

**Canadian Tourism Commission
Publication Calendar
2007**

Quarter 3, 2007	<u>CTC Web site Posting</u>	Description
Recurring Reports		
Tourism Snapshot April, 2007 May, 2007 June, 2007	July, 2007 August, 2007 September, 2007	A monthly and year-to-date update on key CTC market visits to and from Canada, performance of competitors, and other tourism-related statistics.
National Tourism Indicators Quarter 1, 2007	July, 2007	Quarterly report on the status of tourism activity in Canada at the national level. Estimates are made for total, domestic and international tourism spending, tourism GDP, and tourism employment.
Tourism Intelligence Bulletin June, 2007	August, 2007	Bi-monthly report analyzes key local and international travel trends affecting Canada's tourism industry. Also gives an overview of economic conditions and other factors affecting Canada as a travel destination; travel trade, consumer trends; and industry developments.
Short Term Markets Outlook Quarter 4, 2007	August, 2007	Quarterly report provides an economic overview of all key tourism markets to Canada (domestic & international) and an outlook on travel volumes for upcoming quarter.
International Travel Account Quarter 2, 2007	September, 2007	Quarterly release of the Canadian travel deficit.
Other Reports		
Government Revenue Attributable to Tourism (GRAT)	September, 2007	Annual study providing details on the time-series revenue tourism generated between 2000 and 2006 for government, including the amount to each level of government and from various tax and non-tax sources.
Consumer & Travel Trade Study of Australian Outbound Travelers – Project Summary	September, 2007	Consumer segmentation study to assess and better understand the Australian travel market, and in particular, perceptions and understanding of Canada as a destination.

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Quarter 4, 2007	<u>CTC Web site Posting</u>	Description
Recurring Reports		
Tourism Snapshot July, 2007 August, 2007 September, 2007	October, 2007 November, 2007 December, 2007	A monthly and year-to-date update on key CTC market visits to and from Canada, performance of competitors, and other tourism-related statistics.
National Tourism Indicators Quarter 2, 2007	October, 2007	Quarterly report on the status of tourism activity in Canada at the national level. Estimates are made for total, domestic and international tourism spending, tourism GDP, and tourism employment.
Tourism Intelligence Bulletin September, 2007 October, 2007	October, 2007 November, 2007	Bi-monthly report analyzes key local and international travel trends affecting Canada's tourism industry. Also gives an overview of economic conditions and other factors affecting Canada as a travel destination; travel trade, consumer trends; and industry developments.
Business Condition Survey Quarter 4, 2007	November -2007	A quarterly survey of businesses in the accommodation, heritage institutions, and recreation and amusement sectors that provides information on their business outlook for the next quarter and impediments from the previous quarter.
International Travel Account Quarter 3, 2007	December, 2007	Quarterly release of the Canadian travel deficit.
Short Term Markets Outlook Quarter 1, 2008	December, 2007	Quarterly report provides an economic overview of all key tourism markets to Canada (domestic & international) and an outlook on travel volumes for upcoming quarter.
Other Reports		
Tourism Satellite Account (TSA)	October, 2007	Biennial (every two years) release providing an economic measure of the importance of tourism in terms of expenditures, gross domestic product and employment for Canada. Based on the most recent final input-output data (2002), the Canadian TSA follows the UNWTO's Recommended Methodological Framework. The TSA is rooted in the Canadian System of National Economic Accounts, thereby permitting a comparison of tourism with other industries within Canada. The TSA is used to update the benchmarks that serve as a foundation for the quarterly National Tourism Indicators and for the Tourism Human Resource Module and the Government Revenue Attributable to Tourism statistical products.
Consumer & Travel Trade Study of Mexican Outbound Travelers – Project Summary	November, 2007	Consumer segmentation study to assess and better understand the Mexican travel market, and in particular, perceptions and understanding of Canada as a destination.

CTC Tourism Snapshot 2006 Year Review – Fact Sheet	November, 2007	An annual review of 2006 on key CTC Market visits to Canada, including travel characteristics and the tourism industry annual performance.
Global MC & IT	December, 2007	Exploratory research to establish the international meeting, convention and incentive travel opportunities to Canada.
Consumer & Travel Trade Study of UK, France & Germany Outbound Travelers – Project Summary	December, 2007	Quantitative and qualitative analysis of long-haul pleasure travelers from the UK, France and Germany to assist the CTC in identifying consumer segments on the basis motivations, attitude and barriers, particularly toward selecting Canada as a travel destination. The study will also provide perspectives from travel trade sectors and assess Canada's competitive position by identifying activity preferences and perceptions over the value of Canadian tourism products in these markets.
Tourism Satellite Account Handbook	December, 2007	Handbook providing detailed explanations of the framework and methodology developed to compile Canada's Tourism Satellite Account. The explanations are based on the experience acquired with the 2002 reference year. The handbook covers relevant tourism and national accounting concepts and definitions, as well as industry and commodity classifications.
Assessment of the Market Potential for Canadian Aboriginal tourism products in the UK, France and Germany	TBA	Quantitative and qualitative analysis of travelers from the UK, France and Germany to better understand and assess their knowledge of aboriginal cultures and their motivation to include aboriginal tourism experiences in their travel to Canada.
Global Tourism Watch	TBA	An annual "pulse check" in the core markets to track awareness of the Canada Brand, Canada's competitive position, perceptions of Canada as a travel destination, and better understand consumer travel behaviours, values (including sustainability), barriers to travel and their travel intentions.