

[About MTE On-Line](#)[About Moving the Economy](#)[Join Our Mailing List](#)[Site Sponsorship](#)

## Toronto's Green Tourism Association

Joan Miles  
Toronto Ontario Canada

Kevin Currie  
Toronto Ontario Canada



### Project Profile

**Economic Benefits**  
Stimulates New Business  
Generates Retail Sales  
Creates / Improves Jobs  
Saves Money  
Keeps Money Local  
Converts Industry

[MTE On-line Home](#)

[Search](#)

[Browse](#)

[Links](#)

[Contact Us](#)



Order books and other essentials from "Detour" Publications

### Project Description

Product / Technology  
Marketing / Cultural  
Community  
Partnership

### Activity/Mode:

Urban Green Tourism

### Partners:

City of Toronto

### For more information:

<http://www.greentourism.on.ca>

Urban green tourism represents the new wave of tourism emerging in Toronto and other North American and European cities. Toronto's Green Tourism Association was founded in 1995, and aims to develop and cultivate a green tourism industry within the region which is ecologically sound, fosters appreciation of diverse cultural and natural heritage, and strengthens local economies and communities. The Association has over 200 supporters and members including small businesses, corporate concerns, community economic development ventures, government agencies and non-profit groups. It is the only such urban initiative worldwide.

**FOCUS ON MARKETING, BUSINESS DEVELOPMENT AND GREENING.** The Green Tourism Association's vision of urban green tourism complements the existing tourism "product" and serves ultimately to reshape and enhance it. The three broad areas which are addressed are marketing green tourism options, business development for green tourism enterprises and greening the tourism sector. The Association has published chapbooks on local ecological restoration projects and businesses engaging in sustainable practices, as well as an outline of representative green tourism options. The Urban Green Tourism workshops for the "Moving the Economy" conference were organized by the Green Tourism Association, and an energy efficiency session for the hospitality industry was co-sponsored with the Royal York Hotel and the provincial Ministry of the Environment.

Current projects include a Green Map for Toronto. This map is an exciting new vehicle to introduce tourists and residents to the many urban green tourism activities and green businesses across Toronto. Toronto has joined a growing number of cities that are embracing the international Green Map system (see Carolyn Rohaly's description, pages 155, 174). The Green Tourism Association is also pursuing two other unique initiatives: a "Green Tourism Fun Pack" and infocentre network with discount and incentive programs for tourists; and a green tourism business network to facilitate business development and related job creation.

Joan Miles

The Green Tourism Association  
100 Queen Street West 12E, Toronto City Ha  
Toronto Ontario Canada M5H 2N2  
**Phone:** 416-392-1288 **Fax:** 416-392-0071 **Other Phone:**  
<mailto:greento@city.toronto.on.ca>

**Kevin Currie**

Kevin Currie has been General Manager for 7 years at Wheel Excitement, providing bicycle and in-line skate rentals for tourists, and education and safety seminars for public and corporate clients. He is also the Secretary Treasurer of the Green Tourism Association.

Wheel Excitement Inc.  
5 Rees St.  
Toronto Ontario Canada M5B 3J2  
**Phone:** 416-260-9000 **Fax:** 416-260-9090 **Other Phone:**  
<mailto:kevin@wheelexcitement.com>

Last modified: 06/02/2000 11:44:40 AM

