



Canadian Tourism Data Collective Release Notes

May 2026

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 2026

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 Outlook 2026 – 2035**
Released in April, the Tourism Outlook 2026–2035 is now available on the Data Collective website. Developed with Tourism Economics, the report explores tourism growth, visitor spending trends, and global market opportunities through 2035.
- **Updated International Convention Attraction Fund (ICAF) Landing Page**
Following the federal announcement in April to extend the program, the refreshed International Convention Attraction Fund (ICAF) landing page is now live. Explore how ICAF helps Canadian destinations attract international business events that drive economic growth, innovation, and knowledge exchange.
- **Market Signals Report – 2025 Year End**
The 2025 Year End Market Signals Report is now available on the Data Collective homepage. The report tracks traveller sentiment, trip planning, bookings, and visitor spending across key domestic and international markets to help partners monitor changing tourism trends.

Global Traveller Research Program

What's New

- **[Public] 2025 GTRP Highlight Reports are now available**
The Highlight Reports provide concise, market-level insights across Destination Canada's priority markets, covering traveller attitudes, consideration for Canada, Indigenous travel, trip behaviours, and recent travel to Canada. These reports help partners understand demand, identify opportunities, and support strategic planning, audience targeting, and market engagement. Please note that South Korea is not included in this year's Highlight Reports.

Segmentation

What's New

- **[Public] Traveller Twin suggested prompt update**
The latest Traveller Twin front-end update improves the suggested prompt experience, making it easier for users to understand what Traveller Twin can help with and how to get started. The updated prompts guide users toward practical ways to use Traveller Twin, such as learning about traveller segments, exploring audience motivations, planning campaigns, shaping messaging, and applying insights to their work.
- **[Public] Media profile data ingestion**
Traveller Twin now includes media profile data from the GTRP dataset, giving users a richer understanding of traveller media habits and preferences. Users can now explore where different traveller segments spend time online, what channels they use, and how they engage with media. The dataset provides market specific insights and can help support campaign planning, messaging, and media decisions across Destination Canada's priority markets.
- **New Traveller Twin Landing Page**
The new Traveller Twin landing page is now live on the Data Collective website. The page provides additional information about Traveller Twin, including key features, success stories, and practical examples to help users better understand how the tool can support tourism planning, audience insights, and marketing strategies.