



Canadian Tourism Data Collective Release Notes

November 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.

November 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

- **Generative AI Search Playbook: A Practical Guide To Smarter GEO is now available**
Learn why Generative Engine Optimization matters, how to get your website and your organization prepared for Generative AI, and how to get cited by AI search – fast. Access plug-and-play checklists, best practices, and tools to support AI readiness

Aurora AI

- **Introducing Aurora AI**
Destination Canada has launched Aurora AI, a trusted, accessible digital layer combining trusted research and data with the speed of generative AI. Built by our industry, for our industry, Aurora AI transforms complex intelligence into actionable insights, empowering faster, data-driven decision making for Canada's hosting economy. Learn more about Aurora AI's at the new Aurora AI landing page here: <https://www.tourismdatacollective.ca/aurora-ai>. Here, explore Aurora AI's purpose, its data sources, the agents available today, and the advancements still to come.
- **Aurora Search Now Available**
Aurora Search, the Data Collective's generative AI-powered search was designed to simplify discovery by allowing users to search using natural language and providing clear, grounded answers with access to full source material. Aurora Search has been merged with the existing traditional search within the Data Collective platform, allowing all users access to this faster, smarter, more intuitive tool for sourcing and acting on trusted tourism data.

TourismScapes

What's New

- **National Parks filter**
Filter on the 'explore' page identifies communities within 100 kilometers of a National Park
- **Visitor origin spend categories**
Visitor spend origin now shows the share of spending by domestic, US, and overseas visitors.
- **Data refresh**
The following indicators now reflect 2024 data:
 - Share of visitor spend by month
 - Share of visitor spend by origin
 - Total businesses
 - Total tourism businesses
 - Share of tourism businesses by industry aggregation
 - Share of tourism businesses by employee size range
 - Range of hotel rooms
 - Share of hotel rooms by service level
 - Range of short-term rental accommodations