



Canadian Tourism  
Commission

Commission canadienne  
du tourisme

2008

## ANNUAL REPORTS TO PARLIAMENT

---

### ***Access to Information Act and Privacy Act***

Canada 

## **Library and Archives Canada Cataloguing in Publication**

Canadian Tourism Commission  
Access to Information Act and Privacy Act, annual report.

Annual

Other editions available: Loi sur l'accès à l'information et Loi sur la protection des renseignements personnels, rapport annuel.

ISSN: 1703-1869

ISBN 978-1-100-12153-6

Cat. No.: lu83-2/2008E

1. Canadian Tourism Commission--Periodicals. 2. Public records  
--Access control--Canada--Periodicals. 3. Privacy, Right of—Canada  
--Periodicals. I. Title.

JL86.P7C32

354.73

C2002-980107-9

# Table of Contents

---

<b>Part I – Access to Information Act</b> .....	<b>1</b>
Preface.....	1
<b>Overview of the Canadian Tourism Commission</b> .....	<b>2</b>
<b>Who We Are and What We Do</b> .....	<b>2</b>
<b>Administration of the Access to Information Act</b> .....	<b>4</b>
Delegation of Authority .....	4
CTC’s Official Vehicles of Communication .....	4
Education and Training .....	4
Statistical Report – Interpretation and Explanation .....	5
Summary of Key Activities.....	5
Other Business.....	6
Complaints .....	6
<b>Appendix A – Statistical Report on the Access to Information Act</b> .....	<b>7</b>
<b>Appendix B - Supplemental Reporting Requirements for 2008-2009</b> .....	<b>8</b>
<b>Appendix C – Discrepancies</b> .....	<b>9</b>
<b>Part II - Privacy Act</b> .....	<b>10</b>
Preface.....	10
<b>Overview of the Canadian Tourism Commission</b> .....	<b>11</b>
<b>Administration of the Privacy Act</b> .....	<b>13</b>
Delegation of Authority .....	13
Privacy Impact Assessment Policy (PIA) .....	13
New Privacy Related Policies and Procedures .....	13
New Data Matching and Data Sharing Activities .....	13
Training and Education .....	14
Records Management Program .....	14
<b>Statistical Report – Interpretation and Explanation</b> .....	<b>15</b>
<b>Appendix A – Statistical Report on the Privacy Act</b> .....	<b>16</b>
<b>Appendix B - Supplemental Reporting Requirements for 2008-2009</b> .....	<b>17</b>
<b>Appendix C – Discrepancies</b> .....	<b>18</b>



## **Part I – Access to Information Act**

### **Preface**

The *Access to Information Act* (Revised Statutes of Canada, Chapter A-1, 1985) was proclaimed on July 1, 1983.

*The Access to Information Act* gives Canadian citizens and permanent residents a broad right of access to information contained in government records subject to certain specific and limited exceptions.

According to Section 72 of the *Access to Information Act*, the head of every government institution shall prepare for submission to Parliament, an annual report on the administration of the Act within the institution during each financial year.

This annual report describes how the Canadian Tourism Commission administered its responsibilities under the *Access to Information Act* in its seventh year of operation as a Crown corporation. The Commission's fiscal year-end is December 31, 2008.

## Overview of the Canadian Tourism Commission

### Who We Are and What We Do

The CTC is Canada's national tourism marketing organization. A Crown corporation wholly owned by the Government of Canada, we lead the Canadian tourism industry in marketing Canada as a premier four-season tourism destination. Reporting to Parliament through the Minister of Industry, our legislative requirements are outlined in the *Canadian Tourism Commission Act*.

Through collaboration and partnerships with the private sector, as well as with the governments of Canada, the provinces and territories, we work with the tourism sector to maintain its competitiveness and reposition Canada as a destination where travellers can create extra-ordinary personal experiences.

**CTC goal:**

Grow tourism export revenues for Canada.

**CTC vision:**

Compel the world to explore Canada.

**CTC mission:**

Harness Canada's collective voice to grow tourism export revenues.

**CTC legislated mandate:**

- Sustain a vibrant and profitable Canadian tourism industry;
- Market Canada as a desirable tourism destination;
- Support a cooperative relationship between the private sector and the governments of Canada, the provinces and the territories with respect to Canadian tourism; and
- Provide information about Canadian tourism to the private sector and to the governments of Canada, the provinces and the territories.

**CTC core values:**

- Innovation
- Collaboration
- Respect

Our approach focuses on those global markets or consumer market segments where there is the highest potential for return on investment. We lead international tourism marketing efforts by leveraging Canada's tourism brand in the U.S., the United Kingdom (U.K.), Germany, France, Mexico, Japan, China, South Korea and Australia.

**Our leadership role:**

- Promote Canada's tourism brand "Canada. Keep Exploring"
- Achieve world-class research capacity
- Leverage technology and the Internet

## **The CTC Organization**

### ***Board of Directors***

A 26-member Board of Directors manages the affairs and business of the CTC, which operates in partnership with the public and private sectors. The Board of Directors provides strategic leadership and stewardship to the CTC. The President and Chief Executive Officer (CEO) is accountable to the Board of Directors for the management and performance of the CTC.

### ***Overall Staff***

The CTC has 160 permanent positions. Ninety-four positions (59 percent) are located at the Commission's head office in Vancouver and are engaged in marketing, communication and research activities, as well as providing corporate services. The CTC also retains a small corporate office in Ottawa with three positions.

### ***International Staff***

The CTC has 63 full-time international sales positions (39 percent) and operates international offices in the U.S., Mexico, the U.K., France, Germany, China, Japan, South Korea and Australia. The Commission maintains its strongest presence (26 positions) in various U.S. cities.

## **Administration of the *Access to Information Act***

Implementation of the *Access to Information Act* at the CTC is within the division of the Senior Vice-President, Corporate Affairs and Corporate Secretary. The Manager, Government Relations, who also acts as the Coordinator for activities under the Act, processes all formal requests.

### **Delegation of Authority**

Under Section 3 of the *Access to Information Act*, the President and CEO of the CTC is the designated head, and has retained full authority pursuant to Section 73. Note, however, that officials of the CTC are responsible for the daily activities related to the administration of the *Access to Information Act*.

### **CTC's Official Vehicles of Communication**

Besides formal Access to Information requests, information on the CTC is available to Canadians through its official vehicles of communication as follows:

**[www.canada.travel](http://www.canada.travel) – the CTC's official Web portal – is the call to action for all of the CTC's Web site activities, including:**

**[www.explore.canada.travel](http://www.explore.canada.travel)** features Canadian destinations, experiences and getaway ideas for the traveler.

**[www.corporate.canada.travel](http://www.corporate.canada.travel)** houses corporate reports, publications, and marketing information.

**[www.media.canada.travel](http://www.media.canada.travel)**, a site where journalists and tourism industry partners can find travel stories and information about Canada's tourism industry.

**[www.meetings.canada.travel](http://www.meetings.canada.travel)** contains information on planning meetings, conventions, or incentive travel, in Canada.

### **Info Source**

Additional information on the CTC may be found in the annual federal government publications: *Info source – Sources of Federal Government Information*; and, *Info Source – Sources of Federal Employee Information*.

### **Education and Training**

While no formal training sessions were held for staff in 2008, the CTC's intranet site is used to create awareness and disseminate information of the *Act* to employees.



## Statistical Report – Interpretation and Explanation

**Appendix A** provides a summarized statistical report on the *Access to Information Act* applications dealt with during the period January 1, 2008 to December 31, 2008. The following provides explanations and interpretations for the information contained in this report:

### Summary of Key Activities

During the period under review, the CTC received five requests under the *Access to Information Act* compared to two for the previous reporting period.

#### **I. Exemptions Invoked**

Of the five requests received during this period, one was abandoned by the requester, two were transferred to other Government institutions that held a greater interest in the records, and in respect to the remaining two requests received, the information was partially released with exemptions invoked to withhold some of the information pursuant to Sub-section 19(1) under *Personal Information* and Section 23 for records qualifying as *Solicitor-client privilege*.

#### **II. Completion Time**

The requests were completed within the statutory time frames.

#### **III. Fees**

The only fees collected during this reporting period were in respect to application fees totaling \$10.00.

#### **IV. Costs**

Total salary costs associated with *Access to Information Act* activities are estimated at \$2,538.00 for the period of this review. The associated full-time resources for this period are estimated at .03 of a Full Time Equivalent (FTE).

## **Other Business**

In 2008, the CTC responded to twelve consultations received from other government institutions.

## **Complaints**

There was one complaint received from the Office of the Information Commissioner during this reporting period. In subsequent correspondence from the office of the Information Commissioner the CTC was advised that the complaint was abandoned by the complainant.

# Appendix A – Statistical Report on the Access to Information Act

Institution The Canadian Tourism Commission La Commission canadienne du tourisme			Reporting period / Période visée par le rapport 1/12/2008 to/à 12/31/2008		
Source	Media / Médias 1	Academia / Secteur universitaire 2	Business / Secteur commercial 2	Organization / Organisme 0	Public 0

I Requests under the Access to Information Act / Demandes en vertu de la Loi sur l'accès à l'information	
Received during reporting period / Reçues pendant la période visée par le rapport	5
Outstanding from previous period / En suspens depuis la période antérieure	0
<b>TOTAL</b>	<b>5</b>
Completed during reporting period / Traitées pendant la période visées par le rapport	2
Carried forward / Reportées	0

II Disposition of requests completed / Disposition à l'égard des demandes traitées					
1.	All disclosed / Communication totale	0	6.	Unable to process / Traitement impossible	0
2.	Disclosed in part / Communication partielle	2	7.	Abandoned by applicant / Abandon de la demande	1
3.	Nothing disclosed (excluded) / Aucune communication (exclusion)	0	8.	Treated informally / Traitement non officiel	0
4.	Nothing disclosed (exempt) / Aucune communication (exemption)	0	<b>TOTAL</b>		<b>5</b>
5.	Transferred / Transmission	2			

III Exemptions invoked / Exceptions invoquées							
S. Art. 13(1)(a)	0	S. Art 16(1)(a)	0	S. Art. 18(b)	0	S. Art. 21(1)(a)	0
(b)	0	(b)	0	(c)	0	(b)	0
(c)	0	(c)	0	(d)	0	(c)	0
(d)	0	(d)	0	S. Art. 19(1)	1	(d)	0
S. Art. 14	0	S. Art. 16(2)	0	S. Art. 20(1)(a)	0	S. Art.22	0
S. 15(1) International rel. / Art. Relations interm.	0	S. Art. 16(3)	0	(b)	0	S. Art 23	1
Défence / Défense	0	S. Art. 17	0	(c)	0	S. Art. 24	0
Subversive activities / Activités subversives	0	S. Art. 18(a)	0	(d)	0	S. Art 26	0

IV Exclusions cited / Exclusions citées			
S. Art. 68(a)	0	S. Art. 69(1)(c)	0
(b)	0	(d)	0
(c)	0	(e)	0
S. Art. 69(1)(a)	0	(f)	0
(b)	0	(g)	0

V Completion time / Délai de traitement	
30 days or under / 30 jours ou moins	0
31 to 60 days / De 31 à 60 jours	0
61 to 120 days / De 61 à 120 jours	2
121 days or over / 121 jours ou plus	0

VI Extensions / Prorogations des délais		
	30 days or under / 30 jours ou moins	31 days or over / 31 jours ou plus
Searching / Recherche	1	0
Consultation	0	2
Third party / Tiers	0	0
<b>TOTAL</b>	<b>1</b>	<b>2</b>

VII Translations / Traduction		
Translations requested / Traductions demandées		0
Translations prepared / Traductions préparées	English to French / De l'anglais au français	0
	French to English / Du français à l'anglais	0

VIII Method of access / Méthode de consultation	
Copies given / Copies de l'original	2
	0
	0

IX Fees / Frais			
Net fees collected / Frais net perçus			
Application fees / Frais de la demande	\$10.00	Preparation / Préparation	\$0.00
Reproduction	\$0.00	Computer processing / Traitement informatique	\$0.00
Searching / Recherche	\$0.00	<b>TOTAL</b>	<b>\$10.00</b>
Fees waived / Dispense de frais		No. of times / Nombre de fois	\$
\$25.00 or under / 25 \$ ou moins		0	\$ <b>\$0.0</b>
Over \$25.00 / De plus de 25 \$		0	\$ <b>\$0.0</b>

X Costs Coûts	
Financial (all reasons) / Financiers (raisons)	
Salary / Traitement	\$ <b>2,538.00</b>
Administration (O and M) / Administration (fonctionnement et maintien)	\$ <b>1.73</b>
<b>TOTAL</b>	<b>\$ 2,539.73</b>
Person year utilization (all reasons) / Années-personnes utilisées (raison)	
Person year (decimal format) / Années-personnes (nombre décimal)	<b>.03</b>



## Appendix B - Supplemental Reporting Requirements for 2008-2009

### Appendix B

#### Supplemental Reporting Requirements for 2008-2009 *Access to Information Act*

In addition to the reporting requirements addressed in form TBS/SCT 350-62 "Report on the Access to Information Act", institutions are required to report on the following using this form:

#### Part III – Exemptions invoked

Section 13

Subsection 13(e) None

Section 14

Subsections 14(a) None

14(b) None

#### Part IV – Exclusions cited:

Subsection 69.1 None

### Annexe B

#### Exigences en matière de rapports pour 2008-2009 *Loi sur l'accès à l'information*

En plus des exigences relatives à l'établissement de rapports dont on traite dans le formulaire TBS/SCT 350-62, « Rapport concernant la Loi sur l'accès à l'information », les institutions sont tenues de déclarer ce qui suit en utilisant le présent formulaire :

#### Partie III – Exceptions invoquées

Article 13

Paragraphe 13(e) Aucune

Article 14

Paragraphe 14(a) Aucune

14(b) Aucune

#### Partie IV – Exclusions citées

Paragraphe 69.1 Aucune

## Appendix C – Discrepancies

Appendix C

Annexe C

Discrepancies	Divergences
None	Aucune

## **Part II - *Privacy Act***

### **Preface**

The *Privacy Act* (Revised Statutes of Canada, Chapter A-1, 1985) was proclaimed on July 1, 1983.

The *Privacy Act* protects individuals' privacy with respect to personal information held by federal government institutions, and it gives individuals substantial control over its collection and use.

According to Section 72 of the *Privacy Act*, the head of every government institution shall prepare for submission to Parliament, an annual report on the administration of the Act within the institution during each financial year.

This annual report describes how the Canadian Tourism Commission administered its responsibilities under the *Privacy Act* in its eighth year of operation as a Crown corporation. The Commission's fiscal year-end is December 31, 2008.

## Overview of the Canadian Tourism Commission

The Canadian Tourism Commission (CTC) is Canada's national tourism marketing organization. A federal Crown corporation, the Commission reports to Parliament through the Minister of Industry. The CTC leads the Canadian tourism industry in marketing Canada as a premier four-season tourism destination. The Commission supports the Canadian tourism sector in generating travel export revenues.

Through collaboration and partnerships with the private sector, the governments of Canada, the provinces and the territories, the CTC works with the tourism sector to maintain Canada's competitiveness and position the country as "*a destination where travelers can create extra-ordinary personal experiences.*"

### **CTC goal:**

Grow tourism export revenues for Canada.

### **CTC vision:**

Compel the world to explore Canada.

### **CTC mission:**

Harness Canada's collective voice to grow tourism export revenues.

### **CTC legislated mandate:**

- Sustain a vibrant and profitable Canadian tourism industry;
- Market Canada as a desirable tourism destination;
- Support a cooperative relationship between the private sector and the governments of Canada, the provinces and the territories with respect to Canadian tourism; and
- Provide information about Canadian tourism to the private sector and to the governments of Canada, the provinces and the territories.

### **CTC core values:**

- Innovation
- Collaboration
- Respect

Our approach focuses on those global markets or consumer market segments where there is the highest potential for return on investment. We lead international tourism marketing efforts by leveraging Canada's tourism brand in the U.S., the United Kingdom (U.K.), Germany, France, Mexico, Japan, China, South Korea and Australia.

### **Our leadership role:**

- Promote Canada's tourism brand "Canada. Keep Exploring"
- Achieve world-class research capacity
- Leverage technology and the Internet

## **The CTC Organization**

### ***Board of Directors***

A 26-member Board of Directors manages the affairs and business of the CTC, which operates in partnership with the public and private sectors. The Board of Directors provides strategic leadership and stewardship to the CTC. The President and Chief Executive Officer (CEO) is accountable to the Board of Directors for the management and performance of the CTC.

### ***Overall Staff***

The CTC has 160 permanent positions. Ninety-four positions (59 percent) are located at the Commission's head office in Vancouver and are engaged in marketing, communication and research activities, as well as providing corporate services. The CTC also retains a small corporate office in Ottawa with three positions.

### ***International Staff***

The CTC has 63 full-time international sales positions (39 percent) and operates international offices in the U.S., Mexico, the U.K., France, Germany, China, Japan, South Korea and Australia. The Commission maintains its strongest presence (26 positions) in various U.S. cities.

Further information on the Commission is contained on its business Web site at [www.corporate.canada.travel](http://www.corporate.canada.travel)



## **Administration of the *Privacy Act***

Implementation of the *Privacy Act* (the Act) at the CTC is within the division of the Senior Vice-President, Corporate Affairs and Corporate Secretary. The Manager, Government Relations is the Coordinator and processes all requests received under the Act.

### **Delegation of Authority**

Under Section 3 of the *Privacy Act*, the President and CEO of the CTC is the designated head, and has retained full authority pursuant to Section 73. Note, however, that officials of the CTC are responsible for the daily activities related to the administration of the *Privacy Act*.

### **Privacy Impact Assessment Policy (PIA)**

No privacy impact assessments were carried out during this reporting period.

### **New Privacy Related Policies and Procedures**

Following the extensive Audit carried out throughout the organization on its personal information practices, and reported on in the previous reporting period, the development of new Privacy and Information Management policies by the CTC, as well as new procedures for ensuring privacy compliance and information management, are ongoing.

### **New Data Matching and Data Sharing Activities**

The CTC's Customer Relationship Management (CRM) system is used for the collection and management of consumer and contact information. Data matching is not performed at the CTC since we provide sign-up, login and edit profile facilities. The CTC does share with its partners basic consumer data (name, address, email) when expressly given permission by the consumer to do so. Collection of new consumer records is on-going.

## **Training and Education**

No formal training sessions were held for staff in 2008. The CTC's intranet site is used to create awareness and disseminate information of the CTC's policies and code of conduct.

## **Records Management Program**

In 2008, a CTC-wide Records Management (RM) Policy was drafted and put forward for approval. One element of the policy refers to support for the administration of the Access to Information and Privacy Acts. Also in 2008, the RM program unit began developing guidelines and tools for managing unstructured records, with the development and implementation of a records classification system being the primary focus. The classification system identifies records containing personal information or Personal Information Bank (PIB) numbers. The development and implementation of the classification system and other RM-related activities are on going.

## **Statistical Report – Interpretation and Explanation**

No requests were received under the *Privacy Act* during this reporting period.

No complaints were received in this report period under the *Privacy Act*.



## Appendix A – Statistical Report on the *Privacy Act*

Institution The Canadian Tourism Commission La Commission canadienne du tourisme	Reporting period / Période visée par le rapport 1/12/2008to/à 12/31/2008
--	---

<b>I Requests under the Privacy Act / Demandes en vertu de la Loi sur la protection des renseignements personnels</b>	
Received during reporting period / Reçues pendant la période visée par le rapport	0
Outstanding from previous period / En suspens depuis la période antérieure	0
<b>TOTAL</b>	<b>0</b>
Completed during reporting period / Traitées pendant la période visées par le rapport	0
Carried forward / Reportées	0

<b>II Disposition of request completed / Disposition à l'égard des demandes traitées</b>	
1. All disclosed / Communication totale	0
2. Disclosed in part / Communication partielle	0
3. Nothing disclosed (excluded) / Aucune communication (exclusion)	0
4. Nothing disclosed (exempt) / Aucune communication (exemption)	0
5. Unable to process / Traitement impossible	0
6. Abandoned by applicant / Abandon de la demande	0
7. Transferred / Transmission	0
<b>TOTAL</b>	<b>0</b>

<b>III Exemptions invoked / Exceptions invoquées</b>	
S. Art. 18(2)	0
S. Art. 19(1)(a)	0
(b)	0
(c)	0
(d)	0
S. Art. 20	0
S. Art. 21	0
S. Art. 22(1)(a)	0
(b)	0
(c)	0
S. Art. 22(2)	0
S. Art. 23 (a)	0
(b)	0
S. Art. 24	0
S. Art. 25	0
S. Art. 26	0
S. Art. 27	0
S. Art. 28	0

<b>IV Exclusions cited / Exclusions citées</b>	
S. Art. 69(1)(a)	0
(b)	0
S. Art. 70(1)(a)	0
(b)	0
(c)	0
(d)	0
(e)	0
(f)	0

<b>V Completion time / Délai de traitement</b>	
30 days or under / 30 jours ou moins	0
31 to 60 days / De 31 à 60 jours	0
61 to 120 days / De 61 à 120 jours	0
121 days or over / 121 jours ou plus	0

<b>VI Extentions / Prorogations des délais</b>		
	30 days or under / 30 jours ou moins	31 days or over / 31 jours ou plus
Interference with operations / Interruption des opérations	0	
Consultation	0	
Translation / Traduction	0	0
<b>TOTAL</b>	<b>0</b>	<b>0</b>

<b>VII Translations / Traductions</b>		
Translations requested / Traductions demandées		0
Translations prepared /	English to French / De l'anglais au français	0
Traductions préparées	French to English / Du français à l'anglais	0

<b>VIII Method of access / Méthode de consultation</b>	
Copies given / Copies de l'original	0
Examination / Examen de l'original	0
Copies and examination / Copies et examen	0

<b>IX Corrections and notation / Corrections et mention</b>	
Corrections requested / Corrections demandées	0
Corrections made / Corrections effectuées	0
Notation attached / Mention annexée	0

<b>X Costs / Coûts</b>	
Financial (all reasons) / Financiers (raisons)	
Salary / Traitement	\$ 0
Administration (O and M) / Administration (fonctionnement et maintien)	\$ 0
<b>TOTAL</b>	<b>\$ 0</b>
Person year utilization (all reasons) / Années-personnes utilisées (raisons)	
Person year (decimal format) / Années-personnes (nombre décimal)	0



## Appendix B - Supplemental Reporting Requirements for 2008-2009

### Appendix B

#### Supplemental Reporting Requirements for 2008-2009 Privacy Act

Treasury Board Secretariat is monitoring compliance with the Privacy Impact Assessment (PIA) Policy (which came into effect on May 2, 2002) through a variety of means. Institutions are therefore required to report the following information for the 2008-2009 reporting period.

Indicate the number of:

Preliminary Privacy Impact Assessments initiated: None

Preliminary Privacy Impact Assessments completed: None

Privacy Impact Assessments initiated: None

Privacy Impact Assessments completed: None

Privacy Impact Assessments forwarded to the Office of the Privacy Commissioner (OPC): None

If your institution did not undertake any of the activities noted above during the reporting period, this must be stated explicitly.

### Annexe B

#### Exigences en matière d'établissement de rapports pour 2008-2009 Loi sur la protection des renseignements personnels

Le Secrétariat du Conseil du Trésor surveille la conformité à la Politique sur l'Évaluation des facteurs relatifs à la vie privée (EFVP) (qui est entrée en vigueur le 2 mai 2002) par divers moyens. Les institutions sont donc tenues de déclarer les renseignements suivants pour la période de déclaration 2008-2009.

Prière d'indiquer le nombre :

d'évaluations préliminaires des facteurs relatifs à la vie privée amorcées :  
Aucune

d'évaluations préliminaires des facteurs relatifs à la vie privée achevées :  
Aucune

d'évaluations des facteurs relatifs à la vie privée amorcées : Aucune

d'évaluations des facteurs relatifs à la vie privée achevées : Aucune

d'évaluations des facteurs relatifs à la vie privée acheminées au Commissariat à la protection de la vie privée (CPVP) : Aucune

Si votre institution n'a pas entrepris l'une ou l'autre des activités susmentionnées durant la période de rapport, cela doit être mentionné de façon explicite.

## Appendix C – Discrepancies

Appendix C

Annexe C

<b>Discrepancies</b>	<b>Divergences</b>
None	Aucune