



October 13, 2010

Dear Partners,

Re: Program Review of the Ontario Tourism Marketing Partnership Corporation

Ontario's tourism industry is a key economic driver and our government is committed to working closely with you, our partners, to build a stronger and more competitive industry.

As part of our Open Ontario plan to ensure Ontario is globally competitive, we are moving forward with key recommendations from the 2009 Ontario Tourism Competitiveness Study to promote and generate economic growth and jobs.

As a result of one of the recommendations from the Competitiveness Study, the Ministry of Tourism and Culture initiated a program review of the Ontario Tourism Marketing Partnership Corporation (OTMPC) through an independent consultant. The purpose of the review was to develop a strengthened model for the provincial marketing organization for the future.

Over 200 of you, our tourism partners, along with OTMPC staff and board members participated in the program review consultations. Thank you to everyone who took the time to participate and provide feedback. Your input and engagement is valued.

The review is now complete and the Ministry has received the report and the recommended implementation plan from PricewaterhouseCoopers LLP for consideration.

The report identifies opportunities and recommendations for improvement, including: clarifying OTMPC's mandate and goals, strengthening its governance structure so responsibilities and accountabilities are clearly defined, further building on current performance measures, and positioning OTMPC in a brand leadership role in the new regional model for tourism.

The report also recognizes OTMPC's significant strengths, including its successful work in: developing the Ontario tourism brand through the award-winning "There's No Place Like This" campaign, partnering on and launching a new marketing strategy for northern Ontario, developing the Ontario Tourism Summit, and providing the industry with important marketing research.

I encourage you to visit the OTMPC web site to review a summary of the report. Please visit www.tourismpartners.com.

Moving forward, the Ministry will be working closely with OTMPC to implement the recommendations of the review. We recognize the importance of working closely with our partners as we continue this process.

The remainder of 2010 will be a transitional time as other key recommendations of the Ontario Tourism Competitiveness Study are realized, such as the transition to a regional tourism structure.

I am confident that these changes will position Ontario as a stronger, more attractive destination in an increasingly global competitive market.

I thank you for your valued partnership with the Ministry of Tourism and Culture and OTMPC, and ask for your continued support to strengthen tourism in Ontario.

Yours truly,

A handwritten signature in blue ink, appearing to read "Michael Chan". The signature is fluid and cursive, with a large initial "M" and "C".

Michael Chan
Minister