

# Canadian Tourism Data Collective Release Notes

December 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 Next?

- An exciting evolution to the current search experience on the Data Collective platform is introduction of a generative AI-enabled Advanced Search. To be released as a beta feature in early 2025, this advanced search functionality will provide users the benefit of generative AI-enabled summarization with precise, contextually relevant search results to their natural language queries.

The goal of this tool is to reduce the time and effort needed to locate and understand complex information housed within the Tourism Data Collective platform and tailor-made Destination Canada reports, while allowing users to continue their exploration through the platform with linked citations and relevant results.

Additionally, help the Data Collective to continually improve upon the tool by providing thumbs up/thumbs down feedback on the relevance of results.

- The International Convention Attraction Fund supports bids by Canadian cities to host major international conventions in Canada and aims to bolster Canada's global competitiveness in attracting major international conventions, conferences, and events across the country.

In early 2025 an at-a-glance and interactive visualization will be introduced to the Data Collective homepage to demonstrate program successes and support city DMOs seeking new convention bids by providing monthly updated key program metrics.

## Traveller Segmentation Program

### What's New

- The Traveller Segmentation Program is now publicly available through the Canadian Tourism Data Collective. Explore its resources to better understand and engage with Canada's target travellers.

### Core Features

- **Destination Quiz:** An interactive tool for businesses and destinations to identify which traveller segments best align with their attributes, seasonality, and offerings.
- **Traveller Quiz:** A fun and insightful tool to help individuals discover their traveller type and align with Canada's segmentation framework.

- **Traveller Profiles:** Detailed profiles of seven traveller segments across nine international markets, providing actionable insights for marketing, product development, and experience enhancement.
- **Training Platform:** Includes a 25-minute interactive e-course for quick orientation.
- Partners will have access to typing tool algorithm to incorporate segmentation into their own research, as well as access to cross-tab data downloads.

## Important Notes

- This program represents an evolution from Destination Canada's target traveller of High-Value Guests to Highly Engaged Guests, focusing on deeper psychographic insights, more holistic economic insights, and incorporation of responsible travel values.
- Destination Canada will advise priority segments for international markets to help build towards alignment across the tourism ecosystem.

## What's Next

- While the program is publicly accessible now, activation and targeting tools such as PRIZM linkages, Google/Meta variables, and media profiling will be available exclusively to paid partners of the Canadian Tourism Data Collective starting in 2025.
- Additional training resources including materials for hosting a half-day workshop, including facilitator notes and presentations, and a How-to Guide outlining the program's application, will be available in early 2025.

## Tourism Outlook

### What's Next?

- A full update to the Tourism Outlook projections is being finalized by the end of the year and will be followed by an updated Tourism Outlook report early next year.

## Wealth & Wellbeing Index – Preview

### What's Next?

- **Enablement and Engagement Subindices:** The next phase will focus on the development and release of the Enablement and Engagement subindices, which will

provide insights into the resources and infrastructure supporting tourism growth, and residents' perceptions of the contributions of tourism to their quality of life.

## TourismScapes

### What's Next?

- **Data Refresh:** Market profile data will be updated to reflect 2023 in January 2025.
- **Asset Map:** Asset map will be updated to reflect tourism business subsectors and tourism business sizes in January 2025.

### 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.