

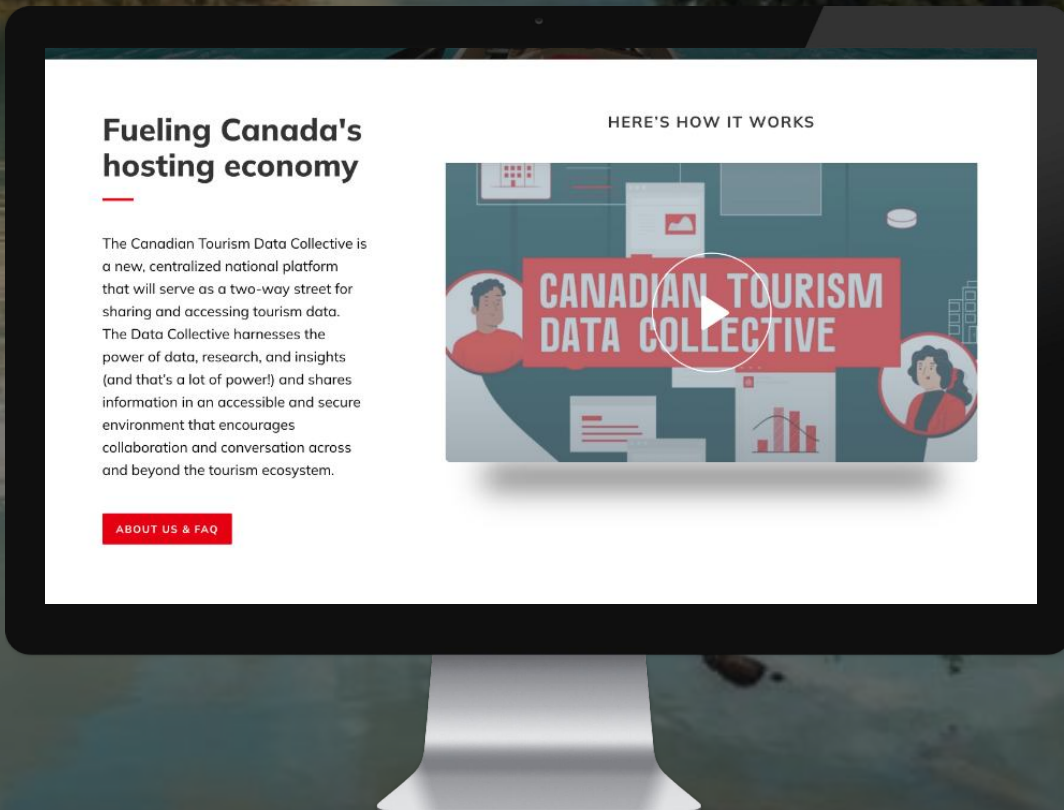
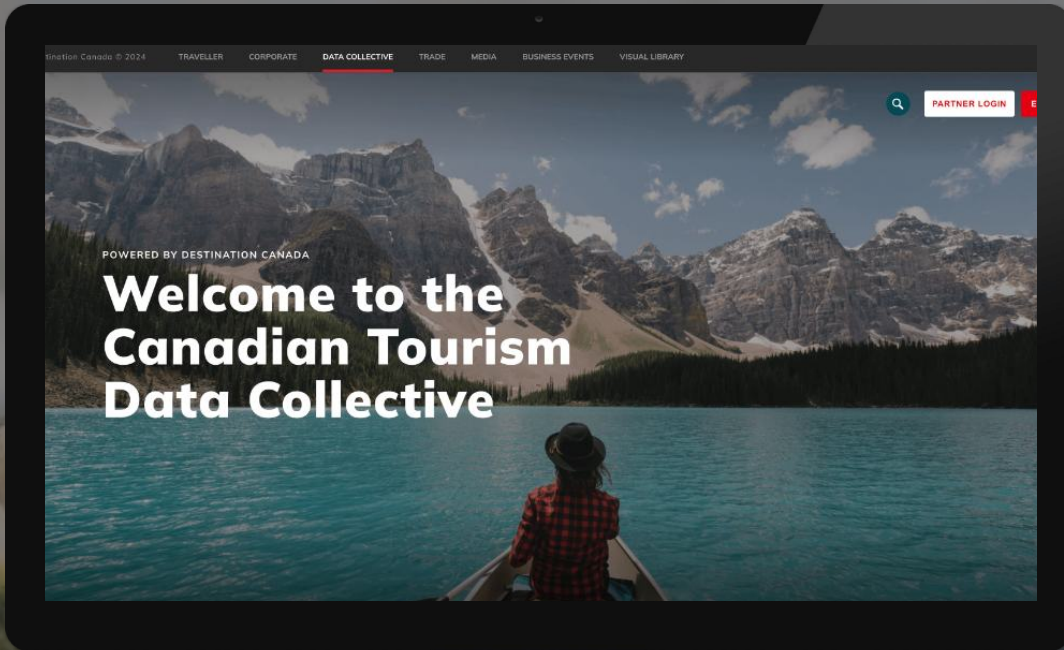
A scenic landscape featuring a calm lake in the foreground, surrounded by rocky shores and lush green grass. In the background, a range of rugged mountains is visible, with a prominent, sharp peak on the left. A cluster of tall, dark evergreen trees stands in the middle ground. The sky is filled with soft, white clouds, and the overall lighting suggests a bright, sunny day.

HSMAI Adrian Awards

DIGITAL INNOVATION

DESTINATION CANADA

VER3





POWERED BY DESTINATION CANADA

Welcome to the Canadian Tourism Data Collective

Fueling Canada's hosting economy

The Canadian Tourism Data Collective is a new, centralized national platform that will serve as a two-way street for sharing and accessing tourism data. The Data Collective harnesses the power of data, research, and insights (and that's a lot of power!) and shares information in an accessible and secure environment that encourages collaboration and conversation across and beyond the tourism ecosystem.

HERE'S HOW IT WORKS



[ABOUT US & FAQ](#)

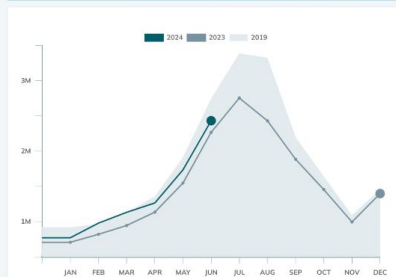
FEATURED DATA PRODUCT

TOURISM PERFORMANCE INDICATORS

Designed for industry stakeholders and Canadians who want to understand the current state of Canada's tourism industry, explore the latest data and recent trends on tourism visitation and revenue.

[Explore the Data](#)

INTERNATIONAL OVERNIGHT ARRIVALS TO CANADA



SOURCE: STATISTICS CANADA, TABLE 24-10-0055-01

TOTAL OVERNIGHT ARRIVALS
YEAR-TO-DATE (JUN. 2024)

8.32M

YEAR-OVER-YEAR GROWTH
YEAR-TO-DATE (JUN. 2024)

+12%

PROPORTION OF 2019 LEVELS
YEAR-TO-DATE (JUN. 2024)

92%

TOURISM REVENUE IN CANADA

TOTAL TOURISM REVENUE
YEAR-TO-DATE (Q1 2024)

\$23.1B

11% PROPORTION OF 2019 LEVELS
+5% YEAR-OVER-YEAR GROWTH

DOMESTIC TOURISM REVENUE
YEAR-TO-DATE (Q1 2024)

\$18.7B

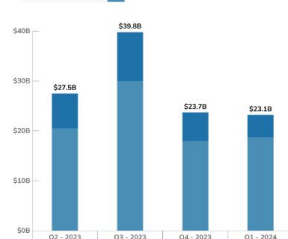
11% PROPORTION OF 2019 LEVELS
+5% YEAR-OVER-YEAR GROWTH

INTERNATIONAL TOURISM REVENUE
YEAR-TO-DATE (Q1 2024)

\$4.5B

97% PROPORTION OF 2019 LEVELS
-7% YEAR-OVER-YEAR GROWTH

International tourism revenue
Domestic tourism revenue



SOURCE: STATISTICS CANADA, NATIONAL TOURISM INDICATORS

MEET OUR DATA PRODUCTS

DATA AND INSIGHTS ON DEMAND

