

TORONTO'S HOSPITALITY BUSINESSES ADAPT AND INVEST FOR GUEST SAFETY

TORONTO, September 29, 2020 – As World Tourism Day comes during a time of great challenge for the global and local tourism industry, Destination Toronto is highlighting the ways Toronto's hospitality businesses continue to invest in the safety of their guests.

"Toronto's hospitality industry has always placed a high priority on guest safety, and that commitment has taken on new importance in the current environment," said Scott Beck, President and CEO, Destination Toronto.

"At their core, hospitality businesses such as hotels, restaurants, attractions and meeting venues are about welcoming people with a sense of safety, comfort and inspiration. Local businesses understand that many guests are feeling uncertain so these additional steps to ensure safety are essential now."

In line with guidance from local public health authorities and international best practices, Toronto's hospitality businesses have adapted their guest experiences to increase guest safety through five key types of action:

1. Reduced capacity

Hospitality businesses are ensuring physical distancing by reducing the number of guests

2. Managed traffic flow

Businesses are using timed tickets and physical navigation markers to keep guests moving safely with appropriate distancing

3. A commitment to masks

Employees and guests are required to wear masks for everyone's safety

4. Contactless experiences

Businesses are using technology to provide contactless experiences like QR code menus and e-tickets

5. Rigorous sanitization

Businesses are cleaning constantly and providing hand sanitizer to keep everyone safe

Destination Toronto, along with several hotels and attractions in the city, has received the "Safe Travels" stamp by the World Travel and Tourism Council (WTTC), recognizing the adoption of the WTTC's health and hygiene [protocols](#) for travel safety. The move follows the high priority Toronto's hospitality industry have placed on safety over the course of the pandemic.

Administered domestically by the Tourism Industry Association of Ontario (TIAO), the WTTC stamp will allow guests and future travellers to recognize businesses that have adopted health and hygiene global standardized protocols so that guests can experience 'Safe Travels.'



“Across Canada, tourism businesses big and small are doing all they can to offer Canadians the perfect vacation. More and more Canadians are looking closer to home to escape from the challenges of COVID-19 and rediscovering their own provinces,” said TIAO President & CEO, Beth Potter. “When they see the ‘Safe Travels Stamp’ has been awarded to the destination or hotel they’re planning to visit they will know that they are upholding the highest standards of health and safety and demonstrating they are adhering to the global health protocols issued by the WTTC.”

ABOUT DESTINATION TORONTO

Toronto’s visitor economy is a vital economic engine for the city, generating more than \$10 billion in economic activity and supporting 70,000 jobs in 2019. Destination Toronto’s mandate is to reflect the breadth and diversity of Toronto’s people, places and culture to inspire residents and visitors to meet, visit and explore our city. Operating in partnership with the City of Toronto, the Greater Toronto Hotel Association and the Ontario Ministry of Heritage, Sport, Tourism and Culture Industries, Destination Toronto markets and promotes the city to global travellers, attracts and supports major meetings and events, and supports local businesses to maximize the opportunities of visitor spending. For more information please visit [DestinationToronto.com](https://www.destinationtoronto.com).

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