



Canadian Tourism  
Commission

Commission canadienne  
du tourisme

# factsheet

## The CTC's mandate

The Canadian Tourism Commission (CTC) is Canada's national tourism marketing organization. A federal Crown corporation, 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 government of Canada, the provinces and the territories, the CTC works with the tourism sector to maintain its competitiveness and reposition Canada as "a destination where travellers can create extra-ordinary personal experiences."

## Marketing Canadian tourism globally

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.

Approximately three-quarters of the CTC's overall budget (\$76.5 million in 2008) is dedicated to marketing Canada internationally. The CTC also invests a portion of its resources to inspire Canadians to explore their own country, as opposed to travelling abroad.

### CTC vision:

inspire the world to  
explore Canada

### CTC mission:

harness Canada's collective  
voice to grow export revenues

### The CTC's leadership role

- promoter of Canada's tourism brand Canada. Keep Exploring
- world-class research capacity
- leading source of information
- lead in leveraging technology and the Internet



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## Canada's tourism brand

The world is coming to see Canada as not just a beautiful place, with incredible landscapes, but a place that offers travellers an opportunity to create their own stories and experiences, unique stories that are a little unexpected, unusual and extra-ordinary.

The CTC will continue to work closely with the tourism industry to develop a strong tourism brand.

## The CTC's partnership philosophy

The CTC is a unique organization founded on the principle of partnership between the public sector and private industry.

Through these partnerships, the CTC achieves the maximum return on investment for its financial resources by matching its funding contributions for marketing initiatives.

In 2007, partnership investments totalled 89.6 million – resulting in an overall 1.2:1.0 ratio to the CTC's annual budget.

### Brand promise:

Come to Canada and create extra-ordinary stories all your own.

### Brand statement:

Canada is a catalyst for self-expression

### Brand pillars:

Culture, geography, people

### Brand personality:

confident, youthful, informal, warm, witty, intriguing, open and authentic

### Reward:

Proof of a life less ordinary

## CTC core values:

innovation

collaboration

respect

## Tourism benefits

- Total tourism revenue is estimated to have increased by 6.1 percent in 2007 to \$70.8 billion as compared to 2006.
- Tourism's contribution to Canadian Gross Domestic Product (GDP) reached \$28.6 billion in 2007, a 5.9 percent increase over 2006.
- Tourism activity in Canada represents approximately 2 percent of Canada's overall GDP, making tourism a significant economic sector in Canada with a GDP value similar to the Agriculture, Forestry, Fishing and Hunting sectors combined.
- In 2007, tourism generated over 653,400 jobs.
- Tourism generated \$21.0 billion in government revenues in 2007.

Source: CTC preliminary estimates