

## **Annual Reports**

**2002-2003**

**2003-2004**

## **Ministry of Tourism and Recreation**

*This document includes:*

- *Ministry Overview*
- *Annual Report 2002-2003*
- *Annual Report 2003-2004*

## **MINISTRY OVERVIEW**

The Ministry of Tourism and Recreation, in partnership with the tourism, sport and recreation sectors, supports the delivery of high-quality tourism and recreation experiences.

### **Tourism**

The ministry leads the development of policies, regulations and strategies to advance Ontario's competitive advantage in tourism. It conducts research and analysis to support marketing, product development, policy, investment and business decisions by governments and industry.

The ministry encourages private-sector investment and new product development to support Ontario's tourism sector. It supports regional tourism economic planning and in partnership with the tourism industry, promotes the development of new experiences and destinations.

Through its tourism marketing agency, the Ontario Tourism Marketing Partnership Corporation (OTMPC), the ministry develops and implements marketing programs to promote Ontario as a year-round travel destination. The ministry also provides visitor services at 18 seasonal and year-round Travel Information Centres (TICs) located at border crossings and other key locations in Ontario.

The ministry operates two tourist attractions – Huronia Historical Parks and Fort William Historical Park. It oversees the activities of seven attractions and agencies:

- Ontario Place Corporation
- Niagara Parks Commission
- St. Clair Parks Commission
- St. Lawrence Parks Commission
- Ontario Tourism Marketing Partnership Corporation
- Metro Toronto Convention Centre Corporation
- Ottawa Congress Centre

### **Sport and Recreation**

The ministry encourages involvement in sport, recreation and physical activity for the health, social and economic benefit of Ontarians and the communities in which they live.

Working with amateur sport and recreation stakeholders, local and provincial field services, delivery partners, other ministries and the federal government, the ministry contributes to a strong provincial sport system, the development of athletic achievement in Ontario and participation in sport, physical activity and recreation by Ontarians of all ages.

The ministry supports multi-sport games that provide athletes with competitive opportunities and bring economic benefits to the host communities. Ontario's most outstanding athletes and coaches are recognized each year through the Ontario Sports Awards.

The ministry encourages all Ontarians, particularly children and youth, older adults, Ontarians with a disability and other segments of society not currently physically active, to participate in sport and recreation in order to reduce the health risks associated with sedentary lifestyles.

**Ministry Vision**

The Ministry of Tourism and Recreation will be a recognized national leader in job creation and investment and in building physically active and healthy communities. This will be accomplished through the support and development of the tourism, sport and recreation sectors and the pursuit of athletic excellence.

## **ANNUAL REPORT 2003-2004**

### **Revitalizing Tourism**

Ontario's tourism industry faced a series of unprecedented challenges in 2003-04, including the Severe Acute Respiratory Syndrome (SARS) emergency, the August 2003 power blackout, the rise in the Canadian dollar and lingering impacts of the Iraq war and 9/11. The SARS crisis, in particular, had a devastating impact on tourism in Toronto and other parts of the province.

The ministry acted decisively to help the tourism industry recover. Working closely with tourism coalitions and industry partners, the ministry and its tourism marketing agency, the Ontario Tourism Marketing Partnership Corporation, mounted aggressive marketing campaigns and special promotional events to restore the world's confidence in Ontario as a tourist destination. A two-year Tourism Recovery Program was established to invest in strategic partnerships across the province to market events and destinations, promote cultural tourism and attract convention business.

Among our tourism recovery highlights:

- A successful partnership with Mirvish Productions led to the sale of nearly 400,000 theatre packages, worth more than \$50 million.
- The "Time for a Little TO" celebrity ad campaign ran in 18 domestic markets and helped sell 9,000 room nights.
- The Concert for Toronto at the SkyDome and Air Canada Centre, the "Molson Canadian Rocks for Toronto" concert featuring the Rolling Stones, and the Conan O'Brien week in Toronto all generated media coverage and publicity. The Conan shows reached more than 10.8 million viewers in the U.S., and of 4,000 viewers surveyed afterwards in key tourism markets, 22 per cent indicated they would visit Ontario.
- A 16-page marketing insert was placed in April 2003 editions of eight upscale U.S. magazines, such as Vanity Fair, Gourmet and Conde Nast Traveler, with a combined circulation of nine million and an estimated readership of 40 million.

Between July 1, 2003 and March 31, 2004, the ministry invested \$62.5 million in tourism recovery initiatives. According to an independent analysis by PKF consulting, this investment resulted in an additional 3.6 million visitors, who would potentially not have visited Ontario in the absence of tourism recovery efforts. These visitors injected an estimated \$687 million into the economy (\$285 million in the GTA; \$402 million in other parts of Ontario) and supported 13,700 direct and indirect jobs. Every dollar invested generated a return of \$11 in tourism spending.

While the OTMPC played a lead role in tourism recovery efforts, working closely with such partners as the Toronto Alliance, the ministry's other agencies and attractions also forged new partnerships and marketing strategies to attract more visitors.

Despite coping with severe floods that damaged almost all its facilities, Old Fort William celebrated the 200th anniversary of the Great Rendezvous and changed its name to Fort William Historical Park. It welcomed 92,000 visitors, of whom 55 per cent were international visitors, and was voted one of the Top 10 Tourism Attractions in Canada in 2003.

Huronian Historical Parks generated gate receipts of nearly \$500,000, and accounted for 49 per cent of attendance at other area attractions. The St. Lawrence Parks Commission celebrated the 65th anniversary of the opening of Fort Henry National Historic Site as a museum and the Fort Henry Guard.

The ministry designed a special research program to track the impact of SARS on tourism, and shared timely updates with the tourism industry. In partnership with Industry Canada, the ministry organized and hosted an emergency meeting of federal/ provincial/territorial tourism ministers to develop a national strategy for dealing with the impacts of SARS.

The ministry continued to develop the Ontario Tourism Strategy in consultation with stakeholders.

In January 2004, the ministry launched a new tourism investment website. The website provides comprehensive, Internet-based data on hotel occupancy rates, labour rates, number of tourism establishments, visitor characteristics and investment opportunities.

The ministry worked with communities across the province to develop regional inventories of tourism assets. South Georgian Bay, Windsor, Essex and Pelee Island and Mississauga used the ministry's Premier-Ranked Tourist Destinations Framework to identify local tourism opportunities. Other communities with reviews underway included Sarnia/Lambton, Niagara, Hamilton and Sudbury.

The ministry held its first-ever Ontario Tourism Investment Symposium, presenting 16 municipal investment opportunities to 350 participants. The ministry also hosted a wine and culinary showcase in Germany and continued to support such activities as the Niagara Wine and Food Classic and Prince Edward County's TASTE Trail.

In September 2003, the ministry opened the new Fort Erie Travel Information Centre. The travel centre is the key tenant in a privately built and owned multi-purpose complex of enhanced tourist services.

In northern Ontario, the ministry worked with the Northern Ontario Tourist Outfitters Association (NOTO) in support of resource stewardship agreements. The ministry also worked with NOTO, the Ministry of Natural Resources and the Ministry of Northern Development and Mines to initiate a strategic review of resource-based tourism licensing.

The OTMPC took on its new role of delivering tourism marketing services in the North with the opening of an office in Sault Ste. Marie. The office will support the activities of the newly created Northern Marketing Committee.

### **Strengthening Sport and Recreation**

In October 2003, Ontario and the City of Hamilton hosted the 2003 World Cycling Championships. With a ministry investment of \$2.25 million, the four-day event attracted approximately 900 athletes and 23,800 visitors, with an additional 500 million television viewers world-wide. The championship generated nearly \$50 million in tourism spending in the region and across Ontario, and built a base of more than 3,000 trained volunteers.

The ministry also supported Hamilton's bid to host the 2010 Commonwealth Games, and endorsed the bids of three communities – Ottawa, London/ Kitchener and Hamilton – to host the 2006 World Junior Hockey Championships. While these bids were unsuccessful, they helped to raise Ontario's international profile as a tourist destination and a premier venue for major sporting events.

Through its involvement in the federal/provincial/territorial Ministers of Sport, Recreation and Fitness Conference, the ministry participated in the implementation of the Canadian Sport Policy. Several specific initiatives were approved, including:

- Strategic Framework for Hosting International Sport Events in Canada
- Canadian Policy Against Doping in Sport
- Collaborative plan of action to increase physical activity.

The ministry continued to support participation in sport and recreation at the local, regional and provincial level with \$4.1 million in grants through the Community Sport Opportunity Fund and the Recreation Development Fund.

	<b>Ministry Expenditures (\$ millions)</b>
	<b>2003-2004 Actual</b>
<b>Operating</b>	<b>209.0</b>
<b>Capital</b>	<b>51.0</b>
<b>Staff Strength (as of Mar. 31, 2004)</b>	<b>542.5</b>

**NOTE:** Starting in 2002-2003, major tangible capital assets owned by provincial ministries (land, buildings and transportation infrastructure) are accounted for on a full accrual accounting basis. Other tangible capital assets owned by provincial ministries will continue to be accounted for as expenses in the year of acquisition or construction. All capital assets owned by consolidated government organizations are accounted for on a full accrual basis.

## **ANNUAL REPORT 2002-2003**

### **Tourism**

In 2002-03, the ministry worked with the tourism industry to address the downturn in global tourism in the aftermath of 9/11 and in anticipation of a war in Iraq. The ministry consulted with the industry to identify immediate concerns, as well as seek input on a long-term strategy to strengthen Ontario tourism. Seven stakeholder sessions on a provincial tourism strategy were held, with over 325 participants.

The ministry led development of a new questionnaire for the Canadian Travel Survey. The ministry also designed a research plan to monitor the impacts of the Iraq war on Ontario tourism. The ministry worked with the Michigan tourism authority to develop and present a tourism seminar at the Ontario-Michigan Summit.

Through the Ontario Tourism Marketing Partnership Corporation (OTMPC), the ministry continued its advertising and marketing campaigns targeting domestic and U.S. border markets. Major initiatives included a \$250,000 marketing partnership to promote golf tourism; Just the Ticket 2002, a special program to promote theatre getaways in Ontario; \$300,000 to help Ottawa host the 2003 Juno Awards; and marketing support for such high-profile events as the Molson Indy. In total, OTMPC invested over \$2 million to market 101 Ontario festivals and events in 2002-2003.

In January 2003, the ministry joined with the Ministry of Northern Development and Mines to launch a new delivery model and investment of up to \$6.8 million to strengthen tourism marketing for northern Ontario. The new model integrated northern tourism marketing with the OTMPC, to provide greater coordination and more potential for partnerships to attract visitors to the North.

The ministry partnered with the Northern Ontario Tourist Outfitters Association and Ministry of Natural Resources to implement the Resource Stewardship Agreement program. The ministry was also a partner in the development of an Aboriginal Tourism Development Strategic Plan for Northern Ontario.

The ministry launched a new Tourism Consumer Information System (TCIS) to make information on travelling in Ontario more accessible for travellers and tourism businesses. TCIS integrates a call centre, brochure fulfillment centre, customer services database, business-to-customer website and business-to-business website.

The ministry held five Economic Development Forums in 2002-03, with 90 participants. The ministry released a major study on tourism festivals and events

and their impact on local economic development, as well as a study and action plan to enhance investment in Ontario's tourism industry.

The ministry moved forward with implementation of its Wine and Culinary Tourism Strategy with support for the inaugural Niagara Wine and Food Classic. The event showcased more than 30 wineries. The ministry also supported the development of the Prince Edward County TASTE trail, and the first Ontario night at the Santé Festival.

The ministry worked with municipalities and francophone tourism establishments to develop a provincial francophone tourism strategy. The ministry also supported the release of the first-ever promotional brochure for Aboriginal tourism in Ontario, which included six new packages for Aboriginal tourism experiences.

In July 2002, the ministry joined Ontarians and young people from around the world in celebrating World Youth Day. An Ontario Pavilion at Exhibition Place, staffed by Ontario Travel Information Centre counsellors, welcomed 7,000 visitors.

The ministry's agencies and attractions worked to attract more visitors and convention business to Ontario. St. Lawrence Parks Commission opened the Chrysler Park Maple Sugar Bush and continued "Alight at Night" at Upper Canada Village. Ontario Place added four new family attractions, while the Niagara Parks Commission opened Legends on the Niagara, a 45-hole golf complex. The Metro Toronto Convention Centre was the busiest convention and trade show facility in Canada, hosting nearly 650 events and over two million guests.

### **Sport and Recreation**

In April 2002, Ontario endorsed the Canadian Sport Policy and related federal/provincial/territorial Priorities for Collaborative Action.

The ministry launched a new Community Sport Opportunity Fund, providing local, regional and provincial sport organizations with \$1.25 million in grants. Through its Recreation Development Fund, the ministry provided \$2.1 million in strategic funding for projects to increase participation in recreation, sport and physical activity.

The ministry supported Ontario athletes at the 2003 Jeux du Canada Games in Bathurst and Campbellton, New Brunswick. More than 260 of Ontario's most promising young athletes competed in 21 sports. Other sporting events included the 2002 Ontario Summer Games in Kitchener, the 2002 Ontario Senior Games – Actifest in Kingston and the 2003 Ontario Senior Games – Winterfest in London.

In February 2003, the ministry engaged the Sport Alliance of Ontario to manage the Ontario Games Program, Ontario Sports Awards Program, Support for Team Ontario participation in the Canada Games and Coaching Support Services Program.

	<b>Ministry Expenditures (\$ millions)</b>
	<b>2002-2003 Actual</b>
<b>Operating</b>	<b>135.0</b>
<b>Capital</b>	<b>55.0</b>
<b>Staff Strength (as of Mar. 31, 2003)</b>	<b>577.3</b>

**NOTE:** Starting in 2002-2003, major tangible capital assets owned by provincial ministries (land, buildings and transportation infrastructure) are accounted for on a full accrual accounting basis. Other tangible capital assets owned by provincial ministries will continue to be accounted for as expenses in the year of acquisition or construction. All capital assets owned by consolidated government organizations are accounted for on a full accrual basis.

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