

# Ministry of Tourism Links

## PROVINCIAL, NATIONAL AND INTERNATIONAL TOURISM ASSOCIATION RESOURCES

- [Ontario Ministry of Tourism](#)
- [Tourism Marketing Partnership Corporation \(OTMPC\)](#)
- [Tourism Industry Association of America \(TIA\)](#)
- [Tourism Industry Association of Canada \(TIAC\)](#)
- [World Tourism Organization \(WTO\)](#)

## MOTIVATION RESOURCES

Tourism is an economic sector that takes existing businesses from many diverse sectors and shifts them into new external markets. What is it about your product/service that makes you think you're ready for tourism?

- [Association of Municipalities of Ontario \(AMO\)](#)  
[Canada Ontario Business Service Centre \(COBSC\)](#)  
*Checklist for Going into Business*
- [Economic Developers Association of Canada \(EDAC\)](#)
- [Economic Developers Council of Ontario \(EDCO\)](#)

## PRODUCT/SERVICE RESOURCES

An important part of tourism market readiness is clearly understanding what you offer and how it differs from the competition, as well as how you may want to diversify based upon the constraints of your facility and resources. What is your current product or service offering?

## QUALITY AND RECOGNITION RESOURCES

- [AAA \(American Automobile Association\)](#)
- [CAA \(Canadian Automobile Association\)](#)
- [Canada Select](#)
- [Tourism Industry Association of Canada \(TIAC\)](#)  
*National Awards for Tourism Excellence:*
- [Ontario Tourism Marketing Partnership Corporation \(OTMPC\)](#)  
*Tourism Summit and Awards*
- [Ontario Tourism Education Council \(OTEC\)](#)
- [National Quality Institute](#)

## PRODUCT DEVELOPMENT RESOURCES

- [Canadian Tourism Commission](#)  
*Defining Tomorrow's Tourism Product Handbook*
- [Ontario Ministry of Northern Development and Mines \(MDNM\)](#)  
*Product Development Opportunities for Resource-Based Operators*
- [Trip Advisor](#)

## RESEARCH AND STATISTICS RESOURCES

- [Ispos Reid](#)  
*What Canadians Think About Just About Everything*
- [Ontario Ministry of Tourism](#)  
*Research Branch*
- [Ontario Tourism Marketing Partnership Corporation \(OTMPC\)](#)  
*Research Resources*
- [Statistics Canada Social Trends](#)
- [Travel and Tourism Research Association Canada](#)
- [Travel and Tourism Research Association International](#)
- [Travel Industry Association of America Travel Trends](#)
- [GD Sourcing](#)  
Free and low cost small business market research

## BUSINESS RESOURCES

In order to develop a successful tourism operation, it's important to ensure your core business/product is profitable, and that you are in the appropriate position to diversify your offering. What business are you currently in?

## BUSINESS PLANNING RESOURCES

- [Canada Business](#)  
*A Guide for Canadian Entrepreneurs*
- [Canada Ontario Business Service Centre](#)
- [Government of Ontario](#)  
*Tourism Business Website*
- [Ontario Ministry of Small Business and Entrepreneurship](#)
- [Ontario Ministry of Northern Development and Mines \(MNDM\)](#)  
*Business Planning Templates*

## FINANCING AND INVESTMENT RESOURCES

- [Bank of Canada](#)  
*Rates and Statistics*
- [Ontario Association of Community Futures Development Corporations \(OACFDC\)](#)
- [Ontario Ministry of Agriculture, Food and Rural Affairs \(OMAFRA\)](#)  
*Community and Business Financing: A Guide to Funding Programs for Rural Ontario*
- [Ontario Ministry of Tourism's Investment website](#)
- [Canadian Real Estate Association Commercial Real Estate Listings](#)
- [Canadian Tourism Commission](#)  
*Series of Financing Handbooks*

## LEGAL AND PRIVACY RESOURCES

- [Federal Department of Justice eLaws](#)
- [Federal Office of the Privacy Commissioner](#)  
*Guide for Businesses and Organizations*
- [Ontario eLaws website](#)
- [Personal Information Protection and Electronic Documents Act](#)

## **CUSTOMER RESOURCES**

In order to be successful in the tourism business, it's critical to understand who you are currently selling your products and providing services to, as well as who you could be targeting. Do you know who your customers are?

- [European Travel Commission](#)
- [Ontario Ministry of Tourism](#)  
*Regional Tourism Profiles*
- [Ontario Tourism Marketing Partnership Corporation \(OTMPC\)](#)  
*Research Resource*
- [Pacific Asia Travel Association](#)  
United Nations World Tourism Organization
- [Statistics Canada](#)  
*Community Profiles*
- [Travel Industry Association of America Travel Trends](#)
- [World Tourism Organization](#)

## **CUSTOMER SERVICES RESOURCES**

In this global economy, tourism customers have higher service and product delivery expectations of the destinations they frequent, regardless of their travel budget. What value-added services do you currently offer your customers?

## **E BUSINESS RESOURCES**

- [Canada-Ontario Business Centre \(COBSC\)](#)  
*Online eBusiness Workshop*
- [Government of Canada](#)  
*Student Connections: Students provide technology training to businesses*
- [Government of Alberta's eFuture Centre](#)  
*Business Planning: Integrating the "E" into Your Business Plan*
- [Tourism Keys](#)  
*Unlock the door to a higher performing website*

## **OTHER RESOURCES**

- [Direction Ontario](#)  
www.directionontario.ca
- [Office of Francophone Affairs](#)
- [Ontarians with Disabilities Act](#)
- [Ontario Tourism Education Council \(OTEC\)](#)

## **HUMAN RESOURCE RESOURCES**

Tourism is all about people – making them welcome and comfortable, creating memories and building relationships. Good product and service delivery is impossible without the support of competent staff and volunteers. Who's involved in the delivery of your products and services?

- [Canada Ontario Business Service Centre \(COBSC\)](#)  
*Checklist for Developing a Training Program*
- [Canadian Tourism Human Resource Council](#)
- [Charity Village](#) (Non-profit resource site)
- [Ontario Tourism Education Council \(OTEC\):](#)
- [Government of Canada](#)  
*Human Resources for Employers*
- [Human Resources and Social Development Canada](#)

## **PARTNERSHIP RESOURCES**

Working collaboratively with other businesses and organizations in your area can extend your market reach and provide added value to your existing products and services, as well as to the customer experience. Partnerships can include sharing resources, ideas and customers. Who do you currently partner with and how?

- [American Automobile Association \(AAA\)](#)
- [Canadian Automobile Association \(CAA\)](#)  
[Canadian Tourism Commission \(CTC\)](#)
- [Ontario Tourism Marketing Partnership Corporation: \(OTMPC\)](#)
- [Packaging Manual](#)
- [Guide to Working with Trade](#)

## **COMMUNICATIONS AND PUBLIC RELATIONS RESOURCES**

Tourism is an extremely complex industry and difficult for most people to understand. You can't expect the general public to know what it is you do, and what products and services you provide, if you don't tell them. Especially important is ensuring your local community understands the benefits that your organization and industry bring to the community – they are your first ambassadors. What's the message you currently deliver?

- [Associations of Municipalities of Ontario \(AMO\)](#)
- [Canada Newswire](#)
- [Canadian Travel Press](#)
- [Charity Village](#) (Non-profit resource site)
- [Global Alliance for Public Relations and Communications Management](#)
- [Google](#)  
*Google news alerts and adwords*
- [Municipal World](#)
- Ontario Chamber of Commerce  
[www.occ.on.ca](http://www.occ.on.ca)
- [Ontario Community Newspapers Association](#)
- [Student Connections](#)
- [Tourism Keys](#)  
*Unlock the door to a higher performing website*
- [Travel Media Association of Canada \(TMAC\)](#)

## MARKETING RESOURCES

Travellers are always looking for new and different destinations and experiences. The tourism industry needs to be better tuned in to the evolving needs of their customers in order to continue to attract new and retain existing audiences. Well-planned and executed marketing should deliver a regular source of visitors, target new leads, and provide tourism operators with insight into the customers who are responding to their marketing. What is your current approach to marketing?

- [Association of Canadian Advertisers](#)
- [Bureau of Measurement](#)
- [Canadian Hotel Association \(Hotel Statistics\)](#)
- [Canadian Marketing Association](#)
- [Canada-Ontario Business Centre \(COBSC\)](#)
  - ✦ [Business Start-up Assistant – Marketing Profile](#)
  - ✦ [COBSC - Marketing Plan Outline](#)
- Ontario Tourism Marketing Partnership Corporation (OTMPC)  
[www.tourismpartners.com](http://www.tourismpartners.com)
- Print Bureau of Measurement:  
[www.pmb.ca/](http://www.pmb.ca/)
- [PsychoTactics](#)  
Free Marketing Articles

## PRICING AND TICKET SALES PROFILE

To ensure maximum profitability, tourism operators must be able to provide price points and payment options reflective of product and market conditions. What is your current system of pricing, ticketing and customer sales?

- [National Tour Association \(NTA\)](#)
- [Ontario Motorcoach Association \(OMCA\)](#)
- Ontario Tourism Marketing Partnership
  - ✦ [Packaging Manual](#)
  - ✦ [Guide to Working with Trade](#)
- [Travel Industry Council of Ontario \(TICO\)](#)

## HEALTH AND SAFETY RESOURCES

Due to changing social issues and an aging travel population, the tourism industry must become more pro-active in planning for and delivering to the health and safety needs of their customers. What current level of health and safety measures does your site/operation follow?

- [Canadian Office of Consumer Affairs](#)
- [The Conservation Council of Ontario](#)
- [Insurance Brokers Association of Canada](#)
- [National Strategic Communications Forum for Highway Safety](#)
- [Ontario Accommodation Association \(OAA\)](#)
- [Ontario Chamber of Commerce](#)
- [Ontario Ministry of Community Safety and Correctional Services](#)
- [Ontario Ministry of Health and Long Term Care](#)
- [Ontario Ministry of Health Promotion](#)
- [U.S. Homeland Security](#)
- [World Health Organization](#)

## **TRANSPORTATION AND ACCESSIBILITY RESOURCES**

Once you've developed a great product and have been able to get it to market, it's critical that customers know how to get to and access your offerings in the simplest and most direct manner possible. How do customers currently travel to and maneuver within and around your operation?

- [Canada Border Services Agency](#)  
*Nexus*
- [Canada Ontario Business Service Centre \(COBSC\)](#)  
*Signs and Your Business*
- [Canadian Tourism Oriented Directional Signage \(CTODS\)](#)
- [Ontario Accessibility Directorate: Coalition Of Ontario Accessibility Advisory Committees](#)
- [Ontario Ministry of Community and Social Services: Accessibility for Ontarians with Disabilities](#)

## **PERFORMANCE MEASUREMENT RESOURCES**

Tracking all aspects of your operation will determine efficiencies and areas in which adjustments must be made to improve your bottom line. How are you currently measuring your performance and successes?

- LINK TO: Tourism Inc. Tracking Workbook
- [Canada Ontario Business Service Centre \(COBSC\)](#)  
*Measuring Sales Performance*