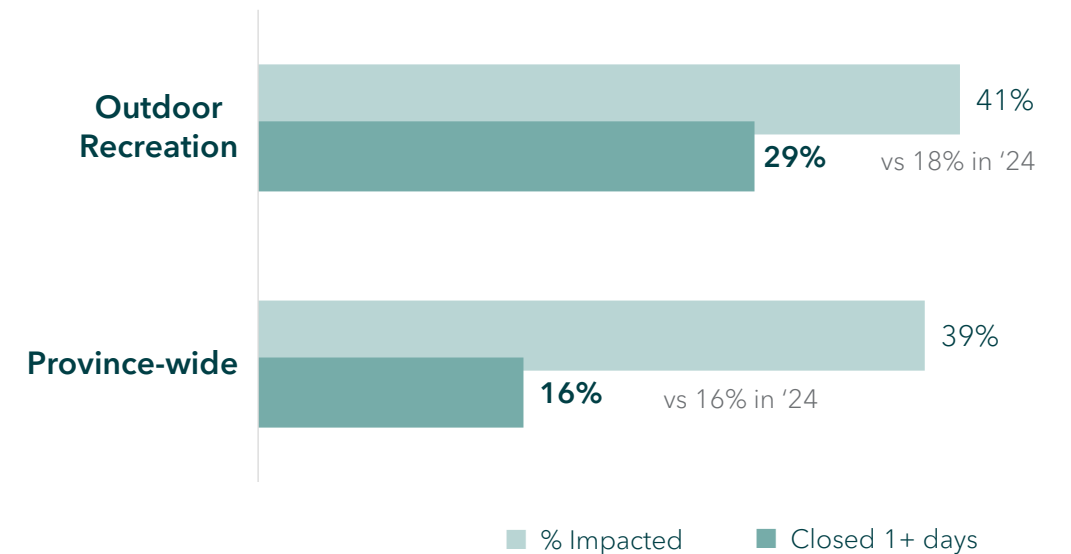


Tourism Climate Adaptation & Environmental Sustainability Survey: '26 Survey Snapshot Series

Highlights: Outdoor Recreation Tourism Businesses

- 41% of businesses were impacted by a natural hazard and 29% had to close for at least one day.
- 80% are concerned about the impact of climate change and 76% also feel at least somewhat prepared to deal with an immediate natural hazard.
- 15% have completed a plan to reduce the risk of natural hazards.
- In the last two years, 10% were awarded a sustainability certification, and 34% had an environmental audit performed.
- 66% made climate adaptation investments, and 83% invested in activities to make their operations more environmentally sustainable.
- Energy independence is the main reason businesses are using renewable/lower emissions energy sources.

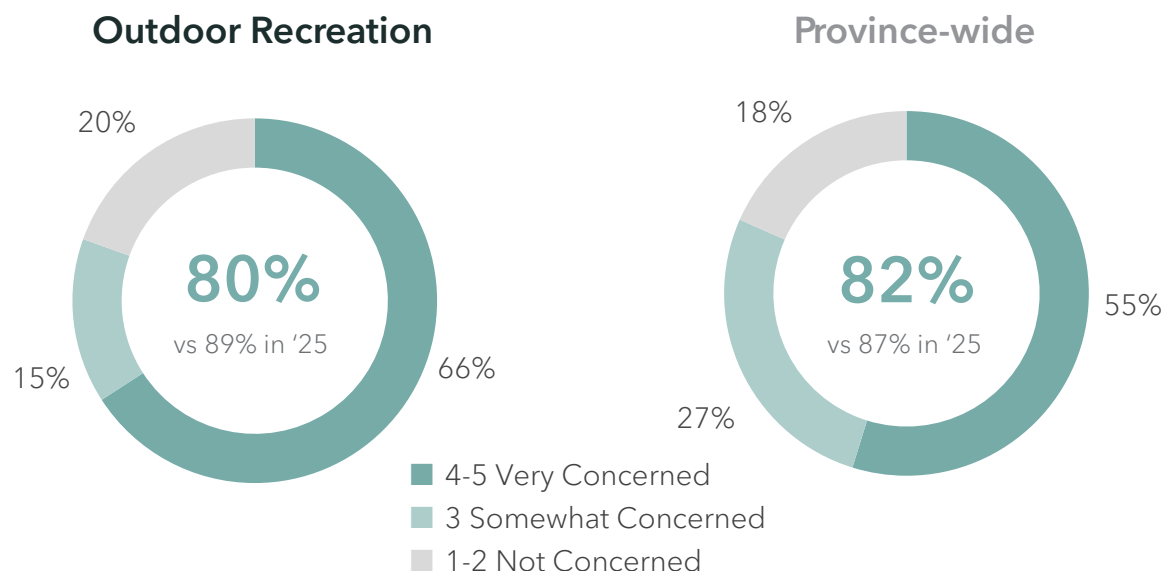
Impacted/Closed due to Natural Hazard in '25



Climate Change: Concern & Preparedness

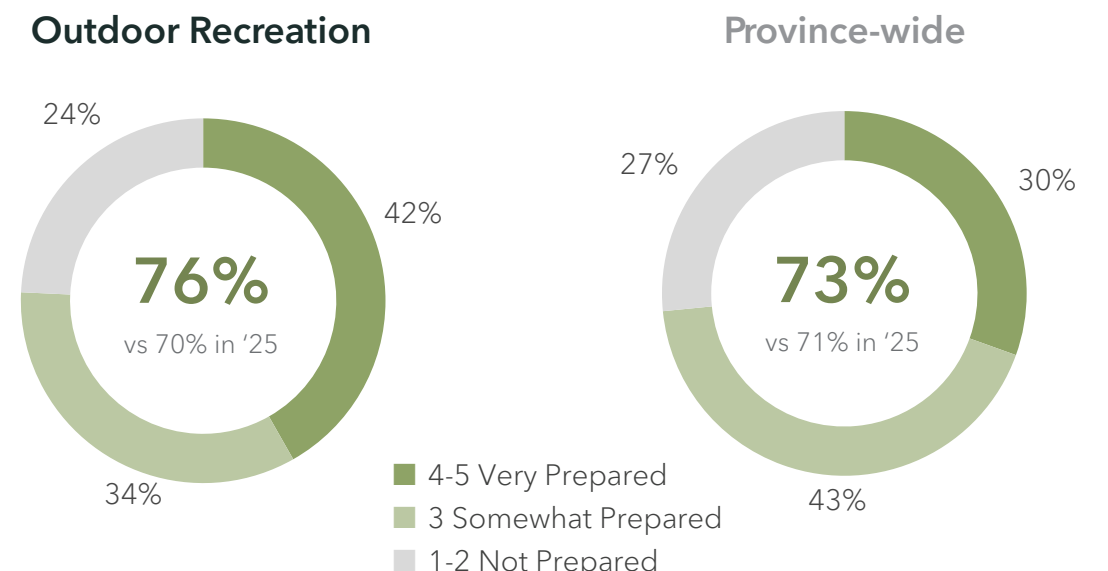
Concern About Impact of Climate Change

80% of businesses are concerned about the impact of climate change on their business, with 66% being very concerned.



Prepared for Immediate Natural Hazard

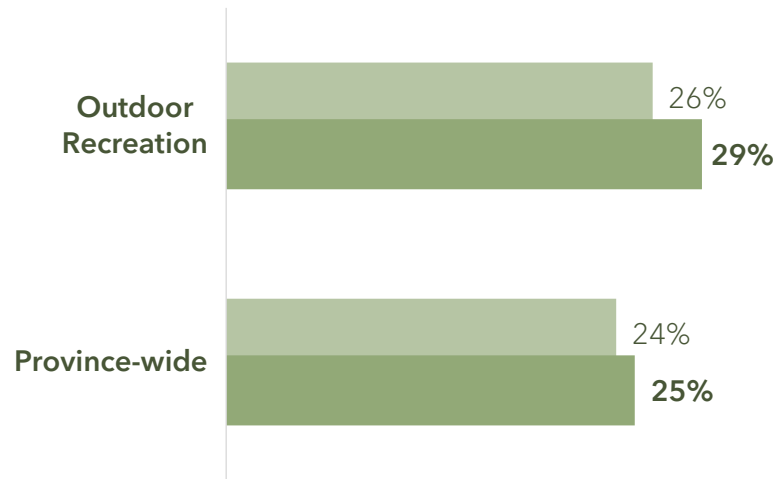
76% of businesses feel at least somewhat prepared to deal with an immediate natural hazard, with 42% feeling very prepared.



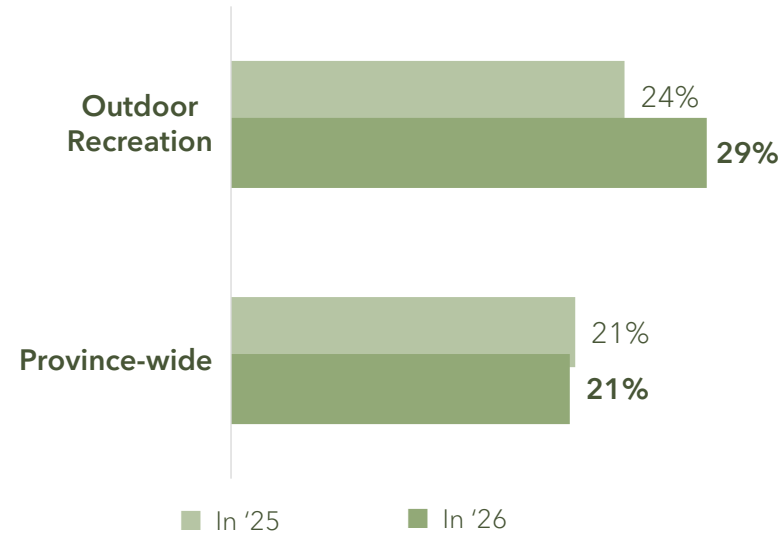
Tourism Climate Adaptation & Environmental Sustainability Survey: '26 Survey Snapshot Series

Have a Completed:

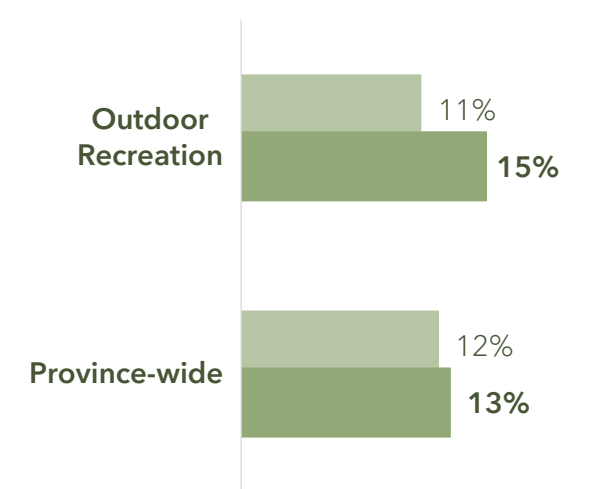
Emergency Plan



Plan to Prepare for / Reduce Risk of Natural Hazards



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

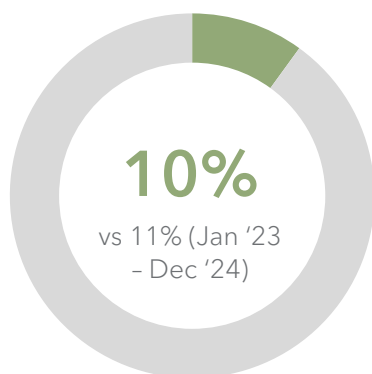


■ In '25 ■ In '26

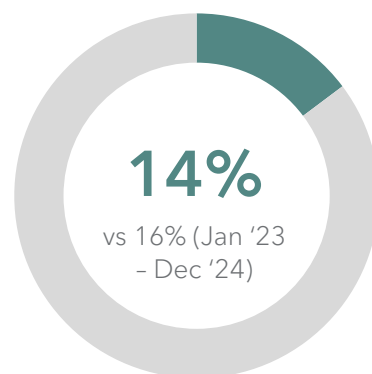
Environmental Sustainability: Certifications & Audits

Awarded Sustainability Certification

Outdoor Recreation



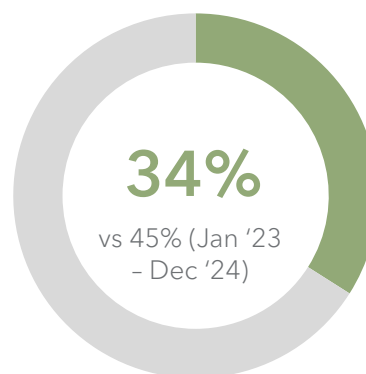
Province-wide



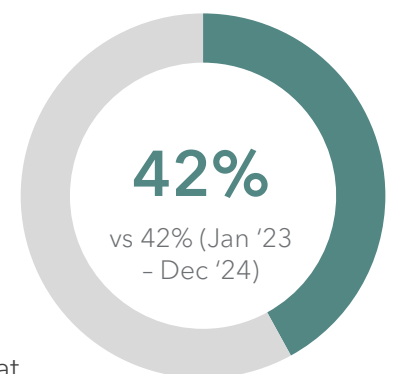
■/■ Businesses awarded a sustainability certification between Jan '24 - Dec '25

Environmental Audits

Outdoor Recreation



Province-wide



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

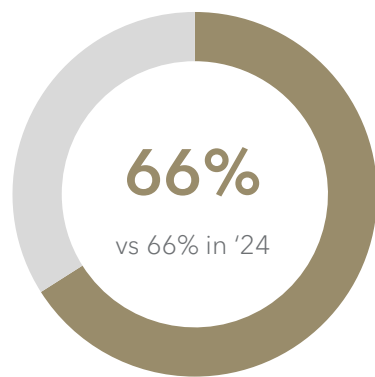
Tourism Climate Adaptation & Environmental Sustainability Survey: '26 Survey Snapshot Series

Investments: Climate Adaptation & Environmental Sustainability

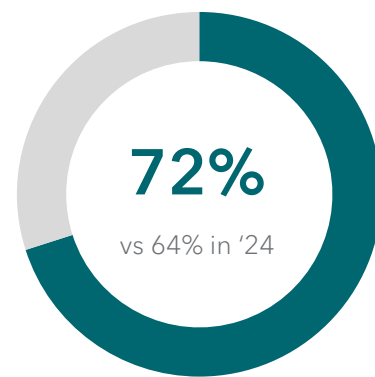
Invested in Climate Adaptation in '25

66% of businesses made investments to adapt to the impacts of climate change.

Outdoor Recreation



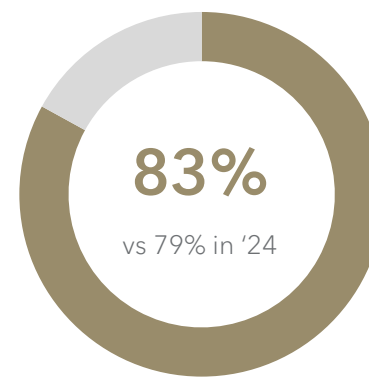
Province-wide



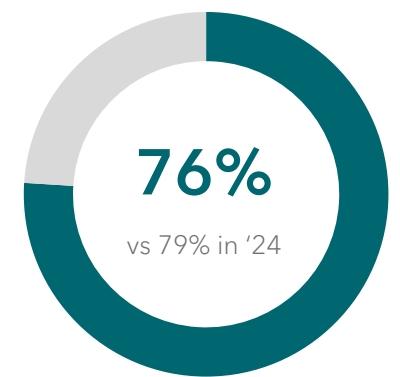
Invested in Environmental Sustainability in '25

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

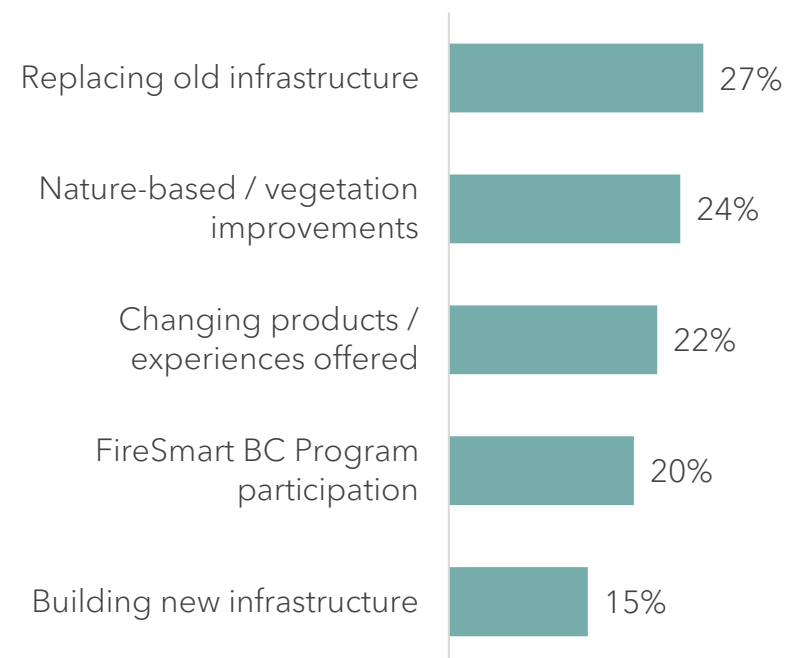
Outdoor Recreation



Province-wide



Type of Investments in Climate Adaptation

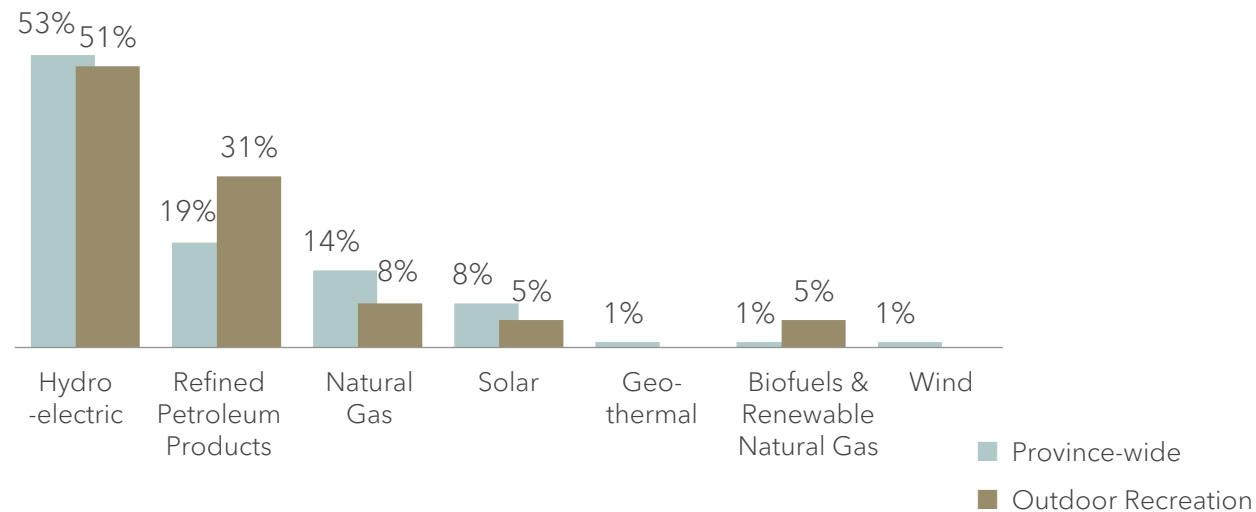


Type of Investments in Environmental Sustainability



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:

Outdoor Recreation - 41
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.

