



## VISITORS INFORMATION DESTINATION MARKETING FEE

As the Regional Tourism Organization for the Ottawa region, we want to assure you that the Ontario Ministry of Tourism, Culture and Sport recognizes and supports the Destination Marketing Fee (DMF) as an important tool for tourist destinations in Ontario to use, at their discretion, to fund their tourism marketing and development requirements.

The addition of a tourism levy, marketing fee or hotel room tax is a common practice throughout Canada and abroad to generate funding for marketing and promotion. The DMF is a levy, not a tax, and the funds raised by the DMF are used to inform potential visitors about the attractions and activities within the destination where it is collected.

Participating hotels remit the DMF to their accommodation industry association, not the government, which association then transfers the funds to a local or regional non-profit destination marketing organization for marketing activities promoting their region. In the Ottawa region, the funds go to Ottawa Tourism which is a non-profit organization with the sole function of promoting tourism in the Ottawa region.

The Ontario Ministry of Tourism, Culture and Sport has issued criteria which provide that, when a participant decides to add the DMF to the guest bill, the participant is encouraged to:

- Show the DMF separately on the guest bill
- Ensure the DMF is not represented to the guest as being a government tax
- As the DMF is a fee, it attracts HST

Thank you for visiting Ottawa!  
For additional information please contact  
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