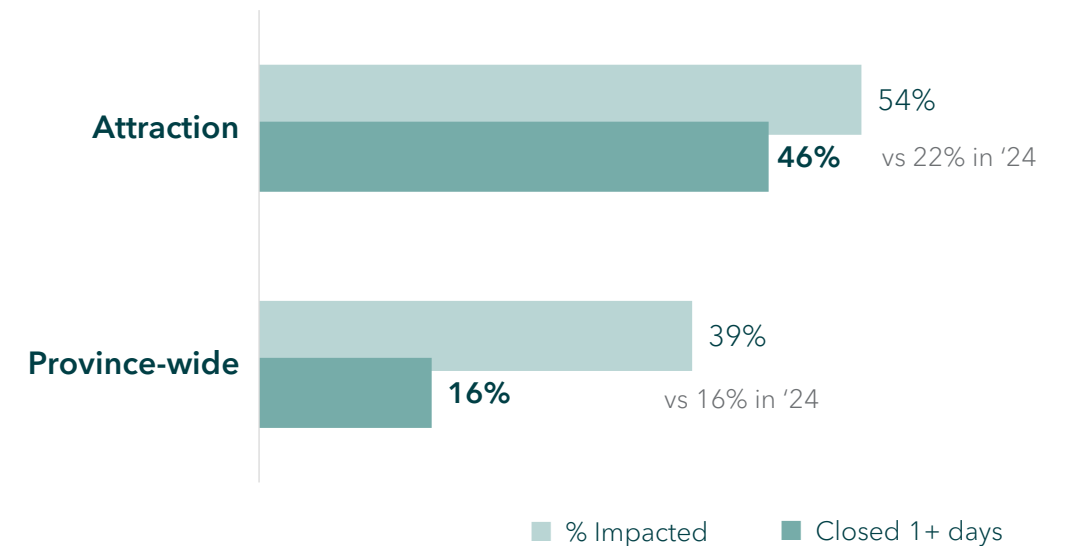


## Tourism Climate Adaptation & Environmental Sustainability Survey: '26 Survey Snapshot Series

### Highlights: Attraction Tourism Businesses

- 54% of businesses were impacted by a natural hazard and 46% had to close for at least one day.
- 92% are concerned about the impact of climate change and 71% also feel at least somewhat prepared to deal with an immediate natural hazard.
- 8% have completed a plan to reduce the risk of natural hazards.
- In the last two years, 21% were awarded a sustainability certification, and 50% had an environmental audit performed.
- 88% made climate adaptation investments, and 83% invested in activities to make their operations more environmentally sustainable.
- Reducing operating costs and meeting sustainability or ESG goals are the main reasons businesses are using renewable/lower emissions energy sources.

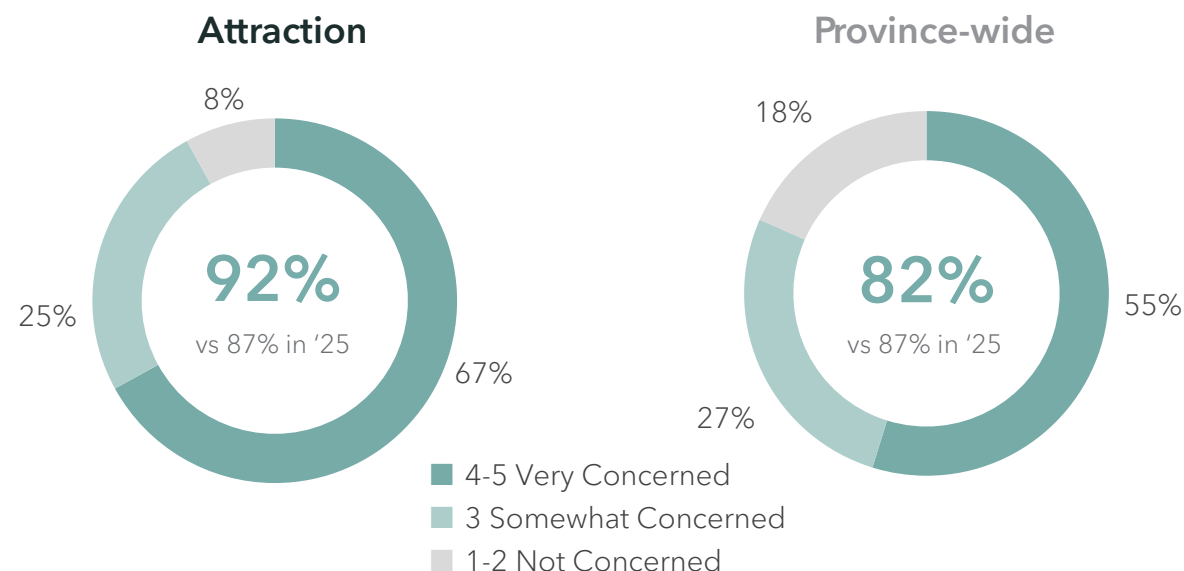
### Impacted/Closed due to Natural Hazard in '25



## Climate Change: Concern & Preparedness

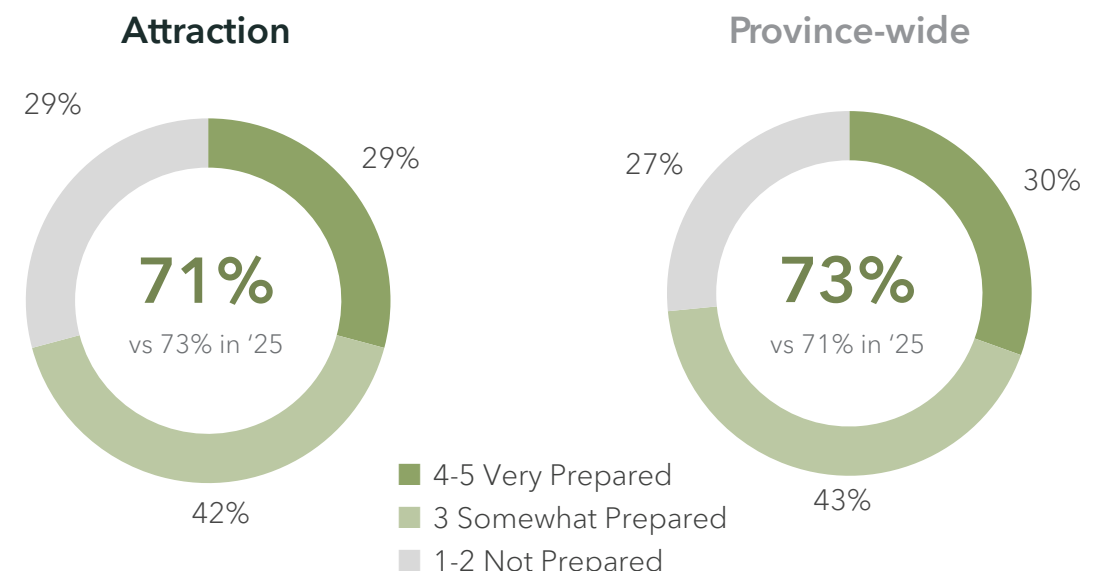
### Concern About Impact of Climate Change

92% of businesses are concerned about the impact of climate change on their business, with 67% being very concerned.



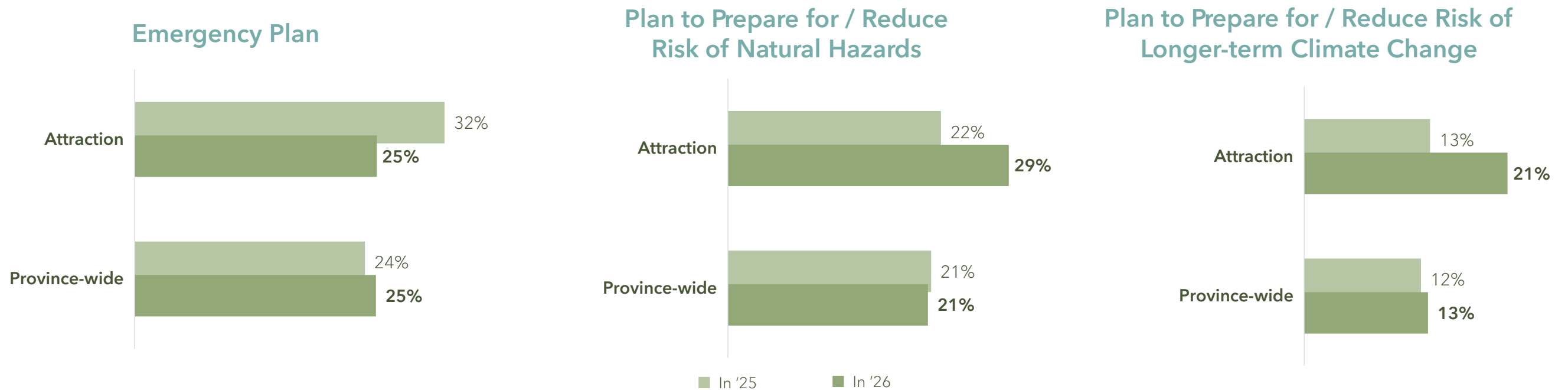
### Prepared for Immediate Natural Hazard

71% of businesses feel at least somewhat prepared to deal with an immediate natural hazard, with 29% feeling very prepared.



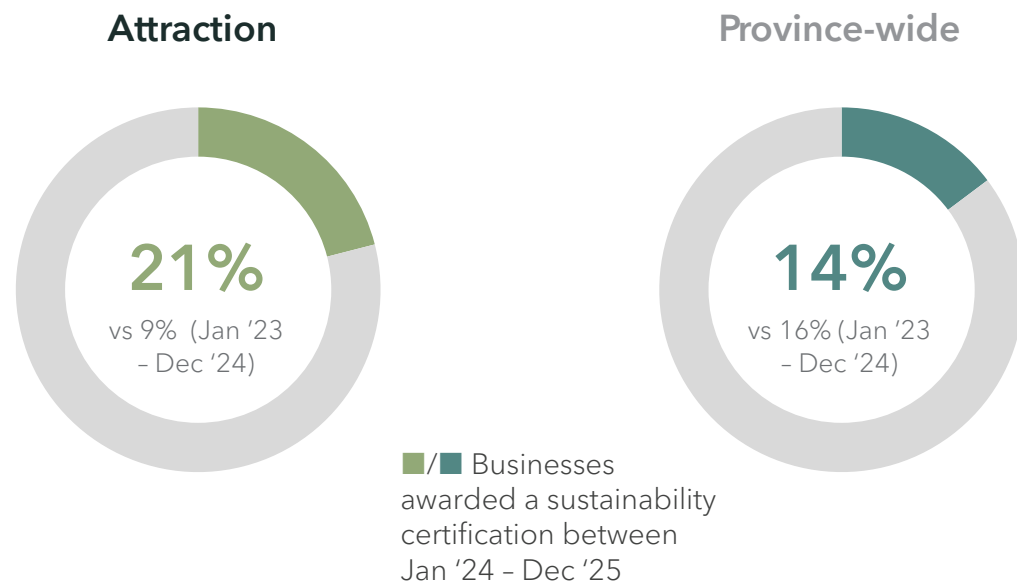
## Tourism Climate Adaptation & Environmental Sustainability Survey: '26 Survey Snapshot Series

### Have a Completed:

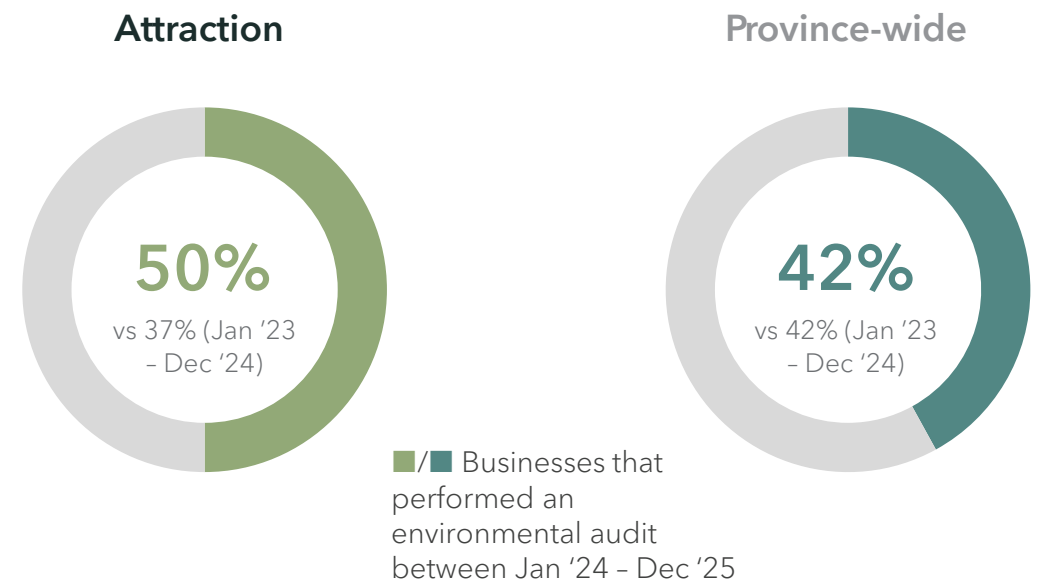


### Environmental Sustainability: Certifications & Audits

#### Awarded Sustainability Certification



#### Environmental Audits



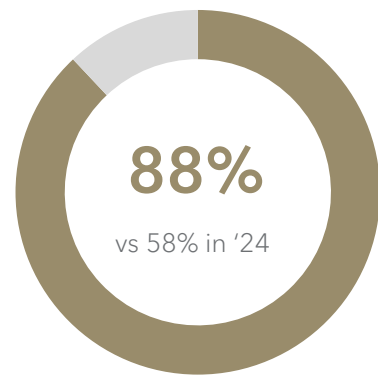
## Tourism Climate Adaptation & Environmental Sustainability Survey: '26 Survey Snapshot Series

### Investments: Climate Adaptation & Environmental Sustainability

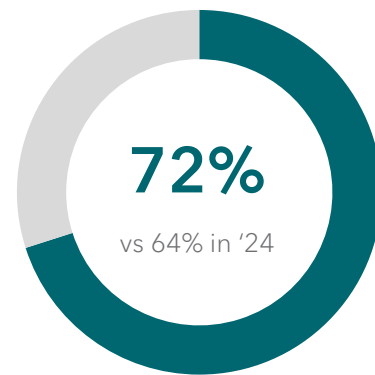
#### Invested in Climate Adaptation in '25

88% of businesses made investments to adapt to the impacts of climate change.

##### Attraction



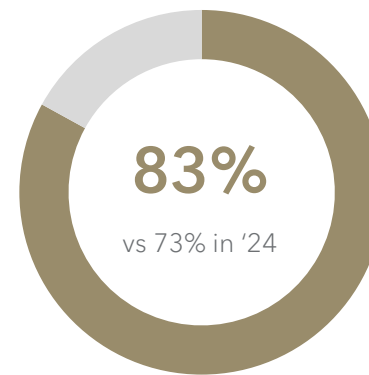
##### Province-wide



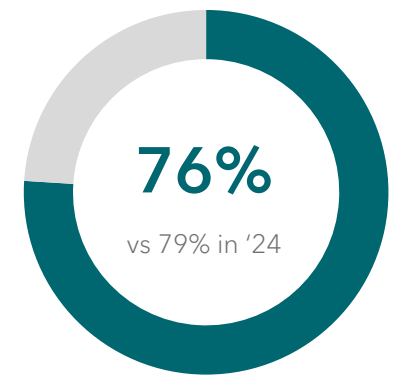
#### Invested in Environmental Sustainability in '25

83% of businesses invested in activities to make their operations more environmentally sustainable.

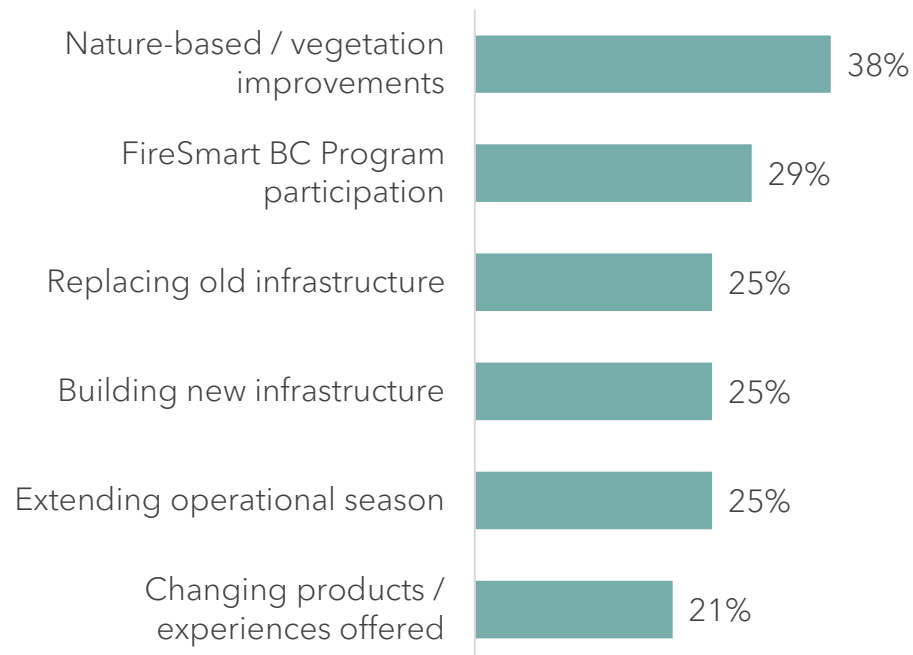
##### Attraction



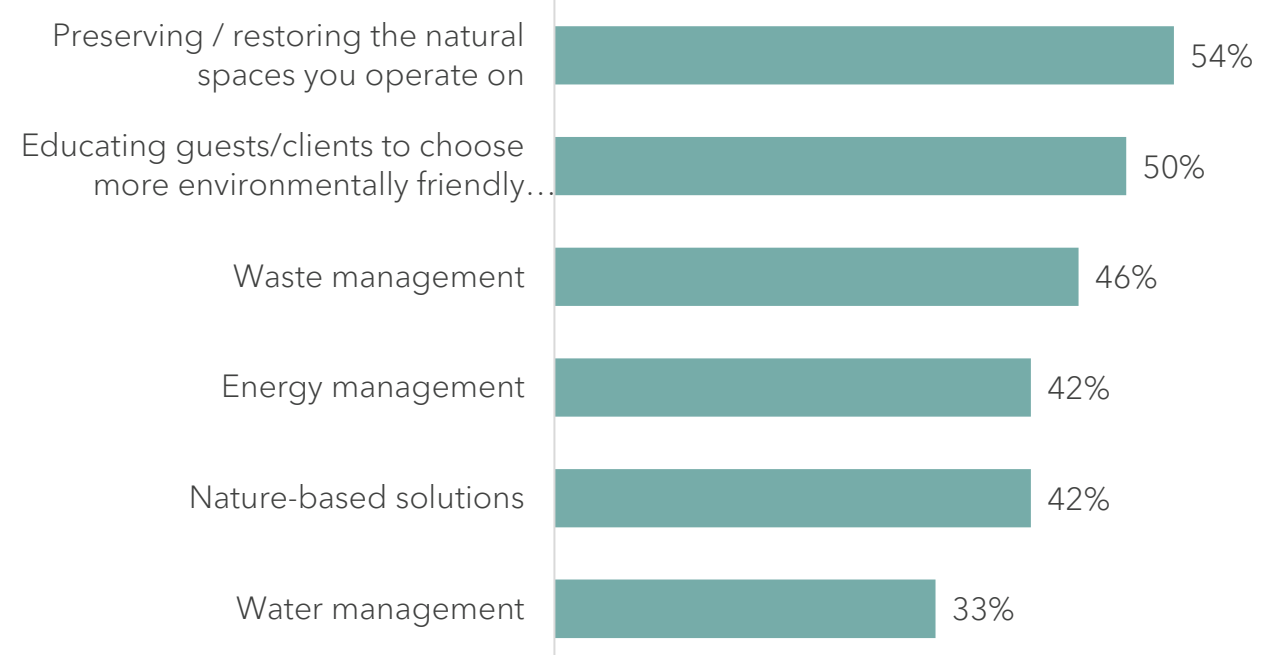
##### Province-wide



#### Type of Investments in Climate Adaptation

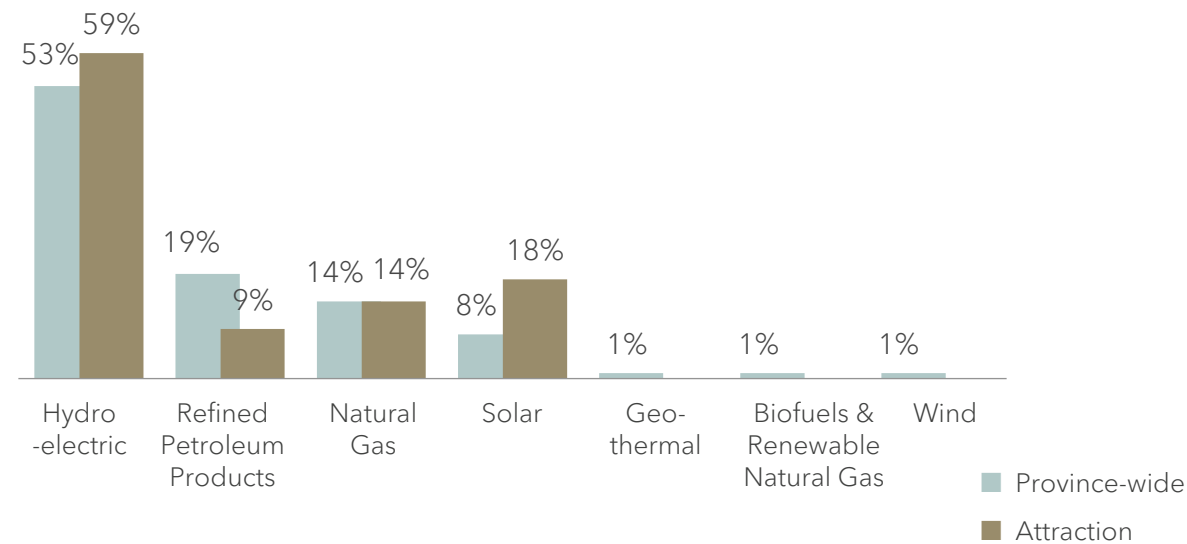


#### Type of Investments in Environmental Sustainability



## Tourism Climate Adaptation & Environmental Sustainability Survey: '26 Survey Snapshot Series

### Main Energy Sources Used



### About the Survey

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

Conducted among tourism businesses in February-March 2026, the results presented in this report reflect actions taken by organizations in 2025. These results provide baseline data to track improvements over time and help inform climate adaptation and environmental sustainability program needs.

Number of completed surveys:

**Attraction - 24**  
**Province-wide - 305**

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

### 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.

