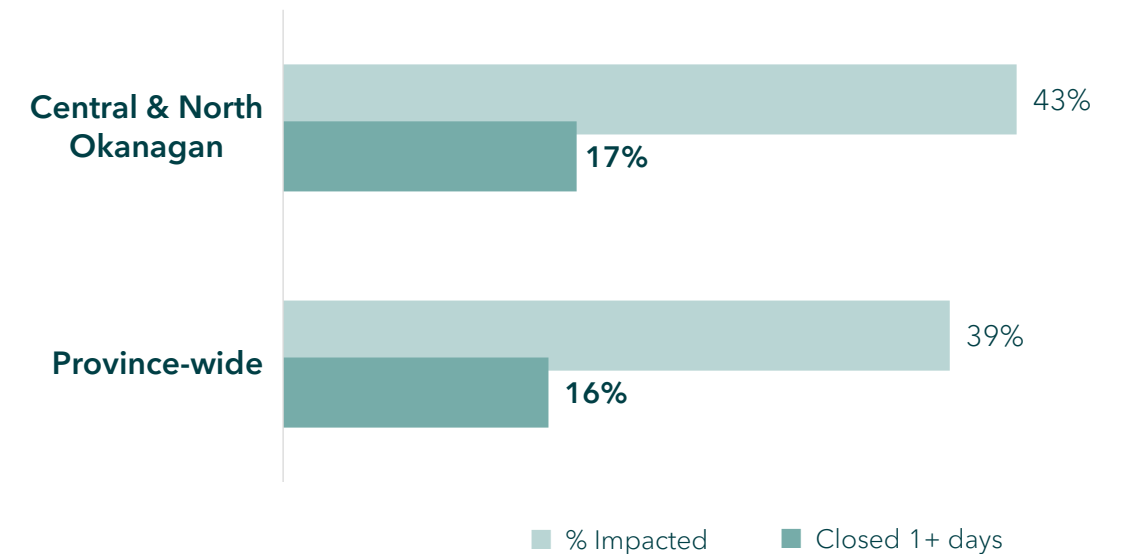


Tourism Climate Adaptation & Environmental Sustainability Survey: '26 Survey Snapshot Series

Highlights: Central & North Okanagan Tourism Businesses

- 43% of businesses were impacted by a natural hazard and 17% had to close for at least one day.
- 80% are concerned about the impact of climate change and 89% also feel at least somewhat prepared to deal with an immediate natural hazard.
- 53% have completed a plan to reduce the risk of natural hazards.
- In the last two years, 25% were awarded a sustainability certification, and 42% had an environmental audit performed.
- 78% made climate adaptation investments, and 78% also invested in activities to make their operations more environmentally sustainable.
- Reducing operating costs is the main reason businesses are using renewable/lower emissions energy sources.

Impacted/Closed due to Natural Hazard in '25

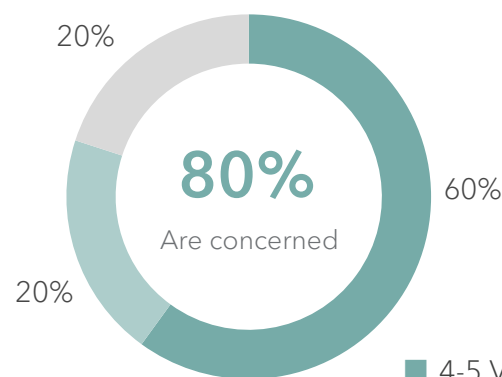


Climate Change: Concern & Preparedness

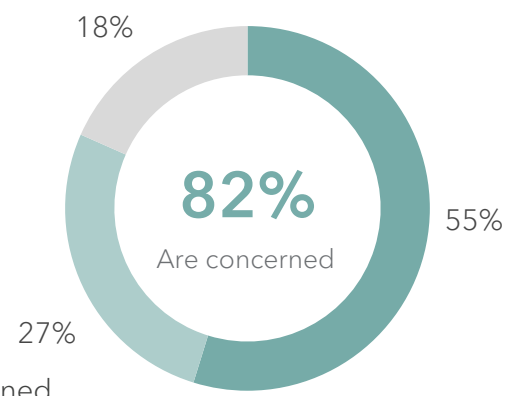
Concern About Impact of Climate Change

80% of businesses are concerned about the impact of climate change on their business, with 60% being very concerned.

Central & North Okanagan



Province-wide

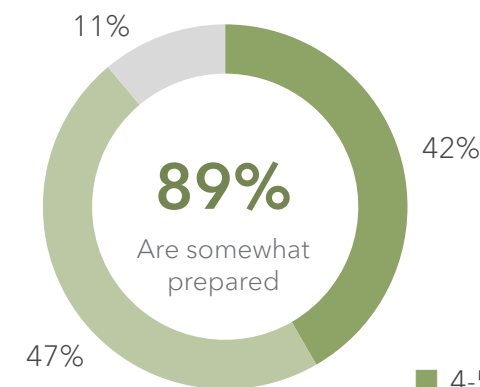


■ 4-5 Very Concerned
■ 3 Somewhat Concerned
■ 1-2 Not Concerned

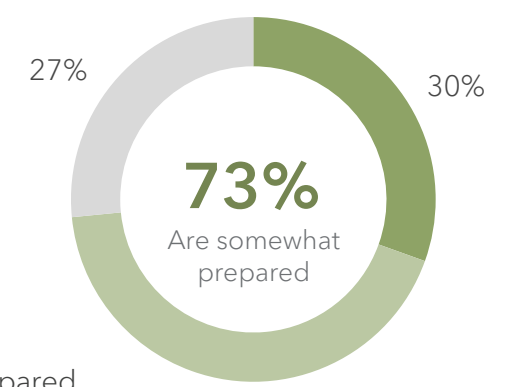
Prepared for Immediate Natural Hazard

89% of businesses feel at least somewhat prepared to deal with an immediate natural hazard, with 42% feeling very prepared.

Central & North Okanagan



Province-wide

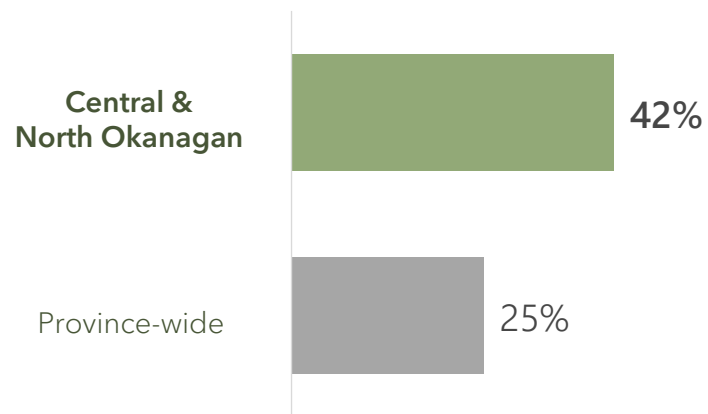


■ 4-5 Very Prepared
■ 3 Somewhat Prepared
■ 1-2 Not Prepared

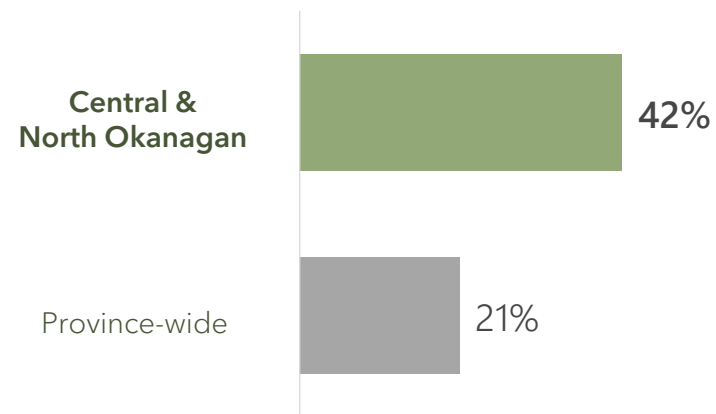
Tourism Climate Adaptation & Environmental Sustainability Survey: '26 Survey Snapshot Series

Have a Completed:

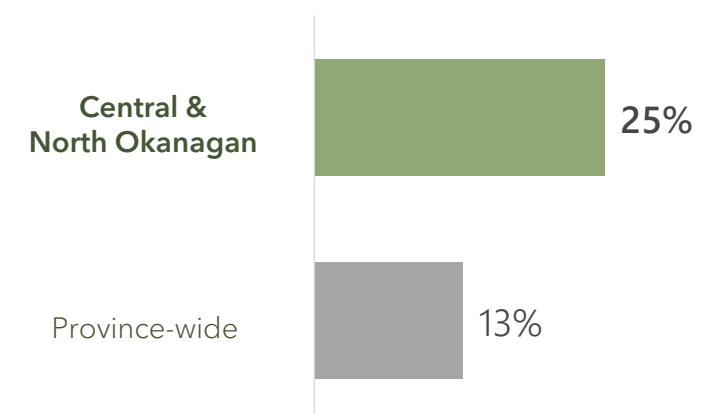
Emergency Plan



Plan to Prepare for / Reduce Risk of Natural Hazards



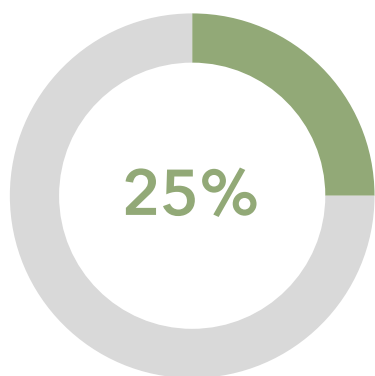
Plan to Prepare for / Reduce Risk of Longer-term Climate Change



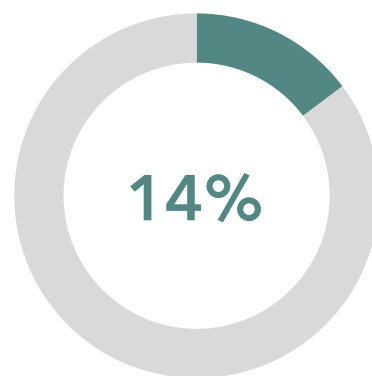
Environmental Sustainability: Certifications & Audits

Awarded Sustainability Certification

Central & North Okanagan



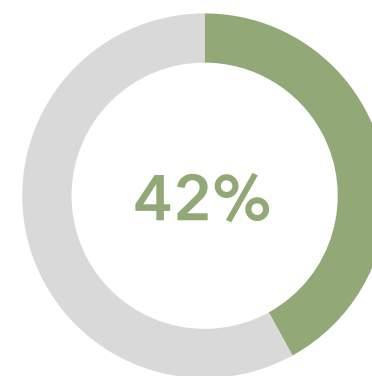
Province-wide



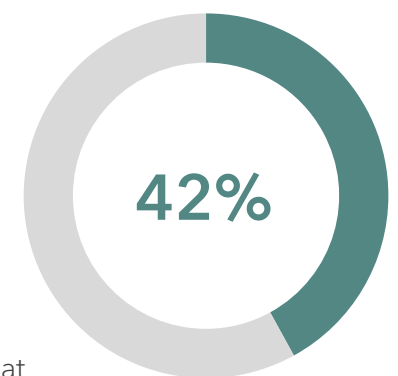
■/■ Businesses awarded a sustainability certification between Jan '24 - Dec '25

Environmental Audits

Central & North Okanagan



Province-wide



■/■ Businesses that performed an environmental audit between Jan '24 - Dec '25

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

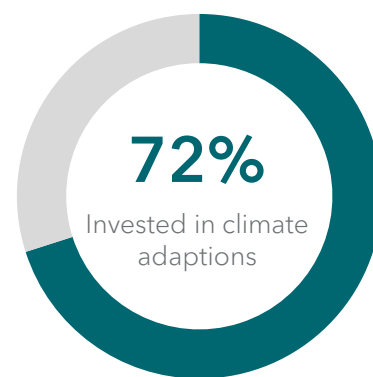
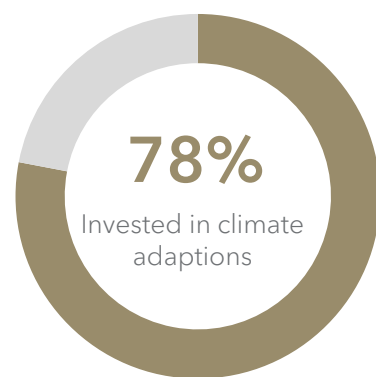
Investments: Climate Adaptation & Environmental Sustainability

Invested in Climate Adaptation in '25

78% of businesses made investments to adapt to the impacts of climate change.

Central & North Okanagan

Province-wide

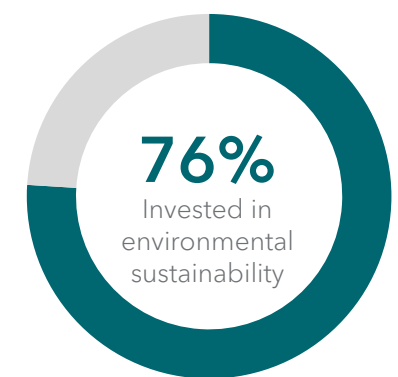
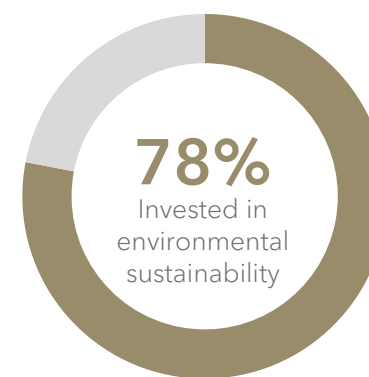


Invested in Environmental Sustainability in '25

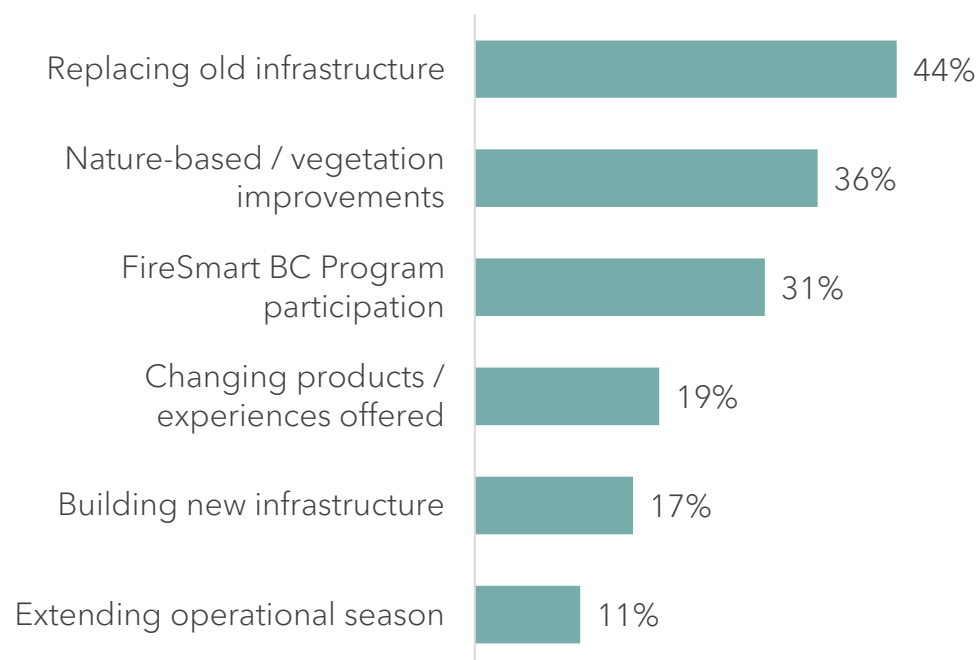
78% of businesses invested in activities to make their operations more environmentally sustainable.

Central & North Okanagan

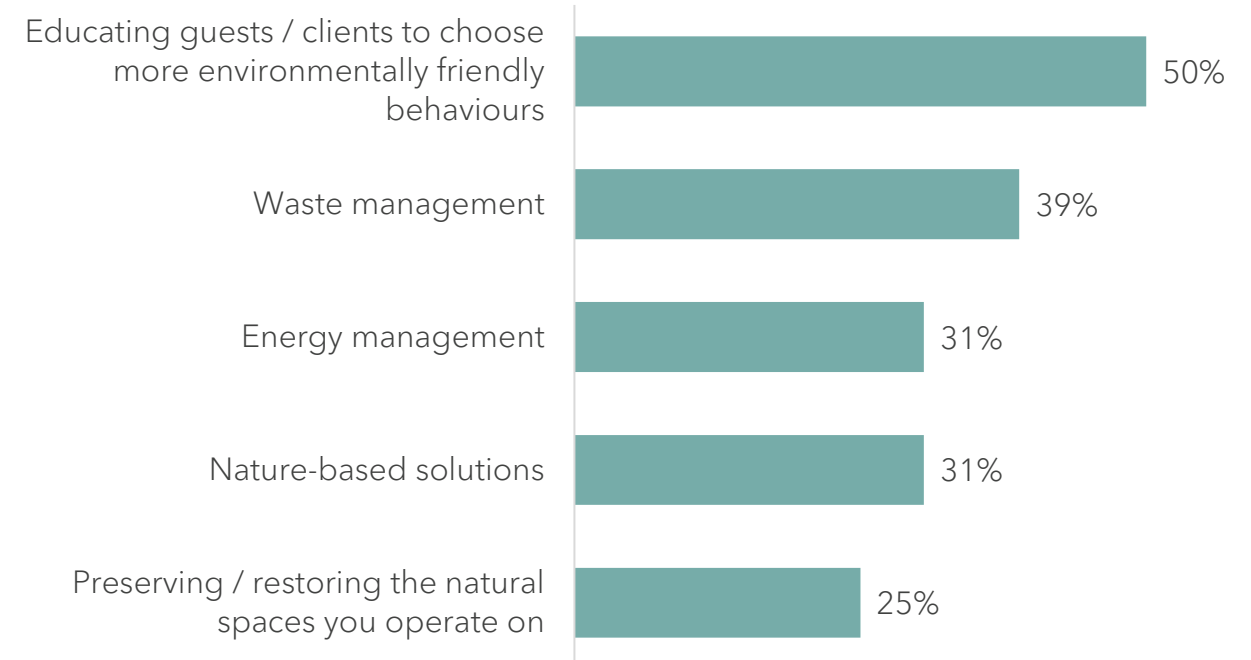
Province-wide



Type of Investments in Climate Adaptation

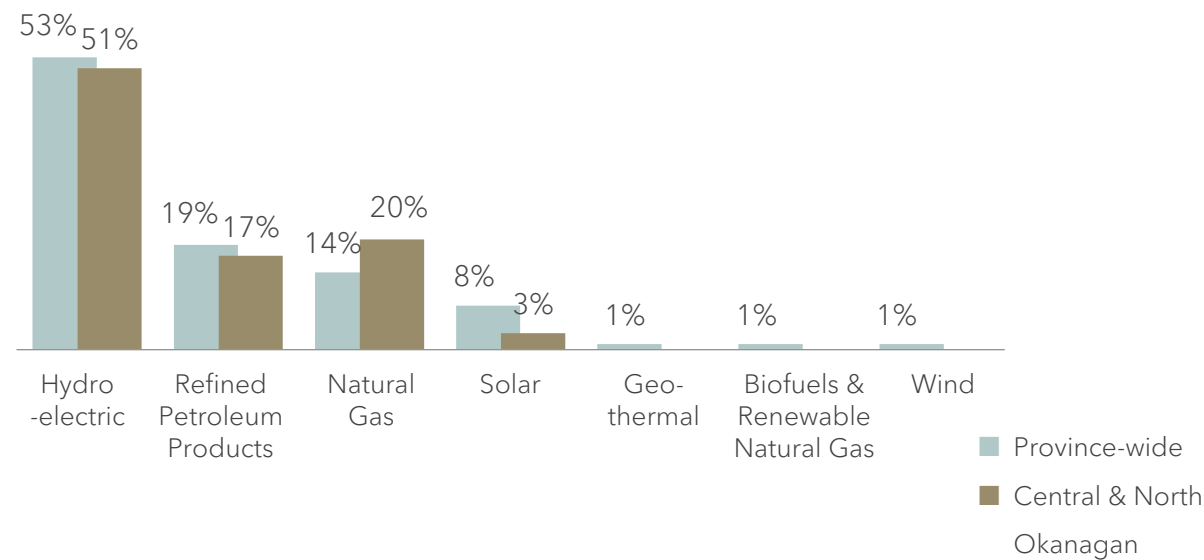


Type of Investments in Environmental Sustainability



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

Main Energy Sources Used



Participating Communities

Central & North Okanagan	
	Cache Creek
	Clearwater
	Enderby
	Kamloops
	Kelowna
	Lake Country
	Logan Lake
	Lumby
	Lytton
	Mara
	Merritt
	Shuswap
	Sicamous
	Spallumcheen
	Sun Peaks
	Vernon
	West Kelowna

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:

Central & North Okanagan - 36
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.

