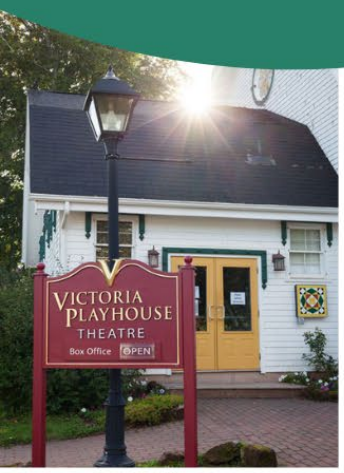
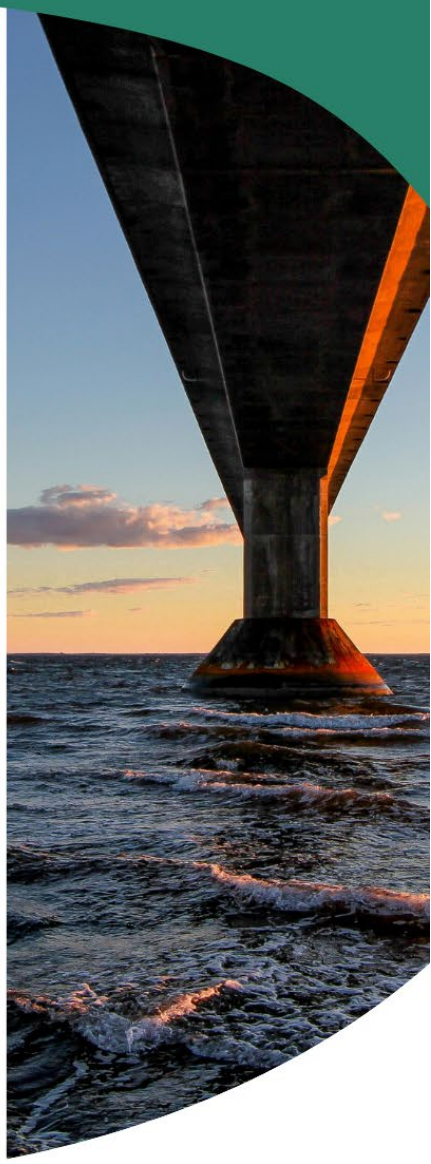










Climate Change Adaptation Strategy for the Tourism Industry

tiapei Tourism Industry Association of PEI

Prince Edward Island CANADA

ICF

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This report was prepared by climate resilience and tourism experts from ICF, including Amanda Vargo, Nikolaos Gkolfinopoulos, D'Arcy Carlson, and Giselle Silla.

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- Mill River Resort
- Northumberland Ferries Limited
- Parks Canada
- Rodd Hotels & Resorts
- Strait Crossing Bridge Limited
- Golf PEI
- University of Prince Edward Island
- Versatile Management Group/Cavendish Bosom Buddies

Key Terms

The *Prince Edward Island Building Resilience: Climate Adaptation Plan* defines two paths for addressing climate impacts:[1]

- **Climate adaptation:** Actions to prepare for the inevitable impacts of climate change. This includes actions such as avoiding building in high-risk places, designing bridges to accommodate rising sea levels, preserving natural spaces that can absorb heavy rainfall, and preparing for extreme weather events by having an emergency kit and plan.
- **Climate mitigation:** Actions that stop climate change from getting worse. This includes actions such as reducing greenhouse gas emissions, changing to cleaner sources of fuel and power, and planting trees.

This report specifically focuses on **climate adaptation** measures that could help increase the resilience of the tourism industry to climate change.

[1] PEI Department of Environment, Energy and Climate Action. "Prince Edward Island Building Resilience: Climate Adaptation Plan." October 27, 2022. https://www.princeedwardisland.ca/sites/default/files/publications/building_resilience_climate_adaptation_plan_oct_2022.pdf

Introduction

Prince Edward Island (PEI)'s tourism growth strategy, released in 2024, aims to position PEI as a vibrant, year-round destination that will increase total annual tourism revenue in the primary season and increase visitation during the winter and shoulder seasons. Continued and sustainable growth will require the industry to take steps to prepare for and adapt to a changing climate, which presents a unique set of challenges and opportunities for PEI.

Government commitments and reports commissioned in recent years have paved the way for this tourism-focused climate change adaptation plan (see textbox for recent actions).

Timeline of Key Climate Actions

- 2018: Taking Action: A Climate Change Action Plan for PEI, 2018-2023, includes a commitment to taking proactive measures to reduce PEI's vulnerability to climate change as well as taking advantage of new opportunities.
- 2021: Climate Change Risk Assessment, provides a province-wide and multi-sector assessment of climate risks.
- 2022: Building Resilience: Climate Adaptation Plan, includes an action to identify and respond to priority climate risks to the farming, fishing, and tourism sectors.
- 2023: Department of Fisheries, Tourism, Sport, and Culture Mandate Letter, outlines department priorities, including using evidence-based tools to consider the impacts of climate change in the decision-making process.
- 2024: Growing Tourism Together, a Five-Year Strategy for PEI's Tourism Industry, includes an initiative to help PEI's operators become more resilient to the impacts of climate change and pandemics.
- 2026: Climate Change Risk and Opportunity Assessment for the Tourism Industry, identifies the greatest risks (post-tropical storms and heat waves) and opportunities (longer warm season) to the tourism industry.

The *Tourism Industry Climate Change Adaptation Strategy Report* is intended **to advance future adaptation planning and decision-making to help increase the resilience of PEI's tourism industry against the impacts of climate change.** This report also directly supports Action 13 in the 2022 *Building Resilience: Climate Adaptation Plan*, which committed the Province to providing support and guidance to key industries, including the tourism industry, to adapt and build resilience. The Tourism Industry Association of Prince Edward Island (TIAPEI) and the PEI Department of Fisheries, Rural Development and Tourism (DFRDT) are committed to working with industry partners to establish programs and initiatives that help support resilient and sustainable growth of the PEI tourism industry in the face of climate change.

This report outlines several potential priority adaptation actions that TIAPEI and the provincial government can take to help support the tourism industry to adapt to climate risks.[2] This report does not prescribe specific adaptation actions for tourism operators but instead focuses on providing options for provincial-level programs and initiatives related to education and capacity

[2] The actions identified in this report are options for consideration and do not represent funding, staffing, regulatory, or program commitments by TIAPEI or the Government of Prince Edward Island. Any implementation would be subject to available resources, mandate alignment, partner capacity, and future decision-making.

building, emergency preparedness and response, infrastructure, planning and coordination, and research. Involvement from the federal and provincial governments, industry partners, and Indigenous communities would be critical to the design and successful implementation of the programs and initiatives proposed in this report.

Key Findings from the Climate Change Risk and Opportunity Assessment

The actions put forth in this report are designed to help the industry prepare for the risks and opportunities identified in the *Climate Change Risk and Opportunity Assessment for the Tourism Industry.* The assessment evaluated the potential impacts of climate change hazards on PEI's outdoor tourism experience, culinary and indoor tourism experiences, and accommodations. TIAPEI and DFRDT held a series of workshops with industry representatives in November 2025 and April 2026 to vet high priority risks and discuss potential adaptation actions. The team also conducted site visits to provide grounded, practical insights and case studies that informed the development of these two reports. The key findings from the risk and opportunity assessment include:

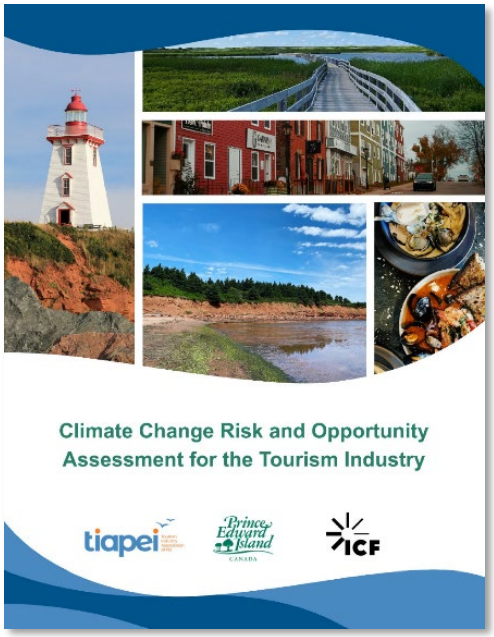


Figure 1. PEI climate change risk and opportunity assessment report (2026).

Post-tropical storms are expected to cause the most severe consequences across the industry and are a high risk both now and in the future. Post-tropical storms cause widespread infrastructure damage, power outages, and lengthy closures and recovery periods. These events can also affect visitor behaviour as visitors may have a negative perception of PEI in the immediate aftermath of a storm and choose to alter or postpone their plans while recovery takes place. The industry dealt firsthand with these types of impacts from Post-Tropical Storm Dorian in 2019 and Post-Tropical Storm Fiona in 2022. Post-tropical storms are particularly concerning as peak hurricane season (August–September) overlaps with PEI's peak tourism season and the growing fall shoulder season.

While consequence severity is lower for heat waves than post-tropical storms, **heat waves are almost certain to occur and can have significant impacts on health, safety, and visitor behaviour.** Currently heat waves represent a medium risk, but by 2050 this is expected to become a high risk. PEI's limited air conditioning infrastructure may intensify discomfort during extreme heat events, discouraging participation in some outdoor and non-air-conditioned indoor activities. This is particularly concerning given that many of PEI's most popular summer attractions are outdoors. There may also be increased demand for air-conditioned accommodation options.

Heavy precipitation and inland flooding are not major concerns for the tourism industry, as the impacts are generally temporary and manageable. There may be greater demand for indoor tourism experiences when heavy precipitation events occur.

A longer warm season and shorter cold season largely presents opportunities for the tourism industry, although it may also threaten some of PEI's winter tourism activities. Despite rising temperatures, PEI is likely to remain overall cooler than other locations and could remain an attractive summer destination for this reason. Warmer temperatures in the spring and fall could also increase visitation in the shoulder seasons. This shift has the potential to increase revenue and extend the traditional operating season. However, these opportunities also come with challenges that will likely need to be managed, such as the potential for overcrowding, increased stress on infrastructure, and workforce challenges.

Coastal Erosion

While coastal erosion is not a widespread risk to the tourism industry, select coastal sites do face risks from coastal erosion and coastal flooding. Coastal erosion occurs on PEI through both gradual processes and storm-driven events. The overall health and function of the coast is also tied to erosion management decisions along the coastline. For example, if too much armouring occurs or occurs in specific locations, there are downstream impacts on sediment supply to beaches. PEI's tourism industry has developed around and depends upon dynamic coastal environments. Maintaining this connection while adapting to changing coastal conditions is both a challenge and opportunity. The province's signature coastal assets can continue to provide authentic experiences of natural coastal processes while incorporating adaptive approaches that ensure long-term visitor access and tourism industry sustainability and resilience.

Adaptation in Practice

TIAPEI and DFRDT are committed to supporting a sustainable and resilient tourism industry and are already involved in several climate adaptation initiatives, including participating in resilience working groups and committees, collaborating and building connections with federal and provincial partners, and taking steps to build the resilience of the industry. This section features ongoing efforts underway by TIAPEI, the provincial government, and tourism operators across PEI.

TIAPEI

TIAPEI plays a foundational role in shaping PEI's tourism industry. Through its strategic plans, workforce initiatives, and commitments, TIAPEI has laid important groundwork for a climate-resilient tourism industry.

For example, *Growing Tourism Together, a Five-Year Strategy for PEI's Tourism Industry* (2024) sets out a shared vision and roadmap for a thriving, sustainable, and resilient tourism industry, organized around four pillars:



Figure 2. PEI tourism strategy (2024).

- Pillar 1: Optimizing Tourism Enabling Environment
  - Relevant Key Initiatives: Create a Tourism Strategy Implementation Committee; Develop tourism opportunities in all regions of PEI; Address the tourism funding shortfall through an alternative model; and Continue to address workforce challenges.
- Pillar 2: Marketing and Sales
  - Relevant Key Initiatives: Optimize target audiences and source market segments based on seasons.
- Pillar 3: Improving Tourism Products, Experiences and Infrastructure
  - Relevant Key Initiatives: Develop an asset inventory and gap analysis for PEI's tourism assets; and Identify underutilized and ageing infrastructure to support tourism development.
- Pillar 4: Improving Tourism Capacity.
  - Relevant Key Initiatives: Help PEI's operators become more resilient to impacts of climate change and pandemics; and Continue to develop market research to help inform strategy and decisions.

The *Tourism Workforce Action Plan* (2022) recognises that a strong, skilled workforce is the backbone of a resilient tourism industry. Climate change increases the urgency of this plan, as a well-supported workforce is better positioned to adapt to changing conditions and recover from disruptions. This is especially key as PEI will likely see an increasingly longer warm season. TIAPEI has also signed the Sustainable Tourism 2030 Pledge signaling its commitment to the

responsible growth of tourism, and helps honour an individual, group, or organization that demonstrates a strong commitment to excellence in promoting sustainable tourism through the Parks Canada Sustainable Tourism Award. TIAPEI also provides training opportunities for tourism operators across the Province. These efforts help strengthen the industry from the ground up for operators to adapt to evolving challenges, including those posed by climate change.

Collectively, these activities demonstrate how TIAPEI is already considering future conditions under climate change and laying the groundwork for adaptation.

Provincial Government

The provincial government is committed to improving quality of life, strengthening communities, and building a sustainable and prosperous future for PEI. Climate change is a key consideration across government planning, and several initiatives have direct relevance to the resilience of the tourism industry. For example, DFRDT participates in several committees and working groups to discuss the threats of climate change and potential solutions and advocate for PEI tourism industry needs. Additionally, Tourism PEI participates in the Canadian Council of Tourism Ministers and is active in the Emergency Management Working Group. This cross-Canada group shares information about climate change impacts and adaptation strategies and prepares deliverables around emergency management.

In 2022, the Province released the *Building Resilience: Climate Adaptation Plan*, which was designed to incorporate climate adaptation in planning and program delivery across the provincial government. The following adaptation actions have strong connections to increasing tourism industry resilience:

- Action 1: Enhance Emergency and Extreme Weather Preparedness and Response
- Action 13: Partner with Industry to Respond to Climate Risks of Farm, Fishing, and Tourism Sectors
- Action 15: Climate Change Training
- Action 17: Extreme Heat Strategy
- Action 22: Coastal Hazards and Adopting Nature-based Solutions
- Action 26: Provide Expertise and Resources to Departments for Climate Adaptation

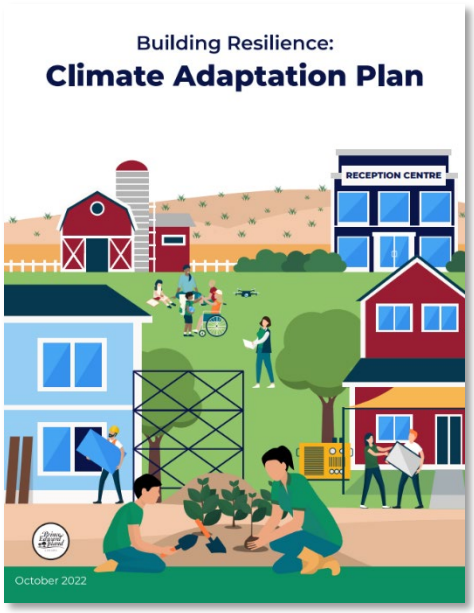


Figure 3. PEI climate adaptation plan (2022).

DFRDT is also a critical partner alongside TIAPEI for implementing the *Growing Tourism Together, a Five-Year Strategy for PEI's Tourism Industry*.

Tourism Operators

Tourism operators are on the front lines of climate change, experiencing its impacts firsthand and making decisions that shape their resilience and that of the broader industry. The *Climate*

Change Risk and Opportunity Assessment for the Tourism Industry features case study examples from the field, including:

- Extensive impacts and recovery from post-tropical storms Dorian and Fiona at **PEI National Park** signified the need for **Parks Canada** to consider proactive adaptation measures to better protect Parks Canada resources and be more resilient in the face of future storms
- **Parks Canada** also manages extreme heat at **Green Gables Heritage Place** by modifying staff rotations, improving indoor comfort measures, directing visitors to shaded and cooled areas, and maintaining backup power to support continuity during heat and outage events.
- **The Links at Crowbush Cove** has conducted coastal risk management through phased dune restoration, shoreline armouring, and adaptive redesign, allowing the course to withstand severe storm impacts while planning for future sea level rise and landscape change.
- **The PEI Museum and Heritage Foundation** responds to climate pressures through careful building upgrades, pest management, and environmental controls that balance heritage conservation requirements with the need for resilience, visitor comfort, and collection protection.
- **Lennox Island First Nation's** outdoor Indigenous tourism experiences are increasingly disrupted by extreme heat and drought conditions, prompting operational adjustments such as indoor programming and removal of fire elements during high heat to prioritize health and safety while maintaining cultural integrity.
- **Accommodations providers** across PEI demonstrated the tourism sector's role in emergency response by providing shelter, food, power, and workspace during Fiona, leading many operators to strengthen backup systems and revise emergency plans for future events.

Adaptation Action Plans

TIAPEI and DFRDT worked closely with ICF to identify several potential priority climate adaptation options to help the tourism industry adapt to climate risks. These actions focus on establishing provincial-level programs and initiatives to help support and build capacity across the industry through education and capacity building, emergency preparedness and response, infrastructure, planning and coordination, and research activities.

ICF first developed an initial list of adaptation options to address key risks identified in the *Climate Change Risk and Opportunity Assessment for the Tourism Industry*. Industry partners participated in a workshop hosted by ICF, TIAPEI, and DFRDT to provide feedback on the initial adaptation options and assess their priority. ICF, TIAPEI, and DFRDT used this feedback and the prioritization criteria below (see textbox) to select ten priority adaptation actions.

Adaptation Action Prioritization Criteria

- **Relevance:** Does the strategy have relevance to high risks or consequence types from the risk assessment?
- **Effectiveness:** How effective is the strategy at reducing key climate risks/ consequences?
- **Cost:** What is the rough order of magnitude cost of the strategy?
- **Barriers to Implementation:** Are there known barriers, such as staff time, technical expertise, regulatory/legal barriers, etc.?
- **Unintended Consequences:** Is there potential for unintended consequences?
- **Acceptance:** To what degree is there industry or public support for the strategy?

Table 1 summarizes the priority adaptation actions highlighted in this report for addressing key climate risks and opportunities to the tourism industry. The implementation timeframe indicates when implementation of that strategy could begin.

Table 1. Climate adaptation actions for the tourism industry.

Short Term

1. Establish a Tourism Industry Coordinator
2. Strengthen Connections with Other Industry Associations and Authorities
3. Hold Climate Resilience Trainings
4. Share Coastal Management Resources for Tourism
5. Integrate Tourism into Provincial Emergency Management
6. Develop Emergency Preparedness and Response Resources for Visitors
7. Develop a Resilience Checklist for Tourism Operators

Medium Term

9. Identify and Explore the Diversification of Indoor Tourism Offerings
10. Research Tourism Trends Under Climate Change

Long Term

8. Identify Opportunities for Tourism Resilience Support

The adaptation action plans are presented in the following sections.[3] The leads of each action would work closely with appropriate federal, provincial, and industry partners to design and implement the proposed actions. Each action plan includes the following information:

- **Action type:**
  - Education: actions focused on information sharing and capacity-building
  - Emergency Preparedness & Response: actions focused on building capacity to prepare for, respond to, and recovery from climate-related emergencies
  - Infrastructure: actions focused on improving infrastructure resilience
  - Planning & Coordination: actions focused on managing risks through strategic planning and coordination initiatives
  - Research: actions focused on addressing key knowledge gaps
- **Lead:**
  - TIAPEI
  - DFRDT
- **Hazards addressed:**


Post-Tropical Storms


Heat Waves


Heavy Precipitation and Flooding


Longer Warm Season


Coastal Erosion

- **Recommended kickoff timeline:**
  - Short-term: implementation could begin within roughly 1.5 years
  - Medium-term: implementation could begin in roughly 1.5 years to 3 years
  - Long-term: implementation could begin in roughly 3 or more years
- **Estimated order of magnitude of cost:**
  - Low: Up to $100,000
  - Medium: $100,000 to $1 million
  - High: More than $1 million
- **Related Provincial Climate Adaptation Plan (PCAP) Actions**
  - Action 1: Enhance Emergency and Extreme Weather Preparedness and Response
  - Action 13: Partner with Industry to Respond to Climate Risks of Farm, Fishing, and Tourism Sectors
  - Action 15: Climate Change Training
  - Action 17: Extreme Heat Strategy
  - Action 22: Coastal Hazards and Adopting Nature-based Solutions
  - Action 26: Provide Expertise and Resources to Departments for Climate Adaptation

[3] The actions identified in this report are options for consideration and do not represent funding, staffing, regulatory, or program commitments by TIAPEI or the Government of Prince Edward Island. Any implementation would be subject to available resources, mandate alignment, partner capacity, and future decision-making.

- **Related PEI Tourism Strategy (Strategy) Pillars**
  - Pillar 1: Optimizing Tourism Enabling Environment
  - Pillar 2: Marketing and Sales
  - Pillar 3: Improving Tourism Products, Experiences and Infrastructure
  - Pillar 4: Improving Tourism Capacity
- **Implementation timeline after kickoff**, including recommended short-term milestones, medium-term milestones, long-term milestones, and suggestions for monitoring success over time

Potential partners that TIAPEI and DFRDT could work with to advance climate adaptation efforts for the tourism industry include:

- **Federal:**
  - Atlantic Canada Opportunities Agency (ACOA)
  - Environment and Climate Change Canada
  - Natural Resources Canada
  - Parks Canada
- **Provincial:**
  - PEI Department of Land and Environment
  - PEI Department of Economic Development, Trade and Artificial Intelligence
  - PEI Department of Justice and Public Safety, Emergency Measures Organization
  - PEI Department of Transportation, Infrastructure and Energy
  - PEI Department of Workforce and Advanced Learning
- **Crown Corporations:**
  - Destination Canada
  - efficiencyPEI
  - Innovation PEI
- **Other Partners:**
  - Industry associations
  - Academic institutions
  - CLIMAtlantic



Overview of Actions

1. Establish a Tourism Industry Coordinator

Planning & Coordination | *Short Term* | *Medium Cost* | *Led by TIAPEI*

PCAP Actions

- ✓ Action 13
- ✓ Action 26

Strategy Pillars

- ✓ Pillar 1
- ✓ Pillar 2
- ✓ Pillar 3
- ✓ Pillar 4

2. Strengthen Connections with Other Indstry Associations and Authorities

Planning & Coordination | *Short Term* | *Low Cost* | *Led by TIAPEI*

PCAP Actions

- ✓ Action 13
- ✓ Action 26

Strategy Pillars

- ✓ Pillar 4

3. Hold Climate Resilience Trainings

Education | *Short Term* | *Low Cost* | *Led by TIAPEI*

PCAP Actions

- ✓ Action 1
- ✓ Action 13
- ✓ Action 15

Strategy Pillars

- ✓ Pillar 1
- ✓ Pillar 4

4. Share Coastal Management Resources for Tourism

Education | *Short Term* | *Low Cost* | *Led by TIAPEI*

PCAP Actions
- ✓ Action 13
- ✓ Action 22

Strategy Pillars
- ✓ Pillar 4

5. Integrate Tourism into Provincial Emergency Management

Emergency Preparedness | *Short Term* | *Low Cost* | *Led by TIAPEI & DFRDT*

PCAP Actions
- ✓ Action 1
- ✓ Action 13
- ✓ Action 17
- ✓ Action 26

Strategy Pillars
- ✓ Pillar 4

6. Develop Emergency Preparedness and Response Resources for Visitors

Emergency Preparedness | *Short Term* | *Low Cost* | *Led by TIAPEI*

PCAP Actions
- ✓ Action 1
- ✓ Action 13

Strategy Pillars
- ✓ Pillar 4

7. Develop a Resilience Checklist for Tourism Operators

Infrastructure | *Short Term* | *Low Cost* | *Led by TIAPEI & DFRDT*

PCAP Actions
- ✓ Action 1
- ✓ Action 13
- ✓ Action 22

Strategy Pillars
- ✓ Pillar 4

8. Identify Opportunities for Tourism Resilience Support



Infrastructure



Long Term



High Cost



Led by TIAPEI

PCAP Actions

- ✓ Action 1
- ✓ Action 13

Strategy Pillars

- ✓ Pillar 1
- ✓ Pillar 3
- ✓ Pillar 4

9. Identify and Explore the Diversification of Indoor Tourism Offerings



Infrastructure



Medium Term



Medium Cost



Led by TIAPEI & DFRDT

PCAP Actions

- ✓ Action 13
- ✓ Action 17

Strategy Pillars

- ✓ Pillar 1
- ✓ Pillar 3
- ✓ Pillar 4

10. Research Tourism Trends Under Climate Change



Research



Medium Term



Medium Cost



Led by DFRDT

PCAP Actions

- ✓ Action 13

Strategy Pillars

- ✓ Pillar 2
- ✓ Pillar 4



1. Establish a Tourism Industry Coordinator

Planning & Coordination

Short Term

Medium Cost

Lead: TIAPEI

PCAP Action and Tourism Strategy Pillar Connections

- **Action 13**: Partner with Industry to Respond to Climate Risks of Farm, Fishing, and Tourism Sectors
- **Action 26**: Provide Expertise and Resources to Departments for Climate Adaptation
- **Pillar 1**: Optimizing Tourism Enabling Environment
- **Pillar 2**: Marketing and Sales
- **Pillar 3**: Improving Tourism Products, Experiences and Infrastructure
- **Pillar 4**: Improving Tourism Capacity

Hazards Addressed

- ***Post-Tropical Storms***
- ***Extreme Heat***
- ***Heavy Precipitation and Flooding***
- ***Longer Warm Season and Shorter Cold Season***
- ***Coastal Erosion***

Advancing adaptation and resilience efforts across PEI's tourism industry requires sustained coordination, clear leadership, and consistent follow-through. Establishing a dedicated Tourism Industry Coordinator could help maintain momentum, align initiatives, and advance adaptation efforts from planning to implementation.

The Coordinator could serve as a **central point of contact** for tourism development and adaptation efforts, coordinating across government departments, industry organizations, and external partners. Responsibilities may include tracking progress on priority initiatives, supporting implementation of adaptation actions (including the adaptation actions in this report), and facilitating information sharing and coordination across the industry. The Coordinator could also engage with other sectors on PEI to identify and act on shared risks and opportunities, such as challenges related to emergency management and infrastructure planning. Building regional, national, and international networks on tourism and climate resilience could also be part of the role, such as by attending and presenting at conferences.

To support collaboration and shared ownership, the Coordinator could **establish and lead a Tourism Climate Resilience Committee** of representatives from relevant provincial government departments, tourism industry associations, operators, and other key partners. The Committee could provide a structured forum to share updates, discuss implementation challenges, align initiatives, and support coordinated action across the industry.

As both a champion and convener, the Coordinator could help embed climate resilience into decision-making, strengthen connections between planning and delivery, and ensure adaptation efforts remain coordinated, responsive, and actionable over time.

Recommended Implementation Timeline

The Tourism Industry Coordinator role would ideally be filled in the short term to help facilitate implementation of the actions in this Adaptation Strategy as well as the Tourism Growth Strategy, where relevant. Table 2 provides recommended interim steps and monitoring priorities to track and advance this initiative after kickoff.

Table 2. Recommended implementation timeline and monitoring.

Short-term Milestones:	• Define the Coordinator's roles and responsibilities. • Establish a Tourism Industry Coordinator. • Convene a Tourism Climate Resilience Committee with members across government departments, industry associations, operators, and partners.
Medium-term Milestones:	• Convene regular Committee meetings to support coordination and implementation of priority initiatives. • Liaise externally on tourism and climate adaptation.
Long-term Milestones:	• Review the effectiveness of the Coordinator role and Committee structure in supporting implementation and maintaining momentum. • Update roles, membership, or workplan as needed to respond to emerging risks, opportunities, or shifts in tourism industry priorities. • Institutionalize coordination practices to support long-term tourism resilience planning and delivery.
Monitoring:	• Document Committee meeting frequency, participation, and key outputs. • Monitor progress on implementation of priority tourism growth and adaptation actions.



2. Strengthen Connections with Other Industry Associations and Authorities

Planning & Coordination

Short Term

Low Cost

Lead: TIAPEI

PCAP Action and Tourism Strategy Pillar Connections

- **Action 13:** Partner with Industry to Respond to Climate Risks of Farm, Fishing, and Tourism Sectors
- **Action 26:** Provide Expertise and Resources to Departments for Climate Adaptation
- **Pillar 4:** Improving Tourism Capacity

Hazards Addressed

- ***Post-Tropical Storms***
- ***Extreme Heat***
- ***Heavy Precipitation and Flooding***
- ***Longer Warm Season and Shorter Cold Season***
- ***Coastal Erosion***

PEI faces growing pressure to maintain high-quality visitor experiences under increasingly variable conditions. TIAPEI will continue to strengthen formal and informal connections with other tourism industry associations, destination management organizations, and relevant authorities, both in Canada and abroad, to build and facilitate knowledge sharing and lessons learned.

This network could allow PEI's tourism industry to access emerging ideas and best practices on climate resilience, while also positioning the Province as a leader within the broader tourism community to share PEI's own experiences integrating climate resilience into industry decision-making. These connections may also open doors to broader tourism synergies beyond climate adaptation within and outside of Canada, including marketing collaboration and product development. These connections can take the form of:

- **Business-to-business (B2B) partnerships:** Structured partnerships between PEI tourism operators or associations and their counterparts in other jurisdictions to enable direct knowledge transfer on topics such as climate-resilient infrastructure, emergency communications, and visitor management under variable conditions.

- **Peer exchanges:** Facilitated exchanges with tourism associations or destination organizations in comparable destinations to share lessons learned and best practices.
- **Memoranda of Cooperation or Understanding:** Formal agreements with peer organizations to establish a shared commitment to knowledge exchange, joint research, or collaborative adaptation planning.
- **Participation in national and international tourism and climate adaptation forums:** Active engagement in Canadian and international tourism networks, such as the Tourism Industry Association of Canada and Destination Canada, United Nations Tourism, and the World Travel and Tourism Council. In addition to knowledge sharing on climate adaptation topics, this engagement can help cultivate national and international relations and position the Province as an active contributor to global tourism and climate dialogues.

Recommended Implementation Timeline

TIAPEI can begin this action immediately, building on its existing network. Table 3 provides recommended interim steps and monitoring priorities to track and advance this initiative after kickoff.

Table 3. Recommended implementation timeline and monitoring.

Short-term Milestones:	• Identify priority partnership opportunities and relevant Canadian and international forums for active participation.
Medium-term Milestones:	• Establish at least one formal peer exchange or B2B partnership on climate resilience with a comparable tourism destination or association. • Participate in at least one national or international tourism or climate adaptation forum and disseminate key takeaways to PEI tourism partners.
Long-term Milestones:	• Evaluate priority partnerships to ensure relationships remain relevant to PEI's evolving priorities and industry needs.
Monitoring:	• Track the number and type of active partnerships, peer exchanges, and forum participation. • Document and report on knowledge, tools, and approaches adopted by PEI's tourism industry as a direct result of external partnerships.



3. Hold Climate Resilience Trainings

Education

Short Term

Low Cost

Lead: TIAPEI
Support: CLIMAtlantic

PCAP Action and Tourism Strategy Pillar Connections

- **Action 1:** Enhance Emergency and Extreme Weather Preparedness and Response
- **Action 13**: Partner with Industry to Respond to Climate Risks of Farm, Fishing, and Tourism Sectors
- **Action 15**: Climate Change Training
- **Pillar 1**: Optimizing Tourism Enabling Environment
- **Pillar 4**: Improving Tourism Capacity

Hazards Addressed

- ***Post-Tropical Storms***
- ***Extreme Heat***
- ***Heavy Precipitation and Flooding***
- ***Longer Warm Season and Shorter Cold Season***
- ***Coastal Erosion***

Climate resilience educational programming could help operators prepare for climate-related disruptions that visitor safety, service continuity, and business viability. This program could **increase capacity and facilitate knowledge sharing** on how the climate is changing across PEI, what those changes mean for the tourism industry, and the practical actions operators can take to reduce risks to staff, visitors, infrastructure, and programming. Trainings can not only help tourism operators build readiness to climate hazards but also help the industry capitalize on longer warm seasons and evolving visitor behaviour.

Example training topics include:

- **Understanding climate resilience fundamentals**, including how the climate is changing in PEI, why preparedness matters, and options for how to adapt.
- **Identifying the most significant climate risks and disruptions** to an individual's operations and understanding available and appropriate adaptation options
- **Understanding coastal hazards** and available resources and options that can be leveraged by tourism operators to manage coastal flooding and erosion risks.

- **Applying heat health and safety best practices** in daily operations and emergency response.
- **Incorporating climate-resilient approaches into event planning**, including the use of backup venues and flexible scheduling.
- **Managing visitor expectations** under variable weather conditions, including communicating with visitors before and during extreme weather events.
- **Assessing financial exposure and protection options**, such as business interruption coverage and storm-triggered insurance.

The program could also facilitate cross-sectoral and regional learning by bringing in guest speakers to share best practices and lessons learned from other sectors, provinces, and coastal tourism destinations with similar challenges and opportunities.

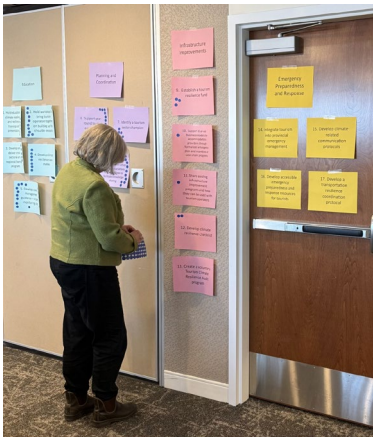


Figure 4. Workshop on climate adaptation measures with PEI tourism operators (Source: ICF).

Recommended Implementation Timeline

This action could begin in the near-term, leveraging existing education programs and interest. Table 4 provides recommended interim steps and monitoring priorities to track and advance this initiative after kickoff.

Table 4. Recommended implementation timeline and monitoring.

Short-term Milestones:	• Identify an initial set of training and presentation topics. • Work with partners to identify guest speakers (e.g., subject matter experts, climate professionals, experienced tourism operators). • Hold at least one informational presentation to share the findings of the *Climate Change Risk and Opportunity Assessment for the Tourism Industry.*
Medium-term Milestones:	• Hold at least three unique trainings/presentations that focus on specific topics of interest or include guest speakers to share best practices and lessons learned.
Long-term Milestones:	• Re-evaluate training needs and topics based on program progress and current events.
Monitoring:	• Conduct regular surveys to gather feedback on training/presentation formats and topics, as well as to understand if and how the content is being applied in practice. • Track the number of trainings that are held and number of participants.



4. Share Coastal Management Resources for Tourism

Education

Short Term

Low Cost

Lead: TIAPEI
Support: DLE

PCAP Action and Tourism Strategy Pillar Connections

- **Action 13:** Partner with Industry to Respond to Climate Risks of Farm, Fishing, and Tourism Sectors
- **Action 22:** Coastal Hazards and Adopting Nature-based Solutions
- **Pillar 4:** Improving Tourism Capacity

Hazards Addressed

Post-Tropical Storms

Coastal Erosion

PEI's tourism industry is deeply connected to the dynamic coastal environment. Maintaining this connection while adapting to changing coastal conditions represents both challenges and opportunities. There are a variety of useful coastal tools and guidance available to help support smart coastal management decisions, however tourism operators may not be fully aware of these resources or how to use them. This action centres on compiling, sharing, and adapting existing coastal management and water quality resources for tourism operators.

TIAPEI in close collaboration with DLE could develop a **concise, tourism-oriented coastal management guide** that packages existing resources into clear, plain-language guidance. The guide could focus on helping tourism operators better understand current and future coastal hazards, adaptation options (e.g., nature-based solutions), and where to access key information and technical assistance. Each resource could be accompanied by a brief description of its use for tourism operators, ensuring it is ready-for-use by any operator.

Example resources to feature in the guide could include:

- Climate Hazard & Risk Information System (CHRIS): an interactive mapping tool for exploring coastal erosion rates, flood hazard scenarios, and projections to 2100.
- Coastal Hazard Assessment (CHA): a free service that provides a summary of potential erosion and flood hazards associated with a coastal property. Appendix E of the *Climate Change Risk and Opportunity Assessment for the Tourism Industry* provides CHAs for 24 major tourism assets.

- PEI Coastal Property Guide: plain-language guidance on coastal risks, buffer zones, development rules, and adaptation options for coastal property owners and operators.
- Surface Water Quality Data: searchable monitoring data for rivers, streams, ponds, and estuaries across PEI.
- Shoreline Management Plans (under development as of publication): plans to help communities make informed decisions about shorelines and coastal management under current and future climate conditions.
- CLIMAtlantic's Climate Adaptation Toolkit: a database of tools and data to help communities and property owners adapt to coastal erosion, flooding, and rising sea levels.



Figure 5. Coastal erosion near the Port Borden Front Range Lighthouse (Source: ICF).

TIAPEI could then actively share this guide through tourism partners and platforms (such as a training topic for *Action 3*) to help tourism operators make more informed decisions and reduce exposure to coastal risks.

Recommended Implementation Timeline

The resources can be collated in the short term. Table 5 provides recommended interim steps and monitoring priorities to track and advance this initiative after kickoff.

Table 5. Recommended implementation timeline and monitoring.

Short-term Milestones:	• Compile and review existing coastal hazard, coastal management, and water quality resources relevant to tourism operators. • Draft a concise, plain-language guide that tailors existing resources for tourism operations. • Disseminate the guide through existing tourism channels and network.
Medium-term Milestones:	• Deliver presentations or training sessions to introduce operators to the guide and demonstrate how to use key tools and resources.
Long-term Milestones:	• Periodically review and update the guide to reflect new data, tools, policies, or changes in coastal conditions.
Monitoring:	• Track distribution of the coastal management guide. • Track participation in related trainings or presentations. • Gather feedback from tourism operators on awareness, usefulness, and application of the resources.



5. Integrate Tourism into Provincial Emergency Management

Emergency Preparedness & Response

Short Term

Low Cost

Leads: TIAPEI & DFRDT
Support: EMO

PCAP Action and Tourism Strategy Pillar Connections

- **Action 1**: Enhance Emergency and Extreme Weather Preparedness and Response
- **Action 13:** Partner with Industry to Respond to Climate Risks of Farm, Fishing, and Tourism Sectors
- **Action 17:** Extreme Heat Strategy
- **Action 26:** Provide Expertise and Resources to Departments for Climate Adaptation
- **Pillar 4:** Improving Tourism Capacity

Hazards Addressed

- ***Post-Tropical Storms***
- ***Extreme Heat***
- ***Heavy Precipitation and Flooding***
- ***Longer Warm Season and Shorter Cold Season***
- ***Coastal Erosion***

Ensuring visitor safety and business continuity during and after an emergency event are key to maintaining the long-term stability and growth of the tourism industry. Extreme weather events threaten safety and operational continuity across the tourism industry, which also depends on critical systems like transportation, agriculture, and communications.

While EMO does have a departmental representative from Tourism PEI, there are opportunities to **strengthen communication and coordination channels between the representative and the tourism industry** to both share out important information from EMO to industry and ensure industry needs and perspectives are heard and reflected in provincial emergency management, as appropriate. This could take the shape of formalizing communications between the departmental representative and TIAPEI or other industry representatives, such as by scheduling regular meetings before and after key EMO meetings and events to share out key messages and facilitate discussions on ongoing challenges and needs for the industry. Where appropriate, trainings on emergency management could also be co-

developed (in alignment with *Action 3*). Following extreme weather events, industry representatives could also contribute their experiences to post-event debriefs.

EMO could also **consider advancing climate preparedness and resilience measures** that support industry needs, such as:

- Developing standardised communication protocols and templates to facilitate clear, timely, and consistent messaging to visitors before, during, and after extreme weather events.
- Developing transportation resilience coordination protocols to coordinate pre-event communications, closure triggers, and recovery timelines for tourism operators and visitors.
- Developing and maintaining tourism-specific emergency and continuity plans, aligned with existing provincial emergency plans and informed by operational realities.
- Hosting emergency prevention, preparedness, management, and recovery training courses.
- Hosting structured, post-event debriefs to capture lessons learned.

This action would help ensure that the tourism industry's operational realities and visitor safety responsibilities are reflected in government decision-making before, during, and after extreme weather events.

Recommended Implementation Timeline

This action can be facilitated in the short term due to relatively low implementation barriers and the potential for high impact. Table 6 provides recommended interim steps and monitoring priorities to track and advance this initiative after kickoff.

Table 6. Recommended implementation timeline and monitoring.

Short-term Milestones:	• Hold recurring meetings between the EMO departmental representative from Tourism PEI, TIAPEI, and other industry representatives as appropriate to maintain open lines of communication and coordination. • Identify industry climate preparedness and resilience priority initiatives to share with the EMO departmental representative for consideration.
Medium-term Milestones:	• Develop priority tourism-specific emergency management protocols, resources, or trainings, as appropriate.
Long-term Milestones:	• Review and update protocols, templates, plans, training courses, and checklists as needed.
Monitoring:	• Periodically gather feedback from tourism operators on the usefulness of EMO communications and resources during emergencies. • Track response and recovery time to disruptive events (e.g., time to issue visitor communications, transportation re-opening timelines, major tourism site re-opening timelines). • Document lessons learned from post-event debriefs and how they are incorporated into updated protocols, plans, and training.



6. Develop Emergency Preparedness and Response Resources for Visitors

Emergency Preparedness & Response

Short Term

Low Cost

Lead: TIAPEI
Support: EMO

PCAP Action and Tourism Strategy Pillar Connections

- Action 1: Enhance Emergency and Extreme Weather Preparedness and Response
- Action 13: Partner with Industry to Respond to Climate Risks of Farm, Fishing, and Tourism Sectors
- Pillar 4: Improving Tourism Capacity

Hazards Addressed

Post-Tropical Storms

Extreme Heat

Heavy Precipitation and Flooding

Visitors are among the most vulnerable during an emergency event as they are often unaware of where to go or who to contact. Limited access to clear, timely, and easy-to-understand information during climate-related emergencies heightens health and safety concerns. Accommodation providers can help share important information with visitors during and after extreme weather or emergencies.

While EMO will continue to coordinate overall emergency preparedness and response protocols and guidance (see *Action 5*), TIAPEI could lead the development of **tourism-tailored, visitor-facing emergency preparedness and response resources** (e.g., print-ready handouts, website page) for distribution to operators and visitors to help support visitor safety and communications. Resources could also be tailored to specific hazards (e.g., symptoms of heat stress), emergency situations (e.g., extended power outage), and geographic region. Providing multilingual versions would also help serve the diversity of PEI's visitor base.

To ensure that visitors and tourism operators have access to clear and trusted emergency information, informational resources could include:

- Key emergency contacts and relevant resources.
- Nearby shelter locations, evacuation routes and procedures, and transportation options.
- Safety guidance during extreme heat, flooding, storms, and other climate-related events.

- Resources and instructions for how to access real-time updates.
- Clear disclosure of natural hazard risks at high-risk coastal accommodations.

To maintain relevancy, TIAPEI and EMO should periodically update these resources.

Recommended Implementation Timeline

This action is classified as a short-term initiative since there is an imminent need for tourism-specific emergency preparedness resources. Table 7 provides recommended interim steps and monitoring priorities to track and advance this initiative after kickoff.

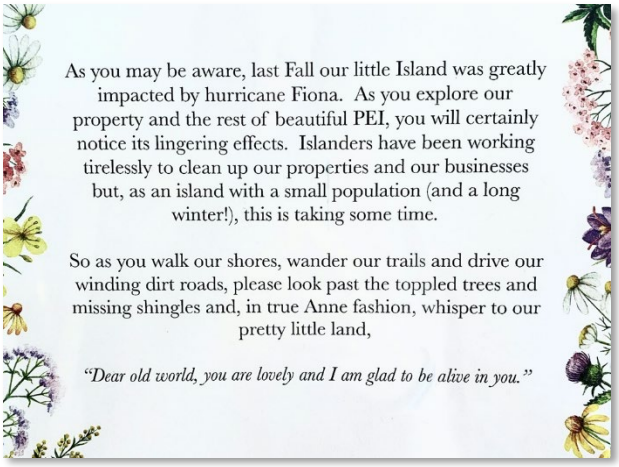


Figure 6. Example communication to visitors following Post-Tropical Storm Fiona at Kindred Spirits Inn & Cottages. Source: ICF.

Table 7. Recommended implementation timeline and monitoring.

Short-term Milestones:	• Coordinate with EMO to understand key protocols and resources. • Develop a tourism-tailored, visitor-facing emergency informational handout (or webpage) that aligns with EMO protocols. • Distribute the handout to accommodations across the Province.
Medium-term Milestones:	• Host a training with accommodations providers to share the handout content and provide guidance on when to distribute information to visitors. • Gather feedback on whether and how the handout is being used by tourism operators and evaluate whether additional resources or an alternative format would be useful.
Long-term Milestones:	• Review and update the handout resource regularly to reflect changes in protocols, available resources, and operator/visitor feedback.
Monitoring:	• Track distribution and uptake of emergency handouts across accommodations and periodically gather feedback from operators on visitor awareness and usefulness of the information.



7. Develop a Resilience Checklist for Tourism Operators

Infrastructure

Short Term

Low Cost

Lead: TIAPEI and DFRDT

PCAP Action and Tourism Strategy Pillar Connections

- **Action 1**: Enhance Emergency and Extreme Weather Preparedness and Response
- **Action 13**: Partner with Industry to Respond to Climate Risks of Farm, Fishing, and Tourism Sectors
- **Action 22**: Coastal Hazards and Adopting Nature-based Solutions
- **Pillar 4**: Improving Tourism Capacity

Hazards Addressed

Post-Tropical Storms

Extreme Heat

Heavy Precipitation and Flooding

Coastal Erosion

Tourism operators have experienced firsthand the impacts of extreme weather and could benefit from a "quick-start" guide on types of strategies they could implement to build their resilience. A **climate resilience checklist is an actionable tool** to help operators assess site-specific risks and increase resilience.

Each action in the checklist could be accompanied by a brief description, including the advantages of the action and practical guidance on how to get started. The guidance may include linked references to existing programs and technical resources for additional information and support such as DLE's wealth of coastal risk management resources (*see Action 4*). Checklist items could include:

- ☐ Identify climate risks at a specific site (e.g., using tools like the Climate Hazard and Risk Information System (CHRIS)).
- ☐ Relocate, retrofit, or protect tourism assets and infrastructure (e.g., attractions, accommodations, scenic routes) exposed to flooding, storm surge, and erosion.
- ☐ Assess the feasibility and applicability of managed retreat for coastal tourism assets facing long-term exposure.

- Support the implementation of nature-based approaches (e.g. living shorelines) rather than hard armouring, where feasible.
- Install on-site backup power, such as a generator or distributed renewable energy source, to maintain operations during power outages.
- Expand shade, shelter, and potable water access at high-use public, outdoor sites.
- Install climate-ready safety signage (e.g., evacuation routes, heat safety guidance).
- Implement financial protection measures, such as business interruption insurance.
- Develop actionable continuity and response plans for key tourism sites and operators.

The checklist could be a living document that is regularly updated to reflect new climate information, emerging best practices, and changes to available programs and incentives. To support equitable uptake, TIAPEI and DFRDT can provide scaled support alongside the checklist, such as targeted technical assistance and guided walkthroughs.

Recommended Implementation Timeline

The checklist is a short-term initiative, since barriers to implementation are relatively low and industry support is high. Table 8 provides recommended interim steps and monitoring priorities to track and advance this initiative after kickoff.

Table 8. Recommended implementation timeline and monitoring.

Short-term Milestones:	• Develop a checklist, referencing existing resources (e.g., tools, funds and rebates) as relevant. • Publish, promote, and distribute an initial checklist.
Medium-term Milestones:	• Establish a regular review cycle for updating checklist content. • Provide scaled support to help operators apply the checklist, such as targeted technical assistance and guided walkthroughs.
Long-term Milestones:	• Assess checklist uptake and effectiveness through operator surveys and follow-up outreach. • Update checklist content to reflect changes in climate-related risks, best practices, and provincial and federal programs and incentives.
Monitoring:	• Track downloads, distribution numbers, and operator-reported use of the checklist through annual surveys or follow-up outreach, and document common gaps or support needs identified through feedback.



8. Identify Opportunities for Tourism Resilience Support

Infrastructure

Long Term

High Cost

Lead: TIAPEI
Support: DFRDT

PCAP Action and Tourism Strategy Pillar Connections

- **Action 1:** Enhance Emergency and Extreme Weather Preparedness and Response
- **Action 13:** Partner with Industry to Respond to Climate Risks of Farm, Fishing, and Tourism Sectors
- **Pillar 1:** Optimizing Tourism Enabling Environment
- **Pillar 3:** Improving Tourism Products, Experiences and Infrastructure
- **Pillar 4:** Improving Tourism Capacity

Hazards Addressed

- ***Post-Tropical Storms***
- ***Extreme Heat***
- ***Heavy Precipitation and Flooding***
- ***Longer Warm Season and Shorter Cold Season***
- ***Coastal Erosion***

Tourism operators may need additional support to proactively implement resilience improvements. The Provincial government offers several existing programs that can be leveraged to support resilient infrastructure upgrades for individuals and businesses. This strategy is intended to identify opportunities to support tourism resilience through existing programs and identify gaps where additional support may be needed. Tourism resilience support can not only help address risks from various climate hazards but also provide an opportunity to capitalize on a longer warmer season.

In the near term, TIAPEI could compile **and promote existing programs and incentives** that tourism operators can leverage to support resilience efforts. For example, existing programs include the Tourism Innovation Fund, Festivals and Events Funding, the Seasonal Extension Tourism Product Development Fund, the Beach Infrastructure Program, the Tourism PEI Hosting Grant, and the efficiencyPEI programs.

Where gaps remain in helping operators prepare for and adapt to climate hazards, TIAPEI could **explore the feasibility of a tourism resilience support program**. Support could take the form of technical assistance or funding and could apply to efforts such as:

- Infrastructure upgrades and retrofits to increase the resilience of critical assets to flooding, extreme heat, and other extreme weather (e.g., elevating electrical equipment to reduce flood risk).
- New technologies or product development to reduce climate-related risks.
- Equipment and operational upgrades to help maintain operations during disruptions (e.g., backup generators, distributed renewable energy sources, fiber internet connection).
- Resilience planning activities to minimize disruptions (e.g., coastal hazard assessments, contingency plans, business risk management plans, season extension strategies, and emergency preparedness plans).

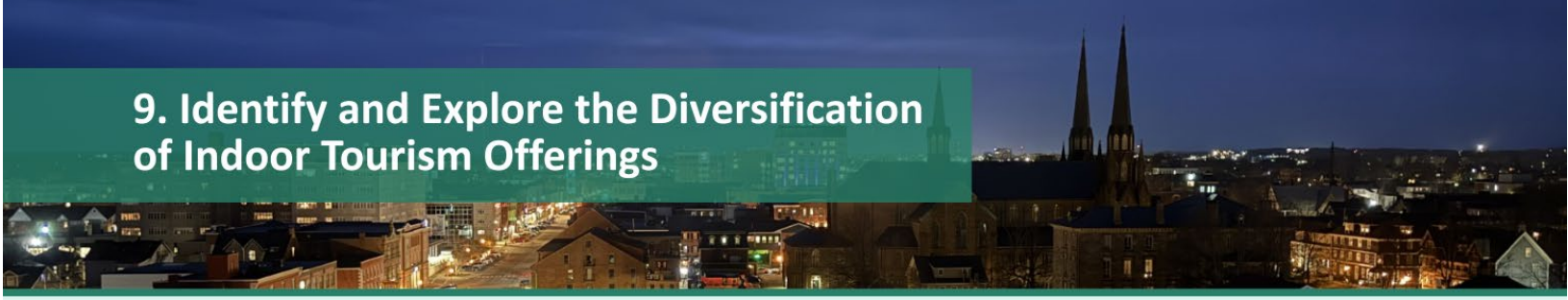
To support equitable access, TIAPEI could offer scaled support to operators, such as additional application guidance or technical support, particularly for small and rural operators.

Recommended Implementation Timeline

While there are near-term actions to support operators and help shape this long-term strategy, it could take time to identify gaps and develop and implement a tailored tourism resilience support program. Table 9 provides recommended interim steps and monitoring priorities to track and advance this initiative after kickoff.

Table 9. Recommended implementation timeline and monitoring.

Short-term Milestones:	• Compile and share an inventory of existing programs and incentives that could be leveraged by tourism operators to help build resilience. • Identify specific gaps in existing programs to help inform the development of a tailored support program.
Medium-term Milestones:	• Explore feasible options for establishing a tourism resilience support program, which could include technical assistance or funding support. • Review and update the inventory of existing funding programs and incentives as needed.
Long-term Milestones:	• If new support mechanisms are pursued, implement the mechanism and develop application guidance and review processes.
Monitoring:	• Monitor awareness and uptake of existing resilience-related tourism funding programs and supports, including gaps identified by operators. • If new funding mechanisms are introduced, track applications, awards, and outcomes, with attention to equitable access and demonstrated resilience benefits.



9. Identify and Explore the Diversification of Indoor Tourism Offerings

Infrastructure

Medium Term

Medium Cost

Lead: TIAPEI and DFRDT

PCAP Action and Tourism Strategy Pillar Connections

- **Action 13**: Partner with Industry to Respond to Climate Risks of Farm, Fishing, and Tourism Sectors
- **Action 17**: Extreme Heat Strategy
- **Pillar 1**: Optimizing Tourism Enabling Environment
- **Pillar 3**: Improving Tourism Products, Experiences and Infrastructure
- **Pillar 4**: Improving Tourism Capacity

Hazards Addressed

Extreme Heat

Heavy Precipitation and Flooding

PEI's tourism industry relies heavily on outdoor experiences, making it particularly sensitive to weather variability. "Bad weather days" during intense heat waves or precipitation events increase the demand on indoor tourism offerings. Expanding the **supply of indoor tourism offerings** and ensuring visitors know about them can help absorb visitor demand on bad weather days. This not only helps reduce pressure at popular indoor sites but improves the overall visitor experience and operator revenues. Identifying or expanding indoor facilities that have the potential to provide dual uses and services for both visitors and residents could be most beneficial.

Three complementary streams could support this diversification:

- **Support for tourism operators:** Offer technical assistance and ideation support to help operators develop or expand indoor tourism offerings. This could include hands-on support for operators exploring new indoor programming concepts and facilitated coordination among operators to identify complementary offerings.
- **Research and planning on indoor offerings:** Assess the current supply of indoor tourism offerings across the Province, identify geographic and experiential gaps, and better understand visitor demand during weather-related disruptions. This research could explicitly map underutilized or non-traditional spaces, such as libraries, community centres, municipal facilities, and agricultural buildings, that could host tourism programming on bad weather

days. Using these spaces can expand indoor tourism capacity without significant new capital investment, while also bringing community benefits.

- **Visitor-facing information and promotion:** Develop a coordinated visitor-facing promotion strategy of indoor tourism offerings, building on existing rainy-day guides. New offerings can be incorporated into visitor centre resources and operator websites.



Figure 7. Charlottetown Library (Source: Tourism PEI).

Recommended Implementation Timeline

This action is classified as a medium-term initiative as determining how best to diversify and build the indoor tourism offerings can take time. Table 10 provides recommended interim steps and monitoring priorities to track and advance this initiative after kickoff.

Table 10. Implementation timeline and monitoring.

Short-term Milestones:	• Inventory existing indoor tourism offerings across PEI and identify geographic and experiential gaps. • Map underutilized or non-traditional spaces with potential for tourism offerings. • Identify scope of the technical assistance offerings and process.
Medium-term Milestones:	• Develop a visitor-facing indoor and weather-resilient resource, building on existing rainy-day guides. • Provide technical assistance or ideation support to operators.
Long-term Milestones:	• Pilot partnerships that activate underutilized or non-traditional spaces for tourism use during poor weather conditions. • Review the success of the technical support or ideation support.
Monitoring:	• Track visitor numbers at indoor facilities versus weather conditions. • Monitor visitor engagement with indoor activity resources, such as page views of online resources and foot traffic at indoor facilities.



10. Research Tourism Trends Under Climate Change

Research

Medium Term

Medium Cost

Lead: DFRDT
Support: ACOA, Destination Canada

PCAP Action and Tourism Strategy Pillar Connections

- **Action 13:** Partner with Industry to Respond to Climate Risks of Farm, Fishing, and Tourism Sectors
- **Pillar 2:** Marketing and Sales
- **Pillar 4:** Improving Tourism Capacity

Hazards Addressed

- ***Post-Tropical Storms***
- ***Extreme Heat***
- ***Heavy Precipitation and Flooding***
- ***Longer Warm Season and Shorter Cold Season***
- ***Coastal Erosion***

Understanding how visitor preferences and behaviours may shift under climate change is critical for proactive planning. Insight into these demand-side dynamics could help the tourism industry better anticipate and position for any changes in key visitor markets.

DFRDT's extensive visitor exit survey and subsequent data analysis, conducted every four years, provides a low-cost option for beginning to collect visitor insights on climate perceptions. Adding a small set of **targeted questions related to climate and travel decisions** could help the industry better understand future travel decisions among repeat visitors. Topic areas could include:

- Visitor perceptions of comfort and safety during extreme heat, heavy rainfall, or storms.
- The influence of weather and climate considerations on visitors' decision making in terms of destination, trip timing, length of stay, and activity choices.
- Whether weather conditions caused disruptions to a visitor's trip from travel delays to disruptions to planned activities.

Survey insights can help identify shifts in seasonality, emerging demand for specific experiences, and changing visitor expectations, supporting more proactive and climate-informed product development, marketing, and infrastructure investment decisions.

Where appropriate, partners like Destination Canada and ACOA can support more advanced market segmentation, scenario-based analysis, and international demand research. Scaling the research to each individual province will be important to help capture nuances in different markets and destinations across Canada. This level of research is beyond the province's current capacity but would provide a valuable evidence base to further inform strategic decision-making and air service development.

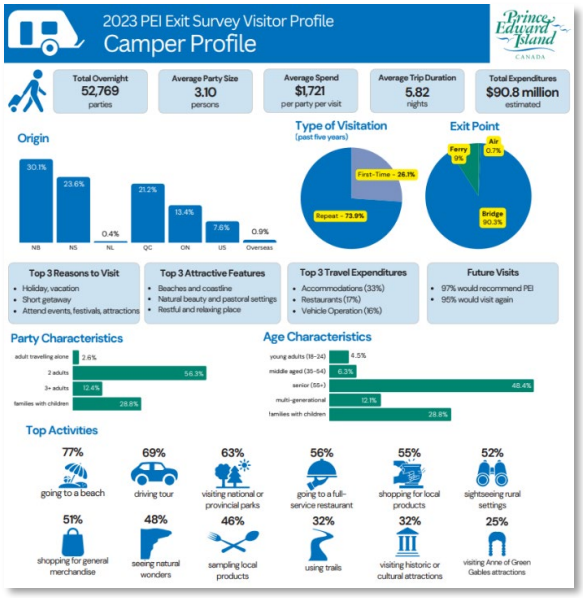


Figure 8. Example visitor profile for campers using segmented data from the 2023 PEI Visitor Exit Survey. Source: Tourism PEI.

Recommended Implementation Timeline

This action can begin in the medium term by leveraging existing data collection mechanisms. Table 11 provides recommended interim steps and monitoring priorities to track and advance this initiative after kickoff.

Table 11. Recommended implementation timeline and monitoring.

Short-term Milestones:	• Develop climate-related questions to integrate into the next exit survey. • Establish a baseline approach for tracking climate-related visitor responses over time. • Incorporate the questions into the next exit survey.
Medium-term Milestones:	• Analyze survey responses and share findings with industry partners. • Where appropriate, engage with regional or national partners (e.g., Destination Canada, ACOA) to explore complementary research efforts.
Long-term Milestones:	• Track changes in climate-related visitor responses across successive survey cycles to identify longer-term trends. • Use findings to inform future strategic investments, markets, and infrastructure planning decisions. • Advocate for and engage in broader-scale domestic or international research, to supplement provincial-level insights, as needed.
Monitoring:	• Monitor trends in exit survey responses over time. • Document how research findings are used to support tourism planning, marketing strategies, and investment decisions.



This report was developed in collaboration with the Tourism Industry Association of Prince Edward Island, the Government of Prince Edward Island, and ICF. ICF is a non-partisan, non-political company that delivers a broad and diverse range of independent, unbiased, objective analyses and related consulting services to help its clients meet their missions. This report may not be construed as ICF's endorsement of any policy or any regulatory, lobbying, legal, or other advocacy position, organization, or political party. Any conclusions presented herein do not necessarily represent the policy or political views of ICF. ICF's services do not constitute legal or tax advice.