



Canadian Tourism Data Collective Release Notes

May 2025

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.

May 2025

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

What's New

- In honour of the 1-year anniversary of the Data Collective platform launch, we've enhanced the design of the homepage and navigation based on user research collected over the last year and to ensure the seamless growth of the platform.
- An all-new Resources section and dedicated release notes page to serve as a hub for all you need to stay up-to-date on the Data Collective

What's Next?

- Press & Media section, new Product listing page and new Solutions section coming soon!

Wealth & Wellbeing Index

What's New

- **Experience Subindex:** The Experience Subindex provides insights into tourism products, travel demand, and place brand.

TourismScapes

What's New

- **Expanded Asset Map Layers**
The asset map now features the locations of tourism businesses alongside conserved and protected areas, Indigenous Lands, airports, passenger rail stations, EV charging stations, and the Canadian Cycling Network. These contextual layers help users assess tourism potential, and infrastructure readiness.
- **Tourism Business Size Insights**
TourismScapes now includes the total number and share of tourism businesses by employee size range. This enhancement provides a clearer view of sector composition

at the community level, supporting targeted planning, investment attraction, and policy development.

- **Tourism Region Boundary Change**

Some Census subdivisions have been reassigned to Ontario Highlands Tourism Organization's regional boundaries.

- **Removal of Distance to Nearest International Airport**

The previous metric reflects the straight-line (direct) distance from the centroid of a Census Subdivision to the nearest airport. In a future iteration, this will be enhanced to reflect network distance, accounting for actual drive time along the road network. This update will provide a more accurate measure of accessibility and improve planning relevance.

- **Removal of Visitor Spend Index**

The previous metric compared visitor spending in each tourism region to the national average across all tourism regions. However, it introduced bias by favouring large urban centres and geographically expansive regions. To improve clarity and avoid misinterpretation, the metric has been removed.

Known Issues

- **Default market profile is Crapaud, Part 1**

Some users have reported that Crapaud, Part 1, a Census subdivision in Prince Edward Island, appears when they attempt to select a community. The issue is related to caching, which can sometimes cause unexpected behavior, especially if the network connection was recently updated. If the issue arises, users are encouraged to clear their browser cache or use incognito/private mode to ensure they are loading the most up-to-date version of TourismScapes.

Lodging Aligned Spend Reporting

What's New

- **Finalization of 2024 Estimates**

Final 2024 LASR estimates are available. Preliminary estimates are updated and locked in. These finalized values do not change and provide a stable foundation for year-over-year comparisons and reporting.

- **Expanded SFTP Delivery**

SFTP delivery expands for both Partner and Premium users. Partner-tier users now receive all regional data within their province or territory. Premium users new to SFTP

receive all city-level estimates within their province or territory and can select up to 10 additional regions or cities outside of it.

- **Enhancements to Nunavut Estimates**

Nunavut estimates for 2024 and 2025 reflect enhanced data quality and reliability, improving visibility into tourism activity in the territory.

- **Launch of ML-Powered Forecasts - Premium**

Machine learning-powered forecasts appear in the LASR dashboards for Premium users. Forecasts for the next six months are available on the National and Region YTD pages. LASR's forecasting feature is developed with MLOps practices, enabling predictions in less than 10 minutes – scheduled to update on 25th of each month. This system provides monthly forecasts of visitor spending trends into the next six months, detailed from national to local levels across five spending categories.

Known Issues

- **Sensitivity to Input Data Variability:** Due to the highly granular nature of transaction payment data—spanning over 1,600 FSAs with significant variation in volume—some LASR estimates may be impacted by input data fluctuations. Known issues include 'disappearing FSAs' (where data drops to zero) and 'outlier FSAs' (with abnormal spikes or dips). These fluctuations are most prominent in the Recreation and Entertainment category and may affect month-to-month or year-over-year consistency, particularly in smaller regions/cities.

We have explored three resolution approaches and recently demoed a proof of concept that is now ready for implementation. Until improvements are applied, caution is advised when publicly sharing preliminary non-accommodation insights.

Important Notes

- **SFTP Access and Geographic Selection**

Users are encouraged to sign up for SFTP delivery to access their full data entitlements. All Premium users receive monthly city-level estimates within their province or territory, along with the option to select up to 10 additional regions or cities outside their jurisdiction. If you would like to update your geographic selections, please contact the Data Collective inbox as soon as possible. If we do not hear from you by June 20th, your current selection will remain in place.

What's Next

- **Federal Riding Estimates Targeted for July**

LASR by Federal Riding Areas are currently in implementation and on track for release in July 2025. This will be an annual data table in addition to the LASR data package.

- **Non-Accommodation Enhancements Planned**
Enhancements to non-accommodation estimates are in the queue and expected to be implemented in Q4 2025, pending resource availability.
- **US State-Level Estimates in Development**
A high-fidelity prototype for US state-level estimates is underway, with full implementation scheduled for Q4 2025.

The Traveller Segmentation Program

What's New

- **How-to-guide publication**
This guide is a practical resource for tourism businesses, DMOs, and other sector partners looking to integrate segmentation into their strategies. It outlines how to access and use key program tools including traveller profiles and quizzes, while providing guidance on applying insights to marketing, media planning, product development, partnerships, and destination planning. The guide also includes research methodology, usage tips, and a glossary to support confident application across functions.

What's Next

- **Canada traveller profile updates**
The refreshed Canada profiles, when logged in as a Data Collective partner, will now include media profiling and persona insights from both PRIZM and GTRP offering a deeper understanding of traveller behaviours and habits. These updates help inform more targeted marketing and audience engagement strategies tailored to Canadian traveller segments.
- **Workshop material package**
A comprehensive workshop package designed to empower partners to support the adaptation of Destination Canada's Traveller Segmentation Program. This resource will include customizable presentation decks, facilitation guides, and worksheets to support internal training sessions, strategic discussions, and broader organizational alignment around segmentation.
- **Google / Meta Variable Recipes**
The refreshed Canada profiles, when logged in as a Data Collective partner, will include recommendations on how to target segments on Meta and Google utilizing the built-in variables and targeting options of those platforms.

Tourism Outlook

What's New

- *Destination Canada's Tourism Outlook 2025-2030*

Core Features

- The Tourism Outlook 2025-2030 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 also includes:
 - Our Data Collective Outlook Dashboard
 - A downloadable data file

Known Issues

- Trade disruptions are significant and ongoing in 2025, as are the resulting changes in travel patterns due to those disruptions. The data in the Destination Canada Tourism Outlook 2025-2030 is based on conditions from Fall 2024 and can be used as a baseline against which to measure changes in travel patterns as conditions evolve.

Important Notes

- Destination Canada's Tourism Outlook 2025-2030 projects total visitor spending, domestic overnight trips, and overnight trips from the U.S. and key overseas markets. The dashboard presents two potential futures: transforming tourism in Canada to realize its full potential; or staying on the current course and risking a loss of demand due to constraints on the sector.
- Unless otherwise specified, all financial values are expressed in current (nominal) CAD.

What's Next

- *The Outlook will undergo an update in 2025 to account for the most recent changes in travel patterns.*

Tourism Performance Indicators

What's New

- Key Takeaways / recent insights will be available alongside each key performance indicator chart to support interpretation of the latest results.
- Data and insights will be updated on the TPI dashboard within 3-5 business days of initial data release.

What's Next?

- Additional content and functionality may be added to the dashboard later in 2025.