



BC Tourism Climate Resiliency Initiative (BCTCRI)

Tourism Climate Adaptation and Environmental Sustainability Survey

July 2026

The BCTCRI and its representative projects are developed and delivered in collaboration with these partner organizations



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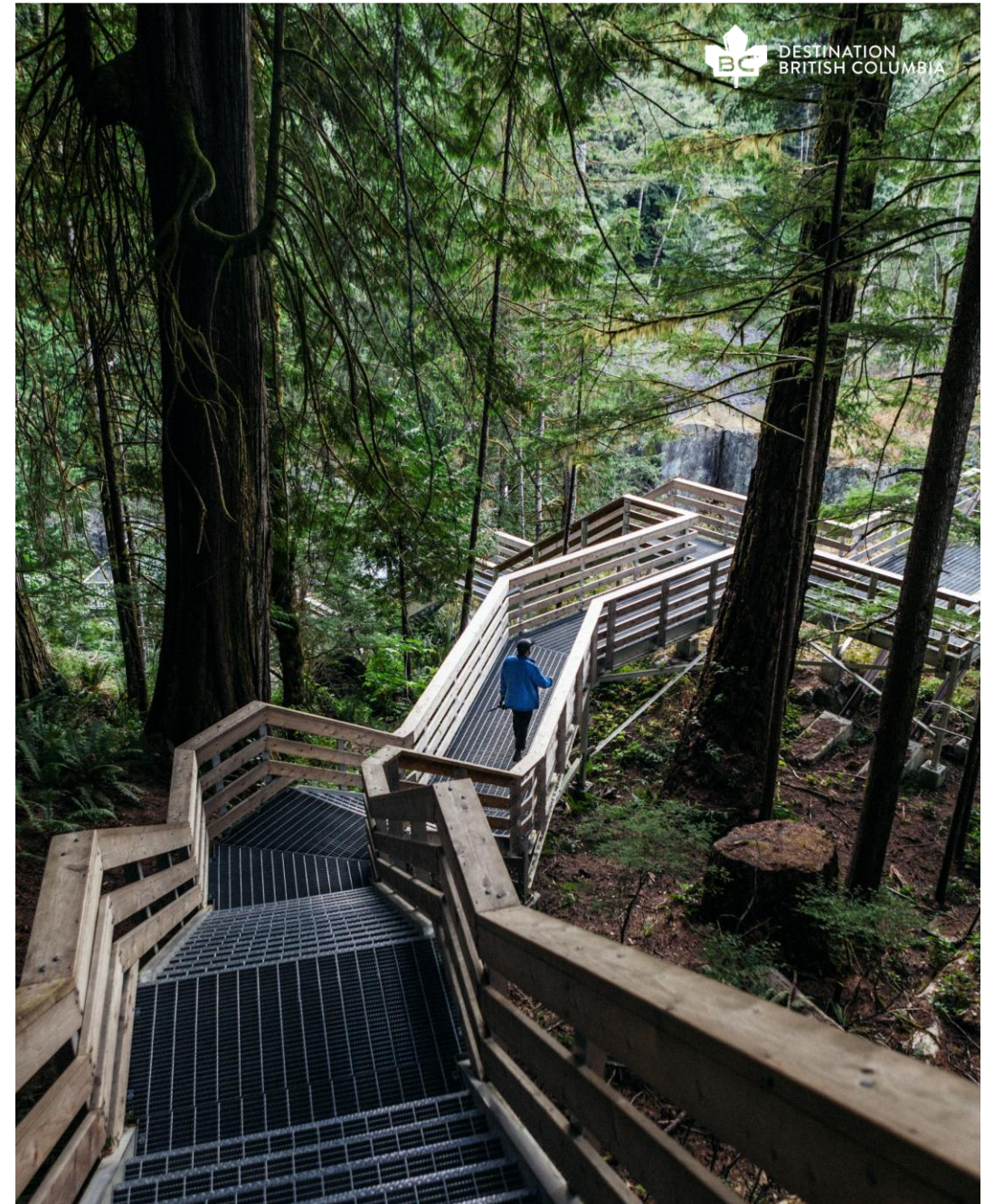
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KOOTENAY ROCKIES Nelson | Mitch Winton



BACKGROUND & OBJECTIVES

The goal of the [BC Tourism Climate Resiliency Initiative \(BCTCRI\)](#) is to prepare BC's tourism sector to adapt to the impacts of climate change. One of its projects, the Sustainability & Climate Adaptation Data Framework, supports data collection and informed decision-making across the industry.

As part of this work, in January 2025, the BCTCRI partners launched the Tourism Climate Adaptation and Environmental Sustainability Survey to establish a baseline measure of sustainability practices and climate preparedness within the tourism industry. The second wave of the survey was conducted from February to March 2026.

The survey objectives are to:

- Measure the extent to which businesses have been directly impacted by natural hazards, and the types of natural hazards that have caused those impacts.
- Understand what stage businesses are at in planning their response to natural hazards, and the types of hazards they are preparing for.
- Learn whether businesses have invested in climate adaptations, the types of investments made, and the level of financial investment.
- Assess businesses' self-perceived level of preparedness to address the impact of an immediate natural hazard.
- Learn whether businesses received any sustainability certifications in the past two years.
- Learn whether businesses completed any environmental audits in the past two years.
- Identify which environmental sustainability activities businesses invested in over the last year, and the level of financial investment in these activities.
- Identify what types of training or resources on climate adaptation and environmental sustainability businesses would find most helpful.
- Collect basic business characteristics.

APPROACH



SURVEY SAMPLE
305 tourism organizations



SURVEY METHOD & LENGTH
The BCTCRI partner organizations designed and distributed the survey, which took an average of nine minutes to complete



DATA COLLECTION DATES
February 18 to March 20, 2026



INCENTIVE
Entry into a draw to win one of three entry passes to a BC tourism conference



ANALYSIS AND REPORTING
Note: the 2026 survey results presented in this report reflect actions taken by organizations in 2025.

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



SAMPLE COMPOSITION

	Completed Surveys	%
Total	305	
Tourism Region*		
Vancouver Island	97	32%
Thompson Okanagan	82	27%
Vancouver, Coast & Mountains	51	17%
Kootenay Rockies	49	16%
Northern BC	32	10%
Cariboo Chilcotin Coast	22	7%
Type of Operation		
Accommodation (Accomm)	106	35%
Outdoor Recreation	41	13%
Tour Operator	40	13%
Food and Beverage	33	11%
Visitor Centre	29	10%
Attraction	24	8%
Retail	10	3%
Transportation	9	3%
DMO	4	1%
Local Government	1	<1%
Non-Profit	1	<1%
Other	7	2%

*The percentages for tourism region do not add to 100% because businesses could select more than one region that they operate in.



NORTHERN BC
Spatsizi Plateau Wilderness Park | Andrew Strain

KEY TAKEAWAYS | WHAT YOU NEED TO KNOW

KEY TAKEAWAYS



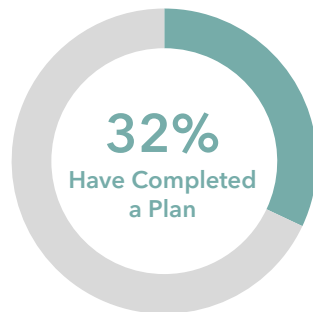
Impact of Natural Hazards

Four in ten tourism businesses (39%) were impacted by a natural hazard in 2025, and 16% had to close for at least one day. While wildfires were the single most common source of business disruption, other extreme weather events brought on by climate change were also frequent sources of business disruption – including extreme temperatures, flooding, droughts, and changes in snowpack.

Concern and Preparedness

Over half of tourism businesses (55%) continue to be very concerned about how climate change will impact their business – and the more concerned businesses are, the more likely they are to have completed a plan to prepare for climate change impacts.

Similar to last wave, just under one-third of tourism businesses have completed a plan whether that be an emergency plan, a plan to prepare for/reduce the risk of natural hazards, or to prepare for/reduce the risks and impacts of longer-term climate change.



Businesses are more likely to have completed an emergency response plan (25%), and a plan to reduce the risks of natural hazards (21%) than to have completed a plan to reduce the impact of longer-term climate change (13%).

Overall, only 30% of tourism businesses feel very prepared for an immediate natural hazard. However, businesses that have a plan in place are much more likely than businesses that don't to feel very prepared for an immediate natural hazard (56% vs. 18%).

Investing in Climate Adaptation and Environmental Sustainability

The percentage of tourism businesses that made investments to better adapt to climate change increased from 64% in 2024 to 72% in 2025. Nature-based or vegetation improvements, replacing old infrastructure, and improving product / experience offerings were the most common investments businesses made to reduce their vulnerability to climate change.

Just over three-quarters of tourism businesses in 2025 (76%) invested in activities to make their operations more environmentally sustainable, which is in line with last wave. Half of businesses report investing in educating guests on environmentally friendly behaviours, which tends to be a relatively low-cost investment for most. Other relatively common investments include waste and energy-related enhancements, and preserving and restoring natural spaces used for operations.

Energy Sources

Just under two-thirds of tourism businesses (63%) are using a renewable energy source to power the majority of their operations.

Businesses are turning to renewable energy sources to reduce operating costs, maintain energy resiliency, strengthen their reputations, and meet their corporate sustainability or ESG goals.

Training Resources

Businesses are most interested in training resources that support planning for the risks posed by natural hazards and climate change, as well as tools to measure their businesses environmental impact.



NORTHERN BC
Muncho Lake | Abby Cooper

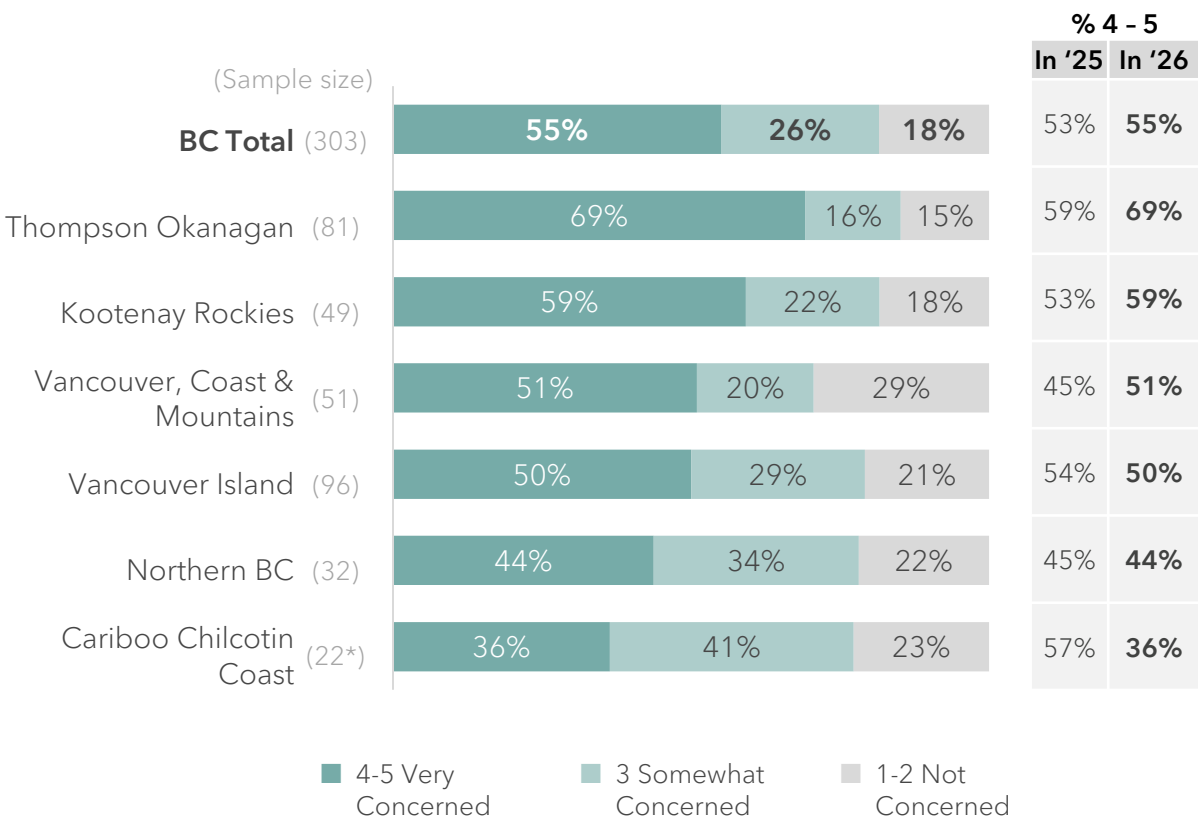
SUMMARY OF FINDINGS | CLIMATE RISK PREPAREDNESS

Climate Change: Concern and Preparedness

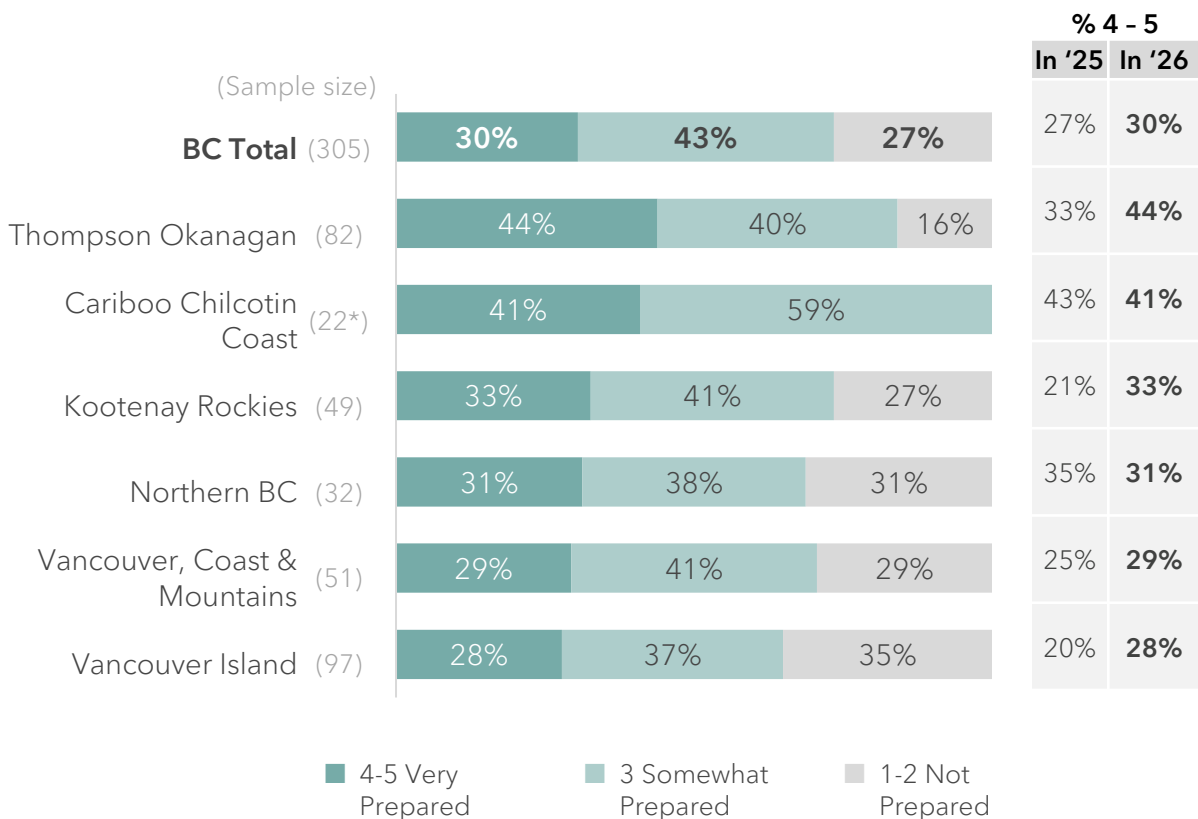
Similar to 2025, over half of tourism businesses (55%) are very concerned about the impact of climate change on their business – and only 18% aren’t concerned. Compared to 2025, the percentage of tourism businesses that are very concerned about the impact of climate change increased in the Thompson Okanagan but decreased in the Cariboo Chilcotin Coast.

Three in ten tourism businesses (30%) feel very prepared for an immediate natural hazard. Tourism businesses in the Thompson Okanagan and Cariboo Chilcotin Coast are the most likely to feel very prepared for an immediate natural hazard. Relative to 2025, the percentage of tourism businesses in the Thompson Okanagan and the Kootenay Rockies that feel very prepared for an immediate natural hazard has increased.

Concerned About the Impact of Climate Change



Preparedness for Immediate Natural Hazard



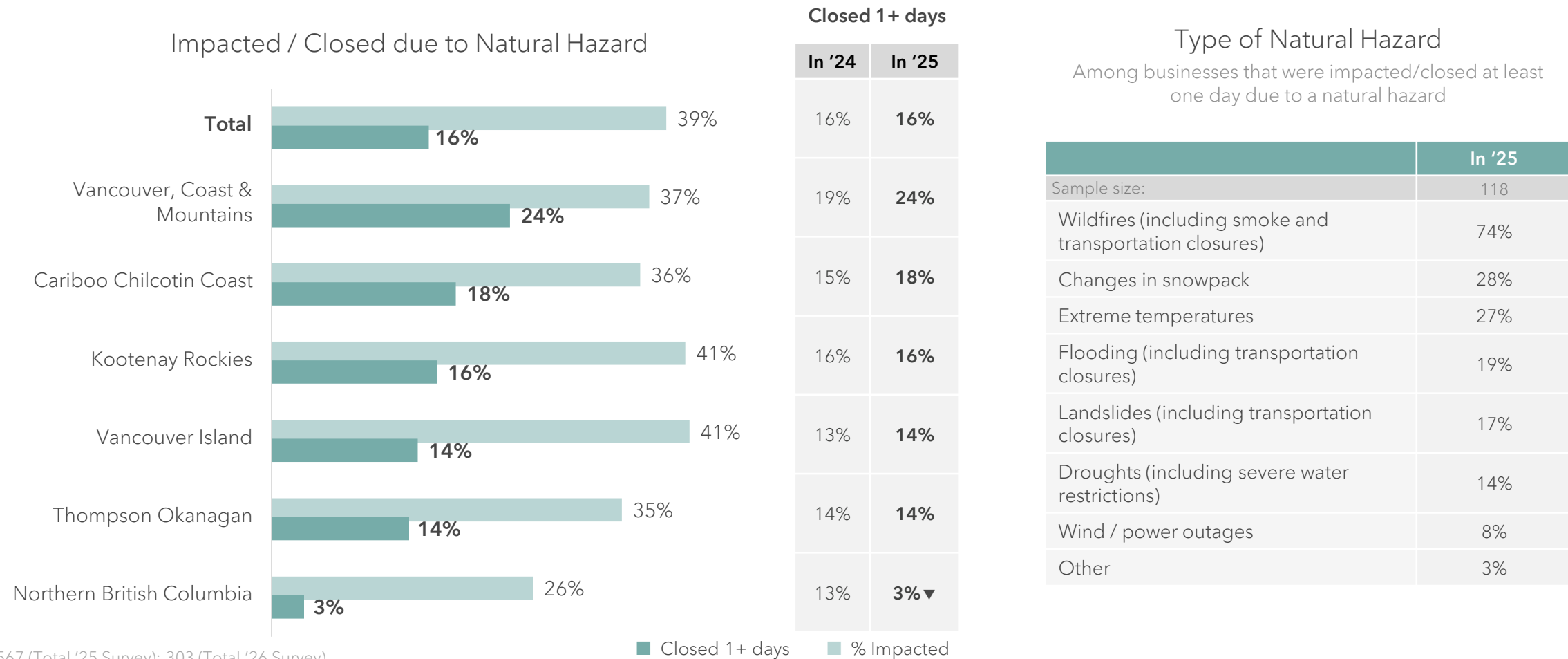
*Caution: small sample size
 Q7. Overall, on a scale from 1 to 5 (1 = not at all prepared, 5 = very prepared) how prepared is your organization for an immediate natural hazard (e.g., drought, flooding, wildfire, etc.)? / Q16. Overall, on a scale from 1 to 5 how concerned are you about the impact of climate change on your business?

Impact of Natural Hazards on Operating Days



In 2025, 4 in10 tourism businesses (39%) were impacted* by a natural hazard; 16% of tourism businesses had to close for at least one day due to a natural hazard – the same percentage of tourism businesses that had to close for at least one day in 2024. Seven percent of tourism businesses impacted by a natural hazard submitted an insurance claim and four percent received compensation as a result of their claim.

Wildfires were by far the most common natural hazard that impacted tourism businesses.



Sample size: 567 (Total '25 Survey); 303 (Total '26 Survey)

*Q4b. NEW QUESTION ADDED IN 2026: In 2025, how many day(s) was your business impacted by a natural hazard (e.g. drought, flooding, wildfire (including transportation closures, smoke, etc.)) - Number of impacted days due to natural hazard(s). Q4c. In 2025, how many day(s) did your business close due to a natural hazard (e.g. drought, flooding, wildfire (including transportation closures, smoke, etc.))?

Q4d. In 2025, what types of natural hazards resulted in your business closing for [number] day(s)?

▲/▼ Statistically higher / lower than in 2024

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Completing a Plan: Overview

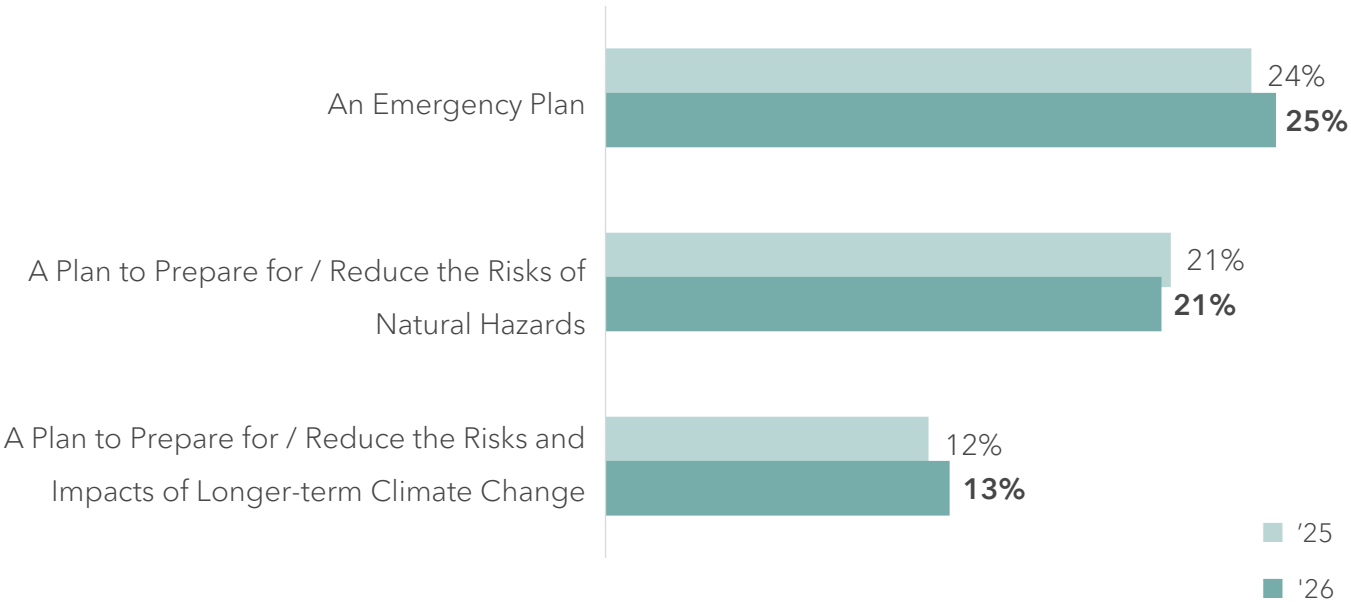
As in 2025, just under one-third (32%) of tourism businesses have completed a plan to either address emergencies caused by natural hazards, reduce the risks of natural hazards, or prepare for the impacts of longer-term climate change.

Similar to 2025, one-quarter (25%) of tourism businesses have completed an emergency response plan, two in ten (21%) have created a plan to prepare for or reduce the risks of natural hazards, and 13% have developed a plan to address the risks and impacts of longer-term climate change.

Completed at least one Plan



Type of Plan That's Been Completed

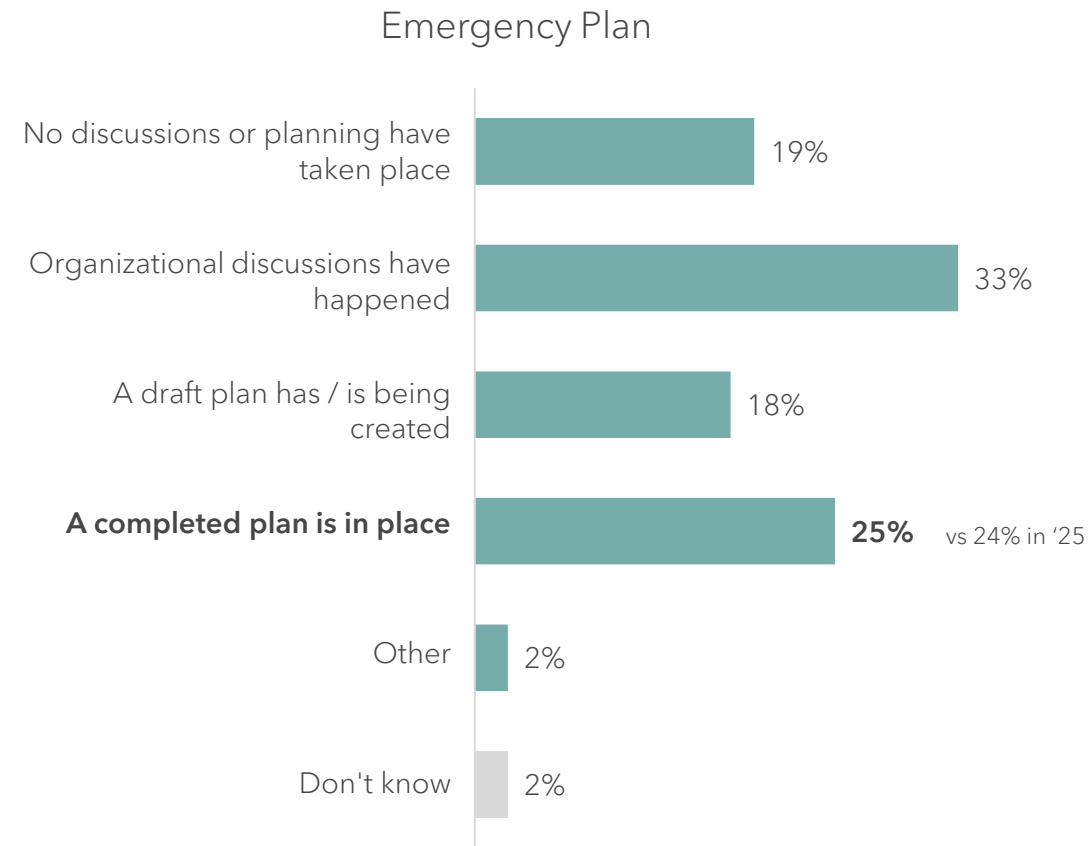


Planning: Emergency Preparedness

Tourism businesses in Vancouver, Coast & Mountains are less likely than tourism businesses in other regions to have completed an emergency plan.

Compared to other types of operators, food and beverage businesses are less likely to have completed an emergency plan.

Wildfires are by far the most common natural hazard addressed in emergency plans, followed by extreme temperatures, and flooding.



The Natural Hazards Their Emergency Plan Addresses

	In '25	In '26
Sample size:	134	72
Wildfires (including smoke and transportation closures)	81%	85%
Extreme temperatures	61%	54%
Flooding (including transportation closures)	51%	46%
Droughts (including severe water restrictions)	42%	33%
Landslides (including transportation closures)	28%	33%
Changes in snowpack	24%	21%
Other	17%	22%

Has a Completed Emergency Plan in Place in 2026

	Tourism Region						Primary Operation					
	Cariboo Chilcotin Coast	Kootenay Rockies	Northern BC	Thompson Okanagan	Vancouver, Coast & Mountains	Vancouver Island	Accomm	Attraction	Food and Beverage	Outdoor Recreation	Tour Operator	Visitor Centre
Sample size:	22*	49	32	82	51	97	106	24*	33	41	40	29*
	32%	29%	28%	29%	22%	28%	27%	25%	12%	29%	23%	24%

*Caution: small sample size.
Sample size: 305 (Total '26 survey)
Q5a. Has your organization completed: [An Emergency Plan (i.e. how to mitigate, plan, respond and recover when a natural hazard event occurs)]
Q5c. What types of natural hazards does your completed plan address?



Planning: Reducing the Risks of Natural Hazards

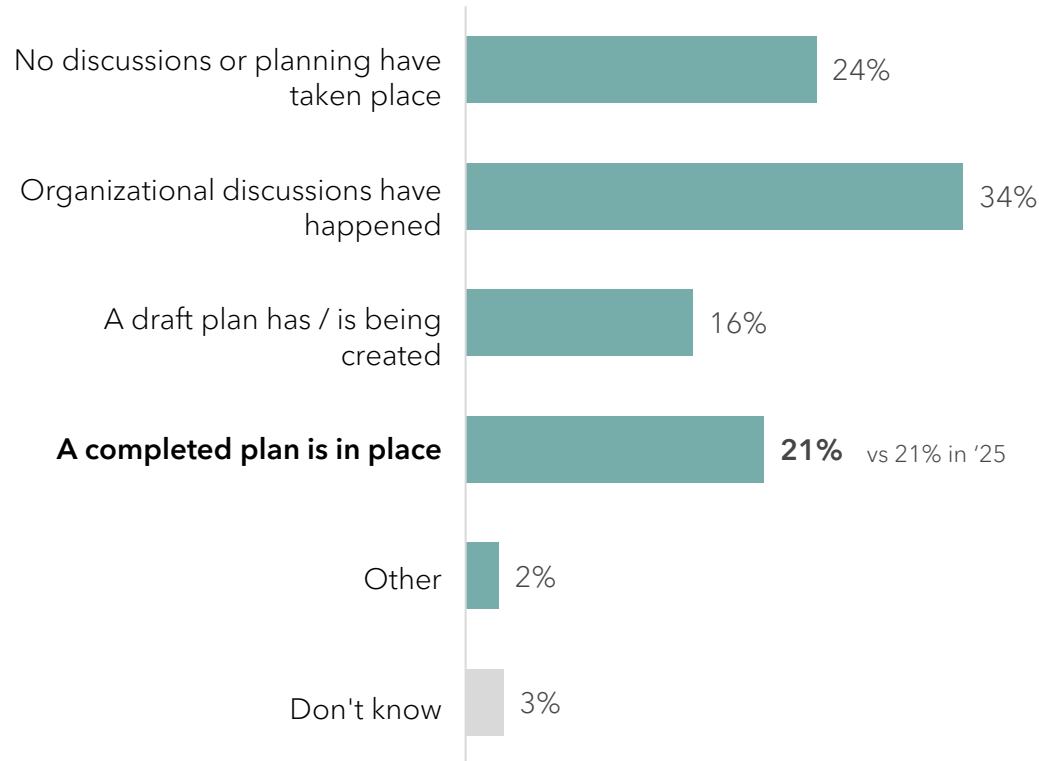


Tourism businesses in the Cariboo Chilcotin Coast, Kootenay Rockies, and Thompson Okanagan are more likely to have completed a plan to prepare for or reduce the risks of natural hazards, compared to businesses in Northern BC, Vancouver, Coast & Mountains, and on Vancouver Island.

By type of operation, food and beverage businesses and Visitor Centres are the least likely to have completed a plan—just 9% and 7%, respectively.

Wildfires are by far the most common natural hazard addressed in these plans, followed by extreme temperatures, and droughts.

A Plan to Prepare for / Reduce the Risks of Natural Hazards



The Natural Hazards
Their Plan to Prepare for / Reduce the Risks of
Natural Hazards Addresses

	In '25	In '26
Sample size:	101	51
Wildfires (including smoke and transportation closures)	81%	84%
Extreme temperatures	60%	55%
Droughts (including severe water restrictions)	50%	39%
Flooding (including transportation closures)	46%	33%
Landslides (including transportation closures)	29%	29%
Changes in snowpack	29%	25%
Other	15%	16%

Has a Completed Plan in Place to Prepare for / Reduce the Risks of Natural Hazards in 2026

	Tourism Region						Primary Operation					
	Cariboo Chilcotin Coast	Kootenay Rockies	Northern BC	Thompson Okanagan	Vancouver, Coast & Mountains	Vancouver Island	Accomm	Attraction	Food and Beverage	Outdoor Recreation	Tour Operator	Visitor Centre
Sample size:	22*	49	32	82	51	97	106	24*	33	41	40	29*
	32%	27%	19%	29%	18%	21%	25%	29%	9%	29%	20%	7%

*Caution: small sample size.

Sample size: 305 (Total '26 survey)

Q5a. Has your organization completed: [A plan to prepare for / reduce the risks of natural hazards]

Q5c. What types of natural hazards does your completed plan address?



Planning: Reducing the Risks and Impacts of Longer-term Climate Change

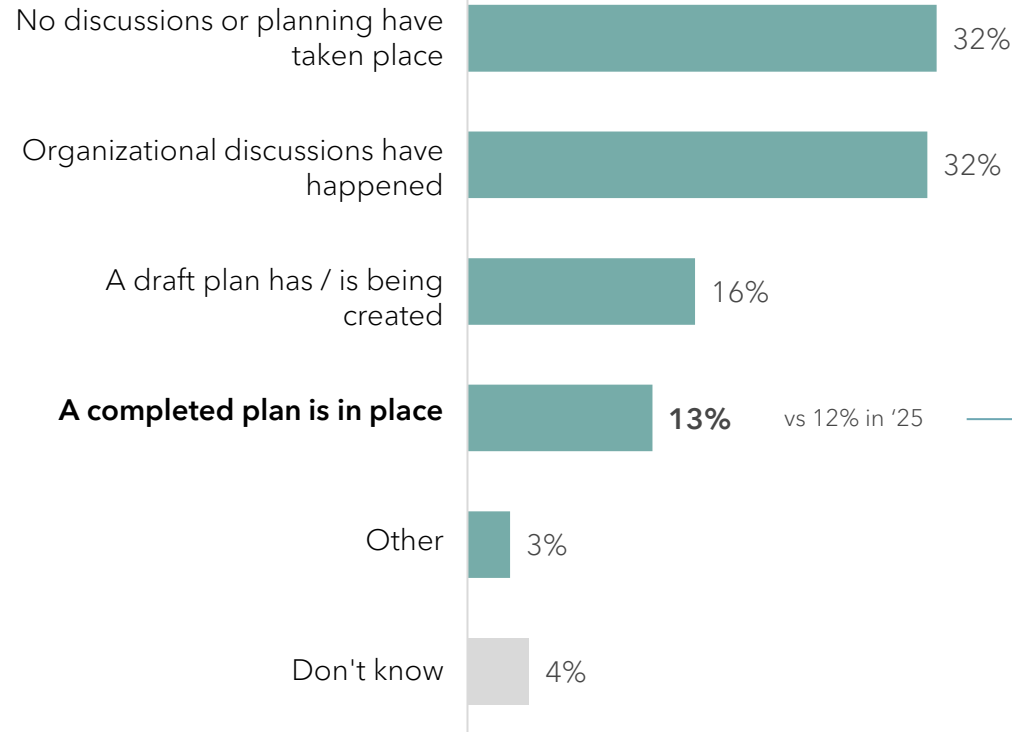


Tourism businesses in the Cariboo Chilcotin Coast and Thompson Okanagan are the most likely to have completed a plan to reduce the risks and impacts of longer-term climate change, while tourism businesses in Northern BC and on Vancouver Island are the least likely.

Attractions are the most likely to have completed a plan to reduce the risks and impacts of longer-term climate change, while Visitor Centres are the least likely.

Wildfires are by far the most common natural hazard addressed in these plans, followed by extreme temperatures, and droughts.

A Plan to Prepare for / Reduce the Risks and Impacts of Longer-term Climate Change



The Natural Hazards Their Plan to Prepare for / Reduce the Risks and Impacts of Longer-term Climate Change Addresses

	In '25	In '26
Sample size:	61	33
Wildfires (including smoke and transportation closures)	84%	76%
Extreme temperatures	66%	52%
Droughts (including severe water restrictions)	64%	52%
Changes in snowpack	41%	36%
Flooding (including transportation closures)	49%	27%
Landslides (including transportation closures)	36%	27%
Other	13%	15%

Has a Completed Plan in Place to Prepare for / Reduce the Risks and Impacts of Longer-term Climate Change in 2026

	Tourism Region						Primary Operation					
	Cariboo Chilcotin Coast	Kootenay Rockies	Northern BC	Thompson Okanagan	Vancouver, Coast & Mountains	Vancouver Island	Accomm	Attraction	Food and Beverage	Outdoor Recreation	Tour Operator	Visitor Centre
Sample size:	22*	49	32	82	51	97	106	24*	33	41	40	29*
	23%	16%	9%	21%	16%	9%	12%	21%	15%	15%	18%	3%

*Caution: small sample size.

Sample size: 305 (Total '26 survey)

Q5a. Has your organization completed: [A plan to prepare for / reduce the risks and impacts of longer-term climate change]

Q5c. What types of natural hazards does your completed plan address?

Investments in Climate Adaptation

In 2025, 72% of tourism businesses made investments to help their operations adapt to the impacts of climate change, which is higher than the percentage of businesses that made these investments in 2024 (64%).

The most common types of adaptations made were nature-based or vegetation improvements.

Climate Adaptations Investments

	In '24	In '25
Sample size:	560	304
Nature-based / vegetation improvements	27%	29%
Replacing old infrastructure	23%	21%
Changing products / experiences offered	24%	20%
FireSmart BC Program participation	17%	18%
Building new infrastructure	13%	13%
Extending operating season	11%	12%
Moving operational location(s)	2%	3%
Actions/plans to mitigate climate impacts (unaided)	4%	3%
Energy-efficiency upgrades (unaided)	3%	2%
More education on the impact of climate change (unaided)	1%	1%
Changed dates of when experiences are offered (unaided)	1%	<1%
Other	1%	3%
No staff time or budget was allocated	36%	28%

Investments in Climate Adaptation

Compared to tourism businesses in other regions, those in the Thompson Okanagan were more likely to invest in nature-based or vegetation improvements and replacing old infrastructure. Tourism businesses in the Cariboo Chilcotin Coast were more likely to invest in building new infrastructure.

Compared to other types of tourism businesses, those operating accommodations and attractions were more likely to invest in nature-based or vegetation improvements. Those operating attractions were also more likely to participate in the FireSmart BC Program, build new infrastructure, and extend their operating season.

	Tourism Region						Primary Operation						
	Total	Cariboo Chilcotin Coast	Kootenay Rockies	Northern BC	Thompson Okanagan	Vancouver, Coast & Mountains	Vancouver Island	Accomm	Attraction	Food and Beverage	Outdoor Recreation	Tour Operator	Visitor Centre
Sample size:	304	22	48	32	82	51	97	106	24*	33	41	40	29*
Nature-based / vegetation improvements	29%	27%	33%	31%	37%	25%	24%	38%	38%	30%	24%	28%	21%
Replacing old infrastructure	21%	27%	27%	16%	32%	20%	18%	25%	25%	24%	27%	13%	14%
Changing products / experiences offered	20%	18%	19%	25%	23%	22%	16%	16%	21%	27%	22%	20%	17%
FireSmart BC Program participation	18%	27%	27%	28%	20%	16%	18%	21%	29%	18%	20%	5%	21%
Building new infrastructure	13%	23%	17%	13%	12%	16%	14%	13%	25%	9%	15%	15%	14%
Extending operating season	12%	5%	19%	13%	16%	12%	6%	9%	25%	6%	7%	20%	14%
Moving operational location(s)	3%	5%	2%	3%	2%	4%	6%	0%	8%	6%	5%	5%	0%
No staff time or budget was allocated	28%	23%	21%	25%	18%	31%	33%	25%	13%	24%	32%	30%	41%

*Caution: small sample size

Q6a. In 2025, what climate adaptations did your organization invest in? Please select all that apply.

Amount Invested in Climate Adaptation Activities

Building new infrastructure and replacing old infrastructure are the two activities that require the largest investment. Among tourism business that built new infrastructure, just over three-quarters (76%) spent at least \$10,000. Among tourism businesses that replaced old infrastructure, just over half (53%) spent at least \$10,000. That said, the results show that businesses can take action without large investments – e.g., just over half (52%) of those who participated in FireSmart BC invested less than \$1,000.

Amount Invested in Climate Adaption Activities in 2025

	Nature-based / vegetation improvements	Changing products / experiences offered	Replacing old infrastructure	FireSmart BC Program participation	Building new infrastructure	Extending operating season	Moving operational location(s)
Sample size:	88	60	64	54	40	35	9*
Less than \$1,000	34%	25%	11%	52%	5%	20%	44%
\$1,000 to less than \$10,000	35%	35%	31%	24%	15%	49%	22%
\$10,000 to less than \$50,000	15%	20%	22%	6%	30%	14%	11%
\$50,000 to less than \$100,000	6%	3%	8%	2%	8%	0%	11%
\$100,000 or more	2%	3%	23%	0%	38%	3%	11%

*Caution: small sample size.
Q6b. In 2025, how much did your organization invest in these activities?



VANCOUVER ISLAND
| Destination BC/Boomer Jerritt

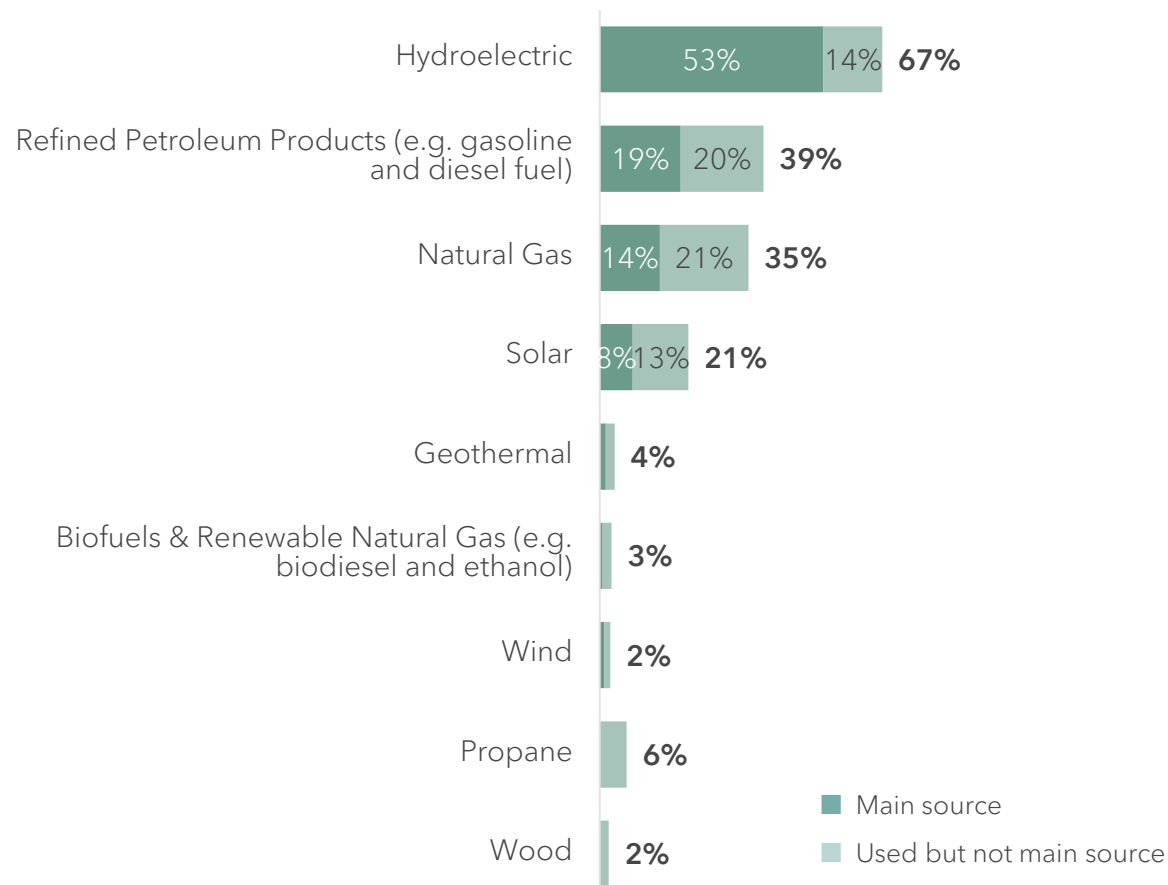
SUMMARY OF FINDINGS | ENVIRONMENTAL SUSTAINABILITY

Energy Sources Used



Two-thirds of tourism businesses (67%) use hydroelectricity, with just over half (53%) using it as their main energy source. Businesses are adopting renewable or lower-emission energy sources to reduce costs, improve energy independence, and strengthen brand reputation. However, some businesses may not recognize hydroelectricity as renewable/lower-emission, as nearly half of those reporting no use of these sources still identified hydro as their main energy source.

Energy Sources Used in 2025



Main Reasons Businesses Use Renewable or Lower Emissions Energy Sources

	In '25
Sample size:	281
Reducing operating costs	31%
Reliability or energy independence	21%
Improving brand reputation	21%
Meeting corporate sustainability or ESG goals	17%
Incentives or rebates	10%
Reducing exposure to fuel price volatility	9%
Only energy source available / lack of choice (unaided)	7%
Compliance with regulations or government requirements	6%
Ethics/to lower carbon footprint/better for the environment (unaided)	4%
Business is off-grid (unaided)	3%
Other	2%
My business currently doesn't use renewable or lower-emission energy sources	30%

Q8a. In 2025, what energy sources were used to operate your business? Please select all that apply.
Q8b. What energy source did your business use for the majority of its operations? - Selected Choice
Q8c. What are the main reasons your business uses renewable or lower emission energy sources?

Investments in Environmental Sustainability

In line with 2024, just over three-quarters (76%) of tourism businesses in 2025 invested in activities to make their operations more environmentally sustainable. The most common activities included educating guests to adopt more environmentally friendly behaviours, improving waste and energy management, and preserving / restoring the natural spaces that the business operates in.

Environmental Sustainability Investments

	In '24	In '25
Sample size:	572	305
Educating guests/clients to choose more environmentally friendly behaviours	45%	50%
Waste management (e.g., closed loop systems, diverting food waste)	40%	40%
Energy management (e.g., energy efficient windows, increased insulation)	40%	34%
Preserving / restoring the natural spaces you operate on	31%	33%
Nature-based solutions (e.g., planting native species, pollinator gardens)	26%	26%
Water management (e.g., greywater or rainwater harvesting infrastructure, water efficiency equipment)	23%	22%
Sustainable / clean transportation	17%	18%
Fossil fuel / carbon reduction (e.g., alternative fuel sources)	17%	12%
Other	7%	5%
No staff time or budget was allocated	21%	24%

Sample size: 305 (Total '26 Survey)

Q11a. In 2025, which environmental sustainability activities did your organization invest in? Please select all that apply.

Investments in Environmental Sustainability



Tourism businesses on Vancouver Island were more likely than those in other regions to make investments in guest education and water management. Tourism businesses in the Cariboo Chilcotin Coast were more likely to make investments in energy management, but less likely to make investments in waste management, sustainable / clean transportation, and fossil fuel / carbon reduction.

Compared to other types of tourism businesses, outdoor recreation operators are more likely to make investments in guest education. Those who operate attractions are more likely to make investments in preserving and restoring the natural spaces that they operate in.

	Tourism Region							Primary Operation					
	Total	Cariboo Chilcotin Coast	Kootenay Rockies	Northern BC	Thompson Okanagan	Vancouver, Coast & Mountains	Vancouver Island	Accomm	Attraction	Food and Beverage	Outdoor Recreation	Tour Operator	Visitor Centre
Sample size:	305	22	49	32	82	51	97	106	24	33	41	40	29
Educating guests/clients to choose more environmentally friendly behaviours	50%	50%	49%	41%	45%	47%	58%	56%	50%	33%	63%	50%	41%
Waste management (e.g., closed loop systems, diverting food waste, etc.)	40%	23%	41%	38%	40%	39%	36%	45%	46%	48%	44%	30%	31%
Energy management (e.g., energy efficient windows, increased insulation, etc.)	34%	50%	41%	38%	35%	29%	26%	45%	42%	33%	37%	23%	24%
Preserving / restoring the natural spaces you operate on	33%	27%	33%	38%	26%	31%	38%	30%	54%	27%	39%	45%	31%
Nature-based solutions (e.g., planting native species, pollinator gardens, etc.)	26%	18%	31%	28%	29%	20%	22%	28%	42%	24%	24%	25%	31%
Water management (e.g., greywater or rainwater harvesting infrastructure, water efficiency equipment, etc.)	22%	9%	20%	13%	22%	20%	28%	26%	33%	36%	22%	13%	3%
Sustainable / clean transportation	18%	0%	18%	6%	15%	25%	24%	15%	13%	21%	22%	23%	10%
Fossil fuel / carbon reduction (e.g. alternative fuel sources, etc.)	12%	9%	14%	13%	12%	18%	13%	11%	29%	3%	22%	5%	14%
No staff time or budget was allocated	24%	27%	31%	22%	21%	27%	20%	20%	17%	33%	17%	25%	38%

*Caution: small sample size
 Q11a. In 2025, which environmental sustainability activities did your organization invest in? Please select all that apply

Amount Invested in Environmental Sustainability Activities

The environmental sustainability activities that required the largest investments in 2025 were activities to reduce the use of fossil fuels, improve energy management, and transition to cleaner transportation alternatives. Among tourism businesses that replaced old infrastructure, just over half (53%) spent at least \$10,000. Again, however, the results show that businesses can take action without large investments – e.g., six-in-ten businesses that invested in guest education and waste management invested less than \$1,000.

Amount Invested in Environmental Sustainability Activities in 2025

	Educating guests /clients to choose more environmentally friendly behaviours	Waste management	Energy management	Preserving / restoring the natural spaces you operate on	Nature-based solutions	Water management	Sustainable / clean transportation	Fossil fuel / carbon reduction
Sample size:	153	121	103	102	80	68	54	37
Less than \$1,000	60%	60%	22%	44%	49%	43%	22%	35%
\$1,000 to less than \$10,000	22%	21%	34%	29%	34%	25%	24%	24%
\$10,000 to less than \$50,000	5%	7%	23%	13%	8%	16%	28%	22%
\$50,000 to less than \$100,000	1%	2%	6%	2%	1%	3%	9%	3%
\$100,000 or more	1%	1%	7%	2%	1%	1%	4%	8%

Environmental Sustainability: Certifications & Audits

Overall, 14% of tourism businesses were awarded a sustainability certification in the past two years. During the same period, 42% of businesses performed an environmental audit.

Awarded Sustainability Certification

	Jan '23 to Dec '24	Jan '24 to Dec '25
Sample size:	572	305
Biosphere Sustainability	5%	6%
GreenStep Sustainable Tourism	6%	4%
BC Green Business	3%	3%
Green Key	3%	2%
Synergy Carbon Neutral Company	1%	1%
International Network of Sustainable Tourism Observatories (INSTO)	1%	<1%
Global Sustainable Tourism Council (GSTC)	<1%	<1%
EarthCheck	0%	<1%
Other, please specify:	5%	5%
Don't know	8%	6%
No	76%	80%

Environmental Audits

	Jan '23 to Dec '24	Jan '24 to Dec '25
Sample size:	572	305
Energy	25%	20%
Water	20%	19%
Waste (Non-Food)	17%	18%
Food Waste	17%	13%
Carbon	9%	8%
Other	5%	6%
None	58%	58%

Q9. In the last two years (January 2024-December 2025), have you been awarded any of the following sustainability certifications?

Q10. In the last two years (January 2024-December 2025), which environmental audits has your organization performed?



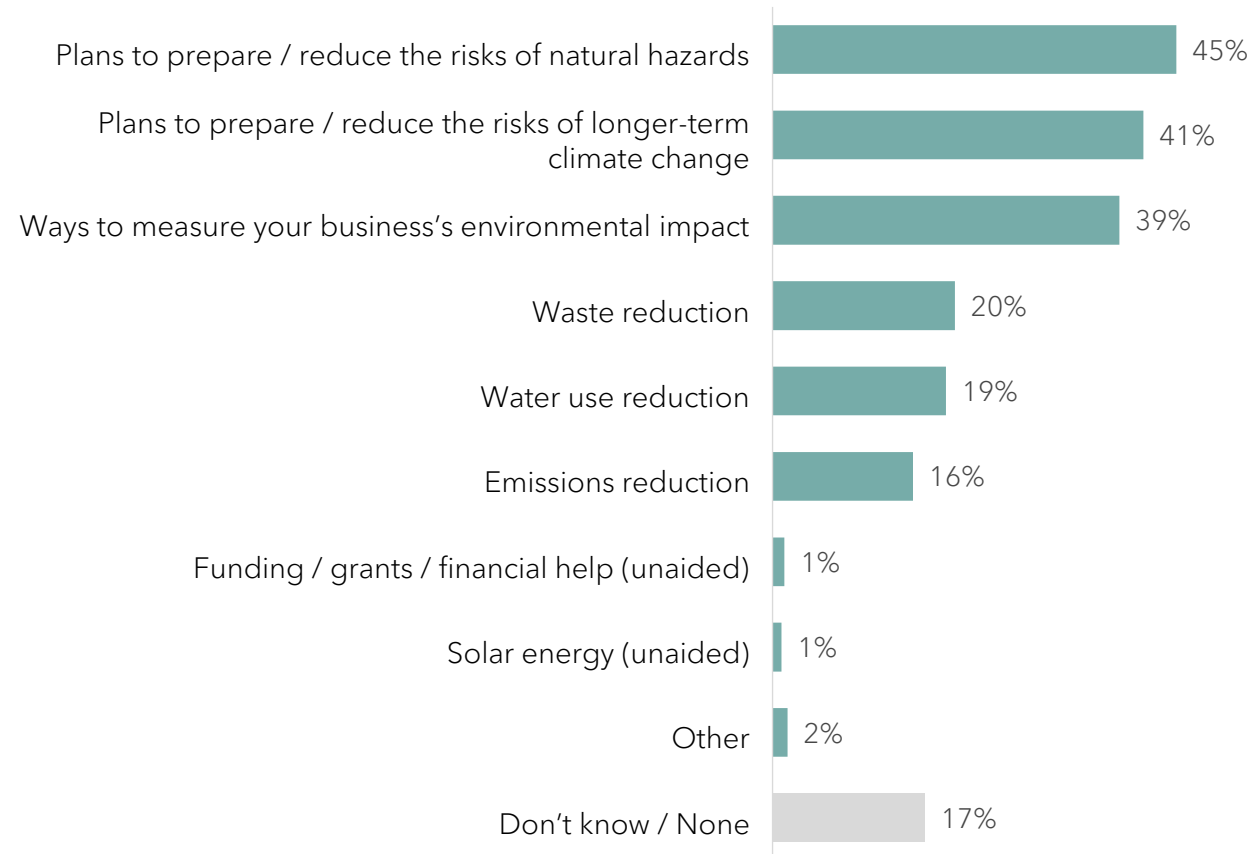
VANCOUVER, COAST & MOUNTAINS
Richmond | Tourism Richmond

SUMMARY OF FINDINGS | TRAINING AND RESOURCES

Training and Resources That Would be Most Helpful

Tourism businesses would find the most value in training resources that support risk planning for natural hazards and climate change, along with tools to measure environmental impact.

Most Helpful Areas of Training or Resources for Businesses





THOMPSON OKANAGAN
SilverStar Mountain Resort | Kai Jacobson

APPENDIX | PARTICIPANT PROFILE

PARTICIPANT PROFILE

	'25 Survey	'26 Survey
Primary Operation (Sample size)	572	305
Accommodation	29%	35%
Attraction	16%	8%
Food and Beverage	10%	11%
Outdoor Recreation	17%	13%
Tour Operator	10%	13%
Visitor Centre	n/a	10%
Tourism Region*		
Cariboo Chilcotin Coast	8%	7%
Kootenay Rockies	13%	16%
Northern BC	12%	10%
Thompson Okanagan	25%	27%
Vancouver, Coast & Mountains	17%	17%
Vancouver Island	27%	32%
Full time / Part time Employees	572	303
0	14%	16%
1-4	26%	29%
5-9	16%	19%
10-19	17%	16%
20+ more	26%	20%
Indigenous Owned / Led		
Yes	11%	7%
No	89%	93%

	'25 Survey	'26 Survey
Impact days due to Natural Disaster (Sample size)	572	303
Was not impacted	n/a	61%
Impacted >=1 days	n/a	39%
Submitted an Insurance Claim due to impacts of a Natural Hazard		119
Yes	n/a	7%
No	n/a	89%
Closure Days due to Natural Disaster	572	303
Did not close	84%	84%
Closed >=1 days	15%	16%
Completed a Plan		
Yes	32%	32%
No	68%	68%

*The percentages for tourism region do not add to 100% because businesses could select more than one region that they operate in.

PARTICIPANT PROFILE

	Total		Cariboo Chilcotin Coast		Kootenay Rockies		Northern BC		Thompson Okanagan		Vancouver, Coast & Mountains		Vancouver Island	
	'25 Survey	'26 Survey	'25 Survey	'26 Survey	'25 Survey	'26 Survey	'25 Survey	'26 Survey	'25 Survey	'26 Survey	'25 Survey	'26 Survey	'25 Survey	'26 Survey
Years of Operation (Sample size)	572	303	47	22	75	49	69	32	142	81	100	51	157	96
Less than 10 years	23%	28%	32%	14%	24%	35%	17%	16%	20%	25%	22%	33%	26%	28%
10 to < 20	20%	19%	6%	14%	15%	14%	17%	22%	27%	19%	22%	16%	20%	19%
20 to <35	29%	28%	36%	32%	28%	22%	29%	34%	27%	30%	29%	25%	31%	26%
35+ years	27%	25%	26%	41%	33%	29%	36%	28%	27%	27%	27%	25%	24%	27%