

## Q-290

**Q-290<sup>2</sup>** — January 31, 2022 — Mr. Steinley (Regina—Lewvan) — With regard to expenditures on social media influencers, including any contracts which would use social media influencers as part of a public relations campaign, since January 1, 2021, and broken down by department, agency, or other government entity: (a) what are the details of all expenditures, including the (i) vendor, (ii) amount, (iii) campaign description, (iv) date of the contract, (v) name or handle of the influencer; and (b) for each campaign that paid an influencer, was there a requirement to make public, as part of a disclaimer, the fact that the influencer was being paid by the government and, if not, why not?

**NAME OF ORGANIZATION: Destination Canada (DC)**

(a) what are the details of all expenditures, including the					(b) for each campaign that paid an influencer, was there a requirement to make public, as part of a disclaimer, the fact that the influencer was being paid by the government and, if not, why not		
(i) vendor (Note 1)	(ii) amount (Note 2)	(iii) campaign description	(iv) date of contract	(v) name or handle of influencer	Yes	No	Why not
Names of vendors withheld under exemption 18(b) of the Access to Information Act	N/A	This partnership complimented our “Canada is the Home of Winter” campaign both by showcasing the video on PK Subban’s page and through paid and organic amplification on our owned channels.	1/21/2020 (Note 3)	@subbanator	Yes		not applicable
		Part of a partnership with Kyle Lowry in which Destination Canada produced a video that featured him and video messages from fans saying they missed him and the Raptors because they were playing the entire basketball season in the US. Kyle was contracted to share on his channels.	21-Mar-31	@kyle_lowry7	Yes		not applicable

Note 1: Destination Canada's operating environment is such that it is competing with other countries for travellers. The names of third party vendors is considered competitive value, the disclosure of which to potential competitors could compromise Destination Canada's competitive position.

Note 2: Disclosing contract values for specific advertising channels or influencers has the potential to identify marketing allocations and strategies for promoting tourism to Canada to competitors, thereby posing a risk to the economic interests of Canada.

Note 3: Delayed start due to COVID-19.

Note 4: Each post was marked as a "paid partnership with Destination Canada" on the influencer's social channel.