

2015 Annual Report

Annual General Meeting

Toronto, Ontario

May 3, 2016



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Letter from the Chair



Dear Members,

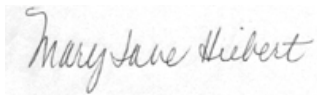
2015 marked my first year as the Chair of ACTA. During this time I have witnessed many accomplishments through the team's commitment to the strategic pillars of "advocate", "educate and elevate", "promote" and "connect". It truly has been an honored experience for me to be a leader amongst leaders in the industry. I am very proud to have been chosen by my peers to lead the Association of Canadian Travel Agencies as the Chair of the Board.

This past year saw a variety of activity ranging from our move into online training through the ACTA Learning Campus, the launch of bookwithatravelagent.ca to promote and connect our members to the consumer, a submission and meeting with the Canadian Transportation Agency Review panel and the continued growth of the professional designations of Certified Travel Counsellor/Certified Travel Manager (CTC/CTM).

In the coming year you can expect ACTA to maintain its leadership role as the only active voice for travel agencies in Canada. In my position as Chair I have front line exposure to my investment in membership and how it continues to pay off through ACTA's efforts. I hope you will take a moment to read the "Year in Review" which looks back at some of the highlights throughout the past year.

Looking ahead to 2016, I am confident that under our new President Wendy Paradis, members will see that the association remains laser focused on the strategic priorities and initiatives set out by the Board of Directors with you, our members, top of mind.

Kind regards,

A handwritten signature in cursive script that reads "Mary Jane Hiebert".

Mary Jane Hiebert
Chair of the Board | Association of Canadian Travel Agencies

2015: The Year in Review

ACTA's mission is to foster the success and prosperity of our travel agency members. Our mandate is to ensure consumers have professional and meaningful travel counselling by providing effective leadership in a number of key strategic areas on behalf of the retail travel industry members. Some of our efforts over 2015 have been identified under these strategic areas, referred to as our four "pillars":

Advocate – *in the best interests of the retail travel industry to government, suppliers and other organizations through one strong voice.*

ACTA submitted comments to the Canadian Transportation Agency (CTA) Review Committee and was asked for a follow up meeting to discuss the issues highlighted in the ACTA submission. ACTA had two open files with the Competition Bureau regarding IATA's NDC and Lufthansa's DCC. ACTA represented YOUR interests with provincial regulators, Consumer Protection BC, TICO and OPC. ACTA arranged for compensation to be refunded for agencies that incurred wire transfer fees when IATA changed its clearing bank. New Financial Criteria is on the agenda, emphasizing the need for ACTA to be present and prevent agencies being negatively impacted. ACTA participated in meetings of the World Travel Agents Association Alliance (WTAAA) addressing IATA's NDC, ADM's and various other industry issues. ACTA worked with like-minded organizations including THiA developing national travel health insurance standards and the Small Business Matters Coalition where we fight exorbitant credit card merchant fees, a primary election issue for the Coalition.

Educate and Elevate – *industry standards and professionalism through certification, accreditation and other learning opportunities.*

ACTA launched a new e-learning platform, the ACTA Learning Campus, providing access to information, tools and resources to members with online courses that support growth of sales and industry professionalism. ACTA offered information resources to help you stay compliant with government regulations and industry standards including CASL and Fraud prevention. ACTA increased enrollments in the certification program with the expectation to guide those students and travel counsellors to complete the program and attain their professional designation CTC/CTM. ACTA endorsed community colleges, private vocational schools and correspondence programs for Travel Counsellor occupations. These endorsements are a symbol of the program meeting training requirements for individuals entering the travel industry as a travel counsellor.

Promote – *the value of the retail travel industry to the travelling public and actively position the travel agent as the authority in travel.*

ACTA offered marketing toolkit resources to promote the value of the Travel Agent featuring the slogan "Without a Travel Agent, You're on Your Own". Bookwithatravelagent.com, a new consumer facing website was launched that promotes the value of booking with a Travel Agent and explaining why "Without a Travel Agent, You're on Your Own". In our interviews with mainstream media, ACTA promoted the value of booking with an ACTA member agency.

Connect – *our members with the information, contacts and programs they need to be more effective.*

The ACTAVision newsletter, circulated bi-weekly kept members up-to-date on travel industry matters. ACTA hosted networking events such as golf tournaments, seminars, and conferences for members. ACTA offered a Member Discount Program to reduce operating expenses including: Insurance, savings on Canada Post pre-paid envelopes, savings on credit card merchant services, and commission recovery for hotel bookings, to name a few.

ACTA's strategic focus for 2016 – 2018...

To ensure that membership dollars continue to be effectively served, ACTA updates its strategic plan every 3 years. This coming year will be the year that we generate new objectives for the next three years. We are in a final year on a direction that has aligned its resources around the following 3 priorities; promoting the travel professional, promoting the travel industry as a career option and promoting ACTA.

Over the next three years, ACTA Board members agreed that, although our strategic direction will remain the same, there will be additional emphasis put on the following areas:

- Build Awareness and Understanding of ACTA's Value Proposition to the Travel Agency Community as well as consumer understanding of the value of purchasing travel services from travel professionals
- Design, create and execute a strategy for certification and education to increase professionalism and ultimately support the brand promise.
- To make the ACTA Identification Card as the "card of choice" within the Canadian Travel Industry – Requested by Agents and Acknowledged/Honoured by Suppliers.

Minutes – Annual General Meeting, May 12, 2015

**MINUTES of the
ANNUAL GENERAL MEETING
of the
ASSOCIATION OF CANADIAN TRAVEL AGENCIES
MISSISSAUGA, ONTARIO
MAY 12, 2015**

Introduction

ACTA Chair, Robert Durant, welcomed attendees and called the meeting to order at 4:05 pm. He introduced the head table: David McCaig, President and COO and Heather Craig-Peddie, Vice President.

Appointment of Secretary

Heather Craig-Peddie, Vice President for ACTA, was appointed to act as Secretary for the purposes of today's meeting.

The Chair introduced the ACTA Directors present at the AGM: David Elmy (Chair, British Columbia-Yukon), Sharon Kaendo (Chair, Saskatchewan Region), Mary Jane Hiebert (Chair, Manitoba/Nunavut Region), Marilyn Long CTM (Chair, Atlantic Region), Arend Roos (Board Appointee) and Lindsay Pearlman (Board Appointee). He extended regrets from those Directors who were unable to attend: Monique Audet (past Chair, Québec), Doug Boyd (past Chair, Alberta-Northwest Territories), Andrew Enns (Board Appointee), Mike Foster (Chair, Ontario) and Michael Thompson (Board Appointee). The Chair also introduced the new regional Chairs and Nominees to the Board of Directors: Louise Blanchette CTM (Chair, Québec), Norman Payne CTM (nominee, Director at Large), Rita Polegri (nominee, Director at Large) and Anthony Tonkinson (Chair, Alberta-Northwest Territories). The Chair acknowledged and thanked outgoing members of the Board of Directors for their commitment and service to ACTA over many years: Monique Audet, Doug Boyd and Andrew Enns. The Chair also advised that he decided to not seek re-election to the Board after 12 years of serving on the BC regional council and on the Board of Directors. He thanked the members for allowing him the privilege to represent and lead this much-needed organization for the last two years. It has been an honour.

David McCaig thanked the Chair for his dedication to ACTA. David remarked on the Chair's gracious commitment of time to the association, his depth of knowledge and his industry connections as he was also Chair of the International Chapter for ASTA. David presented the Chair with a gift of appreciation.

The Chair recognized our sponsor – Sabre Travel Network. Unfortunately Grant Rodewald, Director of Sales, was unable to attend but greetings were extended by David McCaig on behalf of Sabre. David talked about the terrific working relationship we have with Sabre and how much is gained on the education of the industry and issues.

The Chair recognized guests in the audience including Richard Smart, Dorian Werda and Tracey McKiernan from TICO.

Verification of Quorum

Appointment of Scrutineer

Motion: That **Fiona Bowen**, act as scrutineer for this meeting.

Moved by **David Elmy** and seconded by **Marilyn Long CTM**.

All in favour. None opposed. None abstained. **CARRIED**. The Chair declared the motion passed.

The Chair noted that the notice of meeting was sent to members on **April 22, 2015** in accordance with our bylaws and he outlined the rules of procedure for the meeting.

The scrutineer reported that the quorum requirement had been met - the lesser of a) 15% of the voting membership, and b) twenty-five (25) members – and it was declared that the meeting was duly constituted for the transaction of business.

1. Approval of the Minutes of the AGM 2014

Moved by **Mary Jane Hiebert** and seconded by **Sharon Kaendo**.

All in favour. None opposed. None abstained. **CARRIED**. The Chair declared the motion passed.

2. Annual Report from the Chair

The Chair reiterated his appreciation for the opportunity to lead the association for the past two years but leaves with confidence in the Board and staff to continue the efforts made during his tenure. Following the integration of the Canadian Institute of Travel Counsellors (CITC) into ACTA, the Board made professionalism a key priority in the Strategic Plan. The Chair supported this plan and expressed his pride in announcing that his staff enrolled and completed their professional certification program.

The Chair talked about the necessity for the industry to be united with one “voice” and ACTA is the conduit for collaboration and expression of the needs of the agency community through advocacy and lobbying with government and suppliers.

The Chair extended thanks to everyone involved at all levels, be it Board, Council or members who contribute in time, feedback and dollars, as it is through their commitment to the organization that has elevated us to where we are today.

3. Annual Report from the President and COO

David McCaig noted the inclusion of his report in the annual report. He expressed how pleased he was to work with a great Board of Directors and under the leadership of Rob Durant.

Mr. McCaig talked about how the momentum of the education directive is improving with increased registration in the certification program. Agencies are committed to this positive change.

Mr. McCaig acknowledged the presence of representatives from the Travel Industry Council of Ontario (TICO) and commented on the progressive relationship between TICO and ACTA. In a recent TICO survey, awareness of ACTA by Ontario consumers rose from 15% to 18%.

Mr. McCaig touched on the financial stability of the association and the modest profit realized in 2014.

In conclusion, Mr. McCaig spoke about the dedication of the ACTA management team, regional managers and staff whose efforts contributed to the accomplishments of ACTA, in addition to the partners and many supporters of the association, all of whom have contributed to the success of the association.

4. Financial Statements for the Fiscal Year Ended December 31, 2014 and Report of the Auditors

The Chair presented the audited 2014 Financial Statements.

Motion: That the 2014 Financial Statements be approved as presented.

Moved by **Arend Roos** and seconded by **Mary Jane Hiebert**.

All in favour. None opposed. None abstained. **CARRIED.** The Chair declared the motion passed.

5. Appointment of Auditors for 2015 fiscal year

Motion: That Clarke, Henning LLP be appointed the auditors for ACTA for 2015 and that the Board of Directors be authorized to fix their remuneration.

Moved by **Norman Payne CTM** and seconded by **Rita Polegri**.

All in favour. None opposed. None abstained. **CARRIED.** The Chair declared the motion passed.

6. Election of Directors of the Corporation

The Chair stated that it was time to elect the Directors of the Corporation. This is the first year conducting an election of Directors at an AGM under the new Canada Not For Profit Corporations Act.

On March 9th, ACTA advised Members of the new procedure for electing Directors to the Board. A Nominating Committee had been established and the call for nominations was sent to Members. Applications for the nine positions open were received by the deadline. The Nominating Committee met to review the nominations and proposed a slate of Directors. The slate was sent to the Members and a deadline was provided should any Member wish to stand for election. No positions were challenged and the proposed slate of directors currently stands. For each position, the Chair asked for a vote to elect the nominee:

Vote: to elect David Elmy as Director

For: 62

Against: 0

Abstain: 0

There were more For than Against so the Chair declared David Elmy as Director.

Vote: to elect Anthony Tonkinson as Director

For: 62

Against: 0

Abstain: 0

There were more For than Against so the Chair declared Anthony Tonkinson as Director.

Vote: to elect Sharon Kaendo as Director

For: 62

Against: 0

Abstain: 0

There were more For than Against so the Chair declared Sharon Kaendo as Director.

Vote: to elect Mary Jane Hiebert as Director

For: 62

Against: 0

Abstain: 0

There were more For than Against so the Chair declared Mary Jane Hiebert as Director.

Vote: to elect Michael Foster as Director

For: 62

Against: 0

Abstain: 0

There were more For than Against so the Chair declared Michael Foster as Director.

Vote: to elect Louise Blanchette CTM as Director

For: 62

Against: 0

Abstain: 0

There were more For than Against so the Chair declared Louise Blanchette as Director.

Vote: to elect Marilyn Long CTM as Director

For: 62

Against: 0

Abstain: 0

There were more For than Against so the Chair declared Marilyn Long CTM as Director.

Vote: to elect Rita Polegri as Director

For: 62

Against: 0

Abstain: 0

There were more For than Against so the Chair declared Rita Polegri as Director.

Vote: to elect Norman Payne CTC, CTM as Director

For: 62

Against: 0

Abstain: 0

There were more For than Against so the Chair declared Norman Payne CTC, CTM as Director.

7. Confirmation of a new general by-law of the Corporation which clarifies certain sections, including section 5.2 dealing with the number of directors

The Chair advised the members that during the course of the review of the new bylaws presented to the Membership last year, it would appear that some wording got dropped in the acceptance of various versions. The following is what is being recommended as the clarification.

5.2 Number. Until changed in accordance with the Act, the Board shall be composed of the fixed number of directors within the range of a minimum of eight (8) and a maximum of twelve (12) directors as determined from time to time by the Members by Ordinary Resolution or, if an Ordinary Resolution empowers the Board to determine the number, by resolution of the Board. No decrease in the number of directors shall shorten the term of an incumbent director. The Board must include at least one individual from each of the regions set out below:

A minor change to 5.9 of Ordinary Resolution to resolution:

5.9 Vacancies

- (a) Subject to Section 5.8, a vacancy on the Board may be filled for the remainder of the term by a qualified individual by resolution of the directors.

Finally, minor edits have been made to Section 13.1 By-Law and Effective Date:

ARTICLE XIII

BY-LAW AND EFFECTIVE DATE

13.1 By-Law and Effective Date. Subject to the Articles, the Board may, by resolution, make, amend or repeal any By-Law that regulate the activities or affairs of the Corporation. Any such By-Law, amendment or repeal (other than those requiring a Special Resolution) shall be effective from the date of the resolution of the Board until the next meeting of Members where it may be confirmed, rejected or amended by the Members by Ordinary Resolution. If the By-Law, amendment or repeal is confirmed or confirmed as amended by the Members it remains effective in the form in which it was confirmed. The By-Law, amendment or repeal ceases to have effect if it is not submitted to the Members at the next meeting of Members or if it is rejected by the Members at the meeting.

A By-Law amendment that requires a Special Resolution is only effective when confirmed by Members.

Upon the enactment of this By-Law, all previous By-Laws of the Corporation shall be repealed. Such repeal shall not affect the previous operation of any By-Law or affect the validity of any act done or right or privilege, obligation, or liability acquired or incurred under, or the validity of any contract or agreement made pursuant to, or the validity of any Articles obtained pursuant to, any such By-Law prior to its repeal. All directors, officers, and person acting under any By-Law so repealed shall continue to act as if appointed under the provisions of this By-Law and all resolutions of the Members and of the Board with

continuing effect passed under any repealed By-Law shall continue as good and valid except to the extent inconsistent with this By-Law and until amended or repealed.

ENACTED this 12th day of May, 2015.

CONFIRMED by the Members this 12th day of May, 2015

Motion: to confirm a new general by-law of the Corporation which clarifies certain sections, including section 5.2 dealing with the number of directors, all as passed by the board of directors.

Moved by **Mary Jane Hiebert** and seconded by **Marilyn Long CTM**.

All in favour. None opposed. None abstained. **CARRIED**. The Chair declared the motion passed.

8. Other Formal Business

The Chair asked members if there was any further formal business to be brought before the meeting. No additional items were raised.

9. Adjournment of Meeting

Motion: That the meeting be adjourned (4:35 pm).

Moved by **Sharon Kaendo** and seconded by **Lindsay Pearlman**.

All in favour. None opposed. None abstained. **CARRIED**. The Chair declared the motion passed.

The Chair concluded by thanking our national sponsors: Air Canada, AMA Waterways, Cornerstone Insurance Brokers, CTS Systems, Hahn Air, Manulife Financial Travel Insurance, Mexico Tourism Board, MyPassionMedia, Porter Airlines, Regent Seven Seas Cruises, Sabre Travel Network, SecuTrans, Softvoyage, Starwood Hotels and Resorts, Via Rail and WestJet.

Heather Craig-Peddie
Acting as Meeting Secretary

Members

The number of mergers and acquisitions within the retail travel agency community remained steady throughout 2015 and was a key factor in the decrease in our membership numbers. The continued growth of host agencies and home based agents has also had an impact on the decrease in the number of traditional “bricks and mortar” locations. So while the location numbers are down, there is more of a shift in location of personnel.

The number of Allied members was fairly consistent with just a slight increase in overall members from last year. Growth in our International members have contributed to the increase in Allied members.

Table 1 – 2015 Membership *(for the 2015 membership, ending October 2015)*

Region	Retail Members
BC/Yukon	212
Alberta/NWT	151
Manitoba/Saskatchewan/Nunavut	100
Ontario	419
Quebec	184
Atlantic	122
TOTAL RETAIL MEMBERS	1188
TOTAL ALLIED MEMBERS	259
TOTAL MEMBERSHIP	1447

Education

Although the number of individuals enrolling in the certification program increased in 2015, the overall number of certified members decreased slightly over the previous year. This could be attributed to the demographics of the certified members with a number of agents no longer working in the industry. The new enrollments can typically take up to two years before full certification is achieved.

ACTA's regional managers from across the country continue to spread the message of education, certification and professionalism through agency visits and industry events. The regional managers also reconnected with Travel and Tourism schools and provided presentations to the students about the value of entering the retail sector of the industry. In an industry that is being impacted by an aging population and fewer entrants, profiling the role of the travel agent as a viable and rewarding career is a strategic priority for the Board of Directors.

ACTA hosted the second annual Student Conference in November where students from Travel and Tourism programs around the province gathered for a day of relevant information sessions, panel discussions, a trade show and great prizes.

The big news in 2015 was the launch of the new education platform, the ACTA Learning Campus <http://acta.travellearningcampus.ca/>. Our new learning portal has allowed ACTA the ability to grow and fulfil the education and professionalism priority with the strategic plans of the Board of Directors.

Mentioned in last year's annual report, ACTA made plans for an overhaul of our educational publications. This was realized in the update of the popular Professional Travel Counselling textbook. Also added to the publications roster was a terrific, user-friendly textbook on Social Media for the Travel Industry.

Looking ahead into 2016, ACTA has plans to continue to expand the content within the Campus.

Program	Number
Certified Travel Counsellors/Managers (CTC and CTM) including Retired and Honourary	1419
Travel Industry Specialist Programs	113
Endorsed Travel Programs	30

Highlights from the Regions

ATLANTIC REGION

Membership remains solid as the majority of agencies in Atlantic Canada are members of ACTA.

The Atlantic Council met four times in 2015 with three conference calls and one in-person meeting in Moncton. Elections were held in January with all Council members being returned unanimously. Marilyn Long CTM of CAA Atlantic remained as Chair with Glenda Hunter CTM of CAA Atlantic as Vice Chair. ACTA Atlantic Council has eight members representing the four Atlantic Provinces.

The Atlantic Council participated in providing input on national and local issues under the four pillars of Advocate, Educate and Elevate, Promote and Connect:

Advocate:

- The Atlantic Council remained concerned about the excessive costs levied under the Taxes, Fees and Surcharges line. Examples were shared with ACTA National to address this with suppliers.

Educate and Elevate:

- In September ACTA Atlantic Regional Manager, Lorie Cohen Hackett, spoke to students in the International Travel and Tourism Course in New Brunswick Community College in St. Andrews to promote career opportunities in the travel industry.

Promote:

- A point of discussion at the Atlantic Council was the use of the ACTA Marketing material and the “Without a Travel Agent, You’re on Your Own”. The Council remained fully supportive of the initiative.

Connect:

- During 2015 ACTA Atlantic participated in these events:
 - Mixer hosted by the Fredericton International Airport Authority and Sunwing Vacations
 - Vacation.com dinner and trade show – Halifax
 - WestJet and WestJet Vacations Travel Trade Expo – Halifax
- In May ACTA Atlantic celebrated the annual Travel Agent Day by visiting agencies in Saint John and delivering cookies.
- In August, ACTA Atlantic, together with Halifax International Airport Authority, organized a tour of Alt Hotel Halifax and Halifax International Stanfield Airport for a group of member agents.
- In December ACTA Atlantic organized a Christmas get together for Saint John ACTA members.
- Throughout the year ACTA Atlantic also visited member agencies in New Brunswick and Nova Scotia.

QUÉBEC REGION

In 2015 the Regional Council held one in-person meeting and four conference calls. Elections were held and a new Chair, Louise Blanchette CTM was elected. New members, André Desmarais, David Gatteau and Véronique Catteau also joined the council. Québec also hosted a meeting of the National Board of Directors in August.

The Québec Council participated in providing input on national and local issues under the four pillars of Advocate, Educate and Elevate, Promote and Connect:

Advocate:

- Monique Audet, Chair of the Quebec Regional Council (January to May 2015) and a member of the Advisory Committee of the OPC, ensured that ACTA members were well represented on the committee.

Educate and Elevate:

- ACTA Quebec visited several colleges, presenting on ACTA's Certified Travel Counsellor (CTC) certification. The presentation on the CTC and CTM certifications was also given to travel agents and managers at various industry events and agency visits during the year.
- A French webinar on Iceland was presented to ACTA members, other webinars in French should follow.
- In December a partnership agreement concluded between ACTA and ATOQ in order to be able to work jointly on the prevention of fraud in the travel industry. Manon Martel, ACTA Quebec Regional Manager, joined this fraud committee. Several industry players are part of this committee: IATA, ACTA member travel agencies, tour operators, airlines, Anti-Fraud Centre of Canada, TICO, Perseus, etc.

Promote:

- ACTA's visibility in Quebec is still rising in the travel industry and among consumers with press releases and media interviews.
- In October, ACTA Quebec participated in the SITV show and was once again a success. Consumers received material explaining ACTA's role in the industry as well as the benefit of booking with a travel agent. Regional Council members joined Manon at SITV, promoting the marketing campaign "Without a Travel Agent, You're on Your Own." Manon had the opportunity to present to consumers during SITV, as well as give an interview on Radio Canada television channel to promote ACTA members. For the first time, ACTA partnered with SITV on a new section, a professional area dedicated only to organizations in the travel industry. Two new international members were also recruited during the show.
- ACTA Quebec also plays an important role with members and consumers in managing complaints.

Connect:

- ACTA Quebec actively participated in Travel Agent Day in May. Manon and Monique Audet, Chair, visited ten member agencies and distributed sweets. The day ended with an invitation to all members of ACTA to attend a cocktail reception/wine tasting at the Auberge L'Oasis de l'Île. Attendees were offered a free relaxation session at the hotel spa. The travel agents

have expressed their appreciation to ACTA who recognizes their work and professionalism within the industry.

- A successful ACTA Quebec Golf Tournament, in collaboration with Tourisme Plus, was held on June 8, 2015. 144 golfers and 205 people attended the cocktail and dinner, all sponsors and agents were happy to encourage a unifying annual event for the entire industry. It was an extraordinary day with colleagues and superb prizes.
- In November, ACTA, the National Office of Tunisian Tourism (ONTT) and Air France organized a FAM Trip to Tunisia. 20 participants including travel agents and media were able to discover the beauties of Tunisia, Tunis Gammarth, Carthage, Sidi Bou Said, Kairouan, Tozeur, Diar Abou, Eden Palm, an oasis of mountains and finally Yasmine Hammamet. It was an amazing journey filled with discoveries, friendly people, excellent food and a destination that can please everyone.
- 2015 saw a new insurance partnership with insurance broker La Turquoise.
- ACTA Quebec took part in these events during 2015:
 - TravXchange
 - Transat Regional Conference
 - Ensemble Regional Conference
 - Carlson Wagonlit Travel Regional Conference
 - National Office of Tunisian Tourism's Trade Show
 - FAM Trip in Tunisia
 - PAX Virtual Trade Show

Participation in these events allowed ACTA to promote the CTC and CTM professional certifications, the marketing tool kit and all of the benefits of being a member of ACTA. ACTA Quebec also organized a cocktail reception for members in July to promote Tunisia and the Tunisia FAM Trip, in collaboration with ONTT and Air France.

ONTARIO REGION

The Ontario Regional Council met five times during 2015. Elections were held in February for five retail positions and four positions were acclaimed. Mike Foster of Nexion Canada, Paul Samuel CTM of Vision Travel, Louise Gardiner CTM of Carlson Wagonlit Travel and Norman Payne CTM of Custom Travel. The ON Regional Council thanked Hassa Mirchandani of Bytown Travel for his contributions over the past 2 years as Hassa decided not to seek re-election in 2015. Mike Foster of Nexion Canada remained as Chair of the Ontario Regional Council and Norman Payne CTM of Custom Travel as Vice-Chair. At the end of 2015 the Ontario Regional Council had 11 representatives serving on the council.

The Ontario Council participated in providing input on national and local issues under the four pillars of Advocate, Educate and Elevate, Promote and Connect:

Advocate:

- During 2015 the Ontario Regional Council discussed the issue of fraud extensively and created a tour operator cancellation policy spreadsheet outlining the various cancellation policies that the major tour operators in Ontario currently have. The idea behind this was to start dialogue between the tour operators and retailers as it relates to fraud and how we can work together to combat fraud. The travel industry has seen a significant increase in fraud over the past year. This work will be ongoing with the tour operators and as we look to 2016 we will be forming a Canadian Travel Industry fraud committee made up of retailers and tour operators. The ultimate goal is to reduce fraud and find solutions to the gaps that currently exist.
- On November 26, 2015 ACTA along with council member Richard Vanderlubbe and representatives from TICO met with the Ministry of Government and Consumer Services to review proposed changes to the Travel Industry Act. The proposed changes include exempting businesses and individuals that offer one day tours, requiring that all registrants display the total price of the travel services, including all fees and other charges, aligning the filing deadline for both types of claim submissions, and modify specific registration and operating requirements to allow for flexibility for lower risk. The additional and most important point raised at this meeting was that the Travel Industry Act needs a complete overhaul in light of the fact that it was written way back in the 1970's and it does not reflect how travel is transacted in 2015. ACTA prepared a submission on these proposed changes and submitted it to the government on December 18, 2015.
- During 2015, ACTA Ontario appointed three members to the Travel Industry Council of Ontario (TICO) Board of Directors: Richard Vanderlubbe of Tripcentral.ca, Louise Gardiner CTM of Carlson Wagonlit Travel and Mike Foster of Nexion Canada. In January 2015 TICO gained a new President and CEO, Richard Smart. Richard Smart was welcomed into the industry by ACTA and in February 2015 TICO held a retirement party for outgoing President and CEO, Michael Pepper. The Consumer Awareness campaign continued into 2015 with the wild suitcases ad across televisions in Ontario. The Consumer Awareness campaign continues to be a priority and is valuable as it encourages Ontario consumers to look for the TICO logo and book their trip with a TICO registered travel agency. ACTA took part in the TICO AGM held on June 23, 2015. TICO hosted roundtables throughout the province in early 2015 and they were a success as registrants were able to ask questions and become familiar with TICO's role in the industry.

- The Ontario Regional Council had formed an Independent Consultant committee in 2014 and we continued to work with TICO on this topic in 2015. We met with TICO to address concerns and look at ways to educate the members as to rules and regulations with regards to working as an Independent Consultant in Ontario.
- Discussions were held at the Ontario Regional Council regarding the issue of registering of individuals through TICO and several meetings were organized to discuss this topic. Valuable input was presented and a position on this will be forth coming in 2016.

Educate and Elevate:

- The certification program of CTC and CTM grew in Ontario during 2015 with a total of 710 certified CTC's and CTM's at the end of 2015. This growth shows the commitment to individuals who want to invest in their career as a trusted, trained, certified professional.

Promote:

- Early in 2015, Regional Manager, Fiona Bowen participated in the Ottawa Travel and Vacation Show. This consumer show draws thousands of consumers where we are bestowing the value of booking with an ACTA member agency. Special thanks to our Ottawa Council members Norman Payne CTM and Lisa Perkins for assisting at the ACTA booth.
- ACTA Ontario Regional Manager, Fiona Bowen continues to promote the ACTA Learning Campus, the consumer website www.bookwithatravelagent.ca and the marketing materials "Without A Travel Agent, You're On Your Own" to ACTA members encouraging them to use the material that is provided on the ACTA website and to sign up to the Campus for education, webinars and training. Travel Agent Day was on May 6th and ACTA Ontario Regional Manager, Fiona Bowen, celebrated this occasion with visits to member agencies in Kingston, Belleville, and Toronto. A total of 14 agencies were visited over a few days. Travel agent day continues to gain recognition and support in Ontario!

Connect:

- The much anticipated 27th Annual ACTA Ontario Golf Tournament was held at the Royal Ontario Golf Club in Milton on July 8, 2015. Thank-you to our Title Sponsor Air Canada, Major Sponsor GTAA (Greater Toronto Airports Authority) and to all the sponsors for supporting another successful golf tournament with 160 golfers and 200 attending the dinner and awards ceremony.
- ACTA Ontario was invited to and took part in these events during 2015:
 - TravXchange Trade Show – Toronto
 - ACTA Student Conference – Toronto
 - ACTA Educator's Conference – Toronto
 - Vacation.com Owner/Manager Mixers – Toronto
 - OpenJaw's Winterboob – Orangeville
 - Skål Chapter Events – Toronto
 - SkyLink RoadShows - Toronto
 - TravelMarket Place Conference – Toronto
 - TICO AGM – Toronto
 - YellowBird Golf Tournament – Toronto
 - TravelBrands Golf Tournament – Toronto
 - Travel Agent Day – Toronto

- ACTA Ontario Council members and provincial office staff were actively involved in on a regular, on-going basis:
 - Greater Toronto Airports Authority (GTAA) Consultative Committee - Heather Craig-Peddie
 - Travel Industry Council of Ontario (TICO): 4 ACTA representatives sit on the Board of Directors but are also involved in several committees including: Education, Compensation Fund, Audit, Legislative and Regulatory Review, Complaints, and Business Strategy and Executive committees.
 - Seneca College Travel Advisory Committee: Paul Samuel CTM and Thanushka Nanayakkara CTM.
 - ACTA National Board of Directors: The Chair of the ON Regional Council, Mike Foster, along with council members Norman Payne CTM of Custom Travel Solutions and Rita Polegri of Transat Distribution sit on the ACTA National Board of Directors.
 - Fanshawe College Travel Advisory Committee: Mike Foster
- Ontario Regional Council member, Richard Vanderlubbe was instrumental in assisting with questions and helping to put together a service fee survey for the membership that was sent in the fall of 2015. The results of the survey will be shared in 2016 with those ACTA members that completed the survey.

MANITOBA/SASKATCHEWAN/NUNAVUT REGION

The MB and SK Councils each met three times in 2015. The MB Council welcomed Melanie Carter CTM from CAA Manitoba back onto the Council and at the same time expressed its appreciation to outgoing Council member Jim Bell, not running for re-election in 2016. The SK Council also welcomed a new Council member, Lori Sly from the Saskatoon Airport Authority and shared the same appreciation for two of its outgoing Council members, Cynthia Wong CTC, CTM and Julie Zerebeski, also not running for re-election in 2016.

MB/SK Councils participated in providing input on national and local issues under the four pillars of Advocate, Educate and Elevate, Promote and Connect:

Advocate:

- There was no headway gained on the Consumer Protection portfolio in MB but it continues to be monitored. In SK, a letter was sent to the Minister of Justice in February with a response received in April. In the letter, the government advised that focus is on the completion of a new legislative framework but if we have immediate concerns, they should be directed to the Consumer Protection Division. With elections scheduled for 2016 in both MB and SK, ACTA will be marking the opportunity to push the consumer protection message during this period.

Educate and Elevate:

- Regional Manager Shelley Morris, along with Director of Education for ACTA, Christine Chilton CTM, and SK Council Chair, Sharon Kaendo, met with SK Polytechnic to introduce the possibility of a travel and tourism program by that institution.
- Two of ACTA's awards were presented at the SK Fun and Games event. The ACTA/Air Canada Leisure Travel Agent of the Year went to Czarina Sastaunik of Uniglobe Carefree Travel in Saskatoon and the ACTA/Air Canada Corporate Travel Agent Award went to Annette Frey of Uniglobe Carefree Travel in Saskatoon.

Promote:

- ACTA met with the Winnipeg Free Press to discuss marketing opportunities and while the prospect of a coffee table book did not develop, discussions are ongoing to consider other promotional initiatives.
- ACTA cooperated in the Winnipeg Airport Authority's first Travel Expo held on September 26, 2016. Dubbed "YWG: Your Winter Getaway Starts Here", the event gathered agents, tour operators and other exhibitors to plan an escape. ACTA handed out material to consumers highlighting the benefits of booking with an ACTA member agency along with a list of the members in Manitoba.
- Regional office continued to serve as the main contact for consumers with complaints regarding travel agency services and worked to resolve any concerns involving ACTA members.

Connect:

- In April, ACTA and the Saskatoon Airport Authority hosted an event for ACTA member agents to get a behind the scenes tour showcasing the newly renovated Saskatoon airport.

- Regional Manager Shelley Morris visited over 10 agencies in MB to celebrate Travel Agent Day on May 6th. In SK, Shelley visited Uniglobe Carefree Travel and talked to Colleen Lorenzen CTM about Travel Agent Day. Colleen came up with the idea and launched it four years ago and it's amazing to see how one person's initiative has caught on. Each year, more and more suppliers get on board and take the opportunity to recognize their travel agency partners.
- The MB golf tournament was held on June 2nd at the Rossmere Golf Club with a "Christmas in June" theme. Thanks to the support of title sponsors, Air Canada and the Winnipeg Free Press, as well as the many other suppliers that make these tourneys possible, and a great team of volunteers co-chaired by Clint Remarchuk and Evelyn Sinclair.
- The ACTA/Skål Fun and Games Event was a change from the traditional golf only event. This year the successful event included the option of a guided walk, spa or golf followed by a mystery dinner. Thanks to committee members, Sharon Kaendo, Cynthia Wong CTM, Jamie Milton CTM and Ed Buchholz.
- ACTA was pleased to be represented at Vacation.com mixers and other agency events throughout the year.
- Beyond Borders – Council member Darlene Newton continues to serve on the Board of Beyond Borders and assumed the position of President, an organization tackling the issue of child sex tourism.

ALBERTA/NORTHWEST TERRITORIES REGION

The AB-NWT Council held three in-person meetings in 2015. The 11 council positions remained constant with no changes over the year. Elections were held in March with Anthony Tonkinson becoming the new Chair and Peter Keyter and Terri Jo Lennox becoming Co-Vice Chairs. Special thanks to Doug Boyd for his time and commitment to the Chair position over the past few years.

The AB-NWT Council participated in providing input on national and local issues under the four pillars of Advocate, Educate and Elevate, Promote and Connect:

Advocate:

- Insurance – This topic has remained an important agenda item for the AB-NWT Council at both the National and Provincial levels. Nationally, Peter Keyter and Terri Jo Lennox are members on the ACTA National Insurance Committee. Understanding the challenges agents face when selling insurance interprovincial, the objective of the National committee is for ACTA to work at formalizing the national approach to insurance sales. The challenge stems primarily from a decision in the Supreme Court (Canadian Western Bank vs Alberta) that made it clear that the business of insurance falls under the control of the provinces in terms of the constitution. ACTA's approach will have to be by way of persuading provinces to harmonize their process to provincial insurance licensing and/or to recognize license from other provinces. There may be an opportunity to present a proposal at a meeting of the provincial insurance regulators (CISRO) in the future. We will continue to monitor and prepare for such opportunities. The ACTA Alberta Council has maintained a close relationship with the Alberta Insurance Council (AIC). The concern surrounding independent contractors and their ability to sell insurance under the current wording of the regulations (highlighted in an ACTA advisory to Alberta members in June 2014) was raised again. ACTA reminded agencies of their responsibilities under the provincial rules and leave it to members to take steps to comply based on a number of possible options available.
- Canadian Transportation Agency (CTA) – AB-NWT Council Member Peter Keyter was instrumental in assisting the national office with the submission to the CTA at the end of 2014. During 2015, he accompanied Vice President Heather Craig-Peddie to meetings of the CTA Review Committee in June and also to meet the new CTA President in October where we were able to address our submission for a second time. A copy of the submission can be found on the member's only side of the ACTA website. The final report on the review is due at the end of the year.
- Council Chair, Anthony Tonkinson and Regional Manager, Barbara Sutherland attended a Calgary Tourism event and met with the former Minister of Tourism. Through the discussion, it was made clear that ACTA should be speaking with the Minister of Service or Consumer Protection regarding regulations. This remains a conversation of mixed opinions where consumer protection is recognized but no one really wants the regulations attached to such protection. It was suggested that ACTA could do more in regulating the Alberta Membership.
- Being in an unregulated province, the Council discussed the possibility of strengthening the guidelines for membership. This issue will be brought to the National Board along with the request to review the bylaws for clear situations on member acceptance and terminations.

Educate and Elevate:

- Mentioned under the Advocacy pillar, the concern expressed regarding the sale of insurance by Independent Contractors is more about educating the members of the options available. ACTA is an available resource to provide assistance the information of these options.
- The Council discussed various ideas for education content for members in Alberta. Regional Manager, Barbara Sutherland will explore the interest in: “what you need to know event” (focusing on visas, health, customs, etc.), Sales, and Fraud.
- Barbara met with the Academic Chairs at SAIT. SAIT is considering proposing a degree program to the Government.
- Promotion of certification and professionalism was presented at all opportunities throughout the year by the Regional Manager.

Promote:

- The Council had the opportunity to learn about opportunities available to the travel industry through the Alberta Jobs, Skill, Training and Labour department within the Government of Alberta. There are a number of government funded opportunities (through Canada Job Grant) for travel agencies to take advantage of such as grants that can cover 2/3 of the cost of training for employees. This discussion carried into the challenges of bringing awareness of a career in the travel industry into junior high schools.
- The Council suggested ways to get more involved with consumers including a YouTube summary of the benefits of working with an ACTA member agency.
- Regional office continued to serve as the main contact for consumers with complaints regarding travel agency services and worked to resolve any concerns involving ACTA members.

Connect:

- Regional Manager Barbara Sutherland kicked off the year with socials in Calgary on January 7th and Edmonton on January 8th. The objective was to meet and talk to members about what they want to see from ACTA in the coming year.
- Barbara went out in full force on Travel Agent Day arranging visits by suppliers to 106 agencies throughout the province. Well done Alberta!!!
- Barbara attended many industry events throughout 2015:
 - The Edmonton International Airport (EIA) Annual Public Meeting
 - SunWing events
 - Regent Cruises events
 - WestJet Expos in Calgary and Edmonton
 - Vacation.com mixers in Calgary and Edmonton
 - The Calgary Stomp
 - The Capital City Shakedown
- The September 11th Fall Event at Wolf Creek in Ponoka did not get snowed out this year and was a success and offered a variety of activities from golf to spa to man tracker. Thanks to the support of our players, sponsors and volunteers for the event.
- In September, long-time BC-YK Regional Manager, Marlene Brown resigned from ACTA. Barbara Sutherland, AB-NWT Regional Manager, assisted in serving the BC-YK members while the position remained vacant.

BRITISH COLUMBIA/YUKON REGION

The BC-YK Council held two in-person meetings and one conference call in 2015. The 11 council positions remained constant with no changes over the year.

The BC-YK Council participated in providing input on national and local issues under the four pillars of Advocate, Educate and Elevate, Promote and Connect:

Advocate:

- The Council provided feedback to ACTA National on the Bring Your Own Device (BYOD) guidance document sent by the Office of the Privacy Commissioner of Canada.
- Early in the year, Pan Pacific Hotels launched a Direct Connect Initiative Program. ACTA expressed their disappointment in this campaign which bypasses travel agents and advises consumer to book directly with the hotel. ACTA received a response from the owners of the Pan Pacific Hotel group in Singapore and as a result, their website had been changed. They reiterated their commitment to their travel business partners.
- Consumer Protection BC – Although the Travel Industry Advisory Group (TIAG) was disbanded, ACTA still has a close relationship with Consumer Protection BC and was present at the Council meeting in July. Consumer Protection BC (CPBC) is in its 10th year as a regulator and information provider. It is a Not for Profit Corporation that is run by a Board of Directors with two main areas: Strategic Services and Operations. CPBC oversees seven sectors of licensing including Travel. Doug Enns, Chair of the Board and Dan Stefanson, Vice President, Strategic Services were present at the Council meeting. One key item discussed was ACTA role in assisting CPBC and bringing more awareness to consumers about the protection CPBC provides and therefore, the competitive advantage that this provides agencies over agencies in other non-regulated provinces.
- The issue of Lufthansa's "sell-off" prices was raised by a BC member and brought forward to ACTA national. ACTA published an article calling out Lufthansa and their alleged practice of offering their "sell-off" prices to select OTA's and these same prices are not being made available to their key accounts. Lufthansa responded that they were not engaging in any form of net fare distribution to online websites and would investigate any misuse of their fares and take appropriate action. No further complaints were raised after this action which would imply that ACTA's involvement had positive results.
- Council member Liz Fleming is a member of IATA's APJC Committee (Agency Programme Joint Council).
- In September, ACTA submitted input to the Minister of Justice our position on proposed changes to the Financial Institutions Act (FIA) and Credit Unions Institutions Act (CUIA). Our recommendation was to keep the status quo on the restricted agent model BUT consideration be given to exempting agencies from having to license with the insurance council since this is already "covered" under Consumer Protection BC regulations. There was no response by year end.

Educate and Elevate:

- Promotion of certification and professionalism was presented at all opportunities throughout the year by Regional Manager Marlene Brown.
- ACTA continued to facilitate the BC insurance exam.

Promote:

- Working with Consumer Protection BC, ACTA will look at ways to bring awareness to consumers about the value of booking with a BC travel agency with ACTA emphasizing an ACTA member agency.
- Regional office continued to serve as the main contact for consumers with complaints regarding travel agency services and worked to resolve any concerns involving ACTA members.

Connect:

- Regional Manager Marlene Brown visited agencies around Vancouver and dropped off goody bags filled with cookies for Travel Agent Day in May.
- The BC-YK Golf Tournament was held on June 17th at Northview Golf and Country Club in Surrey, BC. Thanks to the support of our players, sponsors and volunteers for the event.
- The BC-YK Council assisted in an ACTA Communications Questionnaire. This feedback is valuable to ACTA national and ensuring that ACTA is getting relevant information to ACTA member agencies in the most efficient manner available. Obviously it is important that the information circulated by ACTA is being opened and read.
- In September, long-time Regional Manager, Marlene Brown, resigned from ACTA. Barbara Sutherland, AB-NWT Regional Manager, assisted in serving the BC-YK members while the position remained vacant. The national office also provided continual support for members.
- Barbara attended the TravXchange shows held in October. Special thanks to BC-YK Council Chair, David Elmy, for also staffing the booth with Barbara.

Board, Staff and Regional Councils

The Association of Canadian Travel Agencies (ACTA) is an association of over 1400 members representing 70% - 80% of the travel industry business in Canada. ACTA is governed by a Board of Directors that is represented by each of the seven regions. The Board of Directors has an Executive Committee. ACTA also has consultative bodies, known as Regional Councils that liaisons with the Board of Directors, providing grassroots feedback on the matters that directly impact the membership.

ACTA has a President and COO who reports to the Board.

THE BOARD OF DIRECTORS IN 2015 *(as at December 31, 2015)*

Chair:	Mary Jane Hiebert (Manitoba/Nunavut)
Vice-Chair:	Marilyn Long CTM (Atlantic)
Secretary:	Lindsay Pearlman
Treasurer:	Louise Blanchette CTM (Quebec)
Directors:	David Elmy (BC/Yukon)
	Anthony Tonkinson (Alberta/NWT)
	Mike Foster (Ontario)
	Sharon Kaendo (Saskatchewan)
	Arend Roos (CCTA)
	Michael Thompson
	Norman Payne CTM
	Rita Polegri

President and COO: Vacant

THE STAFF *(as at December 31, 2015)*

Vice President	Heather Craig-Peddie
Director, Digital and Communications	Marco Pozzobon
Director of Education	Christine Chilton CTM
Regional Manager – Atlantic	Lorie Cohen Hackett
Regional Manager – Québec	Manon Martel
Regional Manager – Ontario	Fiona Bowen
Regional Manager – Manitoba/Saskatchewan/Nunavut	Shelley Morris
Regional Manager – Alberta/Northwest Territories	Barbara Sutherland
Regional Manager – British Columbia/Yukon	Vacant
Business Development Manager	Emma Daisley
Office and ID Card Coordinator	Deanne Osborne
Certification and Exam Coordinator	Kulsum Murtaza
Project Assistant	Lauren Harris

THE REGIONAL COUNCILS (as at December 31, 2015)

Atlantic

New Brunswick

Barbara Lee-White, Maritime Travel
Claude Bourgeois CTM, Voyages Dieppe Travel

Newfoundland

Scott Stone, Universal Travel
Heidi Pound, LeGrow's Travel

Nova Scotia

Glenda Hunter CTM (Vice Chair), CAA Travel
Mel Stewart, Maritime Travel
Jerry Staples, Halifax International Airport Authority

Prince Edward Island

Marilyn Long CTM (Chair), CAA Travel

Québec

Louise Blanchette CTM (Chair), CAA Québec
Tony Santelli CTC, Collège April Fortier
Marie-France Doucet, Voyages A. Doucet
Pina Chiarenza, Voyage Lara
Éric Douay, VersaPay Corporation
André Desmarais, AeroportVoyage.com
David Gatteau, Incursion Voyages
Véronique Catteau, Carlson Wagonlit Travel

Ontario

Mike Foster (Chair), Nexion Canada
Norman Payne CTM (Vice Chair), Custom Travel
Thanushka Nanayakkara CTM, NARAT International
Rashmi Brahmabhatt, Crossways Travel Bureau
Richard Vanderlubbe, Tripcentral.ca
Louise Gardiner CTM, Carlson Wagonlit Travel
Rita Polegri, Transat Distribution Canada Inc.
Paul Samuel CTM, Vision Travel
Lisa Perkins, Carlson Wagonlit Travel
Lorena Suarez-Balkowski, Wander Travel Advisers Inc.
Eugene Winer, S-Trip, Handa Travel

Manitoba and Nunavut

Mary Jane Hiebert (Chair), Canada One Travel
Philip Houde CTM, River East Travel & Cruise Centre
Andy Ling, Canada One Travel
Kathy Chapman, Total Travel
Trish Middleton, Continental Travel
Kirrily Miller, Charleswood Travel
Irene Neustaedter, Around the World in 80 Ways
Darlene Newton, Robertson College
Jim Bell, Cruise Vacations Winnipeg
John Van Houdt, Amazing Cruises and Safaris
Scott Marohn, Winnipeg Airports Authority
Melanie Carter CTM, CAA Manitoba

Saskatchewan

Sharon Kaendo (Chair), Leisure Travel 2000
Dennis Baranieski, West Wind Aviation
Cynthia Wong CTM, CAA Sask Travel Agency
Julie Zerebeski, Travel Masters
Arla Delver CTC, Academy of Learning College
Carrie Hiebert CTM, Thompson Travel
Jamie Milton CTM, Uniglobe Carefree
Lori Sly, Saskatoon Airport Authority

Alberta and Northwest Territories

Anthony C. Tonkinson (Chair), Vision Travel
Peter Keyter (Co-Vice Chair), South Travel Inc. – The Travel Lady Agency
Terri Jo Lennox (Co-Vice Chair), Travel Time Inc.
Douglas Boyd, AMA Travel
Lynda Craig, Transat Distribution Canada Inc.
Dave Heron, Pacesetter Travel
Shelley Ewing CTC, Tier One Travel
Joel Hollingsworth, Chateau Lacombe Hotel
Jona Way CTC, SAIT - Southern Alberta Institute of Technology
Trudy McMillan CTC, Travel Professionals International

British Columbia and Yukon

David Elmy (Chair), The Travel Group
Liz Fleming (Vice Chair), North South Travel & Tours Ltd.
Isabella Beane, Maritime Travel
Arlene Henderson CTC, Windward Travel Ltd.
Linda May-Dinsmore, Deluxe Travel
Kyle Oram, KVI Travel
Holly Verticchio, RedTag.ca
George Clark, Elan Travel
James Shearer, Travel Masters Inc.
Glynnis Chan, Happy Times Travel & Tour Ltd.
Shelley Good, CruisePlus Management Ltd.

FINANCIAL STATEMENTS

ASSOCIATION OF CANADIAN TRAVEL AGENCIES

FINANCIAL STATEMENTS

YEAR ENDED DECEMBER 31, 2015

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INDEPENDENT AUDITOR'S REPORT

TO THE MEMBERS OF THE ASSOCIATION OF CANADIAN TRAVEL AGENCIES

We have audited the accompanying financial statements of the Association of Canadian Travel Agencies, which comprise the balance sheet as at December 31, 2015 and the statements of operations and net assets and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our qualified audit opinion.

Basis for Qualified Opinion

In common with many similar organizations, the Association derives revenues from membership fees, renewal fees, education standards, courses and conferences, the completeness of which is not susceptible to satisfactory audit verification. Accordingly, our verification of these revenues was limited to the amounts recorded in the records of the Association and we were not able to determine whether any adjustments might be necessary to these revenues, excess of revenues over expenses, assets and net assets.

Qualified Opinion

In our opinion, except for the possible effects of the matter described in the Basis for Qualified Opinion paragraph, if any, these financial statements present fairly, in all material respects, the financial position of the Association of Canadian Travel Agencies as at December 31, 2015 and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

Report on Other Legal and Regulatory Requirements

In accordance with the Canada Not-for-Profit Corporations Act, we report that the Canadian generally accepted accounting principles have been applied on a basis consistent with that of the preceding year.

Clarke Henning LLP

Toronto, Ontario
March 22, 2016

CHARTERED ACCOUNTANTS
Licensed Public Accountants



ASSOCIATION OF CANADIAN TRAVEL AGENCIES

BALANCE SHEET

AS AT DECEMBER 31, 2015

	2015	2014
ASSETS		
Current assets		
Cash	\$ 322,571	\$ 240,145
Short-term deposits (<i>notes 2 and 7</i>)	84,248	108,025
Accounts receivable	127,216	100,544
Prepaid expenses	40,344	49,344
	574,379	498,058
Equipment, furniture and leasehold improvements (<i>note 3</i>)	98,813	104,481
	673,192	602,539
LIABILITIES AND NET ASSETS		
Current liabilities		
Accounts payable and accrued liabilities (<i>note 4</i>)	114,935	115,576
Deferred revenue	341,746	260,579
Unearned partnership revenue (<i>note 5</i>)	70,000	103,750
	526,681	479,905
Deferred lease inducement (<i>note 6</i>)	59,152	71,183
	585,833	551,088
Net assets		
Unrestricted	87,359	51,451
	\$ 673,192	\$ 602,539

Approved on behalf of the Board:

_____, Director

_____, Director

ASSOCIATION OF CANADIAN TRAVEL AGENCIES

STATEMENT OF OPERATIONS AND NET ASSETS

YEAR ENDED DECEMBER 31, 2015

	2015	2014
Revenues		
Membership fees	\$ 772,112	\$ 774,192
Partnerships (<i>note 8</i>)	472,285	384,639
Activities	219,822	187,447
Canada Post revenue	92,944	94,581
Education	164,065	166,978
Interest and other	176,316	123,120
ID Card program	2,980	8,164
	1,900,524	1,739,121
Expenses		
General and administration	1,389,561	1,241,933
Board, Council and staff travel (<i>note 8</i>)	172,194	172,510
Activities	187,654	154,538
Education	31,243	32,417
Canada Post expenses	79,756	83,972
ID Card program	4,208	2,891
	1,864,616	1,688,261
Excess of revenues over expenses for the year	35,908	50,860
Net assets - at beginning of year	51,451	591
Net assets - at end of year	\$ 87,359	\$ 51,451

ASSOCIATION OF CANADIAN TRAVEL AGENCIES

STATEMENT OF CASH FLOWS

YEAR ENDED DECEMBER 31, 2015

	2015	2014
Cash flows from operating activities		
Excess of revenues over expenses for the year	\$ 35,908	\$ 50,860
Add non-cash expense - depreciation	29,959	31,015
- amortization of deferred lease inducement	(12,031)	(12,031)
	53,836	69,844
Changes in non-cash working capital items:		
Accounts receivable	(26,672)	(77,088)
Prepaid expenses	9,000	(9,199)
Accounts payable and accrued liabilities	(641)	(10,508)
Deferred revenue	81,167	25,370
Unearned partnership revenue	(33,750)	3,653
	82,940	2,072
Cash flows from investing and financing activities		
Purchase of equipment and furniture	(24,291)	(30,835)
Increase in term deposits	(2,247)	(2,496)
Redemption of term deposit	26,024	-
	(514)	(33,331)
Increase (decrease) in cash during the year	82,426	(31,259)
Cash - at beginning of year	240,145	271,404
Cash - at end of year	\$ 322,571	\$ 240,145

ASSOCIATION OF CANADIAN TRAVEL AGENCIES

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED DECEMBER 31, 2015

The Association of Canadian Travel Agencies' ("ACTA" or the "Association") mission is to serve as the focal point for the retail travel services industry, where ideas and resources are pooled into initiatives designed to create and maintain a healthy business and legislative environment in which the retail travel industry will thrive. ACTA's mandate is to ensure consumers have professional and meaningful travel counselling by providing effective leadership in a number of key strategic areas on behalf of the retail travel industry members.

ACTA is a non-profit organization incorporated without share capital in September 1977 under the laws of Canada and, as such, is generally exempt from income tax.

1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

These financial statements have been prepared in accordance with Canadian accounting standards for not-for-profit organizations and include the following significant accounting policies:

Financial Instruments

ACTA initially measures its financial assets and liabilities at fair value. ACTA subsequently measures all its financial assets and financial liabilities at amortized cost.

Financial assets and liabilities measured at amortized cost include cash, short-term deposits, accounts receivable and accounts payable and accrued liabilities.

Short-Term Deposits

Short-term deposits consist of guaranteed investment certificates and are recorded at amortized cost plus accrued interest, which approximates fair value.

Equipment, Furniture and Leasehold Improvements

Equipment, furniture and leasehold improvements are recorded at cost and depreciated over their estimated useful lives at the following rates and methods:

Computer equipment	- 55% declining balance basis
Furniture and equipment	- 20% declining balance basis
Website	- 33% straight line basis
Leasehold improvements	- over the term of the lease

In the year of acquisition, only one-half of the depreciation is recorded.

The above rates are reviewed annually to ensure they are appropriate. Any changes are adjusted for on a prospective basis. If there is an indication that the assets may be impaired, an impairment test is performed that compares carrying amount to net recoverable amount. There were no impairment indicators in 2015.

Deferred Lease Inducement

The deferred lease inducement is amortized on a straight line basis over the term of the lease.

ASSOCIATION OF CANADIAN TRAVEL AGENCIES

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED DECEMBER 31, 2015

1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (continued)

Revenue Recognition

Membership Fees and Deferred Revenue

Membership fees including CTC/CTM renewals cover the calendar year and are recorded when received and allocated to the period to which they apply. Fees received in the current year that relate to subsequent years are recorded as deferred revenue on the balance sheet.

Partnership Revenue

Partnership revenue includes cash sponsorships and non-monetary (in-kind) contributions. Partnership revenue is recognized over the period of the agreement. Revenue not earned in the current year is shown as unearned partnership revenue on the balance sheet.

Activities

Activities are primarily golf tournaments and revenue is recognized when the events take place.

Canada Post Revenue

Canada Post revenue is recognized when the item is shipped to the customer.

Education Standards Revenues

These revenues include the following:

- (a) Examination fees which entitle the student to write examinations are recognized as revenue in the period the examination is written.
- (b) Registration fees for registration in the certification program are recorded when received.
- (c) Curriculum, endorsement and provider fees for recognition of courses offered by colleges, other educational institutions and individual educators are for a specific time period and are recorded as earned.

Other Revenues

Revenues from textbooks sales are recorded when the product is delivered to the customer.

Interest and all other income is recorded as earned.

Non-Monetary Transactions

Assets exchanged with other organizations in non-monetary transactions are recorded at the more reliably measurable of the fair value of the asset given up and the fair value of the asset received.

Use of Estimates

The preparation of ACTA's financial statements in conformity with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities, disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the year.

Key areas where management has made difficult, complex or subjective judgments, often as a result of matters that are uncertain, include among others useful lives for depreciation of capital assets, deferred revenue and amounts recorded for non-monetary transactions. Actual results could differ from these and other estimates, the impact of which would be recorded in future periods.

ASSOCIATION OF CANADIAN TRAVEL AGENCIES

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED DECEMBER 31, 2015

2. SHORT-TERM DEPOSITS

Details of short-term deposits are as follows:

<i>Face Value</i>	<i>Security</i>	<i>2015</i>	<i>2014</i>
\$ 75,742	Natcan GIC - 2.75% due January 30, 2017	\$ 84,248	\$ 81,987
-	Royal Bank of Canada GIC - 1.3%, due Sept. 14, 2015	-	26,038
		\$ 84,248	\$ 108,025

3. EQUIPMENT, FURNITURE AND LEASEHOLD IMPROVEMENTS

Details are as follows:

	<i>Cost</i>	<i>Accumulated Depreciation</i>	<i>Net Book Value</i>	
			<i>2015</i>	<i>2014</i>
Computer equipment	\$ 67,380	\$ 59,991	\$ 7,389	\$ 11,432
Furniture and equipment	369,154	348,522	20,632	25,790
Website	116,785	87,915	28,870	16,811
Leasehold improvements	63,868	21,946	41,922	50,448
	\$ 617,187	\$ 518,374	\$ 98,813	\$ 104,481

General and administration expenses in the Statement of Operations include depreciation expense for the year of \$29,959 (\$31,015 - 2014).

4. GOVERNMENT REMITTANCES

Accounts payable and accrued liabilities include government remittances totaling \$40,040 at December 31, 2015 (\$33,107 - 2014).

5. UNEARNED PARTNERSHIP REVENUE

Details are as follows:

	<i>2015</i>	<i>2014</i>
The Manufacturers Life Insurance Company	\$ 70,000	\$ 70,000
Sabre Travel Network	-	25,000
Others	-	8,750
	\$ 70,000	\$ 103,750

ASSOCIATION OF CANADIAN TRAVEL AGENCIES

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED DECEMBER 31, 2015

6. DEFERRED LEASE INDUCEMENT

The Association received a lease inducement in the form of leasehold improvements and free rent from the landlord. This inducement is being amortized on a straight line basis over the term of the lease. The changes in deferred lease inducements are as follows:

	2015	2014
Balance - at beginning of year	\$ 71,183	\$ 83,214
Amortization of lease inducement	12,031	12,031
Balance at end of year	\$ 59,152	\$ 71,183

7. BANK CREDIT FACILITY

ACTA has a revolving line of credit facility to a maximum of \$100,000 and VISA business facility to a maximum amount of \$20,000. Interest on the line of credit facility is payable at bank prime rate plus 2.70% per annum. The line of credit and VISA facility are secured by a general security agreement covering all the assets of the Association and a pledge of the short-term deposits. There was no balance outstanding as at December 31, 2015 on the line of credit (\$NIL - 2014).

8. NON-MONETARY TRANSACTIONS

In the ordinary course of business, ACTA enters into non-monetary transactions with airlines and railways in which ACTA receives tickets in exchange for promotion of the suppliers' products and services to ACTA members and to the industry at large.

These non-monetary transactions resulted in partnership revenue of \$79,000 (\$78,000 - 2014) with a corresponding expense included in executive board and travel expense. The pricing was at market prices for the tickets used during the year.

9. LEASE COMMITMENTS

ACTA is committed to annual minimum rental payments for office premises under a long term lease expiring on November 30, 2020 and for an equipment lease expiring in December 2017 as follows:

	Premises	Equipment	Total
Year ending December 31, 2016	\$ 33,000	\$ 6,700	\$ 39,700
2017	33,000	6,700	39,700
2018	36,000	-	36,000
2019	38,000	-	38,000
2020	36,000	-	36,000
	\$ 176,000	\$ 13,400	\$ 189,400

ACTA is committed to paying for operating costs in addition to the minimum rent, which in 2015 was approximately \$40,000 (\$40,000 - 2014).

ASSOCIATION OF CANADIAN TRAVEL AGENCIES

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED DECEMBER 31, 2015

10. FINANCIAL INSTRUMENTS AND RISK EXPOSURE

ACTA is exposed to various risks through its financial instruments. The following analysis provides a measure of ACTA's risk exposure at the balance sheet date.

Credit Risk

Credit risk is the risk that one party to a financial instrument will cause a financial loss for the other party by failing to discharge an obligation. ACTA's main credit risks relate to accounts receivable. ACTA mitigates credit risk by monitoring accounts on a regular basis. Management has included adequate provision for doubtful accounts receivable in these financial statements.

Liquidity Risk

Liquidity risk is the risk that ACTA will encounter difficulty in meeting obligations associated with financial liabilities. ACTA is exposed to this risk mainly in respect of its accounts payable and accrued liabilities and commitments. ACTA expects to meet these obligations as they come due by generating sufficient cash flow from operations.

Market Risk

Market risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in market prices. Market risk comprises three types of risk: currency risk, interest rate risk and other price risk. ACTA is not exposed to significant market risks.

11. GUARANTEES AND INDEMNITIES

ACTA has indemnified its past, present and future directors, officers and volunteers against expenses (including legal expenses), judgments and any amount actually or reasonably incurred by them in connection with any action, suit or proceeding, subject to certain restrictions, in which they are sued as a result of their involvement with ACTA, if they acted honestly and in good faith with the best interest of ACTA. The nature of the indemnity prevents ACTA from reasonably estimating the maximum exposure. ACTA has purchased directors' and officers' liability insurance to mitigate the cost of any potential future suits and actions.

In the normal course of business, ACTA has entered into agreements that include indemnities in favour of third parties, either express or implied, such as in service contracts, leasing agreements or sales and purchase contracts. In these agreements, ACTA agrees to indemnify the counterparties in certain circumstances against losses or liabilities arising from the acts or omissions of ACTA. The terms of these indemnities are not explicitly defined and the maximum amount of any potential liability cannot be reasonably estimated.

Special Thanks to our Partners

as at December 31, 2015

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