



Canadian Tourism Data Collective Release Notes

February 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

- **Automated Subscription Renewals for 2025–2026:** Existing partner organizations can now renew their subscription for the April 1, 2025 – March 31, 2026 period. As we move into a new program year, Destination Canada continues to enhance the Data Collective, reinforcing our commitment to making data-driven decision-making more accessible for the tourism industry. To ensure a smooth transition, a 30-day grace period will be in place before any access changes take effect. This means uninterrupted platform access, even if renewal is delayed—giving you the flexibility to complete the process without disruption.

What’s Next?

- **Notification Center:** To keep partners informed without interruption, the rotating Notification Bar and Notification Center will soon be available. Updates will be automatically ingested and displayed in real time, ensuring users always have the latest product information.

Wealth & Wellbeing Index

What’s New

- **Wealth & Wellbeing report:** The Wealth and Wellbeing Index report is available for download. The report contextualizes insights for Canada and for each province and territory.

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

- Parks and heritage sites filter added to the 'Explore' page. When a user selects the filter, all Census subdivisions with at least one national park or provincial park or national heritage site or provincial heritage site will appear in the sort pane. Users can continue to sort by total Indigenous tourism employment or total tourism employment.

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

What's New

- **LASR Monthly Refresh Update:** The January estimates have been released via SFTP and Data Collective Dashboards. With this update, 2024 data has been moved to Full Year Pages, while Year-to-Date pages now display only January estimates. Please note that 2024 data remains "Preliminary" and will be marked "Final" in late April following the last data update from NTI.
- **AI-Powered Forecasting in Minutes:** LASR leverages advanced machine learning workflows and MLOps best practices to deliver precise visitor spending forecasts at national to regional levels across five categories, serving Premium Tier partners for unmatched speed and efficiency. This feature has been released to select group partners for preview and feedback.