




















Attraction	Criteria	Icon
<b>Bicycle Rental Operation</b>	<ul style="list-style-type: none"> <li>• Offer day rental of non-motorized bicycles</li> <li>• Have service that is available at all times the operation is open to the public</li> <li>• Offer adequate off-road parking</li> <li>• Have adequate equipment to serve transient customers</li> </ul>	
<b>Boat Rentals &amp; Charters</b> <i>(Rafting, sailing, canoeing, kayaking, motorboats, rowboats, and windsurfing, equipment and guided expeditions)</i>	<ul style="list-style-type: none"> <li>• Have service that is available at all times the operation is open to the public</li> <li>• Have adequate equipment to serve transient customers</li> <li>• Be on or adjacent to a public boat launch facility, as required to operate the craft rental</li> </ul>	
<b>Campgrounds</b>	<ul style="list-style-type: none"> <li>• Make available for booking by the transient public either 10% of its camping sites, or a minimum of 10 spaces, whichever is larger</li> <li>• Include both tent and trailer sites among the sites available to the transient public</li> <li>• Have an entrance controlling admission to the site</li> <li>• Supply sanitary facilities, drinking water, and picnic tables or equivalent</li> </ul>	
<b>Casinos</b>	<ul style="list-style-type: none"> <li>• Be a permanent fixed-location casino recognized by the Province, that is either:               <ol style="list-style-type: none"> <li>a) A commercial casino under the Ontario <u>Casino Gaming Act</u>, or</li> <li>b) A permanent charitable casino under the Ontario <u>Gaming Control Act</u></li> </ol> </li> </ul>	
<b>Conservation Areas</b>	<ul style="list-style-type: none"> <li>• Be a conservation area managed by a Conservation Authority established under the <u>Conservation Authority Act</u></li> <li>• Be listed as a “major Conservation Area” in the “Conservation Areas Directory” published by the Association of Conservation Areas of Ontario (ACOA)</li> <li>• Be open to the public on a regular basis for advertising recreational activities and/or public programs</li> </ul>	

<p><b>Convention Centre</b></p>	<ul style="list-style-type: none"> <li>• Be a stand-alone facility whose primary business is provision of temporary meeting and display facilities for conferences, congresses, trade shows, and related meetings</li> <li>• Not be operated as part of, or jointly with, another business such as a hotel or resort</li> <li>• Not be operated as part of a municipal or educational facility, such as a high school, college, or university; or as part of a sports/recreation/civic auditorium complex; or as part of a retail complex</li> </ul>	
<p><b>Cultural Centres</b></p>	<ul style="list-style-type: none"> <li>• Offer cultural activities to the public at all times the operation is open to the public, including at least two of:             <ul style="list-style-type: none"> <li>– Art, artifact or historical displays relating to the Centre’s central mandate, which must include interpretive panels or audio-visual information material</li> <li>– Live cultural, dramatic or dance performances</li> <li>– Hands-on art or craft activities</li> </ul> </li> <li>• Have all public programs available to the transient public, and do not requires pre-booking</li> <li>• The centre’s primary purpose is not retail sales, auditorium/theatre rentals, or live theatre musical performances</li> </ul>	
<p><b>Farm Based Tourist Attraction</b></p>	<ul style="list-style-type: none"> <li>• Have a valid Farm Business Registration Number obtained under the Stable Funding Act and its regulations</li> <li>• Have adequate off-road parking for customers</li> <li>• At any given time, provide a minimum of 5 value-added activities for tourists from the following list, on an advertised basis; of these activities, at least 3 must be available for at least 12 operating weeks per year:             <ul style="list-style-type: none"> <li>– Guided interpretative tours, on advertised days and set times</li> <li>– Permanent interpretive panels, displays and/or audiovisual documentation</li> <li>– Wagon rides, hay rides, or sleigh rides</li> <li>– A children’s playground</li> <li>– One or more festivals with hands on activities for children</li> <li>– Straw or corn maze</li> <li>– Petting barn</li> <li>– Pony or animal rides</li> <li>– Fishing pond</li> <li>– Food and beverage service</li> <li>– A minimum of 3 pick your own crops</li> </ul> </li> </ul>	





<p><b>Farmer's Market</b></p>	<ul style="list-style-type: none"> <li>• Be a market devoted to the sale of local and Ontario produce and other foodstuffs</li> <li>• Set a minimum level of local products and local producers to be sold on the premises</li> <li>• Be open at least one day per week in its open season</li> <li>• Have a permanent facility</li> <li>• Have a facility dedicated to the market which has 10, 000 square feet of floor space or more</li> </ul>	
<p><b>Flying Operations</b> <i>(Seaplane Bases, Plane/Helicopter Rides, Gliding/Parasail and Parachuting)</i></p>	<ul style="list-style-type: none"> <li>• Be a "sea plane base" offering a float or sea plane charter operation</li> <li>• Provide docking facilities, aviation fuel and aircraft at the site</li> <li>OR</li> <li>• Be a tourist-oriented charter operations offering rides in float planes, sea planes, helicopters, lighter-than-air planes, parasails, or hot air balloons</li> <li>• Offer guided, chartered or rental tourist flights on a regular, advertised schedule</li> </ul>	
<p><b>Go-Kart Tracks</b></p>	<ul style="list-style-type: none"> <li>• Have a current valid license to operate go-kart equipment from the Ministry of Consumer and Commercial Relations or its succor safety organization</li> <li>• Offer publicly accessible, advertised events on at least 5 days of each week in its operating season</li> </ul>	
<p><b>Golf Courses</b></p>	<ul style="list-style-type: none"> <li>• Offer a minimum of 9 holes of regulation golf</li> <li>• Be open at least 6 days per week during its advertising operating season</li> <li>• Have a pro shop/rental shop which offers on-site equipment rental</li> <li>• Have a base for operation such as a lodge or office building or ticket booth</li> <li>• Provide public restrooms</li> </ul>	
<p><b>Heritage (Conservation) Districts</b></p>	<ul style="list-style-type: none"> <li>• Must be a Heritage Conservation District legally designated as such under provincial law, whose designation has been authorized by the Ontario Municipal Board</li> </ul>	
<p><b>Historic or Archaeological Site &amp; Structures (Provincial)</b></p>	<ul style="list-style-type: none"> <li>• Qualify as a Themed tourist Attraction</li> <li>• Be a building, archaeological site, or other site/structure of provincial historical significance owned and managed by a provincial government ministry or agency</li> </ul>	



<p><b>Historical Sites (Federal)</b></p>	<ul style="list-style-type: none"> <li>• Qualify as a Themed Tourist Attraction; and</li> <li>• Be either:             <ul style="list-style-type: none"> <li>– A National Historic Site (NHS) designated under the National Historic Sites and Monuments Board Act and subject to relevant regulations under the National Parks Act,</li> </ul> </li> </ul> <p>OR</p> <ul style="list-style-type: none"> <li>– A canal site operated under federal legislation governing Heritage Canals</li> </ul>	
<p><b>Horse Racetracks</b></p>	<ul style="list-style-type: none"> <li>• Be a permanent racetrack supervised by the Ontario racing Commission under the <u>Racing Commission Act</u></li> <li>• Offer publicly accessible, advertised events on at least one day of each week in its operating season</li> </ul>	 
<p><b>Interpretation Centres</b></p>	<ul style="list-style-type: none"> <li>• Provide an educational or interpretive program accessible to transient tourists, to increase their awareness in the industrial, scientific, environmental, agricultural or cultural fields</li> <li>• Offer guided tours at least 5 days a week in the operation’s season, on advertised days and times, and/or provide permanent interpretive panels or audiovisual documentation accessible on all days the operation is open to the public</li> </ul> <p>Where interpretation is not the main function of the operation sponsoring the program- for example, public programming in a factory or a nature/wildlife/forest reserve – the interpretation program must have:</p> <ul style="list-style-type: none"> <li>• A dedicated space for interpretive displays and public programming</li> <li>• Staff must be hired specifically to welcome visitors and to run the interpretation program</li> <li>• A letter from the operation describing how they qualify as an interpretation centre must accompany contract application</li> <li>• Operation must request letter from local OTAP supporting interpretive centre qualifications as a tourist draw in the region</li> </ul>	

<p><b>Interpretive Craft Centres</b>  <i>(Pottery, glassblowing, weaving, furniture making, other handicraft centres, if they offer public programmes/interpretation)</i></p>	<ul style="list-style-type: none"> <li>• Be a craft operation that produces hand-made art or craft objects on-site</li> <li>• Offer guided tours and/or demonstrations of the production of these objects, involving the artists/craft people</li> <li>• Have public programs that are available at least 5 days a week throughout their operating season, at advertised times, on all days the operation is open to the public</li> <li>• Have interpretation activities and demonstrations which are available to transient visitors, not exclusively to pre-booked clients or groups</li> <li>• Where interpretation is not the main function of the operation (for example, at an industrial site or commercial business), its public program must have adequate space to run its program</li> </ul>	
<p><b>Motor Speedway</b></p>	<ul style="list-style-type: none"> <li>• Be sanctioned by Autorites Sportives Nationales (ASN) Canada as a motor speedway meeting ASN's minimum standards for speedway activities and facilities</li> <li>• Have its public events licensed by the Canadian Automobile Sport Clubs (Ontario Region)</li> <li>• Offer publicly accessible events on at least one day of each week in its operating season</li> </ul>	
<p><b>Museums</b></p>	<ul style="list-style-type: none"> <li>• Meet criteria for signing as a Themed Attraction</li> <li>• Offer ongoing public programs, including exhibits, at its main facility</li> <li>• Be a not-for-profit operation – that is, must not be of a primarily retail nature, and not be an art gallery, a heritage centre, a library, or an archives</li> <li>• Either receive, or is eligible for, an operating grant under a program supporting museums and operated by the Ministry of Citizenship, Culture and Recreation or its successors. The manager responsible for the ministry's museum support program must confirm in writing that the operation is qualified</li> </ul>	
<p><b>Natural Sites &amp; Trails</b></p>	<ul style="list-style-type: none"> <li>• Be a developed natural site (such as a cave, waterfall, geological formation, nature viewing site, or developed walking trail)</li> <li>• Be accessible to the public at all hours the site is advertised as open</li> <li>• Be owned and managed by a municipal or provincial government</li> <li>• Have if unstaffed, detailed interpretive material and signage must be available on site</li> </ul>	



<p><b>Performance Theaters</b></p>	<ul style="list-style-type: none"> <li>• Be a permanent performance facility</li> <li>• Have a live theatrical or dance that is offered to the general public at the facility at least 5 days per week during the operation’s operating season</li> </ul>	
<p><b>Provincial Parks</b></p>	<ul style="list-style-type: none"> <li>• Be operated as a Provincial Park by the Ministry of Natural Resources/Ontario Park, the St Lawrence Parks Commission, or the Niagara Parks Commission</li> <li>• Not be leased out in its entirety to private sector operator(s)</li> </ul>	
<p><b>Public Archives</b></p>	<ul style="list-style-type: none"> <li>• Be a public archival facility with a permanent collection of original archival materials in any medium, available to the public for research</li> <li>• Have this collection open to the transient public on an advertised basis, at set days and times</li> <li>• Does not fall within the category of public library, museum, art gallery, or interpretive centre</li> </ul>	
<p><b>Public Art Galleries</b></p>	<ul style="list-style-type: none"> <li>• Be a permanent facility</li> <li>• The facility’s primary purpose is the public exhibition, rather than retail sale, of works or art</li> <li>• The facility houses a permanent art collection, part of which is on display at all times the operation is open to the public</li> <li>• Where the facility consists of an outdoor mural display, the murals are permanent objects that are accessible to the general public</li> </ul>	
<p><b>Recreational SCUBA Diving Centres</b></p>	<ul style="list-style-type: none"> <li>• Offer day rental services for recreational scuba gear and craft required to reach local recreational diving sites</li> <li>• Offer detailed information on local recreational diving sites, and /or guided recreational dives</li> <li>• Have service available at all times the operation is open to the public</li> <li>• Have adequate equipment to serve transient customers</li> </ul>	
<p><b>Riding Operations (includes Trail Ride operations and Livery Stables)</b></p>	<ul style="list-style-type: none"> <li>• Offer day livery services</li> <li>• Have service available at all times the operation is open to the public and is not available exclusively for advanced booking</li> <li>• Offer adequate off road parking for transient customers</li> <li>• Have adequate supply to serve transient customers</li> <li>• Offer direct access to trails from the operation’s main reception and operating site</li> </ul>	

**Tourism Oriented Directional Signing (TODS) Program**

<p><b>Ski Operations (Nordic or Cross Country)</b></p>	<ul style="list-style-type: none"> <li>• Offer a minimum of 10 km of groomed cross-country ski trails</li> <li>• Offer direct access to trails from the operation's main reception point</li> <li>• Offer onsite ski equipment rental</li> <li>• Offer adequate off-road parking from transient customers</li> </ul>	
<p><b>Ski Operations (Alpine or Downhill)</b></p>	<ul style="list-style-type: none"> <li>• Offer a minimum of 3 groomed downhill ski runs</li> <li>• Have its ski tow equipment comply with relevant federal and provincial safety standards legislation</li> <li>• Offer onsite ski equipment rental</li> <li>• Offer adequate off-road parking from transient customers</li> <li>• Offer first aid, washrooms, and drinking water onsite</li> <li>• Offer food service, onsite or immediately adjacent to the site</li> </ul>	
<p><b>Snowmobile Trail</b></p>	<ul style="list-style-type: none"> <li>• Be a road access point to a public snowmobile trail</li> <li>• The trail is a regional or Trans Ontario Provincial (TOP) trail groomed and operated by an Ontario organization</li> <li>• Have adequate onsite parking is available at the signed access point</li> </ul>	
<p>For attractions without a designated or approved icon, the following will be used</p>		

<p><b>Sport Parks &amp; Leisure Centres</b></p>	<ul style="list-style-type: none"> <li>• Offer at least 3 different sports and recreation activities from the following list:             <ul style="list-style-type: none"> <li>– Regulation golf course</li> <li>– Par 3 golf course</li> <li>– Minigolf / miniputt</li> <li>– Driving range</li> <li>– Full size swimming pool</li> <li>– Ice skating rink</li> <li>– Roller skating rink</li> <li>– Baseball field</li> <li>– Football field</li> <li>– Batting cages</li> <li>– Groomed running path</li> <li>– Groomed cross country ski trails at least 1 km in length</li> </ul> </li> <li>• Have an adequate supply of rental equipment for each activity to serve transient customers</li> <li>• If it offers outdoor activities, these activities must be available to the general public at least 12 consecutive weeks per year, and on all days the operation is open</li> <li>• If it offers indoor activities, these must be available to the transient public at all times the operation is open</li> <li>• Must have public washrooms</li> </ul>	
<p><b>Themed Tourist Attractions and Theme Parks</b></p>	<ul style="list-style-type: none"> <li>• Be an establishment whose primary function is satisfying tourist needs by providing recreational, educational, cultural, scientific, environmental or entertainment-related activities to transient tourists</li> <li>• Have at the site, the sale of merchandise or services is absent or is restricted to the sale of souvenirs and/or food and beverage service</li> <li>• Provide adequate off-road parking at the site</li> </ul>	



<p><b>Transient Accommodation</b></p>	<ul style="list-style-type: none"> <li>• Have capacity for a minimum of 4 guests</li> <li>• Have <u>at least one</u> of the following:             <ul style="list-style-type: none"> <li>– A person or persons onsite during all normal daytime business hours, able to receive and inform prospective drop-in customers; <u>or</u></li> <li>– A permanent telephone answering machine which offers information about room availability and allows callers to record messages; <u>or</u></li> <li>– A sign on premises, readily visible to visitors, indicating availability of rooms and hours at which the property is accessible to guests for the day in question</li> </ul> </li> <li>• Have adequate guest parking on site</li> <li>• Be open to the general public for a minimum of 16 weeks per year</li> <li>• Be open 7 days per week during it's season</li> </ul>	
<p><b>Water Theme Park</b></p>	<ul style="list-style-type: none"> <li>• Meet criteria for Themed Tourist Attractions and Theme Parks</li> <li>• Have at least 1 water slide greater than 30 metres in length</li> <li>• Offer a minimum of 5 water related activities</li> </ul>	
<p><b>Zoos &amp; Animal Displays</b></p>	<ul style="list-style-type: none"> <li>• Be a zoological garden/park, aquarium, petting zoo, petting farm, aviary, bird sanctuary, animal conservation centre, or other public animal exhibit whose primary activity is wild life conservation and/or the public display or animal</li> <li>• Have a permanent location</li> <li>• Complies with all relevant legislation and regulations concerning the keeping of animals in captivity, including the <u>Ontario Game and Fish Act</u>, the <u>Ontario Society for the Prevention of cruelty to Animals act</u>, and (where these exist) relevant municipal enactments.</li> </ul>	