



Association of Canadian Travel Agencies  
Association canadienne des agences de voyages

# 2022



## Annual Report

ACTA AGM | May 30, 2023



# Table of Contents

Message from the ACTA Chair	3
Message from the ACTA President	4
ACTA 2023-2024 Strategic Imperatives	5 - 7
We Advocate	8 - 9
We Educate	10 - 11
We Connect	12 - 13
We Promote	14 - 15
Member Services	16 - 17
Board of Directors	19 - 18
The ACTA Team	20
Regional Councils	21 - 22
Appendix I - AGM Minutes	23 - 28
Appendix II - Financial Statements	29 - 42
Thank you to our Corporate Partners	43

# Message from the ACTA Chair

Mary Jane Hiebert CTC



2022 was neither the worst of times nor the best of times for the travel industry but it was surely the best since the start of the pandemic in 2020 and a busy year too for ACTA and our Members.

As welcome as it was to see the relaxation of travel barriers unleash a surge in demand for travel, it was soon evident that 2022 would be a bumpy ride for travelers along with those of us still active in the travel and tourism industry.

It was a year for rebuilding. The sudden high demand for travel left many in our industry trying to meet the demand short-handed.

We know more than 1,000 travel agencies in Canada closed by 2022 and many more travel agents retired or left to find viable employment outside the industry. Across the board, the workforce in travel and tourism occupations was far different by 2022 than at the onset of the pandemic.

Staff shortages in 2022 were contributing factors in a variety of scenarios that resulted in costly travel delays, cancellations, long lineups at airports and borders, and the availability of air controllers and flight crews that surfaced through the year. The magnitude of disruptions also led to baggage chaos at several airports including Pearson International and subsequent ripple effects through the travel ecosystem like hotels, cruises, tours, and ground transportation.

Further disruptions were caused by unusually severe summer and winter weather affecting travel over widespread areas of North America, Europe, and Asia. As the year was closing, the Southwest airlines software meltdown during the Christmas-New Year period resulted in 17,000 flight cancellations, hundreds of thousands of stranded passengers, and an immediate cost to the airline of over 800 million dollars. Such setbacks diminish the travel experience and delay the financial come-back for the travel industry.

ACTA exists to foster the success and prosperity of our Members to ensure consumers have professional and meaningful travel counselling by providing effective leadership in key strategic areas on behalf of the retail travel industry members.

As much as ACTA has focused much of our advocacy attention on financial aid for our travel agencies, travel agents and independent travel contractors to survive the devastating impacts of the pandemic, we have also been very attentive to preparing ACTA members with the tools necessary for them to succeed during recovery.

Full recovery for the travel industry and our ACTA Members will take the same intensity we showed in our fight to survive the pandemic. Grassroots support and engagement by ACTA Members are key components in our efforts to hasten the rebuilding process.

In late 2022 ACTA began developing our Strategic Imperatives for the next two years. Our plans involve representing the unified voice of Canadian travel agencies, independent travel advisors, and other travel professionals through strategic advocacy, education, certification, and active member engagement. We also address ways to rebuild the workforce needed throughout the travel industry, and particularly Retail Travel.

There are still challenges ahead, but working together I am confident we can smooth the path to recovery for ACTA members, our industry, and the travelling public.

# Message from the ACTA President

Wendy Paradis



2022 was an unpredictable year for ACTA, our members, and the general public as we began the transition from crisis mode at the onset of the pandemic, to a period somewhere between crisis and full recovery. For every step forward to recovery there were unexpected and often unwelcome events that stalled the momentum we had been gaining and new priorities were emerging for ACTA to address in advocating on behalf of our Members.

Overall, 2022 was a bumpy year. Just when there was confidence that widespread vaccinations could jump-start the recovery, the omicron virus surfaced in late 2021. Less deadly but more contagious than Covid-19, the omicron variant prompted the re-instatement of many business and personal restrictions that continued into the beginning of 2022. It was a devastating set-back, but one we were better prepared for than at the onset of the pandemic thanks to the intensity and effectiveness of our advocacy efforts since March 2020. When omicron stalled the recovery, rent and wage subsidies were already in place for Travel agencies and agents through May of 2022 and that was a huge benefit to most of our membership.

2022 did see some major milestones on the road to recovery. In late February, Canada approved rapid testing to replace burdensome PCR testing. That immediately triggered an onslaught of travel bookings because it became much easier to leave and re-enter Canada. Count me as among those to jump at the chance to travel for the first time since the pandemic and by March I happily travelled with a group of 20 family members for a trip I always describe "like being in heaven." Later in the year, the Canada-US border re-opened after more than two years of heavy pressure from groups on both sides of the border. ACTA was excited to be able to host in-person events again with fall Travel Summits in Ontario, Quebec and British Columbia.

There were also setbacks though. Eager travelers were often frustrated and sometimes enraged when their first trips since 2020 became nightmares with flight delays and cancellations caused primarily by severe summer and winter storms, baggage issues, staffing shortages and outdated computer systems. This was not the recovery anyone imagined.

We always knew the journey to meaningful recovery from the pandemic for Canada's travel agencies and agents would be long and sometimes painful. ACTA has worked extremely hard to stay focused on our mission to foster the success and prosperity of travel agencies and travel agents. Through our on-going advocacy work and the important grassroots participation in advocacy from our membership, ACTA became more influential, more respected and a more integral part of the travel ecosystem that includes airports, airlines, hotel operators, cruise lines, tourism bureaus and others in travel and tourism who are working to get back on track with our businesses. ACTA knows just how vital our Travel Agencies and Travel Advisors will be in helping to achieve a successful recovery for the travel industry and profitability for Retail Travel professionals.

The challenges ahead of us are as real and as important as those we have overcome since March 2020. Our Strategic Plan for 2023 and 2024 focuses on what success will look like when the goals we set are realized. We can do this together. Your engagement is an essential part of our plans. Get excited about rebuilding and strengthening ACTA's ability to influence how the travel industry can again contribute to Canada's economic prosperity and better serve the needs of Canadians who want and need to travel for business and leisure and connecting with their families.



# ACTA 2023-2024 Strategic Imperatives

Focused on Success

## Priorities Evolve

Everything changed when the pandemic was declared – and keeps changing at random intervals as governments grapple with multiple health and financial impacts caused by COVID-19 and its variants. From the onset of the pandemic, ACTA quickly understood the immediate impacts on the travel and tourism industries and the urgent need to act aggressively to secure survival on behalf of ACTA Members and the entire Canadian travel industry. Canada's travel agencies would collapse without government support for workers and for wage and rent subsidies to help them stay afloat. Travel is too important to Canadians and our economy for Canada's travel industry to fail.



All stakeholders in Canada's travel eco-system – including carriers and airports, tour operators, hotels and cruises lines – were in the same financial crisis as travel agencies and travel agents and made similar recommendations to government to avoid the complete collapse of Canada's travel industry.

Within the first year of the pandemic, ACTA submitted a 2021 Tourism and Travel Recovery Plan with specific recommendations for Travel Agency and Travel Agent Support and Recovery. These were new priorities for ACTA. They were not even on the horizon when 2020 began but became ACTA's highest priorities when faced with shutdowns and quarantines, severe travel restrictions and health protocols.

There were still reasons for worry as 2022 began; restrictions re-instated because of the omicron threat were still in place; wage and rent subsidies were in place for travel agencies but not for independent contractors, eager travelers were waiting for the cumbersome PCR testing requirements to ease before booking travel and the Canada-US border was still closed. The bleak start to the year would soon change and begin a welcome surge of travel bookings. By fall, the Canada-US border would also re-open.



It was time for ACTA to re-visit our strategic priorities for the next two years.

## Setting Strategic Imperatives for 2023-2024

ACTA's effectiveness on behalf of our membership during the first years of the pandemic was based on the elevated level of input, engagement, and support we received from our members and other stakeholders in the travel eco-system about the lifelines that were needed to avoid the complete collapse of Canada's travel industry. Equally important to our effectiveness was the acknowledgement that Canadians want and need to travel for business, leisure and family reasons and that travel agents will play a vital role during the recovery by providing valued knowledge and professionalism in an ever-changing travel environment. The so-called new normal is in constant flux with complex stresses on many stakeholders that will take time to sort out.

In 2022, we began the process of developing our strategic imperatives for the next two years knowing that it will be a work in progress, fed by continuous input from our Members and other travel professionals and by potential recovery-related issues that arise in the next 24 months.

# ACTA 2023-2024 Strategic Imperatives

**Mission:** To represent the unified voice of Canadian Travel Agencies, Independent Travel Advisors, and other travel professionals, through strategic advocacy, education, certification, and active member engagement.

**Vision:** To be recognized as a primary catalyst for the success of the industry ensuring that Travel Agencies and Travel Advisors are thought of as vital and expert travel resources.

Strategic Imperatives are goals ACTA believes must be met by the end of 2024.



**ACTA's Advocacy Goal:** To be a unified voice to Government and Industry, provincially, federally, and globally.

Accomplishing this goal includes:

- surveying Members on a continuous basis on key issues to determine and prioritize key issues
- identifying committee members to isolate key issues, consolidate data and act on issues
- Cross-industry advocacy partnerships

**ACTA's Recruitment Goal:** To attract and retain talent by promoting a healthy, vibrant Retail Travel Industry.

Accomplishing this goal includes:

- Tools for attracting new travel agents to the industry,
- Promoting Travel Agent Essentials (TAE) through strategic communication channels,
- Work placements, job board, job fairs and host agency opportunities
- Collaboration with Tourism HR Canada workforce development partners

**ACTA's Growth Goal:** To significantly grow our membership base and ensure ACTA's financial stability.

Accomplishing this goal includes:

- Demonstrating high value of ACTA membership to influence recovery of travel industry for the benefit of retail travel, our Members, and travel-minded consumers.
- Retaining ACTA's Travel Agency, Host Agency, Independent Travel Members and assertively attracting non-Members currently active in retail travel
- Attracting former Members who left the travel industry during the pandemic's worst periods to return to retail travel and the benefits ACTA can provide to them
- Growing the number of travel agents and travel personnel in ACTA with broader outreach to potential first-time members who can benefit from our advocacy, education, promotion and networking opportunities
- Engaging partners to help us grow our membership base.
- Offsetting the number of memberships lost through travel agency closings and departures from the travel industry since 2020.
- Researching new membership categories and fees

# ACTA 2023-2024 Strategic Imperatives

**ACTA's Organizational Excellence Goal:** To enhance ACTA's internal operations to deliver predictably positive results consistent with the ACTA Strategic Plan.

Accomplishing this goal includes:

- Modernizing our current practices
- Technology modernization
- Attracting and retaining quality talent and filling gaps in the ACTA Team required to effectively meet the ongoing needs of our membership and the economic recovery of the travel industry.
- Developing and implementing succession planning for key leaders and organizational roles to meet ongoing demands and improve employee satisfaction.
- The development of the Strategic Plan recognizes the need to be agile and responsive to short-term fluctuations in the travel environment as Canada transitions from survival mode to recovery mode for the travel industry and our membership.

**ACTA's Diversity, Equity, Inclusion and Accessibility Goal:** To promote fair treatment and full participation for all people in the retail travel industry including those who have been under-represented because of their background, identity, ethnicity, or disability.

Accomplishing this goal includes:

- Add Diversity to ACTA's efforts to attract Members, staff and Board Members
- Ensure ACTA Summits include speakers and panelists who reflect DEIA
- Add and promote accessibility training to ACTA's online Education
- Acknowledge and celebrate diversity through our website, articles, videos and social media
- Proactively recruit a more diverse Board, regional councils, and committees for 2023





# We Advocate

to government, suppliers, and other organizations with one strong voice.

Advocacy is nothing new for ACTA. For more than four decades ACTA has been the strong voice representing the interests of travel agencies, travel agents, and other travel professionals in retail travel. Our voice has never been more powerful or effective than since 2020 when the COVID-19 pandemic put the entire travel industry in crisis. 2022 stands out as the year we saw the importance of persistence in advocating for measures to alleviate the financial impacts of the pandemic on our members as well as measures required for eventual recovery from the crisis. Advocacy is a process for significant change and often takes time for goals to be achieved. Goals were achieved in 2022 and we continued to provide valuable input on issues that have both short-term and longer-term implications for ACTA Members, the travel industry, and the traveling public. ACTA also began making plans for 2023 and 2024 and made Advocacy a strategic priority to be a unified voice to Government and the Industry provincially, federally, and globally.

## 2022 Advocacy Highlights

- 2022 began with travel restrictions in effect that were re-instated a month earlier to limit the spread of the less deadly but more contagious omicron variant of COVID-19. ACTA's previous efforts to get financial support for our membership had led to an extension of wage and rent subsidies through until May 2023 which was beneficial to travel agencies and their travel agents but did not apply to independent contractors. ACTA had overwhelming grassroots support as part of an intensive advocacy effort for an Independent Travel Agent Relief Program but we were unable to get financial aid for all.
- The CCBA (Canada Emergency Business Account) and RRRF (Regional Relief and Recovery Fund) were both extended.
- Following significant Advocacy effort with TICO (Travel Industry Council of Ontario) annual registration/renewal fees and Compensation Fund contributions were waived. Likewise, Québec's OPC also waived fees in response to ACTA advocacy.
- In close collaboration with the Canadian Tourism Roundtable and the Coalition for Hardest-Hit Businesses, ACTA submitted recommendations to ease travel restrictions. Success was realized in February 2022 when the federal government lifted mandatory pre-departure molecular testing (PCR tests) for fully vaccinated travelers and replaced PCR tests with Rapid testing. This change opened the floodgates to booking air travel and began a surge in demand for travel.
- In October, all border closures were lifted, a final victory in creating conditions for travel and tourism recovery.
- Problems at Canada's airports during the summer of 2022 included significant trip interruptions resulting from flight delays and cancellations, luggage delays and passport processing delays. ACTA advocated for investments by all stakeholders in the travel eco-system, including the federal government, to improve the travel experience which included reducing passport processing delays.
- Through 2022, ACTA was closely engaged with the federal government, advocating for industry investments through the Tourism Growth Strategy and the federal budget. In association with TIAC (Tourism Industry of Canada), ACTA was in Ottawa at the TIAC Hill Day advocating for travel agencies and independent travel advisors, calling for increased federal investment and reduction of administrative barriers.



# We Advocate

- Provincially, ACTA maintains active advocacy programs across the country and particularly in the three regulated provinces of Ontario, Québec and British Columbia where discussions on the limitation of fees and red tape were ongoing with TICO, the OPC and BCCP.
- As a Member of WTAAA (World Travel Agents Associations Alliance), ACTA sits on the IATA PAPGJC committee which provides critical feedback on industry regulations. ACTA was active on the committee and provided the perspective of Canada's travel agency and travel agent community.
- ACTA continued advocating to suppliers in the interest of protecting commission, establishing clear communication and calling for greater respect in the supplier-agent relationship.
- Valuable consultations with the Independent Travel Agent Advisory Group, the Travel Agency Leaders Advisory Group, regional councils, and numerous committees provide opportunities for important feedback and help inform and guide Advocacy action.
- ACTA held several advocacy townhalls with Members in 2022. In addition to continued updates on critical advocacy issues, these meetings also provided valuable resources on business continuity, and legal planning.

Advocacy will remain an ACTA strategic imperative for 2023 and 2024 and we look forward to continued input from our membership on key issues that require advocacy with governments and industry provincially, federally and globally.



# We Educate

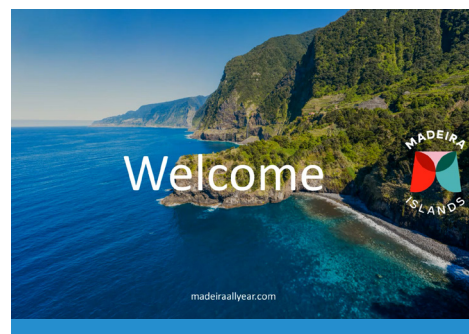
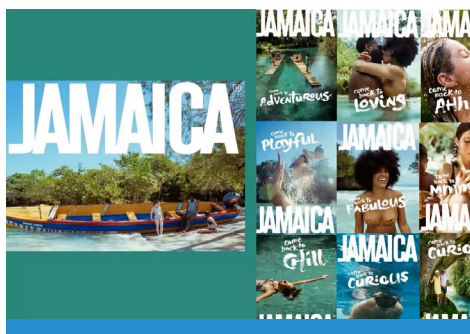
To elevate industry standards and professionalism through certification, accreditation, and other learning opportunities.

Knowledge is powerful. One of the strongest arguments ACTA offered in favour of financial supports to Canada's travel agencies, travel agents and independent contractors was the fact that ACTA Members would play a vital role in the industry's economic recovery. There was general consensus that once the pandemic was under control, ACTA Members would be needed by the travel industry to offer valuable service to Canadian travelers because of their knowledge and professionalism in an ever-changing travel environment.

ACTA's commitment to elevating industry standards and professionalism through certification, accreditation and other opportunities for professional development attracted record-setting participation in the first two years of the pandemic. Participation remained at a high level through 2022 as Members upgraded their certifications and accreditations and stay current with rapid changes occurring in the travel industry so they can help rebuild the travel industry for the future.

## 2022 Highlights

### Webinars



- More than 2,000 Members registered for 38 webinars, most of which were available in English and French
- ACTA webinars kept Members informed with topics that included: townhalls that updated on high-level advocacy initiatives, travel restrictions, and grassroots campaigns as well as Corporate Partner Updates and Destination Features.

### Travel Industry Specialist Programs

- Over 40 specialist programs that allowed travel agents to increase continuing education credits.

### CTC, CTM Enrollments and Travel Insurance Exams

- Members and Non-Members took advantage of the great savings towards the CTC and CTM Certification Enrollment while attending a dedicated webinar hosted by ACTA.
- Certification and travel insurance exams continued to be aided by virtual proctoring services facilitated by ACTA and other regulating bodies as well as ACTA approved proctors.
- In 2022, participation in ACTA's online travel insurance program increased by 30%





# We Educate

## ACTA Summits



- In-person ACTA Summits in Vancouver, Toronto and Laval, QC provided numerous professional development opportunities.
- Over five hundred Members were in attendance to listen to knowledgeable and motivating speakers and discuss topics about moving the travel industry forward from COVID-19.

## Partnerships with Colleges and Travel Schools

- Remote access through technology allowed ACTA to continue to work closely with our college partners and endorsed schools. Traditional in-person sessions were all completed virtually.
- ACTA's long standing collaboration with the college sector continued through 2022, and we continued to welcome graduates into the CTC program to further their development toward their careers.

## Travel Agent Essentials

- There is a need to rebuild the retail travel workforce after the closure of more than 1,000 travel agencies during the pandemic and thousands of travel agents retired or left retail travel to find careers in other sectors. The Travel Agent Essentials (TAE) program continues to be tailored to everyone who wants to become a travel agent; those looking for new or second careers, aspiring entrepreneurs who want to become independent consultants, retirees and hobbyists who want to share their passion for travel with clients.
- TAE provides foundational knowledge and training for entry level job opportunities. No textbooks are required, and students have unlimited online access, once enrolled.
- 135 students took advantage of this great online learning program provided by ACTA; originally launched in July 2020, just months into the pandemic.
- In 2022, students engaged in live virtual sessions with an ACTA Instructor to strengthen their learnings acquired through this program.

ACTA's educational programs will help revitalize the retail travel industry that was hit so hard by the pandemic. Travel industry expertise is a valuable service for Canadians who want and need to travel for business, leisure or family reasons and ACTA has prioritized providing the tools for travel agents to upgrade their knowledge, skills, certifications and accreditations, and help them stay current with all the changes taking place in the travel industry.

It is also important to attract new talent to the retail travel industry to fill workforce shortages. ACTA's plans for 2023 and 2024 include heavy promotion and social media campaigns about the TAE program intended to attract new talent and prepare them for roles as travel professionals.



# We Connect

Our Members with information, contacts, and programs needed to achieve more effective awareness and sales.

In-person connections were limited for much of 2022 but like most Canadians, ACTA and our membership used technology effectively to keep the lines of communication open to share information, conduct and participate in meetings and educational programs, and support each other in every way possible while still adhering to pandemic protocols in place at the time.

The high level of engagement by members demonstrated their strong interest in what ACTA was doing on their behalf.

The level of engagement in all ACTA endeavors was reflected in participation in grassroots advocacy campaigns, participation in educational programs to be ready for the recovery phase of the pandemic, and attendance at our Summits and townhalls.

Heightened social media usage by ACTA increased the touch-points with our Members and the public to raise awareness of new developments impacting travel and the retail travel industry.

Communication and collaboration with industry partners was also heightened as we worked in tandem to deliver industry updates, delivery of programs, and advocacy initiatives undertaken throughout 2022.



## 2022 Highlights

### ACTA Committees and Business Tools

- ACTA developed the Destination Committee, comprised of more than 70 destination partners, Members, and sponsors from all over the world. ACTA also had many destination webinars from partners that provided the latest in travel updates.
- ACTA continued quarterly advocacy townhalls that provided updates on pandemic protocols and government regulations, and status updates on travel restrictions.
- ACTA's endorsement of forty-two specialist programs connected Members to more opportunities to enrich their expertise in readiness for the expected surge in demand for travel.
- ACTA continued with the Travel Agency Leaders Advisory (TALA) committee comprised of senior leaders of the travel agency community across Canada to provide updates and gather feedback to help shape ACTA's lobbying efforts.

# We Connect

## Improved Communications

- ACTA continued timely, and relevant communications to Members through ACTAVision newsletters, advisories, the ACTA website, and trade media. ACTA continuously updated the membership on new pandemic-related information and sector-related developments in the industry, as well as professional development opportunities to support retail travel business in both the travel agency and host agency/independent agent models.
- Quarterly member advocacy townhalls provided updates and received feedback on recovery, government regulations, and current travel measures including insights and trends.
- Weekly destination updates from ACTA partners and sponsors providing the latest in travel updates.

## Social Media Support

- ACTA continued to leverage Travel Agency Tribes to help promote the value of the travel agent providing inspirational images and videos to inspire consumers to travel and use a travel agent.
- Travel agents were able to utilize BranchUp as a free tool for professional Facebook marketing BranchUp.

## Added-Value Member Benefits

- During 2022, new benefits were added to heighten member engagement. These included additions to the popular MemberPerks saving program and expansion of the ACTAProtect program to include a new Virtual Health Care (VHC) benefit, enabling Plan Members access to medical professionals 24/7 from the convenience of your home. Improved consumer access to finding ACTA travel agencies and travel agents through bookwithatravelagent.com.
- Expanded the social media toolkit to provide a more robust library of downloadable images to support members' social media campaigns.
- ACTA relaunched travelagentessentials.ca and provided Member travel agencies savings when training new entrants/staff members through this program.

## Networking Opportunities

- In 2022, ACTA resumed its Annual Travel Industry Golf Tournament held in Milton, Ontario to raise funds to support ACTA lobbying and advocacy efforts. The sold-out event attracted 154 golfers and 30 sponsors and more than 200 guests for the cocktail reception and dinner.
- Summits in Toronto, Vancouver and Laval drew more than 700 Canadian travel agents and 75 exhibitors and sponsors eager for the chance to re-connect in person.

Now that travel restrictions have been eased and/or lifted and travel is booming again, ACTA will be increasing its opportunities for more in-person interactions with Members, partners, sponsors and consumers. We are also adding a fourth Travel Summit for 2023 which will be held in Europe.



# We Promote

To elevate industry standards and professionalism through certification, accreditation, and other learning opportunities.

2022 was the year Canadians had been waiting for since the beginning of the pandemic – the year the pandemic came under enough control to ease restrictions that kept most people in their own little corner of the world for too long. For more than two years traveling was only a dream, but in 2022 it could again be a dream come true.

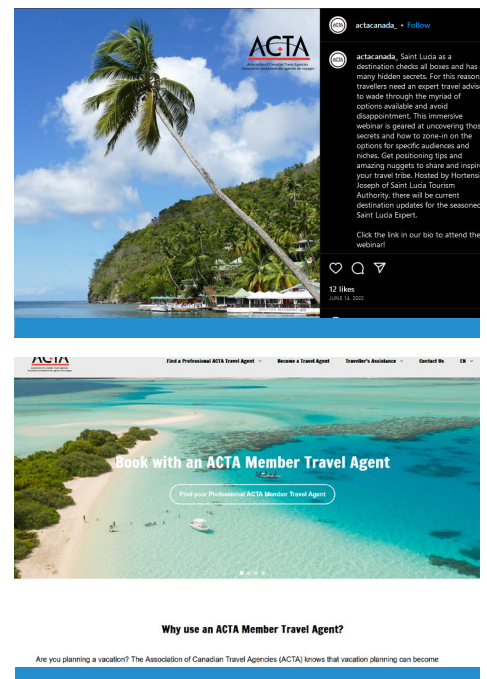
2022 was the year recovery began for the retail travel industry and travelers looked for peace of mind in their travel choices.

During the first phase of the pandemic, ACTA and our membership focused on financial survival and preparing for the recovery phase for the retail travel industry by keeping our expertise current with changes taking place in the travel market. That expertise is an important service necessary for recovery and ACTA plans to make sure the traveling public is aware of the expert advice available to them by dealing with professional travel agencies and travel advisors.

Promoting the retail travel industry and the expertise of travel agencies and travel advisors is an offer of peace of mind to travelers who want everything to go smoothly when they travel and help and protections when things don't go smoothly. ACTA is already advocating for greater investments by all retail travel industry stakeholders to improve the travel experience from start to finish.

## 2022 Highlights

- Travel and Tourism began to open and the bookings for travel became high in demand following the easing of travel restrictions.
- ACTA continued with weekly press releases on advocacy and lobbying efforts.
- ACTA continued to grow its social media presence to reach more consumers through Twitter, Instagram, Facebook, and LinkedIn to promote the value of travel agents.
- ACTA promoted the Travel Agent Essentials program on social platforms to attract consumers to become part of the industry.
- A video message from the ACTA Team was sent out on Travel Agent Day thanking travel agents for their support and ACTA Team members were able to visit local offices in 2022 to further thank them.
- ACTA continued to utilize the [bookwithatravelagent.ca](http://bookwithatravelagent.ca) website to keep consumers up to date with advisories, as well as find more information on becoming a travel agent.
- ACTA's President, Wendy Paradis, was nominated and won the award for most influential person or group during COVID-19 at the 2022 TravelPulse Canada Readers' Choice Awards.

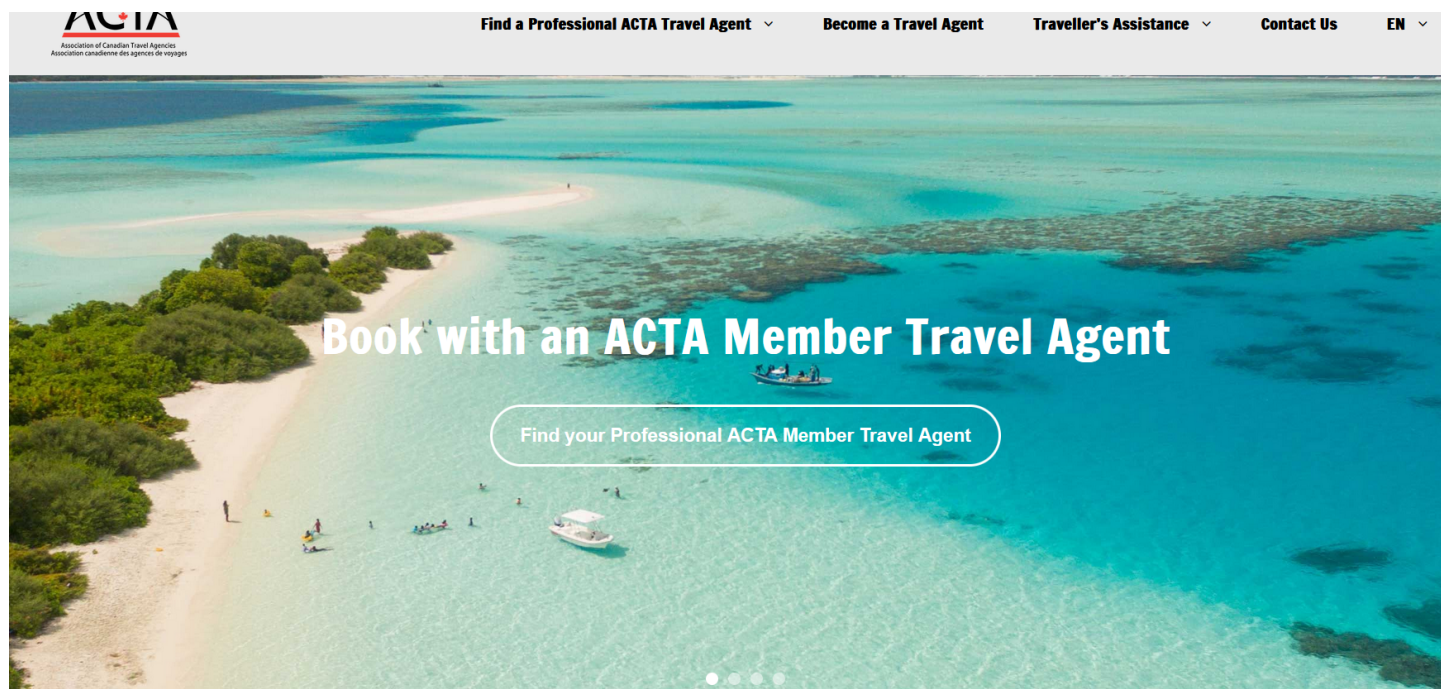


# We Promote

In late 2022, as the retail travel industry began to bounce back, ACTA developed our Strategic Imperatives for 2023 and 2024. All of our goals support ACTA's updated Mission and Vision, and will assist in rebuilding the retail travel industry and establishing awareness that travel agencies and travel advisors are vital and expert travel resources.

**Mission:** To represent the unified voice of Canadian Travel Agencies, Independent Travel Advisors, and other travel professionals, through strategic advocacy, education, certification and accreditation and active member engagement.

**Vision:** To be recognized as a primary catalyst for the success of the industry ensuring that Travel Agencies and Travel Advisors are thought of as vital and expert travel resources.



## Why use an ACTA Member Travel Agent?

Are you planning a vacation? The Association of Canadian Travel Agencies (ACTA) knows that vacation planning can become



# Member Services

By necessity, the services ACTA has provided to our membership changed enormously when the pandemic began. The upheaval and financial crisis caused by the pandemic has been the biggest threat to the solvency of the travel industry and retail travel that we've seen in our lifetimes.

When the pandemic was declared, it was no longer business as usual for our membership and ACTA responded to the urgency of the crisis in ways travel agencies, travel agents, and independent contractors needed immediately to first, survive the crisis and prepare for recovery, then rebuild through the recovery phases until the industry could again focus on profitable growth.

ACTA's four pillars: to Advocate, to Educate, to Promote and to Connect never stopped, but priorities shifted to how best to support our membership.

Not only did ACTA become a stronger and more effective voice representing travel agencies and travel advisors, the grassroots engagement with ACTA by Members was a boost to our efforts on Members' behalf.

2022 was the third straight year where Member engagement and participation has been stronger and more important than ever.

The need to have one strong voice advocate on behalf of our Members, and the retail travel sector, made advocacy ACTA's number one priority again in 2022. In addition to advocacy, ACTA supported our Members in all strategic pillars with increased educational opportunities, more communications, virtual and in-person connections with industry leaders, suppliers and peers, and constant promotion of the value of travel agencies, travel agents and independent travel agents for expert travel advice.

Members continued to see ACTA's strong value and sent phone calls and email messages to the ACTA team expressing thanks for ACTA's dedication and strong advocacy over the past three years.

New Members joined ACTA in all membership categories in 2022.

## 2022 Highlights

### Engagement with Members

- ACTA continued to focus on engagement with Members through improved head office, consortia, and frontline communications to increase awareness of all the tools and support ACTA provides to help travel agencies and travel agents.
- ACTA's 2022 Travel Industry Summits in Toronto, Vancouver and Laval were a resounding success. More than 700 travel agents participated in the one-day events in each city where they had the opportunity to connect with industry leaders, peers and travel suppliers and each Travel Industry Summit included a trade show with more than 75 exhibitors.
- ACTA continued to maintain strong relationships with consortia partners Virtuoso, TL Network, Ensemble Travel Group and TRAVELSAVERS in support of advocacy initiatives.
- The Independent Travel Agent Membership category continued to grow in 2022. ACTA continued to maintain strong relationships with the host agency leaders in support of advocacy for independent travel agents. ACTA met several times with the Independent Focus Group to



# Member Services

gather feedback on critical issues facing independent travel agents.

- ACTA continued to work with travel suppliers under the Allied category of membership and hosted several meetings with the Destination Committee Members.
- There was continuous engagement, enthusiasm, and participation with Members in all of ACTA strategic pillars, increased communications, increased collaboration on advocacy, more media coverage, stronger relationships and profile with governments, travel industry sectors and the public.
- Increased appreciation and input received from Members especially related to advocacy.

**"New border measures equals new financial support": ACTA kicks off T.O. summit with advocacy priorities**

Buzz 09-14-2022 12:13 pm Michael Pihach

**TOURISM GROWTH STRATEGY  
SUBMISSION**

-2022-

Association of Canadian Travel Agencies

**Ottawa will likely keep ArriveCAN, ACTA says; advocacy plans shared at town hall**

Buzz 06-21-2022 10:44 am Michael Pihach



## Added-Value Member Benefits

- ACTA maintained our popular membership card program, MemberPerks. The savings program offers ACTA cardholders access to over 3500 benefits from brand name and local vendors and now includes over 400 health and wellness offers and reduced rates for travel.
- The ACTAProtect insurance program continued to offer coverage for errors & omission insurance, fraud, cyber-security, home and auto insurance and access to a unique employee benefits program for mental health and stress related support, and the new Virtual Health Care benefit.
- ACTA partnered with Bell to provide ACTA Members an opportunity to be part of their exclusive partner program which provided savings on the latest phones and plans.

memberperks for ACTA

Search...

Home



Katherina

Entertainment

Fashion

Food & Drink

Health

Home & Living

Pet

**Frank And Oak**  
**Save 20%**  
on regular priced items

# Member Services

## Membership Changes

ACTA continued to monitor and address changes as to how and where travel agents operate in the travel retail sector. In 2022, there continued to be a shift in the marketplace from a traditional travel agency to an independent travel agent model. Due to this shift, ACTA's Independent Travel Agent membership also increased by over 30% in 2022. ACTA's retail membership count increased slightly in 2022 as agencies started to re-open their businesses. However, there continues to be closures, mergers and acquisitions, retirements, and a 30 % labour shortage in the travel industry.

ACTA's Strategic Plan for 2023 and 2024 includes an emphasis on growth in the number of travel agencies and travel advisors available in the retail travel industry, and development of more travel agency and travel agent expertise to serve clients. Efforts to attract new talent will include social media and job fairs to fill gaps left by more than 1,000 travel agency closures and the thousands of travel agents who left the industry through retirement or to find viable livelihoods in other industries.

## 2022 Membership

Region	Retail Members
BC/Yukon	115
Alberta/NEWT	69
Manitoba/Saskatchewan/Nunavut	57
Ontario	273
Quebec	114
Atlantic	65
Independent Contractors	513
Total Retail Members	1,206
Total Certified Members	1,071
Total Allied Members (includes International)	126
Total Membership	2,403
Total Eligible ACTA Membership Card Holders	6,940



# Board of Directors

ACTA is an association of over 12,000 travel advisors from travel agency, and host agency Members, representing approximately 80% of travel agency sales 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 liaison with the Board of Directors, providing grassroots feedback on the matters that directly affect the membership. The President reports to the Board.



## Board of Directors

Chair	Mary Jane Hiebert, CTC (Manitoba/Nunavut)
Vice-Chair	Liz Fleming (BC/Yukon)
Secretary	Brian Robertson
Treasurer	Louise Gardiner, CTM
Directors	Peter Keyter (Alberta/NWT)
	Karen Schabel, CTM (Saskatchewan)
	Mike Foster, CTC (Ontario)
	Geneviève Dupuy-Duplessis (Québec)
	Gary Gaudry (Atlantic)
	Richard Vanderlubbe
	Patrick Doyle
	Monica Johnstone CTC

# The ACTA Team

President	Wendy Paradis
Director, Marketing, Communications & Partnerships	Marco Pozzobon
Director, Advocacy & Industry Relations	Avery Campbell
Membership Manager	Fiona Bowen
Membership Manager (Bilingual)	Manon Martel
Manager, Meetings & Events	Deanne Mills
Manager, Certification & Exam	Monica Perez-Garcia
Manager, Communications & Marketing	Katherina Thilavanh

# Regional Councils

## **British Columbia and Yukon Regional Council:**

- Linda Dinsmore CTC, Deluxe Travel/Trevello Travel Group
- Liz Fleming, North South Travel & Tours Ltd.
- Shelley Good CTC, CruisePlus Management Ltd.
- Mark Greenwood, Travel Masters
- Arlene Henderson CTC, Windward Travel/TPI
- Michael Scott-Iversen, Hagen's Travel
- Darren Single CTM, Odenza Marketing Group Inc.
- Kimberley Wood, Transat Distribution Group
- Deidre Baxter, Forbes Travel (Appointment)
- 

## **Alberta and Northwest Territories Regional Council:**

- Shelley Ewing CTC, Tier One Travel
- Peter Keyter, South Travel Inc. / The Travel Lady Agency
- Terri Jo Lennox CTC, Travel Time
- Jaime Murphy CTM, Magical Trips/Trevello Travel Group
- Lesley Paull, Paull Travel
- Carla Lemaire CTC, MacEwan University (Appointment)

## **Saskatchewan Regional Council:**

- Candace Glenney, CAA Saskatchewan
- Sharon Kaendo, Leisure Travel 2000
- Jamie Milton CTM, Uniglobe Carefree
- Karen Schabel CTC, CAA Saskatchewan

## **Manitoba and Nunavut Regional Council:**

- Mary Jane Hiebert CTC, Oyster Travel/The Travel Agent Next Door
- Melanie Carter CTM, CAA Manitoba
- Cheryl Gilmore CTC, Bonaventure Travel
- Karen Wiggett CTC, CAA Manitoba
- Carey Duncan CTC, Travel Quest
- Scott Marohn – Winnipeg Airports Authority (Appointment)

# Regional Councils

## Ontario Regional Council:

- Maria da Cunha CTC, daCunha Voyages Inc.
- Mike Foster CTC, Nexion Canada
- Louise Gardiner CTM, The Agency Solution/The Travel Agent Next Door
- Monica Johnstone CTC, Uniglobe Travel Innovations
- Norman Payne CTM, Uniglobe The Premiere Travel Group
- Patricia (Tisha) Saunders CTC, Marlin Travel (Orangeville)
- Richard Vanderlubbe, Tripcentral.ca
- Eugene Winer, Ceremony Travel
- Doug Ellison (Appointment)
- Jason Merrithew (Appointment)

## Quebec Regional Council:

- Véronique Capra, Passion Monde, Voyages Bergeron
- Geneviève Dupuy – Duplessis, Club Voyages Dumoulin
- Patrice Malacort, Aviajet-Intl Travel-Voyages Canada
- Jose Manuel Cerrud CTC, Voyages Terra Natura Travel
- Johan Marjanek, Voyages en Direct
- Serge H Malaison, Voyages Centaures

## Atlantic Regional Council:

### *New Brunswick*

- Terry-Ann Jardine CTM, CAA Travel

### *Newfoundland*

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

### *Nova Scotia*

- Tammy Russell CTM, CAA Travel Mel Stewart CTC, Maritime Travel

### *Prince Edward Island*

- Marilyn Long CTM, CAA Travel



# Appendix I

Minutes from the AGM

# AGM Minutes

## MINUTES of the ANNUAL GENERAL MEETING of the ASSOCIATION OF CANADIAN TRAVEL AGENCIES VIRTUAL | MAY 31, 2022

### Introduction by Chair

ACTA Chair, Mary Jane Hiebert CTC, welcomed attendees and called the meeting to order at 1:05 pm. She introduced the President of ACTA, Wendy Paradis.

The Chair addressed that this would be the third Annual General Meeting that ACTA would hold virtually. The decision was made given the remaining uncertainty and challenges of COVID-19. A virtual meeting was the most prudent way to hold our Meeting and meet the obligations of the Corporation.

### Appointment of Secretary

Deanne Mills, Meeting and Event Coordinator for ACTA, was appointed to act as Secretary for the purposes of the meeting today.

### Introduction of Directors

The Chair introduced the ACTA Directors present at the AGM: **Liz Fleming** (Chair, British Columbia-Yukon), **Peter Keyter** (Chair, Alberta-Northwest Territories), **Karen Schabel CTM** (Member of the Saskatchewan Regional Council), **Stéphane Corbeil** (Chair, Québec), **Louise Gardiner CTM** (Director at Large), **Richard Vanderlubbe** (Director at Large), **Patrick Doyle** (Appointee), **Brian Robertson** (Appointee) and **Monica Johnstone** (Appointee).

The Chair acknowledged the ACTA Directors unable to attend the AGM: **Mike Foster CTC** (Chair, Ontario).

The Chair introduced the new Nominee to the Board of Directors: **Gary Gaudry** (Atlantic Region) and **Geneviève Dupuy-Duplessis** (Québec)

The Chair thanked all of the members of the Board for their hard work and acknowledged the outgoing members of the Board of Directors: **Stéphane Corbeil** (Chair, Québec) and **Glenda Hunter CTM** (Chair, Atlantic Region).

### Verification of Quorum

### Appointment of Scrutineer

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

Moved by **Monica Johnstone** and seconded by **Richard Vanderlubbe**.

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 **May 9, 2022** in accordance with our bylaws, and she 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 held on June 23, 2021

**Motion:** That the Minutes of the Annual General Meeting held June 23, 2021 be approved as presented.

Moved by **Karen Schabel CTM** and seconded by **Peter Keyter**.

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

## 2. Annual Report from the Chair

The Chair referred to her message on page three of the Annual Report. She acknowledged how quickly the world changed in early 2020. ACTA stepped in with leadership and advocacy to help our Members through an unprecedented pandemic. The ACTA team re-focused priorities within the strategic pillars - **Advocate, Educate, Connect and Promote**. They had support from the National Board of Directors, Regional Advisory Councils and our Members.

The Chair recognized the hardships that have been imposed on Members throughout this challenging year. ACTA will continue to advocate on behalf of Travel Agencies and Travel Agents as we focus on recovery.

## 3. Annual Report from the President

The President referred to her message on page four of the Annual Report. She spoke about the challenges that 2020 presented to ACTA and our Members. ACTA focused on building effective communications, promoting the value of working with a professional travel agent, and advocating for the financial viability of our Members and the travel industry.

In 2020, our meetings and gatherings were replaced with virtual meetings and virtual offices. We all persevered in the face of crisis. The President spoke about ACTA's four pillars and how in a pandemic, the ACTA team worked on urgent Advocacy, on-going Education, welcomed Promotion of working with professional travel agents and the importance of Connection that mattered more than ever.

Special thanks were extended to ACTA's National Board of Directors and the ACTA team. The President thanked Members for their engagement and collaboration.

The President invited all to read ACTA's 7-Point Plan for Travel Agency and Travel Agent Support and Recovery, contained in the 2021 Tourism & Travel Recovery Plan. ACTA is determined to rebuild a strong and vibrant Canadian Travel Agency and Travel Agent community with our Members.

## 4. Financial Statements for the Fiscal Year Ended December 31, 2021 and Report of the Auditors

The Chair asked Louise Gardiner CTM, ACTA Treasurer, to present the audited 2021 Financial Statements.

**Motion:** That the 2021 Financial Statements be approved as presented.

Moved by **Richard Vanderlubbe** and seconded by **Liz Fleming**.

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



## 5. Appointment of Auditors for 2022 fiscal year

**Motion:** That Cooper Bick Chen LLP be appointed the auditors for ACTA for 2022 and that the Board of Directors be authorized to fix their remuneration.

Moved by **Louise Gardiner CTM** and seconded by **Brian Robertson**.

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.

On March 2nd, ACTA advised Members of the call for nominations. 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 **Liz Fleming** as Director

For: 153

Against: 0

Abstain: 0

There were more For than Against so the Chair declared Liz Fleming as Director.

Vote: to elect **Peter Keyter** as Director

For: 153

Against: 0

Abstain: 0

There were more For than Against so the Chair declared Peter Keyter as Director.

Vote: to elect **Karen Schabel CTM** as Director

For: 153

Against: 0

Abstain: 0

There were more For than Against so the Chair declared Karen Schabel CTM as Director.

Vote: to elect **Mary Jane Hiebert CTC** as Director

For: 153

Against: 0

Abstain: 0

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

Vote: to elect **Michael Foste** as Director

For: 153

Against: 0

Abstain: 0

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

Vote: to elect **Geneviève Dupuy-Duplessis** as Director

For: 153

Against: 0

Abstain: 0

There were more For than Against so the Chair declared Geneviève Dupuy-Duplessis as Director.

Vote: to elect **Gary Gaudry** as Director

For: 153

Against: 0

Abstain: 0

There were more For than Against so the Chair declared Gary Gaudry as Director.

Vote: to elect **Louise Gardiner CTM** as Director

For: 153

Against: 0

Abstain: 0

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

Vote: to elect **Richard Vanderlubbe** as Director

For: 153

Against: 0

Abstain: 0

There were more For than Against so the Chair declared Richard Vanderlubbe as Director.

## 7. 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.

## 8. Destruction of Proxies

**Motion:** That the proxies used for this meeting be destroyed by June 30, 2022.

Moved by **Gary Gaudry** and seconded by **Peter Keyter**.

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

## 9. Termination of Meeting

**Motion:** That the meeting be adjourned.

Moved by **Louise Gardiner CTM** and seconded by **Richard Vanderlubbe**.

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

The Chair concluded by thanking our national sponsors for the year 2021: Air Canada, Allianz Global Assistance, Bell, BrokerLink Insurance Brokers, Celebrity Cruises, CIE Tours, Enterprise Holdings, Greater Toronto Airports Authority, Israel Ministry of Tourism, Jamaica Tourist Board, Manulife Financial Travel Insurance, Marriott International, Park 'N Fly, Regent Seven Seas Cruises, Seabourn Cruise Line, Stico, Travel Learning Campus, VIA Rail and WestJet.

Deanne Mills

Acting as Meeting Secretary



# Annexe II

États financiers pour 2022

**ASSOCIATION OF CANADIAN TRAVEL AGENCIES**  
**FINANCIAL STATEMENTS**  
**YEAR ENDED DECEMBER 31, 2022**

Independent Auditor's Report	Page 1 to 2
Balance Sheet	3
Statement of Operations and Net Assets	4
Statement of Cash Flows	5
Notes to the Financial Statements	6 to 12

**COOPER BICK CHEN LLP**  
**CHARTERED PROFESSIONAL ACCOUNTANTS**

DAVID H. COOPER, CPA, CA, B.A.  
JACK A. BICK, CPA, CA, B.COMM.  
LINDA XIANGNONG CHEN, CPA, CA, B.ENG.  
RAJIV GUPTA, CPA, CA, LPA, CA (Scotland)

1001 DENISON STREET, SUITE 202  
MARKHAM, ONTARIO, L3R 2Z6

www.cbcca.ca

Tel: (905) 475-6795  
Fax: (905) 475-165

E-mail: rajivgupta@cbcca.ca

**INDEPENDENT AUDITOR'S REPORT**

TO THE MEMBERS OF THE ASSOCIATION OF CANADIAN TRAVEL AGENCIES

**Report on the Audit of the Financial Statements**

**Qualified Opinion**

We have audited the accompanying financial statements of the Association of Canadian Travel Agencies ("the Association"), which comprise the balance sheet as at December 31, 2022 and the statements of operations and net assets and cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, except for the possible effects of the matter described in the Basis for Qualified Opinion paragraph, if any, the accompanying financial statements present fairly, in all material respects, the financial position of the Association of Canadian Travel Agencies as at December 31, 2022, 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.

**Basis for Qualified Opinion**

In common with many similar organizations, the Association derives revenues from membership fees, education standards and courses, 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 for the years ended December 31, 2022 and December 31, 2021, any adjustments might be necessary to these revenues, excess of revenues over expenses reported in the statements of operations and net assets, and assets and net assets reported in the balance sheets. The same matter also caused us to qualify our audit opinion on the financial statements as at and for the year ended December 31, 2021.

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Statements* section of our report. We are independent of the Association in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our qualified opinion.

**Responsibilities of Management and those charged with governance for the Financial Statements**

Management is responsible for the preparation and fair presentation of the 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.

In preparing the financial statements, management is responsible for assessing the Association's ability to continue as a going concern, disclosing, as applicable, matters relating to going concern and using the going concern basis of accounting unless management either intends to liquidate the Association or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing Association's financial reporting process.

INDEPENDENT AUDITOR'S REPORT (continued)

**Auditor's Responsibilities for the Audit of the Financial Statements**

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit 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 Association's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on Association's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Association to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

**Report on Other Legal and Regulatory Requirements**

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

*Cooper Bick Chen LLP*

Markham, Ontario  
April 13, 2023

CHARTERED PROFESSIONAL ACCOUNTANTS  
Licensed Public Accountants



# ASSOCIATION OF CANADIAN TRAVEL AGENCIES

## BALANCE SHEET

AS AT DECEMBER 31, 2022

	2022	2021
<b>ASSETS</b>		
Current assets		
Cash	\$ 927,933	\$ 716,627
Short-term deposits (note 2)	151,921	150,881
Accounts receivable	110,286	82,887
Government assistance receivable	-	70,845
Prepaid expenses	11,033	10,294
	<b>1,201,173</b>	<b>1,031,534</b>
Equipment (note 3)	9,832	11,087
	<b>1,211,005</b>	<b>1,042,621</b>
<b>LIABILITIES AND NET ASSETS</b>		
Current liabilities		
Accounts payable and accrued liabilities	117,556	94,514
Harmonized sales tax payable	13,216	5,370
Deferred revenue	264,520	223,579
Unearned partnership revenue (note 4)	60,628	14,295
Loan payable - Canada Emergency Business Account (note 5)	40,000	-
	<b>495,920</b>	<b>337,758</b>
Loan payable - Canada Emergency Business Account (note 5)	-	40,000
	<b>495,920</b>	<b>377,758</b>
Net assets		
Unrestricted	715,085	664,863
	<b>\$ 1,211,005</b>	<b>\$ 1,042,621</b>

Approved on behalf of the Board:

\_\_\_\_\_, Director      \_\_\_\_\_, Director

# ASSOCIATION OF CANADIAN TRAVEL AGENCIES

## STATEMENT OF OPERATIONS AND NET ASSETS

YEAR ENDED DECEMBER 31, 2022

	2022	2021
Revenues		
Membership fees	\$ 579,781	\$ 538,227
Partnerships (note 10)	800,494	504,173
Activities	213,289	32,917
Education	77,981	34,631
Government assistance (note 6)	7,890	72,900
Interest and other income	7,552	14,249
	1,686,987	1,197,097
Expenses		
General and administration (note 7)	1,158,140	831,958
Board, Council and staff travel (note 10)	99,384	43,481
Activities (note 8)	359,929	142,345
Amortization	9,635	11,779
Education	9,677	4,855
	1,636,765	1,034,418
Excess of revenues over expenses for the year	50,222	162,679
Net assets - at beginning of year	664,863	502,184
Net assets - at end of year	\$ 715,085	\$ 664,863

# ASSOCIATION OF CANADIAN TRAVEL AGENCIES

## STATEMENT OF CASH FLOWS

YEAR ENDED DECEMBER 31, 2022

	2022	2021
Cash flows from operating activities		
Excess of revenues over expenses for the year	\$ 50,222	\$ 162,679
Add non-cash expense- amortization	9,635	11,779
	59,857	174,458
Changes in non-cash working capital items:		
Accounts receivable	(27,399)	(21,828)
Government assistance receivable	70,845	(26,239)
Prepaid expenses	(739)	(5,794)
Harmonized sales tax payable	7,846	5,370
Accounts payable and accrued liabilities	23,042	(13,500)
Deferred revenue	40,941	64,056
Unearned partnership revenue	46,333	11,165
	220,726	187,688
Cash flows from investing activities		
Purchase of equipment	(8,380)	(6,385)
Increase in term deposit	(1,040)	(100,190)
	(9,420)	(106,575)
Cash flows from financing activities		
Loan payable - Canada Emergency Business Account	-	10,000
	-	10,000
Increase in cash during the year	211,306	91,113
Cash - at beginning of year	716,627	625,514
Cash - at end of year	\$ 927,933	\$ 716,627

# ASSOCIATION OF CANADIAN TRAVEL AGENCIES

## NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED DECEMBER 31, 2022

---

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.

Amortized cost is the amount at which a financial asset or financial liability is measured at initial recognition minus principal repayments, plus or minus the cumulative amortization of any difference between the initial amount and the maturity amount, and minus any reduction for impairment.

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

The Company has no financial assets measured at fair value and has not elected to carry any financial asset or liability at fair value.

#### *Cash and cash equivalents*

Cash and cash equivalents consist of cash and highly liquid short-term investments with maturities of less than 90 days from the date of its acquisition.

#### *Short-Term Deposits*

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

#### *Equipment*

Equipment is recorded at cost and amortized over its estimated useful life at the following rates and methods:

Computer equipment	- 55% declining balance basis
Website	- 33% straight line basis

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 2022.

# ASSOCIATION OF CANADIAN TRAVEL AGENCIES

## NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED DECEMBER 31, 2022

---

### 1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (continued)

#### *Revenue Recognition*

##### *Membership Fees and Deferred Revenue*

Membership fees including certified travel counsellor/certified travel manager new enrollments and 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, advertisements 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 events and revenue is recognized when the events take place.

##### *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 examinations are 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.

##### *Government Assistance*

Government assistance is accounted for based on what the assistance is for.

Wage subsidies are accounted for as a reduction from the related wages as incurred during the year.

Forgivable loans are accounted for based on how the proceeds are utilized. If the amount is used for current operations, it is recorded as government assistance revenue during that year.

Non-repayable government assistance is recorded as government assistance revenue during the year received.

##### *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.

# ASSOCIATION OF CANADIAN TRAVEL AGENCIES

## NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED DECEMBER 31, 2022

### 1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (continued)

#### Foreign Currency Translation

Monetary assets and liabilities denominated in foreign currencies are translated into Canadian dollars at the rate of exchange prevailing at the year end. Revenues and expenses are translated at the exchange rates prevailing on the transaction date. Subsequent variances in exchange rates between the date of recording and actual receipts/payments are expensed at the time of receipt/payment. Any resulting gains or losses are included in income for the year.

#### 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 useful lives for amortization of equipment, valuation of accounts receivables, 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.

### 2. SHORT-TERM DEPOSITS

Details of short-term deposits are as follows:

<i>Face Value</i>	<i>Security</i>	<i>2022</i>	<i>2021</i>
\$ 50,932	Royal Bank of Canada GIC - 0.75%, due May 21, 2023	\$ 51,171	\$ 50,881
100,000	Royal Bank of Canada GIC - 1%, due April 12, 2023	100,750	100,000
		<b>\$ 151,921</b>	<b>\$ 150,881</b>

### 3. EQUIPMENT

Details are as follows:

	<i>Cost</i>	<i>Accumulated Depreciation</i>	<i>Net Book Value</i>	
			<i>2022</i>	<i>2021</i>
Computer equipment	\$ 99,417	\$ 89,585	\$ 9,832	\$ 8,348
Website	138,232	138,232	-	2,739
	<b>\$ 237,649</b>	<b>\$ 227,817</b>	<b>\$ 9,832</b>	<b>\$ 11,087</b>

## ASSOCIATION OF CANADIAN TRAVEL AGENCIES

### NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED DECEMBER 31, 2022

#### 4. UNEARNED PARTNERSHIP REVENUE

Details are as follows:

	2022	2021
Amadeus North America Inc.	\$ 22,500	\$ -
Jamaica Tourist Board	7,415	3,125
Others	30,713	11,170
	<b>\$ 60,628</b>	<b>\$ 14,295</b>

#### 5. LOAN PAYABLE - CANADA EMERGENCY BANK ACCOUNT

During the year ACTA received \$Nil (additional \$20,000 - 2021) in government assistance in the form of Canada Emergency Business Account ("CEBA"). The CEBA loan is interest free and if paid back by December 31, 2023 then the amount repayable is \$40,000. It is the ACTA's conclusion that they will be able to repay this loan back in time and therefore, have shown the amount of \$Nil (\$10,000 - 2021) as forgivable loan.. The balance amount of \$40,000 (\$40,000 - 2021) is recorded as a loan payable.

#### 6. GOVERNMENT ASSISTANCE

Details are as follows:

	2022	2021
Canada Emergency Bank Account - CEBA	\$ -	\$ 10,000
Regional Relief and Recovery Fund contribution	-	62,900
Other government assistance	7,890	-
	<b>\$ 7,890</b>	<b>\$ 72,900</b>

## ASSOCIATION OF CANADIAN TRAVEL AGENCIES

### NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED DECEMBER 31, 2022

#### 7. WAGE SUBSIDY

The Canada Emergency Wage Subsidy ("CEWS") was announced on March 27, 2020. The CEWS is a wage subsidy program for eligible Canadian employers during the COVID-19 outbreak. This subsidy was available during the prior year only.

During the year, Tourism and Hospitality Recovery Program ("THRP") was announced by the government to provide wages and rent subsidies to businesses in the tourism and hospitality sector.

During the year, THRP in the amount of \$133,980 (\$Nil in 2021) and CEWS in the amount of \$Nil (\$381,732 - 2021) was recorded as a reduction from the related wages included in general and administration expenses.

#### 8. ACTIVITIES EXPENSES

Details are as follows:

	2022	2021
Event activity - golf	\$ 45,014	\$ -
Event activity - in person summits	257,827	42,714
Lobby activities	38,159	49,132
Strategic plan/initiatives	18,929	50,499
	<u>\$ 359,929</u>	<u>\$ 142,345</u>

#### 9. 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 \$28,000 (\$26,000 - 2021). Interest on the line of credit is payable at bank prime rate plus 9.15% per annum. The line of credit and VISA facility is secured by a general security agreement covering all the assets of the Association. There was no balance outstanding as at December 31, 2022 on the line of credit (\$NIL - 2021).

#### 10. NON-MONETARY TRANSACTIONS

In the ordinary course of business, ACTA enters into non-monetary transactions with airlines, railways and car rental Companies in which ACTA receives tickets and car rentals 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 \$50,000 (\$37,000 - 2021) with a corresponding expense included in Board, Council and staff travel expense. The pricing was at market prices for the tickets and hotel rooms used during the year.



# ASSOCIATION OF CANADIAN TRAVEL AGENCIES

## NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED DECEMBER 31, 2022

---

### 11. 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 and concentrations 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. No provision for doubtful accounts receivable is considered necessary by the Management 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 loan payable - CEBA, 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 interest rate risk and other price risk. ACTA's exposure to currency risk is analyzed below:

#### *Currency risk*

Currency risk is the risk that the fair value of future cash flows of a financial instrument will fluctuate because of changes in foreign exchange rates. ACTA is exposed to currency risk as approximately 16% (17% - 2021) of its partnership revenue are earned in U.S. dollars. The average US\$ exchange rate for 2022 was \$1.30 (\$1.25 - 2021).

Foreign exchange gain in the amount of \$1,832 (\$769 - 2021) are included in "interest and other income" on page 4.

#### *Changes in Risk*

There have been no significant changes in the risk profile of the financial instruments of ACTA from that of the prior year.

## ASSOCIATION OF CANADIAN TRAVEL AGENCIES

### NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED DECEMBER 31, 2022

---

#### *12. IMPACT OF GLOBAL PANDEMIC OF COVID - 19*

As the year 2022 began, Omicron, a new and more virulent COVID-19 variant, was spreading. Borders remained closed and strict travel restrictions were still in place. The travel industry continued to be significantly impacted and it was unclear how long the pandemic would continue and whether government assistance would continue to be available. As the year went on, the status of the global COVID-19 pandemic started to improve. The government opened the borders and removed travel measures over time. The travel industry started to show signs of recovery as people returned to travel and in-person events. Despite the significant economic impact of the global COVID-19 pandemic on ACTA Members overall, membership in 2022 remained consistent to 2021, which contributed to ACTA's surplus or excess of revenue over expenses. ACTA's financial situation was helped by efficient management of resources and receipt of the government wage subsidy program (Tourism and Hospitality Recovery Program). In January 2023, the World Health Organization (WHO) claimed that the global COVID-19 pandemic is not over and remains an emergency. Therefore, while travel agencies, independent travel agents and travel suppliers slowly recover from the long-term impact of the pandemic, the extent of this financial impact cannot be determined at this time

#### *13. GUARANTEES AND INDEMNITIES*

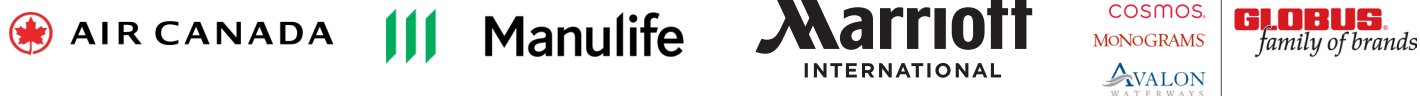
ACTA has indemnified its past, present and future directors, officers and volunteers against expenses (including legal expenses), judgments and any amount actually or reasonably incurred by them in connection with any action, suit or proceeding, subject to certain restrictions, in which they are sued 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, 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.

# Thank you to our Corporate Partners

ACTA's 2022 Corporate Partners have invested their time and resources in order to support our vision of a healthy and vibrant retail travel industry where the Travel Agent is recognized as an expert resource. Proud Partners understand that Travel Agents are essential to their success and recovery of the industry.

## ACTA Platinum Corporate Partners



## ACTA Gold Corporate Partners



## ACTA Silver Corporate Partners



## ACTA Bronze Corporate Partners



## ACTA Consortia Corporate Partners



