

Toronto

An exciting new destination

Replicating the Success of London - NY route

The success of the London- New York route can be attributed broadly to two main factors; demand from leisure travelers and demand from business travelers

Demand from leisure travelers:

- Art and Culture - World class museums, theatres, plays, concerts, festivals
- Shopping
- Food and cafes
- Bars and restaurants

Demand from business travelers:

- Global/regional financial centers are locations with concentration of Banks, Insurance companies, Asset management companies. There should also be multi-functional infrastructure offering some of the best legal, medical, and entertainment facilities.

Consideration of Toronto as new destination

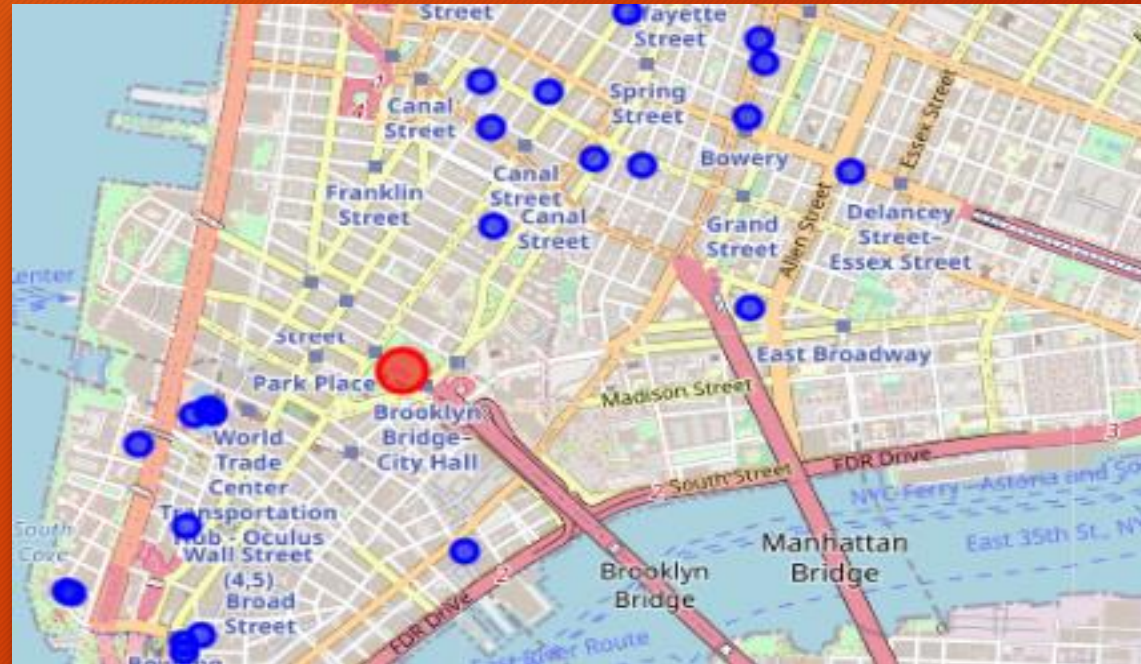
- The investment outlay of flying to a new destination is huge.
- It is critical that every new destination be studied carefully in terms of sustained demand of flights in the medium term.
- Your airline has to ensure that every flight is at least 80% full capacity to make the route profitable.

Illustration of New York Places of Interest On a map. (Museum as a location category used)

Red Circle : Central of New York

Blue Circle : Museums within 10km of Central of New York. Here are some of them.

name	categories
0	National September 11 Memorial & Museum (Natio...
1	Museum of Jewish Heritage
2	Museum Of Ice Cream NYC
3	South Street Seaport Museum
4	Whitney Museum of American Art



Toronto vs New York Rating and Likes on Foursquare

Toronto

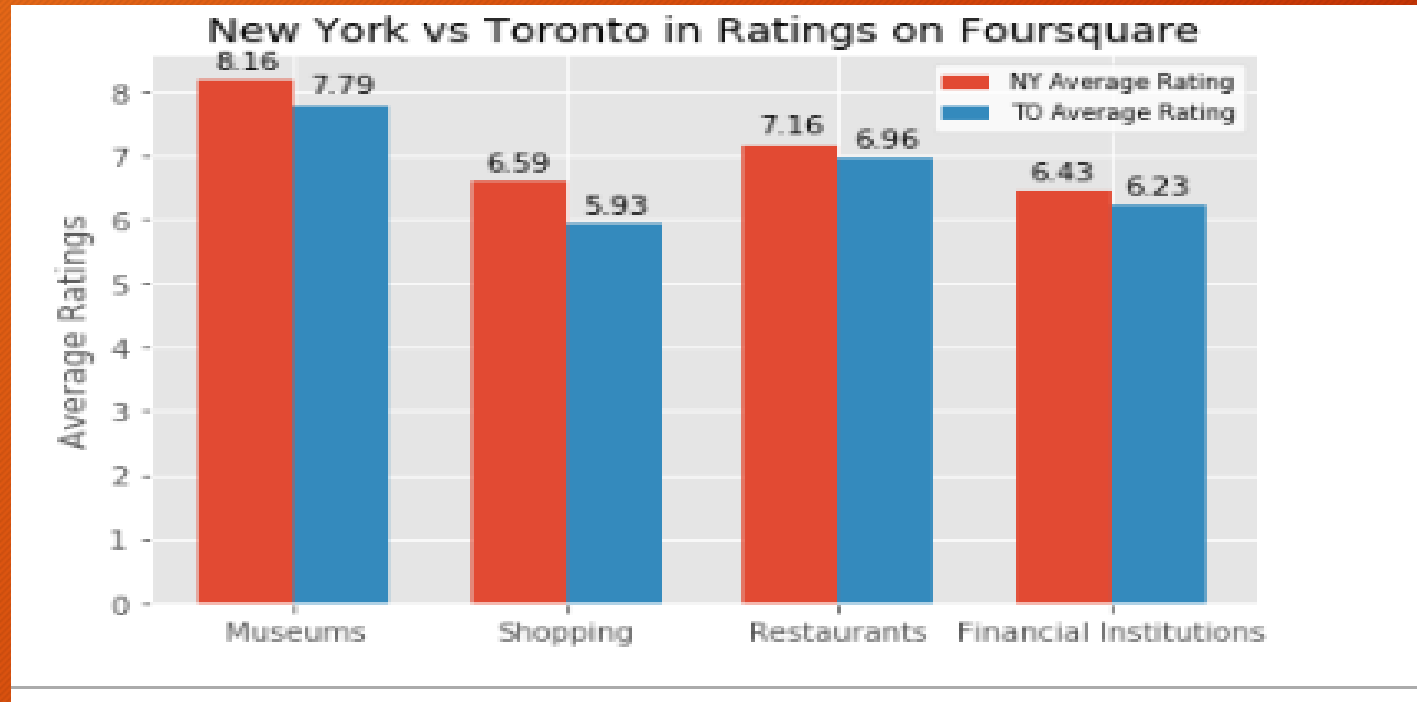
<u>Leisure Travelers</u>		
	Average Rating	Average Number of Likes
Museums	7.79	128
Shopping	5.93	492
Restaurants	6.96	68
<u>Business Travelers</u>		
	Average Rating	Average Number of Likes
Financial Institutions	6.23	5

New York

<u>Leisure Travelers</u>		
	Average Rating	Average Number of Likes
Museums	8.16	1,852
Shopping	6.59	205
Restaurants	7.16	155
<u>Business Travelers</u>		
	Average Rating	Average Number of Likes
Financial Institutions	6.43	10

Toronto Vs New York.

Comparable ratings in each location category.



Growth of Tourism in Toronto

- In 2017, the city received 43.7 million tourists where the tourist spending totally \$8.84billion according to Wikipedia.
- The number of visiting is set to rise largely because of factors including its world-class air access, surging tech, entertainment and recreation industries and its reputation for diversity and inclusiveness.
- Nearly 70,000 jobs are supported by visitor spending, generating \$3.1 billion in wages for employees and representing 4.6% of all jobs within Toronto.

Conclusion

- There is momentum in this fast growing tourism industry.
- Huge investment in tourism infrastructure.
- Growing reliant on this industry to boost its economy.
- It is evident that the demand from traveler to this city will surge.
As such, I recommend that Toronto be added as a new destination for your company.