

Stakeholder Information Session - May 2022

Welcome to the Tourism Impact Portal

A central place providing key insights about tourism development in the province to support well-informed decisions for a sustainable future.

[Learn More](#)

WHO: Tourism Impact Portal

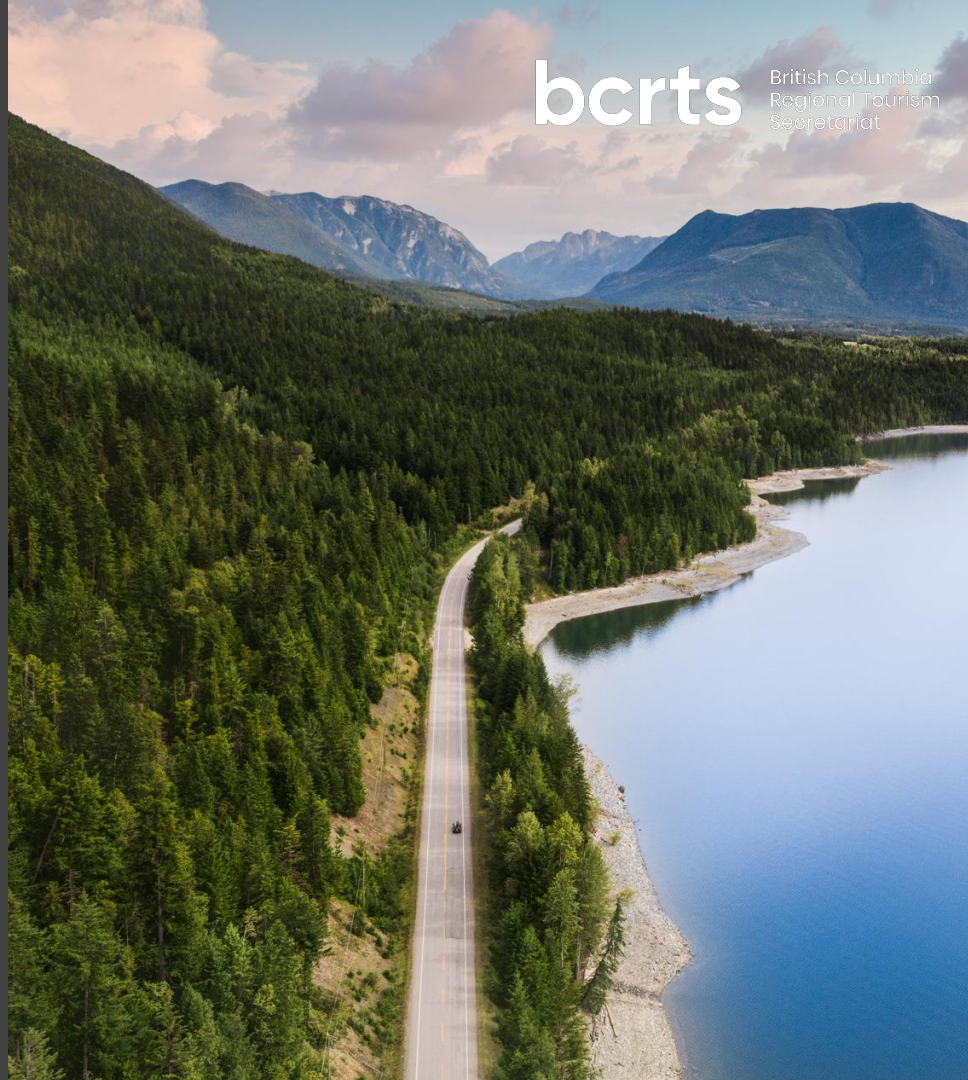
bcrts British Columbia
Regional Tourism
Secretariat



Stakeholder Information Session

AGENDA

1. Introduction to the Initiative
 - What
 - Why
 - Whom
2. Content Details
3. Project Timeline
4. Feedback & Questions
5. Outlook



WHAT: Tourism Impact Portal

- A central data portal for **tourism stakeholders** in five regions of British Columbia.
- With holistic & continuous insights into **tourism-relevant trends** and dynamics in the regions, including **social and environmental insights**.
- Easily accessible website, with most data available to all stakeholders.

Purpose

To improve the monitoring and reporting of tourism impacts at the regional level for better decision-making.

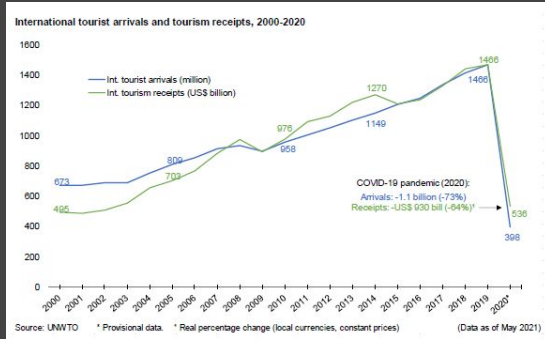
WHY: Tourism Impact Portal

- To better understand continuously changing trends and dynamics
- To better report on the positive and negative impacts of tourism
- To enable evidence-based and responsible decision making
- To facilitate the identification of data gaps & strengthen alignment in research efforts
- To foster a more open, collaborative & transparent data culture in tourism
- To better identify investment & business opportunities

WHY: Tourism Impact Portal

- To **foster sustainable development** and help track progress towards important global goals.
- These include the Sustainable Development Goals (SDGs), the Paris Agreement climate ambitions, and the Post-2020 Global Biodiversity Framework, among others.

Importance of the Initiative



Tourism Trends:
Growth & Decline

Tourism
Footprint

Development
& Investment

Global risks &
challenges

Importance of the Initiative

While we see that travellers, investors, suppliers, employees, etc. are all demanding more sustainable practices and growth.....

..... DMOs, the government, tourism businesses, educational institutions etc. still do not have sufficient quantity and quality of data insights to make better decisions.

We need to redefine the measures of
success

FOR WHOM: Tourism Impact Portal

- Tourism businesses & industry operators (supply side)
- Local, regional, provincial tourism management organizations (DMOs)
- Ministries & other public sector stakeholders
- Industry associations & other networks
- Transport, infrastructure & utilities operators
- Communities & community associations
- Investors & developers
- Other tourism-related organizations

Content Details

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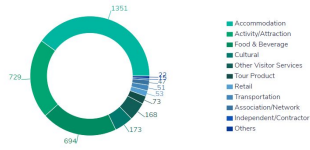
Tourism Industry & Arrivals

1 Tourism Businesses (by type)

Total number of tourism businesses in the selected region(s), by type of business.

Note: The businesses presented on this portal include establishments that are providing tourism-related goods and services to visitors in the participating regions. The information should only be seen as something indicative as it does not guarantee a 100% complete reflection of all tourism businesses in the regions (some may not be registered with the DMOs or listed on any other available business listing or only operate in the regions but are not officially registered in them).

[View on Map](#)



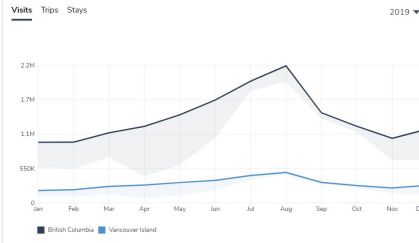
3 Domestic Arrivals

Total amount of domestic overnight arrivals to the province/regions by month.

Note: Visits: approximate count of unique domestic travellers who spent one or more nights in the destination. Excludes repeat visitors (i.e. visitors are counted 1x in one month even if visited twice. Includes travellers from within the region(s), who have travelled 60km or more from home for one night).

Trips: approximate count of domestic traveller trips which involved spending one or more nights over a certain time period as part of a continuous visit to the destination. Includes repeat visitors (i.e. visitors that came twice in one month are counted as two trips).

Stays: approximate count of total nights stayed by domestic visitors in the destination over a certain time period. Counts are estimated based on sample of mobile devices observed during the time frame.

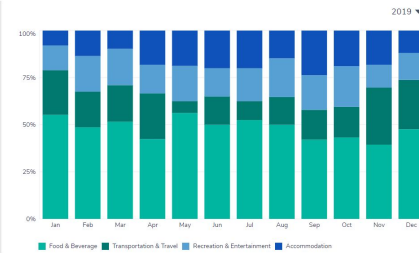


6 Tourism employment by subsector

Share of monthly tourism employment by different sub-sectors in the selected region.

Note: Figures include full and part-time employment. Data is presented for tourism regions.

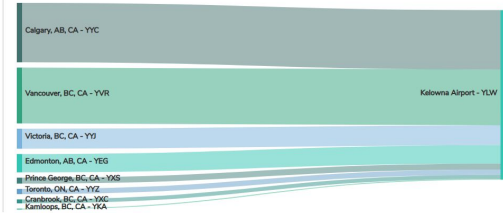
Source: Statistics Canada based on Labour Force Survey information, but data is selected and transformed, focusing on specific tourism and hospitality occupations and presenting it for specifically for the tourism region.



5 Top connections per week

Most frequent flight activity per week between the selected airport and its available destinations (based on averages).

2021



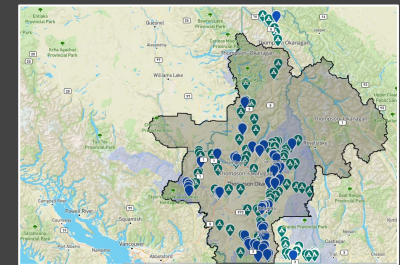
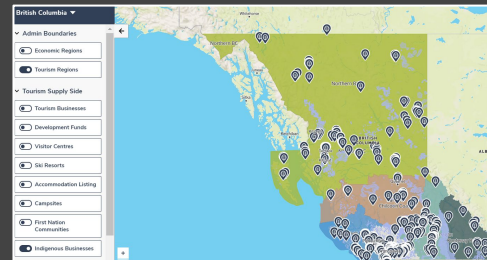
Source: Individual airports

1 Occupancy rates

Occupancy rate of hotels in the selected region. Shown are the average rates during the week vs. weekends (%) and the percentage change to the previous year. The historical data shows the development over time per year.

Note: Insights of hotels participating in the STR report. Occupancy rates are calculated by dividing the the number of occupied rooms by the number of available rooms that physically exist in a hotel. To participate in the STR "STAR" Report, hotels can submit data and receive free reports benchmarking performance against market trends. To enroll, see [here](#).

Source: STR Report



2022

- Basic Data (Pop.; Size, GDP)
- Arrivals (domestic/international)
- Expenditures/Revenues
- Funding Information
- Employment
- Business Information
- Indigenous
- Accessibility
- Seasonality
- Market-Specific Insights
- Airports
- Hotel Info
- Campground Information
- Local Satisfaction
- Emission Data



Timeline: Tourism Impact Portal

2021 (Jan-Aug)



Data discovery
and building of
data strategy &
portal
wireframes

21/22 (Sep-May)

Building of
the prototype
with first
available
information

Mid 2022

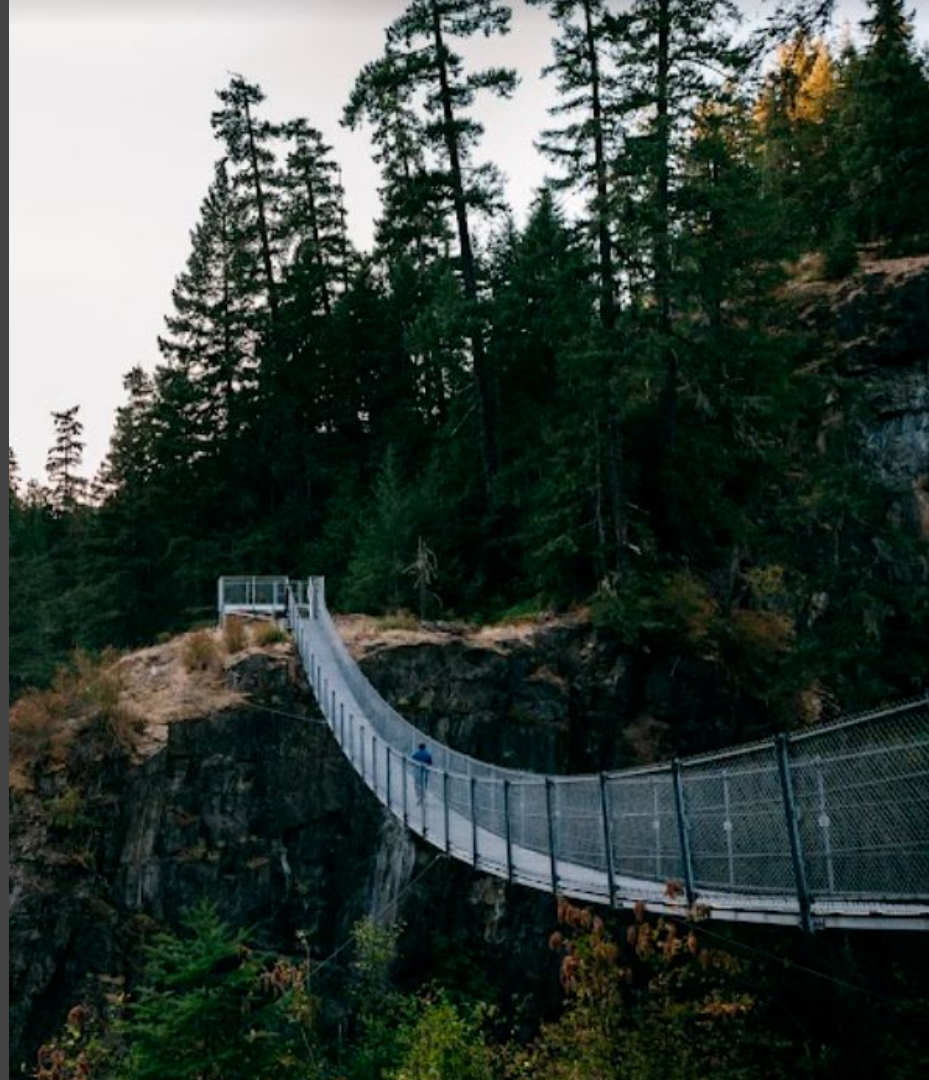
LAUNCH
Until End 2022:
finetuning of
first version of
the portal

2023 & beyond

Continuous
improvements
of integrated
data & extension
of insights

2023 onward

- Continuous improvements in terms of visualizations & interpretations
- Further extensions in terms of content & types of insights
- Integration of additional functionalities for better re-using & sharing of data
- Additional products & services are planned in the future for benchmarking & access to data





FEEDBACK & QUESTIONS

NOW YOU: FEEDBACK & QUESTIONS

- How important is data for you and your operations (what role does it play)?
- How do you gather and process/use data in your operations (in general & day-to-day basis) - current structures and procedures for monitoring and reporting?
- Which kind of information do you mainly use for decision making?
- What kind of data is most important for your business? What about environmental & social?
- Do you also make use of external data to extend your own insights (partners, open data, third party sources)?
- What are the greatest challenges for you in working with data?
- Which data is most urgently needed?

OUTLOOK

- Continued development version1
- Soft Launch: Summer 2022
- Full Launch: Fall 2022
- User-Testing: Fall 2022
- Version 2: Spring 2023
- Training: From 2023 onward
- Continued development version2





THANK YOU

Coming in summer 2022
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