



Results-based Plan 2008-09

Ministry of Tourism

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**PART I
PUBLISHED RESULTS-BASED PLAN
2008-09**



PART I: Published Results-based Plan 2008-09

MINISTRY OVERVIEW

The Ministry of Tourism works with Ontario's tourism industry, its tourism agencies 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.

Renewing Our Mission

The Ministry of Tourism has renewed its mission and key strategies to strengthen the ministry's position as a champion for the tourism industry in Ontario. Tourism is expanding dramatically around the world, with the number of international arrivals expected to double to 1.6 billion by 2020. The ministry will take a leadership role in working with the tourism industry, the private sector and both existing and new partners to seize the opportunities created by this phenomenal growth.

Our new mission is:

The Ministry of Tourism will stimulate economic prosperity, foster growth and community development, and with our partners, create an environment that allows Ontario to compete successfully in the rapidly changing world of travel and leisure.

Key Strategies

- Understand and anticipate consumer wants and needs; actively collaborate with partners to use that intelligence for business planning and marketing
- Lead industry revitalization and growth through the development of targeted new source markets, products and experiences
- Work to ensure tourism is recognized as an economic driver and important community builder



Ministry Responsibilities, Programs and Services

The Ministry of Tourism leads the development of innovative policies, programs, regulations and strategies to strengthen 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 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.

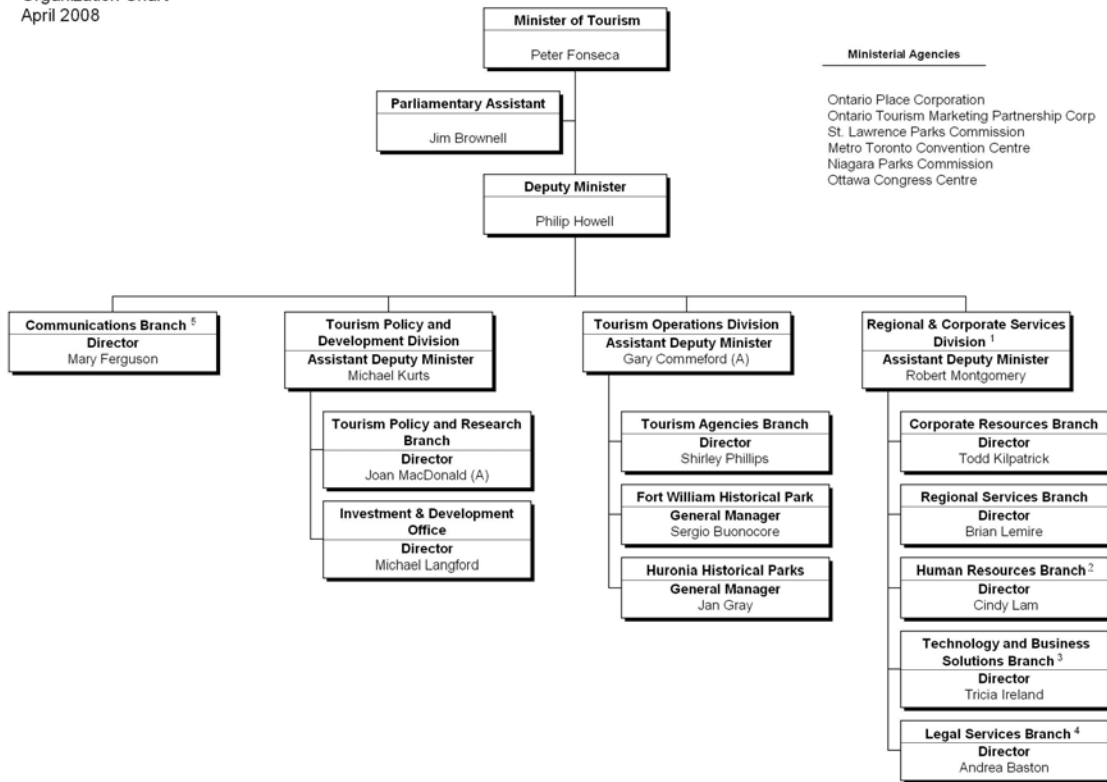
The ministry directly operates two tourism attractions — Huronia Historical Parks and Fort William Historical Park. It is also responsible for Ontario Place Corporation and two park commissions: St. Lawrence Parks Commission and Niagara Parks Commission.

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.



Ministry of Tourism

Organization Chart
April 2008



Ministerial Agencies

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

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

Dual Reporting Relationships:

2 Reports to ADM, Regional & Corporate Services Division, Ministry of Citizenship and Immigration & ADM, HR Services Delivery, MGCS

3 Reports to ADM, Regional & Corporate Services Division, Ministry of Citizenship and Immigration & CIO, Community Services Cluster

4 Reports to ADM, Regional & Corporate Services Division, Ministry of Citizenship and Immigration & Assistant Deputy Attorney General, MAG

5 Reports to Deputy Minister, Ministry of Tourism and Associate Secretary of Cabinet & Deputy Minister of Corporate Communications and also supports Ministry of Culture

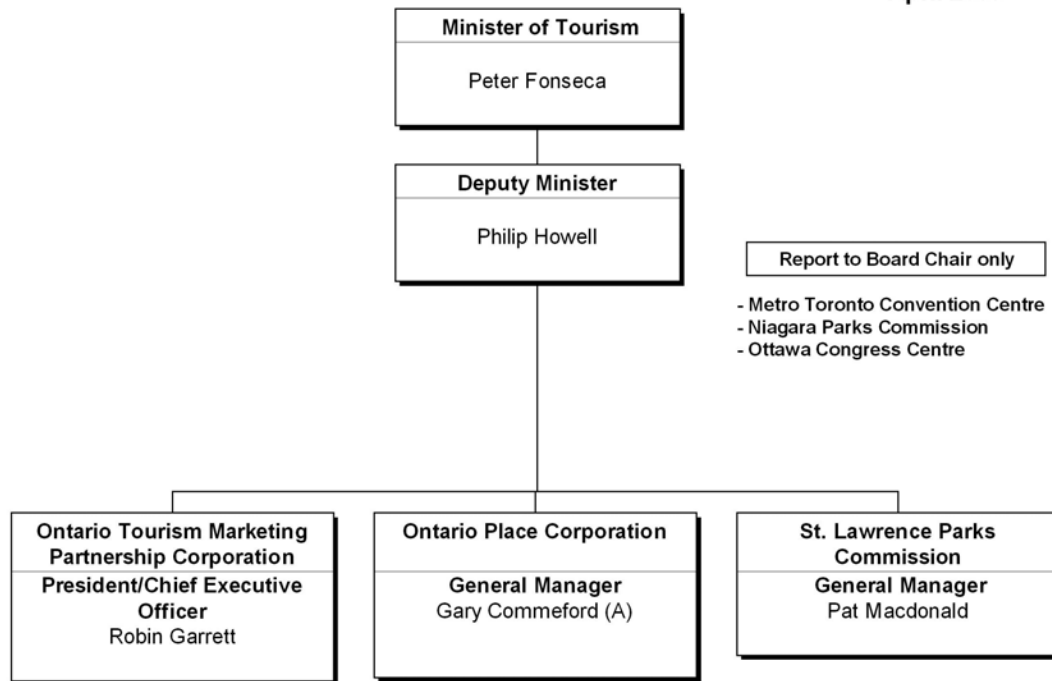
Note: The Investment & Development Office, Ministry of Tourism also provides support to Ministry of Culture

(A) Denotes "Acting"



Ministry of Tourism Ministerial Agencies

April 2008



Note:

The Minister of Tourism is accountable to the legislature for the following six agencies:

- Ontario Tourism Marketing Partnership (OTMPC)
- Ontario Place Corporation (OPC)
- St. Lawrence Parks Commission (SLPC)
- Metro Toronto Convention Centre (MTCC)
- Niagara Parks Commission (NPC)
- Ottawa Congress Centre (OCC)

All of these agencies have Boards of Directors. Chairs of these Boards report to the Minister of Tourism.

Of these agencies, three have General Managers or President/CEOs who have dual reporting relationships to the Deputy Minister and to the Chair of the agency board (OTMPC, OPC and SLPC). The remaining three agencies (MTCC, NPC and OCC) have General Managers or President/CEOs who report to the Chair of the agency board.

The Ministry of Tourism also has two tourism attractions: Huronia Historical Park (HHP) and Fort William Historical Park (FWHP), which are ministry branches and report to the Assistant Deputy Minister, Tourism Operations Division, Ministry of Tourism.



Agencies, Boards and Commissions (ABCs)

The Ministry's agencies, boards and commissions are:

Metro Toronto Convention Centre

The Metro Toronto Convention Centre (MTCC) is an Operational Enterprise agency which manages an international class convention facility in Toronto. The Centre boasts over 600,000 square feet of exhibit space, meeting rooms, ballroom space and a world class 1,330-seat theatre. Due to its capacity and location in the heart of downtown Toronto within walking distance of 12,000 hotel rooms, shopping, restaurants and tourist sites, it attracts conventions, trade and consumer shows and meetings to Canada, Ontario and Toronto.

Niagara Parks Commission

Founded in 1885, the Niagara Parks Commission (NPC) is an Operational Enterprise agency whose mission is to preserve and enhance the natural beauty of Niagara Falls and the Niagara River corridor for the enjoyment of visitors and future generations while maintaining its self-sufficiency. It is responsible for the maintenance of over 1,700 hectares of parkland and gardens, stretching approximately 56 kilometres along the Niagara River from Lake Erie to Lake Ontario. To support its activities and to undertake its significant stewardship responsibilities, NPC operates its own commercial attractions, restaurants, and golf courses. With its head office located in Niagara Falls, NPC helps attract approximately 12 million visitors per year to Niagara and it provides substantial yearly investments in both public and tourism services.

Ontario Tourism Marketing Partnership Corporation:

The Ontario Tourism Marketing Partnership Corporation (OTMPC), an Operational Services agency, in partnership with the private sector, focuses on marketing Ontario as a premier year-round travel destination in order to maximize opportunities in the tourism sector for the overall benefit of Ontario. The OTMPC's mission is to develop and implement marketing programs to grow Ontario's tourism sector year-round by stimulating increased consumer spending and visits, and generating greater partnership participation. The Corporation works strategically, proactively and collaboratively with the tourism industry to market Ontario's tourism experiences and leverage multi-year marketing opportunities and investments in key markets. By working to improve continuously and evolve as a successful public/private partnership, the OTMPC plays a key role in strengthening Ontario's tourism economy and establishing Ontario as a premier, year-round destination.

Ontario Place Corporation

Ontario Place Corporation (OPC) is an Operational Enterprise agency that manages a major tourism and recreation park, offering family entertainment through a variety of attractions, events and educational programs that showcase new and innovative entertainment. Located on the Toronto waterfront, Ontario Place encompasses 96



acres and includes three islands. The east island holds Soak City Water Park as well as a variety of other children's attractions. The west island includes north and south marina, Cinesphere, as well as the five PODs (with the Atlantis Pavilion's banquet and conference centre occupying PODs 1 & 2), Adventure Island, and other attractions. The centre island is home to the Molson Amphitheatre. All three islands bring together fun for the entire family and provide a significant stimulus for the local and regional economy contributing to the quality of life of residents and tourists alike.

Ottawa Congress Centre

The Ottawa Congress Centre (OCC) is an Operational Enterprise agency that operates a 70,000 square foot facility in the City of Ottawa. The core business includes international and national conventions, meetings, consumer and trade shows, and is one of the busiest public convention centres in the country. The OCC is directly attached to the 180-store Rideau Centre shopping complex and the 480-room Westin Hotel, and is situated just a block east of Parliament Hill. Starting in September 2008, the OCC will undergo a complete redevelopment that will involve the demolition of the existing building followed by a two-year construction phase. When its doors re-open in April 2011, it will welcome meeting planners and delegates to an all-new facility that will provide more flexible meeting space, afford outstanding views of the Rideau Canal UNESCO World Heritage Site, Parliament Hill and downtown which are all within walking distance of over 6000 downtown hotel rooms.

St. Lawrence Parks Commission

St. Lawrence Parks Commission (SLPC) is an Operational Enterprise agency providing recreational, cultural and educational tourism opportunities along 200 kilometres of the St. Lawrence River, in Eastern Ontario. The Commission develops, operates and promotes its parks, campgrounds, scenic parkways, gardens, golf course, marina and recreation trails, in addition to the major attractions of Upper Canada Village and Fort Henry National historic site. The Commission conducts programming to generate revenues to cover almost 50% of its operating costs, with the remainder coming from the provincial government. The head offices are located in Morrisburg.

St. Clair Parks Commission - INACTIVE

Management Board of Cabinet approved the divestment of the St. Clair Parks Commission (SCPC). SCPC does not have any property or staff, and does not operate any facilities or operations. The Ministry is currently working towards repealing the Commission's constituting legislation. Ministerial authority has been delegated to the Assistant Deputy Minister until the legislation has been repealed.



Ministry Attractions:

Fort William Historical Park

Fort William Historical Park (FWHP) is a branch of the Ministry that operates a major tourism attraction in Thunder Bay. The reconstructed Fort depicts 19th century fur trade society using living history techniques with particular emphasis on the role played by First Nations, the Métis and the *Canadien*. FWHP stimulates investment, job creation and economic development in Northern Ontario by developing, managing and promoting a diversified menu of historic, cultural and tourism experiences. FWHP also produces exhibits and multi-media learnware that are distributed to institutional and commercial markets throughout North America. The Fort attracts approximately 105,000 visitors annually. The attraction offers diversified off-season programming featuring a combination of heritage and contemporary festivals and events based on seasonal themes.

Huron Historical Parks

Huron Historical Parks (HHP) is a branch of the Ministry, which manages two of Canada's foremost historic sites, Sainte-Marie among the Hurons (1639-1649) in Midland and Discovery Harbour (1817-1856) in Penetanguishene. Sainte-Marie among the Hurons is a reconstruction, on the original mission property, that depicts the first European settlement in Ontario and the relationship between the Europeans and the Huron people. Discovery Harbour presents early 19th century life at the British naval and military establishments, as well as replica vessels and a major summer theatre for public enjoyment. These attractions contribute to the economic, tourism, recreational and cultural development of the region while preserving the original historic sites and assets for current and future generations. Partnering with local First Nation, Francophone and cultural organizations enhances programming, living history presentations and events. HHP's events and programs attract approximately 76,000 visitors a year. Patrons at the theatre and two restaurants number close to 120,000 people annually.



**Agencies, Boards and Commissions (ABCs)
Expenditures and Revenues (4)**

Name	2008-09 Expenditure Estimates	2008-09 Revenue Estimates	2007-08 Expenditure Interim Actuals*	2007-08 Revenue Interim Actuals	2006-07 Expenditure Actuals	2006-07 Revenue Actuals
Ontario Place Corporation	9,980,500	N/A (1)	16,127,500	N/A (1)	4,230,000	N/A (1)
Ontario Tourism Marketing Partnership Corporation	42,772,300	N/A (1)	71,646,600	N/A (1)	54,743,300	N/A (1)
Niagara Parks Commission	1,000,000	N/A (1)		N/A (1)		N/A (1)
St. Clair Parks Commission (2)					3,150,000	
St. Lawrence Parks Commission	9,832,500	N/A (1)	11,350,500	N/A (1)	12,031,300	N/A (1)
Ottawa Congress Centre		N/A (1)	20,000,000	N/A (1)		N/A (1)
Huronian Historical Park (3)	4,758,200	698,480	5,572,700	698,480	3,895,687	674,922
Fort William Historical Park (3)	6,829,500	533,710	7,165,300	416,330	5,483,993	693,975

Note:

* Estimates for the previous fiscal year are re-stated to reflect any changes in ministry organization and/or program structure.

Interim Actuals reflect the numbers presented in the Ontario Budget.

- (1) Revenues generated by the agencies are retained by them and not deposited to the consolidated revenue fund. Expenditures represent the provincial subsidies to the agencies.
- (2) The St. Clair Parks Commission (SCPC) ceased operations in 2006 and its parks and other assets transferred to local municipalities. SCPC to be legally dissolved in the future.
- (3) Revenues generated by the attractions are deposited to the Consolidated Revenue Fund.
- (4) For complete budget information regarding the following agencies, boards and commissions, please refer to their respective annual reports which are available by contacting the agencies directly.



Legislation

The current Ministry of Tourism was established by Order-in-Council 1489/2005. This Order-in-Council sets out the powers and duties of the Minister and the Ministry and lists the Acts for which the Minister is responsible.

According to the Order-in-Council, the Minister of Tourism is responsible for the following Acts:

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

The Act allows the Lieutenant Governor in Council ("LGIC") to designate Crown lands as historical parks, where there is an object/site of historical significance.

The Act's regulation designates Sainte-Marie Among the Hurons Historical Park, Fort William Historical Park and Discovery Harbour (formerly Penetanguishene Military and Naval Establishment Historical Park) as historical parks.

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

The Act requires every hotel to keep a register of guests and it contains a number of offences relating to the keeping of a register. In addition, the room rates are to be posted in each room, failure of which is also an offence.

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

The Act gives an innkeeper a lien on a guest's goods for price of food or accommodation. The keeper of a stable is given a lien on a guest's horse, other animal or carriage for reasonable boarding/labour charges. In both cases, an innkeeper or a keeper of a stable can advertise and sell the items at a public auction.

The innkeeper's liability for injury to a guest's goods is limited to \$40, except where loss is due to an innkeeper's wilful act, default or neglect.

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

This Act establishes the Centre which is managed by a board of 7 to 13 members. Up to 10 members may be LGIC appointments.

The objects of the Centre are to operate and manage an international class convention centre facility in Toronto.



Ministry of Tourism and Recreation Act, R.S.O. 1990, c. M.35

The Act gives the Minister charge of the Ministry of Tourism and Recreation with responsibility for administration of the Ministry's legislation. As the Ministry was reconfigured in 2005 and responsibility for Sport and Recreation was transferred, the Minister of Tourism is now responsible for tourism activities and programs.

The Ministry's objectives include promoting tourism in Ontario, using tourism to stimulate employment and income opportunities and encouraging improvement in the standards of services offered to the travelling public.

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

This Act establishes the Niagara Parks Commission which is composed of 10 to 12 members, appointed by the LGIC.

The Commission has a general duty to manage, control and develop the Niagara parks. The Minister has the power to issue policy directions approved by the LGIC and the Commission must ensure implementation of these directions.

The regulations deal with the use of parks and the issuance of guide and sight-seeing vehicle licences.

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

This Act establishes the Ontario Place Corporation which is governed by a board of 7 to 13 members, one member of which is the Ministry of Tourism's Deputy Minister. The remaining members are LGIC appointments, one of whom must be a director of the CNE Association.

Ontario Place Corporation's objects include: operating Ontario Place as a provincial exhibit and recreational centre, developing special programs to enhance the image of the Province and co-ordinating activities with the CNE.

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

The Act proclaims the third week in June each year as Ontario Wine Week.

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

This Act establishes the Ottawa Congress Centre which is governed by a board of 7 to 12 directors. Up to 9 members are appointed by the LGIC.

The objects of the Centre are to operate, maintain and manage an international convention centre facility in Ottawa.



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

Amendments to the Act were passed on May 18, 2006 through the Budget Bill, allowing for the transfer of the St. Clair Parks Commission's assets, the wind-up of the Commission and the repeal of the Act. The *Ministry of Tourism and Recreation Act* was also amended through the Budget Bill to assist in implementing the wind-up of the Commission.

On a day to be named by proclamation, the *St. Clair Parks Commission Act* will be repealed and the Commission dissolved. Also on proclamation, the *Ministry of Tourism and Recreation Act* will be amended to provide power to deal with any transitional issues arising from the repeal.

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

This Act establishes the St. Lawrence Parks Commission which is governed by a board of 3 to 15 members appointed by the LGIC.

The duty of the Commission is to develop and maintain parks. The Commission needs the LGIC's approval to buy or sell land.

The Act's regulation deals with the use of parks.

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

The Act sets out a process for issuing licences for tourist establishments, provides powers of investigation, and requires the filing of accommodation rates among other provisions.

Under its regulation, the Act is made to apply only to tourist establishments that receive specific allocations from the Ministry of Natural Resources, e.g. provision of bear-hunting services.

Ontario Tourism Marketing Partnership Corporation

The Ontario Tourism Marketing Corporation, one of the Ministry's agencies, was established by Ontario Regulation 618/98 under the *Development Corporations Act*.

The Corporation is governed by a board of at least 3 directors, appointed by the LGIC. One appointment is to be a Deputy Minister of a Ministry other than the Ministry of Tourism.

The Corporation's objects include marketing Ontario as a travel destination.



PUBLISHED RESULTS-BASED PLAN 2008/09

KEY DELIVERABLE: Support to a Healthy Tourism Industry

The 2008 Ontario Budget provided funding to the tourism competitiveness study which will conduct research on new markets, inform Ontario's tourism strategy and investments, and determine the steps necessary to attract and increase tourists to Ontario. Greg Sorbara, MPP for Vaughan and former Minister of Finance, has been appointed to lead the competitiveness study, and will work with tourism and business leaders to:

- Engage Ontarians in a dialogue about the best possible future for the province's tourism industry
- Raise the tourism industry's profile and create opportunities for new products and services
- Strengthen Ontario's tourism industry through a strategy that identifies clear actions for industry and clear roles for all levels of government

The study will be a first step in an ongoing process to fundamentally change the way the tourism industry does business and how government interacts with the industry. The study will position both the industry and government to take advantage of the opportunities that exist to grow the industry as an important economic engine for Ontario.

Tourism Policy and Research

As the tourism competitiveness study helps to define the future of tourism in Ontario, the ministry will continue to lead policy and research initiatives to support the tourism industry and generate increased tourist visitation and spending in the province.

In 2008-09, the ministry will:

- Work with tourism industry associations, other provincial ministries and the federal government to ensure the needs of Ontario's tourism industry are considered in all areas of policy development
- Guide marketing, policy and product development decisions by providing strategic information and analysis, including monitoring domestic and international tourism trends, forecasting, product research, economic impact analyses and determining the size and contribution of tourism to the provincial economy
- Stimulate business opportunities in resource-based tourism by providing strategic policy planning advice and analysis, and facilitating alliances with key stakeholders



KEY DELIVERABLE: Enhancing Festivals and Events and Tourism Marketing

The 2008 Ontario Budget included an investment of \$50 million over the next four years in tourism marketing, Festivals and Events Attraction, a support program for Ontario festivals and events, and promoting Ontario as a major tourist destination.

This stable, multi-year funding reflects the ongoing success of the Celebrate Ontario program and the new Ontario brand campaign, "There's No Place Like This."

Tourism Development and Investment

The government doubled the Celebrate Ontario program budget in 2007 to \$10 million, which will support 90 festivals and events across the province in 2008-09, increasing tourist visitation and overnight stays and contributing to economic prosperity in our communities.

With the funding for festivals and events provided in the 2008 Ontario budget, the ministry's future focus will be to assist emerging, signature and blockbuster festivals and events to strengthen their operations and attract increased numbers of tourists.

In addition to enhancing Ontario's festivals and events, the ministry's development and investment activities include attracting private sector investment to Ontario's tourism industry, supporting tourism regional planning and economic development, and encouraging industry-led innovative tourism development projects.

In 2008-09, the ministry will:

- Lead the implementation of initiatives to showcase Ontario at the Vancouver 2010 Olympic Games.
- Deliver a Tourism Strategic Development Fund to support new or revitalize existing tourism products and experiences, and to support regional tourism economic development initiatives.
- Provide strategic support to seven key tourist destinations that provide the greatest return on tourism investment to the province and contribute the majority of tourism benefits — Toronto, Niagara, Ottawa-Gatineau, Windsor/Essex, 1000 Islands Region, Muskoka and Georgian Bay.
- Implement the Premier-ranked Tourist Destination Framework in regions across the province to support tourism planning strategies.
- Work with the tourism industry, regional organizations and municipalities to develop and provide industry-led tourism products that encourage increased visitation and visitor spending in the province.



- Collaborate with other ministries and the investment and financial communities to advance investment opportunities in Ontario's tourism sector and provide the tools and resources to promote the tourism industry to potential investors.
- Provide training tools and resources to support the long term sustainability of tourism businesses.

Marketing Ontario Tourism

In 2008-09, the Ministry of Tourism will leverage its investment in the successful brand campaign, "There's No Place Like This." The multi-media campaign will continue to focus on increasing domestic travel, by encouraging Ontarians to vacation in their own province. The campaign has also been extended into the important U.S. market.

The Ontario Tourism Marketing Partnership Corporation (OTMPC) has conducted extensive consumer research to identify Ontario's best prospect customers. With the funding increase announced in the 2008 Ontario Budget, OTMPC's marketing activities and partner programs will be tailored directly to two target consumer segments in Ontario and the U.S. — families and upscale adventurers/ high flyers. OTMPC will also increase its direct-to-consumer efforts in key international markets such as the UK, Germany and Mexico.

OTMPC will continue to support industry lead programs through the Tourism Event Marketing Partnership (TEMP) and Industry Partnership Proposal (IPPP) programs.

To more effectively support tourism in Northern Ontario, OTMPC will launch a new Northern Marketing Strategy in 2008 and renew its partnership with Industry Canada/ FedNor and the Ministry of Northern Development and Mines to invest in strategic marketing and supplier development and education initiatives.

OTMPC's strategic focus for 2008-09 is to profitably increase year-round, overnight leisure travel within Ontario. Within this context, OTMPC will work with new and existing partners to:

- Firmly establish the province as a competitively unique and compelling destination
- Maximize Return on Investment (ROI) by allocating support based on potential yield
- Address specific needs and desires of targeted customers while reinforcing the overall Ontario brand promise
- Stimulate increased consumer spending and visits
- Deliver more marketing messaging in front of the consumer
- Improve customer satisfaction for all OTMPC marketing tools, e.g., www.ontariotravel.net, Ontario Travel Information Centres and publications



KEY DELIVERABLE: Renewing our Agencies & Attractions

The ministry will continue to renew its tourism agencies and attractions, and support them in their role as tourism icons and local and regional economic catalysts.

Key initiatives for 2008-09 include:

- Attracting more visitors to Fort William Historical Park through an outreach campaign in the U.S. mid-West, Manitoba and Quebec, including opening a new gateway information centre in Grand Marais, Minnesota.
- Marketing Huronia Historical Parks to growing international and GTA markets, with special events to include the grand re-opening of the original Officers Quarters building at Discovery Harbour.
- Making operational improvements at the St. Lawrence Parks Commission to improve sustainability, while helping to mark the 50th anniversary of the St. Lawrence Seaway.
- Improving the visitor experience at the Niagara Parks Commission with the opening of a new attraction and redevelopment of Table Rock House.
- Revitalizing Ontario Place through infrastructure improvements, more live entertainment and special programs, such as the third consecutive Chinese Lantern Festival.
- Maintaining the Metro Toronto Convention Centre as Canada's number one convention and trade show facility by continuing to secure international congress business and U.S. based conventions.
- Redeveloping the Ottawa Congress Centre, with the new Centre projected to open in April 2011.
- Supporting OTMPC's marketing and partner programs through such key "foundation" activities as enhancing ontariotravel.net, building search engine capacity and strengthening media relations.



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.

The economic impact of tourism in Ontario – **Preliminary estimates based on historical Canadian Travel Survey data – subject to change in the summer of 2008***

	2006	2007
Tourism receipts (000s)	\$21,688,273	\$22,887,808
GDP	\$20,290,438	\$21,517,251
Direct	\$11,624,275	\$12,292,660
Employment	296,242	307,751
Direct	186,410	194,130
Labour Income (000s)	\$11,726,470	\$12,412,294
Direct	\$6,400,264	\$6,756,796
Tax Revenues (000s)	\$8,595,363	\$9,135,002
Federal	\$4,362,503	\$4,620,297
Provincial	\$3,329,334	\$3,548,103
Municipal	\$903,527	\$966,601
Direct	\$5,546,763	\$5,888,393
Federal	\$2,698,148	\$2,849,197
Provincial	\$2,328,139	\$2,481,371
Municipal	\$520,476	\$557,825

Tourism also contributes to building Strong Communities and a better quality of life across Ontario. It is an important catalyst for local economic development and a mainstay of small business. The tourism industry is the single largest employer of young people and a major seasonal employer. Investments in tourism bring significant economic and social returns to Ontario communities.

* Preliminary estimates subject to change by September 2008: Estimates of international expenditures in Ontario for 2007 were generated by the Ministry of Tourism based on international border crossings to Ontario for that year; estimates of expenditures in Ontario by Canadians for 2006 and 2007 were also generated by the Ministry of Tourism based on information extracted from the Canadian Travel Survey undertaken by Statistics Canada.



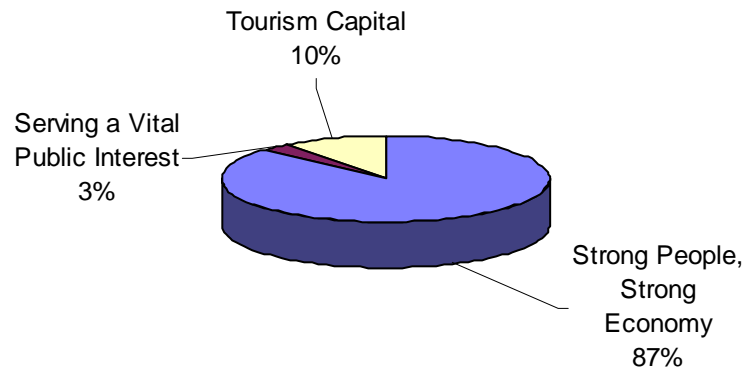
MINISTRY FINANCIAL INFORMATION

The Ministry of Tourism directly supports the government's priority of Strong People, Strong Economy.

Within its planned allocation, the ministry will focus on:

- Ontario Tourism Strategy
- Strong and Sustainable Agencies and Attractions
- Sports, Culture and Tourism Partnership program
- Infrastructure Repair and Rehabilitation

2008-09 Ministry Investment in Priorities



MINISTRY OF TOURISM

Table 1: Ministry Planned Expenditures 2008-09 (\$M)

Operating (1)	157.9
Capital (2)	18.2
TOTAL	176.1
Staff Strength Limit - March 2009	506.64

Note 1: Operating total includes \$51.2M in consolidated adjustments

Note 2: Capital total includes \$5.5M in consolidated adjustments.

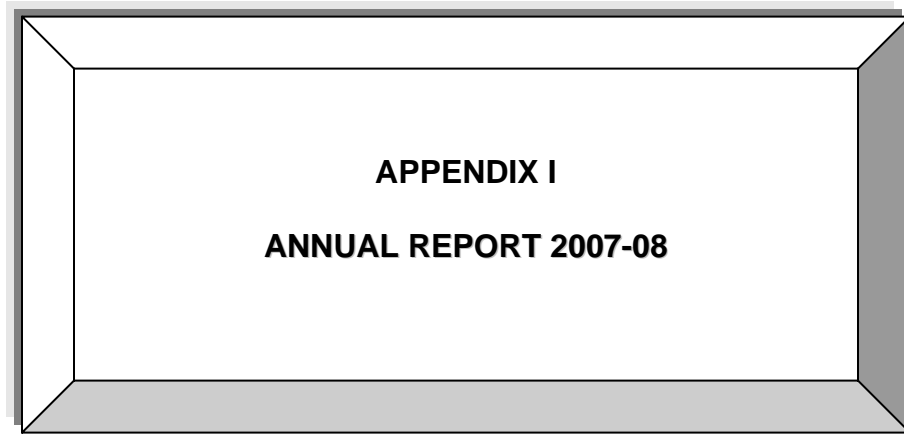


MINISTRY OF TOURISM
Table 2: Operating and Capital Summary by Vote

The Ministry of Tourism plays a central role in building the province's pride and economic prosperity. Its key activities directly support achieving the government's key priority of Strong People, Strong Economy. In partnership with the tourism sector, the Ministry of Tourism stimulates economic prosperity, fosters growth and community development and with our partners create an environment that allows Ontario to compete successfully in the rapidly changing world of travel and leisure.

Votes/Programs	Estimates	Change from		Estimates	Interim	Actuals
	2008-09	Estimates	Change	2007-08	Actuals*	2006-07
	\$	2007-08	%	\$	\$	\$
OPERATING AND CAPITAL						
Ministry Administration	4,950,500	(70,800)	(1.4)	5,021,300	4,146,785	4,366,850
Tourism Program	101,745,700	29,879,800	41.6	71,865,900	124,790,100	88,096,359
Tourism Capital Program	12,612,500	(35,541,800)	(73.8)	48,154,300	54,570,400	32,289,098
Total Including Special Warrants	119,308,700	(5,732,800)	(4.6)	125,041,500	183,507,285	124,752,307
Less: Special Warrants	-	(45,262,000)	-	45,262,000	-	-
Total to be voted	119,308,700	39,529,200	(4.6)	79,779,500	183,507,285	124,752,307
Special Warrants	-	(45,262,000)	-	45,262,000	-	-
Statutory Appropriations	64,014	1,315	2.1	62,699	64,014	53,726
Consolidations - Operating	51,185,700	(13,883,800)	(21.3)	65,069,500	52,630,400	73,792,972
Consolidations - Capital	5,554,000	453,500	8.9	5,100,500	6,303,300	5,721,449
Ministry Total	176,112,414	(19,161,785)	(9.8)	195,274,199	242,504,999	204,320,454
Operating and Capital (1)						
Assets	-	-	-	-	-	-
Total Assets to be Voted	-	-	-	-	-	-

* Estimates for the previous fiscal year are re-stated to reflect any changes in ministry organization and/or program structure.
Interim Actuals reflect the numbers presented in the Ontario Budget.





APPENDIX I:

2007-08 ANNUAL REPORT

The 2007 Speech from the Throne recognized the importance of a competitive tourism industry in fostering a more prosperous economy in Ontario. The Fall Economic Statement included a \$30 million investment to expand the Ministry of Tourism's successful promotion and marketing campaign in domestic and international markets, and support economy-boosting festivals and special events to promote tourism across the province.

The ministry's key achievements for 2007-08 included:

Advocacy, Research & Cross-Government Collaboration

- Led advocacy on Western Hemisphere Travel Initiative (WHTI), gaining support for secure identity drivers' licenses as a passport alternative.
- Secured a new federal-provincial agreement between Parks Canada and St. Lawrence Parks Commission for continued operation and conservation of Fort Henry National Historic Site.
- Streamlined licensing requirement for resource-based tourism establishments.

Tourism Development & Investment

- Delivered the 2007 Celebrate Ontario program, investing \$4.5 million to expand, enhance and promote 57 festivals and events across the province.
- Completed or supported 21 comprehensive regional tourism planning frameworks across the province to support tourism development and municipal engagement in tourism.
- Committed \$35 million to build a new convention centre that broadens the scope of tourism activity in the Niagara region.
- Launched an investment e-newsletter to promote tourism investment opportunities to global investors and investment influencers.
- Developed and delivered investment readiness workshops to Economic Development Officers and municipalities across the province.
- Provided regional financial support for the development of War of 1812 commemorative plans, and provincial leadership to coordinate 1812 initiatives across the province.



Strategic Marketing

- Launched the new brand essence marketing campaign, “There’s No Place Like This,” to encourage Ontarians to vacation in the province. The TV component of the ad campaign, using Ontario artists, has become one of the most popular government promotions ever.
- Developed new web-based interactive tools to facilitate trip planning.

Agency Renewal

- Provided nearly \$11.5 million to address repair and rehabilitation needs at provincial tourism agencies and attractions.
- Strengthened tourism in Eastern Ontario through \$2 million increase to annual operating budget of St. Lawrence Parks Commission. The Commission received additional operating funds of \$1.7 million in 2007, and a one-time strategic investment of \$2.5 million to support renewal of its programs, facilities and attractions.
- Worked with Parks Canada and industry stakeholders to commemorate the 175th anniversary of the Rideau Canal, and the designation of the Rideau, Fort Henry and the Kingston Fortifications as Ontario’s first UNESCO World Heritage Site.
- Hosted the “Canadian Antiques Roadshow” at Fort William Historical Park. The first episode was broadcast nationally in Fall 2007, with additional episodes to air in 2008. Fort William also partnered with Nishnawbe Aski First Nation to stage *Anishnawbe Keeshigun*, a large-scale First Nations festival which attracted 9,000 visitors.
- Celebrated the 40th anniversary of Sainte-Marie among the Hurons with such special activities as a museum exhibit, a new Huron Carol Gallery in the museum and visitor and community appreciation days.
- Boosted visitation and spending at the Niagara Parks Commission with such new initiatives as the Pizza Pizza Fireworks Extravaganza, and moved ahead with the redevelopment of Table Rock House.
- Brought the Chinese Lantern Festival back to Ontario Place for a second year in a row, attracting over 100,000 visitors from across the province.
- Conducted research through the Ontario Tourism Marketing Partnership Corporation to identify best customer prospects for Ontario’s industry.
- Increased the Metropolitan Toronto Convention Centre’s brand presence and profile in the International Congress market, attracting two International city-wide meetings to Toronto. The Centre also won international recognition for its green initiatives.
- Hosted multiple conventions, trade and consumers show at the Ottawa Congress Centre, including the Canadian Public Health Association (1,200 delegates), the Financial Management Institute (1,300 delegates) and the Association of Municipalities of Ontario (1,200 delegates).



MINISTRY OF TOURISM

Table 1: Ministry Interim Actual Expenditures 2007-08

	Ministry Interim Actual Expenditures (\$M) 2007-08*
Operating (1)	181.6
Capital (2)	60.9
Staff Strength (as of March 31, 2008)	444.24

* Interim actuals reflect the numbers presented in the Ontario Budget

Note 1: Operating total includes \$52.6M in consolidated adjustments

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