

TOURISM DESTINATION DEVELOPMENT TOOLKIT

**For Rural Canadian
Communities**



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HOW TOURISM SUPPORTS CANADIAN COMMUNITIES

Tourism's economic value has traditionally been treated as an afterthought or a passive economic activity, but it is a major contributor to the Canadian economy. At its core, the tourism sector acts as an important catalyst for economic expansion. It breathes life into economic opportunities across diverse sectors such as hospitality, transportation, retail, arts and culture, and entertainment—while also enhancing the quality of life in communities.

Intentional tourism planning can help create a thriving, inclusive community where residents feel proud to live, which attracts new businesses and residents, and where a town's natural and cultural assets are preserved.

In 2024, the travel and tourism sector contributed **\$130** billion to Canada's economy — that's **\$354.1 million a day**.

- Domestic travel and tourism spending was **\$98.4 billion**.
- International travel and tourism spending was **\$31.2 billion**.
- Tourism will significantly outpace Canada's economy, with **6.1% compound annual growth** between 2024 to 2030.¹
- Tourism accounts for **10% of local jobs** in rural (non-metro) areas.²
- There are **over 1,900 indigenous tourism businesses** in Canada.³
- **704,400 jobs** are supported by direct visitor spending throughout Canada. This exceeds the total jobs in agriculture, forestry, fishing, mining, quarrying, and oil and gas combined.⁴

CANADIAN TOURISM REVENUE IN 2024





By integrating tourism with municipal growth strategies, we can create a more prosperous, inclusive, and sustainable future for Canadian communities.

That's cash in the till for small business owners.

It's paycheques for Canadian workers. It's tax revenue for governments. It's more young people finding work and staying and thriving in your community.

The tourism sector serves as a significant source of employment for Canadians, accounting for nearly 1 in 10 jobs in rural (non-metro) areas⁶ with a diverse and inclusive workforce comprising youth, women, people of colour, 2SLGBTQ+, Indigenous, and new Canadians.⁷ Jobs in tourism provide vital entry points for youth and newcomers to the workforce, offering pathways to meaningful long-term careers.

By acting as the convener, Destination Canada helps advance the industry by providing resources that inform and encourage destination development. Together with other federal agencies, they play a key part of the federal government's ability to deliver on its tourism growth strategy [Canada 365: Welcoming the World](#).

Destination Canada engages Federal Family departments and agencies by providing research advice to support tourism policy and programs in eight key areas:

- Infrastructure
- Transportation
- Parks & Trails
- Arts, Culture, & Heritage
- Environmental Sustainability
- Labour
- Indigenous Tourism
- Digitalization

These contribute to the goal of rural prosperity across Canada and includes many of FCM's [focus areas](#) like infrastructure and connectivity, broadband access, climate and sustainability, and housing.

PURPOSE OF THIS TOOLKIT

Destination Canada and the Federation of Canadian Municipalities (FCM) have partnered to show municipalities how mindful tourism development can drive economic diversification and help build more prosperous, inclusive, and sustainable communities.

This partnership is about enriching the social and cultural fabric of communities, not solely focusing on economic gains.

In many rural areas, municipal staff juggle a wide range of responsibilities. This toolkit will help you communicate your vision strategically, while also breaking things down into clear, actionable steps that you or your team can take.

To support your efforts, the toolkit includes key context and foundational insights, such as:

- Introduction to The Visitor Economy & How Tourism Supports Canadian Communities.
- How Rural Communities can benefit from planned tourism development.
- A step-by-step checklist that includes great examples and resources from various provincial partners to guide you along the way.
- Interactive resources, guidelines and templates so you can assess your community's investment readiness and create a plan to begin incorporating tourism development.
- Relevant case studies from across Canada.
- Overview of the Canadian Tourism Ecosystem and how to engage with your local and provincial Destination Marketing/Management Organizations (DMOs).





How can tourism positively impact my community?

Limits to tourism growth in rural communities closely mirror the structural challenges experienced by members of those communities, including:

- **Transportation and Infrastructure** – Arriving to, departing from, and navigating certain regions when there is limited transportation infrastructure, including poor state of roads and limited public transit.
- **Broadband and cellular** – Unreliable internet and cellular service limits business growth due to weakened productivity (and lack of ability to meet demand), limited advertising ability to reach new customers, and certain public safety risks if there is poor cellular connectivity.
- **Housing** – Adequate housing is often a major concern, and without proper housing supply and planning for rental, non-market, affordable, and market needs tourism could worsen housing shortages.

Tourism development is the principle opportunity for rural communities to enhance their local economies. Currently, 10% of tourism jobs are in rural areas, with considerable potential to grow with better investment, infrastructure, and promotion.

- **79%** of Canadians in rural areas believe tourism positively impacts communities across Canada – 2024, (principal + somewhat agree).⁸
- **72%** of Canadians in rural areas support tourism growth in their communities – 2024.⁸

As rural communities seek economic diversification beyond traditional industries like mining, oil, gas, and manufacturing, tourism presents a robust opportunity to unlock financial tools that enable investments in infrastructure, broadband, and housing that will in turn support a visitor economy.



Affordable Housing:

Developing tourism strategies that include affordable housing initiatives ensures that residents benefit alongside the tourism sector. Joint housing projects can attract labor and business investment.



Labor Shortages:

Strengthening the tourism workforce through inclusive employment opportunities, career development, and job security addresses labor shortages and supports sustainable community growth.



Infrastructure and Amenities for Residents and Visitors:

Investing in effective transportation, quality accommodation, food services, and digital communication is essential for both residents and visitors. Well-maintained infrastructure supports tourism and enhances the quality of life for local populations.



Sustainable and Economic Development:

Focusing on environmental integrity and sustainable practices ensures long-term benefits, such as job creation, increased commercial tax base, resident attraction, and more, for both communities and the tourism industry. Collaboration among municipalities, tourism operators, Indigenous communities, senior levels of government, and Provincial and Destination Management Organizations (DMOs) fosters cohesive and strategic development.



Community Agency:

Ensuring communities have a voice in the development and implementation of tourism strategies promotes inclusiveness and local pride. This approach aligns with the values and needs of the community, ensuring that tourism development benefits all residents.

Thought Starter:

What infrastructure development in your region could be driven by a stronger visitor economy?

CHECKLIST

Learn: Uncover the Potential

- ☐ Read through this toolkit and keep it handy for reference.
- ☐ Reach out to your regional or provincial Destination Management Organization (DMO) and let them know you are interested in investing in tourism in your community. They can provide resources, guidance, and opportunities for collaboration to get you started.
 - Get in touch with the Destination Canada's [Destination Development team](#) who can put you in touch with other organizations and communities that have similar goals.
- ☐ Use the [TourismScapes](#) interactive mapping tool to look up the tourism market profile for your community. Profiles are available for over 5,000 communities.
 - TourismScapes equips rural and remote municipalities with data to inform tourism strategies that support local economic development and community prosperity.
- ☐ Attend webinars hosted by Destination Canada. Past recordings can be found [here](#).
- ☐ Engage with Destination Canada.

- ☐ Access the [Wealth & Well-Being Index](#) to see what metrics are tracked provincially and territorially to better understand how the impact of Tourism can be measured in your community. This may also help you identify additional goals to add to your Tourism Plan.

Prep: Get Investment Ready

- ☐ The government of British Columbia has created an [Investment Readiness Assessment Checklist](#) to help evaluate municipal capacity and identify potential barriers to economic development in local governance. While developed in B.C., the checklist offers useful guidance that can be adapted by communities across Canada.
 - For an in-depth walkthrough on how to get started with general strategic economic development in your municipality, see British Columbia's [Strategic Planning Toolkit for Local Economic Development](#), and begin with the [Getting Started Self-Assessment](#).

FUNDING RESOURCES

- ☐ Federal and provincial funding opportunities
- ☐ Grants and programs for tourism and economic development
- ☐ Technical assistance and training resources

Plan: Create a Community Tourism Plan

- ☐ [Tourism Plan Example](#) – This sample from Tourism Saskatchewan illustrates a modest, practical tourism plan suitable for smaller communities or those just beginning to integrate tourism into their municipal strategy.

GETTING STARTED

1. **Where are we now?** [Key Information and Community Asset Inventory](#)
2. **Where do we want to go?** [Establishing a Vision for Your Community](#)
3. **Who do we need to collaborate with to get there?** [Stakeholder and Partner Identification](#)

Create your own: [Community Tourism Planning Guide](#) – This comprehensive guide walks through the considerations and steps in creating a Tourism Plan for your community.





DEVELOPING A TOURISM STRATEGY

Your Community Tourism Plan will be a go-to resource that provides the framework to help businesses, local government, cultural groups, and other organizations assess tourism opportunities and developments based on the community's own priorities.

CASE STUDY: **Orillia's Story Of Place**

(Page 15) Through public conversations, individual initiatives and the support of city staff, Orillia, ON examined what made their community unique and used that to shape their actions towards downtown revitalization, economic development, cultural and event planning, infrastructure design, and more.

These plans can also identify the educational requirements and support necessary to help residents to start their own tourism business operations and to obtain employment in the industry. Although not based in a rural setting, this case study offers a strong example that can be adapted and applied by rural communities.

Key Takeaways & Next Steps

Now that you've seen how tourism can be developed to support the wealth and wellbeing of residents, reflect on your own municipality and how tourism could make a positive impact in your community.

- How could investing in arts, culture, and culinary experiences enhance the wellbeing and quality of life for our residents?
- What areas of expertise or knowledge capital in our community could attract businesses and foster further investment?
- Where is there potential to leverage tourism to encourage infrastructure development that benefits both residents and visitors?



GETTING YOUR COMMUNITY READY FOR TOURISM INVESTMENT

Rural Canada experienced positive population growth between 2018 and 2022, and in recent years, much of this growth has been due to intra-provincial and inter-provincial migration, with a jump in immigration in 2021/2022.

“

Tourists are potential future business owners and residents. If I look at Maple Creek, in the last 10 years, so much of the new business development has come from people who aren't generational residents of the community, they come as visitors and decide to move here.”

MAPLE CREEK ENTREPRENEUR



THE COMMUNITY VITALITY WHEEL

1. VISIT

If you built a place where people want to visit, then you have built a place where people want to live.

2. LIVE

And if you built a place where people want to live, then you have built a place where people want to work.

3. WORK

And if you built a place where people want to work, then you have built a place where business and residents will invest.

4. INVEST

And if you built a place where business and residents will invest, then you have built a place where people will want to visit.



Being investment ready means your municipality is prepared to explore, attract, respond to, and secure the types of business opportunities that align with your community's goals. It starts by rallying people around what matters most to them — and turning that shared vision into action.

Large-scale tourism investments in Canada are often developed as part of a public-private partnership. These joint ventures are a “creative alliance” between public and private sector entities to fulfill a long term-goal, typically for projects that lead to the sustainable development of an area or region.

CASE STUDY: **Yukon Rugged Apprentices**

This initiative brought volunteers from across Canada to participate in tourism infrastructure projects, working alongside local governments and organizations. By prioritizing community needs and authentic engagement, the program not only improved public spaces but also attracted potential new residents and created champions of the region.

Increasingly, developers are looking to invest in destinations that feature more unique experiences, adopt sustainable tourism practices, and foster collaboration with government bodies and Destination Management Organizations (DMOs).

In Canada, DMOs' role often includes offering guidance and tools — such as grants, training, and resources — to regional and smaller organizations within their jurisdiction, though this may vary by province or territory.

See the section on Canada's Tourism Ecosystem for more details.

CASE STUDY: **How To Attract Sustainable Private Investment In Canada's Tourism Sector**

This article highlights best practices and tools for Canadian destinations to consider in order to attract sustainable private investment, while integrating their own community goals.

UNCOVERING YOUR VISITOR ECONOMY

Tourism – when viewed from the perspective of hosts welcoming visitors into their communities – broadens the lens on who we might traditionally classify as tourists. Statistics Canada defines a tourist as someone traveling at least 40 kilometers one way for an out-of-town same-day trip, or anyone taking an overnight trip outside their usual environment – a definition that captures a broader range of visitor experiences.

When we reframe tourists more simply as visitors, we see there could be many reasons for their travel. This opens the door to considering what businesses and infrastructure may be needed to welcome them to our communities in ways that encourage local investment.

- Golfers
- Campers
- Seasonal visitors
- Hunters
- Cottagers
- Mountain bikers
- Sports teams and spectators
- Delegates of conventions/meetings
- Anglers/fishers
- Skiers
- Motorcoach tour travellers
- Shoppers
- Ecotourism or outdoor adventure enthusiasts
- Attendees of agricultural fairs/exhibitions
- Business travellers
- Adventure seekers
- Construction work crews
- Snowmobilers

Thought Starter:

What businesses in your community are part of its Visitor Economy that are locally loved and contribute to your community's sense of place?

- Attendees of cultural events/performances
- Visitors of friends and relatives
- People seeking professional services (medical visits, business appointments)

This approach encourages us to dig deeper and demonstrates the concept of a 'visitor economy', or one that encompasses all economic activity generated by visitors – direct and indirect – in a community.

The performance of a visitor economy is also circular: Properly managed visitor investment within a community has a positive impact on the daily life of residents and can improve the amenities and services available to that community.



WHAT IS THE VALUE OF TOURISM: TOURISM SK

WHAT DOES SUCCESS LOOK LIKE?

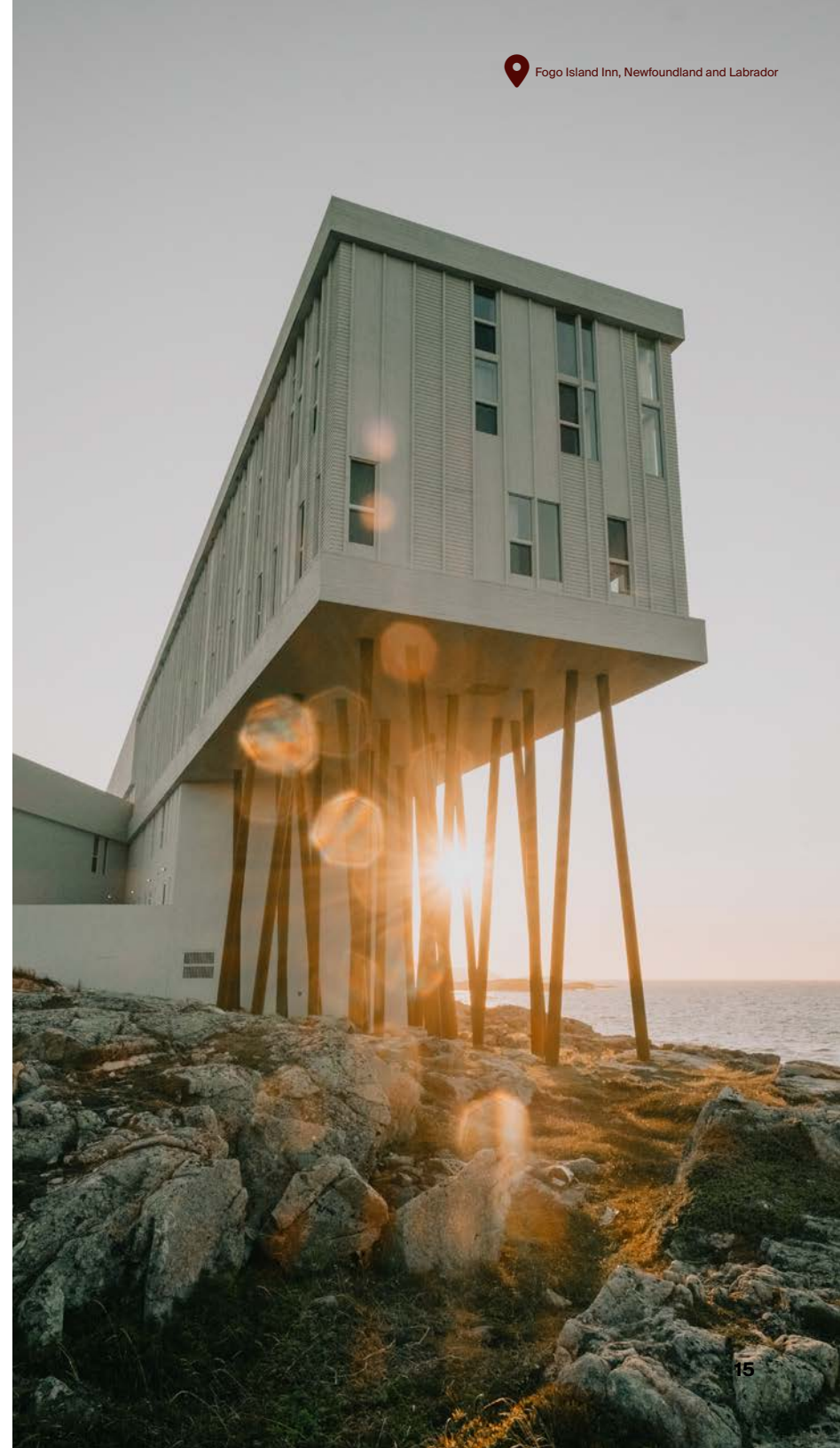
Tourism should be developed in a sustainable manner that benefits the community and economy. This helps improve the experience for both visitors and locals, while also supporting jobs and boosting local revenue.

When tourism planning includes a broad cross-section of the community — from those who directly provide services, to partners in planning, community development, and investment — it is more strongly aligned with community goals.

Destination Canada's newly introduced [Wealth & Wellbeing Index](#) is a comprehensive measurement framework that captures tourism's contributions to the prosperity and well-being of local residents across six key pillars: economy, employment, enablement, engagement, environment, and experiences.

The Wealth & Wellbeing Index provides a tool to help us better understand and enhance the impact tourism can have on our communities and landscapes. This inclusive approach helps ensure tourism brings meaningful benefits to residents while proactively addressing any real or perceived concerns.

This framework can serve as a helpful guide for rural communities to assess how tourism development outcomes could align with their residents' needs.



Outcomes of Strategic & Responsible Tourism Investment

Pillar	Indicator	How Communities Benefit	Key Impact
ECONOMY	Economic Growth	<ul style="list-style-type: none"> Supports small business creation and growth Attracts investment into local services (e.g. dining, retail) Stimulates year-round economic activity 	Diversifies Local Economy
	Increased Revenue	<ul style="list-style-type: none"> Generates more property and business tax revenue Increases household income and community spending power Encourages new residents through job opportunities 	Increased Tax Base
ENABLEMENT	Infrastructure Development	<ul style="list-style-type: none"> Attracts investment in infrastructure development (e.g. new trails, recreation centres, and broadband) Enhances public amenities used by both locals and visitors (e.g. upgrades to roads, signage, and digital connectivity) Improves emergency and health infrastructure through tourism demand 	Community Builder
ENVIRONMENT	Environmental Conservation	<ul style="list-style-type: none"> Encourages protection of natural assets that attract visitors and has value to locals Promotes eco-tourism and stewardship values Creates funding opportunities for parks, trails, and conservation 	Protects Natural Assets
ENGAGEMENT	Community Engagement	<ul style="list-style-type: none"> Fosters pride in local identity and traditions Builds connections between residents and visitors Supports community-led events and volunteerism (e.g. festivals and events) 	Shares Local Identity
EXPERIENCES	Cultural Preservation & Indigenous Reconciliation	<ul style="list-style-type: none"> Revitalizes local traditions, languages, and arts Provides platforms for Indigenous voices and storytelling Encourages youth to stay and work in the region 	A Path to Reconciliation
EMPLOYMENT	Skilled Labour & Job Creation	<ul style="list-style-type: none"> Creates full-time and seasonal jobs across sectors (accommodation, food, tours, etc.) Attracts new workers and residents due to growing opportunities 	Job Generator

Source: [The Wealth & Wellbeing Index | Canadian Tourism Benchmarking Tool | Canadian Tourism Data Collective](#) and [Social Return on Investment analysis in tourism_EN.pdf](#)

TOURISM IN ACTION — CASE STUDIES

As you read through the following case studies, consider:

- How does tourism contribute to our greater society and environment?
- How can tourism make a community a better place to live, work, and visit?

Connecting Communities Through Collaboration

CASE STUDY:

Sustainable Journeys from Prairies to Pacific

With a focus on a regenerative approach to tourism, the program aims to blend culture, heritage, and natural environments across diverse landscapes. In this case, it aims to blend the BC-Alberta border into one compelling journey.

- Community Builder
- Shares Canadian & Local Identity
- Diversifies Local Economy
- Job Generator

This Destination Canada led project aimed to identify investment and destination development opportunities for new, impactful experiences along Highway 3, crossing Alberta into British Columbia.

This collaboration across provincial borders allowed for synergies and scale that the individual provinces could not advance on their own, and has made an impact for communities along the route between Hope, BC and Lethbridge, AB.



Raising Indigenous Voices

Indigenous Peoples are important contributors to rural economies; nearly 50 percent of First Nations, Métis and Inuit (FNMI) individuals reside in non-urban areas.⁹

Visitor surveys show a keen interest in experiences led by Indigenous-owned businesses and organizations, and results from the Global Traveller Research Program indicated that approximately 38% of international visitors are interested in learning about Indigenous culture, traditions, or history while in Canada.¹⁰

There are already over 1900 indigenous tourism businesses in Canada¹¹, many of them operating in rural and remote parts

of Canada, where visitor access can be challenging and costly. Meeting the anticipated demand for these unique tourism assets requires government and industry support and partnership.

Destination Canada supports the work of the [Indigenous Tourism Association of Canada \(ITAC\)](#), a member-based organization, to address these barriers. ITAC represents Indigenous-owned and controlled tourism businesses across the country and provides resources to help them create thriving Indigenous tourism economies that share authentic, memorable and enriching experiences.

CASE STUDY: Métis Crossing

Conceived, constructed and operated by Métis people on the original river lots of some of the first Métis settlers in Alberta, Métis Crossing, was created with the vision of being a place to: educate visitors about Métis culture, support Métis business owners and artists, support Indigenous youth, provide professional development programs, and be a place for gathering.

- Protects Natural Assets
- Job Generator
- Path to Reconciliation
- Community Builder

When we see the wider effects that tourism has we achieve a deeper understanding of its real impact. By integrating cultural tourism, particularly Indigenous experiences, into its overall strategy, Destination Canada aims to create unique, authentic experiences for visitors while supporting economic growth and reconciliation efforts across the country.



Investing in Culture

According to a 2023 Ontario Arts Council report, the average arts and culture-themed visitor has approximately triple the economic impact as a visitor whose trip does not include an arts and culture component. For destinations of all sizes, cultural resources help maintain the unique character and authenticity of a destination while enriching the tourism experience through a deep engagement with local culture, art, and history.¹²

CASE STUDY: Le Pays de la Sagouine

Le Pays de la Sagouine (Page 82) is a revered celebration of Acadian heritage and an economic mainstay of the small town of Bouctouche, on New Brunswick's Northumberland shore.

- Community Builder
- Job Generator
- Shares Canadian & Local Identity
- Diversifies Local Economy

Tourism as a Secondary Benefit

CASE STUDY: **SAUVÉR project**

Ten rural Quebec municipalities participated in the SAUVÉR project, and introduced one electric vehicle into each of their respective fleets. They set up charging stations with the aim of creating a “green route” so that electric vehicles could travel longer distances and be charged at multiple stations along the route. This created a welcoming environment for increased visitation. On evenings and weekends, when not being used by municipal staff, the electric vehicles are available to community members through a new carsharing system. This program provides access to an affordable form of transportation in communities underserved by public transit and taxis.

- Community Builder
- Protects Natural Assets
- Increases Revenue

THE CANADIAN TOURISM SECTOR ECOSYSTEM

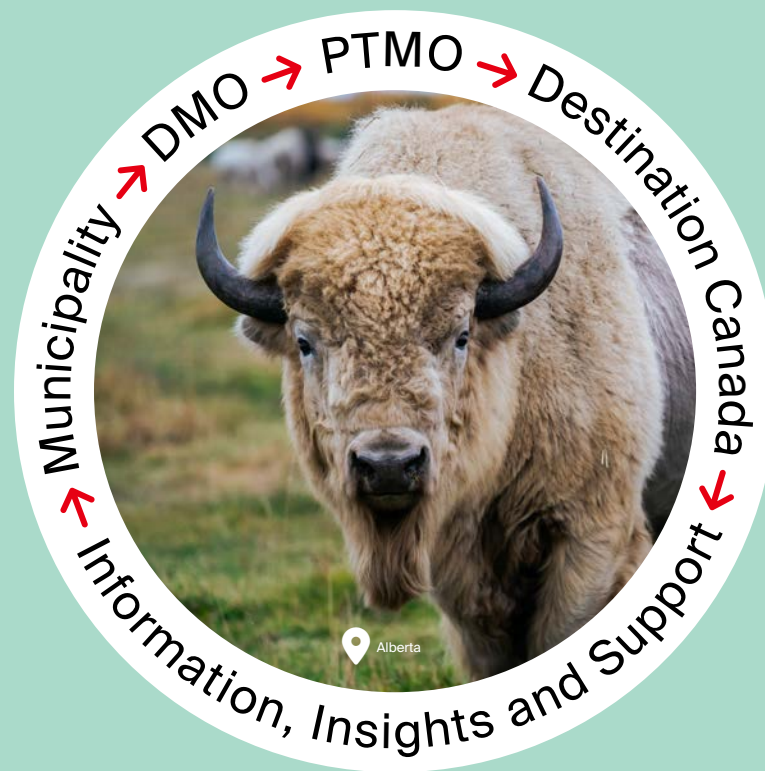
Canada's tourism ecosystem operates in a tiered structure that includes national, provincial/territorial, regional, and local Destination Marketing/Management Organizations (DMOs). Each plays a distinct role, with overlapping goals of attracting visitors and supporting local economies.

We all play for Team Canada. This model and practice of widespread collaboration leverages strengths and helps to bridge gaps.

HOW DO I GET INVOLVED?

Start by connecting with Destination Canada's Destination Development

team. They can help put you in touch with your local or regional DMO, who can provide resources, guidance, and opportunities for collaboration, and help you leverage provincial/ territorial and national resources.



GUIDING PRINCIPLES

Collaboration



Prosperity



Public Support



Reconciliation



Regeneration



NATIONAL DMO (Destination Canada)

Thought Leadership is a significant part of Destination Canada's work. They engage Canada's tourism industry stakeholders by providing a platform for knowledge-sharing, fostering innovation through dialogue, and providing resources and expertise.

Role: Drives large-scale international campaigns, provides research and insights, and collaborates with provincial and regional DMOs to amplify marketing efforts.

- Delivers the guidance and tools necessary to facilitate collaboration that advances destination Development in every region of the country.
- Provides various forms and levels of financial assistance to the Provincial DMOs.
- Ensures there is a cohesive voice for the tourism sector on a national scale to support policy and programs that improve access to capital and investment.

PROVINCIAL AND TERRITORIAL DMOs

Role: Promotes tourism at the provincial level, lobbies for and markets major attractions and events, and funds regional or sector-specific campaigns. They often provide grants, training, and resources to regional and smaller DMOs within their jurisdiction.

- Destination BC
- Travel Alberta
- Tourism Saskatchewan
- Travel Manitoba
- Destination Ontario
- Tourisme Québec
- Tourism New Brunswick
- Tourism Nova Scotia
- Tourism Prince Edward Island
- Newfoundland and Labrador Tourism
- Northwest Territories Tourism
- Nunavut Tourism
- Yukon Tourism

REGIONAL DMOs

Role: Communities with similar goals that come together to pool resources for the marketing and development efforts for a defined region, showcasing unique local attractions, communities, and experiences.

Ex. Visit Prince Edward County, Thompson Okanagan Tourism Association

LOCAL DMOs

Role: Responsible for promoting and managing tourism in a specific municipality. These organizations play a crucial role in shaping the municipality's image as a tourist destination and coordinating various aspects of the local tourism industry.

Ex: Destination Vancouver, Destination Toronto, Discover Halifax, Tourism Kingston

Industry Collaborators

INDIGENOUS TOURISM ASSOCIATION OF CANADA (ITAC)

A member organization of Indigenous-owned and controlled [tourism businesses](#) from across the country.

Role: Collaborates with provincial and territorial Indigenous tourism organizations to identify and evaluate projects for funding and development.

- Works to create partnerships between regional associations, government departments, and industry leaders to support the growth of Indigenous tourism across Canada.
- Promotes and supports the marketing and development of [Indigenous tourism experiences](#). It also markets Indigenous experiences to consumers via its [Destination Indigenous](#) platform.

REGIONAL INDIGENOUS DMOs

- Indigenous Tourism Alberta (ITA)
- Indigenous Tourism British Columbia (ITBC)
- Indigenous Tourism Ontario (ITO)
- Indigenous Tourism Association of New Brunswick
- Indigenous Tourism Manitoba
- Indigenous Tourism Quebec
- Indigenous PEI
- Nova Scotia Indigenous Tourism Enterprise Network
- Newfoundland & Labrador Indigenous Tourism Association
- Yukon First Nations Culture & Tourism Association

Thought Starter:

Do you know who is part of your local or regional Tourism Association, and are you in contact with them?

TOURISM BUSINESSES AND OPERATORS

There are approximately 265,800 tourism businesses in Canada¹³—including accommodations, transportation providers, restaurants, tour operators, and guides—the vast majority of which are small and medium-sized enterprises (SMEs). These operators play a vital role in delivering visitor experiences and supporting the overall strength of the industry. A number of sector associations advocate for their interests at both the national and provincial levels, such as the Tourism Industry Association of Canada (TIAC) and the Hotel Association of Canada (HAC). Destination Canada collaborates with these associations and their members through advisory committees (e.g., Leisure, Business Events, Research) and working groups (e.g., Destination Development, Communications) to help shape strategy and inform national efforts.



ADDITIONAL RESOURCES & SUPPORT



Strategic Frameworks

- [Destination Canada's 2030 Tourism Strategy](#)
- [Federal Tourism Growth Strategy | Canada 365: Welcoming the World. Every Day.](#)
- What is the Value of Tourism: [Tourism SK](#) Community Planning, Video

Data and Research

- [Canadian Tourism Data Collective](#) – A national platform – centralized, accessible, and secure – for tourism data, research, and thought leadership. As a source of competitive advantage it's a new way for industry, communities, and governments to gain reliable and actionable information to make informed decisions and drive collaboration.
- [TourismScapes](#) – An interactive map that visualizes the scale and distribution of Canada's tourism sector, providing valuable market profiles for over 5,000 communities.

This platform equips rural and remote municipalities with data to inform targeted tourism strategies that support local economic development and community prosperity.

For more information, including details on comparable communities or your region, contact Destination Canada's Destination Development team.

Investment, Economic, and Community Development

- [Destination Development Knowledge Hub](#) – An online platform developed by Destination Canada to support community leaders, economic developers, and tourism partners in shaping thriving visitor economies. It offers tools, research, case studies, and best practices tailored to the unique challenges and opportunities of different communities across Canada.
- [Wealth & Well-Being Index](#) – A comprehensive measurement framework that captures tourism's contributions to the prosperity and well-being of local residents across six key pillars: economy, employment, enablement, engagement, environment, and experiences.
- [How To Attract Sustainable Private Investment In Canada's Tourism Sector](#) – This article highlights best practices and tools for Canadian destinations to consider in order to attract sustainable private investment, while integrating their own community goals.

Regenerative and Sustainable Tourism

- **CASE STUDY:** The [Glouster Revitalization Organization](#) worked together to plan and elicit investment in their downtown area and turned a derelict lot into a park and community event space where they now hold weekly and holiday events.
- Key Takeaways from the 2023 [IMPACT Sustainability Travel & Tourism Conference](#)
- [Regenerative Tourism Framework](#) – This framework outlines how a regenerative hosting economy delivers positive outcomes for hosts – socioculturally, environmentally, and economically. Dive into case stories, principles, and indicators of progress to understand our commitment to regenerative tourism.

Capacity Building and Training

- DMOs (at any level) may offer tourism training programs to enhance the skills of local residents and businesses, improving the overall visitor experience.
- [Training | go2HR](#) – Tourism Sector Training online and in person.

APPENDIX A: CASE STUDIES

CASE STUDY: [Orillia's Story of Place](#) (pg. 15) – Through public conversations, individual initiatives and the support of city staff, they examined what made their community unique and used that to shape their actions towards downtown revitalization, economic development, cultural and event planning, infrastructure design, and more.

CASE STUDY: [Yukon Rugged Apprentices](#) – This initiative brought volunteers from across Canada to participate in tourism infrastructure projects, working alongside local governments and organizations and resulted in positive impacts and contribution to multiple communities.

CASE STUDY: [Connecting Map Dots: Sustainable Journeys from Prairies to Pacific](#) – This Destination Canada led project aimed to identify investment and destination development opportunities for new, impactful experiences along Highway 3, traversing both Alberta and British Columbia. This collaboration across provincial borders allowed for synergies and scale that the individual provinces could not advance on their own.

CASE STUDY: [Métis Crossing](#) located northeast of Edmonton, Alberta, is a premier Indigenous-owned and operated centre for Métis cultural interpretation, education, gatherings, and business development. This includes traditional workshops that provide an opportunity for interactive, hands-on learning experiences, four-season nature trails, art exhibits and Indigenous-inspired cuisine. Most recently, the federal government invested \$1.45 million for Métis Crossing to create 10 year-round sky watching domes that allow visitors to sleep under the stars.

CASE STUDY: [Le Pays de la Sagouine](#) (pg. 82) is a revered celebration of Acadian heritage and an economic mainstay of the small town of Bouctouche, on New Brunswick's Northumberland shore.

CASE STUDY: [City of Plessisville, Quebec: Electric cars, vehicle sharing and the SAUVÉR project](#) – Details on how six municipalities worked together to add an electric vehicle to their municipal fleet, cut emissions, increase charging infrastructure and implement a car sharing program for their residents.

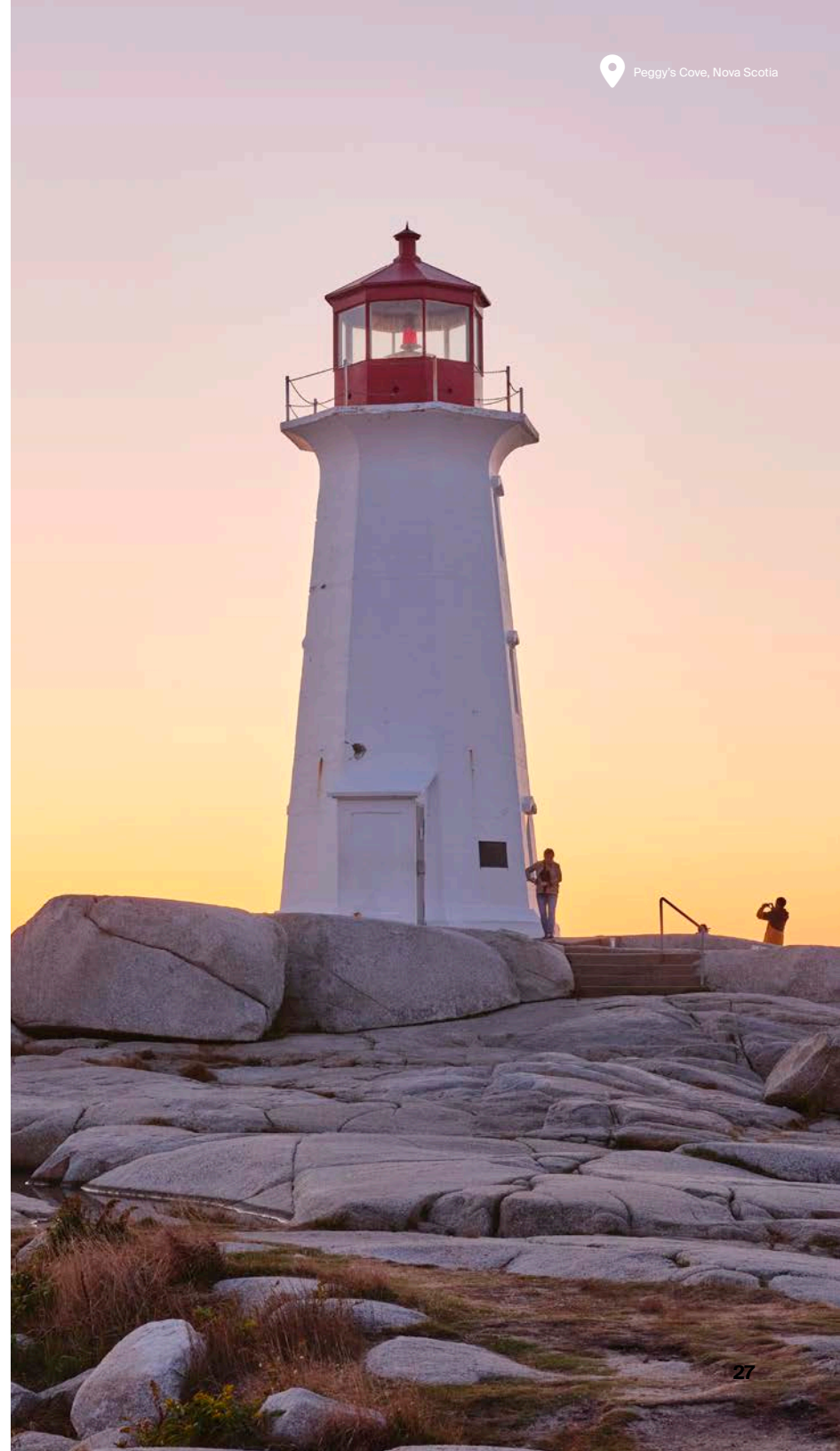
CASE STUDY: [The Morfee Mountain Ridgeline Trail](#) – In Mackenzie, BC was developed to attract the growing mountain biking community and how they approached funding the project.

CASE STUDY: [Ottercreek Woodworks: From Artisan to Storyteller](#) (pg. 10) – How one Woodworker found tourism to be the missing link to a deeper, more personal connection with his customers and community through sharing his love of the local forest ecosystem.

CASE STUDY: [FoodArtNature, Annapolis Valley, Nova Scotia](#) – Details how three organizations came together to develop a suite of new experiences reflecting the people, stories and regional geography of the Annapolis Valley in Nova Scotia.

ENDNOTES

- 1 [DC-Tourism 2030 A World of Opportunity-EN.pdf](#)
- 2 [Canada 365: Welcoming the World. Every Day. The Federal Tourism Growth Strategy](#)
- 3 [Travel Trade – Indigenous Tourism Association of Canada](#)
- 4 Statistics Canada, National Tourism Indicators (2024 Q4), Government Revenue Attributable to Tourism; Mansfield Consulting Tourism Economic Impact Model
- 5 Calculations by Destination Canada using Statistics Canada, Canadian Business Counts (December 2023) and Statistics Canada's Index of Remoteness
- 6 [Canada 365: Welcoming the World. Every Day. The Federal Tourism Growth Strategy](#)
- 7 Statistics Canada, National Tourism Indicators Q4 2024
- 8 TCI / Resident Sentiment Index© with Rove Destination Insight
- 9 [Statistics Canada, Census of Population, 2021, and Guide to the Census of Population, 2021](#)
- 10 [Global Traveller Research Program](#)
- 11 [Travel Trade – Indigenous Tourism Association of Canada](#)
- 12 [Tourism's Wealth & Wellbeing Index](#)
- 13 Destination Canada calculations based on Statistics Canada tables 33-10-0764-01 and 33-10-0765-01 and the Canadian Tourism Satellite Account.



DESTINATION DEVELOPMENT CONTACTS

JENNIFER HORSNELL

Canada's West & North

Senior Director, Destination Development

destinationdevelopment@destinationcanada.com

ERICA D'SOUZA

Canada's East

Senior Director, Destination Development

destinationdevelopment@destinationcanada.com