

**Canadian Tourism Commission
(dba Destination Canada)**

ACCESSIBILITY PROGRESS REPORT

December 2024



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→ EXECUTIVE SUMMARY

At Destination Canada (DC), we believe that embracing diverse perspectives and backgrounds within our team and the communities we engage strengthens our mission and enriches the experience of all who explore Canada. This year, we are proud to share our second Accessibility Progress Report, demonstrating our commitment to creating an inclusive and accessible workplace. By sharing our progress, we aim to lead by example and support broader efforts across the tourism sector to make Canada a welcoming destination for all.

In alignment with our Accessibility Plan and our commitment to inclusive leadership, 2024 has been marked by notable advancements.

Of the 79 total actions outlined in our accessibility plan, we are proud to report the following progress:

- 27** actions completed
- 26** actions in progress or ongoing
- 18** actions on hold
- 2** actions partially completed
- 5** actions to be determined
- 1** action cancelled

We remain focused on advancing each initiative as part of our journey toward a more inclusive Destination Canada.

A new highlight of this year's report is the addition of real success stories, including strides in accessibility within areas like program delivery and transportation, which illustrate the positive impact these changes are having on the experiences of our employees, partners, and visitors.

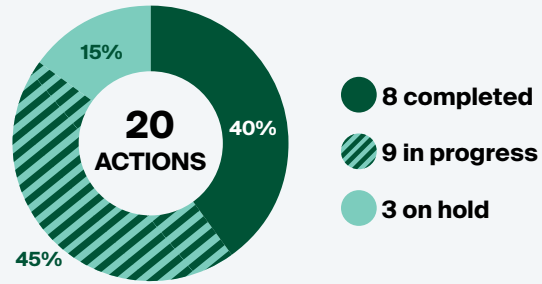
Destination Canada remains dedicated to dismantling barriers and fostering an environment where everyone feels welcomed, valued, and supported. We recognize that accessibility is an ongoing journey, and we are grateful for the feedback and input from our staff, partners, and the wider community, which continues to guide and inspire us. Looking forward, we are excited to continue working towards a more accessible Canada, enabling everyone—visitors, partners, and team members alike—to experience the best of our vibrant and diverse country.

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→ EMPLOYMENT

Destination Canada has made significant strides in employment accessibility this year, focusing on brand awareness, employee engagement, health and safety, and talent acquisition. These initiatives reflect our commitment to fostering a more inclusive and accessible workplace.



Brand Awareness and Employee Engagement

Destination Canada continues to strengthen accessibility awareness through partnerships with local organizations and universities to provide individuals with practical career growth and self-representation tools. In October 2024, we collaborated once again with the University of Victoria’s Co-op Career Equity, Diversity, and Inclusion (EDI) team, joined by BCAA, to discuss accessibility and self-disclosure with students. We plan to explore further partnership opportunities in 2025 to expand this outreach.

Internally, our Diversity, Equity, and Inclusion (DEI) Champions Group is actively collaborating across teams, particularly in recruitment and retention, to enhance visibility and understanding of workplace accessibility. As part of these efforts, we partnered with INNOVA Accessibility Consulting to deliver a “Managing Accommodation Requests” session, which reinforced our commitment to accessible and inclusive practices in the workplace.

This year, we have also scheduled periodic training sessions to further educate our team on accessibility topics. Coinciding with Disability Employment Month in October, we invited our employees to attend a session called “*Sorry not Sorry: Diversity within Disability*” exploring essential topics such as:

- Understanding various types of disabilities and how people may identify.
- Recognizing ‘invisible’ or ‘non-apparent’ disabilities.
- Addressing myths surrounding disability.
- Language and behavior awareness, including avoiding harmful language and actions.
- Exploring ableism and its impacts in the workplace.
- Identifying workplace adjustments that support individuals with disabilities.
- Strategies for managing uncomfortable moments with sensitivity.

These training initiatives, coupled with additional training for HR and Communications teams on Inclusive Language, contribute to a supportive and informed workplace culture.

Health and Safety

Plans to designate accessible spaces in communal areas have been temporarily put on hold as we prepare to move to a new office location in Q1 2025, following the signing of a new lease in October 2024. We have scheduled an accessibility audit of the new office space to help us identify accessibility needs and opportunities for enhancement.

Collaborating with a design firm, we anticipate improvements to support mobility and incorporate technological tools, ensuring that the new space aligns with our commitment to accessibility.

Talent Acquisition

We have continued to prioritize accessibility and inclusivity in its hiring practices, though the full rollout of several initiatives is paced with the integration of our new applicant tracking system (ATS). We're excited about the potential of the new ATS, set to roll out in early 2025, to further enhance these efforts. The integration of a new ATS will give us an opportunity to re-evaluate our careers page and look for opportunities to make it accessible by design. It is expected that implementing these tools to create an even more welcoming application experience.

Meanwhile, we have consistently participated in inclusive hiring fairs and have partnered with WorkBC's Open Door Group to connect with qualified candidates from diverse backgrounds. We also reviewed policies to strengthen our commitment to accessibility, leading to the formalization of an Accommodation Policy. This policy will guide candidates and employees in requesting accommodation, such as receiving interview questions in advance or submitting audio files for technical assessments. Additionally, we are using Artificial Intelligence (AI) tools to ensure our job postings use inclusive language and plan to apply job carving principles where possible to design roles that accommodate specific disabilities.

To further support our new hires, we now offer the option for in-person office visits prior to their first day. A virtual office tour video is also in the planning stages, intended to be filmed after the office move. This video will provide candidates and new hires with a preview of the office, helping them prepare for the transition and communicate any accessibility requirements.





Embracing My Neurodiversity Journey

Navigating through neurodiversity is truly an exploration of self-discovery, as seen by one member of the Destination Canada family. What began with a sense of curiosity about their unique ways of thinking led this DC staff member to acknowledge that their brain might function differently from others.

This individual at DC aims to share their story and highlight the importance of understanding and accepting neurodiversity. They hope to foster an environment where others can feel seen and validated in their own experiences. Together, we can promote greater awareness and accessibility for all, ensuring that every individual is celebrated for their unique makeup.

Please note that to maintain the confidentiality of the author and any character's identity, personal pronouns have been removed from this narrative.

When I first started working at Destination Canada, I had no idea I am autistic.

That may seem a strange thing to say. How could I not realize that my brain worked differently to other people's? Didn't that cause me lots of problems?

Well, that's the thing. I always did feel like that, since I was a child. And yes, it has caused me many problems. I had been looking for solutions - in all the wrong places - my whole life.

One December, completely by chance, I finally found my answer.

I was staying with a friend for Christmas. Like me, they loved reading, and had left their latest book club read lying around: "[Strong Female Character](#)" by [Fern Brady](#).

With a bright red cover, I couldn't help but pick it up. For the three days that followed, I couldn't put it down - and it was all I could think about for the next six months.

The book is a blunt, unflinching memoir of Fern's life as an undiagnosed autistic - and her ultimate diagnosis at 34.

It blew my mind. I hadn't taken exactly the same path as Fern, but I identified with her deeply. By the end of the book, I was 90% certain I was autistic too.

I decided I needed a professional opinion. But most services are focused on children. [There are no publicly funded systems for adults seeking autism assessment in British Columbia](#).

So, I had to go private, for a fee of \$2,500. Even then, the waitlist was six months long due to high demand and a shortage of assessors.

Of course, I spent those six months doing a very, very deep dive into neurodiversity and autism.

I consumed endless [websites](#), [books](#), [podcasts](#) and [videos](#), shared experiences on online autism forums, and joined an autistic adult support group.

Everything I learned only confirmed my self-diagnosis, which was fully accepted by the group. Finally, I truly fit in, I understood myself and I had found my people.

I started telling friends and family. It felt too huge not to say anything. Most were not surprised. One friend told me they had known this for years. Another had planned to suggest it to me.

A family history, previously unknown to me, emerged. The evidence became overwhelming. And then finally, the assessment process began.

I will never forget the day the specialist confirmed I am autistic. The sheer relief and joy.

That may seem a strange thing to say. How could I be so happy to have a disability? Is it some kind of superpower?

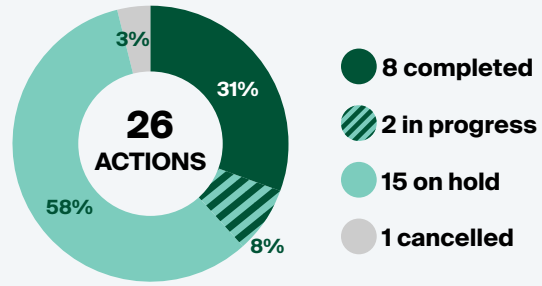
Well, that's the thing. In some ways, autism is disabling and in other ways, it is enabling.

It's an explanation for my challenges and my talents—and why they are different to other people.

It's my whole brain. It's my whole life. It's who I am—and that self-awareness feels like the real superpower.



THE BUILT ENVIRONMENT



Vancouver Office

In 2024, Destination Canada made significant strides in accessibility, particularly in preparing for the upcoming relocation of its Vancouver office to a new floor within the same building. This move, scheduled for early 2025, led us to pause major renovations or improvements on the current floor, anticipating that the new space will better align with our accessibility goals.

One of the major advancements with the new office setup is an increase in natural lighting throughout the workspace, which increases accessibility by enhancing visibility, reducing eye strain and fatigue, supporting cognitive function, easing sensory sensitivities, facilitating navigation, and boosting physical and mental wellness. Additionally, the office move brings an end to the current desk booking system (i.e. hot desking/hotelling); every employee will now have an assigned ergonomic sit/stand desk. These desks are designed to accommodate various needs, offering flexibility and enhancing individual comfort and accessibility.

In anticipation of this transition, we are organizing a new on-site accessibility assessment for the upcoming office space. This assessment will help us identify further areas for improvement, ensuring that our new environment is as inclusive and accessible as possible. We look forward to sharing updates in 2025 on the enhancements made in our new office as we continue to foster a supportive workplace for all team members at Destination Canada.





A Letter from Ireland: Answering with Open Hearts

Earlier this year, our office received an unexpected handwritten letter all the way from Ireland. It came from a self-identified Autistic man, eager to learn more about visiting Canada. His letter wasn't just a request for information—it was filled with thoughtful questions about accessibility, experiences, and his hopeful plans for travel. While it's not common for us to receive personal letters like this, our Content Team saw it as an opportunity to respond with open hearts.

The team came together to create a worthy reply—but what made this truly special was the personal touch. Our team handwrote the introduction and sign-off to create a genuine, warm connection, making sure he knew that his letter mattered to us.

What's more, one of our writers, who had recently discovered her own autism diagnosis, played a key role in shaping the response. Drawing from her knowledge of neurodiversity and travel opportunities around Canada, she carefully researched and provided detailed answers to each of his questions, including some information about accessibility initiatives and sensory-friendly experiences that would make his visit to Canada as enjoyable as possible.

As a final gesture, when we sent our reply, we included brochures about accessible destinations and a little surprise—some Destination Canada notebooks to get him excited about his potential travels. It was a small token of our team's excitement to welcome him to our country.

This story reminds us of the power of personal connections and the importance of making travel accessible for everyone. It warmed our hearts and reinforced the spirit of collaboration that made this response possible.



→ INFORMATION COMMUNICATION TECHNOLOGY (ICT)



● 3 completed

Hardware, Software and Equipment

In previous versions of this report, Destination Canada reported many ICT improvements, ensuring that our hardware, software, and equipment align with accessibility standards as outlined in the Accessible Canada Act. These updates include flexible-use equipment, assistive software, and adaptable hardware designed to support diverse accessibility needs across our team.

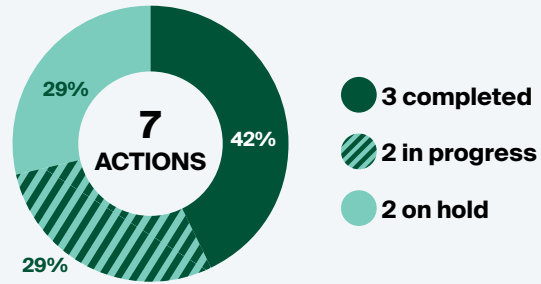
Looking ahead, as we transition to our new office space, we anticipate further enhancements in ICT to meet emerging needs. We are in the early stages of assessing these requirements, which may include new equipment and technology to enhance inclusivity for all employees. While we remain committed to pursuing these improvements, our approach is careful and needs-focused to ensure that we provide the most effective solutions.

As always, we continue to monitor feedback and remain responsive to new needs, fostering an accessible environment that supports our team's diverse capabilities and experiences.



→ COMMUNICATION BEYOND ICT

In alignment with the Accessible Canada Act (ACA) guidelines and our commitment to accessible communication, Destination Canada has made meaningful progress in enhancing accessibility within our *Communication Beyond ICT* initiatives. This year, our focus has been on improving accessibility across both online systems and hybrid meetings, with updates and ongoing efforts as outlined below:



Online System

To ensure that our digital communications meet accessibility standards, we've continued to make improvements to both our content and processes:

Accessibility Best Practices in Mailchimp: Our digital team has updated current Mailchimp templates to meet full accessibility standards, aligning with ACA guidelines. Additionally, we created a best-practices one-pager for DC Mailchimp users, which will be supported by a training session to be conducted by the end of 2024.

Video and Audio Accessibility on ExploreDC: We are actively expanding our use of video and audio formats in our intranet content to reduce the reliance on text, thereby creating a more accessible experience for employees who benefit from non-text formats. This includes recording all training sessions for upload on ExploreDC, with ongoing efforts to update and ensure that all content meets accessibility standards.

Hybrid Meetings

In October 2024, we launched a Meetings Task Force in collaboration with external consultants, focusing on the overall efficiency of our meeting practices. Currently in the information-gathering stage, the task force aims to identify best practices and potential improvements in meeting accessibility. Findings from this initiative will be incorporated into new meeting guidelines and training modules for all employees, ensuring that our hybrid meeting environment is inclusive and accessible to all participants.

We continue to provide hybrid meeting options for nearly all meetings, allowing employees the flexibility to participate either in person, virtually, or asynchronously through access to meeting recordings. This approach enables broader engagement and accessibility, accommodating various needs and schedules.

In addition, we've enhanced accessibility by actively using recording and transcription features in Microsoft Teams and Zoom, which provide live transcripts and meeting notes. This ensures that all employees, including those with sensory disabilities, have equal access to critical meeting content. These features reflect our ongoing commitment to an accessible and inclusive workplace.

Through these initiatives, Destination Canada remains dedicated to advancing accessibility in line with ACA requirements, creating a meeting environment that is adaptable to diverse needs and fully inclusive for all employees.



Seeing Travel Through a New Lens: Our Collaboration with Molly Burke

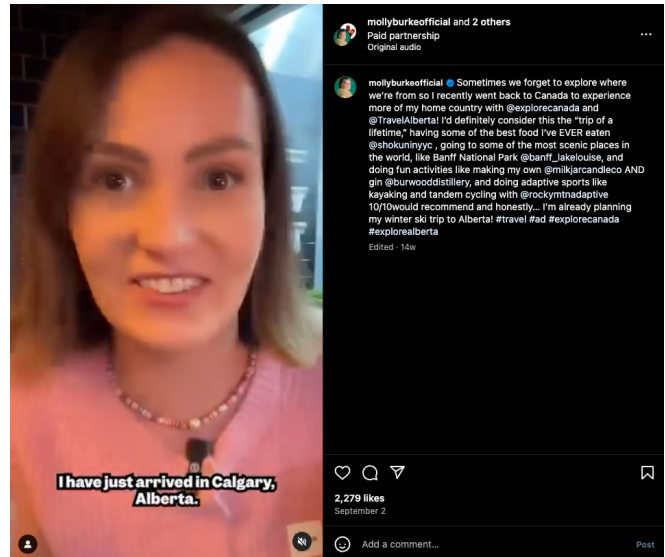
This summer, we had the privilege of working with Molly Burke, a Canadian-born influencer who became blind at the age of 14. Molly’s unique perspective allowed us to explore travel in a whole new way, as we partnered with Travel Alberta to develop social content that highlighted accessible tourism experiences in Calgary, Canmore, and Banff.

Our partners in Alberta went above and beyond to create an itinerary that would engage many of Molly’s other senses, showcasing the richness of travel beyond just the visual. Molly’s journey included creating her own scented candle at Milk Jar Candle, sampling gins at Burwood Distillery, and even participating in adaptive sports like kayaking and tandem cycling. Each experience was thoughtfully curated to ensure that Molly could fully immerse herself in the beauty and adventure Alberta has to offer.

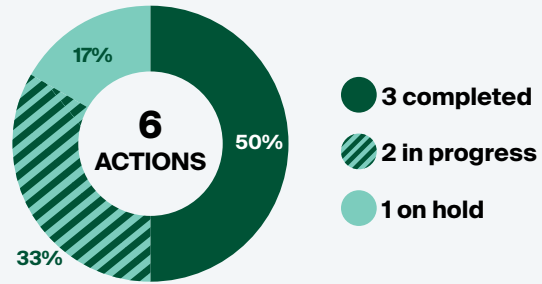
One of the most touching moments of the trip came when Molly described her experience of the Rocky Mountains. While she couldn’t physically see their iconic peaks, she remarked that she could “feel the vastness” of the landscape. This profound connection reminded all of us that travel is about so much more than what we see—it’s about what we feel, taste, hear, and experience in every way.

This collaboration not only shed light on the importance of accessible travel but also inspired our team to think more creatively about how to make destinations truly inclusive for everyone.

Molly’s influence extended beyond her social content; she helped us reimagine how travel can be experienced through all the senses, making the world of tourism even more open and exciting for all.



→ THE PROCUREMENT OF GOODS, SERVICES AND FACILITIES



Procurement

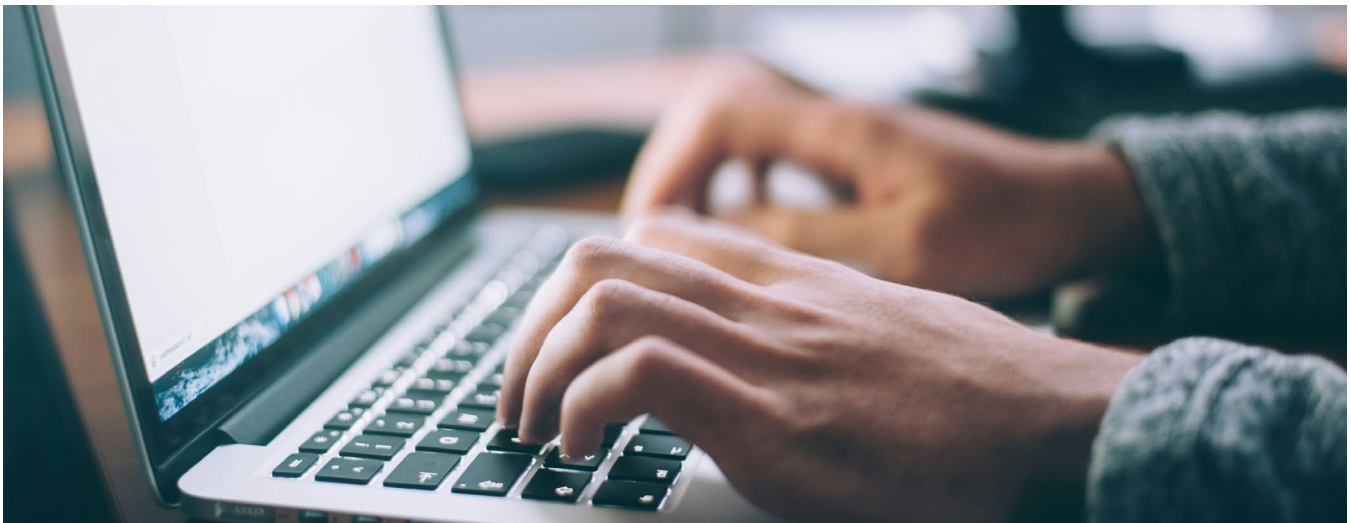
Destination Canada continues its commitment to accessible procurement processes by working closely with CanadaBuys and progressing on internal initiatives.

Accessible Procurement Listings on CanadaBuys: In alignment with government guidelines, Destination Canada utilizes CanadaBuys to post competitive procurement opportunities. However, as of this report, CanadaBuys does not offer built-in accessibility features, such as compatibility with Braille or e-text CD, which would ensure inclusivity for individuals with disabilities. Recognizing this limitation, we have reached out to the CanadaBuys support team to inquire about any future plans to incorporate accessibility functionalities into their platform. We remain committed to ensuring that any content we contribute to CanadaBuys, including RFX files and supporting documents, meets WCAG 2.1 accessibility standards.

Online Catalogue of Accessible Equipment: To support employees' diverse needs, we initiated the creation of an online catalogue listing accessible equipment, such as ergonomic and assistive devices, available at no cost to employees. In the first phase, we have completed a draft of the catalogue, which is currently under review by the HR team to gather feedback on its content and usability. Once finalized, this resource will help employees easily select and request equipment suited to their specific accessibility requirements, fostering an inclusive workplace environment.

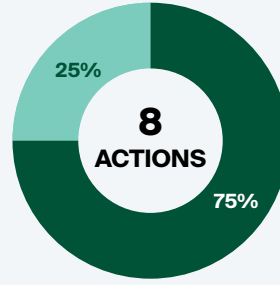
Through these actions, Destination Canada demonstrates its ongoing dedication to accessibility in procurement, ensuring that our processes and resources support the diverse needs of both employees and external participants.

Photo by Glenn Carstens-Peters on Unsplash





THE DESIGN AND DELIVERY OF PROGRAMS AND SERVICES



- 6 completed
- 2 on hold

DC Products, Services and Events

As part of Destination Canada’s commitment to accessibility, we have made substantial progress in enhancing the inclusivity of our products, services, and events, with specific achievements aligned with our overarching 2025 accessibility goals.

Development of Accessibility Standards for DC Events:

In Q3 2024, we engaged an accessibility consultant to help us create robust accessibility standards for DC-sanctioned events. The proposal outlines actionable steps to address accessibility barriers, ensuring all standards are grounded in evidence-based metrics, federal and provincial legislation, WCAG, and Inclusion by Design principles. This project aims to complete the development of these accessibility standards in 2025, ensuring that all DC events and meetings meet these inclusive requirements.

Additionally, our bi-annual North Star Meeting, held in the Northwest Territories, served as a successful platform for implementing key accessibility and inclusivity initiatives. This event highlighted our ongoing commitment to creating welcoming and accessible experiences, enhancing the accessibility of DC-hosted gatherings.





Accessibility on events in Smaller Tourism Destinations; a learning experience from Yellowknife, NWT

Destination Canada's North Star Meeting brings together CEOs and CMOs from Provincial Marketing Organizations (PMOs), Destination Management Organizations (DMOs), and key national partners to discuss issues affecting the Canadian tourism industry and explore collaborative solutions as Team Canada. Held twice a year in rotating locations, the meetings also provide an opportunity for participants to experience different tourism destinations across the country.

For Spring 2024, Yellowknife, Northwest Territories, was selected as the host city. Attendees were enthusiastic about visiting this unique destination, with many opting to extend their stay and participate in a post-meeting program designed by Northwest Territories Tourism (NWTT) with a variety of optional activities.

Ahead of the meeting, a newly appointed CEO at one of the PMOs disclosed that she uses an electric wheelchair and would require accessible accommodations. Destination Canada engaged with the CEO to understand her specific requirements so that we could ensure she could fully participate in all aspects of the program, including the post-meeting activities.

Following discussions with the CEO, the DC and NWTT teams reviewed the meeting agenda to evaluate the accessibility of each venue and activity.

Coordination with local suppliers was undertaken to confirm that planned activities could accommodate the electric wheelchair with ramps and/or wheelchair friendly features. Given Yellowknife's smaller scale and more limited accessibility infrastructure compared to larger urban centers, some adjustments were necessary. Additionally, NWTT rented an accessible vehicle for the week due to the limited local availability of accessible taxis and coaches in town. These efforts ensured the CEO could comfortably and fully participate in all aspects of the meeting and her selected the post-stay activities.

This experience provided the Destination Canada team with key considerations to consider when working with local partners to ensure that all attendee needs are taken into account for when selecting the destination, meeting venues and activities.

Furthermore, the experience highlighted how smaller and more remote destinations often face distinct challenges in providing comprehensive accessibility to visitors and how there are improvements in infrastructure and service offerings that could be made. Throughout this process, the NWTT team gained valuable insights into the accessibility of their destination and are now better positioned to advocate for enhanced accessibility, ultimately contributing to a more inclusive destination for all guests.



Website Accessibility Testing: In alignment with our goal to provide accessible digital experiences, we conducted website accessibility testing in Q1 2024. This included manual testing of screen reader functionality and tab navigation. To further enhance accessibility, we plan to engage a service provider in 2025 who can conduct thorough accessibility testing with real users representing various disabilities. This next step will allow us to gather actionable feedback and optimize our new consumer website for users of all abilities.

Training for Accessible Program and Service Delivery:

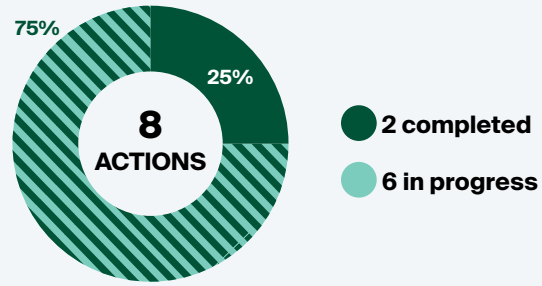
In October 2024, we delivered two training sessions designed to build awareness and capacity for accessible program and service delivery. The first session, “Sorry not Sorry: Diversity within Disability,” provided an in-depth understanding of the diversity within disability, aimed at building empathy and knowledge across the organization. The second session, “Managing Accommodations,” was developed specifically for people managers to align with the launch of our new Accommodation Policy, equipping managers with best practices for supporting and accommodating employees with diverse needs.

Through these initiatives, Destination Canada is actively working toward accessible, inclusive design in our products, services, and events, ensuring a positive experience for all stakeholders and meeting the high standards outlined by our 2025 accessibility goals.

Photo by Christin Hume on Unsplash



→ TRANSPORTATION



As part of our commitment to accessibility in 2025, Destination Canada is implementing a series of initiatives to improve transportation and venue access across all DC-sanctioned events. We are enhancing queue lines to ensure they are wide enough to accommodate individuals with wheelchairs and walkers, building on training our business events team has received on accessible event design. In addition, we are collaborating with an accessibility consultant to review transportation options and develop a comprehensive list that includes accessible transit and taxi services for attendees. Clear, high-contrast signage and labeling will also be introduced at event venues to assist with navigation, ensuring conference rooms and facilities are easily identifiable. We are on track to complete these efforts by Q3 2025.

Destination Canada has updated its Travel, Hospitality, Conference, and Event Expenditures (THCEE) Policy to reflect a commitment to accessibility, sustainability, and traveler well-being. Aligned with DC's goal of creating a more accessible work environment, these policy updates include specific considerations for employees with disabilities who may require adjustments for their health and comfort during business travel. For example, to

accommodate individuals with disabilities who may find driving their own vehicle easier than using a rental, the new policy removes previous limitations on using private vehicles for work travel, provided it aligns with value-for-money standards and safety requirements. The addition of this new revision will ensure both flexibility and safety.

Additionally, air travel standards in the updated THCEE Policy emphasize health and well-being by allowing premium economy or business class for long-haul intercontinental flights if travelers cannot arrange adequate rest time before events. This change supports individuals with physical or non-visible disabilities who may need additional comfort during extended travel. DC's commitment to sustainability is also reinforced in this policy, encouraging eco-friendly travel choices such as direct flights and economy seating where possible, while balancing accessibility needs. These updates reflect Destination Canada's dedication to creating a travel environment that is both inclusive and considerate of diverse needs. This THCEE Policy is currently under final review prior to our Board of Director's meeting happening in December 2024 for implementation in 2025.



→ CONSULTATION

Accessible Employers

DC has regular update calls with Accessible Employers to share progress updates and gain advice and recommendations on best practices in accessibility. We also share draft version of our accessibility plans and progress reports for their review and feedback. Through the President's Group we also participate in learning opportunities through their community of practice, which includes discussions, site visits, workshops, and events. In addition, to being members of the President's Group, our CEO, Marsha Walden is also a member of the advisory committee.

Destination Canada Employees

Our DC Accessibility Committee and DEI champions group meet monthly to provide status updates on the various actions underway and to discuss opportunities for improvement. In order to ensure that all Destination Canada employees have the opportunity to provide their input into this work, we also shared a draft version of the progress report directly with employees for feedback as we did with the initial plan. We have many individuals in the organization who identify as people with disabilities, and we especially wanted to give them an opportunity to provide input, either directly or anonymously. This feedback was reviewed and incorporated into the final version. We are grateful for the time, expertise, and support of all individuals and groups who took the time to review this document and provide feedback. We continue to keep an open mind as we continue to learn and work towards becoming a fully Accessible organization.

INNoVA Accessibility Consulting

In mid 2024, we began working with INNoVA Accessibility Consulting to strengthen accessibility programs and initiatives across the organization. INNoVA provided critical support in developing our new Accommodation Policy, ensuring it is robust, practical, and aligned with accessibility best practices. They also delivered impactful training sessions, including "Managing Accommodations" and "Sorry not Sorry: Diversity within Disability." In addition to these contributions, INNoVA reviewed this Accessibility Progress Report providing feedback that has been incorporated into this final version. Their collaboration has also extended to guiding our internal teams on strategies for embedding accessibility into broader workplace processes and programs. This partnership has been invaluable in advancing our accessibility goals.

Spectrum Ability

DC first engaged Spectrum Ability to complete an accessibility assessment of our Vancouver office in 2021. Their comprehensive evaluation provided valuable insights that have informed our ongoing accessibility improvements. As we prepare to move to a new office space, we have invited Spectrum Ability back to perform another assessment to ensure the new environment meets our accessibility standards. Their expertise will help guide the design of an inclusive workspace that supports the diverse needs of our team. Additionally, Spectrum Ability reviewed this Accessibility Progress Report and provided detailed feedback, which has been incorporated into the final version. Their guidance has helped refine our approach, ensuring the report accurately reflects our progress and aligns with best practices for accessibility. Their expertise continues to be a cornerstone of our commitment to creating an inclusive workplace.

→ FEEDBACK PROCESS

We welcome constructive feedback that will help Destination Canada become a more accessible organization.

If you would like to provide feedback on our Accessibility Plan or subsequent Progress Reports, please direct it to Whitney Friesen, Senior Talent Advisor by one of the following methods:



Email: accessibility@destinationcanada.com



Telephone: 604-638-8356



Mail: 700-1045 Howe Street,
Vancouver, BC, V6Z 2A9



Anonymous Feedback Link:

<https://forms.office.com/r/p2MA6YzBwa>

All feedback will be acknowledged with a message of receipt within 15 business days. All follow-up responses will be sent in the same method as received. Anonymous feedback will not receive a verification of receipt, other than the standardized system generated message.

The feedback will be considered by our DC Accessibility Committee during the development of status update reports and subsequent revisions to the Accessibility Plan. Our progress reports will update on the quantity and nature of feedback received and our intended actions. Your acknowledgement of receipt will advise you of the anticipated timeline of the next report or revision.

All feedback will be stored either electronically or in print for seven years on our secured hard-drive or secured HR (Human Resources) file cabinet. Any feedback provided via phone will be audio recorded (with permission) or transcribed for record keeping.

If you want to request a copy of the Accessibility Plan in an alternative format, please contact Whitney Friesen, Senior Talent Advisor (contact info above). You can expect to receive the alternative format as per the timeline below.

- For print, large print, and electronic formats: within 15 days (about 2 weeks) after receiving the request.
- For braille or audio formats: within 45 days (about 1 and a half months) after receiving the request.

Feedback Received in 2024

In 2024, we received six (6) emails to our accessibility@destinationcanada.com inbox. All emails were responded to within the prescribed timeline above. The inquiries follow below:

- Requested accommodation for interview process (providing increased time for technical interview)
- Requested a manual application review for job postings (difficulty with online applications)
- Research request from the National Tourism Development Authority of Ireland
- Technical website issues – French characters not displaying correctly and inactive links x2
- Positive feedback about our accessible website

In 2024, we received no responses to our Anonymous Feedback link.

→ LEARNING AND DEVELOPMENT

Our Accessibility Committee and wider Destination Canada team has been pursuing various streams of training and development related to accessibility in their respective fields. Some of the topics that our team has covered are the following:

- DEI & Unconscious bias
- Canadian Congress on Disability Inclusion
- The How and Why of Accessible Events: Case Studies from the Field
- Sorry not Sorry: Diversity within Disability
- Managing Accommodations



→ APPENDIX

Destination Canada is committed to continuous improvement in creating a more accessible and inclusive environment for all. While we have achieved significant milestones, several actions remain underway, reflecting the evolving and dynamic nature of our accessibility initiatives. This appendix provides an overview of the outstanding actions in our accessibility plan and underscores our dedication to progress. Our focus is on ensuring that every area of accessibility receives the attention it deserves, and we look forward to sharing further updates as we advance these initiatives in 2025.

- Review accessibility standards for DC events
- Create a checklist for event accessibility criteria
- Test websites with people of varied abilities
- Audit and create inclusive marketing guidelines
- Provide captions and transcripts for DC-produced content
- Schedule interview training for non-HR managers
- Collaborate with DEI committee on action items
- Offer virtual office tours for accommodation
- Explore new interview formats like video recordings
- Use plain language in job postings
- Differentiate required vs. optional job qualifications
- Engage with disability-focused job boards
- Ensure career page supports audio file compatibility
- Create best practices for accessible newsletters
- Add video/audio options to intranet guides
- Investigate Braille and e-text for procurement materials
- Build an online catalogue of accessibility equipment
- Ensure wide queue lines for mobility aid users
- Provide full transportation options for events
- Review accessibility in DC-organized events
- Implement accessible labeling/signage at venues