

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 has held the record as world's tallest for over 32 years and is a dazzling symbol of Canadian architectural achievement. A true Wonder of the Modern World, the CN Tower became an iconic symbol of Canadian 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

"Toronto's crowning glory . . . [the CN Tower exemplifies] humankind's ability to dream, plan, and achieve on a colossal, mind-boggling scale . . . serving as a tribute to universal human desire to triumph over the impossible."

— *National Geographic*
"The Wonders of the World" (1998)

At 553.33 metres, the CN Tower has held the distinction as "World's Tallest free-standing structure, tower, building on earth" for an impressive 30-plus years. This architectural triumph and engineering marvel is acknowledged as a Wonder of the Modern World by the American Society of Civil Engineers.

The Tower is also an internationally renowned dining and entertainment destination for almost



2 million annual visitors. The Tower's high standards have been recognized with a long and distinguished record of achievement. Numerous awards include: The Tourism Industry Association of Canada's Business of the Year, Best Attraction, Best Place to Impress Out-of-Towners, Best Safety Awareness Program, Best Employee Recognition Program, Best Guest Services Training Program, Most Romantic Restaurant, Best Restaurant with a View, and DiRoNA Award for excellence in dining experience (recipient since 1997), *Wine Spectator* "Best of Award of Excellence" (recipient since 1999).

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. Over 20 million people have walked on the Glass Floor since it was built, including numerous celebrities and dignitaries. It's been the setting for numerous

weddings; and the CN Tower Millennium celebrations transformed the Glass Floor into a one-of-a-kind dance floor.

On May 13, 1997, *360 The Restaurant at the CN Tower* officially opened its European-style wine cellar in the sky. At 351 metres (1,151 feet), 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 also celebrates 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 20,000 climbers who raise over \$2.5 million for charities annually. And the World's Highest Mailbox, built to Canada Post specifications and standards, provides visitors with an unique opportunity to send mail from the "top of the world."

Whether they be leaders or celebrities or curious visitors, the CN Tower offers everyone who ventures to the top a thrilling experience. From breathtaking 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. Erecting 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.

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

The CN Tower is Canada's most recognizable and celebrated icon. Defining the Toronto skyline at



553.33m (1,815ft., 5in) and the World's Tallest for over 32 years, it is 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 motion theatre ride, arcade, exhibits and 10,000 square feet of shopping with a wide array of high-quality merchandise. Three restaurants satisfy every appetite, including 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 2000 for receptions, dinners, themed events, meetings, product and press launches.

Public events have ranged from concert series, exhibitions and seasonal special events such as 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 Bloom Gardens were conceived as a tourism initiative to promote tourism to Canada, Ontario,

Toronto and the CN Tower while enhancing the 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.

In 2006 the CN Tower created an award-winning yearlong celebration in honour of its 30+ year legacy which included re-enacting the antenna topping. And in 2007, the \$2.5 million installation of energy-efficient innovative programmable exterior LED lighting dramatically transformed the Tower and Toronto night skyline.

PROMOTION

As Canada's National Tower and iconic symbol, 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%) that tops the list with Niagara Falls (33%), the Canadian Rockies (32%), and the Parliament Buildings in Ottawa (26%) 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, Ontario and Canada, as a place to create wonderful memories.

THINGS YOU DIDN'T KNOW ABOUT CN TOWER

- Lightning strikes the CN Tower an average of 75 times a year. Public safety is ensured by long copper strips which run down the CN Tower into massive grounding rods below ground level.
- Each of the 1,330 new LED light fixtures is no larger than a shoebox. The former conventional fixtures lighting the CN Tower were each as large as a washing machine.
- The CN Tower's awe-inspiring Glass Floor offers a view straight down to the ground 1,122 feet below.