

TourismScapes User Guide

CANADA 

Version 2.0: April 26, 2025

Three Isle Lake
Alberta



CANADIAN TOURISM DATA
collective

Canada 

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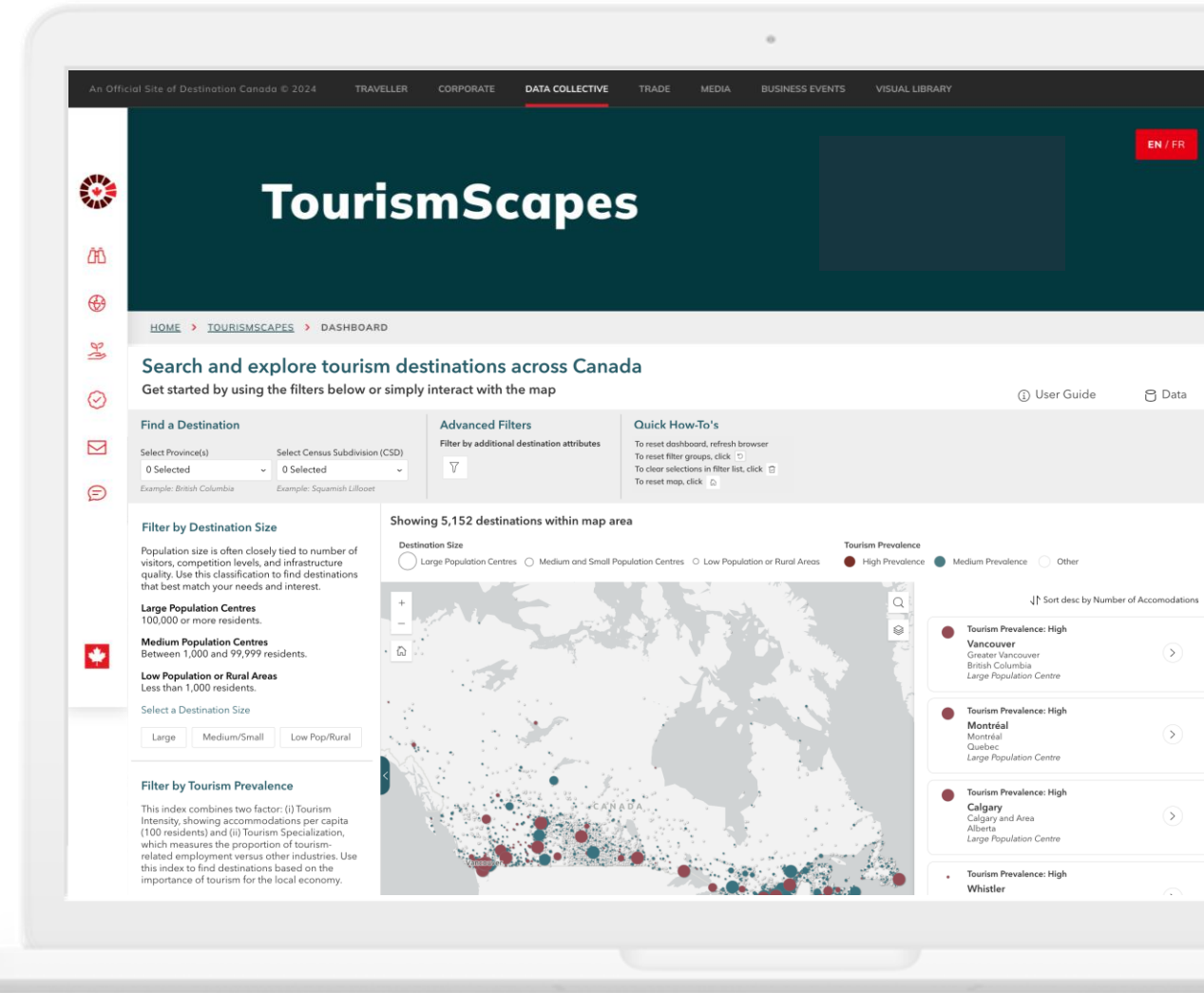
Wedgemount Lake
British Columbia

What is TourismScapes?

TourismScapes is an interactive dashboard built from spatial data layers that provides self-service market intelligence at a community level (Census subdivision) to support destination development and investment.

This document is intend to provide:

- An overview of the components and how to navigate the dashboard
- Examples of insights users can generate



Dashboard features at-a-glance

Search and explore page

Search and explore tourism destinations across Canada

Get started by using the filters below or simply interact with the map

User Guide

Data

Find a Destination

Select Province(s)
0 Selected

Select Census Subdivision (CSD)
0 Selected

Example: British Columbia

Example: Squamish-Lillooet

Advanced Filters

Filter by additional destination attributes



Quick How-To's

To reset dashboard, refresh browser

To reset filter groups, click [icon]

To clear selections in filter list, click [icon]

To reset map, click [icon]

Filter by Destination Size

Population size is often closely tied to number of visitors, competition levels, and infrastructure quality. Use this classification to find destinations that best match your needs and interest.

Large Population Centres

100,000 or more residents.

Medium Population Centres

Between 1,000 and 99,999 residents.

Low Population or Rural Areas

Less than 1,000 residents.

Select a Destination Size

Large Medium/Small Low Pop/Rural

Filter by Tourism Prevalence

This index combines two factors: (i) Tourism Intensity, showing accommodations per capita (100 residents) and (ii) Tourism Specialization, which measures the proportion of tourism-related employment versus other industries. Use this index to find destinations based on the importance of tourism for the local economy.

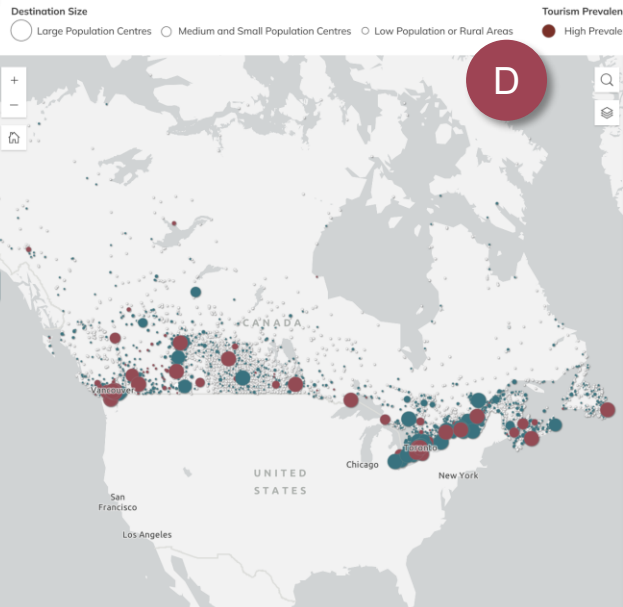
High: More than 3 times the national average

Medium: More than 2 times the national average

Select a Tourism Prevalence Level

High Medium

Showing 5,152 destinations within map area



Sort desc by Number of Accommodations

Tourism Prevalence: High	
Vancouver	
Greater Vancouver	
British Columbia	
Large Population Centre	
Tourism Prevalence: High	
Montréal	
Montréal	
Quebec	
Large Population Centre	
Tourism Prevalence: High	
Calgary	
Calgary and Area	
Alberta	
Large Population Centre	
Tourism Prevalence: High	
Whistler	
Squamish-Lillooet	
British Columbia	
Medium and Small Population Centre	
Tourism Prevalence: High	
Edmonton	
Edmonton and Area	
Alberta	
Large Population Centre	

A Helpful resources

- Click 'User Guide' to view user guide
- Click 'Data' to learn about metrics and data sources

B Filter panel

- Filter the dashboard using the selections offered in the drop-down menus
- Learn how to reset filters in 'Quick How-to's'

C Reference panel

- Understand and filter by Destination Size and Tourism Prevalence – [see Page 13 for methodology](#)
- Hide / unhide this panel using the arrow tab

D Cluster map

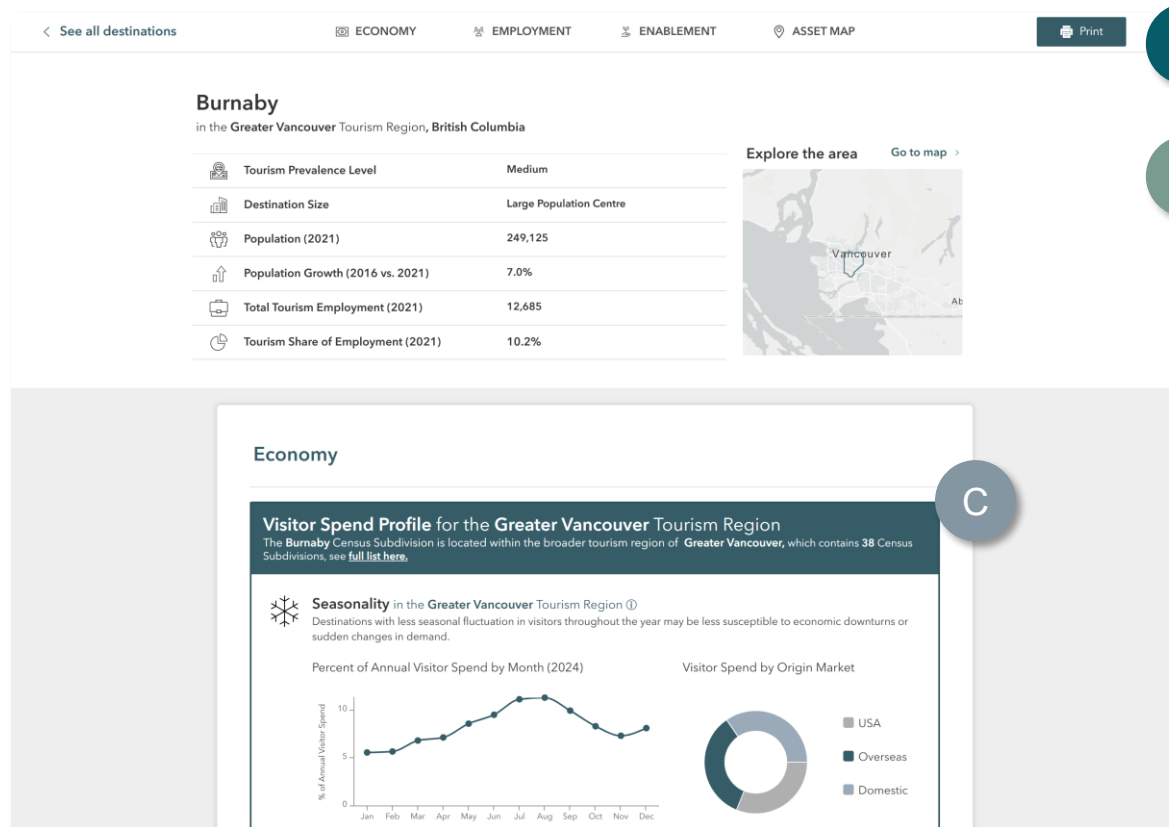
- View number of destinations and typology
- Data can also be filtered using this map

E Destination listing

- Sortable list of destinations within the map area
- Click the arrow to view more information about the destination

Dashboard features at-a-glance

Destination profile page



- A Dashboard page navigation**
 - Click 'See all destinations' to go back to search and explore page
 - Use links to jump to a dashboard section
- B Profile summary**
 - View high-level key information for a destination
 - Click 'Go to map' to jump to Asset Map section
- C Dashboard sections**

View dashboard sections and visualizations for a destination:

 - Economy
 - Employment
 - Enablement
 - Asset Map

Insights and Scenario Example: Industry Investor



Understand the Industry Investor persona and their dashboard needs and goals



Persona
Who am I?

As a **boutique hotel franchisor**...



Goal
*What am I trying
to achieve?*

in order to **better understand a community's existing supply base** and **potential demand in a market**, as well factors like **population, transportation access and talent pool**...



Key activity
How do I do this?

I need to **run a high-level assessment to identify and compare markets** based on criteria that align with my investment goals.

Insights and Scenario Example: Industry Investor



As a boutique hotel franchisor, I am looking for potential investment opportunities in a small-town destination with high population growth and near a designated park or heritage site in the province of my selection ...

How to use the Search and Explore Page...

Search and explore tourism destinations across Canada
Get started by using the filters below or simply interact with the map

Find a Destination
Select Province/Territory: 0 Selected
Example: British Columbia

Advanced Filters
Filter by additional destination attributes

Quick How-To's
To reset dashboard, [click here](#) or refresh browser
To reset button filters, reselect button
To reset dropdown filters, click in dropdown
To reset map, click in top left

Filter by Destination Size
Population size is often closely tied to number of accommodations. Use this classification to find destinations that best match your needs and interest.

- Large Population Centre**
100,000 or more residents.
- Medium or Small Population Centre**
Between 1,000 and 99,999 residents.
- Low Population or Rural Area**
Less than 1,000 residents.

Select a Destination Size: Large Medium/Small Low Pop/Rural

Filter by Tourism Prevalence
This index combines three factors: (i) Number of Accommodations, (ii) Tourism Intensity, showing total accommodations per capita (100 residents), and (iii) Tourism Specialization, which measures the proportion of tourism-related employment versus other industries. Use this index to find destinations based on the value of tourism for the local economy.

High: More than 3 times the national avg
Medium: More than 2 times the national avg

Select a Tourism Prevalence Level: High Medium

Map
Population growth above national average
Communities near a National Park

Small Population Centres **Low Population or Rural Areas**

Tourism Prevalence
High Prevalence Medium Prevalence Low Prevalence

Sort desc by Total

Destinations List:

- Victoria**
Capital
British Columbia
- Moncton**
Southwest RSC
New Brunswick
- Charlottetown**
Greater Charlottetown Area
Prince Edward Island
- Canmore**
Canmore/Kananaskis
Alberta
- Banff**
Banff/Lake Louise
Alberta

1 Select province under the filter drop-down

2 Filter by Destination Size:
☐ Large Population Centres
☒ Medium/small Population Centres
☐ Low Population or Rural Areas

I'm interested in starting my boutique hotel in a **smaller market**

3 Filter by Tourism Prevalence
☒ High Tourism Prevalence
☐ Medium Tourism Prevalence
☐ Other

I'm interested in a location that has **high tourism prevalence** and existing visitor base

4 Drill down results further through Advanced filters:
☒ Population growth above national average
☒ Communities near a National Park

I'm interested in areas with **population growth above the national average** and that have **national parks nearby**

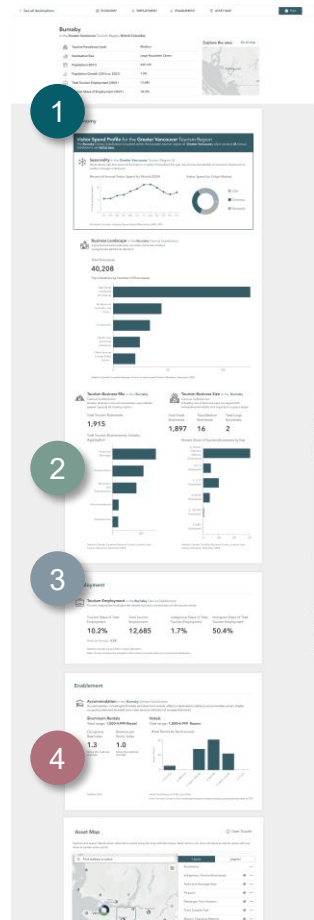
5 Select a destination from the list to view profile

Insights and Scenario Example: Industry Investor

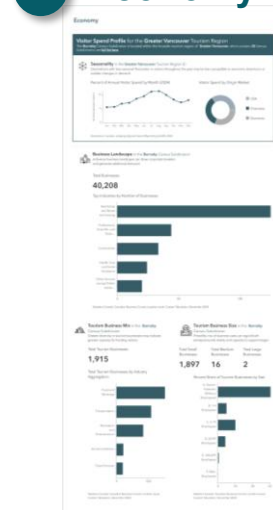


As a boutique hotel franchisor, once I've identified a potential destination opportunity, I need to understand and assess the destination's existing supply base and potential demand, as well factors like population, transportation access and employment availability

How to use the Search and Explore Page...



1 Economy



This section covers two main topics:

- a) **Visitor Spending:** It shows how visitors contribute to the economy of the broader tourism region, including whether they're primarily domestic or international, and how spending fluctuates seasonally.
- b) **Business Landscape:** Provides an overview of the tourism businesses and other dominant sectors in the destination.

2 Employment



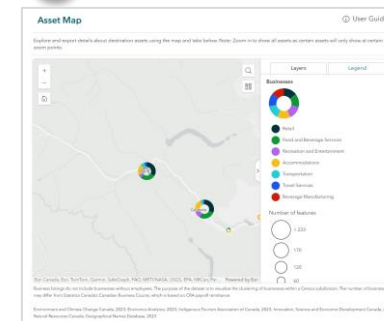
This section explores **tourism-related employment**, including the share of tourism employment within the local economy, total tourism employment, and Indigenous and immigrant representation within the tourism sector.

3 Enablement



This section provides insights on the existing **accommodation infrastructure** within the destination, including hotel rooms and short-term rentals, as well as factors such as **geographic accessibility** and **cost of living**.

4 Asset Map



Use the Asset Map to discover **parks and heritage sites, cultural and art facilities, Indigenous tourism businesses (ITAC), past federal investments in tourism, and other relevant infrastructure** such as **educational facilities** and **airports**.

Insights and Scenario Example: Destination Steward



Understand the Destination Steward persona and their dashboard needs and goals



Persona
Who am I?

As a **Director of Tourism and Community Development** for a municipality...



Goal
What am I trying to achieve?

in order to **support the development of my community's tourism strategic plan,**



Key activity
How do I do this?

I need to **perform a situational analysis** to highlight the value within my community.

Insights and Scenario Example: Destination Steward



As a Director of Tourism and Community Development for a municipality, I am looking to understand and assess the value of tourism in my community...

How to use the Search and Explore Page...

Search and explore tourism destinations across Canada
Get started by using the filters below or simply interact with the map

1 Enter community name in search bar

Find a Destination

Select Province(s)
0 Selected

Select Census Subdivision (CSD)
1 Selected
Sault Ste. Marie

Advanced Filters
Filter by additional destination attributes

Quick How-To's
To reset dashboard, refresh browser
To reset filter groups, click [X]
To clear selections in filter list, click [X]
To reset map, click [X]

Filter by Destination

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High: More than 3 times the national avg
Medium: More than 2 times the national avg

Select a Tourism Prevalence Level

High Medium

2 Click arrow to view community profile

Showing 1 destinations within map area

Tourism Prevalence
High Prevalence Medium Prevalence Other

Sort desc by Number of Accommodations

Tourism Prevalence: Medium
Sault Ste. Marie
North-Central Ontario
Ontario
Medium and Small Population Centre

- 1 Enter community name in search bar
- 2 Click arrow to view community profile

Tourism Prevalence: Medium

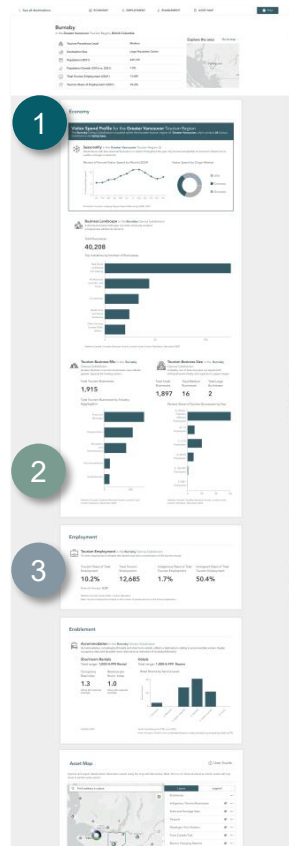
Sault Ste. Marie
North-Central Ontario
Ontario
Medium and Small Population Centre

Insights and Scenario Example: Destination Steward



As a Director of Tourism and Community Development for a municipality, I am looking to understand and assess the value of tourism in my community...

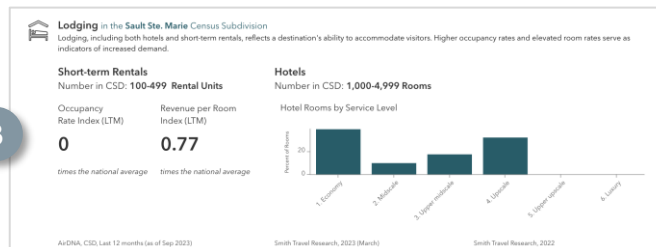
How to use the **Destination Profile Page**... *Example insights for Sault Ste. Marie*



Sault Ste. Marie is located in the **North-Central Ontario tourism region**, where visitor spend occurs mostly between **July and September**.



Sault Ste. Marie has a **high share of tourism employment relative to the national average** - employing over **2,900 people**, with over **9% of tourism employees identifying as Indigenous**.



The majority of hotel rooms by service level in Sault Ste. Marie are economy, followed by upscale.

APPENDIX



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Tourism Prevalence Index was developed to help identify destinations based on the value of tourism for the local economy.

What factors are considered to calculate the Tourism Prevalence Index?

This index combines **three factors** to assess the significance of tourism for a local economy, is calculated at the Census subdivision level (CSD).

Factor 1: Total Accommodations, which includes both hotel rooms and short-term rental listings.

$$\text{Total Accommodation} = \text{Number of Hotel Rooms} + \text{Number of Short Term Rentals}$$

Factor 2: Tourism Intensity, which considers the number of accommodations per capita (100 residents).

$$\text{Tourism Intensity} = \frac{\text{Total Accommodation}}{\text{Population in 2021}} \times 100$$

Factor 3: Tourism Specialization, which measures the proportion of employment in the tourism industry compared to other industries – also known as the Location Quotient.

$$\text{Tourism Specialization} = \text{Location Quotient}$$

KEY TERMS

Census subdivision (CSD) is the general term for municipalities (as determined by provincial/territorial legislation) or areas treated as municipal equivalents for statistical purposes (e.g., Indian reserves, Indian settlements and unorganized territories).

Location Quotient: The location quotient (LQ) measures the concentration of tourism employment in a region relative to the national average. A LQ greater than one means that the concentration of tourism employment is greater than the national average. Nationally, the maximum LQ is 9.16 , the minimum LQ is 0 .

DATA SOURCES

Number of Rooms (STR. AM:PM Database, 2022)
Number of Short-term Rentals (AirDNA, 2022)
Population (Census. Statistics Canada, 2021)
Tourism Employment (Census. Statistics Canada, 2021)

Tourism Prevalence index was developed to help identify destinations based on the value of tourism for the local economy.

How is the Tourism Prevalence Index Calculated?

To create the index, the 3 variables are first normalized and combined using equal weighting.

$$\text{Tourism Prevalence} = \frac{\text{Total Accommodation normalized} + \text{Tourism Intensity normalized} + \text{Tourism Specialization normalized}}{3}$$

Using the output of the above calculation destinations are then assigned as High or Medium Tourism Prevalence Index using the following rules:

High: Destination's Tourism Prevalence Index is **3x the National Average**

Medium: Destination's Tourism Prevalence Index is **2x the National Average**

All remaining destinations are classified as "Other"

KEY TERMS

Normalization: The term "normalization" refers to the scaling down of the data points such that the normalized data falls between 0 and 1. This normalization technique helps compare corresponding normalized values from two or more data point by making sure they on the same scale.

Normalization Formula

$$X_{normalized} = \frac{X - X_{min}}{X_{max} - X_{min}}$$