

# **Ministry of Tourism**

**PUBLISHED RESULTS-BASED PLAN 2006/07**

**PUBLISHED RESULTS-BASED PLAN 2005/06**

**ANNUAL REPORT 2004/05**

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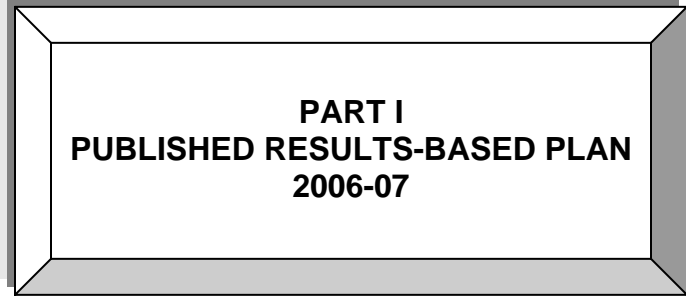
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**PART I  
PUBLISHED RESULTS-BASED PLAN  
2006-07**

## **MINISTRY OVERVIEW**

The Ministry of Tourism works with its tourism agencies, Ontario's tourism industry and other partners to strengthen and revitalize tourism across the province. It supports the delivery and marketing of high-quality tourism experiences to Ontarians and visitors to Ontario, and promotes a sustainable, customer-focused tourism industry that contributes to economic growth, job creation and strong communities.

### **Ministry Vision**

Ontario is an internationally recognized travel destination, renowned for the superior quality of its tourism experiences, attractions and services. Tourism is recognized as a significant contributor to economic prosperity and higher quality of life for communities across the province.

### **Key Strategies**

- **Ontario Tourism Strategy**

In 2006-07, the Ministry of Tourism will continue to work in partnership with the tourism industry to implement the Ontario Tourism Strategy.

The Ontario Tourism Strategy supports the government's priority of Strong People, Strong Economy. It is a long-term plan to make Ontario tourism more competitive in the global tourism market, and attract more investment and jobs to Ontario communities. Developed jointly with the tourism industry, the Ontario Tourism Strategy has five key directions:

- Embracing a visitor-first philosophy
- Developing destinations and experiences
- Building the influence and image of tourism
- Strengthening strategic marketing
- Developing an "all of government" approach to tourism

The Ontario Tourism Strategy is supported by five enablers: infrastructure, market intelligence, tourism investment, information technology and business skills development.

- **Strong and Sustainable Agencies**

The ministry's tourism agencies and attractions are significant economic catalysts that bring visitors and business to Ontario. In 2006-07, the ministry will work with its agencies and local community partners on revitalization programs to protect and promote the provincial interest in these important regional and provincial assets. Key outcomes for the agencies will include increased sustainability and service quality, with greater capacity to contribute to the government's priorities of Strong People, Strong Economy and Stronger, Safer Communities.

## **Ministry Responsibilities, Programs and Services**

The Ministry of Tourism leads the development of innovative policies, programs, regulations and strategies to advance Ontario's competitive advantage in tourism. It provides the industry with vital market intelligence including historical trends, travel intentions and economic impact studies to support marketing, product development, strategic policy initiatives, investment and business decisions by governments and industry.

The ministry actively 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 to increase visitations, length of stay and visitor spending. The ministry also works with tourism operators to increase their capacity to promote their products and provide visitors with quality service and experiences.

The ministry oversees the activities and accountabilities of nine attractions and agencies that promote tourism, economic growth and job creation.

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. Using such tools as market research, media advertising, consumer information services, product development, e-marketing, publications and travel trade relations, the OTMPC works with the tourism industry to market Ontario in key domestic and international markets.

The OTMPC provides visitor services at 18 seasonal and year-round Travel Information Centres (TICs) located at border crossings and other key locations in Ontario. The TICs work in partnership with the regions and the tourism industry to develop and provide customized trip planning, and memorable experiences that will encourage visitors to stay longer, spend more and return to Ontario.

The ministry's tourism attractions and agencies are the stewards of unique historic facilities, green space and parklands in regions across Ontario, and offer a wide range of educational, recreational, cultural and entertainment programs for residents and visitors to the province. The ministry directly operates two tourism attractions — Huronia Historical Parks and Fort William Historical Park. It is also responsible for Ontario Place Corporation and three park commissions: St. Lawrence Parks Commission, Niagara Parks Commission and St. Clair Parks Commission\*.

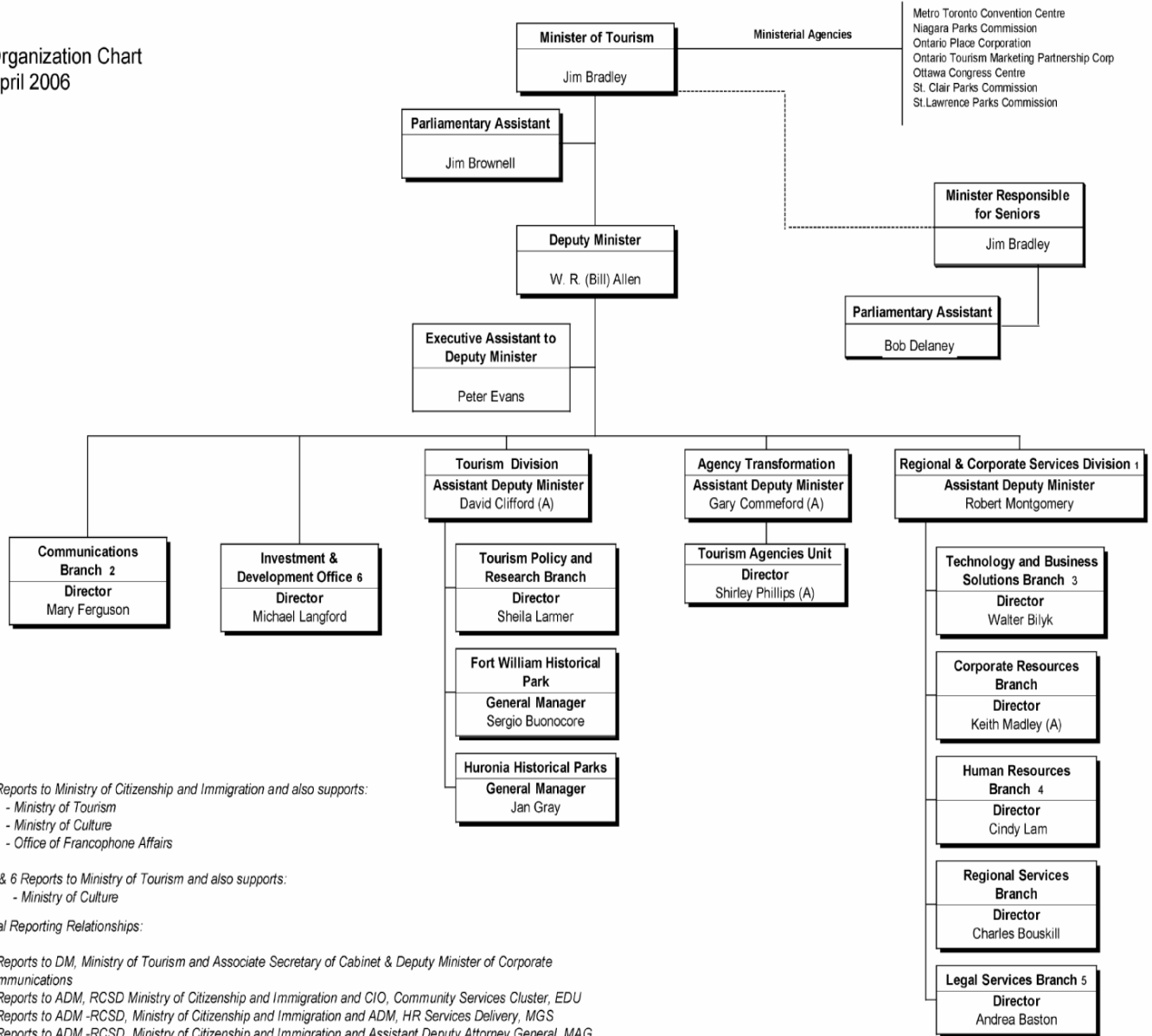
The ministry's two convention centre agencies — the Metro Toronto Convention Centre and Ottawa Congress Centre — attract meeting, trade show and convention business that brings economic benefit to the local community and the province.

\* N.B. Legislation has been introduced which would enable the transfer of assets of the St. Clair Parks Commission to local municipalities and provide for the Commission's wind-down and dissolution.

# Ministry Organization Chart

## Ministry of Tourism

Organization Chart  
April 2006



1 Reports to Ministry of Citizenship and Immigration and also supports:  
 - Ministry of Tourism  
 - Ministry of Culture  
 - Office of Francophone Affairs

2 & 6 Reports to Ministry of Tourism and also supports:  
 - Ministry of Culture

Dual Reporting Relationships:

2 Reports to DM, Ministry of Tourism and Associate Secretary of Cabinet & Deputy Minister of Corporate Communications

3 Reports to ADM, RCSD Ministry of Citizenship and Immigration and CIO, Community Services Cluster, EDU

4 Reports to ADM -RCSD, Ministry of Citizenship and Immigration and ADM, HR Services Delivery, MGS

5 Reports to ADM -RCSD, Ministry of Citizenship and Immigration and Assistant Deputy Attorney General, MAG

(A) Denotes "Acting"

## Legislation

The Minister administers the following statutes:

*Historical Parks Act, R.S.O. 1990, c. H.9*

*Metropolitan Toronto Convention Centre Corporation Act, R.S.O. 1990, c. M.11*

*Ministry of Tourism and Recreation Act, R.S.O. 1990, c. M.35 in so far as it relates to activities and programs respecting tourism*

*Niagara Parks Act, R.S.O. 1990, c. N.3*

*Ontario Place Corporation Act, R.S.O. 1990, c. O.34*

*Ontario Wine Week Act, 2005, S.O. 2005, c. 22*

*Ottawa Congress Centre Act, R.S.O. 1990, c. O.45*

*St. Clair Parks Commission Act, 2000, S.O. 2000, c. 44\**

*St. Lawrence Parks Commission Act, R.S.O. 1990, c. S.24*

*Tourism Act, R.S.O. 1990, c. T.16\*\**

*Hotel Registration of Guests Act, R.S.O. 1990, c. H.17*

*Innkeepers Act, R.S.O. 1990, c. I.7*

Note: \* There will be potential repeal of the *St. Clair Parks Commission Act, 2000, S.O. 2000, c. 44*.

\*\* The *Tourism Act, R.S.O. 1990, c. T.16*, will be repealed by the proposed *Good Government Act, 2006*

## **Agencies, Boards and Commissions (ABCs)**

The Ministry's agencies, boards and commissions are

Greenbelt Foundation  
Metropolitan Toronto Convention Centre Corporation  
Niagara Parks Commission  
Oak Ridges Moraine Foundation  
Ontario Place Corporation  
Ontario Tourism Marketing Partnership Corporation  
Ottawa Congress Centre  
St. Clair Parks Commission  
St. Lawrence Parks Commission

### **Attractions within the Ministry are:**

Discovery Harbour  
Sainte Marie Among the Hurons Historical Parks (Huronian Historical Park)  
Fort William Historical Park

## **PUBLISHED RESULTS-BASED PLAN 2006/07**

### **Key Strategy: Ontario Tourism Strategy**

#### Embracing a Visitor First Philosophy

Everything begins with Ontario's visitors — what motivates them, what they expect, what satisfies them and what will encourage them to return to Ontario. Key ministry initiatives for 2006-07 include:

- Develop Chinese cultural training program — “Service Excellence China” — for tourism businesses and communities.
- Produce 20 Travel Activities and Motivations Survey reports to support business development and marketing, and disseminate them through the web and presentations.
- Open a Toronto desk at the ministry's Travel Information Centre on Dundas Street in May 2006, and operate as a year-round facility.
- Support the Accommodation Industry Alliance of Ontario in developing a sustainable business plan for an accommodation ratings system.
- Develop and launch a Mobile Travel Information Centre to travel to festival and event sites in Toronto during summer 2006.

#### Developing Destinations and Experiences

Ontario has a rich diversity of destinations and experiences. To develop their potential to attract more visitors to Ontario, the ministry will undertake the following activities in 2006-07:

- Implement tourism strategies and action plans in seven destinations: Toronto, Niagara Region, Ottawa-Gatineau, Georgian Bay, Muskoka, 1,000 Islands & St Lawrence Seaway, and Windsor, Essex County & Pelee Island.
- Continue to support the Premier-ranked Tourist Destination Framework with the completion of four frameworks, and provision of initial support for six frameworks. Organize a provincial Premier-ranked symposium and deliver workshops on key recommendations from the framework.
- Provide funding for additional Premier-ranked implementation projects.
- Implement the Culinary Tourism Strategy, including support for the Culinary Tourism Symposium and Niagara Ice Wine Classic event.
- Launch new Festivals and Events Ontario (FEO) consumer industry website; work with National Capital Commission and FEO to promote provincial participation at the 2006 International Festival and Events Association conference in Ottawa; support professional development in festivals and events sector.
- Support Franco-Ontarian programming and partnership development in Francophone tourism products.
- Profile Aboriginal tourism experiences through a signature event.

- Enhance Ontario's outdoor product development by providing support for the 2006 Lighthouse Conference and participation on the Ontario Trails Coordinating Committee.
- Develop Ontario's Heritage Waterways through support for execution of the Rideau Heritage Route plan and a tourism action plan for the Trent Severn Waterway.

### Building the Image and Influence of Tourism

To build a greater awareness of the importance of tourism among governments, business, investors, potential employees and the public, the ministry will:

- Work with the new Tourism Industry Association of Ontario.
- Provide continuous updates to the Tourism Regional Economic Impact Model and continue to promote this important resource to industry.
- Work with Destination Marketing Organizations and Economic Development Offices to increase awareness of tourism as a career, economic engine and an important factor in the quality of life for communities.
- Increase awareness and use of the "Making the Case for Tourism" toolkit.
- Support rural tourism capacity building by continuing delivery of Beyond the City Lights Conferences.

### Strengthening Strategic Marketing

Strategic marketing helps ensure that the province is competitive in the tourism marketplace. In 2006-07, the ministry will work with the Ontario Tourism Marketing Partnership Corporation (OTMPC) to:

- Implement a new brand strategy for Ontario tourism.
- Deliver the second annual tourism marketing summit and awards program.
- Establish marketing partnerships with Niagara Falls, Ottawa, Kingston/ Thousand Islands, Windsor and Blue Mountain/Georgian Bay.
- Maintain and enhance existing industry partnerships with key stakeholders in Northern Ontario.
- Continue to proactively promote Ontario to domestic markets and key markets in the United States and overseas.

### All of Government Approach

A coordinated approach to tourism across all ministries and agencies facilitates more effective public investment, greater leverage towards common goals and more clarity for stakeholders. In 2006-07, the ministry will:

- Represent Ontario's interests during the public comment period on U.S. draft rules for the Western Hemisphere Travel Initiative.

- Work with the resource-based tourism working group and northwest task team to address Crown land tenure and fishery management issues. Hold follow up government/industry outpost summit.
- Expand the Fun Pass program to 100 school boards, to reach 1.4 million elementary school children.

### **Key Strategy: Strong and Sustainable Agencies**

In 2006-07, the ministry will:

- Strengthen the capacity of its tourism agencies to continue to serve as economic catalysts in their respective communities.
- Enhance the role of its agencies as key partners in destination development.
- Work with local tourism and business sectors to assess options for improving convention facilities in Ottawa.
- Explore opportunities for greater collaboration between Ontario Place and Exhibition Place, in partnership with the City of Toronto.
- Work with the St. Lawrence Parks Commission to explore sustainability initiatives and options for future development.
- Support the Niagara Parks Commission's strategy for new attractions as a means of achieving long-term sustainability and strengthening the destination.
- Complete the divestment of facilities at the St. Clair Parks Commission to the local level.
- Invest in the priority rehabilitation needs of the tourism agencies and attractions to preserve and protect the province's tourism infrastructure.
- Support the activities of the Oak Ridges Moraine Foundation and Friends of the Greenbelt Foundation, and develop opportunities to promote greenbelt tourism.

### **Supporting Government Priorities**

The Ministry of Tourism supports the government's priority of Strong People, Strong Economy and helps achieve the key result of a competitive business environment that attracts jobs and investment to Ontario.

Tourism is Ontario's 7<sup>th</sup> largest export industry. In 2004, tourists' expenditures contributed \$21.4 billion to the provincial economy. Tourism employment in Ontario reached 213,500 jobs in 2004, accounting for 3.3 per cent of Ontario's total employment. Every dollar of tourism spending generated 16.4 cents in provincial tax revenues.

The ministry has played a leadership role in tourism recovery and revitalization in the aftermath of SARS. While these efforts have leveraged significant private sector support and helped regain lost market share, tourism in Ontario continues to face major challenges, including:

- Declining visits from the U.S., and low recognition of Ontario in the competitive U.S. market;
- Barriers to cross-border travel, including new U.S. identification requirements;
- Fundamental changes in consumer behaviour;
- Economic challenges, including the appreciation of the Canadian dollar and higher gasoline prices; and
- Vulnerability to world events, such as war, terrorism & health pandemics.

The Ontario Tourism Strategy provides a strategic framework in which to address these and other challenges.

In 2006-07, the ministry will build on its progress in implementing the strategy.

The ministry will continue to have a strong voice on the border-crossing identification issue, working with elected representatives and industry leaders in both Canada and the United States to ensure the free flow of visitors between our two countries.

Tourism is one of the world's fastest growing industries, with tremendous opportunities emerging in such markets as China, where the number of outbound tourists is projected to reach 100 million by 2020. The ministry will help forge new partnerships to ensure that Ontario's tourism industry is well-positioned to be a top competitor in the global tourism market.

The ministry will partner with Ontario communities to develop great destinations and visitor experiences, and aggressively promote them at home and abroad. It will continue to invest in cultural tourism attractions, festivals and events across the province to attract more visitors and visitor spending to Ontario.

The ministry will protect and promote the significant provincial investment and interest in its tourism agencies and attractions, to strengthen their contribution to local and regional economic prosperity and to achieve more modern and efficient public services.

### **Performance Measures**

The Ministry of Tourism's overall performance measures for 2006-07 will include an increased number of tourism visits, increased visitor spending, additional tax revenue and more direct and indirect jobs in the tourism sector.

Performance measures for the ministry's tourism attractions and agencies will include increased attendance and self-generated revenues.

## MINISTRY FINANCIAL INFORMATION

**Table 1: Ministry Planned Expenditures 2006/07**

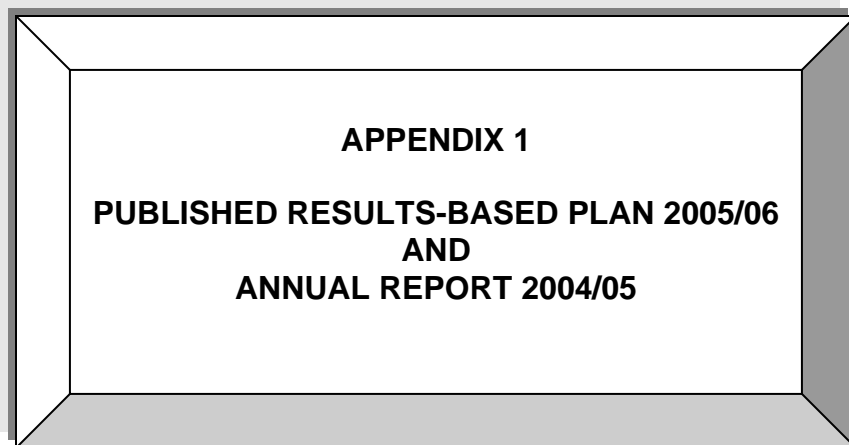
	<b>Ministry Planned Expenditures (\$M) 2006/07</b>
<b>Operating (1)</b>	<b>130.1</b>
<b>Capital (2)</b>	<b>30.8</b>

Note 1: Operating total includes \$61.3M in consolidated adjustments

Note 2: Capital total includes \$6.3M in consolidated adjustments

**Table 2: Ministry Planned Expenditures by Program Name 2006/07**

<b>Program Name</b>	<b>Ministry Planned Expenditures (\$M)</b>
<b>Strong People, Strong Economy</b>	<b>104.5</b>
<b>Redirection or Elimination of Activities</b>	<b>20.2</b>
<b>Serving a Vital Public Interest</b>	<b>5.4</b>
<b>Tourism Capital</b>	<b>30.8</b>



**APPENDIX 1**  
**PUBLISHED RESULTS-BASED PLAN 2005/06**  
**AND**  
**ANNUAL REPORT 2004/05**

## **PUBLISHED RESULTS-BASED PLAN 2005/06**

In 2005-06, the Ministry of Tourism and Recreation will work with the tourism industry and other partners to implement key elements of the Ontario Tourism Strategy. Developed jointly with the industry and launched in June 2004, the Ontario Tourism Strategy is a five-point plan to promote the sustainability and growth of tourism in Ontario.

The ministry will partner with the sport and recreation sector to implement *ACTIVE2010*, the government's comprehensive strategy to help Ontarians become more physically active to benefit their health.

The ministry will work with its tourism agencies and attractions to increase their sustainability and build their capacity as regional tourism magnets that contribute to local economic prosperity and growth.

### **Key Strategy: Ontario Tourism Strategy**

In consultation with its tourism partners, the ministry will finalize its implementation plan for the Ontario Tourism Strategy and move forward with priority initiatives and activities to make Ontario more competitive in the global tourism market.

#### Embracing a Visitor First Philosophy

- Undertake a new Travel Activities & Motivations Survey (TAMS), to report on size, characteristics and behaviour of travellers in North America
- Develop a Tourist Ambassador Program in partnership with Tourism Toronto
- Upgrade tourism agencies to make them more accessible to all visitors
- Advocate the interests of visitors in addressing border-crossing policies

#### Developing Destinations and Experiences

- Initiate a Destination Development Team approach to coordinate efforts, resources and expertise in leading and emerging destinations.
- Support the completion and implementation of Premier-Ranked Tourism Frameworks across the province
- Consult with stakeholders on festival and event classification and quality standards
- Continue to support province-wide experiences such as wine and culinary tourism, francophone and Aboriginal tourism

### Building the Image and Influence of Tourism

- Support industry capacity building and future sustainability
- Develop and deliver resources such as “Making the Case for Tourism” toolkit and Market Readiness workshops to promote the economic benefits of tourism
- Support operational review of Northern Ontario Native Tourism Association
- Launch Tourism Regional Economic Impact Model on ministry website

### Strengthening Strategic Marketing

- Complete the Ontario branding exercise
- Invest strategically in tourism marketing partnerships, festivals and events to attract more visitors and visitor spending to Ontario
- Undertake research to determine consumer perceptions and enhancements to further increase the value of [www.ontariotravel.net](http://www.ontariotravel.net) to the consumer
- Transfer Travel Information Centre (TIC) program to the Ontario Tourism Marketing Partnership Corporation (OTMPC) to better integrate visitor services and marketing
- Launch inaugural tourism marketing summit and awards program

### All of Government Approach

- Continue to work with the federal government on issues affecting tourism, such as air travel issues, national tourism strategy and border crossing security issues
- Work with ministry of Natural Resources to streamline Crown land tourism resource allocation
- Work with ministries of Culture, Economic Development and Trade and Finance to develop and launch cultural tourism marketing campaign

### **Key Strategy: Strong and Sustainable Agencies**

In 2005-06, the Ministry will:

- Continue to collaborate with the City of Toronto to strengthen Ontario Place and Exhibition Place as dynamic urban recreation and entertainment venues
- Complete the transfer of Uncle Tom’s Cabin Historic Site from the St. Clair Parks Commission to the Ontario Heritage Trust
- Continue to negotiate with local municipalities in Sarnia-Lambton on future directions for the St. Clair parklands
- Work with the St. Lawrence Parks Commission to explore sustainability options
- Work with tourism agencies and attractions to develop destinations and experiences by providing enhanced and new programming at their facilities
- Support the activities of the Oak Ridges Moraine Foundation and Friends of the Greenbelt Foundation, and develop opportunities to promote greenbelt tourism

## **Key Strategy: ACTIVE2010**

The multi-year *ACTIVE2010* strategy will increase participation in sport and physical activity among Ontarians by refocusing existing programs, leveraging federal and other sources of funding and building a physical activity culture to increase participation. The goal of the strategy is to get at least 55 per cent of adult Ontarians physically active by 2010.

Key initiatives for 2005- 06 include:

- Work with Ministry of Education to increase physical activity in schools
- Continue to implement and monitor the Community Use of Schools initiative to increase affordable access to school recreation facilities
- Refocus provincial sport funding to better meet *ACTIVE2010* objectives
- Implement the Ontario Sport Action Plan
- Continue the “Pause to Play” campaign to promote increased physical activity and sport participation among children 10 – 14 years of age
- Develop and launch a new, province-wide Adult Walking Campaign
- Continue to develop an Ontario Trails Strategy

*Note: The Ministry of Tourism and Recreation became the Ministry of Tourism in September 2005, with responsibility for sport and recreation transferred to the newly created Ministry of Health Promotion.*

## **Supporting Government Priorities**

The Ministry of Tourism and Recreation supports the government’s priority of Strong People, Strong Economy and helps achieve the key result of a competitive business environment that attracts jobs and investment to Ontario.

Tourism generates significant economic activity in Ontario. In 2004, tourists’ expenditures contributed \$21.4 billion to the provincial economy. Tourism employment in Ontario reached 213,500 jobs in 2004, accounting for 3.3 per cent of Ontario’s total employment. Every dollar of tourism spending generated 16.4 cents in provincial tax revenues.

Ontario’s tourism industry faces ongoing challenges, including the lingering effects of SARS, the strong Canadian dollar and border crossing delays due to increased security. The Ontario Tourism Strategy will help revitalize and build the tourism sector to address these challenges and ensure that tourism continues to be a key contributor to economic prosperity across Ontario.

Increasing the sustainability of the ministry’s tourism agencies and attractions will also contribute to Strong People, Strong Economy by building their capacity to serve as regional economic catalysts. Improving agency operations also supports the government’s commitment to modernizing public services.

Through its support for sport and recreation in Ontario, the ministry contributes to the government's priority of Better Health, and helps achieve the key result of reducing illnesses from smoking, obesity and environmental pollution.

*ACTIVE2010* will help overcome the barriers that prevent people from pursuing more active and healthy lifestyles. It will create a culture of physical activity in Ontario. Increased physical activity rates will help reduce health care costs and promote Better Health for all Ontarians.

**Table 1: Ministry Planned Expenditures 2005/06**

	<b>Ministry Planned Expenditures (\$M) 2005/06</b>
<b>Operating (1)</b>	<b>163.1</b>
<b>Capital (2)</b>	<b>92.7</b>

Note 1: Operating total includes \$62.7M in consolidated adjustments and \$23.5M for Sport and Recreation Program.

The Sport and Recreation Program will be transferred to the Ministry of Health Promotion in 2006-07.

Note 2: Capital total includes \$5.2M in consolidated adjustments and \$53.3M for Recreation Capital projects.

**Table 2: Ministry Planned Expenditures by Program Name 2005/06**

<b>Program Name</b>	<b>Ministry Planned Expenditures (\$M)</b>
<b>Ministry Administration</b>	<b>5.9</b>
<b>Tourism</b>	<b>133.7</b>
<b>Sport and Recreation</b>	<b>23.5</b>
<b>Tourism and Recreation Capital</b>	<b>92.7</b>

## **ANNUAL REPORT 2004/05**

The Ontario Tourism Strategy was announced in June 2004, after extensive consultations with more than 300 stakeholders throughout the province.

Developed in partnership with the tourism industry, the strategy provides a long-term plan for the sustainability and growth of tourism in Ontario. It identifies areas for action through 2010 — some for the government to implement, some that the industry can work on and some that will require a partnership among several players in the tourism industry.

There are five strategic directions that comprise the Ontario Tourism Strategy:

- Embracing a Visitor-First Philosophy
- Developing Destinations and Experiences
- Building the Image and Influence of Tourism
- Strengthening Strategic Marketing
- “All of Government” Approach to Tourism

The Ontario Tourism Strategy is supported by five enablers: infrastructure, market intelligence, tourism investment, information technology and business skills development.

In Fall 2004, the Ministry organized working sessions with industry partners — attraction and accommodation owners and operators, municipal economic development officers, educators, destination marketing associations and other tourism industry leaders— to identify implementation priorities for the Ontario Tourism Strategy.

Initial achievements under the strategy included:

### Embracing a Visitor-First Philosophy

- Development and posting of online regional tourism profiles
- Stakeholder consultations on an accommodations rating system and an analysis of options for industry implementation
- Customer relationship management training for northern tourism operators

### Developing Destinations and Experiences

- Completion of the Premier-ranked Tourist Destinations Framework in four municipalities, and initiation of the framework in 14 more municipalities
- Support for four projects to develop wine and culinary tourism experiences
- Development of a new Rideau Heritage Route
- Implementation of the Convention Development Fund in five key cities

- Funding for six new destination development projects in key regions
- Support for development of Francophone, Aboriginal and festival and event experiences across the province

#### Building the Image and Influence of Tourism

- Development of a new “Making the Case for Tourism” toolkit to assist communities in raising the profile of tourism locally
- Development of four Market Readiness workshop modules
- Delivery of workshops with the Economic Development Council of Ontario to build the image of tourism as a business and economic driver for communities

#### Strengthening Strategic Marketing

- Coordination of a multi-year strategic plan to market Ontario tourism
- Development of strong partnerships with key tourism partners such as Toronto, Niagara, Ottawa and FedNor, and broadening of the partnership base to include such destinations as Muskoka, Kingston and Northern Ontario
- Development of a northern tourism strategy that includes key partners (e.g., FedNor)
- Implementation of the Meeting, Convention and Incentive Travel (MC&IT) strategy aimed at aggressively promoting this vital market
- Implementation of the tourism revitalization program and continued support of the industry by marketing Ontario as a vibrant travel destination

#### All of Government Approach

- Advocacy of Ontario’s interests in development of a national tourism strategy
- Collaboration with ministries of Natural Resources, Northern Development and Mines and industry partners to implement resource stewardship agreements
- Collaboration with Ministry of Consumer and Business Services to amend Travel Industry Act
- Tourism advocacy in government policy development on safe drinking water regulations, destination marketing fees, electricity

#### **Revitalizing tourism in Ontario**

The ministry continued to play a leadership role in the revitalization of Ontario’s tourism industry in the aftermath of SARS. Provincial investment of \$128 million in the Tourism Revitalization Program (TRP) generated 5.7 million additional tourist visits and \$1.2 billion in incremental tourism spending. The TRP supported 164 projects across the province, and accounted for more than 17,000 new direct and indirect jobs.

The return on TRP investments was \$11 in tourism revenue for every \$1 spent on marketing. The number of overseas visitors to Ontario jumped by 32 per cent in 2004 to 2 million, and is estimated to have reached 2.3 million in 2005.

The Tourism Revitalization Program allocated \$1.2 million in 2004-05 for destination development, focusing on immediate remedial action to help destinations regain lost market share. The ministry supported six projects in destinations that attract the majority of overnight visitors to Ontario.

Among the initiatives funded were new visitor information services for Toronto; a heritage corridor in St. Catharines; a Snow Bowl winter attraction in Ottawa; culinary tourism development in Muskoka; new sport fishing experiences in the Windsor area; and trail development in South Georgian Bay.

Conventions and meetings are an important sector of Ontario's tourism industry, contributing \$1 billion annually to the provincial economy. The ministry provided \$5 million in TRP funding to help five Ontario cities – Toronto, Hamilton, London, Windsor and Ottawa – recapture convention business lost as a result of SARS, the Iraq War and other factors with a negative impact on convention business.

The five cities each created a convention development partnership comprised of the city's destination marketing organization, the city's convention centre, its major accommodation sector partners and the province.

### **Protecting a Heritage Landmark**

In 2004-05, the board of the St. Clair Parks Commission began to explore new future directions for the St. Clair parklands. To ensure the continued protection of Uncle Tom's Cabin Historic Site, a national historic site located in Dresden, an agreement was reached to transfer this important landmark of the Underground Railroad to the Ontario Heritage Foundation, the province's lead heritage agency.

Under the stewardship of the Ontario Heritage Foundation, Uncle Tom's Cabin Historic Site will be revitalized as a dynamic tourist attraction and a legacy to early black history in Ontario.

### **Promoting sport and physical activity**

In October 2004, Premier Dalton McGuinty and Minister of Tourism and Recreation Jim Bradley joined together to announce a new sport and physical activity strategy for Ontario, *ACTIVE2010*.

*ACTIVE2010* is a comprehensive strategy to increase participation in sport and physical activity in Ontario, so that by the year 2010, 55 per cent of Ontarians are physically active. *ACTIVE2010* aims to create a culture of physical activity and sport participation that directly contributes to healthier Ontarians, stronger communities and reduced health care costs.

*ACTIVE2010* has two components: the Ontario Physical Activity Plan, which focuses on helping Ontarians to make physical activity a part of their daily lives; and the

Ontario Sport Action Plan, designed to establish Ontario as a leader in sport development, by providing Ontarians of all ages with the opportunity to participate in sport activities to suit their abilities and aspirations.

*ACTIVE2010* is about working together — all levels of government, community groups, sport and recreation organizations and the private sector — to develop the sport and physical activity system. The strategy uses four key approaches: sector development, promotion and education, removing barriers to participation and multi-ministry coordination.

### **Community Use of Schools**

In 2004-05, the ministry took substantive steps to address one of the greatest barriers to participation in sport and physical activity — the growing cost to use school facilities for community programs.

In conjunction with the Ministry of Education, the ministry launched the \$20 million Community Use of Schools initiative to help school boards open up their schools for community use after hours and on weekends. The program enables boards to lower or eliminate the fees charged to community groups for use of school space, making programs and services more accessible and affordable for all Ontarians.

Community groups as diverse as Girl Guides, seniors' programs and basketball leagues now have access to school facilities at nominal cost, reducing barriers to participation and contributing to strong communities across Ontario.

### **Pause to PLAY**

Approximately 30 per cent of Canadian children are considered overweight or obese, and only 54 per cent of school-age children (5-14) participate in sport.

As one of its first *ACTIVE2010* initiatives to reach children and youth, the Ministry launched the new Pause to PLAY program. Pause to PLAY appeals to 10-14 year olds using a mix of advertising to showcase various sports and encourage youth to "pause" their video games and computers, and go outside to play and get active.

The Pause to PLAY campaign included a website, [www.pausetoplay.ca](http://www.pausetoplay.ca), transit ads, internet banners, in-store posters, magazine and movie house ads. The first advertising run took place November 1, 2004 to March 31, 2005 in six communities: Toronto, Ottawa, St. Catharines/Niagara, London, Sudbury and Timmins.

A survey of children and youth in the Ottawa area indicated that more than 25 per cent of the target audience recalled seeing the posters, and of that number, 66 per cent indicated that the campaign had increased their interest in participating in sport and physical activity.

## **Communities in Action**

*ACTIVE2010* includes a multi-year \$5.2 million Communities in Action Fund (CIAF) to support new initiatives that increase physical activity and sport participation rates in Ontario. The fund helps local and provincial not-for-profit organizations provide more community sport and recreation projects. Priority is given to projects that benefit under-served groups like older adults, children and youth, girls and women, persons with disabilities, Aboriginal people, those in low-income categories and visible and ethnic minorities.

Among CIAF grant recipients in 2004-05 were the YMCA of Greater Toronto, on behalf of YMCA Ontario, which received a grant of \$322,142 to create physical activity plans in 16 communities across the province, and Variety Village, which received \$125,000 to provide adapted physical education classes to 600 students with disabilities from schools around the Greater Toronto Area.

## **Strengthening Sport in Ontario**

A key component of *ACTIVE2010* is support for the amateur sport sector through Provincial Sport Organizations (PSOs). PSOs are the governing body for their sport in the province and play a critical role in coordinating athlete and leadership development and participation in their specific sport.

In 2004/05, \$5.7 million was distributed among 52 PSOs, including disability sport groups, university and college athletic associations, provincial sport councils and individual sport organizations. The PSOs received an additional \$1.5 million in *ACTIVE2010* Sport Priority Funding, to bolster their efforts to enhance participation, capacity and excellence. The PSOs welcomed this new funding — the first in many years — as a significant step forward for the sport community.

The ministry entered into a new bilateral agreement with the federal government (Sport Canada) to advance the goals and objectives of the Canadian Sport Policy and *ACTIVE2010* in Ontario. As one of the first initiatives under the agreement, 15 PSOs received funding to develop and deliver 'Try a Sport' programs, designed to increase exposure of the sport to those who may not traditionally participate.

The ministry also increased its support for Ontario's best athletes in 2004-05. It assisted the PSOs to host an elite training camp for their top provincial athletes. About 100 athletes were invited to work under the guidance of world-class coaches and former championship athletes. The ministry also quadrupled funding for the Canadian Sport Centre Ontario (CSC Ontario) — a multi-sport organization that supports high-performance training — from \$100,000 to \$400,000 a year.

**Table 3: Ministry Expenditures**

	<b>Ministry Actual Expenditures (\$M) 2004/05</b>
<b>Operating (1)</b>	<b>166.1</b>
<b>Capital (2)</b>	<b>64.8</b>
<b>Staff Strength (3) (as of March 31, 2005)</b>	<b>573.8</b>

Note 1: Operating total includes \$33.2M in consolidated adjustments and \$20.1M for Sport and Recreation Program.

The Sport and Recreation Program will be transferred to the Ministry of Health Promotion in 2006-07.

Note 2: Capital total includes \$5.1M in consolidated adjustments and \$43.5M for Sport and Recreation Program.

Note 3: The staff strength includes Sport and Recreation Program's 26.6 FTEs. These FTEs will be transferred to Ministry of Health Promotion in 2006-07.