winter Extension - Never I Have Ever Campaign



SHOW LOVE TORONTO

ShowLoveTO is a local initiative that will encourage residents to show their love for Toronto by safely connecting with neighbours, supporting local businesses and artists, and exploring their city neighbourhoods to help rebuild the social and economic fabric of Toronto.

SHOW LOVE TO



WE'RE READY, TORONTO

(partnership with the Toronto Region Board of Trade)

The Toronto Region Board of Trade (TRBOT) has convened an engaged group of over 300 thought leaders across an array of key sectors to prepare for the sustainable return of workers to the region's major business districts.

In collaboration with multi-sector thought leaders, public health and government officials, TRBOT has developed an actionable framework for the implementation of innovations that:

- Identifies potential mitigations and underscores best practices (**5 Business District Reports, Mitigations Playbook**)
- Restores employee confidence (**We're Ready, Toronto** campaign and activations)
- Supports and encourages broad return to the workplace

A major goal of the **We're Ready, Toronto** campaign is to help employees of the Financial District feel confident and excited about being back downtown.

In partnership with major consultancies, law firms, property owners, TRBOT's 11,500+ members, and with major banks playing a leading role, the Toronto Region Board of Trade is collaborating with Destination Toronto and the Never Have I Ever campaign to invite district employees to get back to what they love most about working downtown: being in a vibrant, ever-changing city with world class experiences.



THE TOOLKIT



Never
Have
I Ever **TO**

TYPOGRAPHY

The Toronto Subway font family is our campaign font. You can download the Toronto Subway font from Destination Toronto's online toolkit found [here](#).

If you find it difficult to use Toronto Subway font, please use **Proxima Nova** or **Arial**.

For headlines and/or primary copy, we use **Bold**, while body copy or secondary copy is set in **Regular**.

Toronto Subway Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345689

Toronto Subway Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345689

COLOUR PALETTE

Colour Palette

Since a large percentage of the campaign assets will be made up of imagery, block colour does not play a significant role, with the only exception to this rule being the opening frame of animated digital banners.

It's a good idea to keep copy either black or white, while the brand red may be used sparingly to draw the eye.

BLACK 100%
CMYK: 0/0/0/100
RGB: 35/31/32

WHITE
CMYK: 0/0/0/0
RGB: 255/255/255

PANTONE 485
CMYK: 5.08/98.02/100/0.5
RGB: 226/35/26

LOGO OPTIONS

Campaign Logo Breakdown

The primary **Never Have I Ever, TO** logo should be used wherever possible in your creative assets. It is available in black and red, and white and red, in our online toolkit [here](#).

We also have a secondary option as a backup. This may be appropriate when vertical space is a concern.

In both instances the font is Toronto Subway Bold.

Primary Logo



Secondary Logo



LOGO USAGE

CORRECT LOGO USE



You may place the black and red logo against any solid light-coloured background.



You may place the white and red logo against any solid dark-coloured background.



You may place the logo against a textured background that provides maximum contrast.



To increase contrast, you may add a soft drop shadow or outer glow behind the logo.

INCORRECT LOGO USE



Do not distort the logo or scale it disproportionately.



Do not modify or remove logo components.



Do not alter the colour of the logo.



Do not place the logo on a complicated or photographic background that impairs legibility

LAUNCH DAY - SOCIAL ASSETS

Social Media – On Launch Day (August 17)

To announce the start of the campaign, we've produced a set of social assets for you to use on your own social media feeds.

- Facebook/Instagram Feed image
- Facebook/Instagram Stories image
- Twitter image

You'll find these available for download in our online toolkit [here](#), but if you'd like to use your own assets at launch that is absolutely okay.

Post Copy

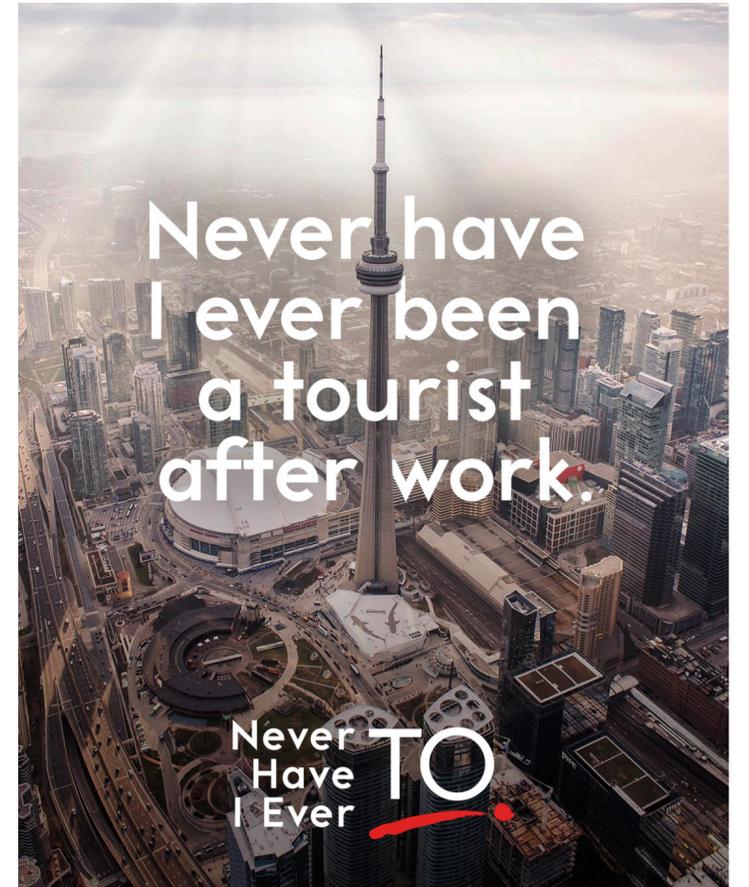
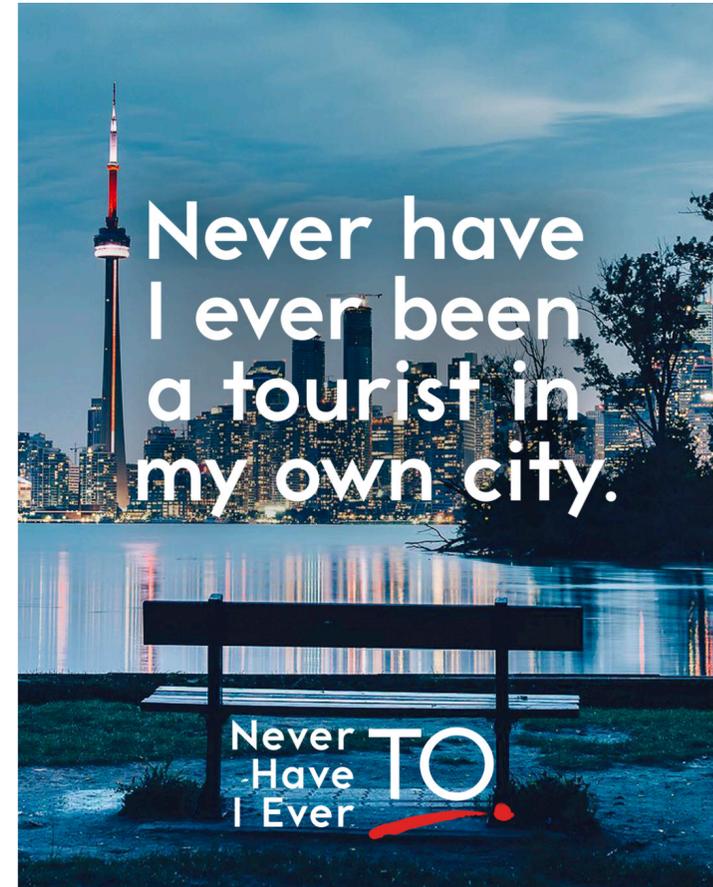
The following is a suggestion of the accompanying post copy to the images:

What are you waiting for? As Toronto re-opens, there's never been a better time to enjoy our incredible attractions, hospitality, dining, shopping and more – safely and responsibly. Explore now with your 'My Toronto Pass' available at [DestinationToronto.com](https://www.destinationtoronto.com)

Tagging Destination Toronto

To ensure you're tagging the right social media account of Destination Toronto with your social post here the official accounts:

- Facebook - <https://www.facebook.com/destinationtoronto>
- Instagram - https://www.instagram.com/destination_toronto/ (@destination_toronto)
- Twitter - <https://twitter.com/seetorontonow> (@seetorontonow)



CREATING YOUR OWN SOCIAL ASSETS

Social Media Templates

To allow you to easily create your own Never Have I Ever, TO content we've produced a series of templates for social media. This includes:

- Facebook/Instagram Feed image
- Facebook/Instagram Stories image
- Twitter image

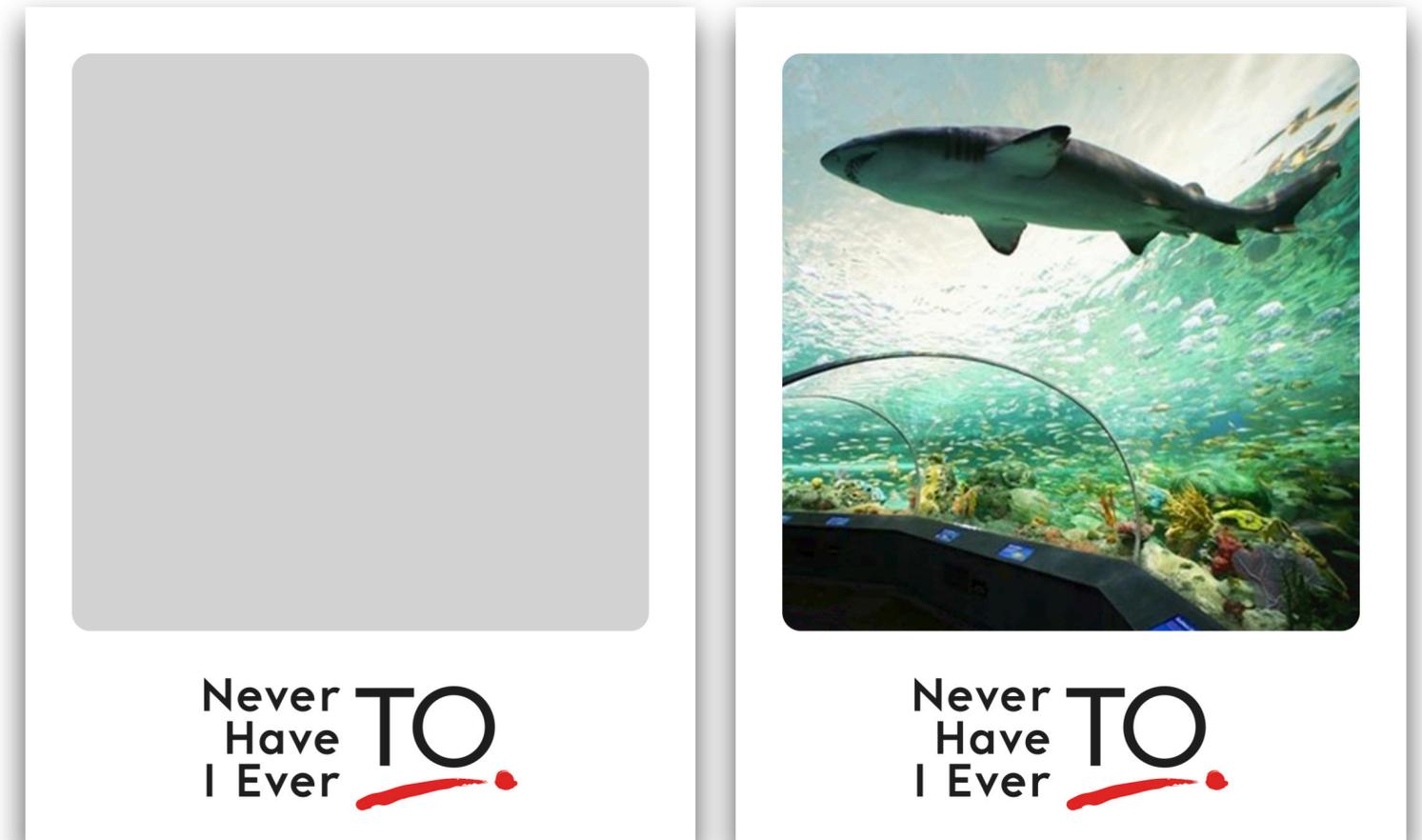
Use the **PSD templates available** in the campaign toolkit [here](#) to lay out your own ad.

All you need to do is populate the grey image area in the template with your own image—details below*. Then write a brief Never Have I Ever post (details on how to approach that are on the next page). And you're done!

*Use a Clipping Mask to replace images.

1. Place new image on top of the layer labeled "Rectangle Mask"
2. Press and hold Option/Alt key. Click in between the layers to create the clipping mask.

EXAMPLE SOCIAL ASSET



CREATING SOCIAL POST COPY

Copy for any social media posts should be as succinct as possible and take into account the details around creating your own Never Have I Ever message found on **page 9**. Posts should reference **#NeverHaveIEverTO**, **#ShowLoveTO**, and **#SeeTorontoNow** tagging **@DestinationToronto** where applicable.



FRIENDS

Never have I ever dined on an ocean jeweler. Until I shared fresh oysters with friends! Enjoy fine dining for each and every taste in TO today.

@DestinationToronto
#NeverHaveIEverTO
#SeeTorontoNow #ShowLoveTO



GENERIC

Never have I ever won a mini Grand-Prix. Until I crossed the finish line at K1 Speed! Get in the driver's seat for exciting fun in TO today.

@DestinationToronto
#NeverHaveIEverTO
#SeeTorontoNow #ShowLoveTO



COUPLES

Never have I ever captured 2 hearts at once. Until a wonderful stroll through the Distillery District! Come shop, dine, and explore TO today.

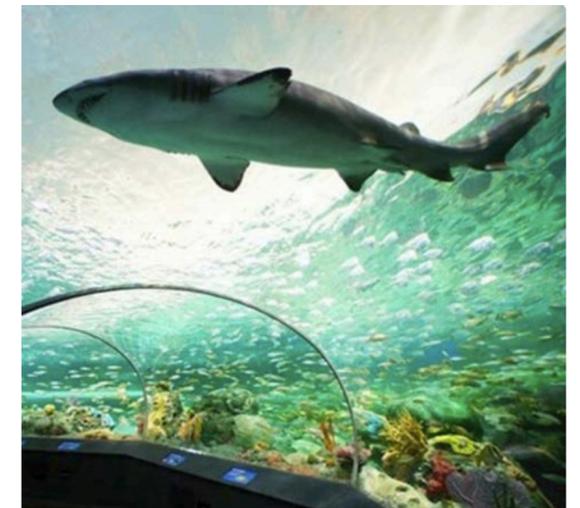
@DestinationToronto
#NeverHaveIEverTO
#SeeTorontoNow #ShowLoveTO



FAMILIES

Never have I ever let them jump all they want. Until a relaxing family stay at Hotel X in TO! Book yours today.

@DestinationToronto
#NeverHaveIEverTO
#SeeTorontoNow #ShowLoveTO



MY TORONTO PASS

Never have I ever breathed underwater. Until a visit to Ripley's Aquarium with My Toronto Pass. Download yours now. What are waiting for?

@DestinationToronto
#NeverHaveIEverTO
#SeeTorontoNow #ShowLoveTO

CREATIVE CONSIDERATIONS

Diversity is an important component of the campaign imagery to appeal to different audiences, while conveying both the emotional quality and the unique variety of Toronto's experiences.

- It is important to ensure focus is on the domestic market by **featuring cues the audience can identify with**—ensure a balance of iconic Toronto attractions and hidden gems for overnight and day trip audiences.
- **Make it easy for the audience to take action** following exposure to the campaign, through calls to action, links to website and offers.
- **Consider audience barriers.** Show don't tell key safety messaging through imagery, including face coverings and socially distanced people.



BUSINESS EVENTS

(SHOW LOVE — GET LOVE)



AUDIENCE SUMMARY

Business Events

The Show Love, Get Love (SLGL) campaign is designed to get in front of small meeting & one-hotel business decision makers with an aggressive offer to encourage booking new business. Directly leveraging the City of Toronto's 'Show Love TO' campaign, this Fall, the second wave of the campaign will launch with more than 25 participating hotels.



LOCAL BUSINESS COMMUNITY

Key decision makers of local businesses who are looking to safely get their teams back together in a professional setting, meet safely with clients and customers, or an off-site creative brainstorm.



MEETING & EVENT PLANNERS

In the current environment meeting professionals will be looking for destinations that are closer to home, and safe and accessible for their attendees. Seeing Toronto as safe and equipped for hybrid, sustainable and innovative needs is key.



EVENT ATTENDEES

The campaign is focused on the domestic Canadian market at this time given continued uncertainty for meetings due to government restrictions on the size of gatherings and the continued U.S. border closure.

As the COVID situation continues to evolve and improve we will continue to monitor and be able to adjust the program to respond to changes in the market.

KEY MESSAGING (EVENTS)

Business Events

The core message encourages that when you show love to Toronto (i.e. bring business to the city), you'll get love in return (i.e. incredible value) for your meeting or event. At the same time the aim is to drive meeting planners to work with Destination Toronto to take advantage of the 'Show Love, Get Love' offer available at 25+ participating hotels.



Meetings can be better, when you're together. In Toronto, your peace of mind and safety is our top priority so you can focus on your top priority—a successful event. We're prepared to keep your meetings safe and extend benefits to you and your attendees.

More benefit, zero headaches for your future meeting.



Meeting in Toronto has you at the economic, innovative and cultural heart of Canada. Our progressive culture drives meaningful conversations, fresh-thinking and new connections. Bold new ideas that have the power to change the world often start from small meetings.



After more than 15 months of virtual Zoom meetings, boost your team's morale, engagement and well-being with a meeting in one of Toronto's diverse hotels and meeting spaces where health & safety will be the top priority.

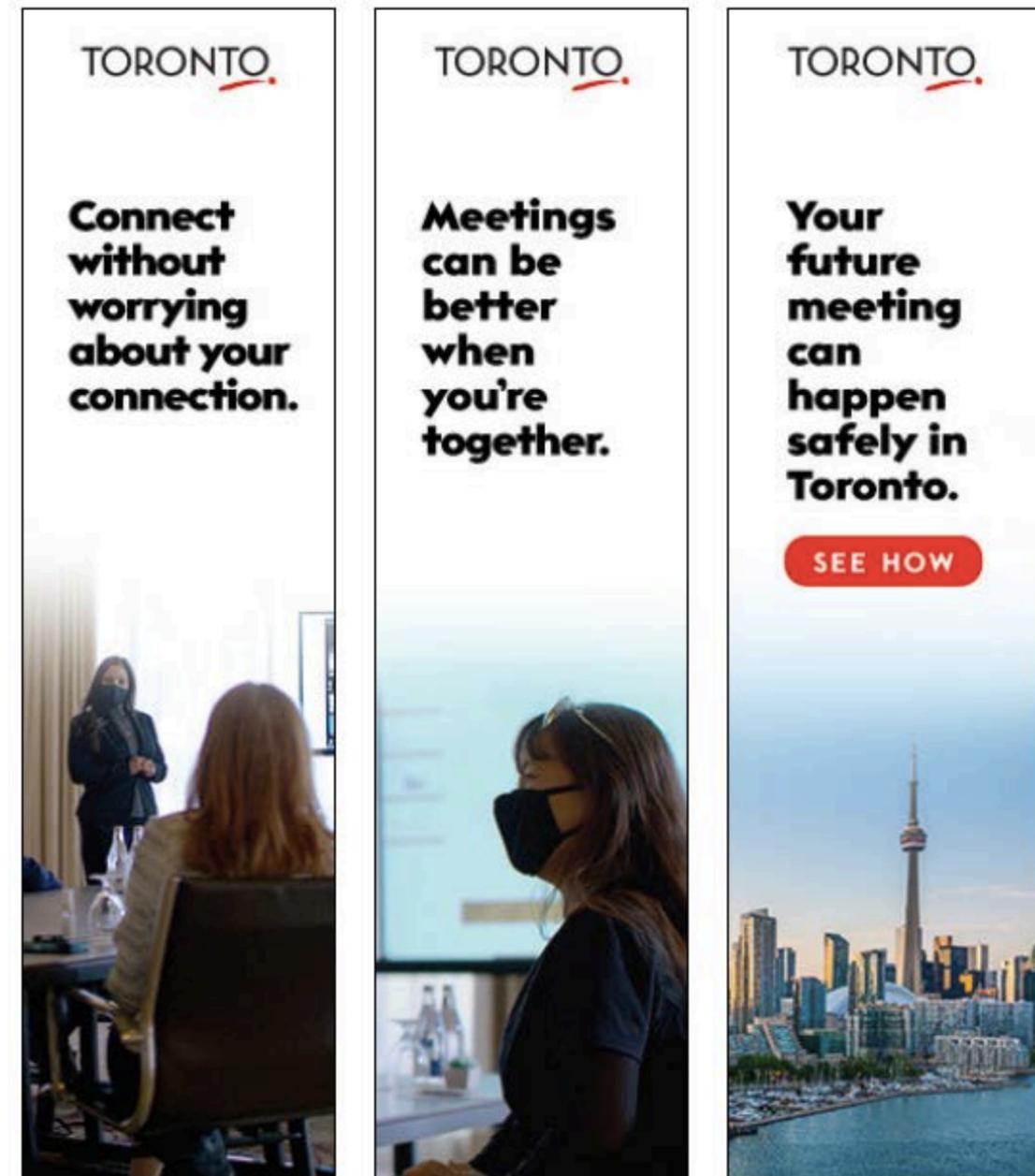
HOW TO TAKE PART

How to be a part of the Show Love – Get Love campaign:

1. Participating hotels are encouraged to promote the ‘Show Love, Get Love’ offer to clients, in your social channels, website and by email. Promotional assets including sell sheets, video, photos and social copy will be available through the [SLGL toolkit](#) in early September.
2. Need a creative asset or further content to help promote this offer? Or do you have specific small meetings content that you’d like Destination Toronto to amplify on our channels? Connect or share with our team [here](#).
3. For any hotels not currently participating in the promotion wishing to sign-up, contact [Heather Neale](#), Managing Director of Sales for more information.

*Please ensure you have the relevant image rights and permissions in place for Destination Toronto usage across paid, earned and owned channels.

SAMPLE BANNER AD



Never
Have
I Ever TO