



Canadian Tourism
Commission

Commission canadienne
du tourisme

2010 - 2011

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 and Privacy Act - Annual Report to Parliament 2010-2011.

Annual

Other editions available: Loi sur l'accès à l'information et Loi sur la protection des renseignements personnels, rapport annuel 2010-2011.

ISBN 978-1-100-15108-3

Cat. No.: lu83-2/2010E

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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 Canadian 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. The Canadian Tourism Commission's fiscal year-end is December 31.

This annual report describes how the Canadian Tourism Commission administered its responsibilities under the *Access to Information Act* from January 1, 2010 to March 31, 2011.

Corporate Profile

The Canadian Tourism Commission (CTC) is Canada's national tourism marketing organization. A Crown corporation (2001) wholly owned by the Government of Canada, we lead the Canadian tourism industry in marketing Canada as an internationally competitive, premier four-season tourism destination. We provide a consistent voice for Canada in the international tourism marketplace. Reporting to Parliament through the Minister of Industry, our legislative requirements are outlined in the *Canadian Tourism Commission Act*.

Our purpose is to sustain a vibrant and profitable tourism industry through collaboration and partnerships with the private sector, as well as with the governments of Canada, the provinces and territories. The immediate beneficiary of the Commission's role is Canada's tourism industry which is made up of approximately 177,911 tourism-related businesses and some 610,600 tourism-related jobs in Canada.

The ultimate beneficiary of the CTC's activities is the Canadian taxpayer, who enjoys tourism's contribution to the quality of life in Canada through public and private investments in parks, transportation infrastructure, attractions, events and event facilities. In addition to stimulating export revenue growth and job creation in Canada, we also stimulate high-value knowledge-based businesses and jobs for the Canadian economy (e.g. enabling technology, e-marketing, creative production, research, and the digital economy). The tourism marketing industry is a major procurer of Canada's creative and digital economies.

Our current approach targets international travellers in the Americas (United States, Mexico and Brazil), Europe (United Kingdom, Germany and France), Asia (China, India, South Korea and Japan) and Australia. However, our regional hub structure allows us to be nimble and opportunistic, to adjust our marketing programs to reflect changing market conditions, and to capitalize on new marketing opportunities as they arise.

The CTC Organization

Board of Directors

The Board of Directors provides strategic leadership and stewardship, and approves the allocation of resources, as well as the Corporate Plan and Annual Report, which form the centre piece of the accountability regime adopted by Parliament for federal Crown corporations.

The Chair of the Board and the President & CEO are appointed by the Governor-in-Council. The remaining directors are appointed by the Minister of Industry with the approval of the Governor-in-Council. The *CTC Act* names the office of Deputy Minister of Industry as an *ex officio* director on the Board.

The President and CEO is accountable to the Board of Directors for the management and performance of the organization. The Board is accountable to Parliament through the Minister of Industry. The primary vehicles for reporting to the Crown are the Annual Report and the five-year Corporate Plan.

Headquartered in Vancouver, the Commission maintains a small governmental relations office in Ottawa.

Overall Staff

January-July 2010

- 158 total FTEs prior to restructuring in July 2010: 96 located in Canada (including two in Ottawa) and 62 overseas.

July 2010

- 117 total FTEs: 87 located in Canada (including two in Ottawa) and 30 overseas.
- Under the direction of the regional Managing Directors, General Sales Agents (GSAs) implement the Commission's activities in several of its 11 international markets.

Further information on the Commission is contained on its business Web site at www.corporate.canada.travel

Administration of the *Access to Information Act*

Implementation of the *Access to Information Act* (the Act) at the CTC is within the division of the Senior Vice-President, Corporate Affairs and Corporate Secretary. The Manager of Government Relations is the Coordinator, and is responsible for processing all formal requests received by the Commission pursuant to the Act.

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.

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 – 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 features Canadian destinations, experiences and getaway ideas for the traveller.

www.corporate.canada.travel houses corporate reports, research publications, and market information. *CTC News* is also available on this Web site; subscribers receive regular updates on CTC research and statistics, marketing programs, tourism issues and industry trends.

www.mediacentre.canada.travel, a site where international media and broadcasters (journalists and tourism industry partners) can find travel stories, B-roll images and information about Canada's tourism industry.

www.meetings.canada.travel contains information on planning meetings, conventions, or incentive travel, in Canada.

Social media is an important element of CTCs overall marketing strategy. The channels by which CTC interacts with customers include *Facebook*, *Twitter*, *Youtube* and *Flickr*.

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

There was no training offered by the Commission in this reporting period.

Summary of Key Activities

During the period under review, the CTC received three requests under the *Access to Information Act* – down from five requests received in the previous reporting period.

Of the three requests received, two were completed and there were no records available for the third request.

I. Exemptions Invoked

For one request, exemptions were invoked pursuant to the following sections of the Act:

- Section 19(1) - Personal Information
- Section 20(1) - Third Party Information, sub-sections (b) and (c)
- Section 24 (1) – Statutory Prohibitions

II. Completion Time

Pursuant to Section 9(1), paragraphs (b) and (c) of the Act, an extension of up to 90 days was necessary to process one request. The other two requests were completed within 30 days.

III. Fees

The fees collected during this reporting period totaled \$10.00 being the application fees for two requests; as no records were available for the third request, the application fee of \$5.00 was returned to the requester.

IV. Costs

Total salary costs associated with *Access to Information Act* activities are estimated at \$4,579.10 for the period of this review. Associated staff resources are estimated at 0.02 of a Full Time Equivalent (FTE).

Other Business

In this reporting period, the CTC responded to 10 consultations received from other government institutions.

Complaints

None



REPORT ON THE ACCESS TO INFORMATION ACT / RAPPORT CONCERNANT LA LOI SUR L'ACCÈS À L'INFORMATION

Institution / Canadian Tourism Commission / La Commission canadienne du tourisme				Reporting period / Période visée par le rapport / 04-01-2010 - 03-31-2011	
Source	Media / Médias / 1	Academia / Secteur universitaire / 1	Business / Secteur commercial	Organization / Organisme	Public / 1

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	3
Outstanding from previous period / En suspens depuis la période antérieure	0
TOTAL	3
Completed during reporting period / Traitées pendant la période visées par le rapport	3
Carried forward / Reportées	0

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

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

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

V Completion time / Délai de traitement	
30 days or under / 30 jours ou moins	2
31 to 60 days / De 31 à 60 jours	
61 to 120 days / De 61 à 120 jours	1
121 days or over / 121 jours ou plus	

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

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

VIII Method of access / Méthode de consultation	
Copies given / Copies de l'original	2
Examination / Examen de l'original	0
Copies and examination / Copies et examen	0

IX Fees / Frais			
Net fees collected / Frais net perçus			
Application fees / Frais de la demande	10.00	Preparation / Préparation	
Reproduction		Computer processing / Traitement informatique	
Searching / Recherche		TOTAL	10.00
Fees waived / Dispense de frais		No. of times / Nombre de fois	\$
\$25.00 or under / 25 \$ ou moins		2	\$ 11.60
Over \$25.00 / De plus de 25 \$			\$

X Costs / Coûts	
Financial (all reasons) / Financiers (raisons)	
Salary / Traitement	\$ 1,733.00
Administration (O and M) / Administration (fonctionnement et maintien)	\$ 2,846.10
TOTAL	\$ 4579.10
Person year utilization (all reasons) / Années-personnes utilisées (raison)	
Person year (decimal format) / Années-personnes (nombre décimal)	0.02



APPENDIX B-1

Additional Reporting Requirements – *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

Paragraph 13(1)(e)

Subsection 16.1(1)(a)

Subsection 16.1(1)(b)

Subsection 16.1(1)(c)

Subsection 16.1(1)(d)

Subsection 16.2(1)

Subsection 16.3

Subsection 16.4(1)(a)

Subsection 16.4(1)(b)

Subsection 16.5

Subsection 18.1(1)(a)

Subsection 18.1(1)(b)

Subsection 18.1(1)(c)

Subsection 18.1(1)(d)

Subsection 20(1)(b.1)

Subsection 20.1

Subsection 20.2

Subsection 20.4

Subsection 22.1(1)

Part IV – Exclusions cited

Subsection 68.1

Subsection 68.2(a)

Subsection 68.2(b)

Subsection 69.1(1)

Note: The Canadian Tourism Commission (CTC) did not invoke any exemptions or cite any exclusions noted above during the reporting period.

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. The Canadian Tourism Commission's fiscal year-end is December 31.

This annual report describes how the Canadian Tourism Commission administered its responsibilities under the *Privacy Act* from January 1, 2010 to March 31, 2011.

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The ultimate beneficiary of the CTC's activities is the Canadian taxpayer, who enjoys tourism's contribution to the quality of life in Canada through public and private investments in parks, transportation infrastructure, attractions, events and event facilities. In addition to stimulating export revenue growth and job creation in Canada, we also stimulate high-value knowledge-based businesses and jobs for the Canadian economy (e.g. enabling technology, e-marketing, creative production, research, and the digital economy). The tourism marketing industry is a major procurer of Canada's creative and digital economies.

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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.

Privacy Impact Assessment Policy (PIA)

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

New Privacy Related Policies and Procedures

The Commission has established two Privacy Policies: one for Consumers and one for Employees. These policies are reviewed on a periodic basis to ensure that they reflect current legislation and case law. In the reporting period in question, no revisions or updates were made to these policies.

Disclosures made pursuant to paragraph 8(2)(m) of the *Privacy Act* during the reporting period

No disclosures were made under paragraph 8 (2)(m) during the reporting period.

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 training and education were provided in this reporting period.

Records Management Program

In 2009, the CTC Records Management (RM) Policy was approved by its Board of Directors, which formally established the CTC RM program. The RM program developed and implemented a function-based records' classification system aligned with business activities. Other RM-related activities are ongoing.

Summary of Key Activities

During the period under review, no requests were received by the CTC under the Privacy Act.

Complaints

None



**REPORT ON THE PRIVACY ACT
RAPPORT CONCERNANT LA LOI SUR LA PROTECTION
DES RENSEIGNEMENTS PERSONNELS**

Institution Canadian Tourism Commission / La Commission canadienne du tourisme	Reporting period / Période visée par le rapport 04-01-2010 – 03-31-2011
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I Requests under the Privacy Act / Demandes en vertu de la Loi sur la protection des renseignements personnels	
Received during reporting period / Reçues pendant la période visée par le rapport	0
Outstanding from previous period / En suspens depuis la période antérieure	0
TOTAL	0
Completed during reporting period / Traitées pendant la période visées par le rapport	0
Carried forward / Reportées	0

II Disposition of request completed / Disposition à l'égard des demandes traitées	
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
TOTAL	0

III Exemptions invoked / Exceptions invoquées	
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

IV Exclusions cited / Exclusions citées	
S. Art. 69(1)(a)	0
(b)	0
S. Art. 70(1)(a)	0
(b)	0
(c)	0
(d)	0
(e)	0
(f)	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	0
121 days or over / 121 jours ou plus	0

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

VII Translations / Traductions		
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

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

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

X Costs / Coûts	
Financial (all reasons) / Financiers (raisons)	
Salary / Traitement	\$ 0
Administration (O and M) / Administration (fonctionnement et maintien)	\$ 0
TOTAL	\$ 0
Person year utilization (all reasons) / Années-personnes utilisées (raisons)	
Person year (decimal format) / Années-personnes (nombre décimal)	00



APPENDIX B-2

Additional Reporting Requirements – *Privacy Act*

Treasury Board Secretariat is monitoring compliance with the Privacy Impact Assessment (PIA) Policy (which came into effect on May 2, 2002) and the Directive on Privacy Impact Assessment (which takes effect April 1, 2010) through a variety of means. Institutions are therefore required to report the following information for this reporting period. Note that because some institutions are using the Core PIA as outlined in the Directive in advance of the implementation deadline, they will not have Preliminary PIAs to report.

Indicate the number of:

- Preliminary Privacy Impact Assessments initiated
- Preliminary Privacy Impact Assessments completed
- Privacy Impact Assessments initiated
- Privacy Impact Assessments completed
- Privacy Impact Assessments forwarded to the Office of the Privacy Commissioner (OPC)

Note: The Canadian Tourism Commission (CTC) did not undertake any of the activities noted above during this reporting period.

In addition, institutions are required to report on the following:

Part III – Exemptions invoked

Paragraph 19(1)(e)

Paragraph 19(1)(f)

Subsection 22.1

Subsection 22.2

Subsection 22.3

Part IV – Exclusions cited

Subsection 69.1

Subsection 70.1

Note: The Canadian Tourism Commission (CTC) did not invoke any exemptions or cite any exclusions noted above during the reporting period.