

# FEDERAL CONTRIBUTIONS TO CANADIAN TOURISM

A REVIEW OF FEDERAL EXPENDITURES  
FOR FISCAL YEAR 2006 / 2007

NOVEMBER 2008

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

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## EXECUTIVE SUMMARY

In 2006 / 2007 FY, the federal government spent over \$404 million on various programs, projects, and activities that directly impacted tourism. These direct tourism expenditures consisted of:

- Visitor services and experiences (attractions, events, and direct visitor contact)
- Acquisition of assets, capital investment, and various other business development expenses directly related to tourism
- Human resource development specific to tourism
- Tourism-specific regional-development programs
- Tourism marketing and research
- Tourism infrastructure

A further \$565 million was spent on a variety of activities and investments that have an indirect impact on the tourism sector, including:

- Expenditures for programs that were deemed to be primarily for local residents or to support local artistic/cultural groups, including cultural institutions and festivals.
- Operational expenditures for organizations involved only tangentially with tourism, such as economic development agencies that operate programs that build management capacity of small and medium-sized enterprises.
- Funding for sport hosting and the 2010 Olympic and Paralympic Winter Games.

### Overall Federal Government Tourism Expenditures

Fiscal Year 2006/2007:

Fiscal Year	Direct tourism expenditures/approvals	Indirect tourism expenditures/approvals
2006 - 2007	\$404.2 million	\$565.1 million
2005 - 2006	\$407.6 million	\$308.1 million

Of the reported expenditures directly impacting tourism, many reflect the federal government's achievements towards addressing the National Tourism Strategy's (NTS) six priority areas. The following chart itemizes these expenditures totalling \$404.2 million along with the corresponding NTS priority that these expenditures address. (For details of these expenditures, see Appendix A)

### Direct Federal Government Expenditures by NTS Priority

Fiscal Year 2006/2007:

Priority	Amounts FY 2006 - 2007	Amounts FY 2005 - 2006
1. Product Development	\$289.1 million	\$287.5 million
2. Human Resources	\$6.4 million	\$6.1 million
3. Tourism Information and Statistics	\$10.3 million	\$13.3 million
4. Tourism Marketing	\$84.8 million	\$100.7 million
5. Other	\$13.6 million	-
<b>Total</b>	<b>\$404.2 million</b>	<b>\$407.6 million</b>

## A. INTRODUCTION

In the 2006 / 2007 Fiscal year, the federal government spent over \$404 million on programs, projects, and activities that had a direct, positive impact on tourism and spent another \$565 million that had an indirect, positive impact.

This report provides an overview of federal investment in tourism in each of the six priorities of the National Tourism Strategy. These six priorities and their goals are:

<b>Priority</b>	<b>Goal</b>
<i>Accessible Destination - Border Crossing</i>	To ensure the efficient flow of visitors to and from Canada
<i>Accessible Destination – Transportation</i>	To implement transportation policies and programs that reflect national, provincial/territorial, and regional tourism economic benefits
<i>Exceptional Experiences - Product Development*</i>	To ensure existing products are enhanced and new products are developed to take advantage of emerging opportunities
<i>Exceptional Hosts - Human Resources</i>	To ensure the supply of tourism and hospitality labour is consistent with the demand for that labour
<i>Exceptional Reputation - Tourism Information and Statistics</i>	To improve access by governments, business, and stakeholders to relevant information and analysis for decision-making and to improve the measurement of tourism's performance and its contributions to the economy
<i>Exceptional Reputation - Tourism Marketing</i>	To better harmonize and co-ordinate marketing activities between the CTC and provinces/territories, and to optimize use of existing resources through increased inter-governmental collaboration

\*Includes infrastructure investments such as cultural institutions.

## B. FEDERAL TOURISM EXPENDITURES: DIRECT AND INDIRECT

Direct tourism expenditures include:

- The provision of visitor services and experiences (attractions, events, and direct visitor contact)
- Acquisition of assets, capital investment, and various other business development expenses directly related to tourism
- Human resource development specific to tourism
- Tourism-specific regional-development programs
- Tourism marketing and research
- Tourism infrastructure

Indirect tourism expenditures include:

- Expenditures for programs that were deemed to be primarily for local residents or to support local artistic/cultural groups, including cultural institutions and festivals
- Operational expenditures for organizations involved only tangentially with tourism, such as economic development agencies that operate programs that build management capacity of small and medium-sized enterprises
- Funding for sport hosting and the 2010 Olympic and Paralympic Winter Games

## C. DETAILED FINDINGS

Federal support of tourism is broad and deep. Thirteen federal departments and agencies make expenditures directly supporting the tourism sector. Four of these departments and agencies, along with Canadian Heritage and Agriculture and Agri-Food Canada, also incur expenditures that indirectly support the tourism sector. The following tables summarize these expenditures in terms of the National Tourism Strategy priorities (for details of these expenditures, see Appendix A).

Department or Agency	NTS Priorities							Other	Total
	Borders	Transport	Prod Dev and Infrastructure*	HR	Stats & Info	Marketing			
<b>Direct Expenditures</b>									
Aboriginal Business Canada	-	-	-	-	-	-	\$3.4 million	\$3.4 million	
Atlantic Canada Opportunities Agency	-	-	\$12.2 million	-	-	\$3.3 million	-	\$15.5 million	
Canada Economic Development for Quebec Regions	-	-	\$12 million	-	\$0.97 million	\$14.3 million	\$0.58 million	\$27.8million	
Canadian Tourism Commission	-	-	\$1.3 million	-	\$1.8 million	\$65.2 million	\$9.6 million	\$77.9 million	
FedNor	-	-	\$6.3 million	-	-	\$2.0 million	-	\$8.3 million	
Foreign Affairs and International Trade	-	-	-	-	-	\$0.05 million	-	\$0.05 million	
Human Resources and Social Development Canada	-	-	-	\$6.4 million	\$0.77 million	-	-	\$7.2 million	
Indian and Northern Affairs Canada	-	-	\$1.5 million	-	-	-	-	\$1.5 million	
National Capital Commission	-	-	\$5.5 million	-	-	-	-	\$5.5 million	
Parks Canada	-	-	\$191.6 million	-	-	-	-	\$191.6 million	
Statistics Canada	-	-	-	-	\$6.8 million	-	-	\$6.8 million	
Transportation, Infrastructure, Communities	-	-	\$49.4 million	-	-	-	-	\$49.4 million	
Western Economic Diversification	-	-	\$9.3 million	-	-	-	-	\$9.3 million	
<b>Total Direct</b>	-	-	<b>\$289.1 million</b>	<b>\$6.4 million</b>	<b>\$10.3 million</b>	<b>\$84.8 million</b>	<b>\$13.6 million</b>	<b>\$404.2 million</b>	

\* Includes infrastructure investments such as cultural institutions.

Indirect Expenditures (for information):								
Department or Agency	NTS Priorities						Other	Total
	Borders	Transport	Prod Dev and Infrastructure*	HR	Stats & Info	Marketing		
Agriculture and Agri-Food Canada	-	-	-	-	-	\$0.27million	-	\$0.27 million
Canadian Heritage	-	-	\$160.0 million	-	\$0.37 million	\$0.92 million	\$144.3 million	\$305.6 million
Foreign Affairs and International Trade	-	-	-	-	-	-	\$0.2 million	\$0.2 million
National Capital Commission	-	-	\$9.9 million	-	-	-	-	\$9.9 million
Parks Canada	-	-	\$210.9 million	-	-	-	-	\$210.9 million
Western Economic Diversification	-	-	\$38.2 million	-	-	-	-	\$38.2 million
<b>Total Indirect</b>	-	-	<b>\$419.0 million</b>	-	<b>\$0.37 million</b>	<b>\$1.2 million</b>	<b>\$144.5 million</b>	<b>\$565.1 million</b>

\* Includes infrastructure investments such as cultural institutions.

The National Tourism Strategy focuses on the following six priority areas:

### Accessible Destination – Border Crossing

Through the Border Infrastructure Fund (BIF), Infrastructure Canada has funded improvements in Canada's border-crossing infrastructure such as local access roads and rail infrastructure to and from border crossings, additional lanes and approaches to existing access roads and sections of Canadian highways. The Fund has also financed construction or expansion of bridge capacity, and clearance facilities and Intelligent Transportation System Infrastructure projects, serving to increase the rate of crossings for low-risk traffic, while ensuring security is not compromised.

These investments have not been included in the total tabulations of tourism investments because they serve many purposes besides tourism, but they are mentioned here because modern and efficient border-crossing facilities are important to the long-term success of the tourism sector.

DEPARTMENT/AGENCY	EXPENDITURES ON BORDER CROSSINGS
Infrastructure Canada	<i>As previously noted, this amount is not included in the direct tourism expenditure total for 06-07, but is relevant to the federal commitment to border crossings - \$180 million was committed and announced in 06/07 for border infrastructure projects under BIF but this funding is not specific to tourism.</i>



## Accessible Destination – Transportation

Infrastructure Canada also funds improvement in highways and rail infrastructure. These funds are distributed through the Canada Strategic Infrastructure Fund. These amounts are not included in the total for direct tourism expenditures because these infrastructure investments serve the entire transportation sector, not just tourism.

DEPARTMENT/AGENCY	EXPENDITURES ON TRANSPORTATION
Infrastructure Canada	<i>As previously noted, this amount is not included in the direct tourism expenditure total for 06-07, but is relevant to note as federal commitment to infrastructure - \$212 million was invested in transportation infrastructure during 2005 – 2006 FY, but is not specific to tourism.</i>

## Exceptional Experiences – Product Development

Continual development of new products is essential for destinations to remain fresh, to be able to respond to changing demand from various market segments, to give visitors reasons to stay longer in a destination, and to generate new opportunities for job and wealth creation. Product development includes assistance to individual enterprises to start or upgrade their product offerings, the provision of information to businesses to assist them with identifying and implementing product development opportunities, programming of tourism events, and the operation of public tourism attractions. It also includes investments in public infrastructure that strengthen tourism business.

DEPARTMENT/AGENCY	DIRECT EXPENDITURES ON PRODUCT DEVELOPMENT
Atlantic Canada Opportunities Agency	\$12.2 million
Canada Economic Development for Quebec Regions	\$12 million
Canadian Tourism Commission	\$1.3 million
FedNor	\$6.3 million
Indian and Northern Affairs Canada	\$1.5 million
National Capital Commission	\$5.5 million*
Parks Canada	\$191.6 million
Transportation, Infrastructure, Communities	\$49.4 million
Western Economic Partnership Agreement	\$9.3 million
<b>Total</b>	<b>\$ 289.1 million</b>

\* A portion of these expenditures were also marketing-related

**Exceptional Hosts – Human Resources**

Tourism is a set of services provided by various industries – such as transportation, accommodation, food services, recreation and entertainment, travel trade, and convention services. The quality of service provided by workers in these industries is critical in shaping visitors’ perceptions of the quality of Canada’s tourism offerings. The core focus of the Canadian Tourism Human Resource Council, a sectoral council of Human Resources and Social Development Canada, is human resource development in tourism as well as the enhancement of tourism as a career choice.

DEPARTMENT/AGENCY	DIRECT EXPENDITURES ON HUMAN RESOURCES
Human Resources and Social Development Canada	\$6.4 million
<b>Total</b>	<b>\$6.4 million</b>

**Exceptional Reputation – Tourism Information and Statistics**

Investment in tourism information and statistics is a key activity for a number of federal departments and agencies. Statistics Canada conducts several surveys of visitors as well as tourism businesses. They also are responsible for important tourism information tools such as the National Tourism Indicators. The Canadian Tourism Commission and the Canadian Tourism Human Resource Council also invest in tourism research and information tools, frequently in partnership with Statistics Canada.

DEPARTMENT/AGENCY	DIRECT EXPENDITURES ON INFORMATION AND STATISTICS
Canada Economic Development for Quebec Regions	\$0.97 million
Canadian Tourism Commission	\$1.8 million
Human Resources and Social Development Canada	\$0.77 million
Statistics Canada	\$6.8 million
<b>Total</b>	<b>\$10.3 million</b>

**Exceptional Reputation – Tourism Marketing**

Marketing is a key activity in tourism, with programs ranging from encouraging Canadians to travel in Canada, through awareness-building in key international markets, to activities designed to drive sales to tourism enterprises. The primary federal player in tourism marketing is the Canadian Tourism Commission. Other departments and agencies that make a substantial contribution in tourism marketing include the Atlantic Canada Opportunities Agency, Canada Economic Development for Quebec Regions, and FedNor.

DEPARTMENT/AGENCY	DIRECT EXPENDITURES ON TOURISM MARKETING
Atlantic Canada Opportunity Agency	\$3.3 million
Canada Economic Development for Quebec Regions	\$14.3 million
Canadian Tourism Commission	\$65.2 million
FedNor	\$2.0 million*
<b>Total</b>	<b>\$ 84.8 million</b>

\* This funding also supported marketing-related research and human resource training programs to enhance marketing capacity of communities and the skills of Northern Ontario residents.

## **D. TOURISM AS AN ACTIVITY IN FEDERAL DEPARTMENTS AND AGENCIES**

### **Agriculture and Agri-Food Canada (AAFC)**

Tourism, especially culinary tourism, is seen as an opportunity to raise awareness of Canadian food products. AAFC supports food journalists in visiting Canada to write about food topics; the department also promotes Canadian food products in restaurants internationally.

### **Atlantic Canada Opportunities Agency (ACOA)**

Tourism is one of five strategic priorities for ACOA. In addition to supporting product development, ACOA operates the Atlantic Canada Tourism Partnership (ACTP). ACTP conducts marketing activities and research in New England, the UK, German-speaking countries in Europe, and Japan.

### **Canada Economic Development for the Regions of Quebec**

This agency supports tourism projects that promote economic growth and improved quality of life in Quebec communities.

### **Canadian Heritage (PCH)**

Canadian Heritage has a significant but indirect relationship with tourism. A number of PCH programs have an indirect impact on tourism since many of the sport and cultural activities and organizations they support also attract tourists. The Department is engaged in research into cultural and sport tourism to understand and demonstrate their value. PCH also serves as the secretariat for the Federal-Provincial/Territorial Culture/Heritage and Tourism Initiative (FPTTI). The FPTTI is raising awareness and increasing understanding of the mutually reinforcing relationship between culture/heritage and tourism. Canadian Heritage is also the department responsible for the Government of Canada's approach to hosting the 2010 Olympic and Paralympic Games.

### **Canadian Tourism Commission (CTC)**

Tourism is the *raison d'être* of the CTC. The emphasis is on generating tourism exports – attracting international visitors to Canada. It also encourages Canadians to travel within their country. The CTC conducts tourism research, especially through partnerships with Statistics Canada, the provinces/territories, and other organizations. The CTC supports product development and sustainable tourism through partnerships with Parks Canada and the Tourism Industry Association of Canada.

### **Federal Economic Development Initiative in Northern Ontario (FedNor)**

FedNor promotes activities aimed at product development and capacity-building of businesses to help the region attract more visitors. Its activities include marketing, training, and product development.

## **Foreign Affairs and International Trade Canada (DFAIT)**

DFAIT manages Canada's political, economic and cultural relations with other nations on a bilateral basis as well as through the international organizations to which Canada belongs. It also helps Canadian companies succeed internationally while promoting Canada as a dynamic place in which to do business. DFAIT supports international tourism by hosting events promoting the Canadian brand and disseminating information about Canada.

## **Human Resources and Social Development Canada (HRSDC)**

HRSDC supports a number of sectoral councils, including the Canadian Tourism Human Resource Council (CTHRC). CTHRC is committed to ensuring that the tourism and hospitality sectors have access to adequate numbers of appropriately trained employees. Its work includes promoting tourism as a career, documenting the job skills and career paths associated with tourism occupations, forecasting demand for tourism occupations, and promoting certification and employee recognition programs.

## **Indian and Northern Affairs Canada (INAC)**

INAC supports community capacity-building as well as sustainable economic development activities in northern and Aboriginal communities. Tourism is seen as one of the strategic sectors that supports this goal. INAC is also responsible for the administration of Aboriginal Business Canada (ABC).

ABC recognizes tourism as an opportunity for Aboriginal entrepreneurs. It supports Aboriginal businesses such as attractions, accommodations, transportation, food services, and retail outlets.

## **Industry Canada (IC)**

Industry Canada is responsible for federal tourism policy development and policy integration. As such it co-chairs the Canadian Council of Tourism Ministers and implements the National Tourism Strategy in collaboration with provinces, territories and other partners. IC also provides support to the Secretary of State (Small Business and Tourism) and produces tourism industry analysis. Furthermore, IC helps to increase engagement and knowledge sharing among industry and government stakeholders to enable the Canadian tourism industry to prepare for and respond to risks and opportunities in the global marketplace, and influences and tracks international tourism policy. IC works with the CTC providing the Commission with policy guidance. IC is the lead for the publication of the *Federal Contributions to Canadian Tourism: A review of Federal Expenditures*.

## **National Capital Commission (NCC)**

While the NCC is not mandated to promote tourism per se, its activities and events such as Canada Day and Winterlude attract thousands of visitors to the Capital. The NCC also offers visitor services through the operation of the Capital Info centre, the Gatineau Park Visitor Centre, the Capital Contact Centre, the NCC web site, and other venues. Its focus is on delivering a positive, enriching experience in the nation's capital.

## **Parks Canada**

Parks provides opportunities for "memorable, high-quality visitor experiences" through investments in infrastructure, facilities, programs, and services. The visitor experience includes pre- and on-site trip planning information, reception and orientation services, campgrounds, hiking trails, other recreational services, public safety programs, and post-visit information and engagement. The efforts and resources contributed to provide opportunities for

visitor experiences is integrated with other mandate efforts to protect Canada's natural and cultural heritage resources and to provide public information and education.

### **Statistics Canada**

Statistics Canada collects and reports statistics on domestic and international travel, including numbers of travellers, spending, and various trip/traveller characteristics. This information is used by the Canadian Tourism Commission, provincial and territorial tourism agencies, destination marketing organizations, and tourism researchers. It also collects and tabulates macro-economic tourism information such as the value of tourism imports and exports in the context of calculating tourism's contribution to GDP and its net impact on the Balance of Payments.

### **Transport, Infrastructure and Communities**

Infrastructure Canada operates several capital investment programs that have relevance to tourism and that also serve other sectors. Programs support border-crossing infrastructure, municipal infrastructure, and a variety of transportation systems. Many of the 16 Crown Corporations that are part of the portfolio are important to tourism, such as the National Capital Commission, VIA Rail, the Royal Mint, various bridge authorities, the Old Port of Montreal, and Marine Atlantic.

### **Western Economic Diversification (WD)**

WD provides funding for tourism projects that strengthen economic activity and improve the quality of life in western communities. While WD does not have programs specifically targeted to support the tourism industry in the West, WD does invest in tourism projects through a number of core and non-core programs. These investments have enhanced the tourism 'product' in western Canada, served to increase tourism visits to the West, and provided employment opportunities to westerners.

### **Other Departments and Agencies**

In addition to the departments and agencies whose expenditures are examined in this report, there are a number of other federal government organizations that are essential to the growth of Canada's tourism industry. Citizenship and Immigration Canada provides visas to foreign tourists and temporary foreign workers who support the tourism industry. Canada Borders Services Agency facilitates cross-border movement of travellers with the view to balancing the need for public safety and security with the ease of flow of travellers. The Canada Revenue Agency delivers the Foreign Conventions and Tour Incentive Program that promotes Canadian tour packages and foreign conventions and conferences. The Business Development Bank of Canada provides funding to a host of tourism businesses, currently BDC's tourism business portfolio exceeds \$1.16 billion. DFAIT and Transport Canada collaborate to further Canada's government Blue Sky Policy which governs international air service agreements.

# APPENDIX A

## FEDERAL TOURISM-RELATED EXPENDITURES 2006-07

Department / Agency	Direct Expenditure	Direct Amount	Indirect Expenditures	Indirect Amount
Aboriginal Business Canada	<ul style="list-style-type: none"> <li>▪ Infrastructure, product development, transportation, research, services: <u>\$3.4 M</u></li> </ul>	\$3.4 million		
Agriculture and Agri-Food Canada			<ul style="list-style-type: none"> <li>▪ Marketing : <u>\$0.27 M</u></li> </ul>	\$0.27 M
Atlantic Canada Opportunity Agency	<ul style="list-style-type: none"> <li>▪ 198 Business Development Program projects: <u>\$12.17 M</u></li> <li>▪ 1 Atlantic Investment Partnership Strategic Community Investment Fund: <u>\$0.03 M</u></li> <li>▪ 1 Atlantic Investment Partnership Tourism projects: <u>\$3.3 M</u></li> </ul>	\$15.5 million		
Canada Economic Development for Quebec Regions	<ul style="list-style-type: none"> <li>▪ Research: <u>\$0.97 M</u></li> <li>▪ Infrastructure: <u>\$12 M</u></li> <li>▪ Marketing: <u>\$8.3 M</u></li> <li>▪ Festivals and events: <u>\$5.9 M</u></li> <li>▪ Other: <u>\$0.58 M</u></li> </ul>	\$27.8 million		

Department / Agency	Direct Expenditure	Direct Amount	Indirect Expenditures	Indirect Amount
Canadian Heritage			<ul style="list-style-type: none"> <li>▪ Tourism Policy and Research <u>\$371K</u></li> <li>▪ Federal-Provincial-Territorial Cultural/Heritage and Tourism Initiative: <u>\$396K</u></li> <li>▪ Sport Canada – Hosting Program: <u>\$20.3M</u></li> <li>▪ Arts Presentation Canada: <u>\$22.1M</u></li> <li>▪ Cultural Capitals of Canada: <u>\$2.8M</u></li> <li>▪ Cultural Spaces Canada: <u>\$20.1M</u></li> <li>▪ Federal Tourism Partners Agreement for Newfoundland and Labrador: <u>\$10K</u></li> <li>▪ Official Languages Support Programs: <u>\$1M</u></li> <li>▪ Museums Assistance Program: <u>\$6.3M</u></li> <li>▪ 2010 Olympic and Paralympic Winter Games Federal Secretariat: <u>\$106.2M</u></li> <li>▪ International Expositions: <u>\$288K</u></li> <li>▪ Contribution to “Société du 400<sup>e</sup> anniversaire de Québec”: <u>\$5.5M</u></li> <li>▪ Canada Council for the Arts: <u>\$119.6M</u></li> <li>▪ PCH Portfolio (Museum of Nature, Museum of Civilization, National Gallery of Canada and Canadian Museum of Contemporary Photography): <u>\$545K</u></li> </ul>	\$305.5 million
Canadian Tourism Commission	<ul style="list-style-type: none"> <li>▪ Research and statistics: <u>\$1.8 M</u></li> <li>▪ Product development: <u>\$1.3 M</u></li> <li>▪ Marketing: <u>\$65.2 M</u></li> <li>▪ Other: <u>\$9.6 M</u></li> </ul>	\$77.9 million		

Department / Agency	Direct Expenditure	Direct Amount	Indirect Expenditures	Indirect Amount
Federal Economic Development Initiative in Northern Ontario	<ul style="list-style-type: none"> <li>▪ Tourism Fund – Capital: <u>\$4.5 M</u></li> <li>▪ Tourism Fund – Non-Capital: <u>\$2.0 M</u></li> <li>▪ Northern Ontario Development Program: (Tourism-related): <u>\$1.8 M</u></li> </ul>	\$8.3 million		
Foreign Affairs and International Trade Canada	<ul style="list-style-type: none"> <li>▪ As reported by selected Canadian offices abroad</li> </ul>	\$0.05 million	<ul style="list-style-type: none"> <li>▪ As reported by selected Canadian offices abroad</li> </ul>	\$0.2 million
Human Resources and Social Development Canada	<ul style="list-style-type: none"> <li>▪ Core infrastructure: <u>\$0.697 M</u></li> <li>▪ Communications and delivery: <u>\$1.02 M</u></li> <li>▪ Labour and market research: <u>\$0.767 M</u></li> <li>▪ Ready-to-work programs: <u>\$2.01</u></li> <li>▪ Electronic delivery: <u>\$2.58 M</u></li> <li>▪ Foreign Credential Recognition II : <u>\$0.12 M</u></li> </ul>	\$7.2 million		
Indian and Northern Affairs Canada	<ul style="list-style-type: none"> <li>▪ Community Economic Opportunities Program: <u>\$1.5M</u></li> </ul>	\$1.5 million		
National Capital Commission	<ul style="list-style-type: none"> <li>▪ Sound &amp; Light show: <u>\$0.34 M</u></li> <li>▪ Discover the Hill Programming: <u>\$0.378 M</u></li> <li>▪ Commemorations: <u>\$0.283 M</u></li> <li>▪ Capital Interpretations: <u>\$0.651 M</u></li> <li>▪ Rideau Canal Skateway: <u>\$0.397 M</u></li> <li>▪ Canada Day Celebrations: <u>\$0.563 M</u></li> <li>▪ Winterlude: <u>\$0.8 M</u></li> <li>▪ Fall Rhapsody/Other Activities: <u>\$2.1 M</u></li> </ul>	\$5.5 million	<ul style="list-style-type: none"> <li>▪ Sound , Light Show Parliament: <u>\$0.01 M</u></li> <li>▪ Commemorations: <u>\$0.09 M</u></li> <li>▪ Capital Interpretations: <u>\$0.22 M</u></li> <li>▪ Rideau Canal Skateway: <u>\$1.2 M</u></li> <li>▪ Canada Day Celebrations: <u>\$1.0 M</u></li> <li>▪ Winterlude: <u>\$1.4 M</u></li> <li>▪ Fall Rhapsody/Other Activities: <u>\$6.0 M</u></li> </ul>	\$9.9 million



Department / Agency	Direct Expenditure	Direct Amount	Indirect Expenditures	Indirect Amount
Parks Canada	<ul style="list-style-type: none"> <li>▪ Established Heritage Places: <u>\$14.6M</u></li> <li>▪ Public Appreciation &amp; Understanding: <u>\$48.6 M</u></li> <li>▪ Quality Visitor Services: <u>\$118.9 M</u></li> <li>▪ Townsite Management: <u>\$9.5 M</u></li> </ul>	\$191.6 million	<ul style="list-style-type: none"> <li>▪ Park appreciation &amp; Understanding: <u>\$5.2</u></li> <li>▪ Through Highways: <u>\$72.7 M</u></li> <li>▪ Conserve Heritage: <u>\$133 M</u></li> </ul>	\$210.9 million
Statistics Canada	<ul style="list-style-type: none"> <li>▪ Travel Survey of Residents of Canada: <u>\$2.5M</u></li> <li>▪ International Travel Survey: <u>\$3.0 M</u></li> <li>▪ Annual Survey of Traveller Accom: <u>\$0.58 M</u></li> <li>▪ Annual Survey Travel Arrange: <u>\$0.25 M</u></li> <li>▪ Business Conditions Survey: <u>\$0.12 M</u></li> <li>▪ Pilot Business Conditions <u>\$0.11 M</u></li> <li>▪ Tourism Satellite Account: <u>\$.01 M</u></li> <li>▪ National Tourism Indicators: <u>\$0.2 M</u></li> <li>▪ HR Module for Tourism Satellite Acc.: <u>\$.01 M</u></li> <li>▪ Tourism Satellite Account Handbook: <u>\$.01 M</u></li> <li>▪ Gov't Revenue Attributable Tourism: <u>\$.01 M</u></li> </ul>	\$6.8 million		
Transport , Infrastructure, and Communities Portfolio	<ul style="list-style-type: none"> <li>▪ Canada Strategic Infrastructure Fund (CSIF): <u>\$49.0 M</u></li> <li>▪ Municipal Rural Infrastructure Fund (MRIF): <u>\$0.35 M</u></li> </ul>	\$49.4 million		

Department / Agency	Direct Expenditure	Direct Amount	Indirect Expenditures	Indirect Amount
Western Economic Diversification	<ul style="list-style-type: none"> <li>▪ Western Economic Partnership Agreement (WEPA): <u>\$9.3 M</u></li> <li>▪ Saskatchewan Northern Development Agreement: <u>\$.01M</u></li> </ul>	\$9.3 million	<ul style="list-style-type: none"> <li>▪ Urban Development Agreement (UDA): <u>\$0.11 M</u></li> <li>▪ Francophone Econ. Dev. Org. (FEDO): <u>\$0.25 M</u></li> <li>▪ Official Languages: <u>\$0.004 M</u></li> <li>▪ Western Diversification Program (WDP): <u>\$6.6 M</u></li> <li>▪ Alberta and Saskatchewan Centenaries: <u>\$31.2 M</u> (Program is delivered on behalf of the GoC)</li> <li>▪ Urban Aboriginal Strategy: <u>\$0.01 M</u></li> </ul>	\$38.2 million
TOTALS		\$ 404.2 million		\$565.1 million

# APPENDIX B

## FEDERAL TOURISM EXPENDITURES - FISCAL YEAR 2005 / 2006

DEPARTMENT / AGENCY	DIRECT EXPENDITURES	INDIRECT EXPENDITURES	TOTAL DIRECT TOURISM EXPENDITURES
Aboriginal Business Canada	<ul style="list-style-type: none"> <li>Multiple projects through Aboriginal Business Development Program: <u>\$5.0 M</u></li> </ul>	NIL	\$5.0 Million
Agriculture and Agri-food Canada	NIL	<ul style="list-style-type: none"> <li>Restaurant and hotel promotion relating to Canadian food and agricultural products abroad: <u>\$135 K</u></li> <li>Hosting incoming journalist missions related to food and agriculture: \$ <u>165 K</u></li> </ul>	NIL
		Indirect Total: <u>\$300 K</u>	
Atlantic Canada Opportunity Agency	<ul style="list-style-type: none"> <li>274 Business Development Program projects: <u>\$8.2 M</u></li> <li>Atlantic Investment Partnership – Strategic Community Investment Fund: <u>\$1.1 M</u></li> <li>3 Atlantic Investment Partnership Tourism projects: <u>\$3.5 M</u></li> </ul>	NIL	\$12.8 Million

DEPARTMENT / AGENCY	DIRECT EXPENDITURES	INDIRECT EXPENDITURES	TOTAL DIRECT TOURISM EXPENDITURES
Canada Economic Development for Quebec Regions	<ul style="list-style-type: none"> <li>Innovation, Development, Entrepreneurship, and Access Program for Small and Medium-Sized Enterprises Organizations: <u>\$2.0 M</u>; SMEs: <u>\$141 K</u></li> <li>Regional Strategic Initiative: Organizations: <u>\$25.4 M</u>; SMEs: <u>\$2.9 M</u></li> </ul>	NIL	\$30.4 Million
Canadian Heritage	NIL	<ul style="list-style-type: none"> <li>Tourism Policy and Research <u>\$461 K</u></li> <li>Federal-Provincial-Territorial Culture/Heritage and Tourism Initiative: <u>\$111 K</u></li> <li>Sport Canada Hosting Program: <u>\$21.5 M</u></li> <li>Arts Presentation Canada: <u>\$20.7 M</u></li> <li>Cultural Capitals of Canada: <u>\$1.7 M</u></li> <li>Cultural Spaces Canada: <u>\$19.3 M</u></li> <li>Federal Tourism Partners Agreement for Newfoundland and Labrador: <u>\$10 K</u></li> <li>Official Languages Support Program: <u>\$244 K</u></li> <li>Canada Council for the Arts: <u>\$ 56 M</u></li> <li>PCH Portfolio (National Gallery and Museum Photography, Canada Science and Technology Museum, Canadian Museum of Civilization): <u>\$681 K</u></li> </ul> <p style="text-align: center;"><b>Indirect total - \$120.7 M</b></p>	NIL

DEPARTMENT / AGENCY	DIRECT EXPENDITURES	INDIRECT EXPENDITURES	TOTAL DIRECT TOURISM EXPENDITURES
Canadian Tourism Commission	<ul style="list-style-type: none"> <li>• Research and statistics: <u>\$2.3 M</u></li> <li>• Product development: <u>\$1.4 M</u></li> <li>• Human resources: <u>\$17.2 M</u></li> <li>• Marketing: <u>\$56.3 M</u></li> <li>• Other: <u>\$9.6 M</u></li> </ul>	NIL	\$86.8 Million
Federal Economic Development Initiative in Northern Ontario	<ul style="list-style-type: none"> <li>• Tourism Fund – Capital: 11 projects: <u>\$2.2 M</u></li> <li>• Tourism Fund – Non-Capital: 27 projects: <u>\$2.1 M</u></li> </ul>	<ul style="list-style-type: none"> <li>• Northern Ontario Development Program, Eastern Ontario Development Program, and Community Futures Program: 57 projects: <u>\$4.7 M</u></li> </ul>	\$4.3 Million
		Indirect Total: <u>\$4.7 M</u>	
Human Resources and Skills Development Canada	<p>All programs are delivered through Canadian Tourism Human Resource Council</p> <ul style="list-style-type: none"> <li>• Core infrastructure: <u>\$714 K</u></li> <li>• Communications and delivery: <u>\$979 K</u></li> <li>• Labour and market research: <u>\$336 K</u></li> <li>• Ready-to-work programs: <u>\$2.3 M</u></li> <li>• Electronic delivery: <u>\$2.1 M</u></li> </ul>	NIL	\$ 6.5 Million

DEPARTMENT / AGENCY	DIRECT EXPENDITURES	INDIRECT EXPENDITURES	TOTAL DIRECT TOURISM EXPENDITURES
Indian and Northern Affairs Canada	<ul style="list-style-type: none"> <li>Economic Development Opportunity Fund: <u>\$1.1 M</u></li> <li>Establishment of hotel: <u>\$15 K</u></li> <li>Major Business Projects Program: <u>\$339 K</u></li> <li>Regional Partnership Fund: <u>\$2.1 M</u></li> <li>Targeted Investment Program: <u>\$2.3 M</u></li> <li>Innovation and Knowledge Fund: <u>\$419 K</u></li> </ul>	<ul style="list-style-type: none"> <li>Resource Partnerships Program: <u>\$85 K</u></li> <li>Resource Access Negotiations: <u>\$180 K</u></li> </ul> <p style="text-align: center;"><b>Indirect Total: \$265 K</b></p>	\$6.3 Million
National Capital Commission	<ul style="list-style-type: none"> <li>Canada &amp; World Pavilion: <u>\$254 K</u></li> <li>Sound &amp; Light show on Parliament: <u>\$1.43 M</u></li> <li>Discover the Hill Programming: <u>\$605 K</u></li> <li>Commemorations: <u>\$282 K</u></li> <li>Capital Interpretations: <u>\$486 K</u></li> <li>Rideau Canal Skateway: <u>\$325 K</u></li> <li>Canada Day Celebrations: <u>\$552 K</u></li> <li>Winterlude: <u>\$718 K</u></li> <li>Fall Rhapsody/Other Activities: <u>\$2.3 M</u></li> </ul>	<ul style="list-style-type: none"> <li>Canada &amp; World Pavilion: <u>\$254 K</u></li> <li>Sound &amp; Light show on Parliament: <u>\$252 K</u></li> <li>Commemorations: <u>\$94 K</u></li> <li>Capital Interpretations: <u>\$162 K</u></li> <li>Rideau Canal Skateway: <u>\$975 K</u></li> <li>Canada Day Celebrations: <u>\$941 K</u></li> <li>Winterlude: <u>\$1.22 M</u></li> <li>Fall Rhapsody/Other Activities: <u>\$6.43 M</u></li> </ul> <p style="text-align: center;"><b>Indirect Total: \$10.3 Million</b></p>	\$ 7.0 Million
Parks Canada	<ul style="list-style-type: none"> <li>Establish Heritage Places: <u>\$15.7 M</u></li> <li>Parks Appreciation &amp; Understanding: <u>\$43.1 M</u></li> <li>Quality Visitor Services: <u>\$125.8 M</u></li> <li>Townsite Management: <u>\$6.1 M</u></li> </ul>	<ul style="list-style-type: none"> <li>Parks Appreciation and Understanding : <u>\$4.9M</u></li> <li>Through Highways: <u>\$32.8M</u></li> <li>Conserve Heritage: <u>\$121.2M</u></li> </ul> <p style="text-align: center;"><b>Indirect Total: \$158.9 M</b></p>	\$190.7 Million

DEPARTMENT / AGENCY	DIRECT EXPENDITURES	INDIRECT EXPENDITURES	TOTAL DIRECT TOURISM EXPENDITURES
Statistics Canada	<ul style="list-style-type: none"> <li>• Travel Survey of Residents of Canada: <u>\$2.5 M</u></li> <li>• International Travel Survey: <u>\$2.4 M</u></li> <li>• Annual Survey of Traveller Accommodations: <u>\$576 K</u></li> <li>• Annual Survey of Travel Arrangements: <u>\$248 K</u></li> <li>• Business Conditions Survey for the Traveller Accommodation Survey: <u>\$120 K</u></li> <li>• Pilot Business Conditions Survey of Tour Operators, Arts, Heritage Institutions, and Recreation: <u>\$109 K</u></li> <li>• Tourism Satellite Account: <u>\$65 K</u></li> <li>• National Tourism Indicators: <u>\$250 K</u></li> <li>• Human Resource Module for the Tourism Satellite Account: <u>\$100 K</u></li> <li>• Canadian Tourism Satellite Account Handbook: <u>\$55 K</u></li> </ul>	NIL	\$7.8 Million
Transport, Infrastructure, and Communities Portfolio	<ul style="list-style-type: none"> <li>• Canada Strategic Infrastructure Fund (CSIF) 4 Projects: <u>\$42.1 M</u></li> <li>• Municipal Rural Infrastructure Fund (MRIF) 1 Project: <u>\$2.9 M</u></li> </ul>	NIL	\$45.0 Million
Western Economic Diversification	<ul style="list-style-type: none"> <li>• Western Economic Partnership Agreement (WEPA): <u>\$5.0 M</u></li> </ul>	<ul style="list-style-type: none"> <li>• Urban Development Agreement (UDA): <u>\$114 K</u></li> <li>• Francophone Economic Development Organization (FEDO): <u>\$103 K</u></li> <li>• Western Diversification Program (WDP): <u>\$5.1 M</u></li> <li>• Alberta and Saskatchewan Centenaries: <u>\$7.6 M</u> (Program is delivered on behalf of the GoC)</li> </ul> <p style="text-align: center;"><b>Indirect Total: \$12.9 M</b></p>	\$5.0 Million
<b>Grand Totals:</b>		<b><u>\$ 308.1 Million</u></b>	<b><u>\$ 407.6 Million</u></b>