



Canadian Tourism Data Collective Release Notes

September 2024

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.

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?

- A comprehensive Knowledge Centre for users to access and download the latest Destination Canada research reports (as well as previous releases), helpful training guides, and meeting recordings.

Core Features

- The Filter By options allow refining the content search by selecting specific products and categories including:
 - Customizable date range
 - Frequency filter enables searching by frequency of the content.
 - Choose format option to select how data is presented, providing flexibility with both grid and list views.
 - The Sorting option allows to sort content alphabetically from A to Z.

Important Notes

- Tagging system enhancements are underway to ensuring more accurate and relevant data retrieval based on the applied filters.
- For access to French content, the option to toggle to the French version of the site is available, providing a seamless transition to content in the preferred language.

What’s Next?

- The Knowledge Centre lays the foundation for the upcoming Generative AI Search capabilities.

Tourism Outlook

Core Features

- Interactive Outlook dashboard (includes the 2024 mid-term update).
- A downloadable data file (includes the 2024 mid-term update).
- Fall 2023 Tourism Outlook: Unlocking Opportunities for the Sector report (does not reflect the mid-term update. A full update will occur in late 2024.

Important Notes

- The dashboard displays two scenarios from the Fall 2023 Outlook - the continuation (or current path) scenario and the transformation scenario.
- The current growth trajectory for Canada is \$140 billion in revenue by 2030, considerably up from the \$105 billion we saw in 2019. But, under the transformation scenario, the growth trajectory could see us earning up to \$160 billion in revenue by 2030.
- Unless otherwise specified, all financial values are expressed in current (nominal) CAD.
- The Fall 2023 Tourism Outlook was updated with final data for the year 2023 in the spring of 2024. This mid-term update includes final visits data for all markets and final topline spending by domestic and international tourists. All graphs, and the downloadable Excel file, have been updated with the mid-term update. The Tourism Outlook Fall 2023 Report is still based on the Fall 2023 Outlook. A full update of the report will occur in late 2024.

What's Next?

- A full update to the Tourism Outlook projections is planned for later this year.

Lodging Aligned Spend Reporting

What's New?

- **City Estimates CSV Delivery:** Starting September 25th, Premium Tier subscribers will receive city-level visitor spending estimates via SFTP for their selected cities. This data will be refreshed monthly, providing more granular insights into local tourism trends to support strategic planning and decision-making. The data extraction pipeline has been fully updated to ensure seamless, secure delivery.

Known Issues

- We received feedback from our partner that the recent estimate for Toronto seems to be higher than expected. We are under investigation to further validate the estimates.

Important Notes

- **City Estimates CSV Delivery:** It is not recommended to cross-check the total spend across different geographical tables, as the numbers may not align. This is due to additional cities or tourism regions selected by Premium subscribers being appended to either the city or tourism region tables, and approximately 30% of FSA-level spending not being classified into specific cities.
- **SFTP File name changes:** The file names of the LASR Data Extracts have been updated, we encourage partners to check out [LASR Data Extraction Instruction](#) for detailed updates we made on SFTP data extracts. These changes could potentially impact on your data ingestion pipeline if applicable.

Change	Example
'Regional' added in the tourism region English file name	'XX_Regional_20230730.csv'
'Regional' added in the tourism region French file name	'XX_Regional_French_20230730.csv'

- **City name updates:** We have resolved a bug that caused discrepancies in city name entries between 2024 preliminary estimates and historical final estimates (2019~2023). The city names have now been standardized, ensuring consistent representation across all years. Details are listed below:

City	Changes
Blackfalds	Removed from final estimates
Woodstock	Removed from all year estimates
Oxford County	Added in all estimates
London	Added in final estimates and FSAs updated in preliminary estimates
Waterloo RM	FSAs updated in all estimates
Nanaimo	FSAs updated in all estimates
Parksville	FSAs updated and name changed in final estimates to Parksville Qualicum
Victoria	Name changed in final estimates to Victoria, BC and Victoria, NS

What's Next?

- **LASR Spend by Origin Market Page:** The new LASR visitor spend by origin market page will offer Destination Marketers detailed and up-to-date spending data, enabling informed, data-driven decisions. With granular insights, user-friendly visualization, and real-time updates, this tool will help identify trends, target high-value markets, and improve marketing effectiveness, supporting the growth and success of the tourism sector.
- **ML-Powered Predictive Analytics (Experimental):** We are developing AI/ML-powered predictive analytics feature for LASR. This will use ML models to analyze historical data and current trends, predicting future spending patterns to help destinations anticipate changes and adapt strategies, accordingly, providing actionable forecasts for better marketing and operational planning.

Global Traveller Research Program

What's New?

Partner and Premium Access:

- With access to the Data Analysis Tool for the Custom Annual Study, you can now explore insights and navigate the platform with ease. A comprehensive user guide has been uploaded to assist you, ensuring a smooth experience.

Premium Access:

- As part of your premium subscription, you gain access to Global Travel Profiles data. This is provided through a downloadable Excel file that features tabulated data across core demographic banners, enabling in-depth insights into the global travel market. New for this release would be the most up-to-date H1 2024 data.
- Now that you have access to YouGov's DestinationIndex, you're equipped to dive into the platform and uncover valuable insights. To help you get started, we've provided a detailed user guide to ensure seamless navigation and efficient use of the tool.

Core Features

- The Global Traveller Research Program (GTRP) replaces the Global Tourism Watch (GTW). It aims to provide traveller intelligence in DC's target markets to inform geographically specific marketing strategies and produce various insights to help in making informed strategic decisions.
- Topline Reports for DC's top global markets showcase the survey questions from the GTRP study, displayed in charts without any analysis or further insights.
- Strategic reports that explore traveler behaviors, attitudes, and habits, and competitive contexts from global and domestic markets. These insights focus on key areas of interest aligned with Destination Canada's strategic objectives.
- Data files from the Custom Annual Study will also be available for download, providing tabulated data in Excel format. This allows you to view data segmented by demographics and behavior.
- Newly available in this release are **highlights report** which is a set of publicly available reports in each market that provide insights on behaviours, habits, and preferences of travellers. Estimated release by the end of Q3 2024.

Important Notes

- Destination Canada switched research providers to YouGov Canada, with the project being migrated over to YouGov's proprietary panel. As a result, the reports will not contain any trending data from previous years and will feature new questions and/or metrics you may not have encountered previously.
- For premium partners the access to the DestinationIndex tool has been rolled out to premium subscribers. The premium subscription permits only 5 seats per organization for accessing YouGov's DestinationIndex, compared to the 10 user accounts you can create on the Data Collective website. If your organization exceeds 5 user accounts, we

have contacted admins separately to determine which 5 users will gain access. If you wish to make changes to the accounts with access to DestinationIndex, please contact us.

- SPSS Data Files will not be made available on the Data Collective website, if you wish to gain access to these files, please feel free to reach out to us directly.

Wealth & Wellbeing Index – Preview

Core Features

- **Employment Full Analysis Page:** We are excited to introduce the new Employment page as part of the Wealth & Wellbeing Index Digital (WWID). This page provides detailed insights into employment trends within the tourism industry, featuring data on workforce composition, wage levels, and employment growth across various sectors. Users can explore key employment metrics, filter data by region, and compare trends over time. The Employment page has been thoroughly reviewed by internal teams and Tourism HR Canada, ensuring it offers accurate and actionable information. This page is now available in both English and French as part of the CTDC September Release.

Known Issues

- Due to varying data availability of indicators, users may encounter missing values for some provinces/territories in certain years. Please hover over the chart for detailed information and descriptions to ensure clarity on data definitions.

Important Notes

- The current release is a digital preview of the Wealth & Wellbeing Index. The official index and in-depth report will be released later in 2024, which will be publicly available on the Data Collective.

What's Next?

- **Enablement Page:** The next phase will focus on the development and release of the Enablement page, which will provide insights into the resources and infrastructure supporting tourism growth.
- **Wealth & Wellbeing Index Annual Report:** We are also preparing the Wealth & Wellbeing Index Annual Report to be displayed on the digital product, which will offer a comprehensive analysis of the past year's data across all sub-indexes.

Tourism Performance Indicators

Important Notes

- Ongoing dashboard maintenance, including timely data updates, bug fixes, and minor visual improvements to enhance readability and user experience.