

STRIVING FOR Resilience

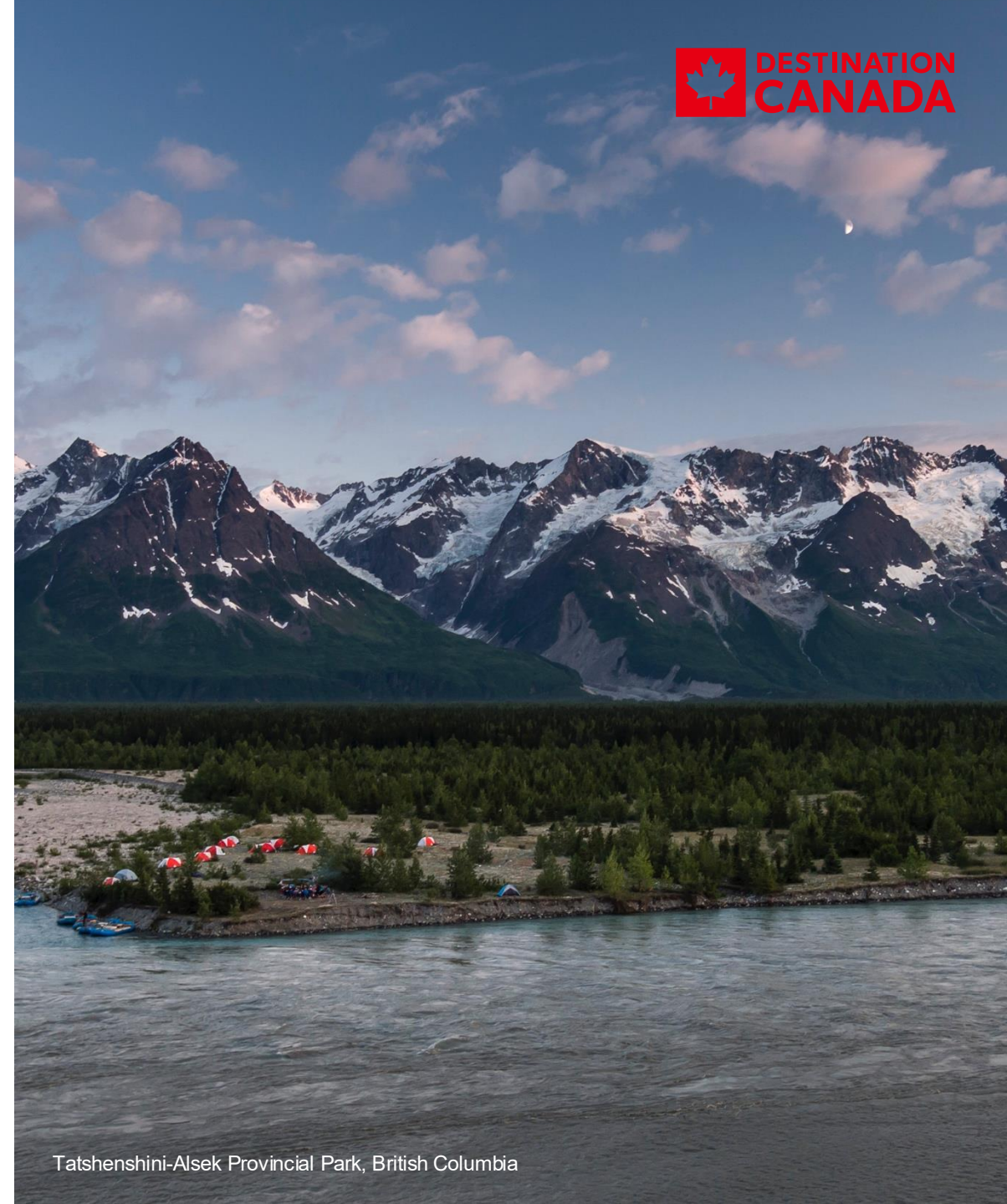
For tourism Supply

EN QUÊTE DE RÉSILIENCE

POUR L'OFFRE TOURISTIQUE

Our Mandate

- Sustain a vibrant and profitable Canadian tourism industry
- Market Canada as a desirable tourist destination
- Support a cooperative relationship between the private sector and the governments of Canada, the provinces, and the territories with respect to Canadian tourism
- Provide information about Canadian tourism to the private sector and to the governments of Canada, the provinces, and the territories



Tatshenshini-Alsek Provincial Park, British Columbia

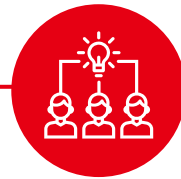
What is Destination Canada's Role?



National-level leader



Convener



Supporter/Connector



Resource Provider



Marketer

**IN CANADA,
TOURISM IS HUGE.**

**AU CANADA,
LE TOURISME EST ÉNORME. >**

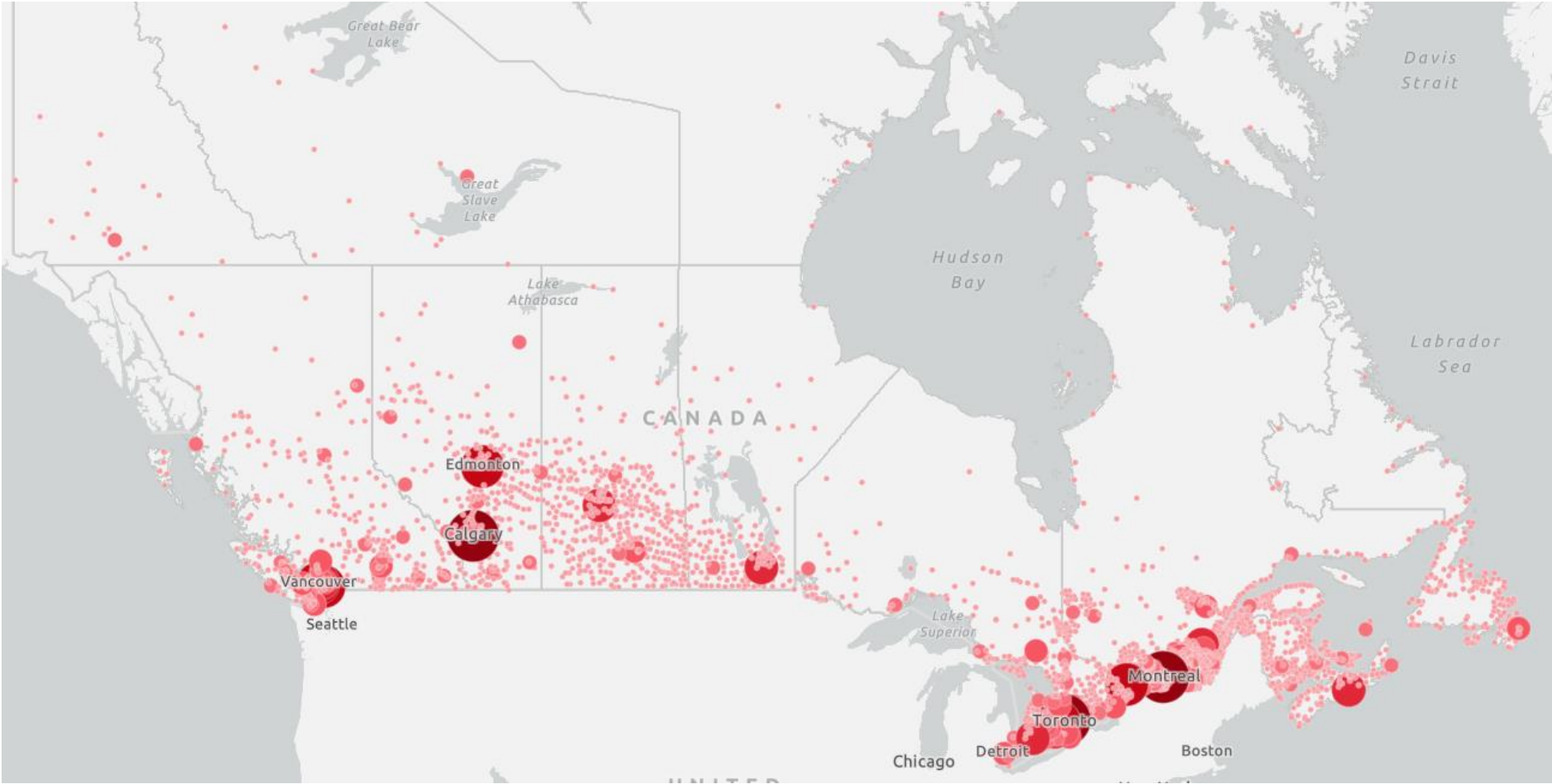
TOURISM BRINGS STRONG EXPORTS FAST RETURNS ACROSS CANADA

- Impact: In 2024, tourism **contributed \$130B** in revenue to the Canadian economy.
- That's over **\$350M per day**.
- Reach: **265,800 businesses** in 5,000 communities.
- Jobs: **1 in 10** jobs in Canada relies on tourism.
- Trade: Over **\$31B** in revenue is from international visitors making tourism **Canada's second-largest service export**. A critical source of new money entering our economy.



Lake Moraine / Lac Moraine
Alberta

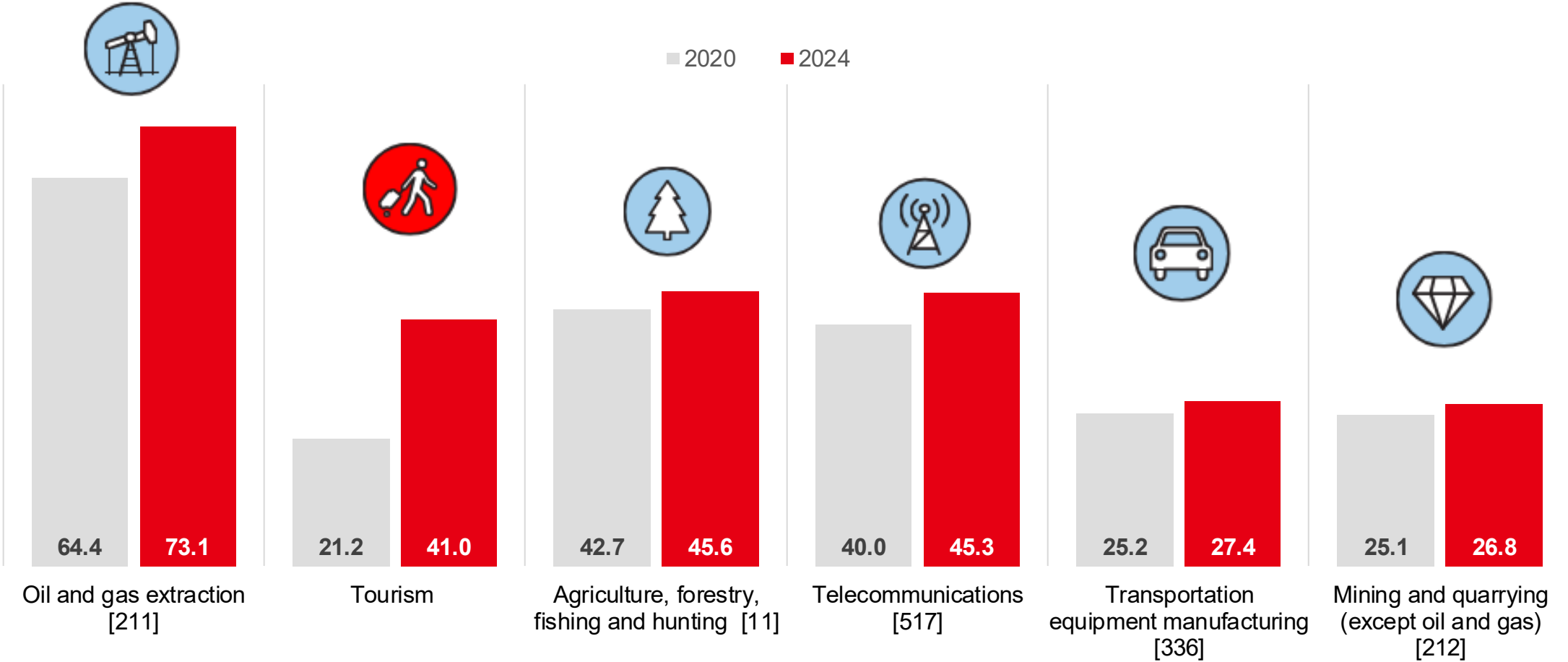
TRAVEL AND TOURISM: AN ECONOMIC ENGINE THAT REACHES EVERY COAST



TOURISM IS A TOP CONTRIBUTOR TO CANADA'S ECONOMY



Real GDP CAD Billion





The scale and speed of recent trade shifts mean that Canada's economic strategy must change dramatically.

Canada's new government is focused on transforming our economy from one that is reliant on a single trade partner to one that is stronger, more diversified, and more resilient to global shocks.

The Rt. Hon. Mark Carney,
Prime Minister of Canada

November 1, 2025



CANADA IS #1 (TIED) FOR INTERNATIONAL REPUTATION

(Up from 4th in 2024, now tied with Switzerland)

Lake Louise / Lac Louise

Alberta



CANADA

**WHY SMART DESTINATION
DEVELOPMENT MATTERS
FOR TOURISM**

Tourism Ecosystem

Communities play a foundational role in the success of the visitor economy.



Benefits to Communities

- Enables communities to thrive and to plan tourism aligned with local values.
- Attracts investment, diversifies economies, and enhances residents' quality of life.
- Creates local jobs, builds skills, retains youth in community and empowers future leaders.
- Supports resident, workforce and business attraction and retention.



Lunenburg
Nova Scotia / Nouvelle-Écosse

How We Win



Thought Leadership



Legendary Journeys



Investment Attraction





ce to share,
out all things
ment.



You will find case studies, thought provoking pieces, trends and analytics. At Destination that Tourism generates wealth and wellbeing for all of Canada and enriches the lives of Canada can be home to world class constellations of thriving destinations aligned with and the aspirations of highly engaged communities.

Communities come in all shapes and sizes representing all that Canada is and has to of importance of the land, which we each call home. We do this to reaffirm our commitment improving relationships between nations and to improving our own understanding of local their cultures. From coast to coast to coast, we acknowledge the territory of the Inuit, Métis people who have called this place home for generations beyond measure.

We hope that you find value on the information provided and that you join us on this journey



Thought Leadership

Driving innovation, enhancing knowledge sharing, and supporting the practice of destination development

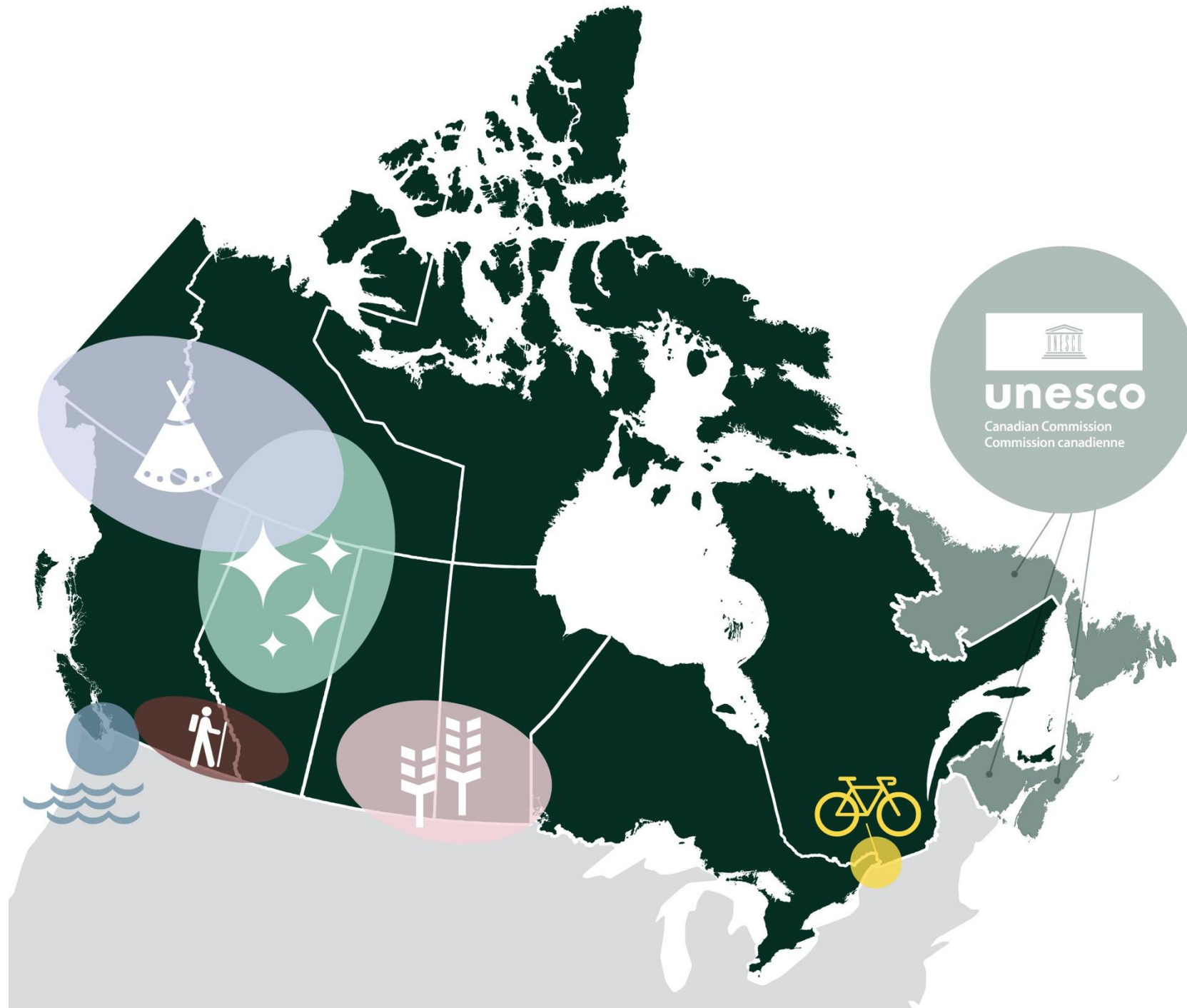


2023 Corridors

- Atlantic Canada UNESCO Tourism
 - Northern Indigenous Lodge Network
 - Sustainable Journeys from Praires to Pacific
-

2024-2025 Corridors

- Cycle Ontario and Quebec
 - Field to Fork: SK MB Agritourism
 - Juan de Fuca
 - Northern Sky
-



Destination Development Toolkits

TOURISM DESTINATION DEVELOPMENT TOOLKIT

For Northern and Remote
Canadian Communities








TOURISM DESTINATION DEVELOPMENT TOOLKIT

For Rural Canadian
Communities



What's Included?

-
- | | | |
|---|--|--|
|  | Step-by-Step Planning Checklist | Clear actions to help your community get started, with real examples from provincial and territorial partners across Canada. |
|  | Investment Readiness Tools | Guides and templates to assess local capacity and prepare for tourism development. |
|  | Community Tourism Plan Guide | Details on how to build a plan tailored to your community's unique needs, values, and goals. |
|  | Funding & Support Resources | Information on grants, training programs, and federal/provincial supports. |
|  | Case Studies from Across Canada | Learn what's possible from communities like yours. |
-

MEASURING SUCCESS

Wealth & wellbeing index



Economy

Economy measures tourism business growth, innovation, investment, and resilience, as well as the wealth generated for communities.



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.



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, and the supporting conditions.



Environment

Environment tracks the impact of tourism on the ecosystem and the protection of natural resources.



Engagement

Engagement celebrates the local culture and heritage, and Indigenous cultures.

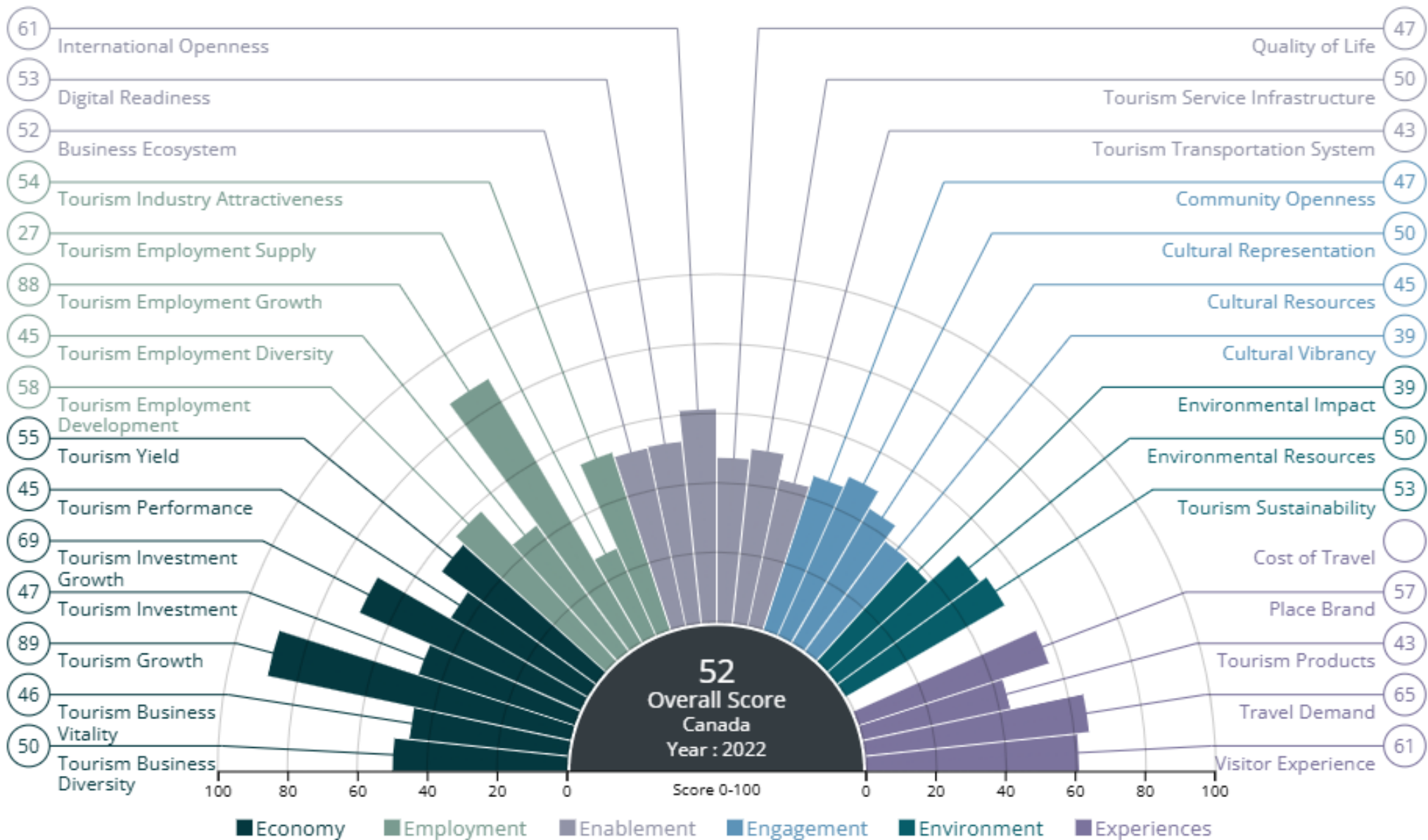


Experience

Experience benchmarks a destination's brand and overall value, as expressed by the quality and competitiveness of the visitor experience.

Wealth and Wellbeing Index Breakdown - Canada, 2022

Individual category scores, arranged by their category index



The Canadian Tourism Data Collective



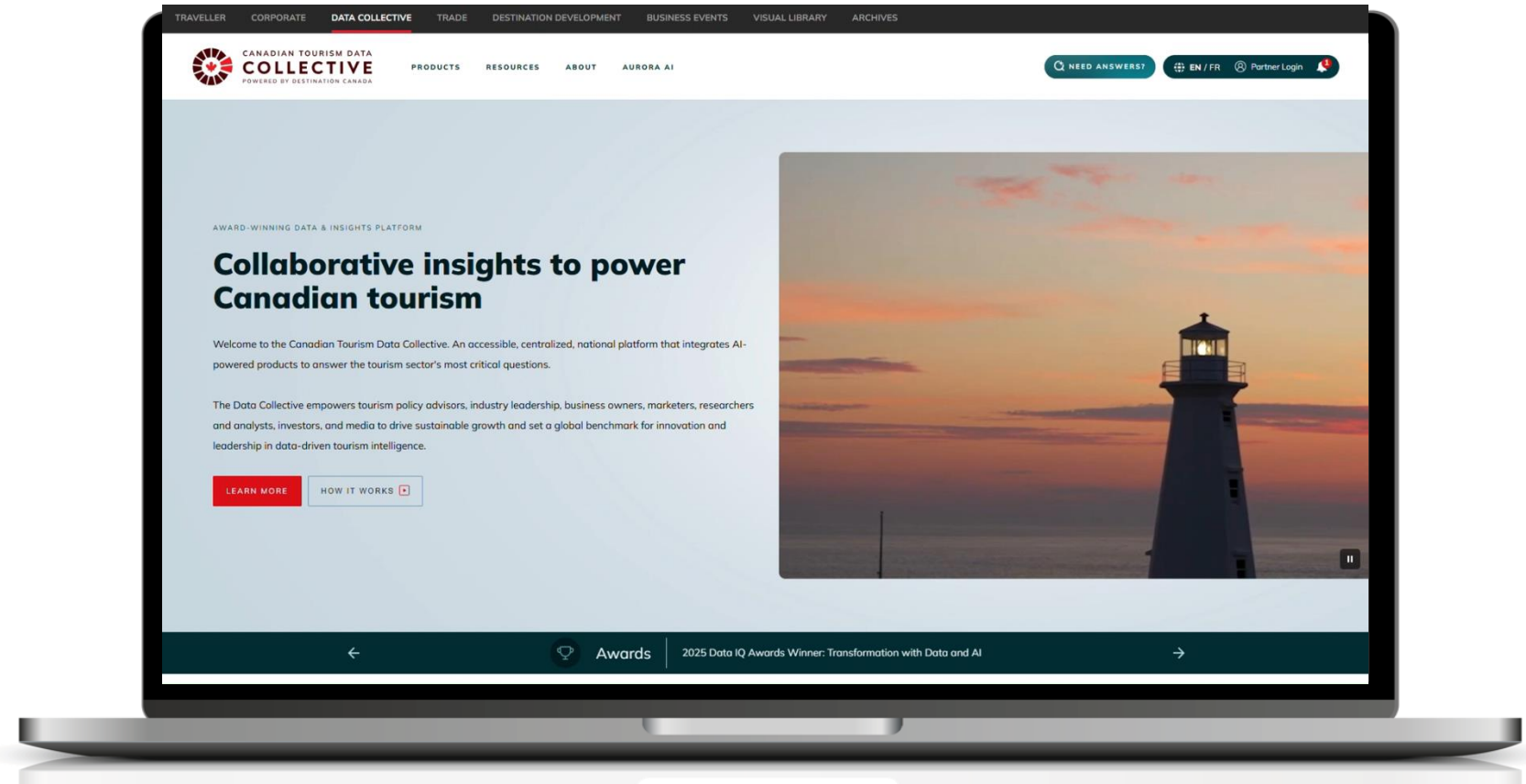
Industry Intelligence



Destination Intelligence



Traveller Intelligence



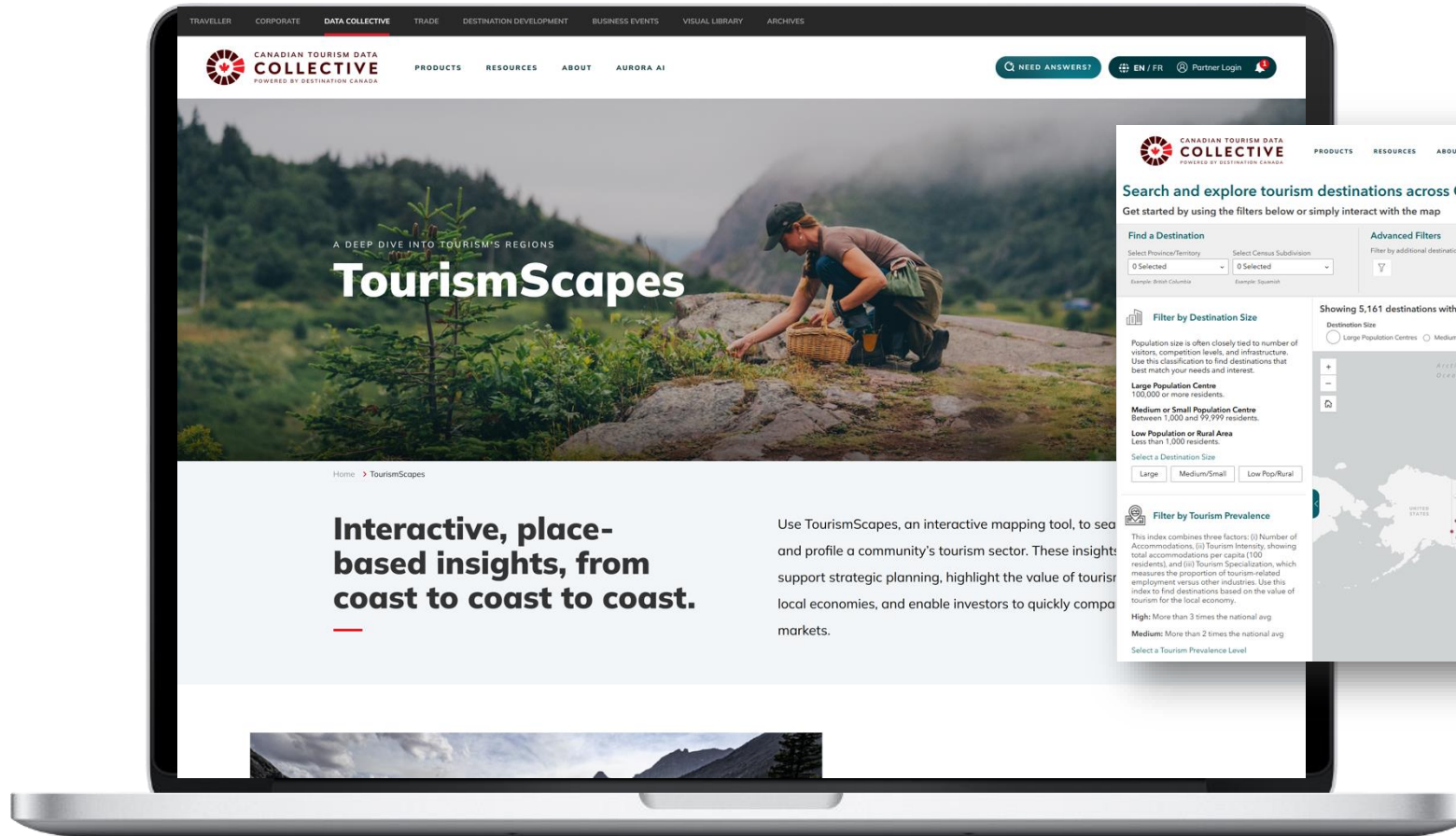
POWERING COLLECTIVE INTELLIGENCE



**Connects
Businesses &
Communities**

TOURISMSCAPES

AN INTERACTIVE MAPPING TOOL THAT VISUALIZES CANADA'S TOURISM ECONOMY AT THE COMMUNITY LEVEL.



TOURISM BUSINESSES



Tourism Business Mix in the Lunenburg Census

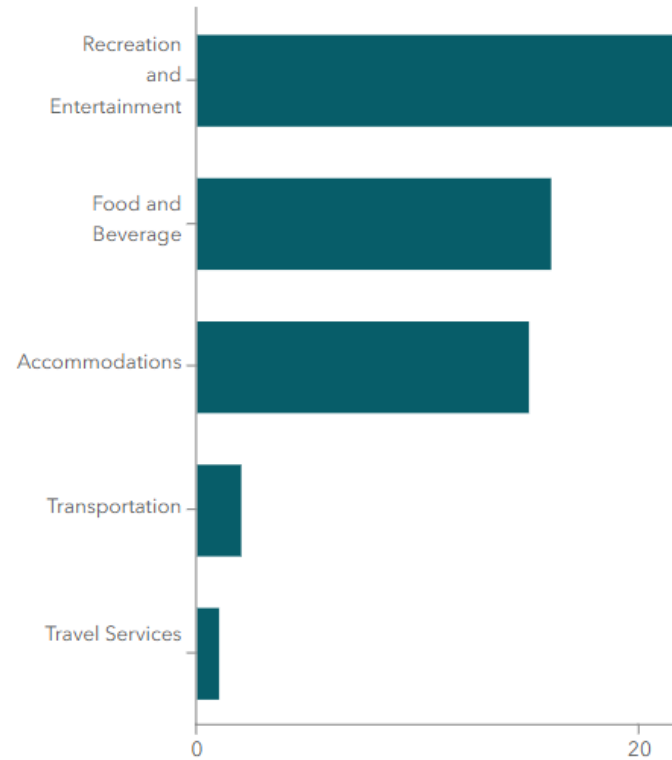
Subdivision

Greater diversity in tourism businesses may indicate greater capacity for hosting visitors.

Total Tourism Businesses

56

Total Tourism Businesses by Industry Aggregation



Tourism Business Size in the Lunenburg Census

Subdivision

A healthy mix of business sizes can signal both entrepreneurial vitality and capacity to support larger-scale tourism activity.

Total Small Businesses

56

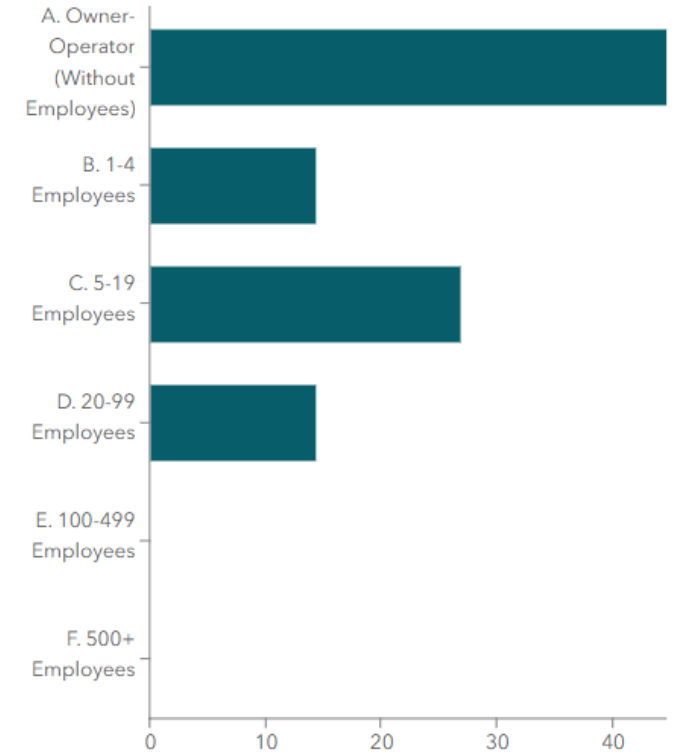
Total Medium
Businesses

0

Total Large
Businesses

0

Percent Share of Tourism Businesses by Size



TOURISM EMPLOYMENT AND ACCOMMODATIONS

Employment



Tourism Employment in the Lunenburg Census Subdivision

Tourism employment indicates the relative size and concentration of the tourism sector.

Tourism Share of Total
Employment

11.2%

Total Tourism
Employment

100

Indigenous Share of Total Tourism
Employment

0.0%

Immigrant Share of Total Tourism
Employment

20.0%

National Average: **8.2%**

Statistics Canada, Census 2021, Custom Tabulation

Note: Tourism employment is based on the number of people who live in the Census Subdivision.

Enablement



Accommodation in the Lunenburg Census Subdivision

Accommodation, including both hotels and short-term rentals, reflects a destination's ability to accommodate visitors. Higher occupancy rates and elevated room rates serve as indicators of increased demand.

Short-term Rentals

Total range: **50-99 Rental Units**

Occupancy
Rate Index

1.4

times the national average

Revenue per Room
Index

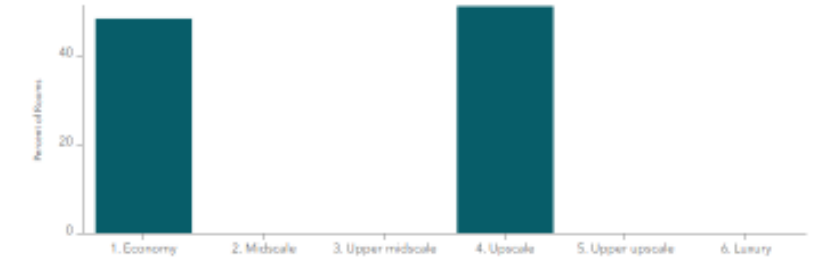
1.4

times the national average

Hotels

Total range: **100-499 Rooms**

Hotel Rooms by Service Level



AJQNA, 2024

Smith Travel Research (STR), June 2025.

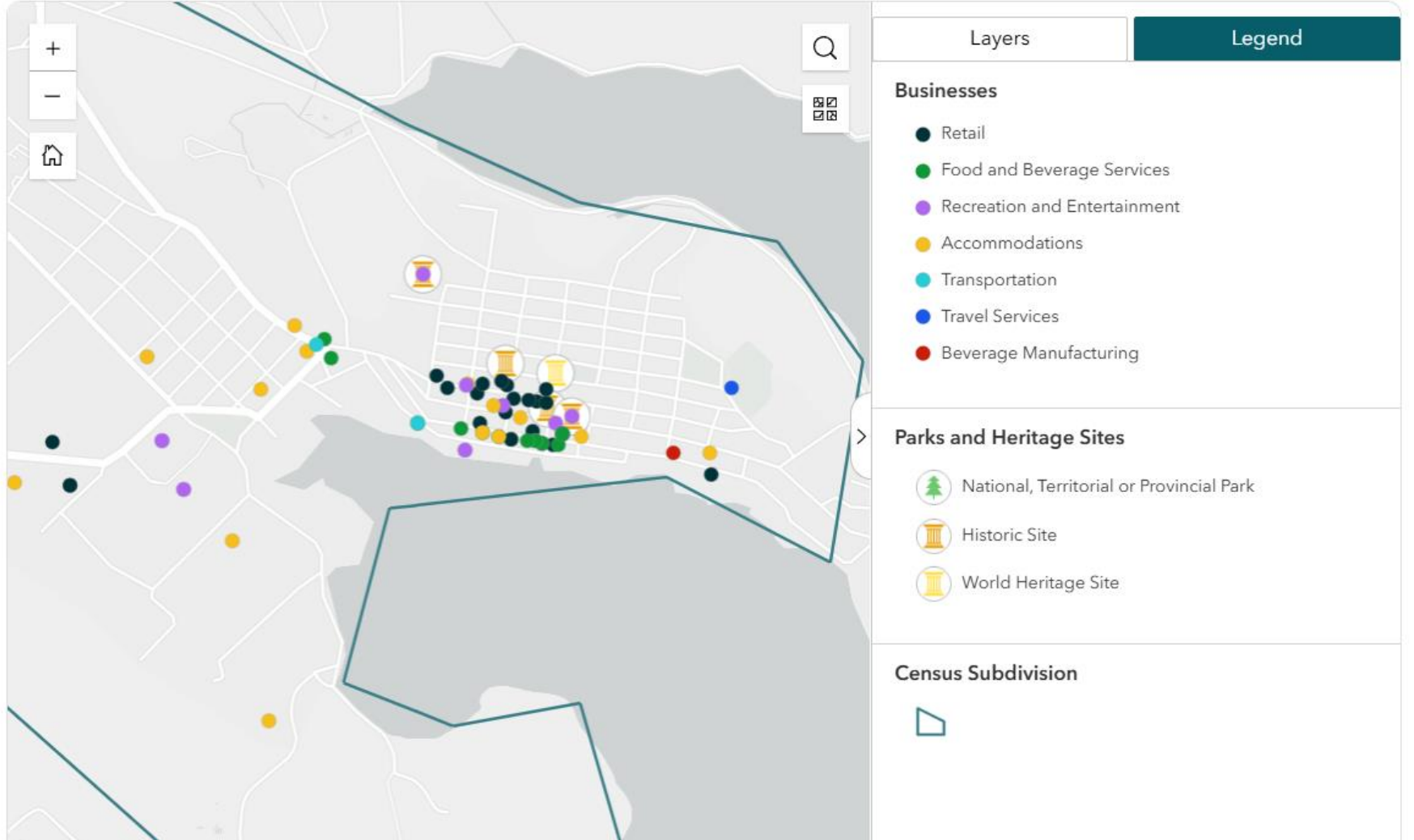
Note: Number of hotel rooms is estimated based on data provided by participating hotels to STR.

ASSET MAP

Asset Map

[User Guide](#)

Explore and export details about destination assets using the map and tabs below. Note: Zoom in to show all assets as certain assets will only show at certain zoom points.



The interface displays a map with various colored markers representing different asset types. The legend on the right is organized into three sections: Businesses, Parks and Heritage Sites, and Census Subdivision.

Layers	Legend
Businesses	
	● Retail
	● Food and Beverage Services
	● Recreation and Entertainment
	● Accommodations
	● Transportation
	● Travel Services
	● Beverage Manufacturing
Parks and Heritage Sites	
	🌲 National, Territorial or Provincial Park
	🏛️ Historic Site
	🏛️ World Heritage Site
Census Subdivision	
	▢

What is Investment Attraction?

Positioning Canada as a compelling place for investors to build the tourism experiences, infrastructure, and services that visitors need and expect.

Qu'est-ce que l'attraction des investissements?

**Positionner le Canada
comme une destination de
choix pour les
investisseurs souhaitant
développer les expériences
touristiques, les
infrastructures et les
services dont les visiteurs
ont besoin et qu'ils
s'attendent à trouver.**



The Lamplighter Inn / L'Auberge du Lamplighter

Prince Edward Island / Île-du-Prince-Édouard



OUR INVESTMENT INITIATIVES



Understand
and Track
Investment
Activity



Build
Investment
Readiness and
Literacy



Elevate
Canada's
Global Investor
Presence

Canada's first indigenous-led eco village opens doors to the world



THE FOUNDERS of a project to build Canada's first indigenous-led, eco-cultural village with educational and tourist facilities are at MIPIM seeking partners to take the development forward.

John Hazel Commaanda and Kaya Krapp of the Ginawaydagamic Village have travelled to Cannes from Canada to meet with potential backers and developers who share their vision for the project.

Ginawaydagamic Village was founded in 2022 in Almonte, Ontario as an indigenous-owned non-profit organisation with charitable status, dedicated to developing the village and a range of educational and cultural educational programmes. The project was envisioned as a way for tourists to learn and engage with indigenous practices, and to respect the impact of colonisation on those peoples' lands. When complete, the Ginawaydagamic Village will contain educational facilities designed as a traditional indigenous elders' teaching lodge, a conference centre, an academy, retail space, and a hotel and restaurant building. The team estimates the site will require between 85 and 170 acres. The academy will form a key part of the non-profit complex and will host teachings on indigenous crafts and eco-friendly

construction methods, social and cultural awareness, social enterprise and natural materials. The boutique hotel on the site will have a capacity of 20 rooms.

Krapp, executive development officer and interim chief executive of Ginawaydagamic Village, said the team is seeking investment partners with 'social impact capital', such as charitable funds and foundations with sustainable mandates. "We're looking for investors to get us off the ground," she added. "The right partner will be someone with a social purpose. We are working to eventually provide space for indigenous communities across Canada."

Executive director Commaanda said: "It's challenging because there are so many not-for-profit organisations out there. It's become very competitive." Commaanda is also the president of Mahoning Consulting, which specialises in delivering indigenous awareness training in Canada's National Capital Region.

One aim of the village will be to teach people, including the real estate industry, how to construct buildings using more traditional, sustainable methods and materials. The shop on site will sell sustainable building materials for a range of uses. Krapp said the wider project also aims to teach people "how to relate to mother earth and to each other".

The name Ginawaydagamic derives from the Algonquin language. It means 'we/all things are connected'.

MIPIM NEWS | MARCH 11



Destination Canada begins journey

DESTINATION Canada makes its debut at MIPIM this week, showcasing tourism opportunities to investors from across the globe as Canada aims to unlock up to C\$17.8bn (£11.3bn) in annual tourism revenue by 2030.

"We want to showcase Canada as a great place to invest," said Graeen Chungath, senior vice-president, destination development, at Destination Canada. "We are a safe place where the government comes in as a first investor and takes the money out last. This is our first time as a delegation and we are bringing in seven primary partners from destinations across Canada. Some of those partners are also bringing their investment promotion and economic development agencies with them so, in all, we have 38 individuals and are



bringing 13 specific projects to showcase." These include a range of mixed-use, accommodation and tourism projects, such as a skywalk adventure park, Nordic spa and marine centre. Partners attending the show as part of Destination Canada include Destination Vancouver, which will be showcasing a number of mixed-use opportunities and Destination Toronto, which will present its waterfront project, one of the biggest development opportunities in Canada. Indigenous projects will also be showcased, since indigenous tourism is a major differentiator for the country. It currently generates C\$3.7bn of Canada's C\$130bn tourism revenue, Chungath said. She added that Canada works sensitively with its communities to prevent over-tourism

of such areas. "About four years ago, we made a very intentional choice that we were not going to measure volume as a measure of success. We will only do things that have been vetted by the community or the municipality. We will never have our communities be at odds with tourism development, so there should not be an issue with over-tourism because they decide what tourism development means to them in terms of growth."

Destination Canada aims to take a holistic approach to development. It launched its Tourism Corridor Strategy Programme in 2023 aimed at strengthening Canada's global competitiveness by identifying 60 projects that are seeking investment and partners to move forward. These include the Northern Sky corridor, the Cycle Ontario and Quebec corridor, the Juan de Fuca corridor and the Field to Fork Agri-tourism corridor.





THANK YOU

Johanna Griggs

Executive Director, Tourism Development

Griggs.Johanna@destinationcanada.ca

www.destinationcanada.com