



CANADIAN TOURISM DATA  
COLLECTIVE

# Canadian Tourism Data Collective Release Notes

August 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.

August 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

- The navigation has been updated, including changes to the Resources dropdown. More content is now grouped under Resources, with additional context and featured content for easier access.

## Global Traveller Research Program

### What's New

- **Canadian Travel Insights Dashboard Data Refresh**

The Canadian Travel Insights Dashboard has been updated with 2025 data, providing the latest view of how Canadians are travelling within Canada.

Powered by Destination Canada's Global Traveller Research Program annual survey, the dashboard brings together insights on Canadian travellers' motivations, barriers, preferred activities, seasonality, accommodation preferences, and future travel plans. Users can explore the national picture or filter results by province of origin and Destination Canada traveller segments to better understand differences across audiences.

The refreshed dashboard helps tourism organizations and businesses understand what Canadian travellers want, what is influencing their travel decisions, and where opportunities may exist to inform marketing, experience development, seasonal planning, and audience strategies.

## Traveller Segmentation Program

### What's New

- **Integration of Destination Quiz**

Traveller Twin is now integrated with the Destination Quiz, creating a smoother experience for users exploring Destination Canada's traveller segments. Users can link directly from Traveller Twin to the Destination Quiz to identify the segments most aligned with their destination or business, then return to the same Traveller Twin chat to continue exploring and learning about those travellers.

This integration makes it easier to move from identifying the most relevant segments to understanding them more deeply, creating a more connected and seamless journey across the two tools.