

## CANADIAN TOURISM COMMISSION

### Report on Annual Expenditures for Travel, Hospitality and Conferences For the twelve months ended December 31, 2024

As required by the Treasury Board *Directive on Travel, Hospitality, Conference and Event Expenditures*, this report provides information on travel, hospitality, and conference expenditures for the Canadian Tourism Commission (CTC) for the fiscal year ended December 31, 2024, except for information withheld under the *Access to Information Act* or the *Privacy Act*.

Expenditures on travel, hospitality and conference fees incurred by the CTC relate to activities in support of the CTC's mandate to promote the interests of the tourism industry and to market Canada as a desirable tourist destination. The CTC works with partners in provincial and territorial governments and in the tourism industry to help Canada's tourism businesses reach international markets and domestic travellers. The CTC markets Canada to leisure and business travellers to increase arrivals and grow Canada's tourism economy.

Reporting to Parliament through the Minister of Innovation, Science and Economic Development, the CTC's 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, the CTC works with the tourism sector to maintain Canada's competitiveness and generate wealth for Canadians by stimulating demand for Canada's visitor economy. Additional information on the CTC's mandate and major programs can be found in the CTC's [2024 Annual Report](#).

Travel, Hospitality and Conference Expenditures			
Expenditure Category	Expenditure for the year ended December 31, 2024 (\$000)	Expenditure for the year ended December 31, 2023 (\$000)	Variance (\$000)
Travel			
Operational Activities	\$ 3,602	\$ 4,779	Not Applicable
Key Stakeholders	08	74	Not Applicable
Internal Governance	208	173	Not Applicable
Training	26	38	Not Applicable
Other	15	30	Not Applicable
A. Total Travel	3,859	5,093	-1,235
B. Hospitality	651	1,051	-400
C. Conference Fees	81	108	-26
Total A. B. C	\$ 4,591	\$ 6,252	-1,661
International Travel by Minister and Minister's staff (included in travel)		-	-

**Significant variances compared with previous fiscal year:**

<b>Travel:</b>	<p>BE &amp; International Markets: Reduced events, sales activations, and trade/media FAMs, with greater in-kind partner support.</p> <p>Industry Engagement &amp; Partnerships: Changes in BU structure, decreased VP overseas travel, and no attendance at key conferences (Virtuoso US Forum, Virtuoso Symposium, Routes America).</p> <p>DD: No speaker or staff travel for Destination Symposium, as it was a one-time event in 2023.</p>
<b>Hospitality:</b>	<p>2024 saw a decrease in events compared to 2023 (GoMedia, Destination Symposium), fewer Business Events' Incentive and Innovate events, and a decline in sales activations.</p>
<b>Conference:</b>	<p>Fewer conference attendance in 2024 compared to 2023</p>