Canadian Tourism Data Collective Release Notes

January 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.

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

- **Advanced Search – Beta Launch:** Advanced Search, a new Generative AI-powered feature, is now available for beta testing to select partners on the Data Collective platform. This enhanced search functionality delivers precise, contextually relevant results, along with linked citations and related insights for seamless exploration.

What's Next?

- Based on beta feedback, we'll refine and enhance Advanced Search to ensure the best possible experience. Our goal is to make it available to all partners in March, with a full rollout to all users in May.

Wealth & Wellbeing Index – Preview

What's New

- **Enablement and Engagement Subindices:** The Enablement and Engagement Subindices have been developed and released, providing insights into the resources and infrastructure supporting tourism growth and residents' perceptions of tourism's contributions to their quality of life

What's Next?

- **Experience Subindex**: The next phase will focus on the development and release of select indicators for the Experience index, which will provide insights into tourism products, travel demand, and place brand.

TourismScapes

What's New

- Market profile data will be updated to reflect 2023.

Known Issues

- **Default market profile is Devon 30:** Some users have reported that Devon 30, a census subdivision in New Brunswick, appears when they attempt to select a community. The issue is related to caching, which can sometimes cause unexpected behavior, especially if the network connection was recently updated. If the issue arises, users are encouraged to clear their browser cache or use incognito/private mode to ensure they are loading the most up-to-date version of TourismScapes.

What's Next?

- **Asset Map:** Asset map will be updated to reflect tourism business subsectors and tourism business sizes in Q2 2025.
- **Data Refresh:** Market profile data will be updated to reflect 2024 in Q3 2025.

Lodging Aligned Spend Reporting

Important Notes

- **LASR Monthly Refresh Update:** The LASR data refresh schedule was temporarily adjusted, and the November and December 2024 estimates were combined and released on January 24th, 2025. Moving forward, the LASR monthly refresh will follow the regular schedule.