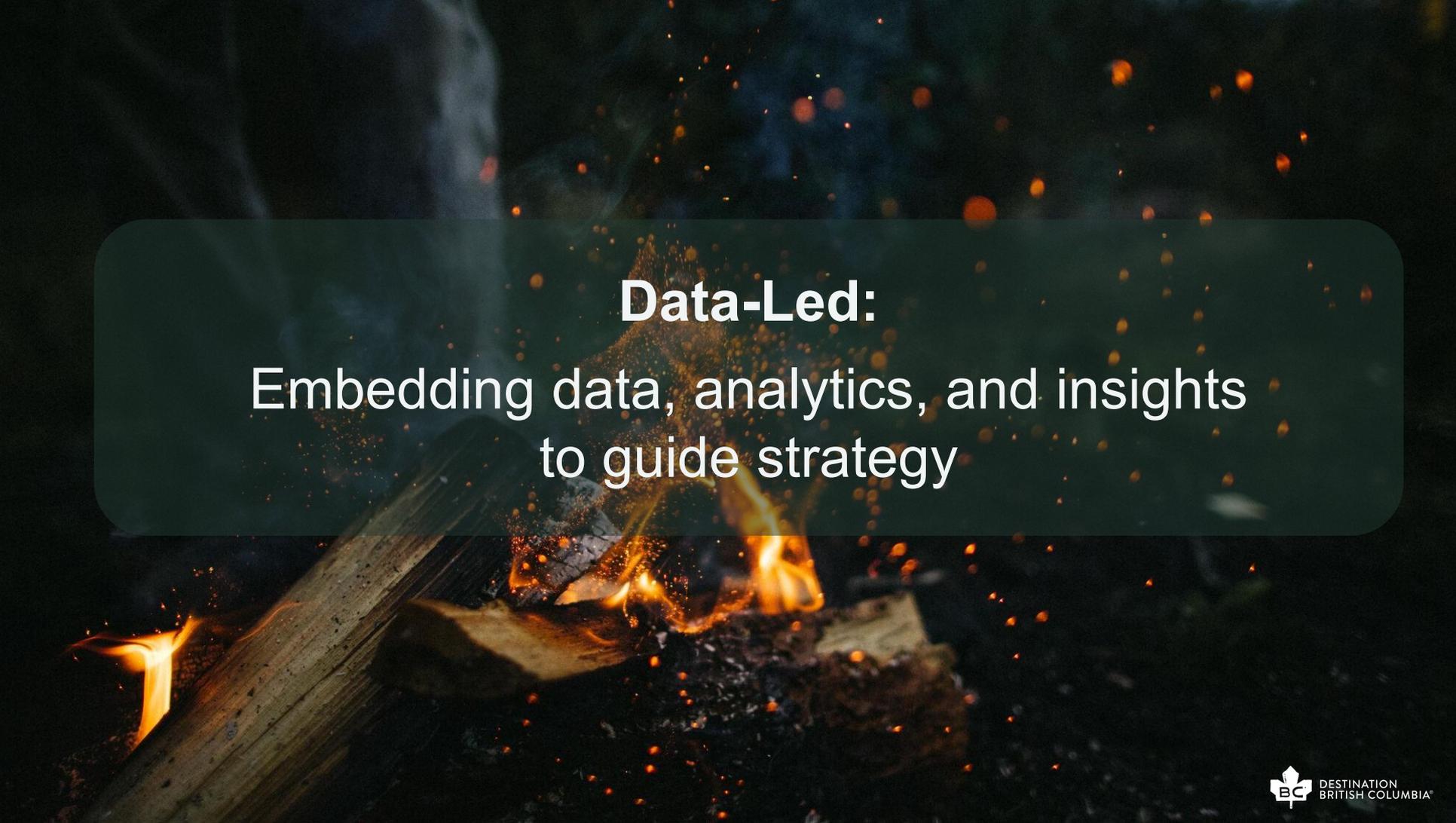




DESTINATION
BRITISH COLUMBIA®

Data Led Destinations: From Overwhelmed to Actionable

BC TOURISM INDUSTRY CONFERENCE
MARCH 2026



Data-Led:
Embedding data, analytics, and insights
to guide strategy

What are we trying to achieve:

- BC tourism partners are supported to make data-informed decisions

How:

- Build a data-led culture with industry partners through enhanced data sharing and training



The Gap:

What are our key business questions to then 'match' the data?

Destination & Performance Insights

e.g. Destination management (supply-side), resident perceptions, capacity, accommodation, economic impact, forecasts, spending, visitation



Traveller Insights

e.g. Marketing (demand-side), brand/brand awareness, traveller & trip characteristics



What are we Discussing?

Grounding

Changes

What are the new/changing business questions you are facing?

Importance

Which questions are most important for your strategic planning? Has that importance changed recently?

Sharing

Working

What data/insights do you have right now that are working for you?



Not Working

What data/insights do you have right now, but isn't working well? What is missing?



Goals First, Data Second

A photograph of an outdoor dining area at night. The scene is illuminated by warm, glowing string lights strung across the top of the frame, creating a bokeh effect. In the foreground, a long table with a white tablecloth is set with white plates, glasses, and a small blue vase with flowers. Several people are seated around the table, their figures slightly blurred. The background shows more of the dining area and trees, all under a dark night sky.

Let's begin!

The Map: What is already available?

The Gap: What are our key business questions?

The Path: Which shared priorities should be first?



The Map: What tourism data is available, right now



Statistics
Canada

Statistique
Canada



CANADIAN TOURISM DATA
COLLECTIVE
POWERED BY DESTINATION CANADA

Vendors



DESTINATION
BRITISH COLUMBIA®

Regions /
Communities

Other Sources
(government,
academic, etc.)



Key Business Questions:

What is the value of tourism?

Where are travellers coming from?

How many travellers are coming?

How much are travellers spending?

Traveller & trip characteristics (of those visited)

Key Tools: Tourism Satellite Account, National Travel Survey / Visitor Travel Survey, Frontier Counts, Labour Force Survey

Benefits: statistical rigor, publicly available

Barriers: sub-provincial geographies, timeliness, budget cuts, priority shifts



Key Business Questions:

How is the Canadian tourism industry performing?

What is the forecast for traveller volume and spending?

What is the market potential, trends, behaviours, and sentiment of key markets?

What is tourism's impact on Canadian communities?

How do I measure the value of tourism in a holistic way?

Who are our top target travel segments?

How much are travellers spending?

How is my destination brand performing?

Key Tools: Global Traveller Research Program, TourismScapes, Wealth & Wellbeing Index, Traveller Segmentation Program (PRIZM), Lodging Aligned Spend Report (LASR), BERA

Benefits: collective vision, alignment, infrastructure / systems, publicly available, sub-provincial geographies, timeliness

Barriers: sub-provincial geographies, indexed performance, subscription costs, priority shifts



Key Business Questions:

What is the value of tourism?

How is the tourism industry / Iconics performing?

What is the forecast for traveller volume and spending?

How are our key markets and traveller segments performing?

How do BC residents perceive & value tourism in their communities?

How is BC performing compared to competitive set?

Are BC businesses prepared for the short- and long-term impacts of climate change?

What are the longer-term tourism impacts of hosting the FWC26?

Key Tools: Destination Insights Platform, Corporate website, Resident Perceptions Research Program, KPI Survey, BC Tourism Climate Resiliency Initiative Data Framework

Benefits: collective vision, alignment, infrastructure/systems, publicly available, sub-provincial geographies

Barriers: sub-provincial geographies, subscription costs, broader industry sharing, priority shifts



Opportunity:

Collaborating to build a data-led culture
around questions, not vendors

Logistics

**15 minutes for each
Topic**

First, Destination & Industry
Performance

Second, Traveller Insights

Each Topic: Four Questions

Changes		Working
Importance		Not Working



Materials to Use

Easel Stands with Topic / Questions
Record your thoughts on:
Easel Stand Post-Its



The Path:

Which shared priorities should be first

Common Themes from Today

Where are the pain points?

Working Group

Resources & Training



[LEARN MORE](#)

Thank you!



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