



Results-based Plan Briefing Book 2009-10

Ministry of Tourism

ISSN # 1718-7052

Ce document est disponible en français





TABLE OF CONTENTS

PART I: PUBLISHED RESULTS-BASED PLAN 2009-10	3
MINISTRY OVERVIEW	5
Ministry Vision, Mission, Key Strategies	5
Ministry Organization Chart	7
Ministerial Agencies Organization Chart	8
Agencies, Boards, Commissions (ABCs)	9
Legislation	12
PUBLISHED RESULTS-BASED PLAN 2009-10	15
MINISTRY FINANCIAL INFORMATION	21
Table 1: Ministry Planned Expenditures 2009-10	22
Table 2: Operating and Capital Summary by Vote	23
APPENDIX I: ANNUAL REPORT 2008-09	25
Table 1: Ministry Interim Actual Expenditures 2008-09	29
PART II: 2009-10 DETAILED FINANCIALS	31
VOTE INFORMATION	
Table 1: Operating and Capital Summary by Vote	33
Table 2: Operating Summary by Vote	34
Table 3: Operating Summary by Vote and Standard Account	35
Table 4: Capital Summary by Vote	36
Table 5: Capital Summary by Vote and Standard Account	37
Vote / Item Summary	
3801: Ministry Administration	39
01 Main Office	44
03 Capital Expense	46
02 Capital Asset	48
01 Communications Services	50
3802: Tourism Program	53
01 Tourism Policy and Development	58
01 Tourism Marketing	63
01 Tourism Operations	68
03 Capital Expense	78
02 Capital Asset	80
3804: Tourism Capital Program	83
01 Tourism Capital	86
Table 6 : Major Capital Projects	87





**PART I
PUBLISHED RESULTS-BASED PLAN
2009-10**





PART I: Published Results-based Plan 2009-10

MINISTRY OVERVIEW

The Ministry of Tourism works with its tourism agencies and attractions, the tourism industry, other ministries, and other levels of government to strengthen the tourism industry 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

The Ministry of Tourism strengthens Ontario's tourism industry and helps build the province's advantage in the rapidly growing global tourism market by:

- Supporting a healthy tourism industry;
- Enhancing festivals and events and tourism marketing; and
- Renewing our agencies and attractions.

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 visitation, 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 eight 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.

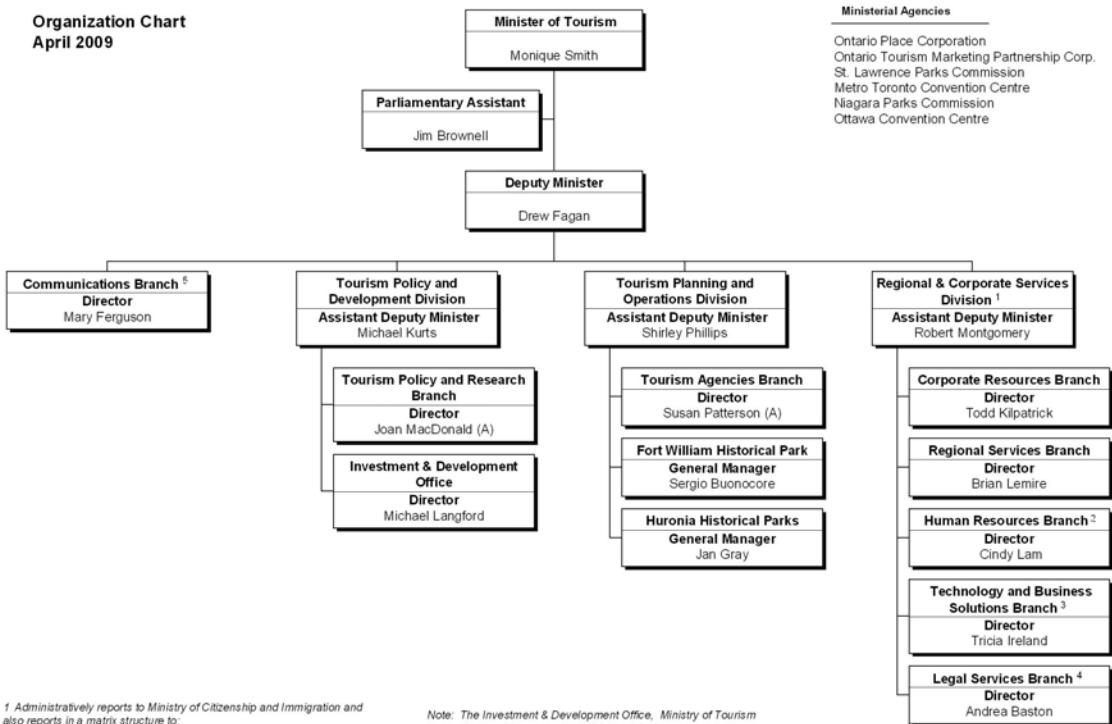
The ministry directly operates two tourism attractions — Huronia Historical Parks and Fort William Historical Park. It is also responsible for Ontario Place Corporation and two parks commissions: St. Lawrence Parks Commission and Niagara Parks Commission.

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



Ministry Organization Chart

Ministry of Tourism



1 Administratively reports to Ministry of Citizenship and Immigration and also reports in a matrix structure to:
- Ministry of Tourism
- Ministry of Culture

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

Dual Reporting Relationships:

- 2 Reports to ADM, Regional & Corporate Services Division, Ministry of Citizenship and Immigration & ADM, HR Services Delivery, MIGS
- 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 reports in a matrix structure to Ministry of Culture

(A) Denotes "Acting"

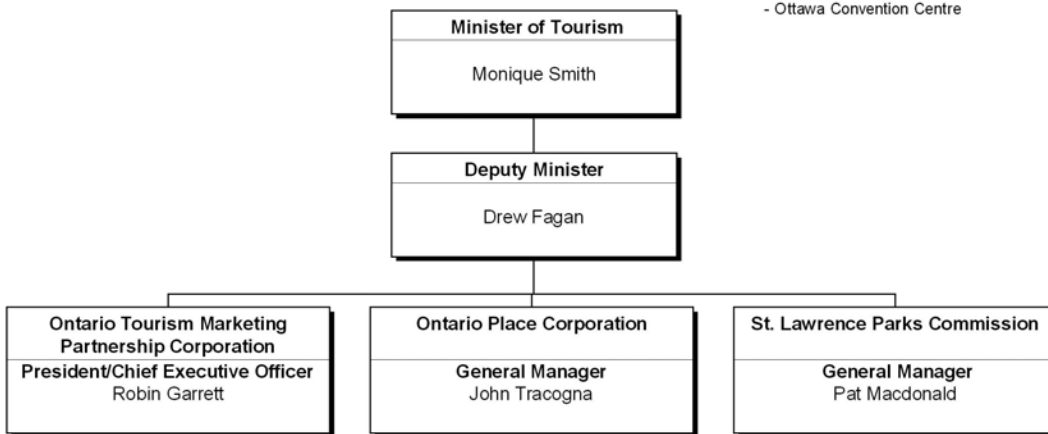


Ministry Organization Chart (cont'd)

Ministry of Tourism Ministerial Agencies

April 2009

Reports to Board Chair only
 - Metro Toronto Convention Centre
 - Niagara Parks Commission
 - Ottawa Convention Centre



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 Convention 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 Parks and Fort William Historical Park, which are ministry branches and report to the Assistant Deputy Minister, Tourism Operations and Planning 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 some 56 kilometres along the Niagara River from Lake Erie to Lake Ontario. To support its activities and 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 provides substantial yearly investments in both public and tourism services.

Ontario Tourism Marketing Partnership Corporation

The Ontario Tourism Marketing Partnership Corporation (OTMPC), an Operational Service 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 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 first-class family entertainment through a variety of attractions 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, Adventure Island, and other attractions for young people; 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 Convention Centre

The Ottawa Convention Centre (OCC) is an Operational Enterprise agency that operated a 70,000 square foot facility in the City of Ottawa. The core business includes international and national conventions, meetings, consumer and trade shows. OCC continued to yield amongst the highest revenues per square foot of any public convention centre in Canada until its closure for redevelopment in fall of 2008.

St. Lawrence Parks Commission

St. Lawrence Parks Commission (SLPC) is an Operational Enterprise agency providing a range of recreational, cultural and heritage tourism opportunities at its various attractions, green spaces including 100 km of waterfront, and facilities along a 200 km stretch, between Kingston and the Quebec border. Many of its offerings, including the Chrysler's Farm Battlefield, are directly on the St. Lawrence River within the 1000 Islands area of Eastern Ontario. The Commission develops, operates and promotes 12 parks and campgrounds, scenic parkways, marina, golf course, extensive biking and recreation trails, in addition to the award-winning heritage attractions of Upper Canada Village and Fort Henry National Historic Site of Canada, a recently-designated UNESCO World Heritage Site (in conjunction with the Rideau Canal). It oversees the care of over 200 buildings, 200 km of roadway, 112 wells and several sewage treatment facilities, and its own fire suppression system. The head offices are located in Morrisburg.

Ministry Attractions are:

Fort William Historical Park

Fort William Historical Park (FWHP) is a branch of the ministry that operates a world-class 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.

Huron Historical Parks

Huron Historical Parks manages two historic tourist attractions – Sainte-Marie among the Hurons in Midland, a National Historic Site, and Discovery Harbour in Penetanguishene. Both heritage sites have cultural and archaeological resources significant to the people of Ontario and Canada. Sainte-Marie among the Hurons (1639-1649) is a reconstruction, on the original mission property, that depicts the first



European settlement in Ontario and the relationship between the Europeans and the Wendat people. Discovery Harbour (1817-1856) 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. HHP events and programs attract approximately 79,000 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 (3)**

Name	2009-10 Expenditure Estimates	2009-10 Revenue Estimates	2008-09 Expenditure Interim Actuals	2008-09 Revenue Interim Actuals	2007-08 Expenditure Actuals	2007-08 Revenue Actuals
Ontario Place Corporation	10,844,500	N/A (1)	10,160,700	N/A (1)	16,407,500	N/A (1)
Ontario Tourism Marketing Partnership Corporation	44,407,500	N/A (1)	49,834,000	N/A (1)	70,246,600	N/A (1)
Niagara Parks Commission	0	N/A (1)	1,550,000	N/A (1)	0	N/A (1)
St. Lawrence Parks Commission	10,673,700	N/A (1)	10,387,800	N/A (1)	11,670,500	N/A (1)
Ottawa Congress Centre	0	N/A (1)	0	N/A (1)	20,000,000	N/A (1)
Huronion Historical Park (2)	4,471,600	627,441	4,596,100	690,023	4,133,138	695,450
Fort William Historical Park (2)	6,707,700	823,750	8,446,400	443,381	8,571,714	405,972

Notes:

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) Revenues generated by the attractions are deposited to the Consolidated Revenue Fund.

(3) 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 only 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 Convention Centre Corporation Act, R.S.O. 1990, c. O.45

This Act (formerly the *Ottawa Congress Centre Act*) establishes the Ottawa Convention Centre Corporation 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. 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 2009-10

In 2009, the Minister of Tourism received the report *Discovering Ontario: A Report on the Future of Tourism* prepared by Greg Sorbara, MPP for Vaughan and the former Minister of Finance. *Discovering Ontario* is the most comprehensive review to date of Ontario's tourism industry. The review presents four strategies that together support Ontario's goal of becoming one of the world's preferred places to visit.

Using input from the *Discovering Ontario* report as well from other sources, the Ministry of Tourism is moving forward to growing tourism in Ontario by:

- Working with the industry to establish tourism regions and Destination Marketing and Management Organizations (DMMOs) to strengthen the tourism industry in all parts of the province;
- Working with training providers to ensure that the industry has access to the training necessary to provide an enhanced service experience for tourists;
- Working with industry to modernize, reduce or eliminate barriers to economic development;
- Aggressively pursuing private sector investment in Ontario tourism;
- Working to make access to capital easier for small and medium-sized tourism operators;
- Working with destinations to improve way-finding and help make the province more welcoming, safe and comfortable to travel around; and
- Supporting major festivals and events to grow tourist expenditures (e.g. celebration of War of 1812).

The ministry staff is meeting with industry stakeholders to receive their input on the *Discovering Ontario* report's recommendations.

Tourism Policy and Research

As the *Discovering Ontario* report 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 2009-10, 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; and
- Continue to work with our Federal/Provincial/ Territorial colleagues to strengthen the health and competitive position of Ontario's tourism industry.

Open for Business

Open for Business was recently established to create faster, smarter and more streamlined government services to business. The first priority and key goal of the Open for Business strategy is to reduce the regulatory burden that government places on businesses operating in Ontario.

This initiative aims to:

- Modernize tourism legislation in order to increase competitiveness within the industry; and
- Identify initiatives to reduce the burden on businesses in Ontario.

KEY DELIVERABLE: Enhancing Festivals and Events and Tourism Marketing

The 2008 Ontario Budget included an investment of \$50 million over the next four years for festivals & events and marketing. The festivals and events funding will help new and existing tourism events to enhance programs, activities and services that will lead to long-term improvements and attract more tourists and increased visitor spending. The marketing funds will build on the success of the "There's No Place Like This" campaign.

An investment of \$11 million will be made to enhance 223 festivals and events through the Celebrate Ontario program in 2009-10.

Tourism Development and Investment

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 2009-10, the ministry will:

- Lead the implementation of initiatives to showcase Ontario at the Vancouver 2010 Olympic Games;
- Support the implementation of key recommendations from the *Discovering Ontario* report;
- Deliver the Tourism Development Fund to support new or revitalize existing tourism products and experiences, and to support regional tourism economic development initiatives;



- Implement the Premier-ranked Tourist Destination Framework and support follow-up projects in regions across the province to support tourism planning strategies and implementation initiatives;
- 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; and
- Provide training tools and resources to support the long term sustainability of tourism businesses.

War of 1812 Bicentennial Commemoration

The ministry has identified the War of 1812 Bicentennial Commemoration as a signature heritage tourism event of international stature with significant economic potential for the province. The ministry is working with six regional groups (Toronto, Niagara, Windsor/Chatham, South Georgian Bay, Sault Ste. Marie, St. Lawrence), other ministries and other levels of government, including in the U.S., to develop a War of 1812 commemoration strategy.

In 2009-10, the ministry will:

- Initiate planning for a series of commemorative events at the provincial and regional level for the period 2012-14;
- Begin to develop and implement educational programs to increase awareness of the significance of the War of 1812; and
- Continue to support the work of the regional groups.

Marketing Ontario Tourism

2009-10 represents a year of continued implementation of the brand campaign that targets all Ontario residents, the Northern Strategy as well as the consumer segments that were introduced in 2008-09. Significant strides have been made in developing targeted marketing programs for the segments; the Ontario Tourism Marketing Partnership Corporation (OTMPC) will continue to build on this foundation.

The ultimate success of each of the marketing programs will rely on the affinity that consumers have for the overall Ontario Brand. It is essential, therefore, to provide media support for the highly-successful "There's No Place Like This" campaign that was created and launched in 2007-08. A pool of ads featuring Ontario artists will be used to drive consumers to www.ontariotravel.net to plan their Ontario vacations. For 2009-10, OTMPC will explore ways to make the executions align more closely with the identified consumer segments in Ontario. Additionally, OTMPC will explore the use of



specialty media to extend the reach of the brand campaign to Ontario's multicultural communities.

There are core activities that are vital to OTMPC's successful transformation, in 2009-10 and in future years and across all key program areas (North America, Northern Ontario and Overseas). These 'foundation' activities have been identified as the top priorities for 2009-10: enhancing the functionality of www.ontariotravel.net; continuing to build search engine marketing and search engine optimization capacity; utilizing social networks and strengthening media relations efforts by collaborating with key media influencers.

Partnerships and working closely with industry is a core strategy in delivering OTMPC's 2009-10 programs. Strong relationships with key industry players, including the Canadian Tourism Commission, other destination marketing organizations (Toronto, Ottawa, Niagara Falls), leading industry associations (Resorts Ontario, Attractions Ontario) and well-known tour operators and wholesalers, will significantly extend OTMPC's marketing efforts in domestic and international markets.

OTMPC's strategic focus is to increase year-round, overnight leisure travel within Ontario. Within this singular focus are several sub-objectives:

- Firmly establish the province as a competitively unique and compelling destination;
- Maximize return on investment through the allocation of 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;
- Work with new and existing Ontario tourism partners to get more marketing messaging in front of the consumer to deliver incremental economic benefits for the industry;
- Continuously improve customer satisfaction ratings for all OTMPC marketing tools – e.g., www.ontariotravel.net, Ontario Travel Information Centres, publications; and
- Continuously increase performance measures for all marketing activities – e.g., advertising awareness and intent to visit, traffic to www.ontariotravel.net, website registrations, quality and quantity of earned media coverage.

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. **The 2009 budget includes \$41 million in new funding that will be invested in Ontario attractions over three years.**

Key initiatives for 2009-10 include:

- Attracting more visitors to Fort William Historical Park through an outreach campaign in the U.S. mid-West, Manitoba and Quebec, including staging the grand



opening of Fort William Historical Park's Canada Gateway information centre in Grand Marais, Minnesota, and continuing to pursue an expanded billboard campaign in Canada and the United States;

- Continuing to implement capital revitalization and repair plans to ensure the ongoing viability and success of Sainte Marie Among the Hurons and the Southern Georgian Bay region, improving the competitiveness of Huronia Historical Parks within the tourism industry, and ensuring its sustainability and its role as a steward for heritage assets;
- Completing St. Lawrence Parks Commission's operational review and then implementing operational improvements, organizational restructuring and enhanced programming to deliver increased net revenues;
- Continuing Niagara Parks Commission's in-depth core business review and implementing some operational changes in the 2009 season;
- Managing expenses and maximizing revenues at Ontario Place Corporation while it completes an operational review in 2009;
- Hosting the 2009 convention of the American Society of Association Executives (ASAE) at the Metro Toronto Convention Centre. This convention is comprised of senior leaders of the associations that hold annual general meetings and conventions, thus giving this influential group an opportunity to see Canada's number one convention and trade show facility. The Metro Toronto Convention Centre will continue to tap into the international congress market and work closely with Tourism Toronto and its industry partners to further develop and promote the Toronto Ambassador Program.;
- Finalizing the redevelopment of the Ottawa Convention Centre, and evaluating its strategic priorities, defining the required action plans, and beginning to implement those plans to dovetail with the Centre's scheduled opening in April 2011; and
- Supporting OTMPC's marketing and partner programs through such key "foundation" activities as enhancing www.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 is as follows:

	2006	2007
Tourism Receipts (\$000)	\$21,962,356	\$22,130,173 ^P
GDP ^P (\$000) – Total	\$19,693,814	\$19,951,084
Direct	\$11,255,516	\$11,327,450
Number of jobs ^P – Total	316,282	311,680
Direct	204,128	200,243
Taxes ^P (\$000) - Total	\$10,426,258	\$10,591,028
Federal	\$5,481,841	\$5,558,782
Provincial	\$4,015,220	\$4,085,200
Local	\$929,197	\$947,046
Direct	\$6,322,880	\$6,378,333
Federal	\$3,217,611	\$3,236,455
Provincial	\$2,552,923	\$2,581,713
Local	\$552,346	\$560,165

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.

^P Preliminary

The revenues of the Travel Services Industry for 2007 will be available in April 2009, at which time the 2007 figures on tourism receipts will be finalized.

The economic impacts are determined using the Ministry's Tourism Regional Economic Impact Model (TREIM), which currently uses the 2004 Statistics Canada input-output (I-O) tables for Ontario, the most recent provincial tables. The nominal variables in these tables, however, such as prices and wages, are updated to those of 2006 and 2007. When the final I-O tables for Ontario are released by Statistics Canada, the economic impact numbers will be finalized.



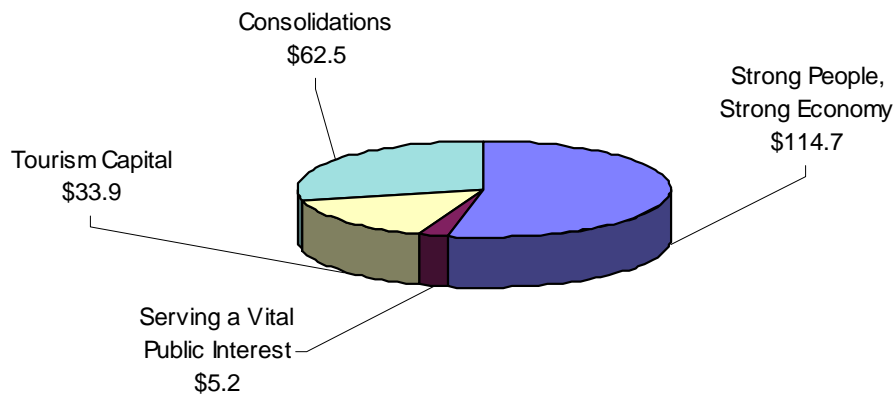
MINISTRY FINANCIAL INFORMATION

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

Within its planned allocation, the ministry will focus on:

- Recommendations of the report *Discovering Ontario: A Report on the Future of Tourism*.
- Strong and Sustainable Agencies and Attractions.
- Sports, Culture and Tourism Partnership Program.
- Infrastructure Repair and Rehabilitation.
- Open for Business Initiatives.

2009-10 Ministry Investment in Priorities (\$M)



**MINISTRY OF TOURISM****Table 1: Ministry Planned Expenditures 2009-10 (\$M)**

Operating (1)	177.6
Capital (2)	38.8
TOTAL	216.4

Note 1: Operating total includes \$57.6M in consolidated adjustments

Note 2: Capital total includes \$4.9M in consolidated adjustments.



MINISTRY OF TOURISM

Table 2: Operating and Capital Summary by Vote

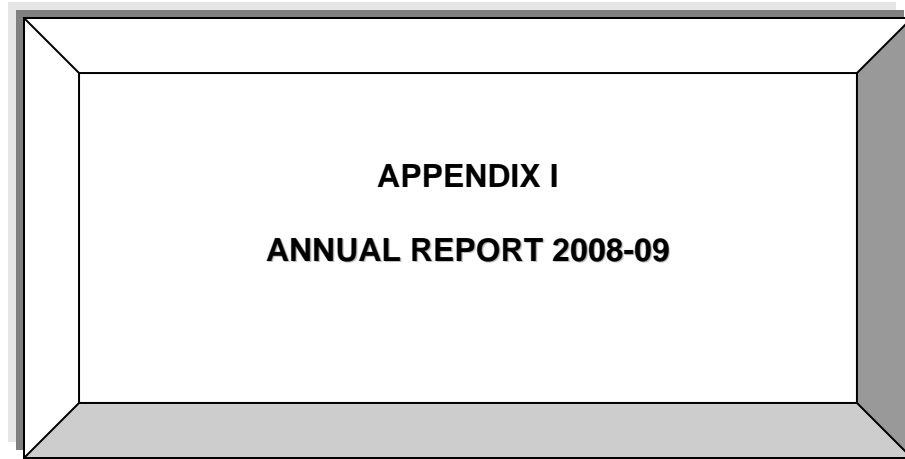
The Ministry of Tourism plays a central role in building the province's pride and economic prosperity. Its key activities directly support achieving the government's key priority of Strong People, Strong Economy. In partnership with the tourism sector, the Ministry of Tourism stimulates economic prosperity, 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 2008-09		Estimates	Interim	Actuals
	2009-10	Estimates		2008-09	Actuals	2007-08
	\$	\$	%	\$	\$	\$
OPERATING AND CAPITAL EXPENSE						
OPERATING EXPENSE						
Operating Expense:						
Ministry Administration Program	5,143,500	193,000	3.9	4,950,500	4,505,100	4,026,253
Tourism Program	114,703,700	12,958,000	12.7	101,745,700	97,773,300	123,241,583
CAPITAL EXPENSE						
Ministry Administration Program	1,000	1,000	100.0	-	-	-
Tourism Program	1,000	1,000	100.0	-	-	-
Tourism Capital Program	33,888,800	21,276,300	168.7	12,612,500	14,785,100	54,247,198
Total including Special Warrants	153,738,000	34,429,300	28.9	119,308,700	117,063,500	181,515,034
Less: Special Warrants	-	-	-	-	-	-
Total Operating and Capital Expense to be Voted	153,738,000	34,429,300	28.9	119,308,700	117,063,500	181,515,034
Special Warrants	-	-	-	-	-	-
Statutory Appropriations	64,014	0	0.0	64,014	69,000	64,014
Statutory Appropriations- Amortization	2,000	2,000	100.0	-	-	-
Ministry total Operating & Capital Expense	153,804,014	34,429,300	28.8	119,372,714	117,132,500	181,579,048
Consolidations - Operating	57,647,000	6,461,300	12.6	51,185,700	61,061,000	46,676,036
Consolidations - Capital	4,928,000	(626,000)	(11.3)	5,554,000	5,256,000	5,477,580
Ministry Total including Consolidations	216,379,014	40,264,600	22.9	176,112,414	183,449,500	233,732,664
CAPITAL ASSETS						
Ministry Administration Program	1,000	1,000	100.0	-	-	-
Tourism Program	1,000	1,000	100.0	-	-	-
Total to be Voted	2,000	2,000	100.0	-	-	-
Statutory Appropriations						
Total Capital Assets to be Voted	2,000	2,000	100.0	-	-	-

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. Commencing in 2009-10, the Province's minor and moveable Tangible Capital Assets (mTCA) are capitalized on the prospective basis. Direct comparison for mTCA between 2009-10 and prior years may not be meaningful.









2008-09 ANNUAL REPORT

The Ontario government has made a commitment to strengthening the global competitiveness of Ontario's tourism industry. To this end, the government has provided support to the industry with new investments and tax measures to stimulate the industry. The 2008 Ontario Budget included \$8 million over two years to conduct a comprehensive study on new tourism markets and determine the steps necessary to increase visits to Ontario, as well as \$50 million over four years to fund festivals and events across Ontario. The study is considered a "first step" in an on-going process to fundamentally change the way the industry and government take advantage of opportunities that exist and to grow tourism as an important economic engine.

The Ministry of Tourism's key achievements for 2008-09 included:

Advocacy, Research & Cross-Government Collaboration

- Released *Discovering Ontario: A Report on the Future of Tourism*, the most comprehensive review to date of Ontario's tourism industry. The review presents 20 recommendations within four strategies that together support Ontario's goal of becoming one of the world's preferred places to visit.
- Provided vital market intelligence for industry stakeholders, including research on historical trends, travel intentions and economic impact used to support marketing, product development, investment, policy, and business decisions by industry.
- Secured a new contract with the vendor for the operation, management and financing of the Tourism-Oriented Directional Signage (TODS) program. The TODS program on our provincial roadways makes it easier for tourists to find local attractions, and provides provincial tourism operators with better customer service and improved maintenance of highway signs. The previous TODS contract expired on December 31, 2008.

Tourism Development & Investment

- Delivered the 2008 Celebrate Ontario program, investing \$10 million to expand, enhance and promote 90 festivals and events across the province.
- Administered 28 transfer payments for \$2.93 million through the Tourism Development Fund. Supported 13 transfer payments for \$1.24 million to year-end tourism development projects.
- Completed or supported 23 comprehensive regional tourism planning frameworks across the province to support tourism development and municipal engagement in tourism.
- Delivered 2 investment e-newsletters to promote tourism investment opportunities to global investors and investment influencers.
- Created a new tourism investment brochure to promote Ontario as an investment destination to potential investors.



- Participated at the world's largest real estate tradeshow in Cannes, France in partnership with the City of Toronto to promote Ontario as a tourism investment destination.
- 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

- Continued the brand campaign targeting all Ontario residents and consumer segments to vacation in the province.
- Released the new five-year tourism marketing strategy for Northern Ontario. The strategy was developed in partnership with Industry Canada/FedNor and the Ministry of Northern Development and Mines, and in consultation with the tourism industry.

Agency Renewal

- Won the Cultural Attraction Award for Fort William Historical Park, from UP Magazine, the in-house magazine of Westjet airlines, and completed the construction at Fort William Historical Park of the Learning Wigwam, which offers one of the most unique aboriginal learning experiences in North America.
- Received the Southern Georgian Bay Chamber of Commerce "President's Award" for Huronia Historical Parks playing a vital role in supporting a healthy tourism economy and attracting positive interest and attention to the entire region.
- Re-opened Niagara Parks Commission's newly redeveloped Table Rock Complex in June 2008, and won three IAAPA (International Association of Amusement Parks and Attractions) Brass Ring Awards for marketing Niagara Parks Commission's newest attraction: Niagara's Fury.
- Hosted the Chinese Lantern Festival at Ontario Place for a third year, along with other celebrations of cultural diversity, including Salsa at Ontario Place; Tamil Day; the Portuguese Music Festival; Azores Day; Filipino Day; East Asian Day; Iranian Day; and Muslim Day, and attracted more than one million visitors to the park.
- Conducted research through the Ontario Tourism Marketing Partnership Corporation to identify best customer prospects for Ontario's industry.
- Hosted 733 events, attended by 2.1 million people at the Metropolitan Toronto Convention Centre; and honoured by the Environmental Commissioner of Ontario for MetroToronto Convention Centre's Zero Waste Events Program.
- Hosted multiple conventions, trade and consumers show at the Ottawa Congress Centre, including the Canadian Association of Defence and Security Industries, and the Association of Municipalities of Ontario, the Ottawa Convention Centre's final event before it closed for redevelopment.



MINISTRY OF TOURISM

Table 1: Ministry Interim Actual Expenditures 2008-09

	Ministry Interim Actual Expenditures (\$M) 2008-09
Operating (1)	163.4
Capital (2)	20.0
Staff Strength (as of March 31, 2009)	489

Interim actuals reflect the numbers presented in the Ontario Budget

Note 1: Operating total includes \$61.1M in consolidated adjustments

Note 2: Capital total includes \$5.3M in consolidated adjustments.





**PART II
2009-10
DETAILED FINANCIALS**





PART II: 2009-10 DETAILED FINANCIALS

MINISTRY OF TOURISM

Table 1: 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 2008-09		Estimates	Interim	Actuals
	2009-10	Estimates		2008-09	Actuals	2007-08
	\$	\$	%	\$	\$	\$
OPERATING AND CAPITAL EXPENSE						
OPERATING EXPENSE						
Operating Expense:						
Ministry Administration Program	5,143,500	193,000	3.9	4,950,500	4,505,100	4,026,253
Tourism Program	114,703,700	12,958,000	12.7	101,745,700	97,773,300	123,241,583
CAPITAL EXPENSE						
Ministry Administration Program	1,000	1,000	100.0	-	-	-
Tourism Program	1,000	1,000	100.0	-	-	-
Tourism Capital Program	33,888,800	21,276,300	168.7	12,612,500	14,785,100	54,247,198
Total including Special Warrants	153,738,000	34,429,300	28.9	119,308,700	117,063,500	181,515,034
Less: Special Warrants	-	-	-	-	-	-
Total Operating and Capital Expense to be Voted	153,738,000	34,429,300	28.9	119,308,700	117,063,500	181,515,034
Special Warrants	-	-	-	-	-	-
Statutory Appropriations	64,014	0	0.0	64,014	69,000	64,014
Statutory Appropriations- Amortization	2,000	2,000	100.0	-	-	-
Ministry total Operating & Capital Expense	153,804,014	34,429,300	28.8	119,372,714	117,132,500	181,579,048
Consolidations - Operating	57,647,000	6,461,300	12.6	51,185,700	61,061,000	46,676,036
Consolidations - Capital	4,928,000	(626,000)	(11.3)	5,554,000	5,256,000	5,477,580
Ministry Total including Consolidations	216,379,014	40,264,600	22.9	176,112,414	183,449,500	233,732,664
CAPITAL ASSETS						
Ministry Administration Program	1,000	1,000	100.0	-	-	-
Tourism Program	1,000	1,000	100.0	-	-	-
Total to be Voted	2,000	2,000	100.0	-	-	-
Statutory Appropriations						
Total Capital Assets to be Voted	2,000	2,000	100.0	-	-	-

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. Commencing in 2009-10, the Province's minor and moveable Tangible Capital Assets (mTCA) are capitalized on the prospective basis. Direct comparison for mTCA between 2009-10 and prior years may not be meaningful.



Operating Summary

MINISTRY OF TOURISM
Table 2: Operating Summary by Vote

Votes/Programs	Estimates 2009-10	Change from 2008-09 Estimates		Estimates 2008-09	Interim Actuals 2008-09	Actuals 2007-08
	\$	\$	%	\$	\$	\$
OPERATING						
Ministry Administration	5,143,500	193,000	3.9	4,950,500	4,505,100	4,026,253
Tourism Program	114,703,700	12,958,000	12.7	101,745,700	97,773,300	123,241,583
Total Including Special Warrants	119,847,200	13,151,000	12.3	106,696,200	102,278,400	127,267,836
Less: Special Warrants	-	-	-	-	-	-
Total Operating To Be voted	119,847,200	13,151,000	12.3	106,696,200	102,278,400	127,267,836
Special Warrants	-	-	-	-	-	-
Statutory Appropriations	64,014	0	0.0	64,014	69,000	64,014
Ministry Total Operating Expense	119,911,214	13,151,000	12.3	106,760,214	102,347,400	127,331,850
Consolidation Adjustments:						
Ontario Place Corporation	10,066,000	(4,969,000)	(33.0)	15,035,000	13,980,000	685,473
Metro Toronto Convention Centre	42,881,000	980,000	2.3	41,901,000	42,390,000	34,637,787
Ontario Tourism Marketing Partnership Corporation	4,700,000	10,450,300	(181.7)	(5,750,300)	4,691,000	11,352,776
Ministry Total Operating	177,558,214	19,612,300	12.4	157,945,914	163,408,400	174,007,886
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.



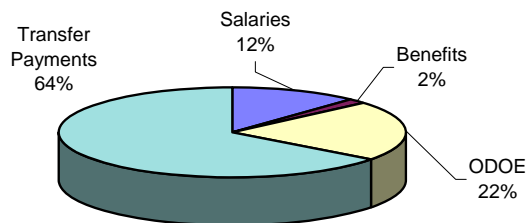
**MINISTRY OF TOURISM
2009-10 ESTIMATES**

Table 3: Operating Summary by Vote and Standard Account

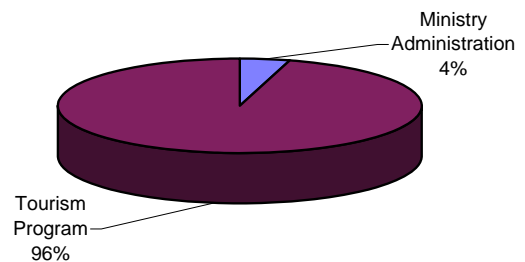
Standard Account	3801 Ministry Administration	3802 Tourism	Total Ministry	
	\$	\$	\$	%
OPERATING				
Salaries and Wages (1)	3,336,214	11,061,400	14,397,614	12.0
Employee Benefits	430,800	1,597,700	2,028,500	1.7
Transportation and Communications	530,200	1,355,000	1,885,200	1.6
Services	794,700	22,301,300	23,096,000	19.3
Supplies and Equipment	115,600	925,600	1,041,200	0.9
Transfer Payments	-	77,462,700	77,462,700	64.6
Other Transactions	-	-	-	0.0
Recoveries	-	-	-	0.0
TOTAL	5,207,514	114,703,700	119,911,214	100.0
PERCENT OF TOTAL MINISTRY	4.34	95.66	100.00	
ASSETS				
Deposit and Prepaid Expenses	-	-	-	0.0
Advances and Recoverable Amounts	-	-	-	0.0
Loans and Investments	-	-	-	0.0
Recoveries	-	-	-	0.0
TOTAL	-	-	-	0.0
PERCENT OF TOTAL MINISTRY	-	-	-	-

(1) Include Minister's & Parliamentary Assistant's Salaries totalling \$64,014

By Standard Account



By Program





Capital Summary

MINISTRY OF TOURISM
Table 4: Capital Summary by Vote

Votes/Programs	Estimates 2009-10	Change from 2008-09 Estimates		Estimates 2008-09	Interim Actuals 2008-09	Actuals 2007-08
	\$	\$	%	\$	\$	\$
CAPITAL EXPENSE						
Ministry Administration Program	1,000	1,000	100.0	-	-	-
Tourism Program	1,000	1,000	100.0	-	-	-
Tourism Capital Program	33,888,800	21,276,300	168.7	12,612,500	14,785,100	54,247,198
Total Capital including Special Warrants	33,890,800	21,278,300	168.7	12,612,500	14,785,100	54,247,198
Less : Special Warrants	-	-	-	-	-	-
Total Capital Expense To Be Voted	33,890,800	21,278,300	168.7	12,612,500	14,785,100	54,247,198
Special Warrants	-	-	-	-	-	-
Statutory Appropriations	2,000	2,000	100.0	-	-	-
Ministry Total Capital Expense	33,892,800	21,280,300	168.7	12,612,500	14,785,100	54,247,198
Consolidation Adjustments:						
Ontario Place Corporation	(645,000)	(798,000)	(521.6)	153,000	(1,000)	(198,000)
Metro Toronto Convention Centre	4,971,000	(246,000)	(4.7)	5,217,000	4,835,000	5,025,580
Ontario Tourism Marketing Partnership Corporation	602,000	418,000	227.2	184,000	422,000	650,000
Ministry Total Capital Expense Including Consolidation Adjustments	38,820,800	20,654,300	113.7	18,166,500	20,041,100	59,724,778
CAPITAL ASSETS						
Ministry Administration Program	1,000	1,000	100.0	-	-	-
Tourism Program	1,000	1,000	100.0	-	-	-
Total Capital Assets to be Voted	2,000	2,000	100.0	-	-	-
Ministry Total Capital Assets	2,000	2,000	100.0	-	-	-

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. Commencing in 2009-10, the Province's minor and moveable Tangible Capital Assets (mTCA) are capitalized on the prospective basis. Direct comparison for mTCA between 2009-10 and earlier years may not be meaningful.



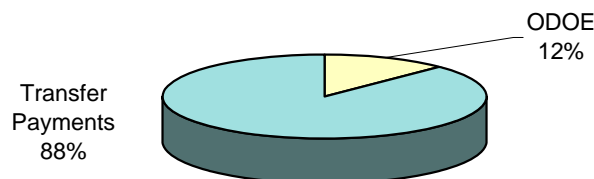
**MINISTRY OF TOURISM
2009-10 ESTIMATES**

Table 5: Capital Summary by Vote and Standard Account

Standard Account	3801	3802	3804	Total Ministry	
	Ministry Administration	Tourism Program	Tourism Capital Program	\$	%
	\$	\$	\$	\$	%
Salaries and Wages	-	-	-	-	0.0
Employee Benefits	-	-	-	-	0.0
Transportation and Communications	-	-	-	-	0.0
Services	-	-	3,190,400	3,190,400	9.4
Supplies and Equipment	-	-	1,006,500	1,006,500	3.0
Transfer Payments	-	-	29,691,900	29,691,900	87.6
Other Transactions	1,000	1,000	-	2,000	0.0
Recoveries	-	-	-	-	0.0
Statutory Appropriations - Amortization	1,000	1,000	-	2,000	0.0
TOTAL	2,000	2,000	33,888,800	33,892,800	100.0
PERCENT OF TOTAL MINISTRY	0.0	0.0	100.0	100.0	100.0
ASSETS					
Deposit and Prepaid Expenses	-	-	-	-	0.0
Advances and Recoverable Amounts	-	-	-	-	0.0
Loans and Investments	-	-	-	-	0.0
Land and Marine Fleet	1,000	1,000	-	2,000	100.0
Recoveries	-	-	-	-	0.0
TOTAL	1,000	1,000	-	2,000	100.0
PERCENT OF TOTAL MINISTRY	50.0	50.0	0.0	100.0	

Note: Commencing in 2009-10, the Province's minor and moveable Tangible Capital Assets (mTCA) are capitalized on the prospective basis. Direct comparison of mTCA between 2009-10 and earlier years may not be meaningful.

By Standard Account







VOTE: 3801
MINISTRY ADMINISTRATION





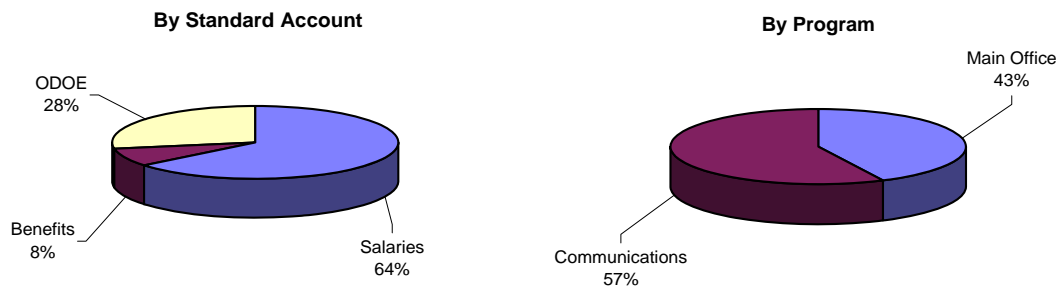
MINISTRY ADMINISTRATION PROGRAM

The Ministry Administration Program includes the Minister's Office, the Parliamentary Assistant's Office, the Deputy Minister's Office and Communications Services. The program is responsible for overall direction and corporate leadership of the Ministry and internal administration.

Operating

Votes/Program	Estimates 2009-10	Change from 2008-09 Estimates		Estimates 2008-09	Interim Actuals 2008-09	Actuals 2007-08
	\$	\$	%	\$	\$	\$
OPERATING						
Ministry Administration	5,143,500	193,000	3.9	4,950,500	4,505,100	4,026,253
Total Including Special Warrants	5,143,500	193,000	3.9	4,950,500	4,505,100	4,026,253
Less: Special Warrants	-	-	-	-	-	-
Total Operating to be Voted	5,143,500	193,000	3.9	4,950,500	4,505,100	4,026,253
Special Warrants	-	-	-	-	-	-
Statutory Appropriations	64,014	0	0.0	64,014	69,000	64,014
Program Total Operating	5,207,514	193,000	3.8	5,014,514	4,574,100	4,090,267

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.





MINISTRY ADMINISTRATION PROGRAM

Capital

Votes/Programs	Estimates 2009-10	Change from 2008-09 Estimates		Estimates 2008-09	Interim Actuals 2008-09	Actuals 2007-08
	\$	\$	%	\$	\$	\$
CAPITAL EXPENSE						
Ministry Administration	1,000	1,000	100.0	-	-	-
Total Capital Expense to be Voted	1,000	1,000	100.0	-	-	-
Add Statutory - Other Transactions - Amortization	1,000	1,000	100.0	-	-	-
Total Capital Expense	2,000	2,000	100.0	-	-	-
CAPITAL ASSETS						
Ministry Administration	1,000	1,000	100.0	-	-	-
Total Capital Assets	1,000	1,000	100.0	-	-	-

Note: Commencing in 2009-10, the Province's minor and moveable Tangible Capital Assets (mTCA) are capitalized on the prospective basis. Direct comparison for mTCA between 2009-10 and earlier years may not be meaningful.



COMPARATIVE DETAILS

VOTE / ITEMS: 3801 – 01 / 02 / 03

VOTE: Ministry Administration

ITEM: Summary (for cross-checking only)

TYPE: Operating / Capital

Standard Account	Estimates 2009-10	Change from 2008-09 Estimates		Estimates 2008-09	Interim Actuals 2008-09	Actuals 2007-08
		\$	%			
Operating Expense						
Salaries and Wages	3,272,200	172,400	5.6	3,099,800	3,037,200	2,858,078
Employee Benefits	430,800	20,600	5.0	410,200	376,200	342,926
Transportation and Communicator	530,200	0	0.0	530,200	278,300	137,311
Services	794,700	0	0.0	794,700	732,500	589,296
Supplies and Equipment	115,600	0	0.0	115,600	80,900	98,642
Total to be Voted	5,143,500	193,000	3.9	4,950,500	4,505,100	4,026,253
Add Statutory Appropriations	64,014	0	0.0	64,014	69,000	64,014
Total Operating	5,207,514	193,000	3.8	5,014,514	4,574,100	4,090,267
Capital Expense						
Other Transactions	1,000	1,000	100.0	-	-	-
Sub-total	1,000	1,000	100.0	-	-	-
Total Operating and Capital to be Voted	5,208,514	194,000	3.9	5,014,514	4,574,100	4,090,267
Statutory - Other Transactions - Amortization	1,000	1,000	100.0	-	-	-
Total Operating and Capital Expenses	5,209,514	195,000	3.9	5,014,514	4,574,100	4,090,267
Capital Assets						
Land and Marine Fleet	1,000	1,000	100.0	-	-	-
Total Assets to be Voted	1,000	1,000	100.0	-	-	-

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.

EXPLANATIONS FOR CHANGE FROM 2008-09 ESTIMATES

See Individual Sheets



VOTE / ITEM: 3801 - 01
VOTE: Ministry Administration
ITEM: Main Office
TYPE: Operating

ITEM DESCRIPTION

The Main Office includes the Offices of the Minister, Parliamentary Assistant, and Deputy Minister.

Its objectives are to provide corporate leadership and overall direction to all programs and policies of the Ministry.

FUNCTIONS

Through the Office of the Minister, Parliamentary Assistant and Deputy Minister:

- lead and direct the overall activities of the ministry and its agencies;
- represent the ministry's clients and programs at Cabinet, Cabinet Committees and central agencies.

Corporate administrative support services are provided by the Ministry of Citizenship and Immigration.

VOTE CHANGES/INITIATIVES:

N/A



COMPARATIVE DETAILS

VOTE / ITEM: 3801 - 01

VOTE: Ministry Administration

ITEM: Main Office

TYPE: Operating

Standard Account	Estimates 2009-10	Change from 2008-09 Estimates		Estimates 2008-09	Interim Actuals 2008-09	Actuals 2007-08
	\$	\$	%	\$	\$	\$
Operating Expense						
Salaries and Wages	1,127,900	138,500	14.0	989,400	1,157,200	1,047,742
Employee Benefits	145,400	16,200	12.5	129,200	101,800	134,374
Transportation and Communication	362,200	0	0.0	362,200	121,300	95,749
Services	425,300	0	0.0	425,300	247,000	287,018
Supplies and Equipment	97,600	0	0.0	97,600	45,500	44,351
Total to be Voted	2,158,400	154,700	7.7	2,003,700	1,672,800	1,609,234
Statutory Appropriations	64,014	0	0.0	64,014	69,000	64,014
Total	2,222,414	154,700	7.5	2,067,714	1,741,800	1,673,248

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.

EXPLANATIONS FOR CHANGE FROM 2008-09 ESTIMATES

Reallocation within the Ministry

	\$
	154,700
Total	<u>154,700</u>



VOTE/ITEM: 3801-03
VOTE: Ministry Administration
ITEM: Main Office
TYPE: Capital Expense

ITEM DESCRIPTION

Commencing in 2009-10, the Province's minor and moveable Tangible Capital Assets (mTCA) are capitalized on the prospective basis, including IT infrastructure and business application software, land and marine fleet, and aircraft. mTCA in these categories will be recorded as assets on the Province's books and amortized over their useful lives. In 2008-09 and prior, mTCA were expensed in the year of acquisition through operating and capital budgets. Direct comparison in the Expenditure Estimates between 2009-10 and earlier years may not be meaningful.



COMPARATIVE DETAILS

VOTE/ITEM: 3801-03

VOTE: Ministry Administration

ITEM: Main Office

TYPE: Capital Expense

Standard Account	Estimates 2009-10	Change from 2008-09 Estimates		Estimates 2008-09	Interim Actuals 2008-09	Actuals 2007-08
	\$	\$	%	\$	\$	\$
Capital Expense						
Other Transactions	1,000	1,000	100.0	-	-	-
Total Capital to be Voted	1,000	1,000	100.0	-	-	-
Statutory - Other Transactions - Amortization	1,000	1,000	100.0	-	-	-
Total Capital Expenses	2,000	2,000	100.0	-	-	-

Note: Commencing in 2009-10, the Province's minor and moveable Tangible Capital Assets (mTCA) are capitalized on the prospective basis. Direct comparison for mTCA between 2009-10 and earlier years may not be meaningful.

EXPLANATIONS FOR CHANGE FROM 2008-09 ESTIMATES

Placeholder - Minor and Moveable Tangible Capital Assets

	<u>\$</u>
	<u>2,000</u>
Total	<u><u>2,000</u></u>



VOTE/ITEM: 3801-02
VOTE: Ministry Administration
ITEM: Main Office
TYPE: Capital Asset

ITEM DESCRIPTION

Commencing in 2009-10, the Province's minor and moveable Tangible Capital Assets (mTCA) are capitalized on the prospective basis, including IT infrastructure and business application software, land and marine fleet, and aircraft. mTCA in these categories will be recorded as assets on the Province's books and amortized over their useful lives. In 2008-09 and prior, mTCA were expensed in the year of acquisition through operating and capital budgets. Direct comparison in the Expenditure Estimates between 2009-10 and earlier years may not be meaningful.



COMPARATIVE DETAILS

VOTE/ITEM: 3801-02

VOTE: Ministry Administration

ITEM: Main Office

TYPE: Capital Asset

Standard Account	Estimates 2009-10	Change from 2008-09 Estimates		Estimates 2008-09	Interim Actuals 2008-09	Actuals 2007-08
		\$	%			
Capital Assets						
Land and Marine Fleet	1,000	1,000	100.0	-	-	-
Total Assets to be Voted	1,000	1,000	100.0	-	-	-

Note: Commencing in 2009-10, the Province's minor and moveable Tangible Capital Assets (mTCA) are capitalized on the prospective basis. Direct comparison for mTCA between 2009-10 and earlier years may not be meaningful.

EXPLANATIONS FOR CHANGE FROM 2008-09 ESTIMATES

Placeholder - Minor and Moveable Tangible Capital Assets

	<u>\$</u>
	<u>1,000</u>
Total	<u><u>1,000</u></u>



VOTE / ITEM: 3801 - 01

VOTE: Ministry Administration

ITEM: Communications Services

TYPE: Operating

ITEM DESCRIPTION

The objectives of the Communications Branch are to provide fast, accurate communications support, advice and service, and advance the results-based planning objectives of the Ministry of Tourism and the Ministry of Culture:

- 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;
- Contribute to building Ontario's creative economy by fostering the growth of the arts and cultural industries, protecting and promoting heritage and advancing the public library system.

FUNCTIONS

- Work in close collaboration with the Minister's Offices, Cabinet Office Communications and program staff at the Ministry of Tourism and the Ministry of Culture to identify key messaging opportunities and to create tours, events and announcements that promote the work of the ministries to their stakeholders and the public.
- Provide communications planning support to assist program areas in their stakeholder management.
- Provide support to government priorities such as renewing our agencies and attractions, advancing the entertainment and creative cluster and supporting a healthy tourism industry.
- Coordinate key message delivery to stakeholders and the general public through speeches, news releases, Internet, correspondence, public inquiries and special events.
- Develop and provide communications materials and services, from media advisories to news releases, backgrounders and speeches as well as communications strategies and plans.
- Work to improve the internal communication of key corporate messages within the Ministry of Tourism and the Ministry of Culture, thereby ensuring consistency in messaging across the ministries, their agencies and attractions.
- Provide media relations and monitoring services in support of key corporate and ministry strategies.



- Coordinate the issues management process and provide sound and timely advice to the Ministers regarding issues being raised or addressed.
- Develop additional services to include more proactive media campaigns, including ethnic media outreach and, in concert with ministry agencies and attractions, expand print and broadcast coverage of the ministries' activities and successes.
- Serve as the liaison to the Minister's Offices and Cabinet Office Communications for the ministries' agencies and attractions.
- Manage the ministries' correspondence systems, including the development of responses for Ministerial approval to letters received.
- Develop and maintain Ministry of Tourism and Ministry of Culture Web and Intranet sites as required, including full site management responsibility (e.g. content, design, web standards, etc).
- Provide leadership and support for Ministry of Tourism and Ministry of Culture internal communications initiatives.

VOTE CHANGES/INITIATIVES:

N/A



COMPARATIVE DETAILS

VOTE / ITEM: 3801 - 01

VOTE: Ministry Administration

ITEM: Communications Services

TYPE: Operating

Standard Account	Estimates 2009-10	Change from 2008-09 Estimates		Estimates 2008-09	Interim Actuals 2008-09	Actuals 2007-08
	\$	\$	%	\$	\$	\$
Salaries and Wages	2,144,300	33,900	1.6	2,110,400	1,880,000	1,810,336
Employee Benefits	285,400	4,400	1.6	281,000	274,400	208,552
Transportation and Communication	168,000	0	0.0	168,000	157,000	41,562
Services	369,400	0	0.0	369,400	485,500	302,278
Supplies and Equipment	18,000	0	0.0	18,000	35,400	54,291
Total	2,985,100	38,300	1.3	2,946,800	2,832,300	2,417,019

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.

EXPLANATIONS FOR CHANGE FROM 2008-09 ESTIMATES

Reallocation within the Ministry

	\$
	38,300
Total	<u>38,300</u>



**VOTE: 3802
TOURISM PROGRAM**





TOURISM PROGRAM

The Tourism Program seeks to sustain and grow Ontario's tourism industry, which directly links to the priority Strong People, Strong Economy and that will attract jobs and investment to Ontario's economy.

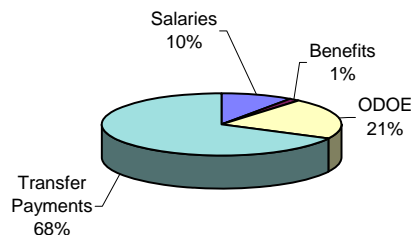
The Ministry works in partnership with tourism associations and businesses to strengthen and build the tourism industry and promote Ontario worldwide as a premier, four-season tourist destination. Activities include working with stakeholders to develop destinations and innovative tourism experiences, identifying tourism development opportunities, and providing strategic intelligence to keep tourism stakeholders well informed about trends, issues, and visitor expectations. Ministry agencies market Ontario tourism domestically and abroad. The Ministry ensures accountability and good governance at its agencies and continues to work on revitalization initiatives to increase agency sustainability over the long term and improve service to the public.

Votes/Programs	Estimates 2009-10	Change from 2008-09 Estimates		Estimates 2008-09	Interim Actuals 2008-09	Actuals 2007-08
	\$	\$	%	\$	\$	\$
OPERATING						
Tourism Program	114,703,700	12,958,000	12.7	101,745,700	97,773,300	123,241,583
Total Including Special Warrants	114,703,700	12,958,000	12.7	101,745,700	97,773,300	123,241,583
Less: Special Warrants	-	-	-	-	-	-
Total Operating to be Voted	114,703,700	12,958,000	12.7	101,745,700	97,773,300	123,241,583
Special Warrants	-	-	-	-	-	-
Statutory Appropriations	-	-	-	-	-	-
Program Total Operating	114,703,700	12,958,000	12.7	101,745,700	97,773,300	123,241,583

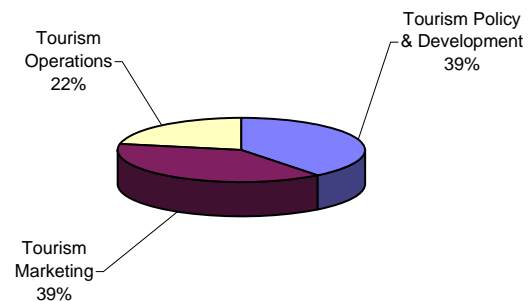
Estimates for the previous fiscal year are re-stated to reflect any changes in ministry organization and/or program structure.

Interim Actuals reflect the numbers presented in the Ontario Budget.

By Standard Account



By Program





TOURISM PROGRAM

Capital

Votes/Programs	Estimates 2009-10	Change from 2008-09 Estimates		Estimates 2008-09	Interim Actuals 2008-09	Actuals 2007-08
	\$	\$	%	\$	\$	\$
CAPITAL EXPENSE						
Tourism Program	1,000	1,000	100.0	-	-	-
Total Capital Expense to be Voted	1,000	1,000	100.0	-	-	-
Add Statutory - Other Transactions - Amortization	1,000	1,000	100.0	-	-	-
Total Capital Expense	2,000	2,000	100.0	-	-	-
CAPITAL ASSETS						
Tourism Program	1,000	1,000	100.0	-	-	-
Total Capital Assets	1,000	1,000	100.0	-	-	-

Note: Commencing in 2009-10, the Province's minor and moveable Tangible Capital Assets (mTCA) are capitalized on the prospective basis. Direct comparison for mTCA between 2009-10 and earlier years may not be meaningful.



COMPARATIVE DETAILS

Vote / Items: 3802 – 01 / 02 / 03

Vote: Tourism Program

Item: Summary (for cross checking only)

Type: Operating / Capital

Standard Account	Estimates 2009-10	Change from 2008-09 Estimates		Estimates 2008-09	Interim Actuals 2008-09	Actuals 2007-08
	\$	\$	%	\$	\$	\$
Operating Expense						
Salaries and Wages	11,061,400	1,126,100	11.3	9,935,300	10,125,000	8,409,781
Employee Benefits	1,597,700	174,700	12.3	1,423,000	1,394,600	1,160,230
Transportation and Communication	1,355,000	0	0.0	1,355,000	545,600	430,279
Services	22,301,300	4,822,000	27.6	17,479,300	9,546,000	4,476,496
Supplies and Equipment	925,600	0	0.0	925,600	952,500	1,038,458
Transfer Payments:						
Grants in Support of Tourism Investment Development	6,713,000	(5,550,000)	(45.3)	12,263,000	7,221,300	16,137,539
Grants in Support of the Festival & Event Attractions and Support Program	9,000,000	9,000,000	100.0	-	2,062,100	-
Provincial Sponsor 2010 Winter Olympics	1,750,000	1,750,000	100.0	-	-	-
Ontario Place Corporation	8,000,000	0	0.0	8,000,000	8,000,000	13,430,000
Ontario Tourism Marketing Partnership Corporation	44,407,500	1,635,200	3.8	42,772,300	49,834,000	70,246,600
St. Lawrence Parks Commission	7,592,200	0	0.0	7,592,200	8,092,200	7,912,200
Total	114,703,700	12,958,000	12.7	101,745,700	97,773,300	123,241,583
Capital Expense						
Other Transactions	1,000	1,000	100.0	-	-	-
Sub-total	1,000	1,000	100.0	-	-	-
Total Operating and Capital to be Voted	114,704,700	12,959,000	12.7	101,745,700	97,773,300	123,241,583
Statutory - Other Transactions - Amortization	1,000	1,000	100.0	-	-	-
Total Operating and Capital Expenses	114,705,700	12,960,000	12.7	101,745,700	97,773,300	123,241,583
Capital Assets						
Land and Marine Fleet	1,000	1,000	100.0	-	-	-
Total Assets to be Voted	1,000	1,000	100.0	-	-	-

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.

EXPLANATIONS FOR CHANGE FROM 2008-09 ESTIMATES
See Individual Sheets



Vote / Item: 3802 - 01

Vote: Tourism Program

Item: Policy and Development

Type: Operating

ITEM DESCRIPTION

Investment and Development Office

The Investment and Development Office (IDO) supports destination development and investment in Ontario's tourism industry. In partnership with industry organizations, the private sector and municipalities, IDO supports the enhancement of festivals and events across the province, leads the province's involvement in the Vancouver Olympics, promotes Ontario as a tourism investment destination, and develops resources and tools to meet industry needs and encourage industry growth.

Product Development/Investment Attraction:

IDO's tourism development and investment activities will focus on enhancing Ontario's festivals and events, attracting private sector investment to Ontario's tourism industry, supporting tourism regional planning and economic development, and encouraging industry-led innovative tourism development projects by:

- Delivering Celebrate Ontario festival and event enhancement program to increase tourist visitation, overnight stays and economic impact of Ontario's festivals and events.
- Leading the implementation of initiatives to showcase Ontario at the Vancouver Olympic Games.
- Leading the implementation of a War of 1812 Bicentennial strategy;
- Delivering the Tourism Development Fund to support new or revitalize existing tourism products and experiences, and to support regional tourism economic development initiatives.
- Implementing the Premier-ranked Tourist Destination Framework and support follow-up projects in regions across the province to support tourism planning strategies and implementation initiatives.
- Working 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.
- Collaborating with appropriate 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.



- Providing training tools and resources to support the long term sustainability of tourism businesses.

Sports, Culture and Tourism Partnership (SCTP) Secretariat

SCTP Secretariat is responsible for the management of capital infrastructure funding, for projects in the Sport and Recreation, Culture and Tourism Sectors, under the auspices of the Canada Ontario Infrastructure Program (COIP). The COIP agreement, signed in late 2000, sets out the roles and responsibilities of the province and the federal government with respect to the delivery of this program.

These responsibilities include promotion of the Program, assessment and recommendation of projects for approval, communications, file management, claims processing and payments of funds. SCTP's funding has been committed to 299 projects, 22 of which are in the Tourism sector.

SCTP's current activities are focused on management of the project files and due diligence on the flow of funds to approved projects. SCTP works closely with Industry Canada, the federal department designated as the lead for COIP.

The COIP Program was originally approved until March 31, 2007. It has been extended to March 31, 2009, and is likely to be extended into the fiscal year 2009-10.

Applicants for funding under COIP include Municipalities, First Nations and Not-for-Profit Organizations.

Tourism Policy and Research Branch

The Tourism Policy and Research Branch's three units support the government's priority of Strong People, Strong Economy, and contribute to a sustainable, balanced budget through provincial tax revenues generated by increased tourist visitation and spending in the province.

The Strategic and Corporate Policy Unit

The Strategic and Corporate Policy Unit works with Ontario's tourism industry, industry associations, other provincial ministries and other levels of government, to develop and review policies affecting tourism and to ensure that the needs of Ontario's tourism industry are considered in all areas of policy development.

The unit acts as the primary ministry liaison with Cabinet Office and provides the Minister and Deputy Minister with policy advice on Cabinet/Cabinet committees and Deputy Ministers' committee agenda items. The unit also works with ministry staff to develop policy submissions and coordinate their passage through the government decision-making process.



Tourism Research Unit

The Tourism Research Unit guides marketing, policy and product development decisions by providing strategic information and analysis. The unit's responsibilities include monitoring domestic and international tourism trends and determining their impact on Ontario's tourism industry, forecasting, product research, economic impact analyses and determining the size and contribution of tourism to the provincial economy. The Unit also designs and conducts tourism-related research initiatives (supply-side and demand-side) in response to specific ministry or industry needs.

Resource-Based Tourism Unit

The Resource-Based Tourism unit works to protect, diversify and enhance resource-based tourism business potential on Ontario's Crown lands and waters. The unit provides strategic policy planning advice, and analysis, and facilitates alliances with key stakeholders to stimulate tourism business opportunities. It is also responsible for issuing Resource-Based Tourism Establishment Licenses under the *Tourism Act* and Regulation 1037, and supporting the development of Resource Stewardship Agreements between resource-based tourism and forest industries.

Performance Measures	2006-07 Achievement	2007-08 Target	2008-09 Target	2009-10 Target
Ontario's tourism receipts*	\$21.09B	\$22.60B	\$23.28B	\$23.93B

*In 2003 dollars. Results can not be compared to targets due to methodological changes to Statistics Canada's survey, which commenced in 2005. 2006-07 result was released in Nov. 2008.

Tourism Competitiveness Study Team

The tourism competitiveness study is an initiative established to meet the following objectives through a combination of best practice research, policy development and public consultations:

- To engage Ontario as a whole in a deliberate process to consider the future of tourism in our province;
- To raise the tourism industry's profile and create a platform for new initiatives; and
- To deliver a focussed agenda – for the public and private sectors – to support the growth and long-term viability of tourism in Ontario.

The first stage of the initiative - the delivery of the report, *Discovering Ontario: A Report on the Future of Tourism* - is complete. The report is the culmination of a province-wide consultation process, 13 commissioned research studies and internal research. The report was tabled with the government on February 11, 2009. The



Minister of Tourism reviewed the recommendations and identified a number of initiatives on which to proceed.

The second stage of the initiative is to engage with industry to plan the implementation of these initiatives, staged over the next few years.

VOTE CHANGES/INITIATIVES:

N/A



COMPARATIVE DETAILS

Vote / Item: 3802 - 01

Vote: Tourism Program

Item: Tourism Policy and Development

Type: Operating

Standard Account	Estimates 2009-10	Change from 2008-09 Estimates		Estimates 2008-09	Interim Actuals 2008-09	Actuals 2007-08
	\$	\$	%	\$	\$	\$
Salaries and Wages	5,739,700	788,400	15.9	4,951,300	4,808,900	3,526,263
Employee Benefits	874,000	122,900	16.4	751,100	610,300	407,835
Transportation and Communication	1,124,600	(32,700)	(2.8)	1,157,300	338,000	256,467
Services	19,697,400	4,156,700	26.7	15,540,700	7,647,500	2,549,217
Supplies and Equipment	252,700	(65,600)	(20.6)	318,300	178,200	121,682
<u>Transfer Payments:</u>						
Grants in Support of Tourism Investment Development	6,713,000	(5,550,000)	(45.3)	12,263,000	7,221,300	16,137,539
Grants in Support of the Festival & Event Attractions and Support Program	9,000,000	9,000,000	100.0	-	2,062,100	-
Provincial Sponsor 2010 Winter Olympics	1,750,000	1,750,000	100.0	-	-	-
Total	45,151,400	10,169,700	29.1	34,981,700	22,866,300	22,999,003

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.

EXPLANATIONS FOR CHANGE FROM 2008-09 ESTIMATES

Funding Reprofile - Support for the 2010 Winter Olympics in Vancouver	\$ 5,643,300
2008 Budget Initiative - Support for the 2010 Winter Olympics in Vancouver	409,200
2009 Budget Initiative - Ontario Federation of Snowmobiling Clubs	3,000,000
2009 Budget Initiative - Red Bull Air Race	3,200,000
Transfer to the Ministry of Citizenship and Immigration	(89,100)
Reallocation within the Ministry	(1,993,700)
Total	<u>10,169,700</u>



Vote / Item: 3802 - 01

Vote: Tourism Program

Item: Tourism Marketing

Type: Operating

ITEM DESCRIPTION

Ontario Tourism Marketing Partnership Corporation

The Ontario Tourism Marketing Partnership Corporation (OTMPC), 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.

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. OTMPC 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. OTMPC works to improve continuously and evolve as a successful public/private partnership.

OTMPC utilizes a wide range of marketing services and tools, including market research, media advertising, consumer information and fulfilment services, e-marketing, publication, travel trade and public relations to benefit the industry through enhanced partnerships. OTMPC provides the Government of Ontario with the vehicle to support the tourism industry by promoting Ontario as a tourism destination in a highly competitive market. OTMPC ensures that public funding is spent effectively and that public and private funds spent on marketing initiatives deliver measurable results. The profile of the Government of Ontario is raised through OTMPC's activities by delivering first class, innovative and creative marketing programs and increasing pride in Ontario among residents in the province.

Building on the overall objective and corporate priorities (consumer focus, marketing excellence, effective partnerships, strong team and results driven), OTMPC has developed the following strategies to guide all aspects of the business:

1. Consumer Focus - *Adopt a strong consumer focus.*
 - Identify those consumers that have the greatest interest and opportunity to travel in order to maximize the opportunities for the tourism sector;
 - Develop highly-targeted communications to build relationships with consumers – engage their interest and facilitate their travel planning; and



- Enhance our knowledge of these customer segments with a view to helping the industry develop well-targeted new products.
2. Marketing Excellence - *Strengthen the Ontario Brand and implement consumer relationship management approach to reach best prospect consumers.*
 - Effectively communicate Ontario's 'Yours to Discover' positioning;
 - Establish and grow strong emotional connections to the province's tourism product offerings; and
 - Dimensionalize and personalize the Ontario Brand for all consumers.
 3. Effective Partnerships - *Align partnerships with marketing strategy.*
 - Feature those partners who will best deliver to meet the needs of consumers to maximize uptake; and
 - Provide partners with the opportunity to extend their marketing efforts within OTMPC programs – effectively and cost efficiently.
 4. Strong Team - *Improve organizational effectiveness.*
 - Align human and financial resource allocations with yield potential; and
 - Ensure all resources have the tools required to effectively execute programs under their responsibility.
 5. Results Driven - *Build OTMPC's reputation as the tourism marketing expert.*
 - Establish measurement criteria for all programs;
 - Report on key measurements in a timely manner; and
 - Continually improve.

OTMPC's strategic focus is to profitably increase year-round, overnight leisure travel within Ontario. Within this singular focus are several sub-objectives:

- Firmly establish the province as a competitively unique and compelling destination;
- Maximize return on investment through the allocation of 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;
- Work with new and existing Ontario tourism partners to get more marketing messaging in front of the consumer to deliver incremental economic benefits for the industry;
- Continuously improve customer satisfaction ratings for all OTMPC marketing tools – e.g., www.ontariotravel.net, Ontario Travel Information Centres, publications; and



- Continuously increase performance measures for all marketing activities, e.g., advertising awareness and intent to visit, traffic to www.ontariotravel.net, website registrations, quality and quantity of earned media coverage.

2009-10 represents a year of continued implementation of the brand campaign that targets all Ontario residents, the Northern Strategy as well as the consumer segments that were introduced in 2008-09. Significant strides have been made in developing targeted marketing programs for the segments; OTMPC will continue to build on this foundation.

The ultimate success of each of the marketing programs will rely on the affinity that consumers have for the overall Ontario Brand. It is essential, therefore, to provide media support for the highly-successful “There’s No Place Like This” campaign that was created and launched in 2007-08. A pool of ads featuring Ontario artists was used to drive consumers to www.ontariotravel.net to plan their Ontario vacations. For 2009-10, OTMPC will explore ways to make the executions align more closely with the identified consumer segments in Ontario. Additionally, OTMPC will explore the use of specialty media to extend the reach of the brand campaign to Ontario’s multicultural communities.

There are core activities beyond those identified above that are vital to OTMPC’s successful transformation in 2009-10 and future years and across all key program areas (North America, Northern Ontario and Overseas). These ‘foundation’ activities have been identified as the top priorities for 2009-10: enhancing the functionality of www.ontariotravel.net; continuing to build search engine marketing and search engine optimization capacity; utilizing social networks and strengthening media relations efforts by collaborating with key media influencers.

Partnerships and working closely with industry is a core strategy in delivering OTMPC’s 2009-10 programs. Strong relationships with key industry players, including the Canadian Tourism Commission, other destination marketing organizations (Toronto, Ottawa, Niagara Falls), leading industry associations (Resorts Ontario, Attractions Ontario) and well-known tour operators and wholesalers, will significantly extend OTMPC’s marketing efforts in domestic and international markets.

Working in partnership with industry, OTMPC will focus on its goal of increasing the impact of marketing communication to the consumer in order to influence the decision to travel to and within Ontario. To that end, OTMPC programs will generate cash revenues, leverage, and in-kind investments through joint marketing programs with the industry. This will be accomplished by: identifying opportunities for industry to buy into OTMPC’s created marketing programs; supporting industry programs that align with OTMPC’s strategy; and partnering with organizations that have the same business and marketing goals as OTMPC.



VOTE CHANGES/INITIATIVES:

N/A

Performance Measures	2006-07 Achievement	2007-08 Achievement	2008-09 Target	2009-10 Target
Return on investment of OTMPC marketing initiatives	1 : 6.0	1 : 4.7*	1 : 7.00	1 : 7.00
Level of awareness (summer) of Ontario as a travel destination in target markets	24% (US) 66% (ON)	23% (US) 63% (ON)	24% (US) 66% (ON)	17% (US) ** 66% (ON)

*OTMPC made a significant investment that impacted overall ROI.

**Weakening economic conditions in the U.S. are expected to reduce the number of Ontario, Canada first mentions for top of mind destination awareness.



COMPARATIVE DETAILS

Vote / Item: 3802 - 01

Vote: Tourism Program

Item: Tourism Marketing

Type: Operating

Standard Account	Estimates 2009-10	Change from 2008-09 Estimates		Estimates 2008-09	Interim Actuals 2008-09	Actuals 2007-08
	\$	\$	%	\$	\$	\$
<u>Transfer Payments:</u>						
Ontario Tourism Marketing Partnership Corporation	44,407,500	1,635,200	3.8	42,772,300	49,834,000	70,246,600
Total	44,407,500	1,635,200	3.8	42,772,300	49,834,000	70,246,600

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.

EXPLANATIONS FOR CHANGE FROM 2008-09 ESTIMATES

Transfer to the Ministry of Citizenship and Immigration
2009 Budget Initiative - Shaw / Stratford Festival
Reallocation within the Ministry

	\$
	(12,300)
	1,000,000
	647,500
Total	<u>1,635,200</u>



Vote / Item: 3802 - 01

Vote: Tourism Program

Item: Tourism Operations

Type: Operating

ITEM DESCRIPTION

Tourism Planning and Operations Division

The Tourism Planning and Operations Division oversees the accountability relationship between the ministry and its agencies and attractions. The Division promotes and supports the agencies and attractions in their role as tourist icons and local and regional economic catalysts, and works with the agencies to revitalize their products and to mitigate and manage risks on behalf of the ministry.

The ministry's six agencies have been established by provincial legislation or regulation to perform ongoing services for which there is a provincial interest. The agencies are:

- two parks commissions - Niagara Parks Commission and St. Lawrence Parks Commission;
- two convention centres - Metro Toronto Convention Centre and Ottawa Convention Centre;
- Ontario Place Corporation; and
- Ontario Tourism Marketing Partnership Corporation.

In addition to these six agencies, there are two attractions (Fort William Historical Park and Huronia Historical Parks) which are branches of the ministry.

Tourism Agencies Branch

The Tourism Agencies Branch manages the government-agency relationship for the ministry's tourism agencies and attractions, acts as a liaison on policy, financial and program requirements between each agency/attraction and the ministry and central agencies, works with the agencies and attractions to revitalize them and increase their long-term sustainability, and ensures an effective accountability relationship within the scope of broader government policy.



Tourism Agencies, Attractions and Convention Centres:

Fort William Historical Park

Fort William Historical Park (FWHP) is a branch of the ministry that operates a world-class 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.

Achievements in 2008-09:

Fort William Historical Park won the Cultural Attraction Award from UP Magazine, the in-house magazine of Westjet airlines, which recognizes attractions that offer high-quality unique experiences at reasonable rates. FWHP also completed construction of the Learning Wigwam, which offers one of the most unique aboriginal learning experiences on the continent. FWHP partnered with the Toronto District School Board in the development of an Internet-based outreach education pilot project involving the exploration of Aboriginal culture and heritage themes. One of the key goals of the initiative is to transcend the regionality of FWHP's educational offerings by extending client reach to Manitoba, southern Ontario and international markets. FWHP staged several successful festivals, including the Voyageur Winter Carnival (February 14th-16th) which attracted roughly 8,000 thousand visitors.

Key Initiatives for 2009-10:

FWHP continues to pursue an extensive educational outreach campaign targeted at attracting more tourists from the U.S. mid-West, Manitoba and Quebec. FWHP is staging the grand opening of Fort William Historical Park's Canada Gateway information centre in Grand Marais, Minnesota and continues to pursue an expanded billboard campaign in the United States and Canada. FWHP will commence the construction of a multi-million dollar flood protection system, including dykes, pumping stations and river channelling. FWHP is undertaking an expanded event schedule that will encourage greater community participation, featuring festivals including Spring on the Farm, the Great Rendezvous, Anishnawbe Keeshigun, and the Fort Fright Night as well as several musical concerts and other themed events and activities including a Mardi Gras night and an Oktoberfest.

Huronian Historical Parks

Huronian Historical Parks manages two historic tourist attractions – Sainte-Marie among the Hurons in Midland, a National Historic Site, and Discovery Harbour in Penetanguishene. Both heritage sites have cultural and archaeological resources significant to the people of Ontario and Canada. Sainte-Marie among the Hurons (1639-1649) is a reconstruction, on the original mission property, that depicts the first European settlement in Ontario and the relationship between the Europeans and the Wendat people. Discovery Harbour (1817-1856) 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. HHP events and programs attract approximately 79,000 visitors a year. Patrons at the theatre and two restaurants number close to 120,000 people annually.

Achievements in 2008-09:

Huron Historical Parks experienced an overall increase in attendance of 5%. HHP received the Southern Georgian Bay Chamber of Commerce "President's Award" for playing a vital role in supporting a healthy tourism economy and attracting positive interest and attention to the entire region of Southern Georgian Bay. The Christmas "First Light" event broke all-time attendance records with a 56% increase in visitors to total 5,340 for the three evening celebrations and contributed over 2 tons of food to community food banks. First Light was also recognized as a "Top 100 Event" in Ontario by Festivals and Events Ontario. The reconstruction and workmanship of the blacksmith shop, carpentry shop and chapel at Sainte-Marie won a Building Excellence award from a Central Ontario building association affiliated with the contractor. Sainte-Marie celebrated many noteworthy occasions in 2008-09 including acting as the host venue for over 900 German travel agents on the annual DERTOUR Academy and the location for the announcement of Tourism Week in Ontario and the annual Fun Pass Launch.

Key Initiatives for 2009-10:

The 2009 Budget identified that HHP will receive funding for revitalisation. This major funding announcement is critical to the ongoing viability and success of Sainte-Marie among the Hurons and the Southern Georgian Bay region. HHP will continue to implement capital revitalization and repair plans for both attractions to improve our competitiveness within the tourism industry, and to ensure sustainability and its trust role as stewards for heritage assets. HHP will launch multi-language audio tour wands for both sites in the 2009-10 season. The audio wands will present guided tours, voiced and animated with the history and sounds of each historic attraction. Sainte-Marie will feature guided audio tours in 12 languages and Discovery Harbour will offer tours in 3 languages. This will be a key mechanism to serve growing overseas visitation and serve as a tool to further expand awareness of Sainte-Marie to a variety of cultures and languages.

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. This results in broad economic spin-off.



Achievements in 2008-09:

Despite the current economic uncertainty, MTCC financial results are expected to come in higher than budget and will demonstrate the second best results in its corporate history. MTCC hosted 733 events in the facility and a total of 2.1 million people attended these events. Metro Toronto Convention Centre was recently honoured by the Environmental Commissioner of Ontario, for their Zero Waste Events Program. MTCC has also taken another step toward Environmental Sustainability by recently hiring a Sustainability Coordinator to assist in minimizing its operational footprint by enhancing the several environmental and social initiatives currently in place and expanding the MTCC's roster of green meeting services.

Key Initiatives for 2009-10:

In August 2009, MTCC will play host to the American Society of Association Executives (ASAE). This convention is comprised of senior leaders of the associations that hold annual general meetings and conventions and hence will give them the opportunity to see our facility. MTCC will continue to tap into the International Congress market and work closely with Tourism Toronto and our industry partners to further develop and promote the Toronto Ambassador Program. MTCC currently has 52 city wide conventions booked for future years. The goal is to book an additional 13 city wide conventions this year. As of January 2009, MTCC has been successful in booking 5 of the city wide conventions.

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 some 56 kilometres along the Niagara River from Lake Erie to Lake Ontario. To support its activities and 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 provides substantial yearly investments in both public and tourism services.

Achievements in 2008-09:

NPC re-opened its newly redeveloped Table Rock Complex in June 2008. \$39 million was devoted to this project in order to promote and foster additional tourism visitation and spending in 2008 and beyond. NPC was awarded three IAAPA (International Association of Amusement Parks and Attractions) Brass Ring Awards for its marketing and promotion efforts of this new facility and its newest attraction – Niagara's Fury. Although NPC did not meet budget targets for the year, it produced a net operating profit before interest and depreciation of \$5.7 million. Gross revenues generated by NPC were down 4.3% for the previous year as American visitation to NPC continued to decline. These revenues supported NPC's stewardship and preservation activities,



which were lauded when NPC was awarded the Ontario Park's Association *Protecting Tomorrow Today* Award for its environmental leadership in February 2008.

Key Initiatives for 2009-10:

NPC will continue with its in-depth core business review. Some operational changes will be implemented in the 2009 season. It will also pursue funding options for some of its capital priorities. The transfer of the three obsolete hydro-electric generating facilities to NPC by Ontario Power Generation Inc. and Fortis Ontario remain significant financial challenges. NPC will be conducting urgent repairs and examining re-use options based on provincial funding. However, these facilities will continue to deteriorate without further provincial assistance.

Ontario Place Corporation

Ontario Place Corporation (OPC) is an Operational Enterprise agency that manages a major tourism and recreation park, offering first-class family entertainment through a variety of attractions 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, Adventure Island, and other attractions for young people; 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.

Achievements in 2008-09:

2008 marked the first year of the Ontario Place's three-year revitalization plan. The Ontario Place Corporation and its Board of Directors participated and provided its submission to the Ontario Tourism Competitiveness Study for future consideration. During its 2008 operating season, Ontario Place hosted celebrations of cultural diversity including: 3rd year of the Rogers Chinese Lantern Festival; Salsa at Ontario Place; Tamil Day; the Portuguese Music Festival; Azores Day; Filipino Day; East Asian Day; Iranian Day; and Muslim Day; celebrations so culturally diverse, they mirror the fabric of Ontario. In 2008, OPC attracted over one million visitors to the park for entertainment, attractions, events and concerts.

Key Initiatives for 2009-10:

The 2009 Business Plan takes into account the period of uncertainty forecast for the economy. In 2009, attendance projections will be conservative as Ontario Place will focus on the "Customer Experience" closer to home. In addition, in an effort to manage expenses and maximize revenues while maintaining and growing programs, an operational review will be completed in 2009. A new exhibit experience, Wild World of Weather, will be launched in 2009 taking guests on a journey through several interactive stages of mind-blowing weather phenomenon. Plans for 2009 include revising current policies and procedures for organizing and operating events at OPC, and landscaping and beautification of the area which will improve the overall



reputation and guest experience. In addition to operation activities, Ontario Place will commence a plan for revitalization based on the Tourism Competitiveness Study's recommendations that OPC should be developed as a flagship for a new era in Ontario tourism.

Ontario Tourism Marketing Partnership Corporation

The Ontario Tourism Marketing Partnership Corporation (OTMPC), an Operational Service 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 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.

Achievements in 2008-09:

In 2008-09, OTMPC released a new five-year tourism marketing strategy for northern Ontario. The strategy was developed in partnership with Industry Canada/FedNor and the Ministry of Northern Development and Mines (MNDM) and in consultation with more than 500 Northern Ontario tourism industry members. The OTMPC also continued their efforts to promote the brand campaign that targets all Ontario residents and consumer segments to vacation in the province. The organization launched consumer segments aligned with and aimed at converting awareness of the brand campaign to travel. In October 2008, the OTMPC hosted over 400 delegates at the OTMPC Summit in Toronto that brought the industry together for networking, marketing information and future partnerships.

Key Initiatives for 2009-10:

2009-10 represents a year of continued implementation of the brand campaign that targets all Ontario residents, the Northern Strategy as well as the consumer segments that were introduced in 2008-09. Significant strides have been made in developing targeted marketing programs for the segments and OTMPC will continue to build on this foundation. The ultimate success of each of the marketing programs will rely on the affinity that consumers have for the overall Ontario Brand. It is essential, therefore, to provide media support for the highly-successful "There's No Place Like This" campaign that was created and launched in 2007-2008.

Partnerships and working closely with industry is a core strategy in delivering OTMPC's 2009-10 programs. Strong relationships with key industry players, including the Canadian Tourism Commission, other destination marketing organizations



(Toronto, Ottawa, Niagara Falls), leading industry associations (Resorts Ontario, Attractions Ontario) and well-known tour operators and wholesalers, will significantly extend OTMPC's marketing efforts in domestic and international markets.

The Ottawa Convention Centre

The Ottawa Convention Centre (OCC) is an Operational Enterprise agency that operated a 70,000 square foot facility in the City of Ottawa. The core business includes international and national conventions, meetings, consumer and trade shows. OCC continued to yield amongst the highest revenues per square foot of any public convention centre in Canada until its closure for redevelopment in fall of 2008.

Achievements in 2008-09:

In 2008-09, the OCC was operational from April to August 2008. During this timeframe, the centre hosted multiple conventions, trade and consumer shows including the Canadian Association of Defence and Security Industries, and its final event before closure, the Association of Municipalities of Ontario, which was a fully "green" convention. The key achievement for fiscal 2008-09 was successfully bringing to life the model for redevelopment. The OCC successfully and fairly managed the procurement of Demolition, Design, Build, Finance Services, and awarding the contract to PCL Constructors as well as working with Brisbin Brook Beynon Architects in October 2008. In February 2009 the culmination of a re-branding exercise was announced which included the brand strategy pillars, new visual identity and name change to the Ottawa Convention Centre (formerly the Ottawa Congress Centre).

Key Initiatives for 2009-10:

A key and immediate initiative for the Centre in the upcoming year is the finalization of the Centre's design development and stewardship of project management through the completion of demolition and commencement of construction. Also of key importance, the Centre will undergo a rigorous evaluation of its strategic priorities, define the required action plans, and begin the implementation of those plans to dovetail with OCC's scheduled opening in spring 2011. A detailed assessment of future service delivery models and review of service agreements as the need to procure ancillary services becomes critical will be addressed in 2009-10. The sales and marketing team will continue to maximize the demand for the redeveloped OCC and its subsequent economic impact to the National Capital Region as they bring the new building to market locally, nationally and internationally.

St. Lawrence Parks Commission

St. Lawrence Parks Commission (SLPC) is an Operational Enterprise agency providing a range of recreational, cultural and heritage tourism opportunities at its various attractions, green spaces including 100 km of waterfront, and facilities along a 200 km stretch, between Kingston and the Quebec border. Many of its offerings, including the Chrysler's Farm Battlefield, are directly on the St. Lawrence River within the 1000 Islands area of Eastern Ontario. The Commission develops, operates and



promotes 12 parks and campgrounds, scenic parkways, marina, golf course, extensive biking and recreation trails, in addition to the award-winning heritage attractions of Upper Canada Village and Fort Henry National Historic Site of Canada, a recently-designated UNESCO World Heritage Site (in conjunction with the Rideau Canal). It oversees the care of over 200 buildings, 200 km of roadway, 112 wells and several sewage treatment facilities, and its own fire suppression system. The head offices are located in Morrisburg.

Achievements in 2008-09:

SLPC made great strides toward sustainability and visitor attraction in 2008-09 with the development and roll-out of a new mission statement, marketing-driven business plan, customer-focused facility improvements, and increased investment in new experiences, event/product upgrades and enhanced marketing at its attractions. In response to Treasury Board requirements, SLPC completed an extensive operational review with outside consultants KPMG, leading to a renewed focus on net revenue generation and ROI across its properties. As a result of this review, SLPC has recently launched an organizational restructuring along functional lines, implemented staff re-alignments with visitor trends, and introduced a new programming model for Upper Canada Village to generate more hands-on participative experiences for guests. SLPC has begun efforts to engage, enrich, entertain and educate visitors with more involving programming and special events at all sites. These new events were successful in driving over 36,000 new visits to the attractions and generated over \$450,000 in gross revenues.

Key Initiatives for 2009-10:

The 2009 Budget announced \$23 million in capital investments over 2 years for SLPC. This includes \$10 million to improve the Fort Henry National Historic Site and \$13 million to revitalize Chrysler Park and improve Upper Canada Village. Following the completion of the operational review conducted in partnership with the ministry, the SLPC will be rolling out operational improvements, organizational restructuring, and enhanced programming to deliver increased net revenues and exploring and implementing new opportunities and revenue streams to attract new user groups and increase its sustainability. The SLPC recognizes the key role it plays as a catalyst for tourism in Eastern Ontario and will be proactive in developing partnerships to enhance the economic impacts. It will work in partnership with the ministry and the Ontario Realty Corporation on the sale of surplus land, as per direction from Cabinet and Treasury Board. It will also employ learning from the operational review to identify and manage accordingly those areas of its portfolio as either revenue-producing, break-even, or subsidized.



VOTE CHANGES/INITIATIVES:

Tourism Planning and Operations Division

- Develop the ministry's agencies and attractions as catalysts for regional economic development and as internationally recognized travel destinations through sustainable revitalization.
- Ensure good governance and accountability to meet the requirements of the *Agency Establishment and Accountability Directive* and applicable directives and legislation.
- Successfully maintain capital infrastructure through asset management and capital investment.
- Assist the agencies and attractions to ensure compliance with corporate initiatives.
- Strengthen synergies and horizontal linkages amongst agencies and within the ministry.

Performance Measures	2006-07 Achievement	2007-08 Achievement	2008-09 Target	2009-10 Target
Agency & attraction attendance (Ontario Place, St. Lawrence Parks Commission, Niagara Parks Commission, Fort William Historical Park, & Huronia Park)	6.97M	6.65M	6.96M	6.0M*
Agency & attraction self-generated revenues (Ontario Place, St. Lawrence Parks Commission, Niagara Parks Commission, Fort William Historical Park, & Huronia Historical Park)	\$121.96M	\$120.40M	\$118.00M	\$116.00M*
Convention Centre Revenues (Metro Toronto Convention Centre & Ottawa Convention Centre)	\$68.09M	\$65.50M	\$60.00M	\$50.00M**

*Lower targets due to economic slowdown and reduction in US visitation.

**Target only represents MTCC, as OCC is closed for construction.



COMPARATIVE DETAILS

Vote / Item: 3802 - 01
Vote: Tourism Program
Item: Tourism Operations
Type: Operating

Standard Account	Estimates 2009-10	Change from 2008-09 Estimates		Estimates 2008-09	Interim Actuals 2008-09	Actuals 2007-08
	\$	\$	%	\$	\$	\$
Operating Expense						
Salaries and Wages	5,321,700	337,700	6.8	4,984,000	5,316,100	4,883,518
Employee Benefits	723,700	51,800	7.7	671,900	784,300	752,395
Transportation and Communication	230,400	32,700	16.5	197,700	207,600	173,812
Services	2,603,900	665,300	34.3	1,938,600	1,898,500	1,927,279
Supplies and Equipment	672,900	65,600	10.8	607,300	774,300	916,776
<u>Transfer Payments:</u>						
Ontario Place Corporation	8,000,000	0	0.0	8,000,000	8,000,000	13,430,000
St. Lawrence Parks Commission	7,592,200	0	0.0	7,592,200	8,092,200	7,912,200
Sub-total	25,144,800	1,153,100	4.8	23,991,700	25,073,000	29,995,980

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.

EXPLANATIONS FOR CHANGE FROM 2008-09 ESTIMATES

Reallocation within the Ministry

	<u>\$</u>
	1,153,100
Total	<u>1,153,100</u>



VOTE/ITEM: 3802-03

VOTE: Tourism Program

ITEM: Tourism Operations

TYPE: Capital Expense

ITEM DESCRIPTION

Commencing in 2009-10, the Province's minor and moveable Tangible Capital Assets (mTCA) are capitalized on the prospective basis, including IT infrastructure and business application software, land and marine fleet, and aircraft. mTCA in these categories will be recorded as assets on the Province's books and amortized over their useful lives. In 2008-09 and prior, mTCA were expensed in the year of acquisition through operating and capital budgets. Direct comparison in the Expenditure Estimates between 2009-10 and earlier years may not be meaningful.



COMPARATIVE DETAILS

VOTE/ITEM: 3802-03

VOTE: Tourism Program

ITEM: Tourism Operations

TYPE: Capital Expense

Standard Account	Estimates 2009-10	Change from 2008-09 Estimates		Estimates 2008-09	Interim Actuals 2008-09	Actuals 2007-08
	\$	\$	%	\$	\$	\$
Capital Expense						
Other Transactions	1,000	1,000	100.0	-	-	-
Total Capital to be Voted	1,000	1,000	100.0	-	-	-
Statutory - Other Transactions - Amortization	1,000	1,000	100.0	-	-	-
Total Capital Expenses	2,000	2,000	100.0	-	-	-

Note: Commencing in 2009-10, the Province's minor and moveable Tangible Capital Assets (mTCA) are capitalized on the prospective basis. Direct comparison for mTCA between 2009-10 and earlier years may not be meaningful.

EXPLANATIONS FOR CHANGE FROM 2008-09 ESTIMATES

Placeholder - Minor and Moveable Tangible Capital Assets

	<u>\$</u>
	<u>2,000</u>
Total	<u><u>2,000</u></u>



VOTE/ITEM: 3802-02

VOTE: Tourism Program

ITEM: Tourism

TYPE: Capital Asset

ITEM DESCRIPTION

Commencing in 2009-10, the Province's minor and moveable Tangible Capital Assets (mTCA) are capitalized on the prospective basis, including IT infrastructure and business application software, land and marine fleet, and aircraft. mTCA in these categories will be recorded as assets on the Province's books and amortized over their useful lives. In 2008-09 and prior, mTCA were expensed in the year of acquisition through operating and capital budgets. Direct comparison in the Expenditure Estimates between 2009-10 and earlier years may not be meaningful.



COMPARATIVE DETAILS

VOTE/ITEM: 3802-03

VOTE: Tourism Program

ITEM: Tourism Operations

TYPE: Capital Asset

Standard Account	Estimates 2009-10	Change from 2008-09 Estimates		Estimates 2008-09	Interim Actuals 2008-09	Actuals 2007-08
		\$	%			
Capital Assets						
Land and Marine Fleet	1,000	1,000	100.0	-	-	-
Total Assets to be Voted	1,000	1,000	100.0	-	-	-

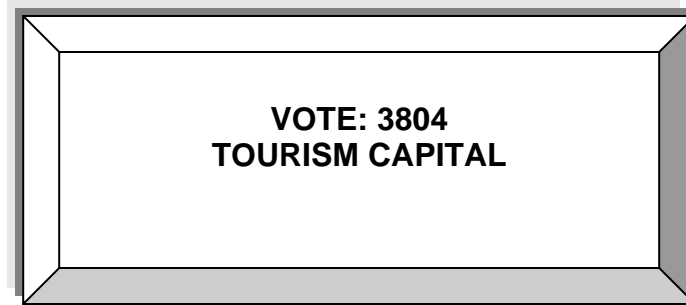
Note: Commencing in 2009-10, the Province's minor and moveable Tangible Capital Assets (mTCA) are capitalized on the prospective basis. Direct comparison for mTCA between 2009-10 and earlier years may not be meaningful.

EXPLANATIONS FOR CHANGE FROM 2008-09 ESTIMATES

Placeholder - Minor and Moveable Tangible Capital Assets

	<u>\$</u>
	<u>1,000</u>
Total	<u><u>1,000</u></u>









TOURISM CAPITAL PROGRAM

The Tourism Capital Program preserves and enhances Ontario's investment in tourism infrastructure. The Ministry manages the infrastructure development commitments of the province's \$300 million capital infrastructure initiative - the Sports, Culture and Tourism Partnership program. In addition, the ministry is responsible for rehabilitating provincially owned and operated tourism assets which serve as economic catalysts. The funding to the Ministry's agencies, attractions and convention centres allows them to undertake repairs and rehabilitation of existing infrastructure, including such things as renovations, repairs, equipment replacement, and statutory/regulatory compliance (e.g. building code changes), to help them meet health and safety standards, maintain visitor appeal, and remain competitive.

Votes/Programs	Estimates 2009-10	Change from 2008-09 Estimates		Estimates 2008-09	Interim Actuals* 2008-09	Actuals 2007-08
	\$	\$	%	\$	\$	\$
CAPITAL						
Tourism Capital Program	33,888,800	21,276,300	168.7	12,612,500	14,785,100	54,247,198
Total Including Special Warrants	33,888,800	21,276,300	168.7	12,612,500	14,785,100	54,247,198
Less: Special Warrants	-	-	-	-	-	-
Total Capital to be Voted	33,888,800	21,276,300	168.7	12,612,500	14,785,100	54,247,198
Special Warrants	-	-	-	-	-	-
Program Total Capital	33,888,800	21,276,300	168.7	12,612,500	14,785,100	54,247,198

* 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.





VOTE / ITEM: 3804 - 01

VOTE: Tourism Capital

ITEM: Tourism Capital

TYPE: Capital

ITEM DESCRIPTION

Tourism Agency Repairs and Rehabilitation Capital

The Tourism capital funding preserves and enhances Ontario's investment in tourism infrastructure at the ministry's agencies, attractions and convention centres. The funding allows them to undertake basic building repairs and rehabilitation of existing infrastructure such as renovations, building code upgrades, and health and safety requirements.

Funding allocated in 2009-10 to the tourism agencies and attractions will be used to respond to their priority rehabilitation needs and to address compliance with legislation and regulatory requirements. The rehabilitation also includes the commitment to address the 2006 flood damage at Fort William Historical Park.

Sports, Culture and Tourism Partnership (SCTP) Capital

The Sports, Culture and Tourism Partnerships (SCTP) program manages capital funding for projects in the Tourism, Sport & Recreation and Culture sectors under the auspices of the Canada Ontario Infrastructure Program (COIP). The COIP agreement, signed in late 2000, sets out the roles and responsibilities of the province and the federal government with respect to the delivery of this program.

These responsibilities include promotion of the program, assessment and recommendation of projects for approval, communications, file management, claims processing and payment of funds. Under the SCTP initiative, funding is committed for 299 projects, 22 of which are in the Tourism sector.

Proponents of these projects include Municipalities, First Nations and Not-for-Profit Organizations.

The COIP agreement, originally approved until March 31, 2007, was extended to March 31, 2009. It is likely to be extended to the 2009-10 fiscal year.



Current activities under the SCTP program are focused on management of the project files and due diligence on the flow of federal and provincial funds against approved claims; staff from SCTP work closely with Industry Canada, the federal lead for COIP, in this regard.

Table 6 : Major Capital Projects

Name	Future Year Operating Costs	Timeframe	Expected Results
Waterfront Regeneration Trust	N/A to Province	Completed in 2008-09	Completion of the expansion and enhancement of the Lake Ontario Waterfront Greenway and Trails stretching from Niagara Falls to Kingston.

VOTE CHANGES/INITIATIVES:

Tourism Agency Repairs and Rehabilitation Capital

In 2009-10, the Ministry received additional funding of \$15 million to revitalize infrastructure and interpretive facilities at the St. Lawrence Parks Commission, \$5 million to commence the development of new exhibit facilities and a maintenance shop at Sainte Marie among the Hurons, and \$2.6 million to construct a permanent berm and secondary ingress/egress at Fort William Historical Park. The funding for Fort William Historical Park is intended to protect the heritage and modern structures from future floods and make the site safer for visitors.

The increase is reduced by the removal of one-time funding of \$1 million from 2008-09 for the conservation of two obsolete generating stations on Niagara Parks Commission lands.

Within tourism agency repair and rehabilitation, there is also a shift of capital from attractions to agencies largely to respond to urgent compliance needs.



COMPARATIVE DETAILS

VOTE / ITEM: 3804 - 01

VOTE: Tourism Capital

ITEM: Tourism Capital

TYPE: Capital

Standard Account	Estimates 2009-10	Change from 2008-09 Estimates		Estimates 2008-09	Interim Actuals 2008-09	Actuals 2007-08
	\$	\$	%	\$	\$	\$
Services	3,190,400	(1,094,200)	(25.5)	4,284,600	5,185,200	4,691,282
Supplies and Equipment	1,006,500	(375,200)	(27.2)	1,381,700	1,302,700	778,973
<u>Transfer Payments:</u>						
Tourism Partnerships	754,700	(100,400)	(11.7)	855,100	1,434,900	2,357,324
Tourism Partnerships - Canada Ontario Infrastructure Program Contribution	411,200	(459,100)	(52.8)	870,300	1,153,100	2,183,819
Tourism Agencies Repairs and Rehabilitation	5,926,000	1,705,200	40.4	4,220,800	4,309,200	6,735,800
Capital Grants in Support of Tourism	22,600,000	21,600,000	2,160.0	1,000,000	1,400,000	37,500,000
Total	33,888,800	21,276,300	168.7	12,612,500	14,785,100	54,247,198

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.

EXPLANATIONS FOR CHANGE FROM 2008-09 ESTIMATES

2009 Budget Initiative - Revitalizing Tourism Agencies	20,000,000
2009 Budget Initiative - Fort William Historical Park Flood Mitigation	2,600,000
Increase in funding for Agencies Repairs & Rehabilitation	235,800
End of funding for Niagara Parks Commission Generating Stations preservation study	(1,000,000)
Tourism Partnerships - COIP - Program winding down	(459,100)
Tourism Partnerships - Program winding down	(100,400)
Total	21,276,300