

BACKGROUNDER WELCOME TO CANADA PROGRAM

- A partnership between the Canadian Tourism Commission (CTC), Canada Border Services Agency (CBSA), provincial tourism marketing organizations and other partners has made possible the *Welcome to Canada* program at key international ports of entry across the country
- Travellers arriving at major Canadian ports of entry will be greeted by striking images of Canadian travel destinations and inspiring Olympic and Paralympic messaging.
- The program is a key part of CTC's strategy to entice visitors to explore all of Canada before, during and after the 2010 Olympic and Paralympic Winter Games.
- This initiative is also an excellent opportunity to enhance the overall look of CBSA's public areas in select ports of entry and add to the visitor arrival experience.
- With locations across the country, the Welcome to Canada program supports awareness of the 2010 Winter Games as Canada's Games.
- The Government of Canada has provided \$26 million for the CTC to develop and implement an Olympic Games Tourism Strategy to promote Canada as a unique destination before, during and after the 2010 Winter Games.

INSTALLATIONS:

Ottawa MacDonald-Cartier International Airport
Toronto Pearson International Airport
Vancouver International Airport
Edmonton International Airport