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FEDERAL CONTRIBUTIONS TO CANADIAN TOURISM

A REVIEW OF FEDERAL EXPENDITURES FOR
FISCAL YEAR 2009/2010 & 2010/2011



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, 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.

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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 2009-2010 and in 2010-2011.

From 2006 until 2009, expenditures were reviewed on the basis of the six priorities set out in the *Building a National Tourism Strategy: A Framework for Federal/Provincial/Territorial Collaboration* (NTS) (2006). These priorities served as the frame of reference for analyzing the federal government's expenditures that have an impact on tourism.

On October 6, 2011 the government announced the Federal Tourism Strategy (FTS) which brings greater coherence to federal policies and programs that support tourism. The Strategy focuses 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.

Henceforth, review of the federal government's spending will be examined using the priorities laid out in the FTS. The FTS formalizes a whole-of-government approach that will better align the tourism activities of some 15 departments and agencies.

The Government of Canada has continued to invest in the tourism sector. In 2006-2007, the government spent more than \$400 million to support the industry and more than \$530 million in 2008-2009.

SUMMARY

In the 2009-2010 fiscal year, the federal government contributed over \$827 million to various programs, projects and activities that had a direct impact on tourism.

In the 2010-2011 fiscal year, the contribution by the federal government reached over \$939 million.

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 in this area; and
- tourism infrastructure.

The federal government also spent \$ 1.1 billion in 2009-2010 and \$1.4 billion in 2010-2011 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 infrastructure to improve access to and from border crossings;
- spending which was intended to improve the attractiveness of communities, therefore, increasing their potential as tourist destinations.

Total federal spending on tourism

Fiscal Year	Spending Directly Related to Tourism	Spending Indirectly Related to Tourism
*2010 – 2011	\$939 M	\$ 1.4 B
*2009 – 2010	\$827.6 M	\$ 1.1 B
2008 - 2009	\$531.7 M	\$782.3 M
2007 - 2008	\$540.9 M	\$711.7 M
2006 - 2007	\$404.2 M	\$565.1 M
2005 - 2006	\$407.6 M	\$308.1 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	2010-2011*	2009-2010*	2008-2009	2007-2008	2006-2007
1. Marketing, Research & Statistics	\$192 M	\$192.1 M	\$127 M	\$113.9 M	\$95.1 M
2. Access (Transportation)	\$12.3 M	\$15 M	\$4.6 M	\$3 M	-
3. Product development ¹	\$689.3 M	\$580.5 M	\$366.2 M	\$402.3 M	\$289.1 M
4. Skills and Labour	\$25.5 M	\$24.3 M	\$11.2 M	\$7.9 M	\$6.4 M
5. Other	\$19.7 M	\$15.7 M	\$22.6 M	\$13.8 M	\$13.6 M
Total	\$939 M	\$827.6 M	\$531.6 M	\$540.9 M	\$404.2 M

*Includes EAP funding

In addition to its ongoing support, in FY 2009-10 and 2010-11, the government provided significant support for the tourism sector through investments made under Canada's Economic Action Plan (EAP). This support included direct funding provided for tourism events and festivals, national parks, cruise infrastructure and marketing. It also included investments in transportation, infrastructure and economic development that provided indirect benefits to tourism.

The increase in direct investments towards tourism in the last two years can be attributed to the significant investments made through the EAP. If we remove the EAP funding to do a comparative analysis of investments from year to year, we would see investments of \$699.3 million in 2009-10 and \$678.9 million in 2010-2011.

¹ Infrastructure and events expenditures are included in this category.

TOURISM

a. World tourism

Over the past 20 years, global international tourism arrivals have been growing consistently at an average of 4 percent per year. In 2010, the number of global international tourist arrivals reached 940 million², up 6.6 percent over 2009. The increase more than offset the decline caused by the economic downturn, with an additional 23 million arrivals over the former peak year of 2008.

According to the World Tourism Organization (WTO) revenues from international tourism totalled US\$919 billion worldwide in 2010,³ up from US\$851 billion in 2009.

The UNWTO's long-term forecast⁴ shows that international tourist arrivals are expected to reach 1.8 billion by 2030. Based on these projections tourism has the potential for creating wealth and employment and is a key pillar for economic growth.

² Tourism Highlights, 2011 Edition, World Tourism Organization, 2011, p. 3.

³ Tourism Highlights, 2011 Edition, World Tourism Organization, 2011, p. 3.

⁴ UNWTO long-term forecast: *Tourism Towards 2030*

b. Tourism in Canada

In 2010, tourism was responsible for \$73.4 billion in revenues and represented approximately 2 percent of Canada's overall gross domestic product (GDP).

Approximately 594,500⁵ jobs in Canada are directly generated by tourism in every province and region of the country. Moreover, the visitor economy drives key service industries, including accommodations, food and beverage, passenger transportation, recreation and entertainment, which account for over 9 percent of total employment in Canada. Many of these jobs are in the North, Aboriginal communities and rural areas.

International tourism is an important source of export revenues, having brought \$14.9 billion into the economy in 2010. That's comparable to the export sales figures for three key natural resources—aluminium, copper and coal—combined. Tourism also represents about 23 percent of Canada's international trade in services, making it Canada's second-largest service export behind commercial services.

In addition to important economic benefits, tourism allows Canadians to share our heritage with one another and with the world. It forges links, promotes understanding and encourages respect for the natural environment.

⁵ Statistics for 2010

THE FEDERAL GOVERNMENT'S CONTRIBUTION TO THE TOURISM INDUSTRY

a. The Federal Tourism Strategy

Budget 2009 outlined a commitment for the Minister of State (Small Business and Tourism) to develop a Federal Tourism Strategy to bring greater coherence to the various federal programs and services that support the tourism sector.

In June 2009, following a meeting with tourism industry leaders, Prime Minister Stephen Harper announced the federal tourism strategy framework. The Framework has now been brought to fruition as *Canada's Federal Tourism Strategy: Welcoming the World*.

b. The Four Priorities

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, educate major international markets and increase the sales of tourism companies. The Canadian Tourism Commission is the federal government's main stakeholder in tourism marketing; however, other departments and agencies contribute significantly to tourism marketing.

Investments in tourism research and statistics 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. Many departments contribute to marketing, research and statistics.

DEPARTMENT/AGENCY	DIRECT SPENDING RELATED TO MARKETING, RESEARCH AND STATISTICS	
	FY 2010-2011*	FY 2009-2010*
Aboriginal Affairs and Northern Development Canada	\$0.05 M	\$0.3 M
Atlantic Canada Opportunities Agency	\$7.1 M	\$6.2 M
Canada Economic Development for Quebec Regions	\$18.5 M	\$17.7 M
Canadian Northern Economic Development Agency	\$4.4 M	\$2.3 M

Canadian Tourism Commission	\$121.8 M	\$110.6 M
Canadian Heritage	\$4.6 M	\$21.6 M
Federal Economic Development Agency for Southern Ontario	\$0.9 M	\$1.2 M
Federal Economic Development Initiative for Northern Ontario	\$0.1 M	\$2.6 M
Human Resources and Skills Development Canada	-	\$0.8 M
Parks Canada	\$22.8 M	\$18.0 M
Statistics Canada	\$6.0 M	\$6.1 M
Western Economic Diversification	\$5.5 M	\$4.9 M
Total	\$192 M	\$192.1 M

**Includes EAP funding. 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 significant portion of infrastructure investments benefit the entire transportation sector, 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 2010-2011*	FY 2009-2010*
Canada Economic Development For Quebec Regions	\$4.2 M	\$8.7 M
Canadian Northern Economic Development Agency	\$2.5 M	\$0.6 M
Federal Economic Development for Northern Ontario	\$ 0.01 M	-
Parks Canada	\$5.5 M	\$5.6 M
Total	\$12.3 M	\$15 M

** Includes EAP funding. 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 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 and efficient 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.

DEPARTMENT/AGENCY	DIRECT SPENDING RELATED TO PRODUCT DEVELOPMENT AND INVESTMENT	
	FY 2010-2011*	FY 2009-2010*
Aboriginal Affairs and Northern Development Canada	\$1.2 M	\$0.8 M
Atlantic Canada Opportunities Agency	\$15.0 M	\$12.8 M
Canada Economic Development for Quebec Regions	\$51.1 M	\$30.7 M
Canadian Northern Economic Development Agency	\$2.1 M	\$0.6 M
Canadian Tourism Commission	\$1.6 M	\$4.2 M
Canadian Heritage	\$72.9 M	\$110 M
Federal Economic Development Agency for Southern Ontario	\$10.5 M	\$4.6 M
Federal Economic Development Initiative for Northern Ontario	\$1.8 M	\$6.5 M
Infrastructure Canada	\$119.7 M	\$63.5 M

Industry Canada – Marquee Tourism Events Program	\$38.3 M	\$42.4 M
National Capital Commission	\$11.5 M	\$9.3 M
Parks Canada	\$345.1 M	\$279.1 M
Western Economic Diversification	\$18.5 M	\$16.0 M
Total	\$689.3 M	\$580.5 M

* Includes EAP funding. 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. 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 provides funding to the Canadian Tourism Human Resource Council (CTHRC) to develop the industry driven professional certification programs, national occupational standards and dissemination of labour market information. In addition, HRSDC has a broader suite of programming targeted to under-represented groups in the labour market, e.g as youth, older workers, Aboriginal people, to gain skills for employment in a number of sectors, including the tourism sector.

DEPARTMENT/AGENCY	DIRECT SPENDING RELATED TO SKILLS AND LABOUR	
	FY 2010-2011*	FY 2009-2010*
Atlantic Canada Opportunities Agency	\$1.4 M	\$1.5 M
Canada Economic Development for Quebec Regions	\$0.03 M	\$0.07 M
Canadian Heritage	\$12.6 M	\$12.4 M
Canadian Northern Economic Development Agency	\$0.8 M	\$0.5 M
Federal Economic Development Agency for Southern Ontario	\$0.2 M	\$0.6 M
Human Resources and Skills Development Canada	\$10.5 M	\$8.8 M
Western Economic Diversification	-	\$0.4 M
Total	\$25.5 M	\$24.3 M

* Includes EAP funding. Numbers may not add due to rounding.

c. 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.

Industry Canada (IC)

Industry Canada (IC) is responsible for federal tourism policy development and policy integration. As such, it is leading a 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. IC, under the EAP, delivered the 2-year Marquee Tourism Events Program which provided support to marquee festivals and events across Canada.

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. Funding is used to advance business and economic development projects and the delivery of services to community members. The Department also encourages both the private and public sectors to add First Nations, Métis and Inuit peoples to their current workforce, and promotes the use of Aboriginal businesses for federal government supplies and services.

Through various programs, the Department recognizes tourism as an opportunity for Aboriginal entrepreneurs. In particular, it supports the Aboriginal businesses that operate attractions, accommodation services, transportation and food services, as well as retail sales businesses.

Programs have also been used to facilitate industry growth through research and strategic planning initiatives.

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)

CED'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 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, which includes the Department of Canadian Heritage and its portfolio agencies, including national cultural institutions, play a vital role in the cultural and civic life of Canadians. The focus of Canadian Heritage policies, programs and institutions is to promote culture, the arts, heritage, official languages, citizenship and participation, Aboriginal, youth, and sport initiatives.

Tourism is not a primary objective of the Canadian Heritage's mandate. However, the programs and activities supported by the department and its portfolio agencies are major tourism draws and make a significant contribution to the tourism sector. Canadian Heritage was also the department responsible for coordinating the federal role in the 2010 Olympic and Paralympic Winter Games.

The Department is also engaged in culture and sport tourism through research and analysis that help articulate the relationship between culture/sport and tourism. The Department currently serves as the secretariat for the Federal-Provincial/Territorial Culture/Heritage and Tourism Initiative (FPTTI), a partnership between all provincial and territorial ministries responsible for culture and heritage and the Department of Canadian Heritage. The FPTTI supports collaboration and research, which contributes to greater awareness and understanding of the mutual benefits of strengthening the relationship and increasing the collaboration between culture and tourism.

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 archives.

Canadian Northern Economic Development Agency (CanNor)

CanNor aims to encourage long-term growth in the three territories by supporting regional development programs, awareness activities and investments in innovation and knowledge, among other things. Therefore, through the Strategic Investments in Northern Economic Development Program, the agency provides financial and other support for projects designed to stimulate and diversify the economy, improve coordination of federal programs and give Northern residents an important place in the market.

Canadian Tourism Commission (CTC)

The CTC is Canada's national marketing organization, and its vision is to inspire the world to explore Canada. As set out in the *Canadian Tourism Commission Act*, its purpose is to sustain a vibrant and profitable tourism industry by supporting a cooperative relationship between the private sector and the governments of Canada, the provinces and the territories. The CTC promotes Canada as an internationally competitive, premier, four-season tourism destination where travellers have access to extraordinary experiences. It provides a consistent voice for Canada in the international tourism marketplace. Along with its partners in the tourism industry and all levels of government, it markets Canada in 11 countries around the world, focusing on direct-to-consumer marketing, international travel trade, media and public relations, and meetings, conventions and incentive travel. In addition, the CTC has been recognized as a world leader in tourism market research and performance management with many competitors emulating the CTC's approaches in those areas.

Federal Economic Development Agency for Southern Ontario (FedDev)

FedDev Ontario supports economic and community development, innovation, and economic diversification, with contributions to communities, businesses and non-profit organizations in southern Ontario.

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 targeted marketing campaigns to reignite the tourism industry in certain regional areas and improving infrastructure at key tourist destinations in southern Ontario.

Human Resources and Skills Development Canada (HRSDC)

HRSDC's mission 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. HRSDC develops policies that make Canada a society in which all can use their talents, skills and resources to participate in learning, work and their community; creates programs and supports initiatives that help Canadians move through life's transitions; and creates better outcomes for Canadians through service excellence with Service Canada and other partners.

HRSDC supports Canada's strategic, long-term plan, Advantage Canada, which seeks to create a knowledge advantage by fostering the best-educated, most skilled, and most flexible workforce in the world.

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. For example, through the Aboriginal Skills and Training Strategic Investment Fund (ASTSIF), HRSDC provided funding to several projects in Aboriginal communities, such as the Hospitality and Tourism Employment Readiness Program, Tourism and Hospitality Careers for Metis and Tourism, Retail and Service Skill Development. More directly, HRSDC also provides support to the tourism sector through funding to the Canadian Tourism Human Resource Council (CTHRC). This funding supports 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. HRSDC will continue 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)/ Federal Economic Development Initiative in Northern Ontario (FedNor)

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.

FedNor 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 programming that instils Canadians with pride and a sense of unity, helps Canada's National Capital Region serve as a gathering place for all Canadians, and helps Canadians and international visitors get to know Canada better.

[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 the National Capital Commission, 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.

As part of this portfolio, 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 more recently 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 the attractiveness of communities as potential visitor destinations, such as major cultural facilities.

Finally, Infrastructure Canada is currently leading federal efforts to develop a long-term infrastructure plan beyond Building Canada and is engaging its key partners provinces, territories, the Federation of Canadian Municipalities and other stakeholders – in this process.

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.

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.

Through various programs, the Department supports farmers and agri-businesses in using a diversity of tools and approaches to increase their innovativeness, competitiveness and sustainability. One of these is tourism. Most notably, AAFC supports the co-branding of Canada as a supplier of high-quality food products and as a premier tourist destination due to its culinary excellence. Canada's Rural and Co-operatives Secretariat, which sits within AAFC, supports the co-operative sector in applying the co-operative business model to tourism development, as well as the development and promotion of tourism-related rural amenities that support the growth and resilience of rural and remote communities.

Different AAFC programs facilitate tourism industry growth by supporting a range of related initiatives, such as rural amenities inventories, agri-tourism land mapping, statistical research, agricultural science visitor attractions, and certain on-farm tourism-related activities.

[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 organizing events that enhance Canada's brand image and by disseminating information about Canada.

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

[Canada Border Services Agency \(CBSA\)](#)

CBSA ensures the security and prosperity of Canada by managing the free and legitimate flow (access) of people and goods to Canada.

[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.

Business Development Bank of Canada (BDC)

The BDC's mandate is to help create and develop Canadian businesses through financing, venture capital and consulting services, with a focus on small and medium-sized enterprises (SMEs).

The BDC finances many tourism businesses. As of March 31, 2011, the BDC had about \$2 billion in financing invested in the tourism sector.

Citizenship and Immigration Canada (CIC)

CIC admits immigrants, foreign students, visitors and temporary workers who help Canada's social and economic growth; resettles, protects and provides a safe haven for refugees; helps newcomers adapt to Canadian society and become Canadian citizens; manages access to Canada to protect the security and health of Canadians and the integrity of Canadian laws; and helps Canadians and newcomers to participate fully in the economic, political, social and cultural life of the country.

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.

TABLE OF FEDERAL SPENDING (2009-2010)

Departments/ organizations	Direct spending	Total amount	Indirect spending	Total amount
Aboriginal Affairs and Northern Development Canada	Aboriginal Business Development Program: \$701,534 Community Economic Opportunities Program: \$1,037,034 Community Support Services Program: \$211,700	\$1.9M	Community Economic Opportunities Program: \$436,837 Community Support Services Program: \$1,150,382	\$1.6M
Atlantic Canada Opportunities Agency	Infrastructure & Equipment: \$7,897,174 Business Establishment, Modernization & Expansion: \$2,975,467 Marketing: \$5,420,812 Product Development: \$1,947,207 Plans and Studies: \$809,757 Tourism Capacity Building & Training: \$1,522,861	\$20.6M		
Canada Economic Development for Quebec Regions	Former programs : Innovation, Development, Entrepreneurship and access program for SME (IDEA-SME): \$16,421 Regional Strategic Initiatives (RSI): \$1,543,075 Regional Strategic Initiatives – Montreal (RSI): \$347,109 Regional Strategic Initiatives / Fishing Community Economic Diversification Initiative: \$42,486 Regional Strategic Initiatives / Community Economic Diversification Initiative – Vitality:	\$57.2M	Former programs : Regional Strategic Initiatives (RSI): \$19,252 Regional Strategic Initiatives – Montreal (RSI): \$250,000 DEC-DC / Community Economic Diversification Initiative – Vitality: \$46,312	\$0.8M

Departments/ organizations	Direct spending	Total amount	Indirect spending	Total amount
	\$197,341 EDC-CD / Major Economic and Tourism Facilities: \$3,290,532 EDC-CD / Community Economic Diversification Initiative – Vitality: \$12,284,732 Existing programs: Community Diversification: \$24,094,906 Initiative to support international cruise development on the St-Lawrence and Saguenay rivers: \$6,564,856 Community Adjustment Fund: \$8,786,956		Existing programs: Community Diversification: \$451,904 Initiative to support international cruise development on the St- Lawrence and Saguenay Rivers: \$60,305	
Canadian Heritage	Young Canada Works (YCW): \$7,626,164 Museums Assistance Program: \$2,300,897 Canadian Conservation Institute: \$5,192,853 Official Languages Support Programs: \$245,777 Hosting Program: \$58,200,000 National Gallery of Canada: \$10,789,090 Canada Science and Technology Museum Corporation Ottawa Tourism: \$44,325 Auditorium, Retail and Education: \$2,135,372 Promotion: \$1,141,153 Visitor Services: \$3,413,635	\$149.5M	Canada Arts Presentation Fund: \$28,674,871 Canada Cultural Investment Fund: \$4,750,000 Canada Cultural Spaces Fund: \$63,745,278 Canada Music Fund: \$1,320,000 Federal/Provincial/Territorial Culture/Heritage and Tourism Initiative: \$7,979 Tourism Research and Analysis: \$13,549 Museums Assistance Program: \$3,329,491 Virtual Museum of Canada: \$46,102 Building Communities Through Arts and Heritage Program: \$17,600,000 Official Languages Support Programs: \$972,225 Celebration and Commemoration Program: \$1,427,885	\$154.9M

Departments/ organizations	Direct spending	Total amount	Indirect spending	Total amount
	Survey Work: \$93,937 Canadian Museum of Civilization Corporation: \$22,400,000 Fathers of Confederation Building Trust Program: \$1,875,000 Vancouver 2010 – Live Sites: \$9,263,068 Vancouver 2010 Opening Ceremony: \$17,400,000 Canadian Museum of Nature: \$168,000 National Battlefields Commission: \$1,516,809 Travel Survey of Residents of Canada: \$85,000 Telefilm Canada: \$5,600,023		International Expositions: \$28,381,720 2009 Royal Tour: \$1,440,000 Canada Day Noon Show: \$1,475,000 Canada Science and Technology Museum Corporation New Museum Studies: \$345,034 Library and Archives Canada: \$1,419,367	
Canadian Northern Economic Development Agency	Strategic Investments in Northern Economic Development: \$1,889,929 Community Adjustment Fund: \$2,151,000 Aboriginal Economic Development: \$39,900	\$4.1M	Strategic Investments in Northern Economic Development: \$198,000 Community Adjustment Fund: \$100,000 Aboriginal Economic Development: \$120,129	\$0.4M
Canadian Tourism Commission	Marketing and Sales: \$98,263,038* Strategy and Planning: \$1,258,794 Corporate Services: \$15,260,795 *includes: <ul style="list-style-type: none"> • Brand Experiences: \$4,161,208 • Research: \$3,107,491 	\$114.8M		
FedDev Ontario	Eastern Ontario Development Program: \$1,437,030 Southern Ontario Development Program: \$1,367,617	\$6.7M	Recreational Infrastructure Canada Program: \$30,653,323 Eastern Ontario Development Program: \$1,363,991 Community Adjustment Fund: \$5,965,804	\$38M

Departments/ organizations	Direct spending	Total amount	Indirect spending	Total amount
	Community Adjustment Fund: \$3,914,780			
Human Resources and Skills Development Canada	Sector Council Program – Canadian Tourism Human Resource Council (CTHRC) Core Infrastructure: \$750,000 Emerit Products and Delivery Systems: \$1,983,911 Ready-to-Work: \$1,489,049 Strategic Human Resource Management Tools in Tourism (Research): \$730,726 Productivity Improvement: \$1,019,924 Facilitate Workplace Integration of Recent Immigrants: \$435,762 Canadian Academy of Travel and Tourism: \$270,744 Foreign Credential Recognition Program – CTHRC Foreign Credential Recognition: \$732,566 Workplace Skills Initiative Conseil québécois des ressources humaines en tourisme: \$990,668 Saskatchewan Tourism Education Council: \$457,696	\$8.8M	Workplace Skills Initiative Niagara College: \$592,492 Community Futures Development Corporation: \$164,535	\$0.8M
Industry Canada	Marquee Tourism Events Program: \$42,484,932 Northern Ontario Development Program: \$7,901,892	\$52.4M	Northern Ontario Development Program: \$5,008,252 Economic Development Initiative for Language Minority Communities: \$401,474	\$5.4M

Departments/ organizations	Direct spending	Total amount	Indirect spending	Total amount
	Economic Development Initiative for Language Minority Communities: \$123,439 Community Adjustment Fund: \$1,897,681			
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	\$9.3M	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	\$12.5M
Parks Canada	Heritage Places Establishment: \$15,240,200 Visitor Experience: \$274,975,300 Townsite and Throughway Infrastructure: \$20,901,800	\$311.1M	Heritage Resources Conservation: \$191,926,600 Public Appreciation and Understanding: \$54,170,300 Townsite and Throughway Infrastructure: \$132,873,400	\$379M
Statistics Canada	International Travel Survey: \$3,706,000 Travel Survey of Residents of Canada: \$1,197,000 National Tourism Indicators, Quarterly Estimates: \$15,000 Annual Survey of Traveller Accommodation:	\$6.1M		

Departments/ organizations	Direct spending	Total amount	Indirect spending	Total amount
	\$816,000 Annual Survey of Travel Arrangements: \$313,000 Canadian Tourism Satellite Account: \$5,000 The Human Resource Module of the Tourism Satellite Account: \$6,000 HR Module – Development of quarterly time series: \$4,000			
Transport, Infrastructure and Communities Portfolio	INFRASTRUCTURE Canada Strategic Infrastructure Fund: \$7,524,570 Municipal Rural Infrastructure Fund: \$2,101,409 Building Canada Fund – Major Infrastructure Component: \$45,661,806 Building Canada Fund – Communities Component: \$394,129 Communities Component Top-Up: \$483,128 Infrastructure Stimulus Fund: \$7,338,993	\$63.5M	INFRASTRUCTURE Municipal Rural Infrastructure Fund: \$224,853 Building Canada Fund – Major Infrastructure Component: \$42,589,497 Building Canada Fund – Communities Component: \$1,643,776 Communities Component Top-Up: \$232,539 Infrastructure Stimulus Fund: \$6,633,360 TRANSPORTATION VIA Rail Canada Program: \$387,100,000 Infrastructure improvements (Highway/Border/Bridge): \$27,029,073 Ferry Service Contributions Program: \$48,200,000	\$513.6
Western Economic Diversification	Alberta and Saskatchewan Centenaries: \$41,490 Community Adjustment Fund: \$9,383,116 Regina Development Agreement: \$392,770 Community Economic Diversification Initiative – Mountain Pine Beetle: \$6,003,335	\$21.4M	Community Economic Diversification Initiative – Mountain Pine Beetle: \$2,267,629 Community Adjustment Fund: \$5,509,460 Recreational Infrastructure Canada: \$2,292,046 Western Diversification Program: \$42,640	\$10.5M

Departments/ organizations	Direct spending	Total amount	Indirect spending	Total amount
	Western Diversification Program: \$4,590,730 Western Economic Partnership Agreement: \$1,001,223		Western Economic Partnership Agreement: \$400,000	

TABLE OF FEDERAL SPENDING (2010-2011)

Departments/ organizations	Direct spending	Total amount	Indirect spending	Total amount
Aboriginal Affairs and Northern Development Canada	Aboriginal Business Development Program: \$660,947 Community Economic Opportunities Program: \$1,288,949	\$1.9M	Community Economic Opportunities Program: \$848,019 Community Support Services Program: \$330,261 Industry Development, Strategic Planning, Community Awareness and Capacity Development: \$1,586,602	\$2.8M
Atlantic Canada Opportunities Agency	Infrastructure & Equipment: \$8,836,007 Business Establishment, Modernization & Expansion: \$3,641,381 Marketing: \$6,301,604 Plans and Studies: \$807,399 Product Development: \$2,534,403 Tourism Capacity Building & Training: \$1,469,208	\$23.6M		
Canada Economic Development for Quebec Regions	Former programs: Innovation, Development, Entrepreneurship and access program for SME (IDEA-SME): \$315 Regional Strategic Initiatives (RSI): \$610,527 Regional Strategic Initiatives (RSI) - Montreal: \$45,383 Regional Strategic Initiatives /Community Economic Diversification Initiative – Vitality: \$70,923	\$ 78.3M	Former programs: RSI/ Fishing Community Economic Diversification Initiative: \$50,112	\$0.3M

Departments/ organizations	Direct spending	Total amount	Indirect spending	Total amount
	<p>EDC-DC/Community Economic Diversification Initiative – Vitality: \$7,729,927</p> <p>Support initiative in response to the flooding in Côte-de-Gaspé Regional County Municipality (RCM): \$4,396</p> <p>EDC – CD / Major Economic and Tourism Facilities: \$2,458,990</p> <p>Infrastructure Canada-Québec: \$552,093</p> <p>Existing programs:</p> <p>Community Diversification: \$36,445,008</p> <p>Initiative to support international cruise development on the St-Lawrence and Saguenay Rivers : \$6,472,210</p> <p>Linguistic Duality Economic Development Initiative: \$998,977</p> <p>Temporary Initiative for the Strengthening of Quebec's Forest Economies: \$1,119,470</p> <p>Recreational Infrastructure Canada Fund: \$744,039</p> <p>Community Adjustment Fund: \$21,099,992</p>		<p>Existing programs:</p> <p>Community Diversification: \$243,938</p> <p>Initiative to support international cruise development on the St-Lawrence and Saguenay Rivers: \$1,377</p> <p>Temporary Initiative for the Strengthening of Quebec's Forest Economies: \$30,471</p>	
Canadian Heritage	<p>Young Canada Works (YCW): \$7,636,142</p> <p>Museums Assistance Program: \$1,909,744</p> <p>Canadian Conservation Institute: \$4,748,843</p> <p>Official Languages Support Programs: \$571,500</p> <p>Hosting Program: \$23,600,000</p> <p>National Gallery of Canada: \$9,001,890</p>	\$96M	<p>Canada Arts Presentation Fund: \$26,342,741</p> <p>Cultural Capitals of Canada: \$3,250,000</p> <p>Canada Cultural Spaces Fund: \$28,139,105</p> <p>Canada Cultural Investment Fund: \$2,023,961</p> <p>Canada Music Fund: \$1,580,000</p> <p>Federal/Provincial/Territorial Culture/Heritage and Tourism Initiative: \$5,253</p>	\$103.9M

Departments/ organizations	Direct spending	Total amount	Indirect spending	Total amount
	Canada Science and Technology Museum Corporation Ottawa Tourism: \$73,220 Auditorium, Retail and Education: \$9,028,789 Promotion: \$1,019,562 Visitor Services: \$3,321,171 Survey Work: \$35,312 Canadian Museum of Civilization Corporation: \$23,400,000 Fathers of Confederation Building Trust Program: \$2,300,000 Canadian Museum of Nature: \$478,000 Canadian Museum of Immigration at Pier 21: \$2,560,400 National Battlefields Commission: \$1,846,411 Travel Survey of Residents of Canada: \$85,000 Telefilm Canada: \$4,403,766		Tourism Research and Analysis: \$3,902 Museums Assistance Program: \$3,590,451 Virtual Museum of Canada: \$117,877 Building Communities Through Arts and Heritage Program: \$17,600,000 Official Languages Support Programs: \$989,400 Celebration and Commemoration Program: \$1,576,000 International Expositions: \$12,717,351 2010 Royal Tour: \$2,790,000 Canada Day Noon Show: \$2,000,000 Canada Science and Technology Museum Corporation New Museum Studies: \$142,750 Library and Archives Canada: \$1,008,517	
Canadian Northern Economic Development Agency	Strategic Investments in Northern Economic Development: \$3,264,186 Community Adjustment Fund: \$6,395,910 Aboriginal Economic Development: \$130,080	\$9.8M	Strategic Investments in Northern Economic Development: \$1,139,470 Community Adjustment Fund: \$1,745,926 Aboriginal Economic Development: \$125,946	\$3.0M
Canadian Tourism Commission	Marketing and Sales: \$102,977,458* Strategy and Planning: \$1,152,377 Corporate Services: \$19,280,531	\$123.4M		

Departments/ organizations	Direct spending	Total amount	Indirect spending	Total amount
	*includes: <ul style="list-style-type: none"> • Brand Experiences: \$1,607,941 • Research: \$3,010,398 			
FedDev Ontario	Eastern Ontario Development Program: \$1,073,493 Southern Ontario Development Program: \$1,179,345 Community Adjustment Fund: \$9,468,189	\$11.7M	Recreational Infrastructure Canada Program: \$121,700,000 Eastern Ontario Development Program: \$1,373,895 Community Adjustment Fund: \$5,247,667	\$128.3M
Human Resources and Skills Development Canada	Sector Council Program – Canadian Tourism Human Resource Council (CTHRC) Core Infrastructure: \$750,000 3 Year Tourism HR Strategy: \$6,359,707 Ready-to-Work: \$778,317 Foreign Credential Recognition Program – CTHRC Foreign Credential Recognition: \$66,974 Helping Immigrants Fully Utilize Skills and Work Experience in Tourism: \$142,598 Workplace Skills Initiative Saskatchewan Tourism Education Council: Transforming the Tourism Workforce: \$228,830 Aboriginal Skills and Employment Partnership : \$1,204,098 Aboriginal Skills and Training Strategic Investment Fund: \$992,997	\$10.5M		

Departments/ organizations	Direct spending	Total amount	Indirect spending	Total amount
Industry Canada	Marquee Tourism Events Program: \$38,319,440 Northern Ontario Development Program: \$2,238,014 Economic Development Initiative for Language Minority Communities: \$175,383 Community Adjustment Fund: \$775,100	\$41.5M	Northern Ontario Development Program: \$3,022,265 Economic Development Initiative for Language Minority Communities: \$161,950	\$3.2M
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	\$11.5M	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	\$23.1M
Parks Canada	Heritage Places Establishment: \$21,686,500 Visitor Experience: \$348,201,800 Townsite and Throughway Infrastructure: \$11,544,600	\$381.4M	Heritage Resources Conservation: \$215,943,700 Public Appreciation and Understanding: \$50,823,300 Townsite and Throughway Infrastructure: \$150,492,100	\$417.2M
Statistics Canada	International Travel Survey: \$3,617,000 Travel Survey of Residents of Canada: \$1,227,000	\$6M		

Departments/ organizations	Direct spending	Total amount	Indirect spending	Total amount
	National Tourism Indicators, Quarterly Estimates: \$22,000 Annual Survey of Traveller Accommodation: \$818,000 Annual Survey of Travel Arrangement: \$315,000 Canadian Tourism Satellite Account: \$5,000 The Human Resource Module of the Tourism Satellite Account/Provincial/Territorial Human Resource Module: \$8,000 HR Module – Development of quarterly time series (Phase III): \$4,000 Government Revenue Attributable to Tourism: \$10,000			
Transport, Infrastructure and Communities Portfolio	INFRASTRUCTURE Canada Strategic Infrastructure Fund: \$19,891,244 Municipal Rural Infrastructure Fund: \$1,076,852 Building Canada Fund – Major Infrastructure Component: \$36,070,571 Building Canada Fund – Communities Component: \$694,747 Communities Component Top-Up: \$2,140,963 Infrastructure Stimulus Fund: \$59,851,252 TRANSPORTATION	\$119.7M	INFRASTRUCTURE Building Canada Fund – Major Infrastructure Component: \$37,607,563 Building Canada Fund – Communities Component: \$3,361,022 Communities Component Top-Up: \$1,191,032 Infrastructure Stimulus Fund: \$27,171,408 TRANSPORTATION VIA Rail Canada Program: \$526,300,000 Infrastructure improvements (Highway/Border/Bridge): \$42,623,601 Ferry Service Contributions Program: \$51,900,000	\$690.1M

Departments/ organizations	Direct spending	Total amount	Indirect spending	Total amount
	Cross-Border Passenger Bus Study: \$20,080			
Western Economic Diversification	Community Economic Diversification Initiative – Mountain Pine Beetle: \$905,755 Alberta and Saskatchewan Centenaries: \$6,200,000 Community Adjustment Fund: \$10,753,806 Western Diversification Program: \$5,324,944 Western Economic Partnership Agreement: \$834,198	\$24M	Community Economic Diversification Initiative – Mountain Pine Beetle: \$2,631,966 Community Adjustment Fund: \$13,163,343 Regina Development Agreement: \$1,307,230 Recreational Infrastructure Canada: \$9,984,137 Western Diversification Program: \$923,706	\$28M