



- Photo courtesy of Edelman Public Relations

Minister of Tourism Jim Bradley (left) and president of Tourism Toronto, Bruce MacMillan (third from left), stand with a group of ambassadors who will be promoting Toronto during a 18-city tour through Canada and the U.S.

Selling Toronto from a bus

Outfitted in T-shirts featuring video screen images of Toronto, a crew of ambassadors are boarding a bus to try and sell the city they call home.

The "Get to Toronto" tour bus is set to visit 12 cities across Ontario and six in the U.S. in hopes of enticing tourists to give Hogtown a checkmark on their lists of must-see destinations. The tour is a joint initiative by the Ministry of Tourism and Tourism Toronto and will cover more than 6,000 km.

"We're trying to take a piece of Toronto and bring it to them," said Bruce MacMillan, president and CEO of Tourism Toronto.

MacMillan said he is confident that the 20 high-energy ambassadors wearing T-shirts with LCD screens flashing images of Toronto restaurants, shopping and attractions will leave a lasting impression.

The tour bus will also be stocked with bite-sized samples from T.O. eateries.

"Everybody knows that the food in Toronto is sec-

ond to none," said MacMillan.

"Food is a great motivator and memory maker," he said, adding that the taste-bud teasers will leave potential tourists wanting more.

MacMillan said that tourism still has not rebounded to pre-SARS levels.

"We're seeing a drop in U.S. visitors, but that is kind of the way it is around the world right now," he said.

The bus visits its first city today and will continue through until Nov. 12.

- Tanya Enberg, 24 hours