

TOURISMSCAPES USER GUIDE

CANADA 

VERSION 1.0: MARCH 6, 2024

Three Isle Lake
Alberta



Canada 

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Tourism Prevalence Index



Wedgemount Lake

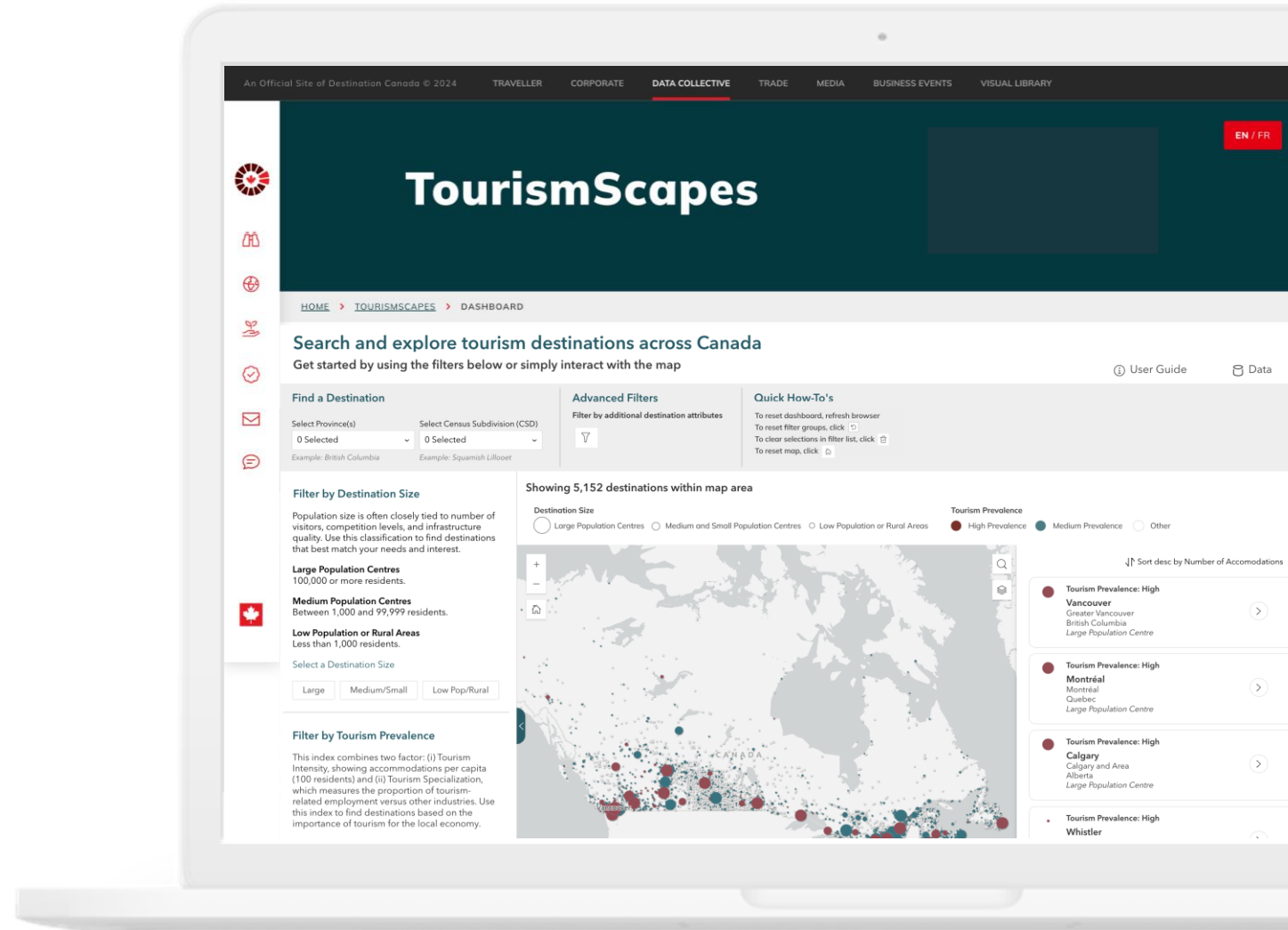
British Columbia

WHAT IS TOURISMSCAPES?

TourismScapes is an interactive dashboard built from spatial data layers that provides self-service market intelligence at a community level (Census subdivision) to support destination development and investment.

This document is intended to provide:

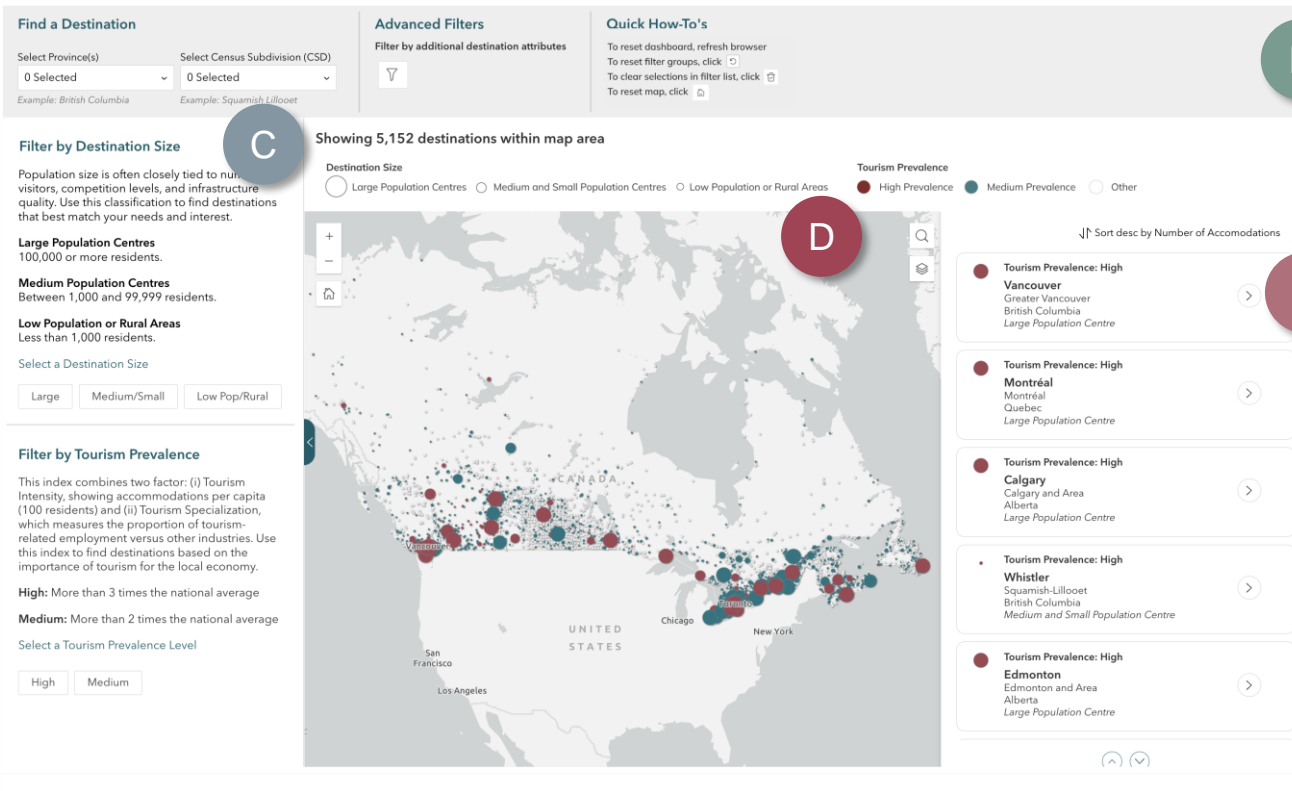
- An overview of the components and how to navigate the dashboard
- Examples of insights users can generate



Search and explore page

Search and explore tourism destinations across Canada

Get started by using the filters below or simply interact with the map



The screenshot shows a dashboard for searching tourism destinations in Canada. It features several key components:

- Find a Destination:** Includes dropdown menus for 'Select Province(s)' and 'Select Census Subdivision (CSD)', both currently showing '0 Selected'. Examples provided are 'British Columbia' and 'Squamish Lillooet'.
- Advanced Filters:** A section for 'Filter by additional destination attributes' with a search icon.
- Quick How-To's:** Provides instructions: 'To reset dashboard, refresh browser', 'To reset filter groups, click [icon]', 'To clear selections in filter list, click [icon]', and 'To reset map, click [icon]'.
- Filter by Destination Size:** A panel explaining that population size is tied to tourism quality. It offers three categories: 'Large Population Centres' (100,000+ residents), 'Medium Population Centres' (1,000-99,999 residents), and 'Low Population or Rural Areas' (less than 1,000 residents). Buttons for 'Large', 'Medium/Small', and 'Low Pop/Rural' are present.
- Filter by Tourism Prevalence:** Explains that this index combines tourism intensity and specialization. It offers 'High' (more than 3x national average) and 'Medium' (more than 2x national average) levels. Buttons for 'High' and 'Medium' are present.
- Map:** A map of Canada showing 5,152 destinations. A legend indicates 'Destination Size' (Large, Medium, Low) and 'Tourism Prevalence' (High, Medium, Other). A search bar and zoom controls are also visible.
- Destination Listing:** A list of destinations with details on prevalence and population center type. Each entry has an arrow to view more information.

Callouts A-E highlight specific features: A (User Guide/Data links), B (Advanced Filters), C (Filter by Destination Size), D (Map), and E (Destination Listing).

A

Helpful resources

- Click 'User Guide' to view user guide
- Click 'Data' to learn about metrics and data sources

B

Filter panel

- Filter the dashboard using the selections offered in the drop-down menus
- Learn how to reset filters in 'Quick How-to's'

C

Reference panel

- Understand and filter by Destination Size and Tourism Prevalence – [see Page 13 for methodology](#)
- Hide / unhide this panel using the arrow tab

D

Cluster map

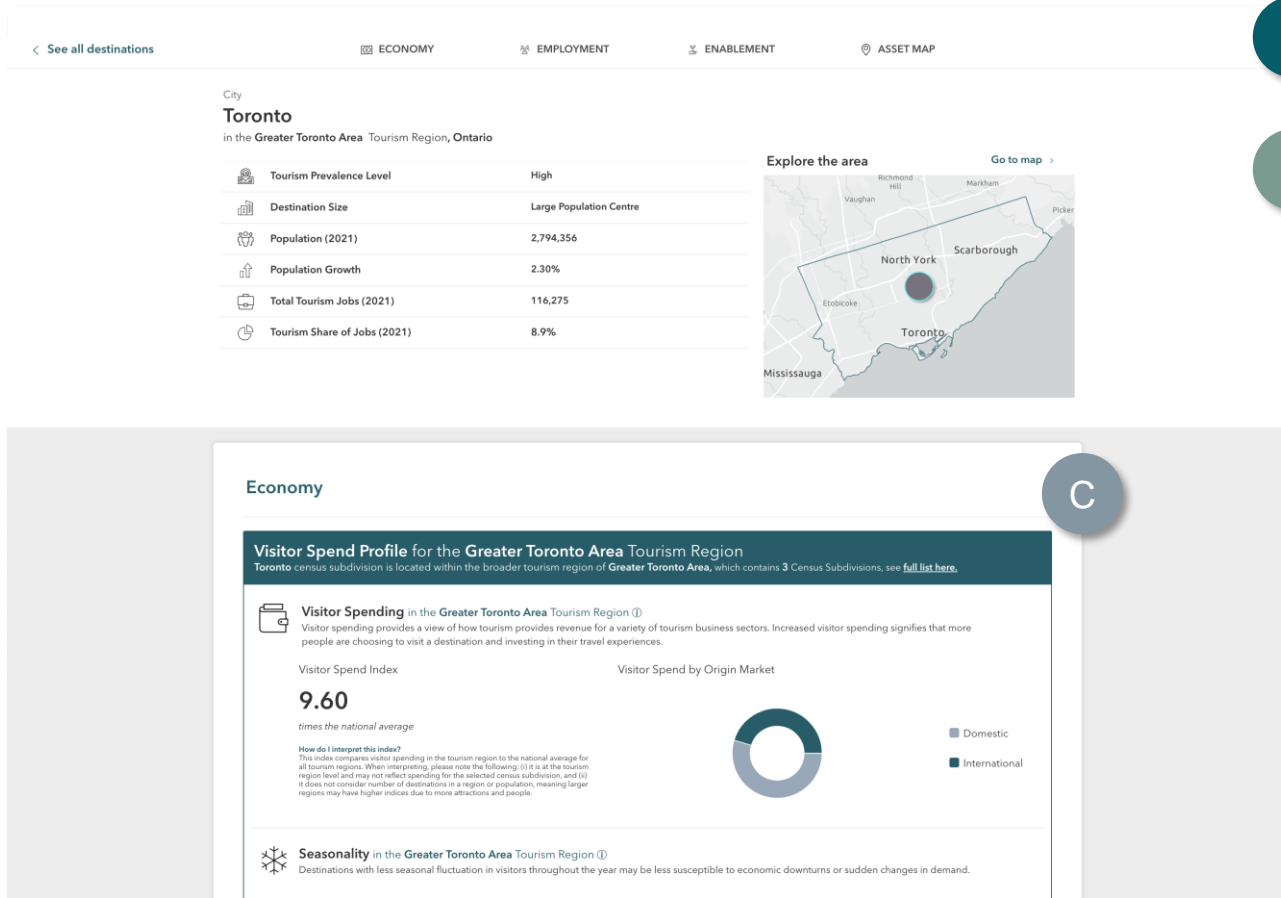
- View number of destinations and typology
- Data can also be filtered using this map

E

Destination listing

- Sortable list of destinations within the map area
- Click the arrow to view more information about the destination

Destination profile page



< See all destinations

ECONOMY EMPLOYMENT ENABLEMENT ASSET MAP

City
Toronto
in the Greater Toronto Area Tourism Region, Ontario

Tourism Prevalence Level	High
Destination Size	Large Population Centre
Population (2021)	2,794,356
Population Growth	2.30%
Total Tourism Jobs (2021)	116,275
Tourism Share of Jobs (2021)	8.9%

Explore the area [Go to map >](#)

Richmond Hill Markham Pickering
Vaughan North York Scarborough
Etobicoke Toronto
Mississauga

Economy

Visitor Spend Profile for the Greater Toronto Area Tourism Region

Toronto census subdivision is located within the broader tourism region of **Greater Toronto Area**, which contains 3 Census Subdivisions, see [full list here](#).

Visitor Spending in the Greater Toronto Area Tourism Region

Visitor spending provides a view of how tourism provides revenue for a variety of tourism business sectors. Increased visitor spending signifies that more people are choosing to visit a destination and investing in their travel experiences.

Visitor Spend Index
9.60
times the national average

How do I interpret this index?
This index compares visitor spending in the tourism region to the national average for all tourism regions. When interpreting, please note the following: (i) it is at the tourism region level and may not reflect spending for the selected census subdivision, and (ii) it does not consider number of destinations in a region or population, meaning larger regions may have higher indices due to more attractions and people.

Visitor Spend by Origin Market

Domestic International

Seasonality in the Greater Toronto Area Tourism Region

Destinations with less seasonal fluctuation in visitors throughout the year may be less susceptible to economic downturns or sudden changes in demand.

A

A

Dashboard page navigation

- Click 'See all destinations' to go back to search and explore page
- Use links to jump to a dashboard section

B

B

Profile summary

- View high-level key information for a destination
- Click 'Go to map' to jump to Asset Map section

C

Dashboard sections

View dashboard sections and visualizations for a destination:

- Economy
- Employment
- Enablement
- Asset Map

C



Understand the Industry Investor persona and their dashboard needs and goals



Persona
Who am I?

As a **boutique hotel franchisor**...



Goal
What am I trying to achieve?

in order to **better understand a community's existing supply base and potential demand in a market**, as well factors like **population, transportation access and talent pool**...



Key activity
How do I do this?

I need to **run a high-level assessment to identify and compare markets** based on criteria that align with my investment goals.



As a boutique hotel franchisor, I am looking for potential investment opportunities in a small-town destination with low seasonality in the province of my selection ...

How to use the Search and Explore Page...

The screenshot shows the 'Search and explore tourism destinations across Canada' interface. It includes a 'Find a Destination' section with a province dropdown (1), a 'Filter by Destination Size' section with radio buttons for Large, Medium/Small, and Low Pop/Rural (2), and a 'Filter by Tourism Prevalence' section with radio buttons for High, Medium, and Low (3). A 'Seasonality' filter is also visible (4). A list of results is shown on the right, with a red circle (5) highlighting the 'Whistler' entry.

1 Select province under the filter drop-down

2 Filter by Destination Size:
 Large Population Centres
 Medium/small Population Centres
 Low Population or Rural Areas

I'm interested in starting my boutique hotel in a **smaller market**

3 Filter by Tourism Prevalence
 High Tourism Prevalence
 Medium Tourism Prevalence
 Other

I'm interested in a location that has **high tourism prevalence** and existing visitor base

4 Drill down results further through Advanced filters:
 > Seasonality

High
 Moderate
 Low

I'm interested in areas with **low seasonality** to cater to visitors year-round as I start my business.

5 Select a destination from the list to view profile

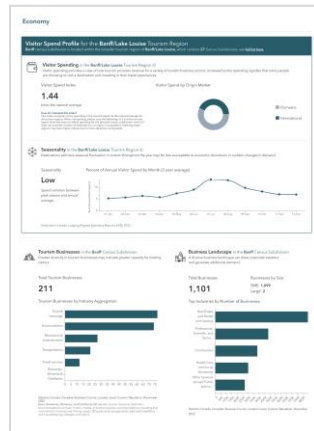


As a boutique hotel franchisor, once I've identified a potential destination opportunity, I need to understand and assess the destination's existing supply base and potential demand, as well factors like population, transportation access and employment availability

How to use the Search and Explore Page...



1 Economy



This section covers two main topics:

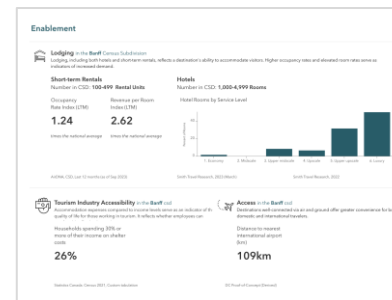
- a) **Visitor Spending:** It shows how visitors contribute to the economy of the broader tourism region, including whether they're primarily domestic or international, and how spending fluctuates seasonally.
- b) **Business Landscape:** Provides an overview of the tourism businesses and other dominant sectors in the destination.

2 Employment



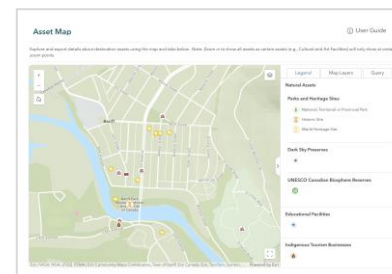
This section explores **tourism-related employment**, including the share of tourism employment within the local economy, total tourism employment, and Indigenous and immigrant representation within the tourism sector.

3 Enablement



This section provides insights on the existing **accommodation infrastructure** within the destination, including hotel rooms and short-term rentals, as well as factors such as **geographic accessibility** and **cost of living**.

4 Asset Map



Use the Asset Map to discover **parks and heritage sites, cultural and art facilities, Indigenous tourism businesses (ITAC), past federal investments in tourism**, and other relevant infrastructure such as **educational facilities** and **airports**.



Understand the Destination Steward persona and their dashboard needs and goals



Persona
Who am I?

As a **Director of Tourism and Community Development** for a municipality...



Goal
What am I trying to achieve?

in order to **support the development of my community's tourism strategic plan,**



Key activity
How do I do this?

I need to **perform a situational analysis** to highlight the value within my community.



As a Director of Tourism and Community Development for a municipality, I am looking to understand and assess the value of tourism in my community...

How to use the Search and Explore Page...

Search and explore tourism destinations across Canada
Get started by using the filters below or simply interact with the map

Find a Destination
Select Province(s) 0 Selected
Select Census Subdivision (CSD) 1 Selected
Example: British Columbia

Advanced Filters
Filter by additional destination attributes

Quick How-To's
To reset dashboard, refresh browser
To reset filter groups, click [X]
To clear selections in filter list, click [X]
To reset map, click [X]

Filter by Destination
Population size is often closely tied to number of visitors, competition levels, and infrastructure. Use this classification to find destinations that best match your needs and interest.

- Large Population Centres**
100,000 or more residents.
- Medium Population Centres**
Between 1,000 and 99,999 residents.
- Low Population or Rural Areas**
Less than 1,000 residents.

Select a Destination Size
Large Medium/Small Low Pop/Rural

Filter by Tourism Prevalence
This index combines two factors: (i) Tourism Intensity, showing accommodations per capita (100 residents) and (ii) Tourism Specialization, which measures the proportion of tourism-related employment versus other industries. Use this index to find destinations based on the importance of tourism for the local economy.

- High:** More than 3 times the national avg
- Medium:** More than 2 times the national avg

Select a Tourism Prevalence Level
High Medium

Showing 1 destinations within map area

Tourism Prevalence
Large Population Centres Medium and Small Population Centres Low Population or Rural Areas
High Prevalence Medium Prevalence Other

Sort desc by Number of Accommodations

Tourism Prevalence: Medium
Sault Ste. Marie
North-Central Ontario
Ontario
Medium and Small Population Centre

1 Enter community name in search bar

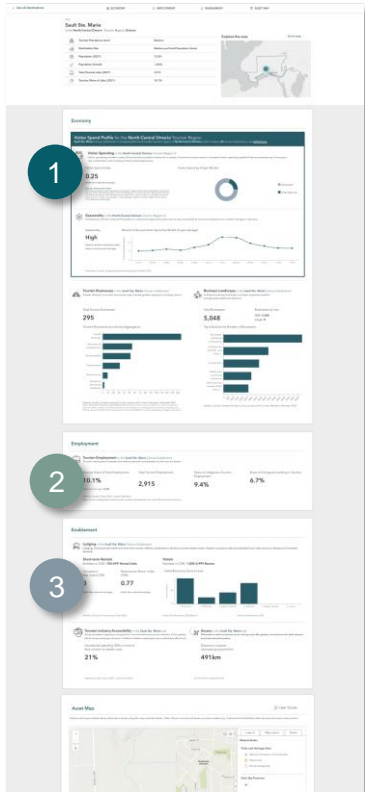
2 Click arrow to view community profile

Tourism Prevalence: Medium
Sault Ste. Marie
North-Central Ontario
Ontario
Medium and Small Population Centre



As a Director of Tourism and Community Development for a municipality, I am looking to understand and assess the value of tourism in my community...

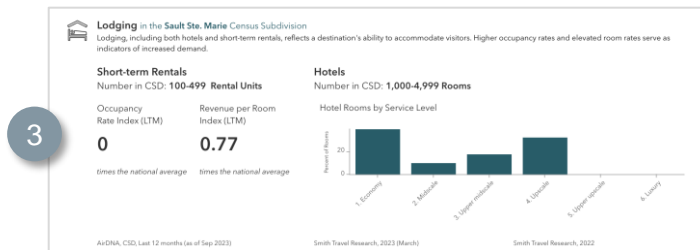
How to use the Destination Profile Page... *Example insights for Sault Ste. Marie*



Sault Ste. Marie is located in the **North-Central Ontario tourism region**, where visitor spend occurs mostly between **July and September**.



Sault Ste. Marie has a **high share of tourism employment relative to the national average - employing over 2,900 people**, with over **9% of tourism employees identifying as Indigenous**.



The majority of hotel rooms by service level in Sault Ste. Marie are economy, followed by upscale.

APPENDIX



PLAN

Tourism Prevalence Index was developed to help identify destinations based on the value of tourism for the local economy.

What factors are considered to calculate the Tourism Prevalence Index?

This index combines **three factors** to assess the significance of tourism for a local economy, is calculated at the Census subdivision level (CSD).

Factor 1: Total Accommodations, which includes both hotel rooms and short-term rental listings.

$$\text{Total Accommodation} = \text{Number of Hotel Rooms} + \text{Number of Short Term Rentals}$$

Factor 2: Tourism Intensity, which considers the number of accommodations per capita (100 residents).

$$\text{Tourism Intensity} = \frac{\text{Total Accommodation}}{\text{Population in 2021}} \times 100$$

Factor 3: Tourism Specialization, which measures the proportion of employment in the tourism industry compared to other industries – also known as the Location Quotient.

$$\text{Tourism Specialization} = \text{Location Quotient}$$

KEY TERMS

Census subdivision (CSD) is the general term for municipalities (as determined by provincial/territorial legislation) or areas treated as municipal equivalents for statistical purposes (e.g., Indian reserves, Indian settlements and unorganized territories).

Location Quotient: The location quotient (LQ) measures the concentration of tourism employment in a region relative to the national average. A LQ greater than one means that the concentration of tourism employment is greater than the national average. Nationally, the maximum LQ is 9.16, the minimum LQ is 0.

DATA SOURCES

Number of Rooms (STR, as of 03-2023)
Number of Short-term Rentals (AirDNA, as of 09-2023)
Population (Census. Statistics Canada, 2021)
Tourism Employment (Census. Statistics Canada, 2021)

Tourism Prevalence index was developed to help identify destinations based on the value of tourism for the local economy.

How is the Tourism Prevalence Index Calculated?

To create the index, the 3 variables are first normalized and combined using equal weighting.

$$\textit{Tourism Prevalence} = \frac{\textit{Total Accomodation normalized} + \textit{Tourism Intensity normalized} + \textit{Tourism Specialization normalized}}{3}$$

Using the output of the above calculation destinations are then assigned as High or Medium Tourism Prevalence Index using the following rules:

High: Destination's Tourism Prevalence Index is **3x the National Average**

Medium: Destination's Tourism Prevalence Index is **2x the National Average**

All remaining destinations are classified as "Other"

KEY TERMS

Normalization: The term "normalization" refers to the scaling down of the data points such that the normalized data falls between 0 and 1. This normalization technique helps compare corresponding normalized values from two or more data point by making sure they on the same scale.

Normalization Formula

$$X_{normalized} = \frac{X - X_{min}}{X_{max} - X_{min}}$$