

**Ministry of  
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**Ministère du  
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August 1, 2013

**MEMORANDUM TO:** Tourism Industry Stakeholders

**FROM:** Michael Langford on behalf of Richard McKinnell  
Assistant Deputy Minister

**SUBJECT:** Update on TODS (Tourism Oriented Directional Signing)  
Program

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The Ministry of Tourism, Culture and Sport (MTCS) and the Ministry of Transportation (MTO) are committed to continually improving the effectiveness of our highway signage programs, including Tourism Oriented Directional Signing (TODS).

Beginning this summer we will be initiating a comprehensive review of the TODS program. We are interested in your views and the input of the members of your organizations about TODS and any ideas for other potential provincial tourism way-finding opportunities.

Past surveys conducted by MTCS show that motoring tourists find the TODS signs helpful – and most tourism operators who participate in the TODS Program tell us that this signage is an important tool for profiling and directing customers to their business.

The results of this review along with information obtained based on our experience over the past four years, will help the Ministry consider options for the future delivery of the program. In addition, the Ministry is prepared to consider changes to the existing program criteria and guidelines as appropriate.

I will send you more detailed information about the review process and opportunities to tell us what you think about tourism signage in the coming weeks. We encourage you to share this information with tourism partners as appropriate.

Thank you,

Michael Langford on behalf of Richard McKinnell

Cc: Morah Fenning, ADM, Tourism Planning and Operations Division, MTCS  
Kevin Finnerty, ADM, Culture Division, MTCS  
Steve Cripps, Executive Director, Asset Management, MTO  
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