Sustainability and tourism in Canada
Three key take away:

1. Environmental Sustainability is embedded in Government-wide policy and program decision-making processes

2. Sustainability is implicit to tourism development

3. Game changers driving to the need for an integrated statistical approach to understand/address sustainability issues
Sustainability is embedded decision-making processes

**Canadian Environmental Assessment Act**
- a socio-economic and environmental impact assessment is required for any major proposed projects in Canada.
- First adopted in 1970s and consistent with Principle 17 of the *1992 Rio Declaration on Environment and Development*

**Federal Sustainable Development Strategy (FSDS)**
- Federal Sustainable Development Act (2008)
- Canada’s primary vehicle for sustainable development planning and reporting
  - Outlines the federal leadership role on climate change and the environment-related 2030 Sustainable Development Goals (SDGs) promoted by the United Nations
  - Supported by the Minister of Environment and Climate Change Canada

Canadian Environmental Sustainability Indicators (CESI)
Sustainability is implicit to tourism

Tourism is a beneficiary of actions taken under the Canadian Environmental Assessment Act and the Federal Sustainable Development Strategy

- Nature base tourism provides economic benefits
  - Clean and healthy lakes and rivers
  - Connecting Canadians with nature to actively engage them in its stewardship

Canada’s lost tourism decade

![Evolution of Tourism Revenue in Canada](chart.png)

- Seasonally adjusted data
- Index Year 1986=100
- Key events:
  - 1988 Winter Olympics
  - Canadian Tourism Commission (CTC) established
  - World Trade Organization (WTO) and NAFTA Agreements
  - SARS Outbreak
  - Terrorism Events
  - USA’s Western Hemisphere Travel Initiative (WHTI)
  - New Destinations in Canada (DC) Funding
  - World Trade Organization (WTO) and NAFTA Agreements
  - Vancouver Winter Olympics
  - USA’s Western Hemisphere Travel Initiative (WHTI)
  - New Destinations in Canada (DC) Funding
Canada’s New Tourism Vision

Canada’s New Tourism Vision launched, in 2017, sets ambitious target to growth tourist arrivals to Canada

- Three pillars: Marketing, market access and product development

- 20-point action items,
  - including ecotourism, indigenous tourism, and “sustainability and economic development from federal, provincial and territorial parks visitation”.

Ensuring that growth will be sustainable will be a priority

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Game Changers

**Climate Change**
- Supply-side driven implications on Risk management

**Increased Visitors**
- Demand-side driven implications on Social licensing and resource management
Tackling climate change could leave tourism exposed

Paris Agreement on Climate Change

Policy Instrument:
- National carbon pricing plan for 2018
- From $10 per tonne in 2018 to $50 per tonne by 2022

Government of Canada

Firms must come clean on exposure to climate change risks

Bank of England chief joins with Michael Bloomberg calling for disclosure to help capital manage risks and seize opportunities in global warming fight


TSX launches 3 climate change indexes to track environmental footprint

Sub-indexes designed to track the environmental impact of companies that trade on the exchange.
1. S&P/TSX 60 Carbon Efficient Index
2. S&P/TSX 60 Carbon Efficient Select Index
3. S&P/TSX 60 Fossil Fuel Free Index

CBC News, Oct. 29 2015

Managing visitor flows to avert congestion issues

Issue:
Canada to increase international tourism by 30% by 2021 from 2016 level

Risks:
Regional congestions leading to
- social licensing and
- resource management pressures (built and natural)

Solutions:
- Spread flows to lesser know regions
- Promote shoulder seasons (non-peak)
- Monitoring: Need for a data-driven solution to inform decisions

Tourist Arrivals (million)

Frontier counts 1990 to 2017

NTV 2021

Sources: Statistics Canada, ISED
Need for an integrated statistical approach

Bringing visibility to tourism and sustainability issues

- TSA:RMF and IRTS served to reveal tourism holistically as an economic sector.
- An integrated MST approach will do the same for sustainability issues.

Building on established statistical standards

- To better understand and inform data-driven policy considerations and decision-making impacting tourism and sustainability.

Common Language

- Fundamental condition for advancing a shared understanding on the state tourism.

Comparability

- Across destinations, over time and with data on other sectors.

Credibility

- Building on established statistical standards means credible tourism data and credible sector.

Data Governance

- Identify gaps, avoid overlaps, to focus on those data that matter.
- Data Management & collection.

Thank you

Merci