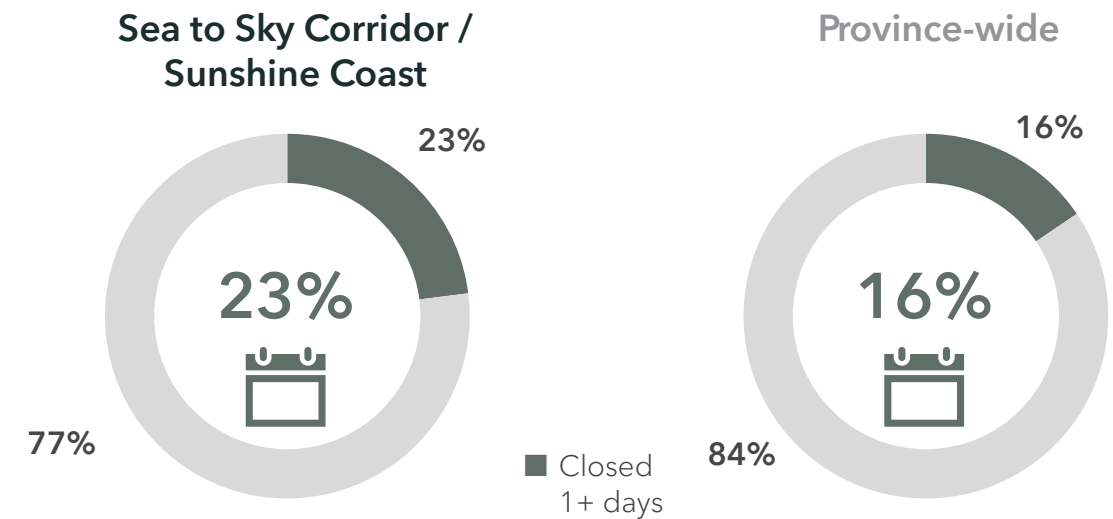


Tourism Climate Adaptation & Environmental Sustainability Survey: Snapshot Series

Highlights: Sea to Sky Corridor / Sunshine Coast Tourism Businesses

- In 2024, 23% of businesses closed for at least once day due to a natural hazard.
- 87% are concerned about the impact of climate change and 65% feel at least somewhat prepared to deal with an immediate natural hazard.
- 19% have completed a plan to reduce the risk of natural hazards.
- In the last two years, 19% were awarded a sustainability certification, and 55% had an environmental audit performed
- In 2024, 61% made climate adaptation investments, and 87% invested in activities to make their operations more environmentally sustainable.

Closed due to Natural Hazard



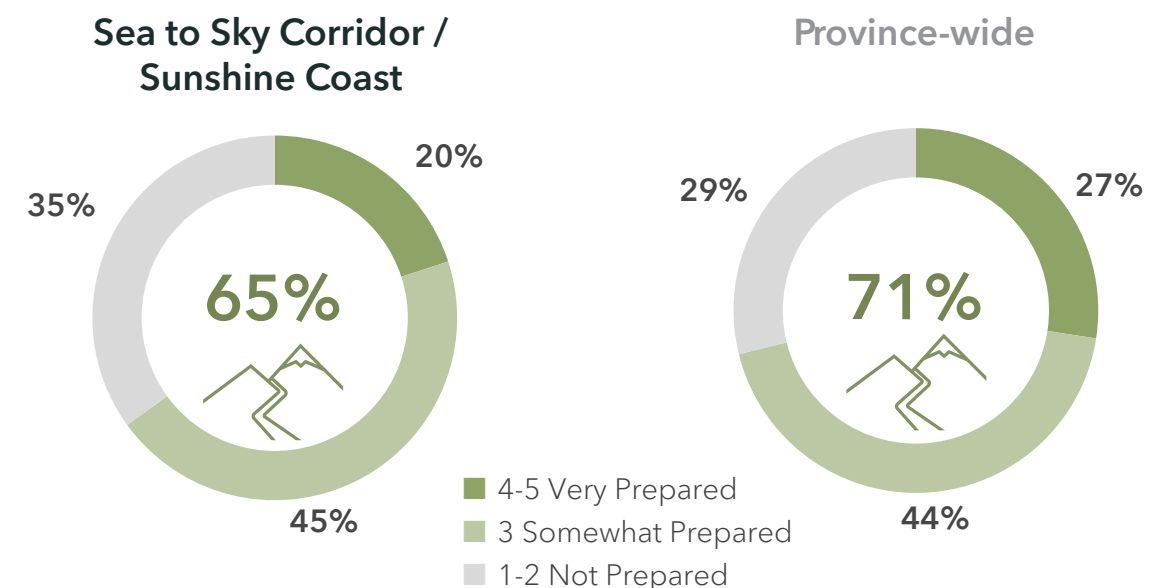
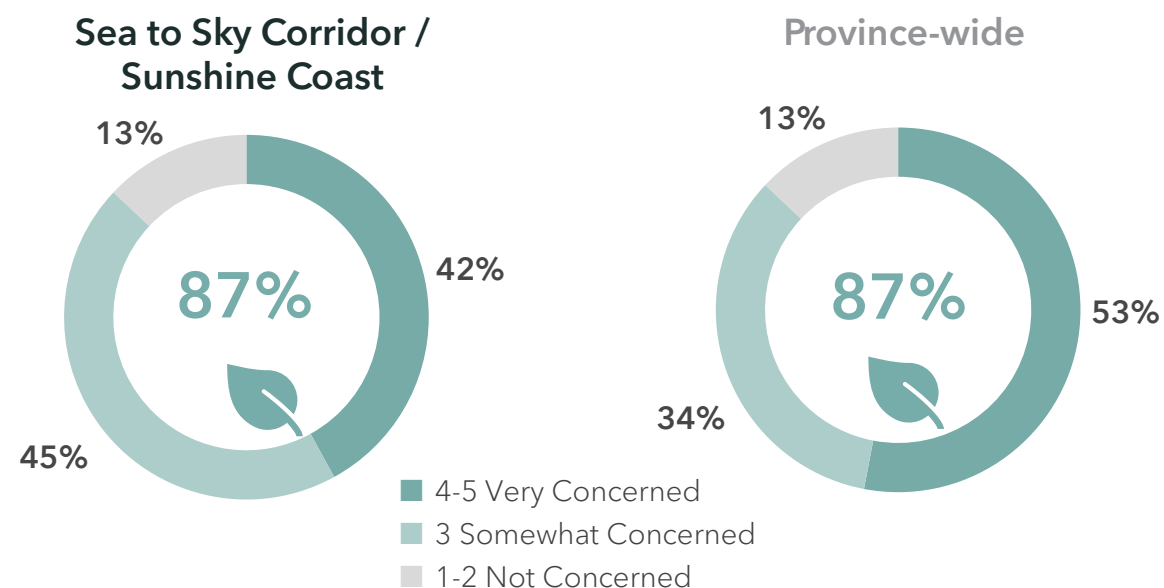
Climate Change: Concern & Preparedness

Concern About Impact of Climate Change

87% of businesses are concerned about the impact of climate change on their business, with 42% being very concerned.

Prepared for Immediate Natural Hazard

65% of businesses feel at least somewhat prepared to deal with an immediate natural hazard, with 20% feeling very prepared.



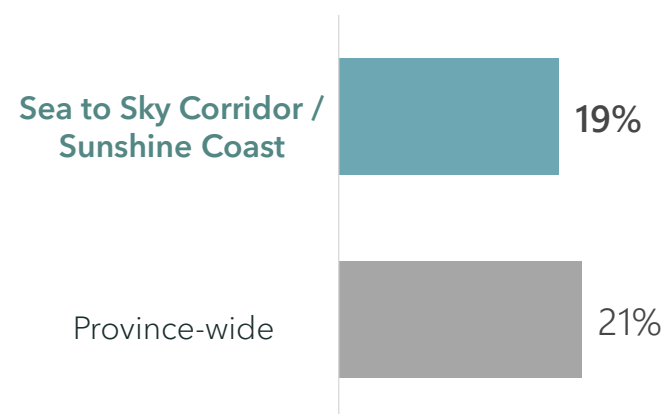
Tourism Climate Adaptation & Environmental Sustainability Survey: Snapshot Series

Have a Completed:

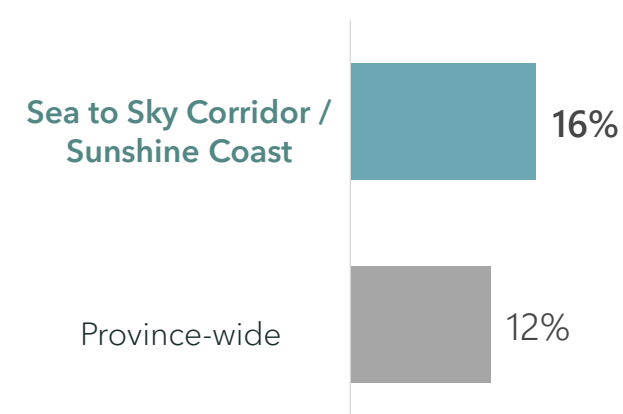
Emergency Plan



Plan to Prepare for / Reduce Risk of Natural Hazards



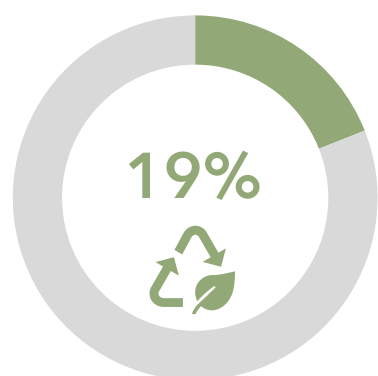
Plan to Prepare for / Reduce Risk of Longer-term Climate Change



Environmental Sustainability: Certifications & Audits

Awarded Sustainability Certification

Sea to Sky Corridor / Sunshine Coast



Province-wide



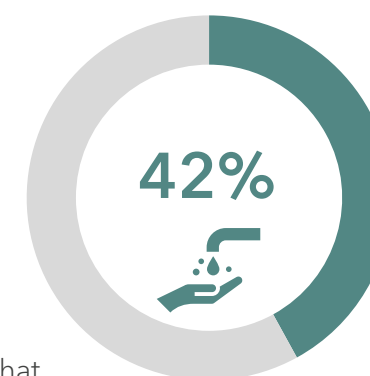
■/■ Businesses
awarded a sustainability
certification in the
last two years

Environmental Audits

Sea to Sky Corridor / Sunshine Coast



Province-wide



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

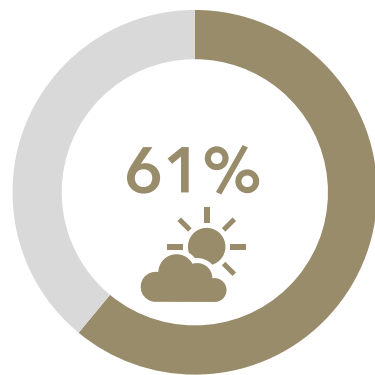
Tourism Climate Adaptation & Environmental Sustainability Survey: Snapshot Series

Investments: Climate Adaptation & Environmental Sustainability

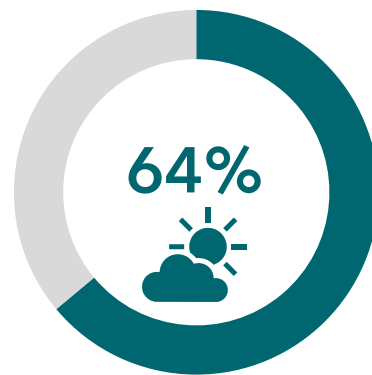
Invested in Climate Adaptation in 2024

61% of businesses made investments to adapt to the impacts of climate change.

Sea to Sky Corridor / Sunshine Coast



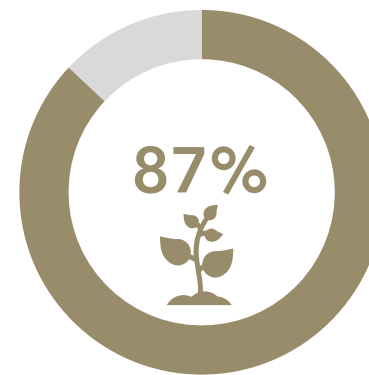
Province-wide



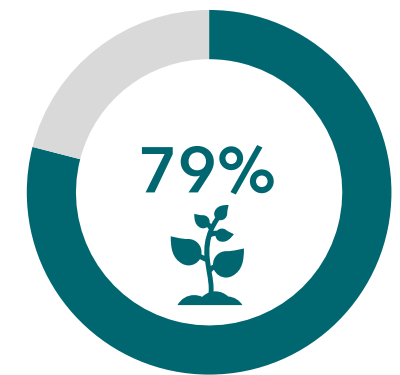
Invested in Environmental Sustainability in 2024

87% of businesses invested in activities to make their operations more environmentally sustainable.

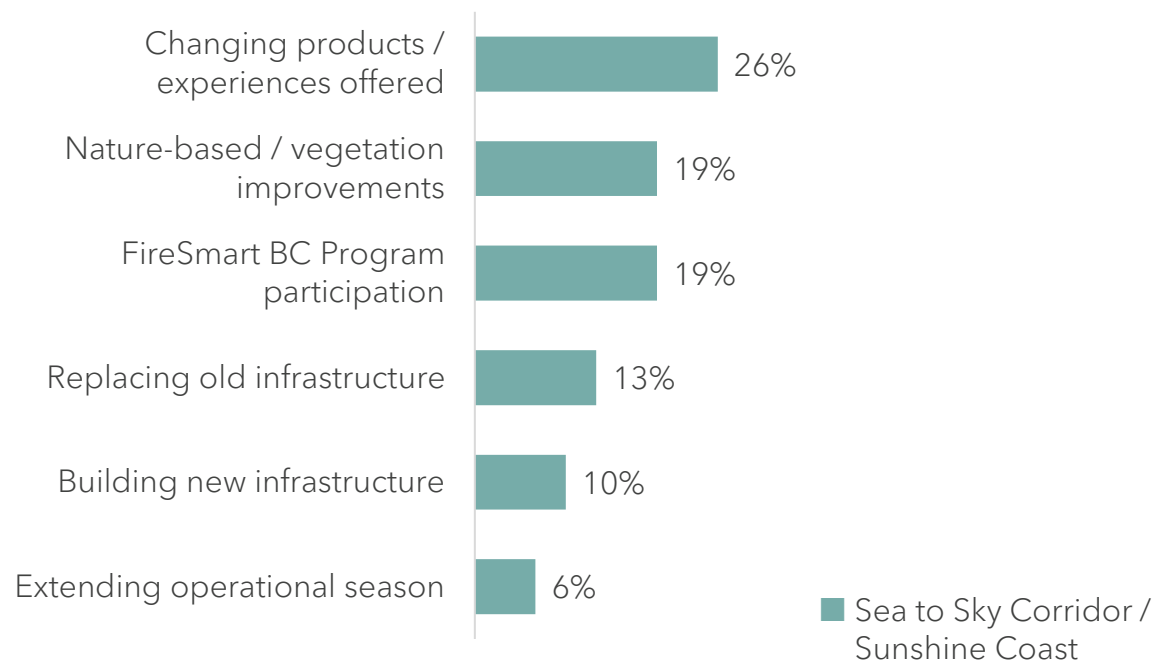
Sea to Sky Corridor / Sunshine Coast



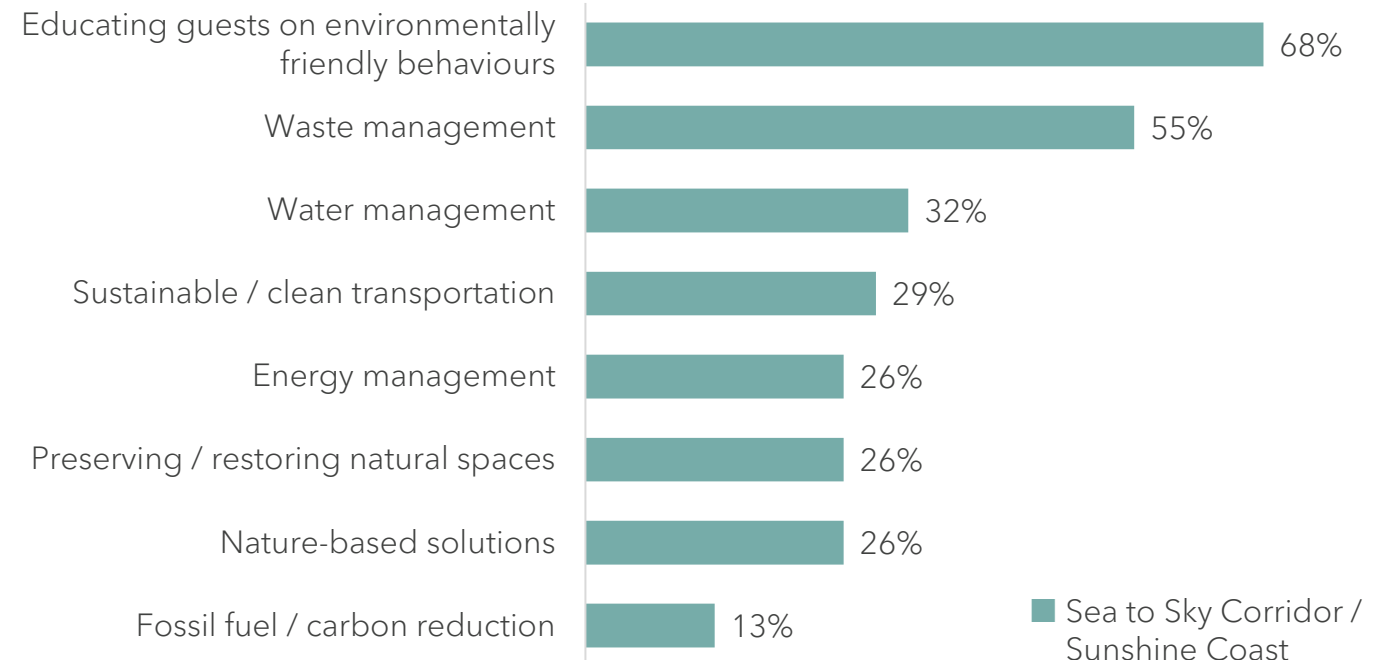
Province-wide



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:

Sea to Sky Corridor / Sunshine Coast - 31

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

Sea to Sky Corridor / Sunshine Coast
Bowen Island
Gibsons
Halfmoon Bay
Lund
Pemberton
Powell River
Quathet
Roberts Creek
Sechelt
Squamish
Sunshine Coast
Whistler

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.

