CANADIAN TOURISM DATA COLLECTIVE RELEASE NOTES

July 2024

Dear User,

The Canadian Tourism Data Collective is a centralized, accessible, and secure national platform offering the tourism industry a reliable source of actionable insights into Canada's tourism economy. This platform facilitates seamless data access and sharing from coast to coast to coast, bridging gaps across tourism demand and supply intelligence for enhanced collaboration and informed decision-making.

This release notes document provides a comprehensive overview of known and anticipated issues, details the platform's primary features and functionalities, offers guidelines for accessibility, and outlines future updates and enhancements. Additionally, it includes explanatory notes for specific data sets and dashboards, as well as tips for users interested in a deeper exploration of our offerings.

Your feedback is invaluable to us. We encourage you to use the "Provide Feedback" button on the website to report any issues or suggestions as you navigate through the platform.

Data Collective Website

Core Features

- Side-navigation design and an intuitive information architecture to easily navigate to all Data Collective products, including new products Wealth & Wellbeing Index and Tourism Performance Indicators.

- Sign in functionality for partners to view additional Data Collective products and enhanced content.

- Site search to directly access content throughout the Data Collective web platform.

- Access to download the latest Destination Canada research reports.

- Seamlessly embedded dashboards and custom data visualizations, and sequential dashboard loading, for faster performance.

- Engaging Data Collective and Destination Canada visual/brand elements including logos, videos, imagery.

- A comprehensive component library meeting WCAG 2.2 AA compliance for accessibility.

Important Notes

- Users can easily toggle between the English and French sites by using the toggle in the top right of the site.

- Those with Data Collective partnership agreements can sign in using the button at the top right of the site.

- By design, certain dashboard elements may be difficult to read and understand on mobile devices.

- The "Provide Feedback" link in the navigation will send an email directly to the Destination Canada team for review and action. Your feedback is appreciated.

What's Next?

- Continued product enhancements and content development.

- New, advanced search functionality.

- A document library.

Tourism Outlook

Core Features

- The Fall 2023 spending and visitation dashboard for Destination Canada's overseas markets, the USA, and Canada.

- The current release provides total spending and total visitation data at the national level.

- This release includes:

  - Interactive Outlook dashboard

  - A downloadable data file

  - Fall 2023 Tourism Outlook: Unlocking Opportunities for the Sector report

Known Issues

- The Fall 2023 Tourism Outlook was conducted between June and September 2023, and the outlook's assumptions reflect the operating context of that time.

Important Notes

- The dashboard displays two scenarios from the Fall 2023 Outlook - the continuation (or current path) scenario and the transformation scenario.

- The current growth trajectory for Canada is $140 billion in revenue by 2030, considerably up from the $105 billion we saw in 2019. But, under the transformation

scenario, the growth trajectory could see us earning up to $160 billion in revenue by 2030.

- Unless otherwise specified, all financial values are expressed in current (nominal) CAD.

What's Next?

- There will be an Outlook data update in Q3 2024.

- A full update to the Tourism Outlook projections is planned for later this year.

TourismScapes

Core Features

- Interactive map and dashboard enables users to search for a municipality or filter by province or a series of attributes. The dashboards are designed to provide market profiles for over 5,000 municipalities.

- The current release provides data on population, relative spend, businesses mix, employment, and accommodations, in addition to the locations of arts and cultural facilities, airports, and designated heritage sites and parks.

Known Issues

- TourismScapes runs best on the latest version of Google Chrome on Desktop. Safari, Firefox, Internet Explorer, and Edge may not be fully compatible, and some features may not work as expected. While you can access the website on mobile devices, the user interface may not be fully optimized.

- At times there is a slight lag in loading the market profile.

Important Notes

- A guide is available to help users navigate the tool.

- Spend data, business data, and accommodations data will be updated annually.

- Business counts are at the location level.

- Employment data is from the 2021 Census. The Census is used due its relatively large sample size that allows for greater data and geo granularity. It also allows for greater insight into the relative size and concentration of the tourism sector.

- Employment counts are based on an individual's place of residence, rather than place of work.

- Employment counts greater than 10 are rounded to base 5. Counts less than 10 are rounded to base 10. This means that any counts less than 10 will always be changed to 0 or 10.

- In some very small and remote communities there may be 10 to 20 individuals employed by tourism and no listed tourism businesses. The discrepancy may be due to i) the rounding of employment counts or ii) the differences in the year of the data. For example, there may have been 15 individuals working in tourism in 2021, but the business was no longer active in 2022.

- In some very small and remote communities there may be a few tourism businesses, but no individuals employed in tourism. The discrepancy may be due to i) the rounding of employment counts, ii) individuals may be commuting from a neighboring municipality, or iii) the differences in the year of the data. For example there may have been 0 individuals working in tourism in 2021, but a new business opened in 2022.

- Number of hotel rooms is estimated based on data provided to STR by hotels. In some cases there may be a hotel, but no rooms data listed. The discrepancy may be the hotel not participating in STR data collection program at the time of the release.

- Most data is available and the Census subdivision level.

- Visitor spend data is at the tourism region level. The inclusion of spend data is to provide a broad overview of the origin of spend and seasonality for the region. The relative spend index should be interpreted with caution. Some larger tourism regions will over index due their size. For detailed insights on visitor spend users are encouraged to explore Lodging Aligned Spend Reporting.

What's Next?

- The map and dashboard will be refreshed with 2023 data in the Fall of 2024.

Global Traveller Research Program

Core Features:

- The Global Traveller Research Program (GTRP) replaces the Global Tourism Watch (GTW). It aims to provide traveller intelligence in DC's target markets to inform geographically specific marketing strategies and produce various insights to help in making informed strategic decisions.

Important Notes

- Destination Canada switched research providers to YouGov Canada, with the project being migrated over to YouGov's proprietary panel. As a result, the reports will not contain any trending data from previous years and will feature new questions and/or metrics you may not have encountered previously.

What's Next?

- **Highlights Report**: A set of publicly available reports in each market that provide insights on behaviours, habits, and preferences of travellers. Estimated release by the end of Q3 2024.

Wealth & Wellbeing Index – Preview

Core Features

- **Product Introduction Page:** This page provides a quick overview of the W&W Index and its significance. Visit it to understand how the indexes are calculated.

- **Index Summary Page:** Explore the six indexes (Economy, Employment, Enablement, Engagement, Environment, and Experience) with a detailed summary page. Review 30 categories, analyze yearly trends, and compare data geographically.

- **Economy Page:** This page offers detailed insights into the economic aspects of tourism. Access valuable information to help you understand and analyze the tourism economy.

- **Environment Page:** Focus on environmental sustainability with this page. It provides detailed information on ecological impacts and sustainability initiatives.

- **Navigation Functions:** Easily explore the W&W Index with our user-friendly interface. The preview product includes features like a left-hand navigation panel, breadcrumbs, and a sticky sub-navigation tab for accessibility.

Known Issues

Due to varying data availability of indicators, users may encounter missing values for some provinces/territories in certain years. Please hover over the chart for detailed information and descriptions to ensure clarity on data definitions.

Important Notes

The current release is a digital preview of the Wealth & Wellbeing Index. The official index and in-depth report will be released later in 2024, which will be publicly available on the Data Collective.

What's Next?

Employment Page: We are currently developing a comprehensive employment analysis page, which will be released in the next round. This page will provide detailed insights into employment trends and workforce dynamics within the tourism industry.

Tourism Performance Indicators

What's New?

- Dropdown filter to view a summary of annual results for key metrics for past years.

- Expanded dropdown filter to analyze tourism revenue by expenditure categories.

- Dropdown filter to analyze Active Tourism Businesses trends by tourism sector.

Core Features

- Interactive dashboard offering timely insights into key performance indicators, enabling stakeholders to track and analyze the health of Canada's tourism sector at a glance.

- A summary dashboard provides a snapshot of the latest data on the year-to-date performance of Canada's tourism industry on six key metrics, up to the most recent time period available, as well as a year-over-year comparison of the result against the same period of the previous year.

- Detailed interactive charts allow for a further analysis of key metrics to analyze trends or subcategory breakdowns for a deeper understanding of results.

Known Issues

- At times there is a slight lag in loading the dashboard charts.

Important Notes

- Overnight arrivals, hotel occupancy, active businesses, employment, and resident sentiment data will be updated monthly.

- Revenue data and job vacancy data will be updated quarterly.

- Revenue data is reported in nominal (current) dollars.

- Active businesses data is indexed to pre-pandemic (January 2020) levels.

- Changes in arrivals by land and water compared to 2019 should be interpreted with caution, due to a change in Statistics Canada's data collection methodology. As of January 2022, all ferry travellers are included in the water mode, in order to align with United Nations World Tourism Organization recommendations. Prior to 2022, most of these travellers were included in the land mode.