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[le français suit](#)

Year in Review



The **Canadian Tourism Commission (CTC)** is pleased to announce that its 2006 annual report is now available. Titled *Leading Through Rapid Change*, the report covers the performance of Canada's tourism industry and documents how the CTC is using new strategies and tools to enhance Canada's competitiveness and tourism's bottom line.

For those of you who don't know us, the Canadian Tourism Commission (CTC) markets Canada as a premier four-season tourism destination. Our ultimate goal is to grow tourism export revenues, so we focus on attracting international visitors from nine markets where we get the most revenue.

The markets that the CTC and partners invest in generated \$17.1 billion in international visitor spending for Canada last year. While domestic travel was very strong in 2006, these international markets that bring new money and real growth to the economy finished the year down 2.3 percent. The challenges forcing these declines are not insurmountable. Inside the pages of our annual report, you will see how advances like a new, bolder approach to marketing in the U.S. and launching the new look of Canada's global tourism brand, stand as just a few examples of how we are working to make the Canadian destination stand-out from the competition.

Thank you for your commitment to Canada's Tourism Industry.

Michele McKenzie
President & CEO



[Access full report](#)

2006 Market Performance Estimates

- \$67.1 billion in total tourism revenues (+7.1%)
- \$17.1 billion in international tourism revenues (-2.3%)
- 16.3 million total overnight trips (-4.1%) from CTC international markets
- Total change in overnight trips by CTC core market:
 - U.S. -4.6%
 - U.K. -4.4%
 - France +2.8%
 - Germany -7.7%
 - Mexico +10.7%
 - Japan -8.1%
 - South Korea +6.9%
 - China +23.6%
 - Australia -1.6%

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