



Canadian Tourism
Commission

Commission canadienne
du tourisme

2007

ANNUAL REPORTS TO PARLIAMENT

*Access to Information Act
and Privacy Act*

Canada 

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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 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.

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

The CTC's approach focuses on those global markets or consumer market segments where there is the highest potential for return on investment. The CTC leads international tourism marketing efforts leveraging Canada's tourism brand in the United States, United Kingdom, Germany, France, Mexico, Japan, China, South Korea and Australia. By implementing a targeted, focused approach to marketing, the CTC develops and implements marketing strategies that are relevant to customers' individual needs and the personal experiences they are seeking in their travel destinations.

Canada's tourism brand

Brand Canada will be a leading storytelling tourism brand in the world where travellers bring home *extra-ordinary stories all their own.*

The world will come to see Canada as not just a beautiful place with incredible landscapes, but as a place that offers travellers an opportunity to create their own stories and experiences – unique stories that are a little unexpected, unusual and out of the ordinary.

The CTC Organization

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 & CEO is accountable to the Board of Directors for the management and performance of the CTC.

In 2007, the CTC had 161 permanent positions. Ninety-six positions (60 percent) were located at the Commission's head office in Vancouver and were engaged in marketing, communication and research activities, as well as providing corporate services. The CTC also retained a small corporate office in Ottawa with two positions.

The CTC had 63 full-time international sales positions (39 percent) and operated international offices in the U.S., Mexico, the U.K., France, Germany, China, Japan, South Korea and Australia. The Commission maintained 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 – 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 traveler.

www.corporate.canada.travel is the official business site of the CTC and houses corporate reports, publications, and marketing information.

www.media.canada.travel, a site designed exclusively for travel media.

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

Tourism, Canada's tourism business magazine is published bi-monthly by the CTC in co-operation with the Canadian tourism industry.

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 2007, 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, 2007 to December 31, 2007. 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 two requests under the *Access to Information Act* compared to three for the previous reporting period. Of these two requests, one was from a member of the public and the other was from an organization.

I. Exemptions Invoked

Of the two requests received during this period, the information was released in whole in one case, and in the second case, no information was available.

II. Completion Time

The two requests were completed within 30 days,

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 2007, fourteen consultations were received from other government departments.

Complaints

There were no complaints during this reporting period.

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 1/12/2007 to/à 12/31/2007		
Source	Media / Médias 0	Academia / Secteur universitaire 0	Business / Secteur commercial 0	Organization / Organisme 1	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	2
Outstanding from previous period / En suspens depuis la période antérieure	0
TOTAL	2
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	1	6.	Unable to process / Traitement impossible	1
2.	Disclosed in part / Communication partielle	0	7.	Abandoned by applicant / Abandon de la demande	0
3.	Nothing disclosed (excluded) / Aucune communication (exclusion)	0	8.	Treated informally / Traitement non officiel	0
4.	Nothing disclosed (exempt) / Aucune communication (exemption)	0	TOTAL		2
5.	Transferred / Transmission	0			

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)	0	(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. / Relations intern. Art.	0	S. Art. 16(3)	0	(b)	0	S. Art. 23	0
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	2
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 Extensions / Prorogations des délais		
	30 days or under / 30 jours ou moins	31 days or over / 31 jours ou plus
Searching / Recherche	0	0
Consultation	0	0
Third party / Tiers	0	0
TOTAL	0	0

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	1
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	\$0.00
Reproduction	\$0.00	Computer processing / Traitement informatique	\$0.00
Searching / Recherche	\$0.00	TOTAL	\$10.00
Fees waived / Dispense de frais		No. of times / Nombre de fois	\$
\$25.00 or under / 25 \$ ou moins		0	\$ \$0.0
Over \$25.00 / De plus de 25 \$		0	\$ \$0.0

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



Appendix B - Supplemental Reporting Requirements for 2007-2008

Appendix B

Supplemental Reporting Requirements for 2007-2008 *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 2007-2008 *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) _____

Article 14

Paragraphe 14(a) _____

14(b) _____

Partie IV – Exclusions citées

Paragraphe 69.1 _____

Appendix C – Discrepancies

Appendix C

Annexe C

Discrepancies	Divergences
None	

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 seventh year of operation as a Crown corporation.

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In 2007, the CTC had 161 permanent positions. Ninety-six positions (60 percent) were located at the Commission's head office in Vancouver and were engaged in marketing, communication and research activities, as well as providing corporate services. The CTC also retained a small corporate office in Ottawa with two positions.

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Further information on the Commission is contained on its business Web site at 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

In 2007 the CTC embarked on a detailed and thorough analysis of its personal information handling practices. The CTC conducted an extensive Audit throughout the various units and offices of the organization. Upon evaluation and investigation of the information collected through the audit, the CTC will proceed with the development of new Privacy and Information Management policies, as well as new procedures for ensuring privacy compliance and information management. The CTC intends to have many of these new practices and policies in place during the next 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 formal training sessions were held for staff in 2007. The CTC's intranet site is used to create awareness and disseminate information of the CTC's policies and code of conduct.

Information Management Policy

In 2007 the CTC established a Records and Information Management (RIM) program to ensure responsible management of recorded information.

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 1/12/2007to/à 12/31/2007
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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	
Consultation	0	
Translation / Traduction	0	0
TOTAL	0	0

VII Translations / Traductions		
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	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)	0



Appendix B - Supplemental Reporting Requirements for 2007-2008

Appendix B

Supplemental Reporting Requirements for 2007-2008 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 2007-2008 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 2007-2008 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 2007-2008.

Prière d'indiquer le nombre :

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

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

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

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

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

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

Discrepancies	Divergences
None	