

CN TOWER

CANADA'S WONDER OF THE WORLD

LA TOUR CN

NOTRE MERVEILLE DU MONDE

THE MARKET

Located on the northern shore of Lake Ontario, Toronto is Canada's largest city with a population of 5 million people. Home to a vibrant mix of many different cultures, it is also the country's financial centre and the hub of a thriving arts scene. It's a beautiful, clean city with many distinctive neighbourhoods, green spaces and a spectacular waterfront: a great place to live and a destination with international appeal.

Standing tall as the defining landmark of this cosmopolitan city is the CN Tower, Canada's National Tower. At 553.33 metres (1,815 ft., 5 in.), it is not only the World's Tallest Building but a dazzling symbol of Canadian architectural achievement. A true Wonder of the Modern World, the CN Tower became the iconic symbol of Toronto tourism as soon as it was built in 1975. Today, the Tower is a must-see attraction for visitors to Toronto and a first-class dining and event centre. Looming high above the city's skyscrapers, it is a constant reminder of the world-class experiences that can be found in Canada.

ACHIEVEMENTS

The CN Tower holds a long and distinguished record of achievement in its history.

Over the years, the CN Tower has been recognized by the Guinness Book of World Records as the World's Tallest Building, Tallest Tower and Tallest Freestanding Structure. In 1995, the CN Tower was classified as one of the Seven Wonders of the Modern World by the American

Society of Civil Engineers. To this day, 30 years since construction was completed, there is no freestanding man-made structure taller than the CN Tower on earth. A marvel of engineering, it continues to thrill visitors from all over the world.

The CN Tower introduced the world's first Glass Floor to visitors in 1994, providing a dare-to-walk-on-air view 342m (1,122 feet) straight down to the ground. Almost 20 million people have walked on the the Glass Floor since it was built, including numerous celebrities and dignitaries. It's been the setting for numerous high-altitude weddings; and the CN Tower Millennium celebrations transformed the Glass Floor into a one-of-a-kind dance space complete with lighting effects.

On May 13, 1997, *360 The Restaurant at the CN Tower* officially

opened its European-style wine cellar in the sky. At 351 metres (1150 ft.), it is a high-altitude magnet for wine lovers. Created to resemble a typical underground wine cellar, it features precision climate and humidity controls and houses one of the most extensive wine lists in Canada.

The CN Tower has earned numerous awards, including: DiRoNA Award (Distinguished Restaurants of North America) for excellence in dining experience (recipient since 1997), Wine Spectator Best of Award of Excellence (since 1999), and other awards, including: Most Romantic Restaurant, Best Tourist Attraction, Best Attraction and Best Restaurant with a View.

The CN Tower has also become a tourist magnet by celebrating its unique assets in innovative ways.

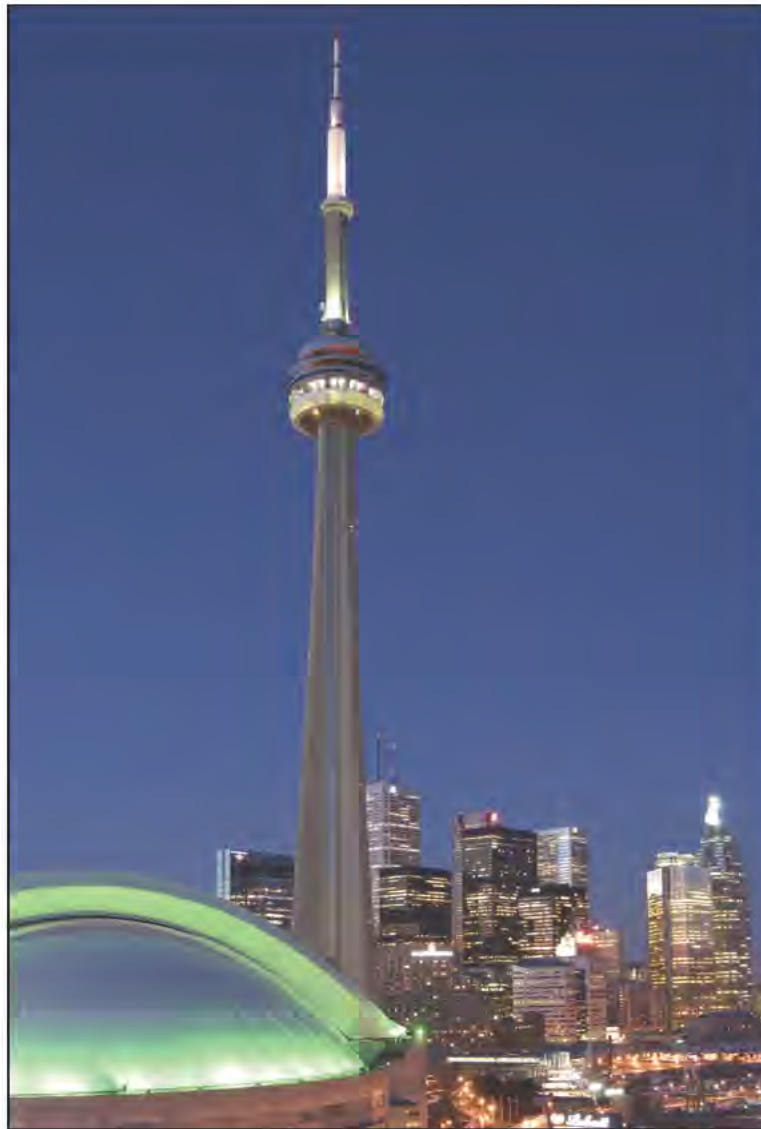
The World's Longest Metal Staircase is available to the public only twice each year for fund-raising stair climbs. This event attracts over 15,000 climbers who raise over \$1.5 million for charities annually. And the World's Highest Mailbox, built to Canada Post specifications and standards, provides visitors with a unique opportunity to send mail from the "top of the world."

Whether they be leaders or celebrities or just curious visitors, the CN Tower offers everyone who ventures to the top a thrilling experience. From breath-taking 360-degree views of the city to the best regional Canadian cuisine, the Tower is an unforgettable experience for people of all ages.

HISTORY

Although the CN Tower inspires a sense of pride for Canadians and a sense of awe in visitors, its origins are rooted in practicality. The 1960s ushered in an unprecedented construction boom in Toronto, transforming a skyline characterized by relatively low buildings into one dotted with skyscrapers. The existing transmission towers couldn't handle the demand for clear communications. Downtown Toronto needed a very tall new structure to accommodate its changing cityscape.

With its microwave receptors at 338 m (1,109 ft.) and the antenna some 200 metres higher, the CN Tower brought some of the clearest reception in North America to people living in the city.



The CN Tower was built by Canadian National Railway, which wanted to demonstrate the strength of Canadian industry by raising a tower taller than any other in the world. Building the CN Tower was a vast and ambitious project that involved 1,537 workers who worked 24 hours a day, five days a week for 40 months to completion.

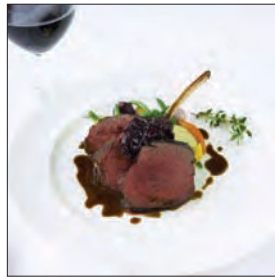
When the 44th and final piece of the antenna was bolted into place April 2, 1975, the CN Tower joined the ranks of 17 other great structures that had previously held the title of World's Tallest Free-Standing Structure. The Guinness Book of World Records was on hand to record the milestone.

THE PRODUCT

Defining the Toronto skyline, the CN Tower is Canada's most recognizable and celebrated icon. At a height of 553.33m (1,815 ft., 5 in.), it is the World's Tallest Building, a Wonder of the Modern World, an important telecommunications hub and the centre of tourism in Toronto.

Each year, approximately 2 million people visit Canada's Wonder of the World to enjoy all the CN Tower has to offer. Three observation levels provide breathtaking views of Toronto at a range of 120 kilometres. Other attractions include a simulator ride, arcade, exhibits and 10,000 square feet of shopping with a wide array of high-quality merchandise. Three restaurants satisfy every appetite include the award-winning *360 Restaurant* with its one-of-a-kind wine cellar in the sky. A leading event venue, the Tower hosts over 300 memorable events each year for 2 to 2,000 for receptions, dinners, themed events, meetings and product and press launches.

Public events have ranged from concert series, exhibitions and seasonal special events. Recent events included the only Canadian stop for *The Secret Life of Sets*, the Academy of Motion Picture Arts and Science's exhibition celebrating the art of set decoration. *The CN Tower Communities in*



visitor experience. *The CN Tower Gardens* are an inspired tribute to a national program committed to fostering civic pride, environmental responsibility and beautification.

RECENT DEVELOPMENTS

The CN Tower has been a technological leader since it was first built and upgrades all systems on an ongoing basis to ensure it is operating at optimum efficiency.

Over the years the CN Tower's legacy has also been supported with numerous enhancements such as the redesign of *360 Restaurant*, building the world's highest wine cellar, adding two new elevators, replacing the Radome (the Teflon-coated fiberglass fabric, which protects the Tower's microwave equipment at the base of the main pod), installing a \$2 million leading-edge security system and adding new flexible meeting space to meet the growing needs of event clients — to name a few.

In June 2006, the CN Tower celebrated 30 years as a national icon, an engineering wonder . . . and still the World's Tallest Building.

PROMOTION

As Canada's National Tower and icon, the CN Tower takes a leadership role in the tourism industry. This commitment is demonstrated through active support of tourism associations at all levels — national, provincial and municipal. The CN Tower participates in a number of tourism initiatives reaching a variety of markets including international trade missions annually to promote tourism to Canada.

Ongoing customer satisfaction and demographic research keeps Tower management in touch with the needs and interests of its visitors. In addition to advertising, annual marketing plans reach out to all markets through public relations, promotions and events.

Innovative thinking helps to develop strategic partnerships within the industry. Recently the CN Tower partnered with five major attractions and worked with CityPass® to introduce the

Toronto CityPass®, making Toronto the first Canadian city to offer this convenient value-packaged ticket of six regional attractions.

With pro-active public relations and publicity outreach, the CN Tower assists over 200 print, radio and television broadcast media crews from all over the world each year.

The CN Tower values its role as a tourism ambassador for the city, province and country and believes that the high standards that it maintains and the excellent value it provides to visitors reflect positively on all members of the Tourism industry.

BRAND VALUES

According to a recent Ipsos-Reid poll, when Canadians are asked to name Canada's top three landmarks, it's the CN Tower (44 percent) that tops the list, with Niagara Falls (33 percent), the Canadian Rockies (32 percent) and the Parliament Buildings in Ottawa (26 percent) next in line.

The CN Tower doesn't just dominate the Canadian imagination by virtue of its height. It has maintained its pre-eminence with a brand philosophy that revolves around innovation, value and exceptional service to the public.

Always building on its legacy as an iconic attraction, the CN Tower will continue to be the defining symbol of tourism for Toronto and Canada, and a place to create wonderful memories.



Bloom Gardens were conceived as a tourism initiative to promote tourism to Canada, Ontario, Toronto and the CN Tower while enhancing the

THINGS YOU DIDN'T KNOW ABOUT THE CN TOWER

- The CN Tower took 40 months to build. 1,537 people worked 24 hours a day, five days a week to complete the job.
- Lightning strikes the CN Tower an average of 75 times a year. Long copper strips running down the CN Tower feed into massive grounding rods below ground level to ensure public safety.
- Plans for the Tower included a wind resistance factor of 418 km/h (260 mph).
- The CN Tower weighs 130,000 tonnes — the same weight as 23,214 large elephants.