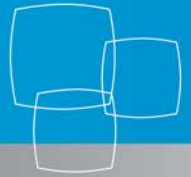




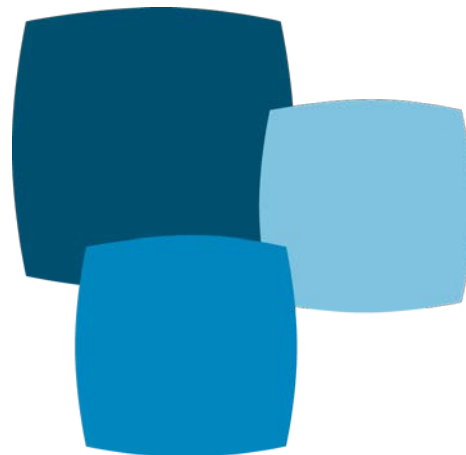
Industry
Canada

Industrie
Canada



FEDERAL CONTRIBUTIONS TO CANADIAN TOURISM

A REVIEW OF FEDERAL EXPENDITURES FOR
FISCAL YEAR 2011/2012



Canada 

This report was prepared by Industry Canada in cooperation with the following federal departments and agencies: Aboriginal Affairs and Northern Development Canada, Agriculture and Agri-Food Canada, Atlantic Canada Opportunities Agency, Business Development Bank of Canada, Canada Border Services Agency, Canada Economic Development for Quebec Regions, Canada Revenue Agency, Canadian Heritage, Canadian Northern Economic Development Agency, Federal Economic Development Agency for Southern Ontario, Finance Canada, Canadian Tourism Commission, Citizenship and Immigration Canada, Foreign Affairs and International Trade Canada, Human Resources and Skills Development Canada, National Capital Commission, Parks Canada, Statistics Canada, Transport, Infrastructure and Communities Portfolio, Western Economic Diversification.

The data and research provided herein has been provided to Industry Canada from other government departments and/or agencies. Industry Canada cannot ensure its accuracy or reliability.

This publication is also available online in HTML at www.tourism.gc.ca.

To obtain a copy of this publication or an alternate format (Braille, large print, etc.), please contact:

Small Business and Marketplace Services Sector
Tourism Branch
Industry Canada
Room 572A, West Tower
235 Queen Street
Ottawa, ON K1A 0H5

Telephone: 613-941-5566
Fax: 613-960-5770
info@tourism.gc.ca

Permission to Reproduce

Except as otherwise specifically noted, the information in this publication may be reproduced, in part or in whole and by any means, without charge or further permission from Industry Canada, provided that due diligence is exercised in ensuring the accuracy of the information reproduced; that Industry Canada is identified as the source institution; and that the reproduction is not represented as an official version of the information reproduced, nor as having been made in affiliation with, or with the endorsement of, Industry Canada.

For permission to reproduce the information in this publication for commercial purposes, please contact the:

Web Services Centre
Industry Canada
C.D. Howe Building
235 Queen Street
Ottawa, ON Canada
K1A 0H5

Telephone (toll-free in Canada): 1-800-328-6189
Telephone (Ottawa): 613-954-5031
Fax: 613-954-2340
TTY (for hearing-impaired): 1-866-694-8389
Business hours: 8:30 a.m. to 5:00 p.m. (Eastern Time)

Email: info@ic.gc.ca

© Her Majesty the Queen in Right of Canada,
represented by the Minister of Industry, 2014
Cat. No. Iu185-5/2012E-PDF
ISSN 1927-789X

Aussi offert en français sous le titre *Contributions du gouvernement fédéral au secteur touristique du Canada - Examen des dépenses du gouvernement fédéral pendant les exercices financiers 2011-12.*

TABLE OF CONTENTS

INTRODUCTION..... 4

SUMMARY..... 5

THE FEDERAL GOVERNMENT’S CONTRIBUTION TO THE TOURISM INDUSTRY..... 6

 AWARENESS OF CANADA..... 6

 ACCESS AND MOVEMENT OF TRAVELLERS 7

 PRODUCT DEVELOPMENT AND INVESTMENT..... 8

 SKILLS AND LABOUR..... 9

DEPARTMENTS AND AGENCIES..... 11

TABLE OF FEDERAL SPENDING (2011 - 2012) 20

INTRODUCTION

The Government of Canada recognizes the importance of tourism for the country's economic development. The government's investments contribute to the prosperity and job creation in this economic sector in every region of the country. This report examines the federal government's contribution to Canada's tourism industry in 2011-2012.

The Federal Tourism Strategy (FTS) was launched in October 2011. The goal of the strategy is to enhance over the long term the federal government's role as an effective partner with industry and other levels of government in support of an internationally competitive tourism sector.

The Strategy brings together the work of some 20 federal departments and agencies through a whole-of-government approach focusing on the following priorities:

1. Increasing awareness of Canada as a premier tourist destination.
2. Facilitating ease of access and movement for travellers while ensuring the safety and integrity of Canada's borders.
3. Encouraging product development and investments in Canadian tourism assets and products.
4. Fostering an adequate supply of skills and labour to enhance visitor experiences through quality service and hospitality.

The review of the federal government's spending is examined using the priorities laid out in the FTS.

The Government of Canada has continued to invest in the tourism sector. The federal government invested in projects, programs, activities, events, professional and tourism business development, tourism infrastructure, regional tourism development, and tourism marketing and research that directly benefited the tourism sector. In addition, the government invested in activities that generated indirect benefits for tourism, such as local arts and culture, and transportation and border infrastructure.

SUMMARY

In fiscal year 2011-2012, the federal government contributed over \$645 million to various programs, projects and activities that had a direct impact on tourism. This direct tourism spending included:

- services and experiences aimed at visitors (e.g., attractions and events);
- purchase of real estate, fixed capital expenditures and various other expenditures for business development directly related to tourism;
- professional development for human resources in the tourism industry;
- regional tourism development programs;
- tourism marketing and research; and
- tourism infrastructure.

The federal government also spent \$1.1 billion on activities and investments with indirect spin-offs for tourism, for example:

- spending on programs mainly intended for local residents or to support local artistic or cultural groups;
- spending on the operation of organizations indirectly related to tourism, such as economic development organizations that offer programs designed to improve the management capabilities of small and medium-sized enterprises (SMEs);
- spending on transportation and border infrastructure to improve access to and from border crossings;
- spending to improve the attractiveness of communities, and therefore, increase their potential as tourist destinations.

Total federal spending on tourism

Fiscal Year	Spending Directly Related to Tourism	Spending Indirectly Related to Tourism
2011 – 2012	\$645.3 M	\$ 1.1 B
*2010 – 2011	\$939 M (<i>\$679 M excluding EAP</i>)	\$ 1.4 B
*2009 – 2010	\$827.6 M (<i>\$699 M excluding EAP</i>)	\$ 1.1 B
2008 - 2009	\$531.7 M	\$782.3 M
2007 - 2008	\$540.9 M	\$711.7 M

* Also reflects Budget 2009 Economic Action Plan (EAP) funding spent over 2-years

The following table shows spending over the last number of years, organized by the corresponding FTS priorities.

Direct federal spending by FTS priority

Priority	2011-2012	2010-2011*	2009-2010*	2008-2009
1. Awareness of Canada	\$152 M	\$192 M	\$192.1 M	\$127 M
2. Access and Movement of Travellers	\$10.3 M	\$12.3 M	\$15 M	\$4.6 M
3. Product Development and Investment	\$426.5 M	\$689.3 M	\$580.5 M	\$366.2 M
4. Skills and Labour	\$30 M	\$25.5 M	\$24.3 M	\$11.2 M
5. Other	\$26.4 M	\$19.7 M	\$15.7 M	\$22.6 M
Total	\$645.3	\$939 M	\$827.6 M	\$531.6 M

* Includes EAP funding

THE FEDERAL GOVERNMENT’S CONTRIBUTION TO THE TOURISM INDUSTRY

For the purpose of this report, expenditures will be presented according to the four FTS priorities:

Awareness of Canada – Marketing, Research and Statistics

Increasing awareness of Canada as a premier tourist destination

Marketing programs encourage Canadians to travel in Canada, and educate major international markets. The Canadian Tourism Commission (CTC) is the federal government’s primary vehicle for tourism marketing; however, other departments and agencies contribute significantly to tourism marketing, as indicated in the chart that follows.

Also included under this priority area are investments in tourism research and statistics, which are at the heart of the activities of certain federal departments and agencies. Statistics Canada conducts many surveys of visitor and tourism enterprises. It is also responsible for important tourism information tools like the National Tourism Indicators. The CTC and many departments also contribute to research and statistics.

DEPARTMENT/AGENCY	DIRECT SPENDING RELATED TO MARKETING, RESEARCH & STATISTICS FY 2011-2012
Aboriginal Affairs and Northern Development Canada	\$0.2 M
Agriculture and Agri-Food Canada	\$0.5 M
Atlantic Canada Opportunities Agency	\$10.7 M
Canada Economic Development for Quebec Regions	\$19.2 M
Canadian Northern Economic Development Agency	\$2.9 M
Canadian Tourism Commission	\$84 M
Canadian Heritage	\$4.9 M
Federal Economic Development Agency for Southern Ontario	\$0.09 M
Industry Canada	\$0.03 M
Parks Canada	\$24.4 M
Statistics Canada	\$4.1 M
Western Economic Diversification	\$1.0 M
Total	\$152 M

Numbers may not add due to rounding.

Access and Movement of Travellers

Facilitating ease of access and movement of travellers while ensuring the safety and integrity of Canada's borders

A number of departments and agencies support the access and movement of travellers. Some infrastructure investments in transportation infrastructure, such as ferries and ports, benefit the entire community, not just tourism. Parks Canada's investments in this area are through Interior Park and historic site road networks and maintenance of historic canals. Parks Canada's investment in transportation benefits the tourism industry by allowing visitors to have better access to major Canadian tourism destinations, facilitating movement within the parks and historic sites and acting as the major Canadian recreational tourism waterway, which allows water access to significant tourism destinations in Ontario and Quebec.

DEPARTMENT/AGENCY	DIRECT SPENDING RELATED TO ACCESS AND MOVEMENT OF TRAVELLERS FY 2011-2012
Agriculture and Agri-Food Canada	\$0.02 M
Canada Economic Development For Quebec Regions	\$3.2 M
Canadian Northern Economic Development Agency	\$0.08 M
Federal Economic Development Agency for Southern Ontario	\$0.08 M

Parks Canada	\$4.5 M
Transport Canada	\$2.5 M
Western Economic Diversification	\$0.03 M
Total	\$10.3 M

Numbers may not add due to rounding.

Other investments in the area of access and movement of travellers include local access roads and rail infrastructure to and from border crossings, as well as additional lanes and approaches to existing access roads and sections of Canadian highways. This also includes the construction or expansion of bridges, customs facilities and Intelligent Transportation System Infrastructure projects, which increase the rate of crossings for low-risk traffic, while ensuring security is not compromised. Additional investments facilitate the entry of travellers into Canada by putting in place processes which make coming to Canada more efficient for applicants of visas, for hosts of large sporting or business events such as conventions, trade shows and exhibitions, and which expand air service agreements to allow for greater accessibility to our country.

These investments were not included when calculating total direct investments in tourism, since border infrastructure serves many purposes other than tourism. However, these investments contribute to modern, efficient and secure border-crossing facilities and make it more convenient to travel, which are crucial elements to the long-term success of the tourism industry.

Product development and Investment

Encouraging product development and investments in Canadian tourism assets and products.

Tourism products are diverse and include festivals, sporting events, arts centres, museums, unique architecture, heritage sites, parks and botanical gardens. Products must be renewed and created continually so that destinations remain attractive, meet changes in various market segments, give visitors a reason to stay longer, and generate new opportunities for job and wealth creation. Product development includes support to individual companies to help them create and improve their range of products, the dissemination of information to businesses to help them identify and seize product development opportunities, tourism event programming and the operation of public tourist attractions. It also includes investments in visitor infrastructure, such as national parks and historic sites, which strengthen tourist activity. Many departments and agencies are involved in product development and investment.

DEPARTMENT/AGENCY	DIRECT SPENDING RELATED TO PRODUCT DEVELOPMENT AND INVESTMENT FY 2011-2012
Aboriginal Affairs and Northern Development Canada	\$1.5 M
Agriculture and Agri-Food Canada	\$0.5 M
Atlantic Canada Opportunities Agency	\$17.2 M
Canada Economic Development for Quebec Regions	\$33.1 M
Canadian Northern Economic Development Agency	\$1.4 M
Canadian Tourism Commission	\$0.8 M
Canadian Heritage	\$52.5 M
Federal Economic Development Agency for Southern Ontario	\$1.5 M
Industry Canada	\$2.2 M
Infrastructure Canada	\$87.5 M
National Capital Commission	\$8.2 M
Parks Canada	\$218 M
Western Economic Diversification	\$2.2 M
Total	\$426.5 M

Numbers may not add due to rounding.

Skills and Labour

Fostering an adequate supply of skills and labour to enhance visitor experiences through quality service and hospitality

Tourism consists of a series of services provided by activity sectors such as transportation, accommodation, food services, recreational activities, entertainment, travel services, and conference services. The quality of the service provided by workers in these industries is pivotal to visitors' perceptions of the quality of Canada's tourism offering. Regional development agencies support skills and labour through investments in capacity building and training, intended to sustain business and economic development in communities. Human Resources and Skills Development Canada (HRSDC) is mandated to build a strong and competitive Canada, and does so by providing a variety of programs that support a skilled, adaptable and inclusive labour force and an efficient labour market. For example, HRSDC provided funding to the Canadian Tourism Human Resource Council (CTHRC) to develop industry driven professional certification programs, national occupational standards and dissemination of labour market information. In addition, HRSDC has a broad suite of programming targeted to under-represented groups in the labour market, such as youth, older workers, and Aboriginal people, to gain skills for employment in a number of sectors, including the tourism sector.

Canadian Heritage also contributes to skills and labour through investments in training and professional development of workers and volunteers in museums and art galleries.

DEPARTMENT/AGENCY	DIRECT SPENDING RELATED TO SKILLS AND LABOUR FY 2011-2012
Agriculture and Agri-Food Canada	\$0.6 M
Atlantic Canada Opportunities Agency	\$2.8 M
Canada Economic Development for Quebec Regions	\$0.05 M
Canadian Heritage	\$6.8 M
Canadian Northern Economic Development Agency	\$0.05 M
Federal Economic Development Agency for Southern Ontario	\$0.01 M
Human Resources and Skills Development Canada	\$20.1 M
Western Economic Diversification	\$0.02 M
Total	\$30 M

Numbers may not add due to rounding.

Other

Although every effort is made to categorize spending under the four priorities of the Federal Tourism Strategy (FTS), in certain cases spending falls outside of these areas and is therefore captured in the "other" category.

DEPARTMENT/AGENCY	DIRECT SPENDING CAPTURED OUTSIDE OF THE FOUR PRIORITIES FOR FY 2011-2012
Agriculture and Agri-Food Canada	\$0.04 M
Canada Economic Development for Quebec Regions	\$4.0 M
Canadian Heritage	\$3.0 M
Canadian Tourism Commission	\$12.5 M
Federal Economic Development Agency for Southern Ontario	\$0.4 M
Parks Canada	\$6.4 M
Total	\$26.4 M

DEPARTMENTS AND AGENCIES

Many departments and agencies support the development of Canada's tourism industry; their investments have a direct impact on tourism and help make Canada an attractive, dynamic destination.

[Aboriginal Affairs and Northern Development Canada \(AANDC\)](#)

AANDC's economic development programs provide funding to Aboriginal peoples, community organizations (or organizations they designate), businesses, and economic institutions. AANDC's efforts are primarily focused on reducing barriers to Aboriginal tourism success, developing partnerships and facilitating access to tools and resources. Key priorities include capacity development, market readiness, marketing and promotion, and authenticity. Funding supports the Aboriginal businesses that operate attractions, accommodation services, transportation and food services, as well as retail sales businesses, and has also been used to facilitate industry growth through research, gap analyses and strategic planning initiatives.

[Agriculture and Agri-Food Canada \(AAFC\)](#)

AAFC helps ensure the agriculture, agri-food and agri-based products industries can compete in domestic and international markets, deriving economic returns to the sector and the Canadian economy as a whole. Through its work, the Department strives to help the sector maximize its long-term profitability and competitiveness, while respecting the environment and the safety and security of Canada's food supply.

[Atlantic Canada Opportunities Agency \(ACOA\)](#)

ACOA works with businesses and communities to make them more innovative, productive and competitive. Therefore, the Agency continues to apply a coordinated regional strategy to promote and develop tourism in Canada. It works to promote the region as a tourism destination with international markets, and to increase the competitiveness and sustainability of the region's tourism industry.

[Canada Economic Development for Quebec Regions \(CED-Q\)](#)

CED-Q's mission is to promote long-term economic development in Quebec's regions with particular emphasis on areas with low economic growth or without enough productive employment opportunities. Through various programs, CED-Q supports the development of innovative tourism products and the promotion of popular tourism events, and it also supports regional and sectoral tourism associations.

Canadian Heritage (PCH)

The Canadian Heritage Portfolio (PCH), which includes the Department of Canadian Heritage and its portfolio agencies, including national cultural institutions, plays a vital role in the cultural and civic life of Canadians.

The focus of PCH policies, programs and institutions is to promote culture, the arts, history, heritage, official languages, citizenship and participation, Aboriginal, youth, and sport initiatives. While tourism is not a core objective of the PCH mandate, collectively, these programs and activities are major tourist draws, significantly contributing to the tourism sector by showcasing Canadian talent, creativity, heritage and sport, and distinguishing Canada as a unique and exciting place to visit, live, and work. In addition to important economic benefits, people travelling from coast to coast to coast can learn more about Canadians, their history, regions, languages and peoples, contributing to a stronger sense of identity and pride in Canada.

Among the notable events of 2012 was the commemoration of the 200th anniversary of the War of 1812. The Government of Canada's investment in commemorating the War of 1812 and other key commemorations and celebrations boosted tourism while allowing Canadians to learn about their history.

In addition, the Department provides secretariat services to the Federal-Provincial/Territorial Culture/Heritage Table (FPTCH), a partnership between all provincial and territorial ministries responsible for culture and heritage and the Department of Canadian Heritage. FPTCH includes a working group on Cultural Tourism, which supports collaboration and research, and has funded a cultural tourism award through the Tourism Industry Association of Canada (TIAC).

Finally, PCH promotes skills development in the cultural and heritage sectors and enables them to offer an enhanced visitor experience. This support mainly consists of training and professional development workshops for workers and volunteers of museums, art galleries and sport initiatives.

Canadian Northern Economic Development Agency (CanNor)

CanNor works to help develop a diversified, sustainable and dynamic economy across Canada's three territories. The Agency does this through delivery of a suite of economic development programs; by developing policy and conducting research; and by aligning the efforts of partners and stakeholders, particularly among federal organizations. CanNor strategically targets key existing, expanding and emerging sectors, such as tourism, to

complement major economic drivers like resource development while promoting the development of small and medium enterprises, fostering community capacity, and supporting a skilled workforce across all sectors.

[Canadian Tourism Commission \(CTC\)](#)

The CTC is Canada's national tourism marketing organization. A federal Crown corporation of the Government of Canada, it leads the Canadian tourism industry in marketing Canada as a premier four-season tourism destination where travellers can enjoy extraordinary experiences.

The CTC works in collaboration with the Canadian private sector, international travel trade, meeting professionals, and the governments of Canada. It promotes Canada's extraordinary experiences in [11 countries](#) around the world: [Australia](#), [Brazil](#), [China](#), [France](#), [Germany](#), [India](#), [Japan](#), [Mexico](#), [South Korea](#), the [UK](#) and the [US](#). The organization conducts market research, offers stunning visuals through its Brand Canada Library and provides resources to help industry leverage Canada's successful tourism brand, *Canada. Keep Exploring*.

Through effective tourism marketing and promotions supported by aligned market research, the CTC helps to create jobs and generate wealth for Canadians by stimulating demand for Canada's visitor economy.

[Federal Economic Development Agency for Southern Ontario \(FedDev Ontario\)](#)

FedDev Ontario supports competitiveness, innovation, and diversification in southern Ontario's economy by delivering strategic investments to businesses, not-for-profit organizations and communities; establishing and strengthening collaborative partnerships with key economic stakeholders; and representing the region's interests at the national level.

Although FedDev Ontario does not have direct program funding for the tourism sector, the Agency fosters economic development in a variety of key sectors, including tourism. For example, through its Southern Ontario Development Program, the Agency has supported projects with tourism components such as improving infrastructure at key tourist destinations in southern Ontario.

[Human Resources and Skills Development Canada \(HRSDC\)](#)

The mission of Human Resources and Skills Development Canada (HRSDC) is to build a stronger and more competitive Canada, to support Canadians in making choices that help them live productive and rewarding lives and to

improve Canadians' quality of life. The Department delivers a range of programs and services that affect Canadians throughout their lives through three business lines: programs that support human resources and skills development, the Labour Program and Service Canada.

HRSDC invests in a variety of programs that help individuals prepare for jobs in all sectors, including tourism. HRSDC's programs support skills development, and may fund projects with a focus on the tourism sector. In fiscal year 2011-12, HRSDC also provided support to the tourism sector through funding to the Canadian Tourism Human Resource Council (CTHRC). This funding supported projects such as the development of professional industry credentials, National Occupational Standards, and labour market information to help match skills with current and future needs in the sector. In addition, HRSDC continues to provide programming to help all Canadians access the skills development and training needed to participate in the labour market, including the tourism sector.

Industry Canada (IC)

Industry Canada (IC) works with Canadians throughout the economy and in all parts of the country to improve conditions for investment, stimulate innovation, increase Canada's share of global trade and build a fair, efficient and competitive marketplace.

IC is responsible for federal tourism policy development and policy integration. As such, it is leading the Federal Tourism Strategy to bring greater consistency to the policies and programs that support tourism. It works with federal stakeholders to better communicate tourism's importance to the Canadian economy and how federal policy affects the sector's competitiveness. IC also maintains its dialogue with tourism industry representatives to enhance its knowledge of current and emerging tourism issues and opportunities.

The Federal Economic Development Initiative in Northern Ontario (FedNor) is part of Industry Canada and is the lead federal economic driver in Northern and rural Ontario. It works with community partners, business leaders and other organizations, as both a facilitator and a catalyst to promote economic growth, diversification and job creation and to help build diversified and self-reliant communities.

National Capital Commission (NCC)

The NCC's mandate includes public activity and event programming that instils Canadians with national pride, enriches the cultural and social fabric of

Canada, and reflects Canada's federal character and official languages, as well as the heritage of the people of Canada.

[Parks Canada](#)

Parks Canada works to ensure Canada's historic and natural heritage is protected and, through a network of 43 national parks, 167 national historic sites, and 4 national marine conservation areas, invites Canadians and people around the world to engage in personal moments of inspiring discovery at Canada's treasured natural and historic places.

The sites entrusted to Parks Canada are jewels of the Canadian tourism industry that contribute directly to economic growth, provide exciting opportunities for Aboriginal people, rural areas and Northern Canada, and inspire tourists to become the guardians and promoters of our heritage.

Parks Canada offers visitors the opportunity to experience the history and nature of our vast country and understand what it means to be Canadian. These "unforgettable visitor experiences" are provided thanks to investments in infrastructure, facilities, programs and services. The experience Parks Canada offers visitors is the result of the visitor's personal interaction with the heritage site and its staff. The visitor's experience may include information on trip planning, before or during their travels, as well as welcome and orientation services, campgrounds, walking trails, other recreational services, public security measures, and ongoing ties after the visit. The efforts and resources that Parks Canada deploys to offer visitors a quality experience combine with other efforts within the framework of its mandate and aim to protect Canada's natural and heritage resources, as well as to inform and educate the public.

[Statistics Canada](#)

Statistics Canada gathers and prepares statistics on domestic and international travel, notably the number of travellers, expenditures and various characteristics of travel and travellers. This information is used by the Canadian Tourism Commission, Industry Canada, provincial/territorial tourism agencies, destination marketing bodies, tourism researchers and the tourism industry. Statistics Canada also collects and tabulates macroeconomic data on tourism, such as the value of tourism imports and exports, in order to calculate tourism's contribution to the GDP and its net incidence on the balance of payments.

Transportation, Infrastructure and Communities Portfolio

The Portfolio includes Transport Canada, Infrastructure Canada and 16 Crown corporations. It negotiates the divestiture of ports, airports and Seaway lands to local interests, operates airports and ports until their transfer, and operates federally owned remote airports and remote ports. It also administers airport, port (not including Canada Port Authorities), highway and bridge subsidy programs and ferry service contribution programs, performs landlord and monitoring functions for the department's ports, airports and air navigation systems and ferry terminal sites, and facilitates expanded international air services. The Portfolio's work supports the economy, the environment and the health of Canada's communities. Of the 16 Crown corporations in the Portfolio, many are important to tourism, such as VIA Rail, the Royal Canadian Mint, various administrative bodies for bridges, the Old Port of Montréal and Marine Atlantic.

Transport Canada (TC), through its International Air Policy Directorate, manages air transport relations and negotiates bilateral air transport treaties, in collaboration with International Trade Canada, pursuant to Canada's Blue Sky policy. It is also responsible for the identification of priority countries for air transport negotiations and the development of negotiation mandates for the approval of the Minister of Transport (lead Minister) and the Minister of International Trade. In the context of these two responsibilities, it conducts consultations on behalf of the federal government. It also works with relevant departments and organizations to promote the efficient movement of passengers and cargo in Canadian airports (for instance, United States customs and immigration preclearance in Canadian airports).

In addition, Transport Canada maintains the Access to Travel (ATT) website, which provides a wealth of information on accessible transportation and travel across Canada with the aim of making accessible travel easier and more enjoyable. Sections of the ATT website contain information on transportation between Canadian cities, local transportation service providers, accessibility of airport terminals, travel resources and government policies. There is also a section for complaints, inquiries and user feedback.

Infrastructure Canada

Infrastructure Canada plays a lead role in federal efforts to enhance Canada's public infrastructure, a key factor in achieving the Government of Canada's priorities of a stronger economy, a cleaner environment and more prosperous communities. The department coordinates various infrastructure initiatives under the Government of Canada's \$33 billion Building Canada

Plan and managed key programs under the Economic Action Plan, including the Infrastructure Stimulus Fund.

Infrastructure Canada works with provinces, territories, municipalities and other partners to support a wide range of infrastructure, from highways and roads to water and wastewater treatment, recreational facilities and museums. Under these programs, Infrastructure Canada also provides direct investments in tourism infrastructure, such as convention centres and exhibition spaces, and provides indirect support for tourism via investments in infrastructure that contribute to attracting visitors to communities, such as major cultural facilities.

Through 2011-2012, Infrastructure Canada led federal efforts to develop a long-term plan for public infrastructure that would extend beyond the seven-year 2007 Building Canada Plan. The department engaged provinces, territories, municipalities and key infrastructure stakeholders to build knowledge in six key areas, including the linkages between investment in local infrastructure assets and the strength and attractiveness of Canada's urban and rural communities.

Western Economic Diversification (WD)

WD works to promote western innovation, business development and entrepreneurship, and community economic development.

Although WD does not operate programs that specifically aim to support the tourism industry in Western Canada, the organization does invest in tourism projects through a certain number of basic and supplemental programs. These investments have improved the tourism "product" in Western Canada, increased the number of tourism visits there, and provided employment opportunities to Westerners.

In addition to the departments and agencies whose spending is examined in this report, a number of other federal bodies play an essential role in the growth of Canada's tourism industry. Some organizations contribute financially to tourism, indirectly or through their policies that support the industry's development.

Business Development Bank of Canada (BDC)

The BDC's mandate is to support Canadian entrepreneurship, giving particular consideration to the needs of small and medium-sized enterprises (SMEs). It does this through financing, venture capital and consulting services.

The BDC finances many tourism businesses. As of March 31, 2012, the BDC had about \$2.1 billion (12.4% of total commitments) in financing committed to the tourism sector. This represents an increase of 6.1% from last year. This financing was provided to 3,058 clients across the country.

Canada Border Services Agency (CBSA)

The CBSA ensures the security and prosperity of Canada by managing the access of people and goods to and from Canada. The CBSA is responsible for processing visitors, temporary foreign workers, international students and refugees at ports of entry, and is committed to ensuring that the service travellers receive is fair, accurate, accessible, efficient and timely. Through the International Events and Convention Services Program, the CBSA works with the meetings, conventions and incentive travel industry, providing guidance, pre-arrival communication strategies and streamlined border procedures to encourage large foreign sporting or business events to take place in Canada.

In addition, the CBSA plays an active role in the Industry Canada-led Federal Tourism Strategy and is responsible for various other initiatives/programs that facilitate access and transportation across the border. These indirectly contribute to the tourism experience and reduce barriers to tourism success.

Canada Revenue Agency (CRA)

CRA administers tax laws for the Government of Canada and for most provinces and territories, as well as various social and economic benefit and incentive programs delivered through the tax system.

The CRA administers the Foreign Convention and Tour Incentive Program, which promotes Canadian tourism packages and encourages foreign conventions and conferences to be held in Canada.

Citizenship and Immigration Canada (CIC)

As part of the Government's plan to build a stronger Canada, to grow our economy and to create jobs, CIC is committed to efficiently screening the entry of an increasing number of visitors, students and business people.

Towards this goal, CIC strives to issue visas as quickly as possible in order to facilitate travel for genuine visitors. As well, CIC has introduced a number of changes, including e-applications for visitors; multiple entry visas, which are valid for up to 10 years; and an expanding global network of third-party

Visa Application Centres, that make it easier and quicker for people to travel to Canada.

Canada's visa policy and process remain competitive in attracting tourists. For example, in Fiscal Year 2011-2012, there were 55 countries whose citizens were able to visit Canada without a visa. Going forward, CIC will continue to innovate in order to provide visitors with faster, more convenient options to come to Canada.

Finance Canada

Finance Canada plans and prepares the federal government's budget, analyzes and designs tax policies, and develops rules and regulations for Canada's banks and other federally regulated financial institutions. It administers the transfer of federal funds to the provinces and territories, develops policies on international finance and helps design Canada's tariff policies. It also monitors economic and financial developments in Canada and provides policy advice on a wide range of economic issues.

Foreign Affairs and International Trade Canada (DFAIT)

DFAIT ensures that Canada's foreign policy: reflects true Canadian values and advances Canada's national interests; strengthens rules-based trading arrangements to expand free and fair market access at bilateral, regional and global levels; and works with a range of partners inside and outside government to achieve increased economic opportunity and enhanced security for Canada and for Canadians at home and abroad.

DFAIT supports international tourism by disseminating information about Canada through its extensive network of trade commissioners and diplomats and by coordinating initiatives and events that strengthen Canada's brand image.

DFAIT and Transport Canada work together to advance the Government of Canada's Blue Sky policy, which governs air transportation agreements.

TABLE OF FEDERAL SPENDING (2011 - 2012)

Departments/ organizations	Direct spending	Total amount	Indirect spending	Total amount
Aboriginal Affairs and Northern Development Canada	Aboriginal Business Development Program: \$1,717,769	\$1.7M	Community Economic Opportunities Program: \$563,500 Community Support Services Program: \$388,178	\$0.9M
Agriculture and Agri-food Canada	Rural and Cooperative Secretariat: \$862,892 Market and Industry Services: \$314,490	\$1.2M		
Atlantic Canada Opportunities Agency	Entrepreneurship and Skills Development: \$290,000 Atlantic Investment Partnership Tourism: \$3,590,000 Atlantic Innovation Fund: \$1,200,000 Business Development Program: \$12,020,000 Innovative Communities Fund: \$13,550,000	\$30.7M		
Canada Border Services Agency	N/A		Replacement, expansion and Modernization of the POE facilities at Kingsgate, B.C.: \$25,000,000 Replacement, expansion and Modernization of the POE facilities at Prescott, Ont : \$25,000,000 Nexus Program: \$16,192,779	\$66M
Canada Economic Development for Quebec Regions	Former programs: Regional Strategic Initiatives (RSI): \$4,086,854 Regional Strategic Initiatives /Community Economic Diversification Initiative – Vitality: \$40,477	\$59.5M	Former programs: Community Diversification: \$683,286	\$1.6M

Departments/ organizations	Direct spending	Total amount	Indirect spending	Total amount
	EDC-DC/Community Economic Diversification Initiative – Vitality: \$2,753,251 EDC – CD / Major Economic and Tourism Facilities: \$2,410,912 Community Diversification: \$37,147,941 Existing programs: International Cruise Initiative: \$8,834,748 Economic Development Initiative: \$802,020 Temporary Initiative for the Strengthening of Quebec’s Forest Economies: \$3,460,552		Existing programs: International Cruise Initiative: \$807,956 Temporary Initiative for the Strengthening of Quebec’s Forest Economies: \$81,272	
Canadian Heritage	Young Canada Works (YCW): \$5,100,923 Canadian Conservation Institute: \$4,393,035 Sport Canada Hosting Program: \$23,091,852 National Gallery of Canada and the Canadian Museum of Contemporary Photography: \$244,407 Canada Science and Technology Museum Corporation: \$4,604,140 Canadian Museum of Civilization: \$23,500,000 Canadian Museum of Nature: \$1,550,000 Canadian Museum of Immigration at Pier 21: \$3,032,000 National Battlefields Commission: \$1,545,479	\$67.2M	Canada Arts Presentation Fund: \$30,414,462 Cultural Capitals of Canada: \$2,891,911 Canada Cultural Spaces Fund: \$19,439,142 Canada Cultural Investment Fund: \$2,503,555 Museums Assistance Program: \$3,694,561 Virtual Museum of Canada: \$50,000 Building Communities Through Arts and Heritage Program: \$17,294,987 1812 Commemoration Fund: \$2,470,877 Celebration and Commemoration Program: \$1,850,550 International Expositions: \$246,711 2011-12 Royal Tour: \$1,607,754	\$86M

Departments/ organizations	Direct spending	Total amount	Indirect spending	Total amount
	Travel Survey of Residents of Canada: \$89,000		Canada Day Noon Show: \$1,800,000 Library and Archives Canada: \$1,676,314	
Canadian Northern Economic Development Agency	Strategic Investments in Northern Economic Development (SINED): \$4,043,185 Aboriginal Economic Development (AED): \$318,738	\$4.4M	Strategic Investments in Northern Economic Development (SINED): \$1,791,970 Aboriginal Economic Development (AED): \$153,036	\$2M
Canadian Tourism Commission	Marketing and Sales: \$84,775,000* Strategy and Planning: \$651,000 Corporate Services: \$11,715,000 *includes: <ul style="list-style-type: none"> • Brand Experiences: \$829,627 • Research: \$4,925,946 	\$97.1M		
Federal Economic Development Agency for Southern Ontario	Eastern Ontario Development Program: \$210,445 Southern Ontario Development Program: \$1,997,060	\$2.2M	Recreational Infrastructure Canada Program: \$29,831,222 Eastern Ontario Development Program: \$112,324	\$29.9M
Human Resources and Skills Development Canada	Sector Council Program – Canadian Tourism Human Resource Council (CTHRC) Core Infrastructure and 3 Year Tourism HR Strategy: \$7,629,212 Foreign Credential Recognition Program – CTHRC Helping Immigrants Fully Utilize Skills and Work Experience in Tourism: \$1,035,757	\$20.1M		

Departments/ organizations	Direct spending	Total amount	Indirect spending	Total amount
	Skills and Partnership Fund Navigating Employment Pathways Project: \$496,037 Aboriginal Cultural Ambassadors Project: \$277,782 Aboriginal Skills and Employment Partnership: An'onwentsa project: \$606,238 Seven Generations Project: \$406,187 Apprenticeship Grants: \$3,660,000 Youth Employment Strategy: Career Focus Projects: \$34,993 Skills Links Program Projects: \$766,807 Summer Work Experiences Projects: \$5,201,959 Opportunities Funds for Persons with Disabilities: \$30,561			
Industry Canada/FedNor	Northern Ontario Development Program: \$1,772,319 Economic Development Initiative for Language Minority Communities: \$84,397 Economic Development Initiative for Language Minority Communities – Research component: \$27,249 Community Adjustment Fund: \$316,500	\$2.2M	Northern Ontario Development Program: \$3,204,190 Economic Development Initiative for Language Minority Communities: \$85,337 Community Adjustment Fund: \$15,000	\$3.3M

Departments/ organizations	Direct spending	Total amount	Indirect spending	Total amount
National Capital Commission	Canada Day Celebrations Winterlude Christmas Lights Across Canada Fall Rhapsody Sound and Light Show on Parliament Hill Discover the Hill Programming Commemorations and Public Art Capital Interpretation Rideau Canal Skateway Genie Awards Other activities and programs	\$8.2M	Canada Day Celebrations Winterlude Christmas Lights Across Canada Fall Rhapsody Sound and Light Show on Parliament Hill Discover the Hill Programming Commemorations and Public Art Capital Interpretation Rideau Canal Skateway Genie Awards Other activities and programs	\$12.4M
Parks Canada	Heritage Places Establishment: \$12,394,400 Visitor Experience: \$232,378,700 Townsite and Throughway Infrastructure: \$8,628,600	\$253.4M	Heritage Resources Conservation: \$138,400,700 Public Appreciation and Understanding: \$41,039,600 Townsite and Throughway Infrastructure: \$89,509,000	\$269M
Statistics Canada	International Travel Survey: \$2,316,000 Modernization of International Travel Survey: \$575,000 Travel Survey of Residents of Canada: \$1,050,000 National Tourism Indicators, Quarterly Estimates: \$26,000 Canadian Tourism Satellite Account: \$5,300	\$4.1M		

Departments/ organizations	Direct spending	Total amount	Indirect spending	Total amount
	Investment Data in the Tourism Sector: \$110,000			
Transport, Infrastructure and Communities Portfolio	<p>INFRASTRUCTURE</p> <p>Canada Strategic Infrastructure Fund: \$7,251,408</p> <p>Municipal Rural Infrastructure Fund: \$2,640,022</p> <p>Building Canada Fund – Major Infrastructure Component: \$16,214,328</p> <p>Building Canada Fund – Communities Component and Communities Component Top-Up: \$12,415,863</p> <p>Infrastructure Stimulus Fund: \$48,990,339</p> <p>TRANSPORTATION</p> <p>Port of Saint John Cruise Gateway Project: \$1,789,467</p> <p>Gateways and Border Crossings Fund: \$690,979</p>	\$90M	<p>INFRASTRUCTURE</p> <p>Canada Strategic Infrastructure Fund: \$2,468,691</p> <p>Municipal Rural Infrastructure Fund: \$3,897,511</p> <p>Building Canada Fund – Major Infrastructure Component: \$7,847,200</p> <p>Building Canada Fund – Communities Component and Communities Top-Up: \$16,957,091</p> <p>Infrastructure Stimulus Fund: \$28,874,253</p> <p>TRANSPORTATION</p> <p>VIA Rail Canada Program: \$481,900,000</p> <p>Ferry Services Contribution Program: \$26,300,000</p> <p>British Columbia Grant – ferry and costal freight and passenger services: \$27,500,000</p>	\$596M
Western Economic Diversification	<p>Economic Development Initiative: \$248,950</p> <p>Western Economic Partnership Agreement: \$660,664</p> <p>Western Diversification Program: \$2,345,914</p>	\$3.3M	Recreational Infrastructure Canada Projects: \$796,923	\$0.8M
TOTAL		\$645.3M		\$1.1B