Canadian Tourism Data Collective Release Notes

July 22, 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.

July 22, 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

- **Tourism GDP Infographic 2024**
  Destination Canada and Statistics Canada have released an infographic showcasing tourism's contribution to Canada's GDP in 2024. This visual highlights the sector's economic impact at the national level and is designed to support storytelling, public engagement, and to assist industry stakeholders.

- **Resident Sentiment Index 2024**
  This annual infographic summarizes Canadian residents' attitudes toward tourism across four key areas: openness to visitors, perceived benefits, concerns about impacts, and confidence in community readiness. Results are benchmarked against global norms and provide valuable insights to support sustainable tourism planning.

Global Traveller Research

What's Next

- **GTRP Mexico Report**
  The latest GTRP market report for Mexico will be available next week on the Data Collective. Stay tuned for insights into traveller behaviours, motivations, and perceptions through a segmentation lens.