

WEALTH & WELLBEING INDEX

A new way to measure the value of tourism

Wealth & Wellbeing Index

Ensuring tourism generates wealth and wellbeing for all of Canada and enriches the lives of our guests.

Tourism isn't just about filling beds in hotels; it's about something much more profound. What these metrics don't capture is the true impact of the tourism industry, which is like an iceberg (or a blanket), with so much more beneath the surface. Tourism is about the economic, social, and environmental ripple effects that touch the very heart of our communities. It's about the jobs it creates, the unique experiences it offers, and the countless stories it generates.

The Wealth & Wellbeing Index is a comprehensive benchmarking tool and a new way to measure the value of tourism. It tracks progress in economic, social, and environmental sustainability and resilience

at all levels—from national to provincial, and municipal. The data supports long-term industry advancement by identifying key strengths and development opportunities while tracking performance annually.

The strategic framework reflects the importance of destination stewardship in the development of our communities, the preservation of the environment, and the quality of life of visitors and residents. Developed in partnership with the industry, the Wealth & Wellbeing Index collects information on 100+ indicators grouped into 30 areas, distributed among 6 categories.

NATIONAL

PROVINCIAL

REGIONAL



The Six Es

Economy

Economy measures tourism business growth, diversity, and resilience, as well as the wealth generated for communities. The level of support and investment in the industry drive the capacity of local businesses to diversify and prosper.

Employment

Employment studies the overall image, access, and inclusivity of the industry, including the local supply of skilled workforce and the development of supporting policies. The industry's reputation, influenced partly by professional opportunities and work standards, defines its ability to attract talent.

Enablement

Enablement reflects a destination's capacity to host visitors based on its built environment—the quality of the infrastructure and the access to public services. National and regional connectivity relies on major infrastructure investments to improve accessibility for both visitors and residents.

Environment

Environment tracks the impact of tourism on the ecosystem and the protection of natural resources. Greenhouse gas emissions provide an insight into the industry's carbon footprint. From environmental policies to funding, tourism relies on, preserves, and improves ecological areas.

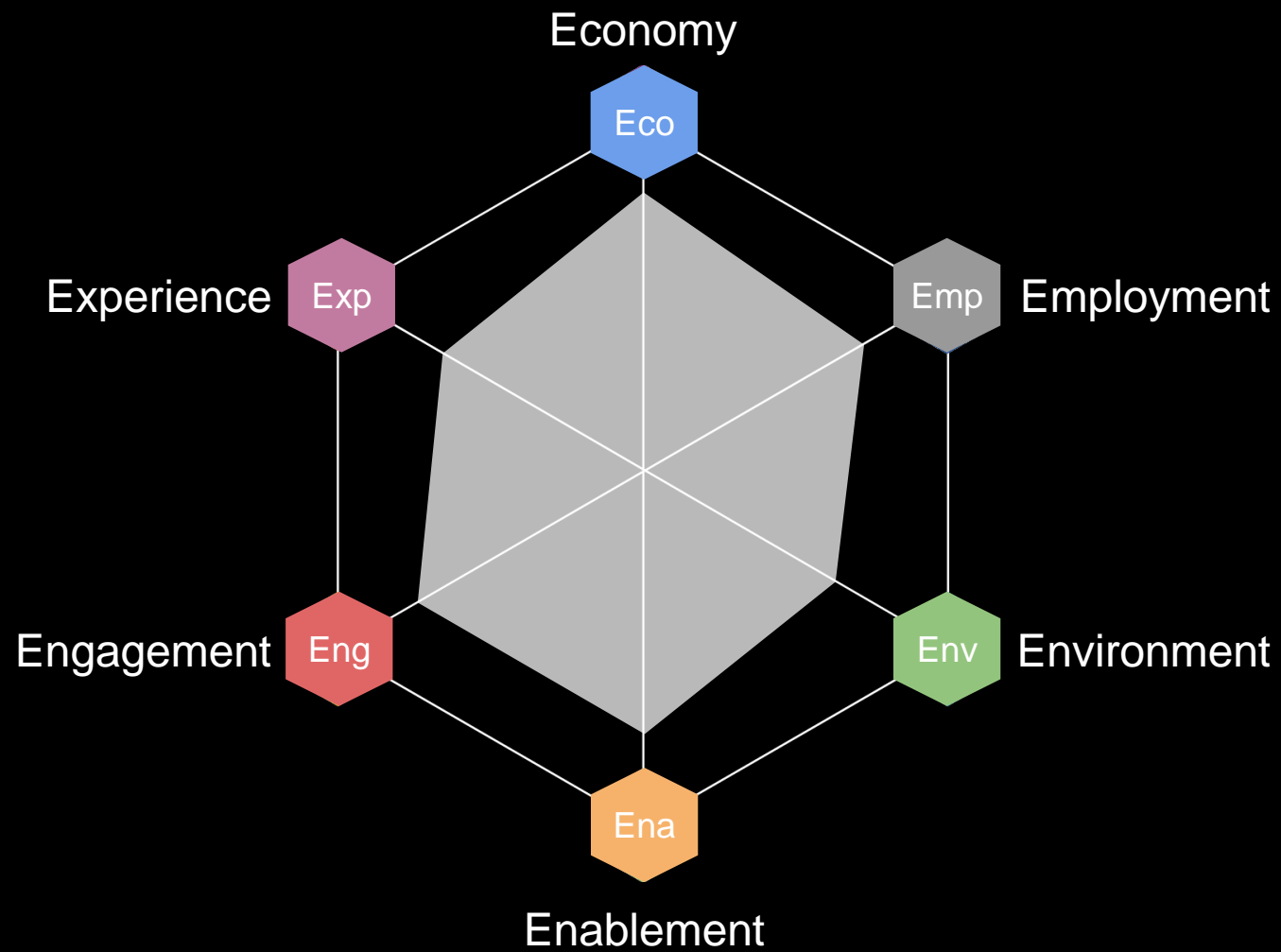
Engagement

Engagement celebrates the local culture and heritage, and Indigenous cultures. The number of cultural experiences, events and programs reflect rich cultural resources. Tourism's ability to grow depends on a community's openness to visitors, making both the perception and the contribution of tourism to the community—and the economy—essential to drive sustainable development.

Experience

Experience benchmarks a destination's brand and overall value, as expressed by the quality and the competitiveness of the visitor experience. Online content influences the perception of visitors, sparks interest, and drives visitation for target travellers—high value guests—while the value of the experience dictates return visitation.

Economy
Employment
Enablement
Environment
Engagement
Experience



Economy

Employment

Enablement

Environment

Engagement

Experience



Economy
Employment
Enablement
Environment
Engagement
Experience



1

Employment
Supply

4

Employment Diversity

2

Employment
Growth

5

Industry Attractiveness

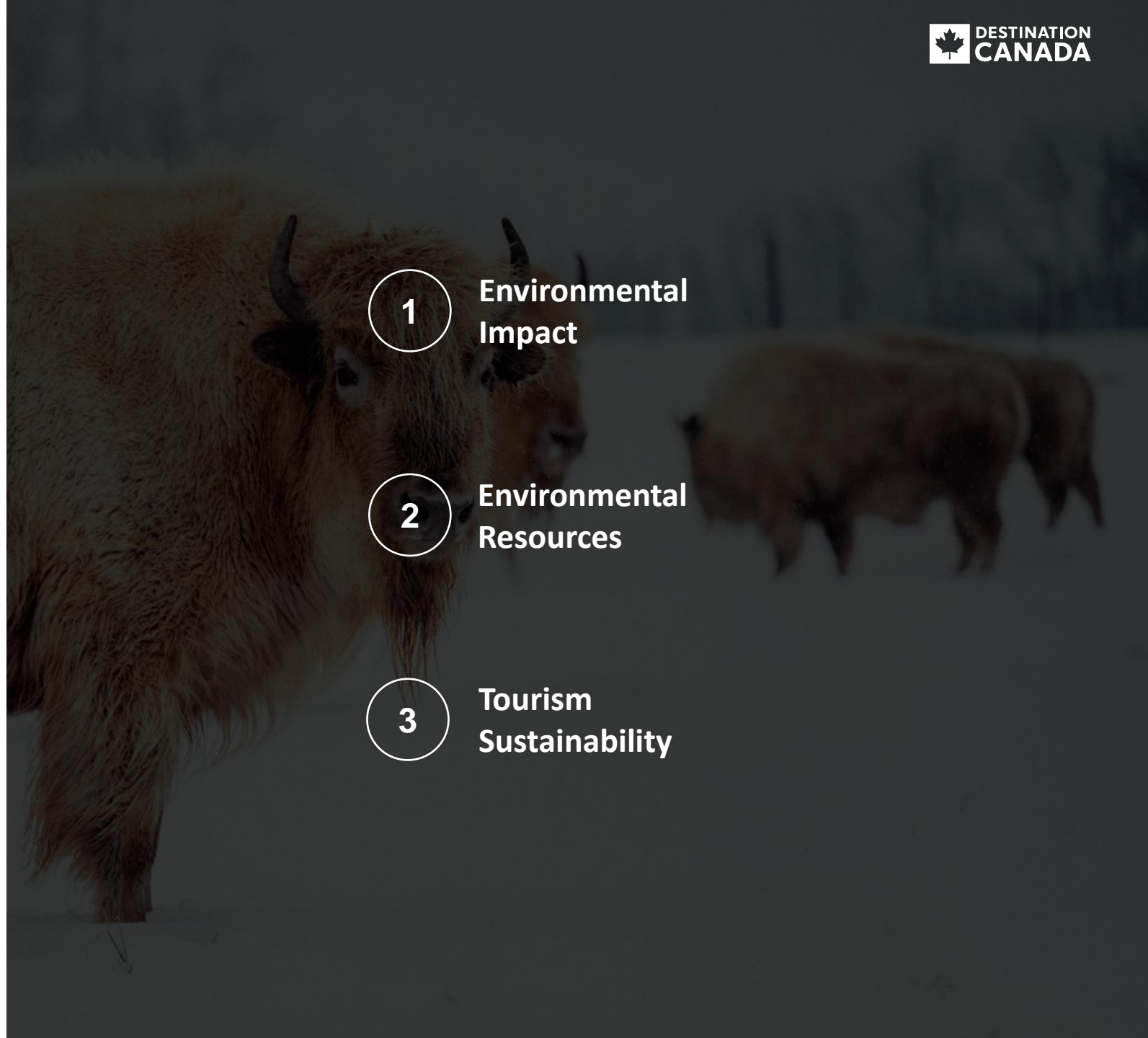
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Employment
Development

Economy
Employment
Enablement
Environment
Engagement
Experience

- 
- 1 Quality of Life
 - 2 Tourism Transportation System
 - 3 Tourism Service Infrastructure
 - 4 Business Ecosystem
 - 5 Digital Readiness
 - 6 International Openness

Economy
Employment
Enablement
Environment
Engagement
Experience



1

Environmental
Impact

2

Environmental
Resources

3

Tourism
Sustainability

Economy
Employment
Enablement
Environment
Engagement
Experience

1

Community Openness

3

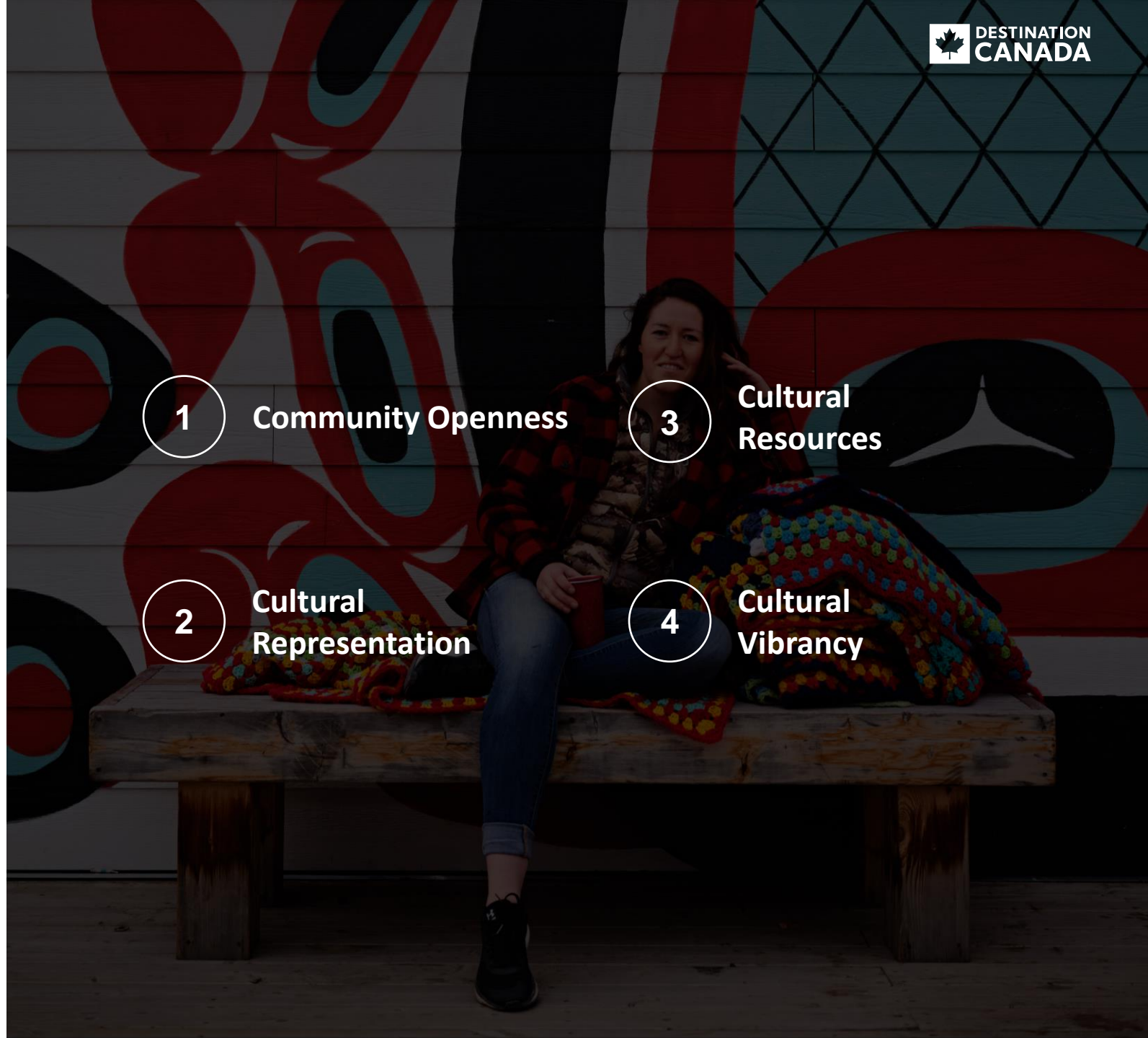
Cultural Resources

2

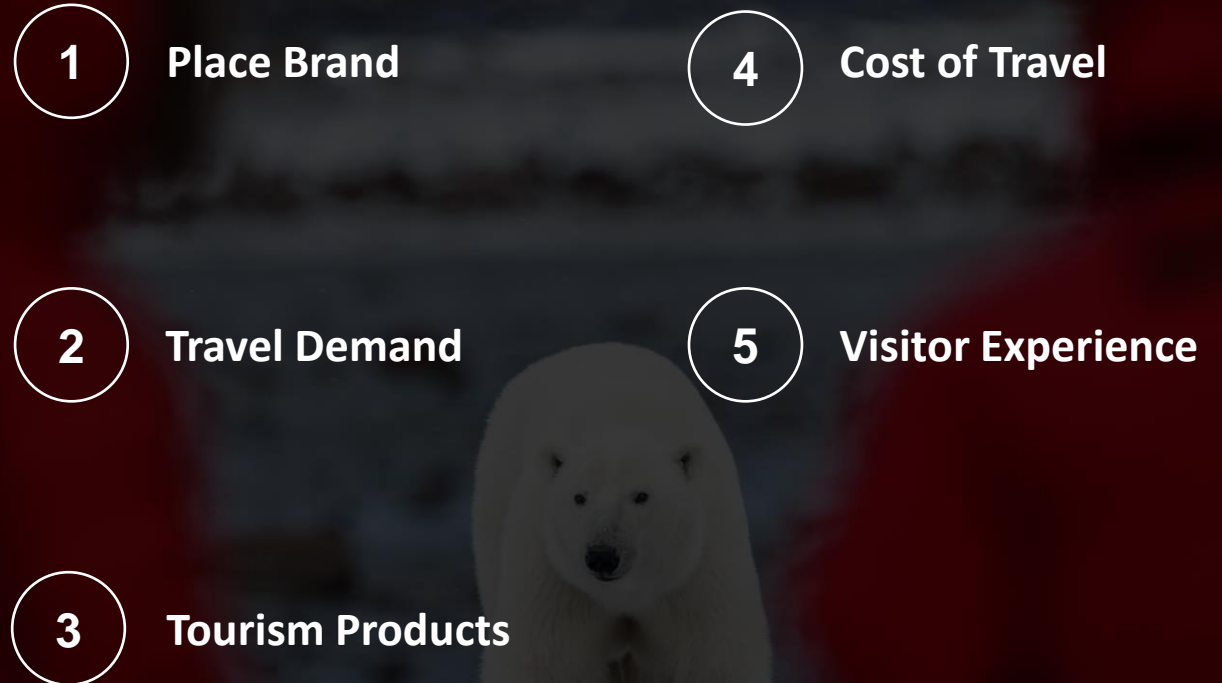
Cultural Representation

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Cultural Vibrancy

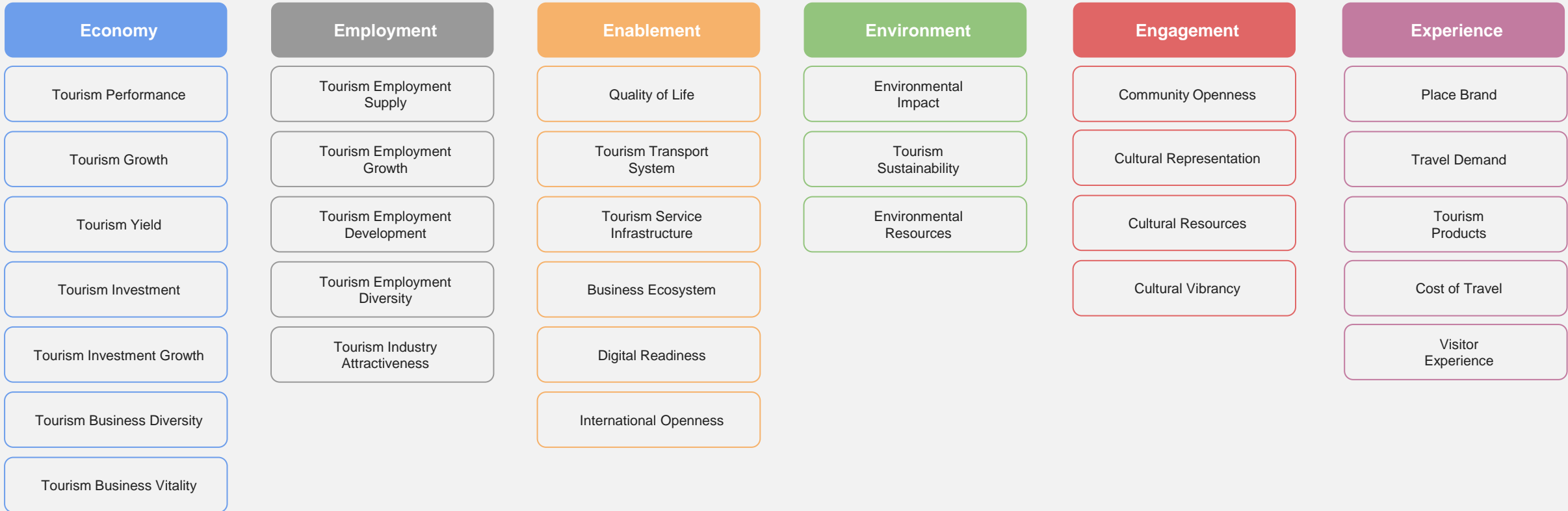


Economy
Employment
Enablement
Environment
Engagement
Experience



Wealth & Wellbeing Index Framework

Wealth & Wellbeing Index



THANK YOU.

MERCI.

APPENDIX

The List of Indicators

Economy

Tourism Business Diversity	Cluster location quotient of tourism businesses and supporting businesses	Source: Statistics Canada, Longitudinal Employment Analysis Program
	Share of female tourism business owners	Source: Statistics Canada, Canadian Survey on Business Conditions
	Share of immigrant tourism business owners	Source: Statistics Canada, Canadian Survey on Business Conditions
Tourism Business Vitality	Total number of tourism businesses	Source: Statistics Canada - Longitudinal Employment Analysis Program
	Birth rate of tourism businesses	Source: Statistics Canada - Longitudinal Employment Analysis Program
	Tourism business survival rate	Source: Statistics Canada - Longitudinal Employment Analysis Program
Tourism Growth	Annual growth in tourism GDP	Source: Statistics Canada, National Tourism Indicators (National)
	Annual growth in tourism share of GDP	Source: Statistics Canada, National Tourism Indicators & Provincial and Territorial Gross Domestic Product by Income and by Expenditure Accounts (National)
	Annual growth in visitor spending	Source: Statistics Canada, National Tourism Indicators
Tourism Investment	Government investment in the tourism sector	Source: Statistics Canada, Tourism Investment module (special tabulation)
	Private investment in the tourism sector	Source: Statistics Canada, Tourism Investment module (special tabulation)
	Total funding in Indigenous tourism	Source: ITAC
Tourism Investment Growth	Annual growth in government investment in the tourism sector	Source: Statistics Canada, Tourism Investment module (special tabulation)
	Annual growth in private investment in the tourism sector	Source: Statistics Canada, Tourism Investment module (special tabulation)
	Annual growth in funding for Indigenous tourism	Source: ITAC
Tourism Performance	Total International business event revenue	Source: National Business Events Pace Report
	Total visitor spending	Source: Statistics Canada, National Tourism Indicators (National)
	Tourism GDP	Source: Statistics Canada, National Tourism Indicators (National); Provincial and Territorial Gross Domestic Product (Provincial)
	Tourism's share of total GDP	Source: Statistics Canada, National Tourism Indicators & Provincial and Territorial Gross Domestic Product by Income and by Expenditure Accounts (National)
Tourism Yield	Average spending per visitor	Source: Statistics Canada, National Tourism Indicators & Frontier Counts
	RevPAR	Source: STR
	T&T GDP Multiplier	Source: Ed Mansfield Consulting
	Seasonality (Spending)	Source: STR & AirDNA

Employment

Tourism Employment Development	Percentage of skilled labour	Source: Tourism HR
	Tourism GDP per job	Source: Statistics Canada, National Tourism Indicators (National), Provincial and Territorial Gross Domestic Product (Provincial)
	Enrollment rate in post-secondary tourism and hospitality programs	Source: Travel Alberta
Tourism Employment Diversity	Share of female employment in tourism	Source: Tourism HR
	Share of immigrants employed in tourism	Source: Tourism HR
	LQ of tourism jobs	Source: Tourism HR
	Share of Indigenous employed people	Source: Statistics Canada
Tourism Employment Growth	Annual growth in tourism employment	Source: Tourism HR
	Growth in LQ of tourism jobs	Source: Tourism HR
Tourism Employment Supply	Tourism Employment	Source: Tourism HR
	Tourism labor force retention rate	Source: Tourism HR
	Share of unfilled vacancies	Source: Tourism HR
Tourism Industry Attractiveness	Perception of tourism as a career	Source: Tourism HR
	Difference between average wage for tourism jobs and all jobs	Source: Statistics Canada, Provincial and Territorial Gross Domestic Product by Income and by Expenditure Accounts, Labor Force Survey

Enablement

Business Ecosystem	Number of Large Businesses	Source: Statistics Canada
	Number of universities in the World's top 1,000 QS ranking	Source: QS World Rankings
	Number of International Conferences	Source: National Business Events Pace Report
Digital Readiness	Use of digital platform for providing hotels, restaurants and leisure activities services	Source: Statistics Canada, Survey of Digital Technology and Internet Use
	Internet network access	Source: Statistics Canada, Canadian Internet Use Survey
	Mobile network access	Source: Canadian Radio-television and Telecommunications Commission
International Openness	Number of Immigrants	Source: Statistics Canada, Quarterly Demographic Estimates
	Number of International Visitors	Source: Statistics Canada, Frontier Counts
	Number of International Students	Source: Statistics Canada, Postsecondary Student Information System
	Open Country	Source: Passport Index
Quality of Life	Crime rate	Source: Statistics Canada, Uniform Crime Reporting Survey
	Average greenness	Source: Statistics Canada, Canadian System of Environmental-Economic Accounting - Ecosystem Accounting
	Number of hospital beds per capita	Source: Canadian Institute for Health Information
	Wastewater treatment capacity	Source: Statistics Canada - Municipal Wastewater Systems in Canada (MWSC)
	Walkability	Source: Walkscore
	Housing affordability	Source: Statistics Canada
Tourism Service Infrastructure	Size of largest convention centre	Source: Destination Canada, Official Convention Centre Website
	Total number of meeting/event venues	Source: Cvent
	Spectator sports stadium capacity	Source: Official Sports Stadium Website
	Total number of hotel rooms	Source: STR
	Total number of short-term rentals	Source: AirDNA
Tourism Transportation System	Air connectivity score	Source: IATA
	Railroad connectivity	Source: Natural resources Canada, Statistics Canada
	Road connectivity	Source: Statistics Canada, Rural Access Index
	Share of residents taking public transport to work	Source: Esri Business Analyst
	Active transportation	Source: Walkscore

Environment

Environmental Impact	GHG Emissions from tourism industries	Source: Statistics Canada, Canadian System of Environmental-Economic Accounts - Physical Flow Accounts
	GHG Emissions per visitor	Source: Statistics Canada, Canadian System of Environmental-Economic Accounts - Physical Flow Accounts
	Climate Risk Index	Source: German Watch
	Water usage	Source: Statistics Canada
	Waste usage	Source: Statistics Canada
Environmental Resources	Number of National Parks, Provincial Parks, UNESCO Biospheres, UNESCO Geoparks, Dark Sky Reserves, and national marine conservation areas.	Source: Parks Canada, UNESCO
	Number of terrestrial and freshwater ecoregions	Source: World Wide Fund for Nature
	Number of World Heritage natural sites	Source: UNESCO
Tourism Sustainability	Number of environmental treaty ratifications	Source: World Economic Forum
	Share of renewable energy sources	Source: Statistics Canada, Monthly Electricity Supply and Disposition Survey

Engagement

Community Openness	Share of Canadians who recognize tourism's contribution to quality of life	Source: TCI / Resident Sentiment Index© with Rove Destination Insight
	Share of Canadians who recognize tourism's contribution to the economy	Source: TCI / Resident Sentiment Index© with Rove Destination Insight
	Tourism intensity	Source: Statistics Canada
	Tourism density	Source: Statistics Canada
Cultural Representation	Language Diversity (% people speak a second language at home)	Source: Statistics Canada, Census of Population
	Diversity Index	Source: Statistics Canada, Census of Population
	Number of indigenous experiences	Source: PTITO official website
	Perception of the representation of Indigenous cultures in the community	Source: Rove RSI
	Knowledge of French/English	Source: Statistics Canada, Census of Population
Cultural Resources	Number of oral and intangible cultural expressions	Source: UNESCO
	Number of UNESCO Creative Cities	Source: UNESCO
	Number of World Heritage cultural sites	Source: UNESCO
Cultural Vibrancy	Number of restaurants and culinary experiences	Source: TripAdvisor
	Financial support for cultural tourism initiatives/arts and culture funding	Source: Heritage Canada
	Number of cultural tourism experiences	Source: TripAdvisor

Experience

Cost of Travel	Ticket taxes and airport charges	Source: IATA
	Hotel price index	Source: Statistics Canada, Consumer Price Index
	Purchasing Power Parity	Source: World Bank
Place Brand	Destination Index	Source: YouGov Destination Index
	Country Brand Strategy rating	Source: World Economic Forum, Bloom Consulting
Tourism Products	Number of Attractions	Source: TripAdvisor
	Share of quality experiences	Source: TripAdvisor
	Share of quality hotels	Source: TripAdvisor
	Share of tourism businesses providing universal access	Source: Statistics Canada, Canada's Core Public Infrastructure Survey
Travel Demand	Geographically dispersed tourism	Source: Destination Canada, LASR
	Demand search for Canada, and destinations	Source: Google
	Earned Media Coverage of Canada Travel	Source: Destination Canada, Agility PR
	Earned Media Coverage of Indigenous experiences	Source: Destination Canada, Agility PR
	Number of Google travel searches by destination	Source: Google
	Length of stay	Source: Statistics Canada, VTS
Visitor Experience	HVG Spending	Source: Destination Canada, Global Tourism Watch
	Share of HVGs returning to Canada	Source: YouGov Destination Index
	Experiences per visitor	Source: TripAdvisor, Statistics Canada
	Hotel rooms per visitor	Source: STR, Statistics Canada