

**Ministry of Tourism,  
Culture and Gaming**

Minister

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**Ministère du Tourisme, de la  
Culture et des Jeux**

Ministre

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November 5, 2024

Mr. Todd Halpern  
Chair  
Destination Ontario  
10 Dundas Street East, Suite 900  
Toronto, ON M7A 2A1

Dear Mr. Halpern,

I am pleased to share our government's 2025-26 priorities for Destination Ontario. Agencies are a part of government and are expected to act in the best interests of the people of Ontario and ensure that they provide value for money to taxpayers. Agencies are also required to adhere to government policies and directives.

Per the requirements of the Agencies and Appointments Directive, agencies are required to align goals, objectives and strategic direction with our government's priorities and direction. As Chair, it is incumbent upon you to ensure that Destination Ontario's business plan demonstrates the agency's plans in fulfilling the expectations and government priorities below and that progress and achievements are reported through your annual report. Compliance with these requirements is reported to Treasury Board/Management Board of Cabinet annually.

This letter sets out my expectations for 2025-26 that Destination Ontario is innovative, sustainable and accountable through the following direction:

**Innovative**

1. Simplify client/customer interactions.
2. Expand and optimize digital service offerings.
3. Improve Client/ customer satisfaction.
4. Share data with Supply Ontario, when requested, regarding procurement spending and planning, contract arrangements and vendor relations to support data-driven decision-making.

### **Sustainable**

5. Strengthen public service delivery by optimizing organizational capacity and directing existing resources to priority areas.
6. Use Public Resources efficiently and
  - a) Operate within agency's financial allocations.
  - b) Prudently and responsibly manage workforce size. Where an agency requires a material increase in workforce size, the agency must provide the Minister with an HR plan for approval that provides the rationale based on government priorities and/or agency mandate.

### **Accountable**

7. Develop and report on outcome-focused performance measures to effectively monitor and measure performance.
8. Protect individual, business or organization data by actively managing data and cybersecurity and reporting Artificial Intelligence uses.
9. Report all high risks including effective mitigation plans.
10. Align hybrid work policies with the OPS and identify and assess office optimization opportunities to reduce office realty footprint and find cost reductions.
  - a) Collaborate with MOI to identify office space opportunities.
  - b) Align with the MBC Realty Directive and the OPS Modern Office Space (OMOS) Standards.
11. Develop and encourage diversity and inclusion initiatives by promoting an equitable, inclusive, accessible, anti-racist and diverse workplace.

These are the government-wide commitments for board-governed provincial agencies. Please see the attached guide for further details of each priority and the accompanying performance measures that can be utilised if measurements are not currently in place

I am also sharing priorities specific to Destination Ontario:

1. Work with the ministry to implement recommendations of the 2023 Value-For-Money Audit: Tourism Support Programs, conducted by the Auditor General of Ontario.
2. Continue to support government priorities related to growing international tourism across Ontario with additional emphasis in the Niagara region.

3. Continue to collaborate with industry stakeholders, Regional Tourism Organizations, and other agencies and attractions to promote Ontario as a preferred travel destination focusing on markets that generate a strong return on investment.
4. Continue to grow and generate positive media engagement and coverage that highlights the province's tourism and attraction appeal.

Many thanks to you and your fellow board members for your continued commitment to Destination Ontario. Your work and ongoing support is invaluable to our government and the people of Ontario.

Should you have any questions, please feel free to contact Lisa LaVecchia, Assistant Deputy Minister, Agency Relations and Accountability Division at [lisa.lavecchia@ontario.ca](mailto:lisa.lavecchia@ontario.ca).

Sincerely,



Stan Cho  
Minister

- c. Vincenza Ronaldi, President & Chief Executive Officer, Destination Ontario  
Nancy Kennedy, Deputy Minister, Ministry of Tourism, Culture and Gaming  
Lisa LaVecchia, Assistant Deputy Minister, Agency Relations and  
Accountability Division, Ministry of Tourism, Culture and Gaming

Attachment:

- Government Priorities 2025-26 Chart