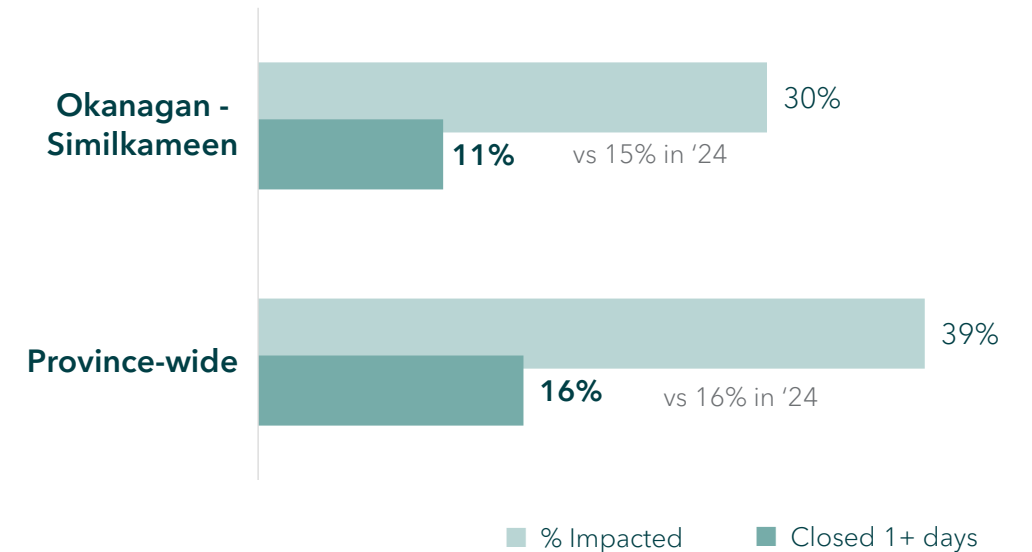


Tourism Climate Adaptation & Environmental Sustainability Survey: '26 Survey Snapshot Series

Highlights: Okanagan - Similkameen Tourism Businesses

- 30% of businesses were impacted by a natural hazard and 11% had to close for at least one day.
- 92% are concerned about the impact of climate change and 84% also feel at least somewhat prepared to deal with an immediate natural hazard.
- 27% have completed a plan to reduce the risk of natural hazards.
- In the last two years, 11% were awarded a sustainability certification, and 46% had an environmental audit performed.
- 78% made climate adaptation investments, and 81% invested in activities to make their operations more environmentally sustainable.
- Reducing operating costs and having energy independence are the main reasons businesses are using renewable/lower emissions energy sources.

Impacted/Closed due to Natural Hazard in '25



Climate Change: Concern & Preparedness

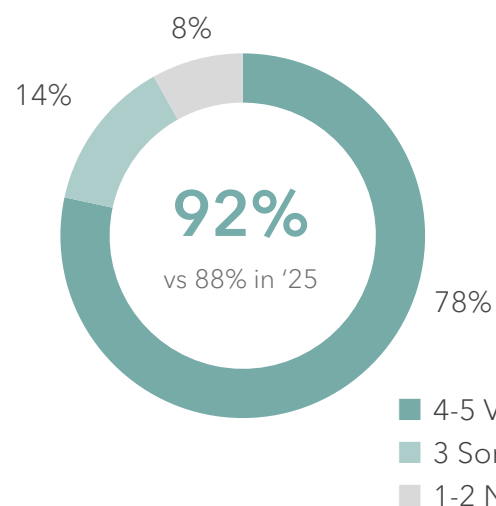
Concern About Impact of Climate Change

92% of businesses are concerned about the impact of climate change on their business, with 78% being very concerned.

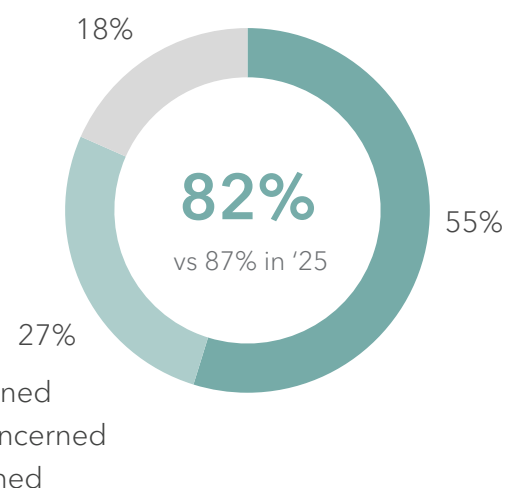
Prepared for Immediate Natural Hazard

84% of businesses feel at least somewhat prepared to deal with an immediate natural hazard, with 43% feeling very prepared.

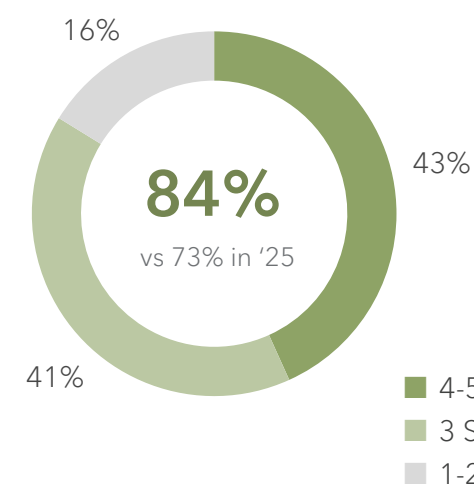
Okanagan - Similkameen



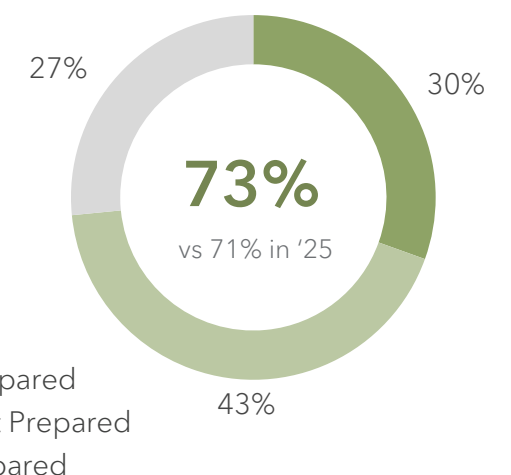
Province-wide



Okanagan - Similkameen



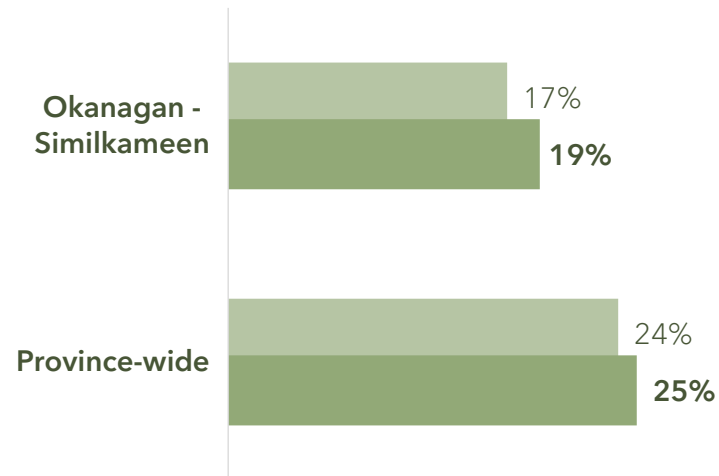
Province-wide



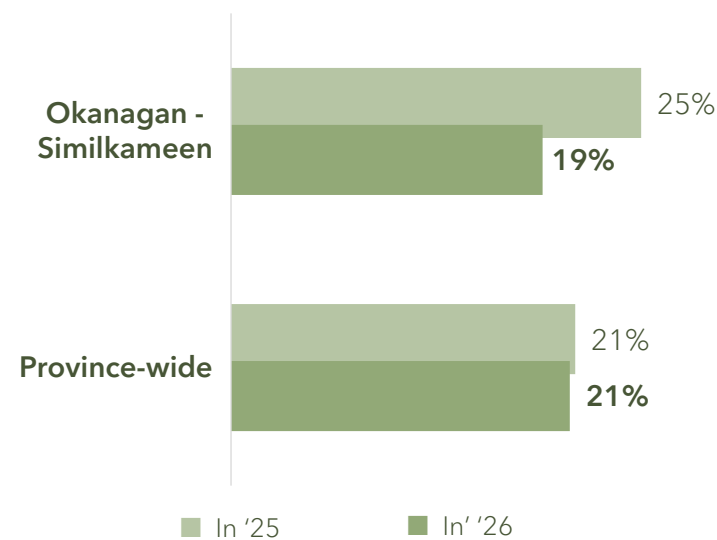
Tourism Climate Adaptation & Environmental Sustainability Survey: '26 Survey Snapshot Series

Have a Completed:

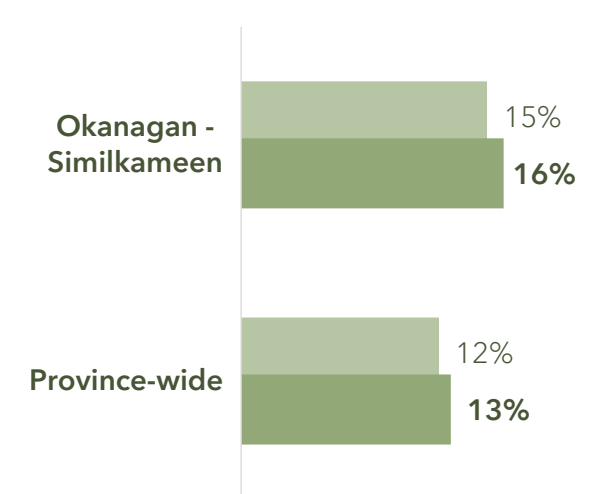
Emergency Plan



Plan to Prepare for / Reduce Risk of Natural Hazards



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

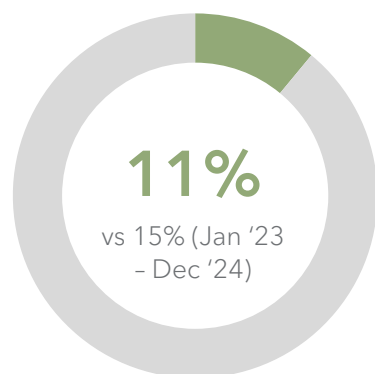


■ In '25 ■ In '26

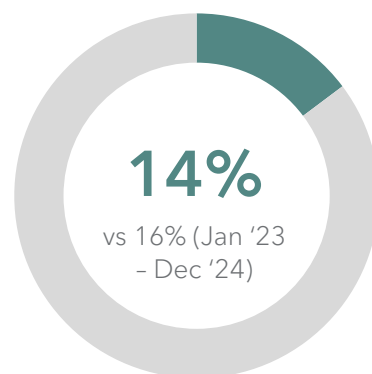
Environmental Sustainability: Certifications & Audits

Awarded Sustainability Certification

Okanagan - Similkameen



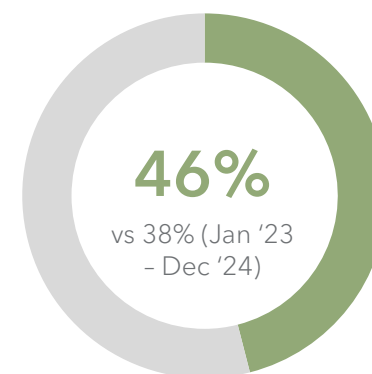
Province-wide



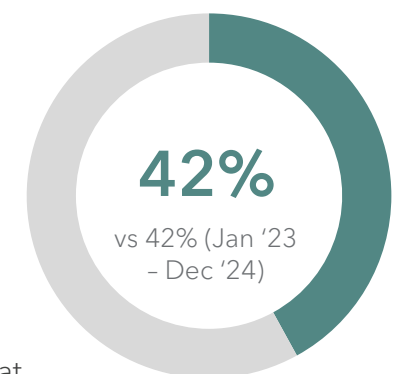
■/■ Businesses awarded a sustainability certification between Jan '24 - Dec '25

Environmental Audits

Okanagan - Similkameen



Province-wide



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

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

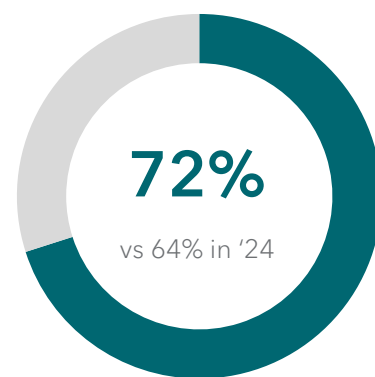
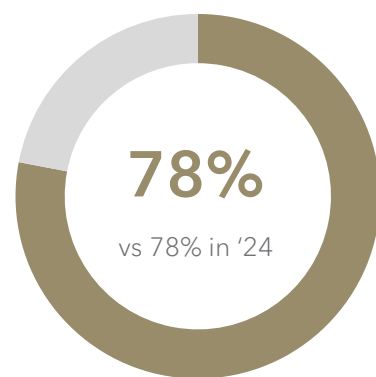
Investments: Climate Adaptation & Environmental Sustainability

Invested in Climate Adaptation in '25

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

Okanagan - Similkameen

Province-wide

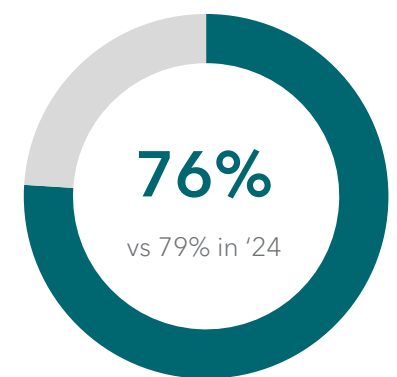
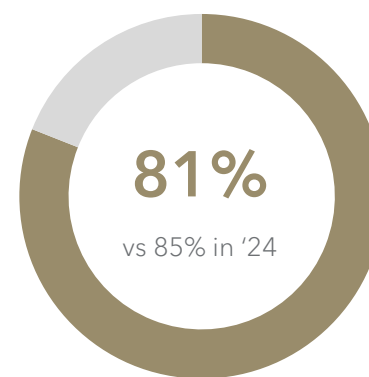


Invested in Environmental Sustainability in '25

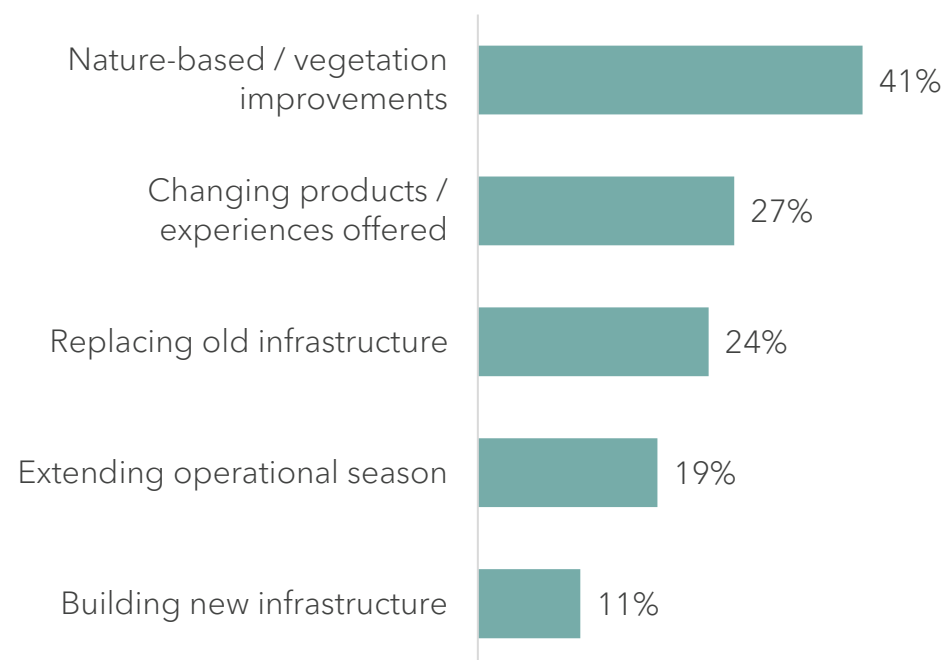
81% of businesses invested in activities to make their operations more environmentally sustainable.

Okanagan - Similkameen

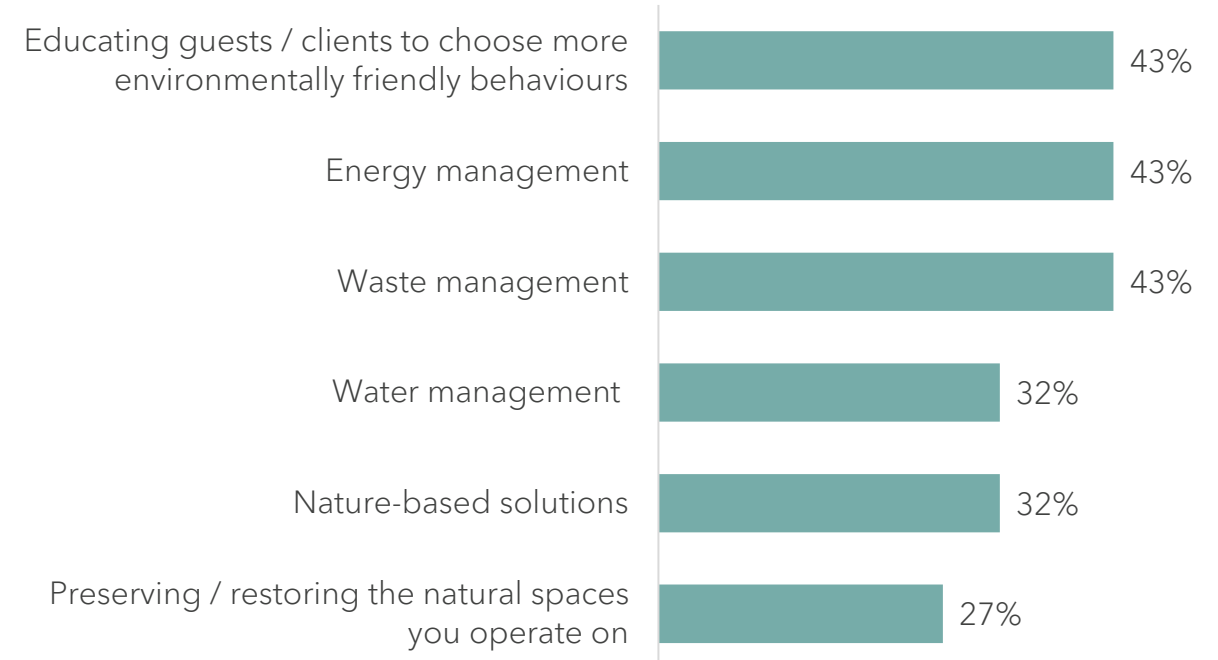
Province-wide



Type of Investments in Climate Adaptation

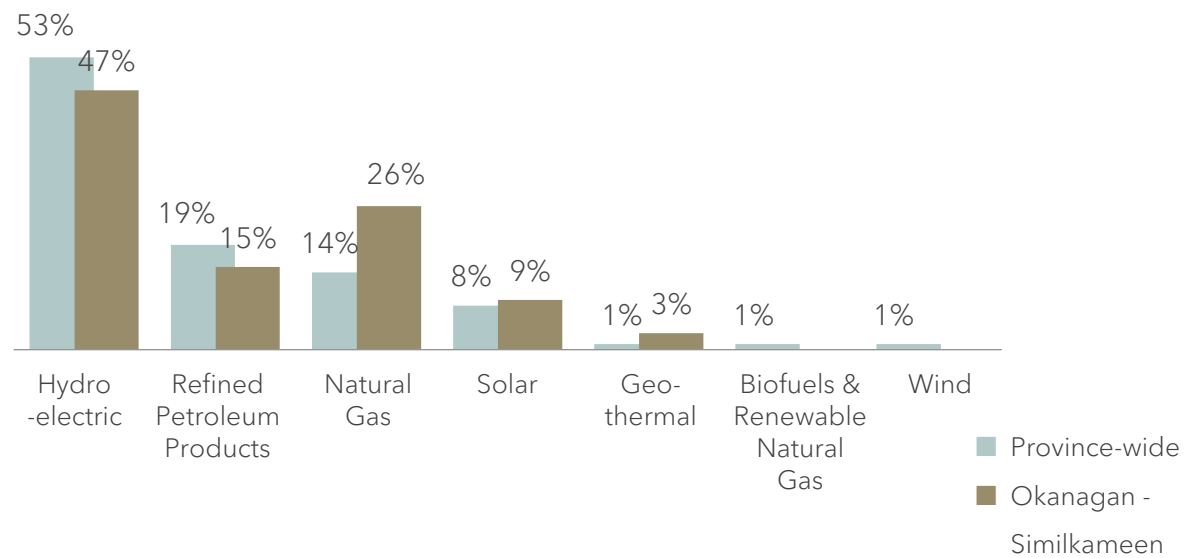


Type of Investments in Environmental Sustainability



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

Main Energy Sources Used



Participating Communities

Okanagan - Similkameen
Greenwood
Naramata
Okanagan
Okanagan Falls
Oliver
Osoyoos
Peachland
Penticton
Summerland

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:

Okanagan - Similkameen - 37
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.

