

# DESTINATION CANADA REVOLUTIONIZES ITS TOURISM ANALYSIS



Destination Canada transforms its tourism analysis with a new Prosperity and Well-being Index. This innovative tool goes beyond simple financial indicators to evaluate the tourism sector's economic, social, and environmental impacts. It is a strategic lever to guide tourism professionals toward more sustainable and inclusive development.

With the launch of this groundbreaking tourism analysis, Destination Canada aims to provide a comprehensive assessment of tourism's impact beyond traditional financial metrics.

This tool is designed for industry professionals and **analyzes the economic, environmental, and social impacts of tourism in Canada**. Utilizing data from over 100 sources and organized around 30 indicators, the index emphasizes the role of tourism in community development, cultural preservation, and economic growth. Its goal is to assist decision-makers, businesses, and communities shape sustainable and effective strategies.

## Six-pillars Approach

Six interrelated categories make up the tourism analysis:

**Economy:** analyses the impact of tourism on sustainable growth and prosperity.

**Employment:** assesses the quality and accessibility of jobs created.

**Support:** measures the effects on infrastructure shared by tourists and residents.

**Environment:** examines the sector's ecological footprint and its sustainability initiatives.

**Engagement:** analyses tourism's contribution to social inclusion and heritage enhancement.

**Experience:** determines the quality and impact of tourism experiences on visitors

## A Lever for Optimizing Tourism Strategies

This index serves as a vital strategic tool for tourism industry professionals. It provides detailed data on each province and territory, helping to identify the sector's strengths, opportunities, and best practices. This initiative is part of Destination Canada's Tourism 2030 strategy, which aims to maximize tourism's potential in alignment with the United Nations Sustainable Development Goals.

The first report of the index highlights significant developments. In 2023, **the GDP generated by tourism increased by 9.5%, confirming the sector's robust economic recovery**. At the same time, infrastructure development enhances connectivity and improves the quality of life for residents, thereby boosting the appeal of various destinations.

Inclusivity is also a key focus, with 20% of tourism businesses led by women and 36% by immigrants. Furthermore, public support remains a crucial asset, as over 80% of Canadians view tourism as a positive factor for their communities.

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