



## STAFF REPORT INFORMATION ONLY

### Toronto's Premier Ranked Tourist Destination (PRTD) Update

<b>Date:</b>	June 2, 2009
<b>To:</b>	Economic Development Committee
<b>From:</b>	General Manager Economic Development, Culture and Tourism
<b>Wards:</b>	All
<b>Reference Number:</b>	P:/2009/Cluster A/EDCT/ECON DEV/June/ed0906-023

### SUMMARY

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To inform the Committee on the progress of the implementation of the recommendations endorsed by City Council in the *Premier Ranked Tourist Destination Project Research Summary and Recommendations* as a guide for strengthening Toronto's tourism sector within the context of the *Agenda for Prosperity*.

### Financial Impact

There are no financial implications resulting from the adoption of this report.

### DECISION HISTORY

At its meeting of May 26 and 27, 2008, City Council endorsed actions from the report *Toronto's Premier Ranked Tourist Destination Project Results – Making Toronto the Best it Can Be*, which made recommendations from industry leaders, City staff and Members of Council to enhance Toronto's ability to serve as a premier tourist destination and reap the economic benefits.

<http://www.toronto.ca/legdocs/mmis/2008/cc/decisions/2008-05-26-cc21-dd.pdf>

City Council at its meeting of February 1, 2005 adopted Clause 13 of Economic Development and Parks Committee Report No. 1, thereby supporting Toronto's participation in the Premier Ranked Tourist Destination Framework process.

<http://www.toronto.ca/legdocs/2005/agendas/council/cc050201/edp1rpt/cl008.pdf>

## COMMENTS

In 2005, the Ontario Ministry of Tourism developed the Premier Ranked Tourist Destination (PRTD) Framework to assist seven of the largest Ontario regions in assessing the strength of their tourism product. In each region the province established committees comprised of senior level tourism representatives to provide a forum for information sharing and collective decision-making about how to strengthen each destination. The Toronto PRTD project began in 2006 with the formation of an industry-led steering committee. The research resources were provided by the Ministry of Tourism, a job-readiness program funded by Service Canada (and now Employment Ontario), and the City of Toronto.

The PRTD Leadership Committee, chaired by Michael Kurts, Assistant Deputy Minister of Tourism includes senior representation from Tourism Toronto, the Greater Toronto Hotel Association, Toronto Board of Trade, Metro Toronto Convention Centre, Ontario Restaurant, Hotel and Motel Association, Attractions Ontario, the Ontario Tourism Marketing Partnership Corporation, the Toronto Association of Business Improvement Areas, and the City of Toronto Economic Development, Culture and Tourism Division.

Toronto's tourism industry has been strongly engaged in the project. The 19-person Steering Committee contributed hundreds of volunteer hours to consider results and advise on how best to move forward. Over 50 additional stakeholders participated in working committees and interviews, and 847 industry members took the time to participate in the audit process by completing a detailed questionnaire.

In addition, the project supports the policy directions for Toronto's overall economic competitiveness and growth contained in "*Agenda for Prosperity: A Prospectus for a Great City*". The research findings and insights from discussion were shared between the two projects. As is further discussed below, the recommendations emerging from the PRTD project support the *Agenda for Prosperity* by providing more detailed direction as to how Toronto's tourism sector can be strengthened.

The PRTD Leadership Committee agreed to take on responsibility for overseeing the implementation of the PRTD recommendations and is currently developing a PRTD Implementation Plan.

The conclusions and recommendations were validated at an industry-wide meeting on December 10, 2007 and subsequently by City Council. Since then, a number of recommendations are in the process of being implemented and the status update is available in Attachment 1.

One of the major initiatives is the "We've Been Expecting You" campaign (WBEY). The City of Toronto's Economic Development, Culture & Tourism is partnering with Tourism Toronto and the Ministry of Tourism to develop the program. It will be rolled out this summer. The objectives of the WBEY campaign are to:

- Make visitors feel welcomed, appreciated and informed as they travel throughout Toronto
- Increase awareness of tourism and its value to the city

A number of additional initiatives are in progress and will be implemented in the coming months. A full report will be provided in the Fall 2009. The Ministry of Tourism's Tourism Competitiveness Study launched in March 2009 also reinforces many of the PRTD recommendations.

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## **SIGNATURE**

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## **ATTACHMENTS**

Attachment No. 1: Premier Ranked Tourist Destination (PRTD) Implementation Plan