

2025-2026

Annual Report

Tourism, Culture,
Arts and Recreation





MESSAGE FROM THE MINISTER

As Minister of Tourism, Culture, Arts and Recreation, I am pleased to submit the Department's annual report for the 2025-26 fiscal year. In accordance with the obligations of a Category One entity under the **Transparency and Accountability Act**, this report was prepared under my direction, and I am accountable for the reported results. This annual report provides details on the goals, objectives and indicators for the fiscal year of April 1, 2025, to March 31, 2026, the final year of the 2023-26 reporting period, and includes information on the Department's lines of business during that period.

The Department is responsible for various programs and services that support the economic growth and sustainability of Newfoundland and Labrador's tourism, arts and culture, heritage, film and television, sport and recreation sectors.

By signing below, I undertake the necessary accountability for the outcomes reported in support of our stated goals. I wish to acknowledge the continued efforts and work of the Department's staff as critical to the successes achieved during the reporting period.

Sincerely,

A stylized, handwritten signature in black ink, appearing to read 'Mike Goosney'.

Hon. Mike Goosney

Minister of Tourism, Culture, Arts and Recreation

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Departmental Overview

Organizational Structure

The Department of Tourism, Culture, Arts and Recreation (the Department) is the lead department for tourism, arts and culture, sport and recreation, film and television, and Provincial Parks. The Department is responsible for supporting economic growth and employment in the tourism industry; supporting the creation, presentation and promotion of artistic activities; supporting the stewardship of the province's cultural heritage; overseeing the Provincial Parks; and promoting and supporting physical activity for individuals, groups, and communities by the development of policy and programs in support of recreation and sport.

The Department also operates Provincial Historic Sites, Visitor Information Centres, Arts and Culture Centres, Provincial Pools, and Provincial Parks. Additionally, the Department provides regulatory protection of archaeological sites, artifacts and historic documents; supports the arts and heritage, recreation and sport sectors through programs and services; supports strategic product development in the tourism industry; marketing Newfoundland and Labrador as a sought-after destination to visitor markets; and supports the tourism industry through research, opportunity identification and strategy development.

The Department has three Executive Branches:

- (1) Tourism and Parks;
- (2) Arts, Culture, Film and Television; and,
- (3) Sport and Recreation.

Additional information about the Department, including its mandate, vision, and lines of business details can be found in the Department's 2023-26 Strategic Plan, found [online](#).

Staff and Budget

As of March 31, 2026, the Department was comprised of 97 permanent, 39 temporary, 171 seasonal and five contractual employees for a total of 312 staff members. The total budget of the Department for fiscal 2025-26 was \$80,567,200. The Tourism and Parks Branch budget comprised \$31,682,400 which is dedicated to the operations of 32 Provincial Parks, tourism market research, tourism product development and implementation of a fully integrated marketing program targeted to potential non-resident and resident visitors and is designed to market the province as a unique tourism destination for the purpose of economic growth. Appropriations also provide funding for support, coordination, and operations of Visitor Information Centres and services throughout the province. Funding is also provided for expenditures pertaining to the Atlantic Canada Agreement on Tourism.

The Arts, Culture, Film and Television Branch budget comprised \$35,722,200 and is dedicated to the operations of the six Arts and Culture Centres; the preservation, management, development and promotion of our arts and heritage through legislative oversight; the operation and maintenance of the Provincial Historic Sites network; Provincial Archaeology Office regulatory supports and programs; funding and advisory support to the arts and heritage sectors; and cultural events, commemorations and other celebrations.

The Sport and Recreation Branch budget comprised \$10,825,700 in support of physical activity, recreation and sport in the province, and for the promotion of wellness and support for wellness initiatives implemented throughout the province.

Highlights and Partnerships

Partnerships and collaboration are key to achieving the mandate of the Department while ensuring the economic growth of the tourism industry and the well-being of a vibrant, creative and active province. The Department partners with various levels of government locally, nationally, and internationally and works collaboratively with industry associations and other regional and community groups. During the 2025-26 reporting period, some of the Department's key highlights and partnerships include:

2025 Canada Games

August 2025 saw the City of St. John's host the Canada Summer Games, which serves as the largest multi-sport event for young athletes in Canada. The Games serve to build national unity, promote inclusion, enhance the local economy and support athletic development. In recognition of the Games, the Provincial Government provided over \$50 million in combined funding that was distributed by the Department and partners. This funding was designed to coincide with the Games and followed a period of investment in sport and recreational infrastructure in the province. In addition to funds contributed toward hosting the Games, over \$139,000 was allocated to support 85 communities across the province via the Community Sport Fund. Throughout 2025, sport organizations, municipalities and local service districts were provided with opportunities to enhance active living through free skates and swims, enhancing organizational capacity, hosting community sport and active recreation events, and other sport and active recreation projects.

\$1 Billion Film and Television Sector

Strategic investments by the Provincial Government, in partnership with PictureNL, propelled the province's film and television industry past \$1 billion in production spending in the reporting period. This landmark achievement reflects the province's growing reputation as a national leader in screen-sector development, economic impact, and creative innovation, including the support of nearly 1,500 full-time jobs. Industry growth has been driven by competitive tools, such as the All-Spend Film and Video Production Tax Credit, and workforce development through the Paul L. Pope Centre for Film and Television. With its striking landscapes, skilled crews, and strong partnerships, the province continues to attract global productions and share its stories worldwide. To mark this momentum, PictureNL hosted a signature celebration during December 2025 which brought together industry professionals, government partners, and community stakeholders.

Trail of Caribou Commemorations Program

The Trail of the Caribou Commemorations Program is a partnership between the Provincial Government, the Royal Canadian Legion–Newfoundland and Labrador Command, the Historic Sites Association of Newfoundland and Labrador, and the 5th Canadian Ranger Patrol Group. The Program supports junior and senior high school students' travel to Northern France and Belgium to attend remembrance ceremonies at the five caribou monuments, as well as the July 1 ceremony at the Beaumont-Hamel Memorial. In 2025 the Trail of the Caribou included 100 Newfoundland and Labrador students. The program prioritizes the inclusion of students from all geographic regions of the province. To support this priority, the 5th Canadian Rangers Patrol

Group was added as a new partner in 2025, providing a conduit to more than 200 communities across the province. In partnership with the Office of Indigenous Relations and Reconciliation, Indigenous youth were included in the delegation.

Tourism Capital of Canada

In winter 2026, the Provincial Government committed to positioning Newfoundland and Labrador as the Tourism Capital of Canada where visitors come for an authentic, unforgettable experience. To achieve this goal, the Provincial Government has emphasized the importance of improving access to the province, including working with Marine Atlantic to increase capacity, extending the tourism season, and expanding winter tourism opportunities. Specific opportunities include the province's strong potential for adventure and winter sports tourism. The Department is committed to working closely with industry partners to develop a new provincial tourism strategy to grow tourism, support operators, and build a more resilient and year-round tourism sector for Newfoundland and Labrador.

Strategic Issues

Strategic Issue 1: Tourism Transformation

Tourism is a significant industry for Newfoundland and Labrador due to its economic and employment impact, but also because it offers experiences that celebrate and promote our people, culture, history, heritage, stories and natural environment. Tourism not only contributes to the economy but also to the sociocultural vibrancy and environmental well-being of the province.

Vision 2026, launched in 2022, was the five-year strategy to transform the province's tourism landscape following the impacts of the COVID-19 pandemic. During the reporting period, the Department transitioned from a short-term strategy to a comprehensive medium-to-long-term strategy that transformed tourism towards a sustainable path of consistent and responsible annual visitation, spending and employment growth. With Vision 2026, private and public stakeholders strove to not only grow tourism's contribution to the economy, but also to enhance the sociocultural vibrancy and environmental well-being of the province.

Goal:

By March 31, 2026, the Department of Tourism, Culture, Arts and Recreation will have transitioned Newfoundland and Labrador's tourism sector through its recovery from the COVID-19 global pandemic into a thriving tourism destination.

Goal Indicator	Results
Established clear and achievable economic, sociocultural and environmental goals.	As part of its performance measurement framework and regenerative approach to tourism growth, the Department strengthened its goal-setting by establishing clear, measurable economic, sociocultural, and environmental targets. The Department set compound annual growth (CAGR) targets to guide balanced, higher-value tourism growth, including two per cent CAGR in overall visitation, four per cent CAGR in spring and fall shoulder-season visitation, and five per cent CAGR in tourism spending. Additional socioeconomic goals included increasing tourism's contribution to the provincial gross domestic product. To support sustainable growth, the Department expanded its indicator framework to include sociocultural measures. This included monitoring resident sentiment toward tourism, with a goal

	of maintaining resident support and recognition of the value of tourism to the well-being of the province and their communities at or above 90 per cent, ensuring growth remains community-supported. The Department also established sustainability goals focused on reducing seasonality by extending visitation beyond peak summer months, while preventing overtourism and mitigating potential environmental impacts associated with concentrated peak-season demand. The goal of establishing season extension networks throughout the province was set to help build more sustainable tourism development.
Increased the number of year-round and shoulder season opportunities for resident and non-resident visitation.	Success towards increasing year-round and shoulder-season visitation is reflected in sustained growth during the spring and fall travel periods. Between 2022 and 2025, spring visitation increased by 18 per cent, rising from 69,100 to 81,900 visitors, while fall visitation grew by 10 per cent, from 93,100 to 102,100 visitors. These gains demonstrate a measurable shift toward greater visitation outside the traditional peak summer season for both resident and non-resident travelers. This growth was supported through targeted season extension efforts led by the Department in collaboration with Hospitality NL, Destination Management Organizations (DMOs), regional partners, and tourism operators. By forming partnerships in several regions of the province, the Department facilitated the development of focused, place-based action plans that identified priority gaps and opportunities along the visitor journey. During the 2023-26 reporting period, two regional action plans were developed. These plans were informed by stakeholder consultations, regional situational analyses based on the visitor journey, and validation of key insights to ensure the actions are grounded in each region's context. This resulted in a coordinated framework to extend the operating season across marketing, research, visitor services, and product development. Throughout 2023-26, the Department also worked closely with Hospitality Newfoundland and Labrador through initiatives such as

	the Culinary Tourism Strategy and the Exceptional Experiences program. These initiatives enhanced the quality and distinctiveness of visitor offerings while supporting operators to extend beyond their traditional operating seasons, particularly by addressing identified gaps in food, beverage, and accommodations. Specific to 2025–26, the Department supported 11 season-extending festival and event projects focused on attracting non-resident visitors between September and June, across all regions of the province. Through this activity, \$125,500 of funding was distributed to further stimulate shoulder season and year-round visitation opportunities.
Increased visitation and spending in the tourism sector.	Tourism visitation and spending have experienced strong recovery since the pandemic. From 2022 and 2025, visitation to the province increased 14 per cent from 467,400 to 531,800. During the same period, non-resident spending increased 16 per cent from \$537.1 million to \$625.6 million. Air, auto and cruise visitation all increased over this period. Visitation by air increased eight per cent from 2022 to 2025, visitation by auto increased 10 per cent, while cruise visitation increased by 62 per cent. Specific to provincial parks, ParksNL sold its highest number of camping nights and experienced its highest visitation and reported its highest revenue over 20 years during the 2023–26 reporting period. Visitation to provincial parks increased from 233,168 in 2022 to 245,554 by the end of 2025 while revenue increased from \$1,535,629.64 in 2022 to \$1,650,744.84 in 2025.
Provide increased opportunities for strong private sector engagement.	Increased opportunities for strong private sector engagement were advanced through deliberate, investment focused collaboration with industry partners across the province during the 2023–26 reporting period. The Department worked closely with Hospitality NL, tourism operators, DMOs, and sector associations to prioritize tourism experience development within the Culinary, Indigenous, Nature-based, and Arts and Culture categories. This work focused on strengthening existing products, improving market readiness, and

	positioning experiences to appeal to high value travellers. By identifying and refining priority experiences, the Department and its partners created clearer pathways for private sector participation aligned with market demand, marketing strategies, and strategic investment objectives. Initiatives supported operators in enhancing the quality, distinctiveness, and commercial viability of their offerings, while encouraging reinvestment and growth. The emphasis on market ready, promotable experiences ensured that private sector investments could be more effectively leveraged through the Department's marketing channels and destination storytelling. To date, the Exceptional Experiences Program has begun the evaluation process with eight operators over nine experiences. Additional private sector engagement occurred through on the ground support from Tourism Product Development staff to operators through project development, proposal refinement, partnership facilitation, and alignment with the provincial tourism strategy. Collectively, these efforts strengthened industry confidence, supported informed investment decisions, and reinforced private sector alignment with provincial tourism objectives, contributing to a more resilient and competitive visitor economy. These efforts supported private and public sector investment in the tourism sector throughout the province.
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2025-26 Objective:

By March 31, 2026, the Department of Tourism, Culture, Arts, and Recreation will have established a regenerative tourism leadership approach.

Indicators	Results
Implement bi-annual leadership engagement schedule with a	In 2025-26, the Department fully implemented a bi-annual Leadership Engagement schedule under the Regenerative Tourism Leadership Framework, with all spring and fall sessions delivered as planned. Each

broad range of tourism stakeholders to strengthen industry capacity for regenerative tourism.	session engaged an average of 45 participants, representing a broad cross-section of tourism leadership, including the Board and senior leadership from Hospitality Newfoundland and Labrador, DMO Chairs and Executive Directors; representatives from Atlantic Canada Opportunities Agency and Department of Jobs, Growth and Rural Development; airport Chief Executive Officers; senior leadership from Marine Atlantic; and leadership from the Newfoundland and Labrador Indigenous Tourism Association and Newfoundland and Labrador Outfitters Association, trade operators and partners. The Department further facilitated breakout sessions that enabled direct input into strategic direction and implementation, reinforcing shared ownership across the tourism system. Sessions were consistently followed by Implementation Group (all partners) meetings, supporting immediate synthesis and integration of feedback into ongoing delivery.
Execute marketing activities in support of Culinary and Exceptional Experiences initiatives.	In 2025-26, the Department successfully executed marketing activities in support of Culinary and Exceptional Experiences initiatives. The Department's marketing staff worked in close collaboration with Hospitality Newfoundland and Labrador and partners to support industry engagement and identified program-related marketing benefits. Broader consumer-facing marketing activities have been paced to align with program readiness and will be implemented as delivery progresses.
Execute dedicated marketing strategy to promote Newfoundland and Labrador primary air access routes.	In 2025-26, the Department executed a dedicated marketing strategy to promote Newfoundland and Labrador primary air access routes. This success specifically included implementing a coordinated marketing approach to promote primary air access routes, including the review and prioritization of airport-led initiatives based on market alignment and potential impact. The Department partnered with the St. John's International Airport Authority and Deer Lake Regional Airport Authority to support airline marketing efforts, including a fall 2025 joint campaign with Air Canada to drive visitation via domestic routes into Deer Lake and St. John's. Additional marketing efforts included support and attendance at consumer travel and adventure shows, along with a targeted digital campaign to raise awareness of the Province's participation in these shows and the destination.

Enhance sustainability principles and management processes to monitor, protect, preserve and promote high-value tourism assets and environmentally sensitive operations.	In 2025-26, the Department successfully enhanced sustainability principles and management processes to monitor, protect, preserve and promote high-value tourism assets and environmentally sensitive operations. This success included the integration of sustainability principles and management processes across tourism planning, land use referrals, and product development activities to better monitor, protect, preserve, and promote high-value tourism assets and environmentally sensitive operations. To support sustainable operations, the Department prioritized key initiatives that strengthen both visitor and resident demand and access while ensuring tourism growth remains aligned with environmental and community capacity. Building on earlier investments in nature-based tourism and trail stewardship, sustainability considerations were embedded more consistently into decision-making processes, including tourism-related land use planning and interdepartmental referrals. This strengthened the Department's ability to assess potential impacts, guide responsible development, and support tourism activities that respect ecological sensitivities and long-term destination values. A focus on protecting nature-based assets, such as trail networks and outdoor recreation areas, helped reinforce sustainable infrastructure practices and visitor management approaches. Sustainability principles were also embedded across key tourism initiatives, including season extension action plans, the development of the Culinary Tourism Strategy, and the Exceptional Experiences Program. These initiatives supported operators in adopting environmentally responsible practices, enhancing climate resilience, and improving market readiness, while maintaining high-quality visitor experiences. Ongoing collaboration with industry partners ensured sustainability objectives were balanced with operational viability and destination competitiveness. The Department also engaged in the Tourism Federal-Provincial-Territorial Emergency Management Working Group. This Working Group, which meets monthly, allows the Department to gain insight into emergency management measures in the tourism sector that other jurisdictions have taken and better integrate tourism into the Province's emergency management planning.
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	The Department continued to apply and refine its performance measurement framework, monitoring tourism impacts across economic, environmental, and sociocultural pillars. This framework informs adaptive management, enabling the Department to respond proactively to emerging pressures and ensure that tourism development contributes to long-term sustainability outcomes, protecting the assets that make Newfoundland and Labrador a distinctive, high-value destination. The Department continued to protect, preserve and conserve provincial parks, including the continued greening of park operations via installation of heat pumps and removal of propane appliances for electric power.
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Discussion of Results

Throughout the 2023-26 and 2025-26 reporting periods, the Department was successful in achieving its intended outcomes for tourism transformation, with measurable growth in spring and fall visitation indicating progress in extending the tourism season, alongside increased demand and revenue within provincial parks. Collaboration with industry partners and DMOs strengthened private sector engagement and supported the development of high-quality, market-ready experiences through initiatives such as the Culinary Tourism Strategy and the Exceptional Experiences Program. At the same time, the Department advanced a regenerative tourism leadership approach by embedding sustainability principles into planning, product development, and land use processes, enhancing environmental stewardship, protecting high-value assets, and supporting responsible tourism growth. The continued application of a performance measurement framework ensured that development remained aligned with long-term economic, environmental, and sociocultural objectives.

Strategic Issue 2: Arts and Heritage

In Newfoundland and Labrador, culture is expressed and celebrated every day in art, literature, music, traditions and practices, built heritage, languages, oral histories and story-telling. Artists, heritage practitioners, and cultural entities play a fundamental role in creating, nurturing, and safeguarding Newfoundland and Labrador's rich, cultural mosaic. In addition to the social significance and contribution to the well-being of communities, arts and heritage resources have become significant economic drivers. These resources build social capital through increased networks and creating successful social enterprises. During the 2025-26 period, the Department undertook several initiatives aimed at strengthening the province's ability to protect, present, promote and celebrate arts and heritage in the province, ranging from inaugural medals dedicated to arts and heritage to legislative reviews.

Goal:

By March 31, 2026, the Department of Tourism, Culture, Arts and Recreation will have strengthened our collective ability to protect, present, promote and celebrate arts and heritage in our communities.

Goal Indicator	Results
Completed a review of heritage legislation.	Throughout the 2023-26 period, progress was made towards reviewing the Historic Resources Act through a jurisdictional scan of legislative structures pertaining to heritage and historic resources. While a review of heritage legislation was not completed during the reporting period, input from internal and external stakeholders, including experts in archeology and paleontology, helped identify key considerations to further inform the legislative review. An evaluation of a previous review of the Historic Resources Act , and associated policy recommendations, was initiated to further assess opportunities to modernize the legislation.
Completed the groundwork for the designation of an additional UNESCO World Heritage Site in the province.	Face-to-face meetings between the State Parties (Parks Canada, National Monument Service Canada), Nomination Partners (Kerry County Council), and community stakeholders (Town of Heart's Content, Valentia Island Development Corporation) were held in Heart's Content in 2023 and Valentia Island in 2024 to develop the workplan for completing the UNESCO World Heritage Nomination Dossier, and to further the relationship between the communities at the terminal ends of the first successful transatlantic communications cable. A Preliminary Assessment Request was submitted to

	the International Council on Monuments and Sites in September 2025 as a first requisite submission in the nomination process. Numerous virtual meetings were held with partners, including the International Council on Monuments and Sites, to review the preliminary assessment and discuss next steps.
Advanced work towards a comprehensive plan for the advancement of a new cultural plan.	Throughout 2023-26, the Department made progress towards advancing a new cultural plan. A jurisdictional scan examining the scope, content, and priorities of cultural strategies across Canadian provinces and territories, as well as selected international jurisdictions, was completed. Through informal discussions and routine business meetings, the Arts and Heritage Division engaged stakeholders to identify current and emerging priorities and issues within the cultural sector. Stakeholders consulted included arts and heritage clients, the Newfoundland and Labrador Arts Council (ArtsNL), the Heritage Foundation of Newfoundland and Labrador (Heritage NL), and the Newfoundland and Labrador Film Development Corporation (PictureNL). Findings from the jurisdictional scan, combined with insights gathered through stakeholder engagement, will inform further consultation and associated content.
Completed upgrades to Arts and Culture Centre presentation spaces.	Throughout 2023-26, the Department successfully upgraded Arts and Culture Centre presentation spaces through a coordinated series of renovations that enhanced technical capacity, safety, and audience experience across the province. Key investments included comprehensive stage lighting and control system upgrades at all Arts and Culture Centres to significantly improve production quality, efficiency, and reliability. Additional enhancements, such as new audio consoles, projection systems, and modular choral risers, expanded creative and programming flexibility for performers and presenters. Safety and infrastructure improvements were also prioritized in 2023-26. Projects such as stage flooring replacement in the St. John's Centre and fire curtain preparation and replacement in the Corner Brook Centre ensured compliance with updated safety standards while improving performance environments. Audience-facing upgrades, including theatre seating replacement in the Grand Falls-Windsor Centre and the widespread implementation of digital ticket scanning systems, modernized facilities and

	improved comfort, accessibility, and operational efficiency. Collectively, these initiatives demonstrate a strategic, province-wide approach to infrastructure renewal. By investing in both front-of-house and backstage systems, the Department strengthened the functionality, safety, and overall quality of Arts and Culture Centre venues, ensuring they remain adaptable, professional spaces capable of supporting diverse, high-quality cultural programming.
Supported the commemoration of the National War Memorial centennial and 75 th anniversary of Confederation.	The Department worked with the Department of Transportation and Infrastructure to complete the update of the Newfoundland National War Memorial with the addition of the tomb of the unknown soldier. The refurbished Memorial was unveiled on July 1, 2024, and the repatriated remains of an unknown World War I Soldier of the Royal Newfoundland Regiment were interred in the tomb during a ceremony planned and delivered in partnership with the Royal Canadian Legion, Veterans' Affairs Canada, Canadian Armed Forces, and Premier's Office. Commemorations of the 75th anniversary of Confederation with Canada in 2024 included special programs and activities at Provincial Historic Sites, a special category for art works reflecting on the legacy of Confederation in the 2024 Arts and Letters Award Program, and programs delivered in partnership with the Department of Education and Early Childhood Development and House of Assembly to increase knowledge of parliamentary democracy.

2025-26 Objective:

By March 31, 2026, the Department of Tourism, Culture, Arts and Recreation will have implemented further opportunities to recognize and celebrate the arts and heritage in the province.

Indicator	Results
Advanced stakeholder consultation in support of a new cultural plan.	In 2025-26, the Department advanced stakeholder consultations in support of a new cultural plan. A jurisdictional scan of the scope, content, and priorities of cultural strategies in other Canadian provinces and territories, and select international jurisdictions, was completed in the reporting period. Using informal conversations and regular business meetings with stakeholders, the Arts and

	Heritage Division inquired about current and emerging priorities and issues for the cultural sector. Stakeholders included arts and heritage clients, ArtsNL, Heritage NL, and PictureNL.
Enhanced support to arts and heritage organizations.	Budget 2025-26 included a \$1 million increase to the Cultural Economic Development Program (CEDP) supporting operational and project funding for Arts and Heritage Organizations. The increase was distributed to relieve financial pressure on the CEDP to create space for new organizations to apply for funds and to mitigate inflationary impacts experienced by existing CEDP clients. Four arts organizations and one heritage organization received CEDP funding for the first time. During the 2025-26 reporting period, forty-six arts organizations and 91 heritage organizations received increases to their annual CEDP operating grant. Funds available for Indigenous Cultural Heritage Projects doubled with 11 projects supported. With the continuation of the \$2 million Arts Infrastructure and Programming Fund (AIPF) pilot, the Department supported continued improvement of arts infrastructure, upgrades and acquisition of specialized equipment, and arts-based programming throughout the province. Eighteen infrastructure projects and 88 arts programming projects were supported through AIPF.
Advanced a review of the Historic Resources Act .	In 2025-26, the Department advanced a review of the Historic Resources Act. The Department's Arts and Heritage Division initiated an evaluation of policy work conducted in 2016 toward a review of the Historic Resources Act to determine continued relevancy and identify where updated policy analysis, consultation, or research is required. A jurisdictional scan of the structural organization of heritage and historic resource legislation in other Canadian provinces and territories was completed.
Advanced updates to Arts and Culture presentation spaces.	In 2025-26, the Department's Arts and Culture Centres, through secured funding with the Department of Canadian Heritage, replaced the audience seating at the in Arts and Culture Centre in Grand Falls-Windsor and replaced the fire curtain system at the Arts and Culture Centre in Corner Brook. New projection equipment was also installed at the Arts and Culture Centre in St. John's along with an inspection of the counter weight rigging system. Via the Department of Transportation and

	Infrastructure, upgrades to the Arts and Culture Centres included air conditioning in the Gander and Stephenville Centres, parking lot improvements in the St. John's Centre, as well as door and window replacements in the Corner Brook Centre.
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Discussion of Results

Throughout 2023-26 and 2025-26 reporting periods, the Department was successful in advancing its goal of strengthening protection, presentation, promotion, and celebration of arts and heritage across the province. Progress was made on key foundational initiatives, including advancing a review of the **Historic Resources Act**, upgrading Arts and Culture Centre presentation spaces, undertaking jurisdictional research to inform cultural priorities, and completing early steps toward a UNESCO World Heritage Site nomination. Enhanced financial support through increased investment in the Cultural Economic Development Program and continued funding through the Arts Infrastructure and Programming Fund strengthened organizational capacity, supported new and existing clients, and expanded opportunities for Indigenous cultural heritage projects. Commemorative initiatives and partnerships further elevated public awareness and engagement, while ongoing stakeholder collaboration helped identify sector priorities and inform future planning. Collectively, these efforts contributed to a more sustainable, supported, and recognized arts and heritage sector in the province.

Strategic Issue 3: Supporting Active Healthy Living

Participation in recreation, sport and physical activity offers significant physical, mental, social and emotional health benefits. The Department is mandated to provide leadership and focus on progressive measures to help all people in Newfoundland and Labrador adopt healthier and more active lifestyles. During the reporting period, the Department undertook several exciting initiatives in fulfillment of its sports and recreation mandate, and in support of active living in the province. In August 2025, the City of St. John's hosted the 2025 Canada Summer Games, which brought significant long-term benefits to the sport and recreation community in the province. As part of the preparation for the Games, the Department collaborated with partners to support upgrades to various sport and recreational facilities to improve access to opportunities for sport participation for years to come. Hosting the 2025 Canada Summer Games also improved the capacity for volunteers and sports organizations to organize and implement sporting events and helped increase participation in organized sports that may not have been available in the past.

Goal:

By March 31, 2026, the Department of Tourism, Culture, Arts and Recreation will have increased opportunities for residents to lead active lifestyles.

Goal Indicator	Results
Furthered the development of a provincial Active Living Action Plan.	During 2023-26, the Department advanced the development of an Active Living Action Plan. These efforts included a comprehensive stakeholder and public consultation via online questionnaires, written submissions as well as in-person and virtual sessions to inform the Action Plan. During these consultations, 52 individuals participated in nine in-person sessions and 41 individuals participated in three virtual sessions. A total of 353 individuals completed the online questionnaire, with one written submission received by the Department. The Department further collaborated with interdepartmental stakeholders to support the Action Plan's development.
Supported the 2025 Canada Summer Games and its legacy infrastructure.	In August 2025, the City of St. John's successfully hosted the 2025 Canada Summer Games, generating \$193.2 million in overall economic activity. Over \$45 million was invested by the Department proper to support Games operations, facility development and upgrades, and Provincial Sport Organizations in preparation for the Games. As a result of this investment, the Province, through the

	Newfoundland and Labrador Sports Centre Inc., now operates the Fortis Canada Games Complex. This legacy facility will enhance the province's capacity to attract provincial, national, and university-level competitions and serves as a world-class training environment to support the development of athletes for future provincial, national, and international competition.
Increased capacity for organizations and communities to provide recreation and sport opportunities.	During the 2023-26 reporting period, through the Active NL Fund, the Department invested more than \$8.3 million in over 1,500 projects across the province to support physical activity and active living. Since 2023, the Department has provided \$400,000 to ParticipACTION to support a multi component partnership aimed at encouraging residents to be more active. This investment included mass media communications campaigns, promotion of ParticipACTION's National Community Challenge and recognition of the Most Active Community in Newfoundland and Labrador, as well as the development of an Active at Work Toolkit to help employers and employees incorporate physical activity into the workday. Beginning in 2024, the Department provided \$240,000 to the Aboriginal Sport and Recreation Circle of Newfoundland and Labrador to support the You GO Girl! program. This community-based initiative empowers Indigenous girls aged nine to 13 and includes key components such as culture, healthy eating, sport and recreation. In March 2025, the Department awarded more than \$139,000 to 85 projects through the Community Sport Fund, supporting community events and initiatives that promote sport and active recreation for individuals of all ages. Via Budget 2025, the Department received an additional \$350,000 to support the delivery of the Newfoundland and Labrador Games, a biennial, weeklong, multi-sport competition involving more than 1,600 athletes, coaches, and managers from across the province.

	In fiscal 2025-26, the Department provided \$35,000 to Recreation NL to develop and implement a modern, inclusive, and sustainable Frontline Recreation Leadership Training Program. This initiative will establish a unified provincial framework to strengthen leadership capacity, enhance program quality and safety, and reflect the diversity of Newfoundland and Labrador communities, including rural, Indigenous, northern, and coastal regions. Also in fiscal 2025-26, the Department provided \$25,000 to School Sports NL to support an Anti-Racism in Sport Initiative, which will develop and deliver an anti-racism education program for junior high and high school students participating in school sports. The Department supported the Newfoundland and Labrador Sports Centre Inc. with \$100,000 to complete facility upgrades, helping to enhance the quality, accessibility, and sustainability of sport and recreation infrastructure.
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2025-26 Objective:

By March 31, 2026, the Department of Tourism, Culture, Arts, and Recreation will have established measures to ensure ongoing opportunities to participate in recreation and sport.

Indicator	Results
Began implementing initiatives under the Active Living Action Plan.	The Department continued development of an Active Living Action Plan, with a view to finalize and release in 2026.
Leveraged Year of Sport to support the recreation and sport sector.	In 2025-26, the Department funded 85 projects totaling more than \$139,000 to support community events and initiatives that promote sport and active recreation for individuals of all ages. Through provincially operated swimming pools, the Department offered free public swims every Sunday from March 2025 to December 2025, providing residents with accessible active living opportunities. More than 4,500 residents accessed these free swims during this period. In 2025-26, the Active NL Fund was enhanced by \$400,000 to support the

	development, delivery, purchase, and upgrade of active living infrastructure, equipment, and initiatives. A total of \$2.99 million was awarded to support more than 550 projects across the province. Through partnership with Celebrate NL, the Department introduced new grant programs to help offset costs and expand sport and recreation opportunities for residents throughout Newfoundland and Labrador. The Special Projects in Sport Fund provided over \$170,000 to 18 Sport NL member organizations for new or enhanced initiatives promoting sport and active recreation. The Sport and Recreation Access Fund supported 54 recipients with over \$467,000 to reduce costs to participants and increase equitable access to aquatic facilities and ice arenas. Additionally, the Sport Capacity Fund provided 48 provincial sport organizations with a one-time 100 per cent increase to their annual operating grants, totaling more than \$882,000.
Advanced provincial safe sport practices via an Independent Third-Party Mechanism.	Since 2024, Sport NL has engaged Independent Third Party (ITP) Sport as the provincial Independent Third-Party Mechanism to manage complaints related to maltreatment in sport. Beginning in 2025-26, a new eligibility requirement was introduced under the Provincial Sport Organizations' Annual Operating Grant to ensure compliance with the safe sport third party mechanism administered by Sport NL. To remain eligible for funding, Provincial Sport Organizations were required to participate in onboarding with ITP Sport, adopt mandatory safe sport policies, and communicate these requirements to their membership. Of the 36 provincially recognized Provincial Sport Organizations that typically receive funding through the Annual Operating Grant, 34 have met the new compliance requirements. In 2025-26, the Department also provided \$100,000 to Sport NL to support the continued advancement of safe sport initiatives, including the administration of complaints through ITP Sport and the delivery of enhanced education and awareness activities to promote safe sport practices across the province.

Discussion of Results

During the 2023-26 and 2025-26 reporting periods, the Department was largely successful in increasing opportunities for residents to lead active and healthy lifestyles through strategic investments, partnerships, and program development. The successful hosting of the 2025 Canada Summer Games generated significant economic activity and left a lasting legacy through upgraded sport and recreation infrastructure and enhanced capacity for hosting future events. Continued investments expanded access to recreation and sport opportunities across the province, while targeted partnerships supported inclusion, youth engagement, and community participation. At the same time, strengthened safe sport measures and capacity-building initiatives enhanced the quality, accessibility, and sustainability of recreation and sport systems, contributing to improved well-being for residents throughout Newfoundland and Labrador.

Opportunities and Challenges

The forthcoming reporting period presents considerable opportunities for the Department of Tourism, Culture, Arts and Recreation. The Department is anticipated to build on the momentum of Vision 2026 with a new provincial tourism strategy and further position Newfoundland and Labrador as a sustainable, high-value tourism destination. The Department is well-positioned to deepen market diversification efforts, enhance visitor experiences, and further extend the tourism season. Ongoing growth in shoulder-season visitation and strengthened collaboration with industry partners, Hospitality NL and DMOs will support the development of market-ready tourism products and encourage increased private sector investment. Continued interest in domestic travel, alongside expanded international air access and targeted marketing in key overseas markets, presents an opportunity to attract new visitors and strengthen the province's global tourism presence.

Specific to arts, culture, and heritage, the Department will continue progress on the UNESCO World Heritage Site nomination for the Heart's Content Transatlantic Cable Station. Increased program investments and strengthened stakeholder engagement provide an opportunity to further stabilize and grow the cultural sector, enhance organizational capacity, and support the protection and promotion of the province's heritage assets. Specific to recreation and sport, the legacy of the 2025 Canada Summer Games initiatives will continue to generate benefits through improved infrastructure and expanded opportunities for active living participation across the province.

At the same time, several challenges are expected to persist. Global economic uncertainty and shifting travel patterns may continue to influence visitor demand, requiring the Department to remain responsive and adaptive in its marketing and research approaches. Transportation access, including air and marine capacity, will remain a key constraint to tourism growth, particularly in reaching priority markets. Labour shortages, volunteer capacity constraints, and inflationary pressures are also expected to affect tourism operators, cultural organizations, and sport and recreation providers. Despite these challenges, the Department will continue to focus on strategic partnerships, innovation, and sustainable development to support long-term growth across the tourism, arts and heritage, and recreation and sport sectors, ensuring continued social, cultural, and economic benefits for the province.

Financial Information

Expenditure and revenue figures included in this document are based on public information provided in the “**Report on the Program Expenditures and Revenues of the Consolidated Revenue Fund for the Year Ended 31 March 2026.**”

TCAR Expenditures by Main Allocation		2025-26	2025-26	2025-26
		Original	Amended	Actual (\$)
Line Item	Source of Expenditure	Estimate (\$)	Estimate (\$)	(Unaudited)
1.1.01	Minister's Office	313,300	406,000	366,261
1.2.01	Executive Support	1,110,000	1,103,800	1,091,666
1.2.02	Corporate Services	913,600	787,200	780,207
2.1.01	Tourism	15,932,400	15,817,700	14,412,593
	(Less: Revenue)	(620,000)	(620,000)	(373,343)
2.1.02	Sector Research	689,000	434,700	432,539
2.1.03	Strategic Product Development	2,948,900	2,702,900	2,633,270
2.1.04	Marble Mountain Development Corporation	956,400	956,400	956,400
2.1.05	Marble Mountain Development Corporation (Capital)	850,000	850,000	850,000
2.2.01	Park Operations	5,130,600	5,840,700	5,823,938
	(Less: Revenue)	(500)	(500)	-
2.2.02	C.A. Pippy Park	345,600	345,600	345,600
2.2.03	C.A. Pippy Park - Capital	450,000	450,000	450,000
3.1.01	Arts and Culture Centres	8,995,700	9,316,400	9,277,582
	(Less: Revenue)	(7,253,000)	(7,253,000)	(7,281,659)

3.1.02	Arts, Heritage, and Historic Development	9,669,600	10,808,300	10,725,362
	(Less: Revenue)	(150,000)	(150,000)	(165,348)
3.1.03	Newfoundland and Labrador Arts Council	5,048,600	5,048,600	5,048,600
3.1.04	Heritage Foundation of Newfoundland and Labrador	437,100	568,500	568,500
3.1.05	Celebrate NL Inc.	5,000,000	5,000,000	5,000,000
3.1.06	The Rooms Corporation of Newfoundland and Labrador	6,722,700	6,722,700	6,722,700
3.1.07	The Rooms Corporation of Newfoundland and Labrador - Capital	1,000,000	1,000,000	1,000,000
4.1.01	Newfoundland and Labrador Film Development Corporation	1,251,500	1,251,500	1,251,500
4.1.02	Newfoundland and Labrador Film Development Corporation - Capital	10,000,000	10,000,000	10,000,000
4.2.01	Sport and Recreation	9,583,500	9,799,400	9,787,893
	(Less: Revenue)	(750,600)	(750,600)	(556,406)
4.2.02	Newfoundland and Labrador Sports Centre Inc.	1,992,800	1,992,800	1,992,800
4.2.03	Newfoundland and Labrador Sports Centre Inc. - Capital	-	-	-
	Gross Budget	89,341,300	91,203,200	89,517,411
	Related Revenue	(8,774,100)	(8,774,100)	(8,376,756)
	Net Budget	80,567,200	82,429,100	81,140,655

