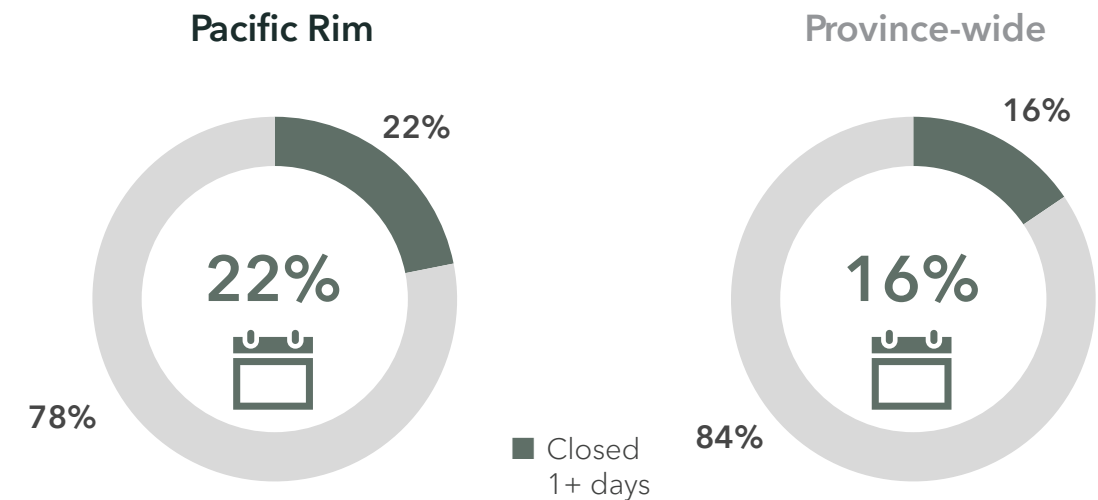


## Tourism Climate Adaptation & Environmental Sustainability Survey: Snapshot Series

### Highlights: Pacific Rim Tourism Businesses

- In 2024, 22% of businesses closed for at least once day due to a natural hazard.
- 91% are concerned about the impact of climate change and 73% feel at least somewhat prepared to deal with an immediate natural hazard.
- 18% have completed a plan to reduce the risk of natural hazards.
- In the last two years, 27% were awarded a sustainability certification, and 39% had an environmental audit performed.
- In 2024, 64% made climate adaptation investments, and 88% invested in activities to make their operations more environmentally sustainable.

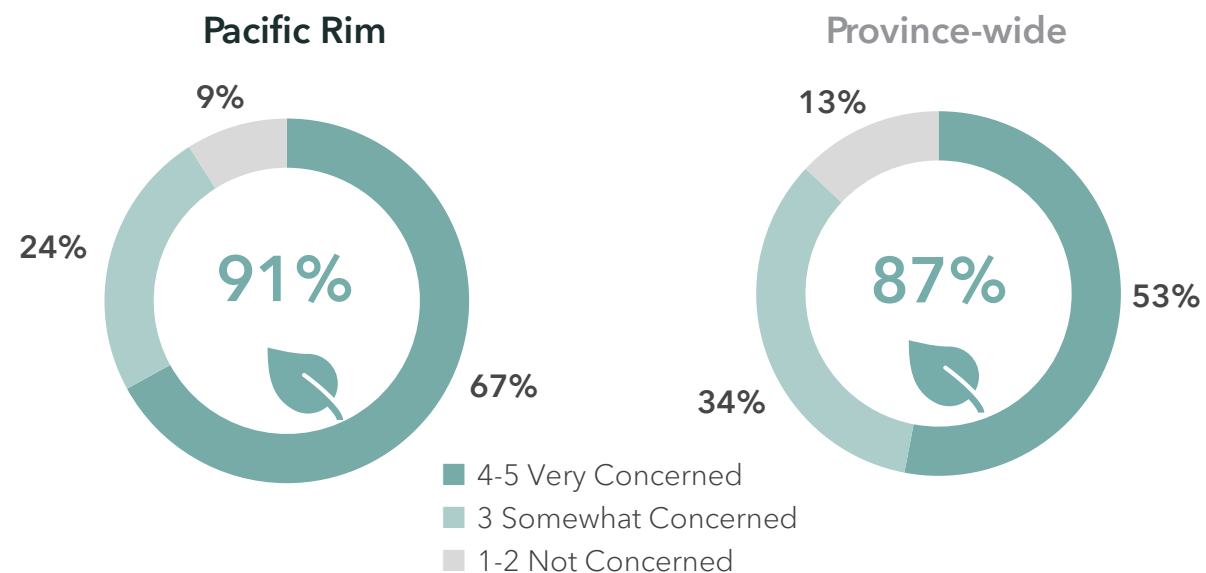
#### Closed due to Natural Hazard



### Climate Change: Concern & Preparedness

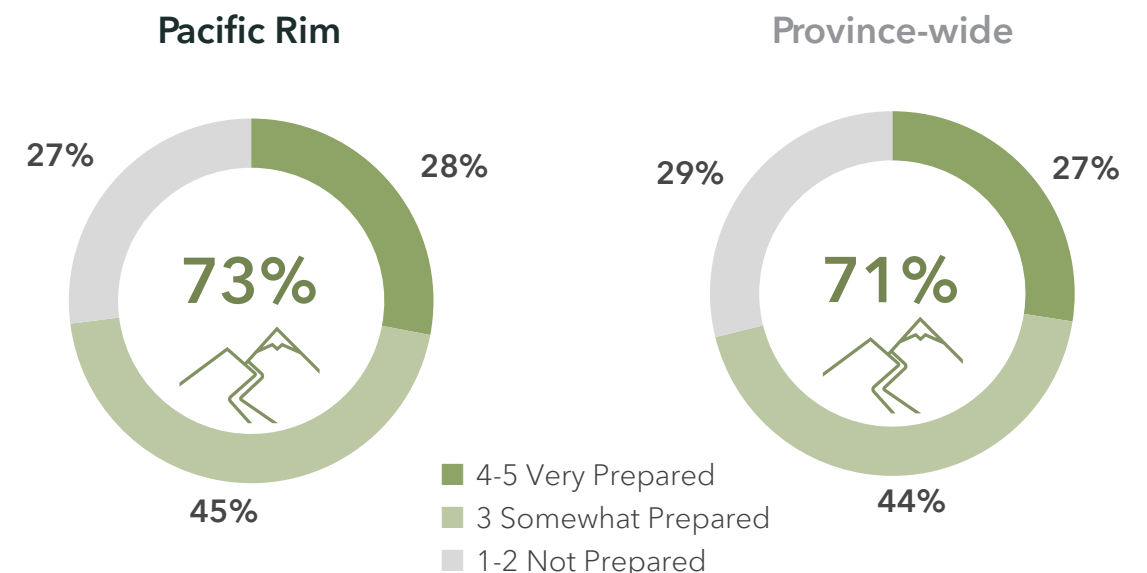
#### Concern About Impact of Climate Change

91% of businesses are concerned about the impact of climate change on their business, with 67% being very concerned.



#### Prepared for Immediate Natural Hazard

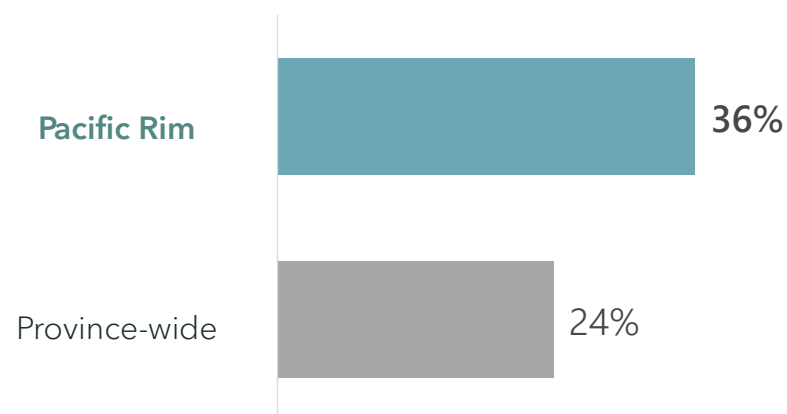
73% of businesses feel at least somewhat prepared to deal with an immediate natural hazard, with 28% feeling very prepared.



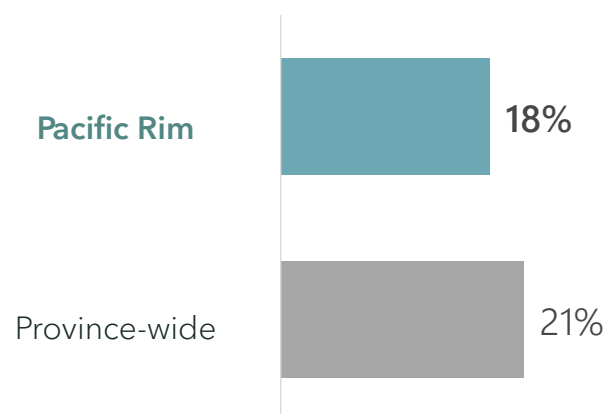
## Tourism Climate Adaptation & Environmental Sustainability Survey: Snapshot Series

### Have a Completed:

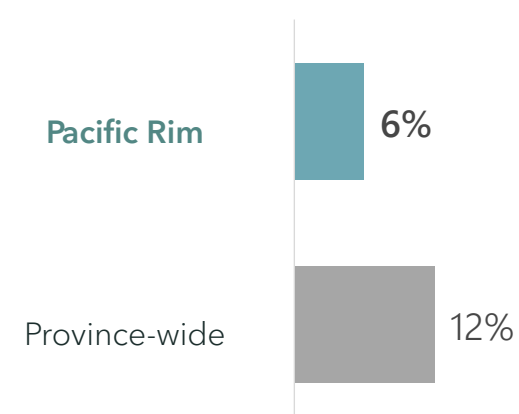
#### Emergency Plan



#### Plan to Prepare for / Reduce Risk of Natural Hazards



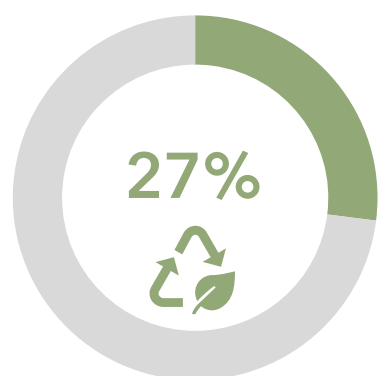
#### Plan to Prepare for / Reduce Risk of Longer-term Climate Change



## Environmental Sustainability: Certifications & Audits

### Awarded Sustainability Certification

#### Pacific Rim



#### Province-wide



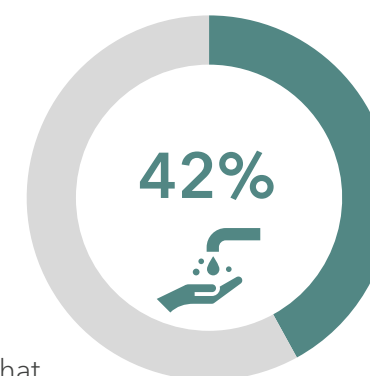
■/■ Businesses awarded a sustainability certification in the last two years

### Environmental Audits

#### Pacific Rim



#### Province-wide



■/■ Businesses that performed an environmental audit in the last two years

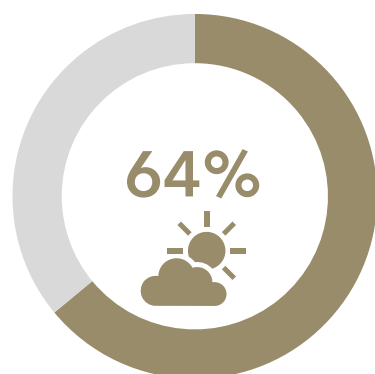
# Tourism Climate Adaptation & Environmental Sustainability Survey: Snapshot Series

## Investments: Climate Adaptation & Environmental Sustainability

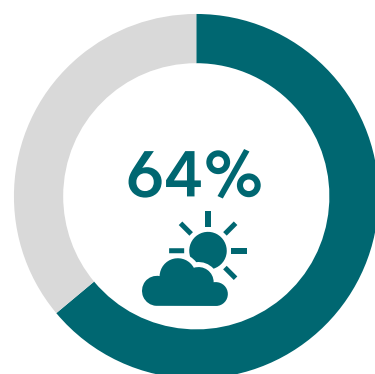
### Invested in Climate Adaptation in 2024

64% of businesses made investments to adapt to the impacts of climate change.

Pacific Rim



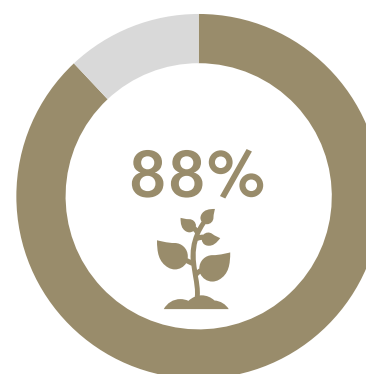
Province-wide



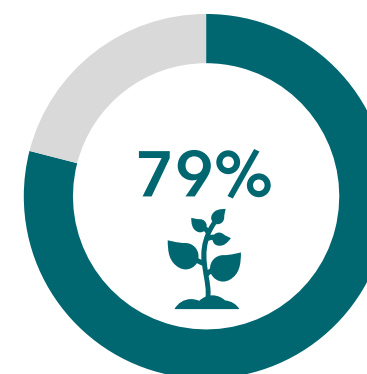
### Invested in Environmental Sustainability in 2024

88% of businesses invested in activities to make their operations more environmentally sustainable.

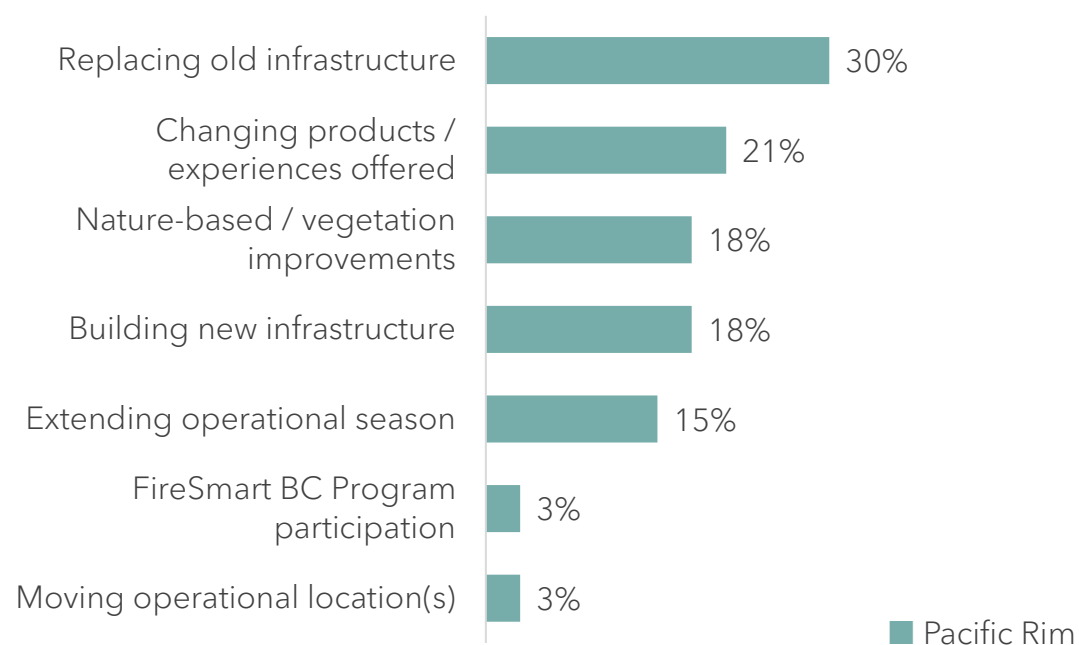
Pacific Rim



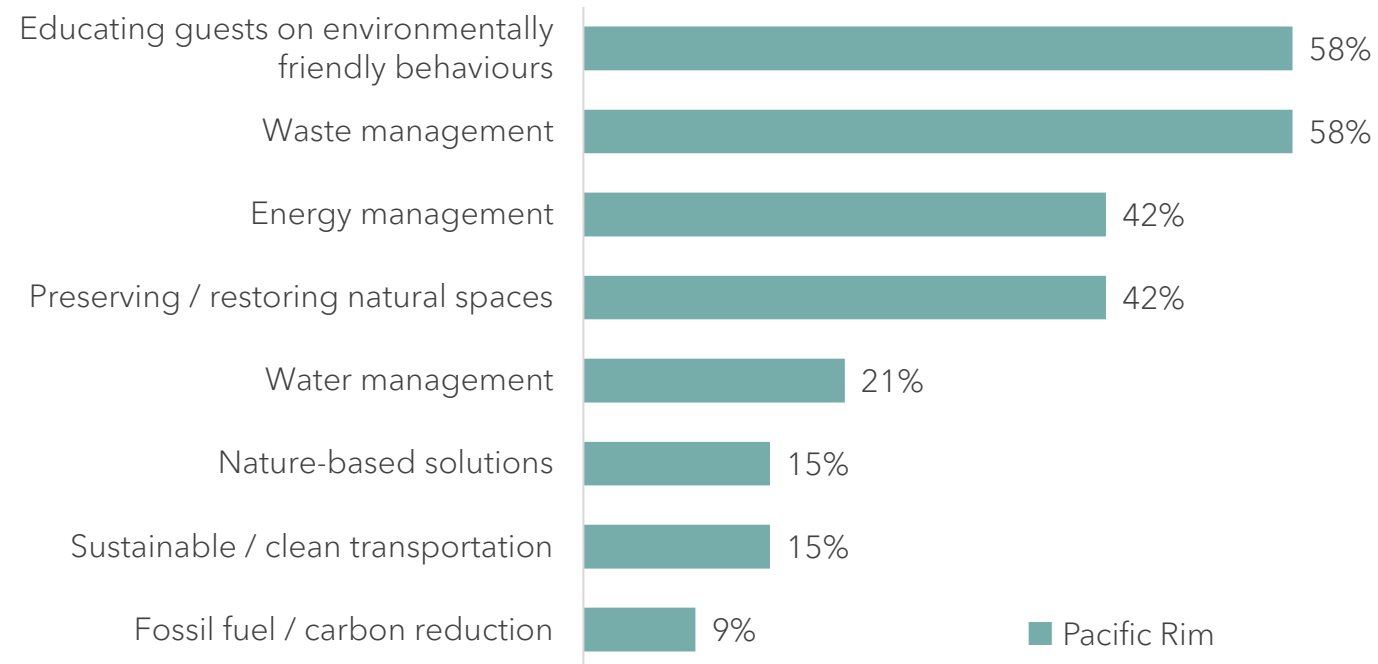
Province-wide



### Type of Investments in Climate Adaptation



### Type of Investments in Environmental Sustainability



# Tourism Climate Adaptation & Environmental Sustainability Survey: Snapshot Series

## About the Survey

The BC Tourism Climate Resiliency Initiative (BCTCRI) is a province wide project that is building a foundational program to support a resilient tourism sector that is prepared to adapt to climate change.

The purpose of this survey is to help inform climate adaptation and environmental sustainability program needs. Conducted among tourism businesses in February 2025, this survey gathered baseline data that will be used to inform and track improvements over time.

Number of completed surveys:

**Pacific Rim - 33**

**Province-wide - 572**

Sentis Research assisted with the analysis and reporting of the results.

This report is based on a sample size of fewer than 50 respondents. While the findings offer useful insights, they should be interpreted with caution and are not necessarily representative of all tourism businesses in this category or area. The results are indicative only and should not be generalized beyond the sample group.

## Participating Communities

Pacific Rim
Bamfield
Tofino
Ucluelet
West Coast of Vancouver Island

## BCTCRI Partners

The BCTCRI and its representative projects are developed and delivered through collaboration between Destination BC and partner organizations—including the six Regional Destination Management Organizations (RDMOs), Indigenous Tourism BC, and the BC Ministry of Tourism, Arts, Culture and Sport—all working together to achieve the goals of the initiative.

