

The Canadian Tourism Activity Tracker

Insight through the integration of diverse data sources



Delivering insight through data for a better Canada



Statistics
Canada

Statistique
Canada

Canada

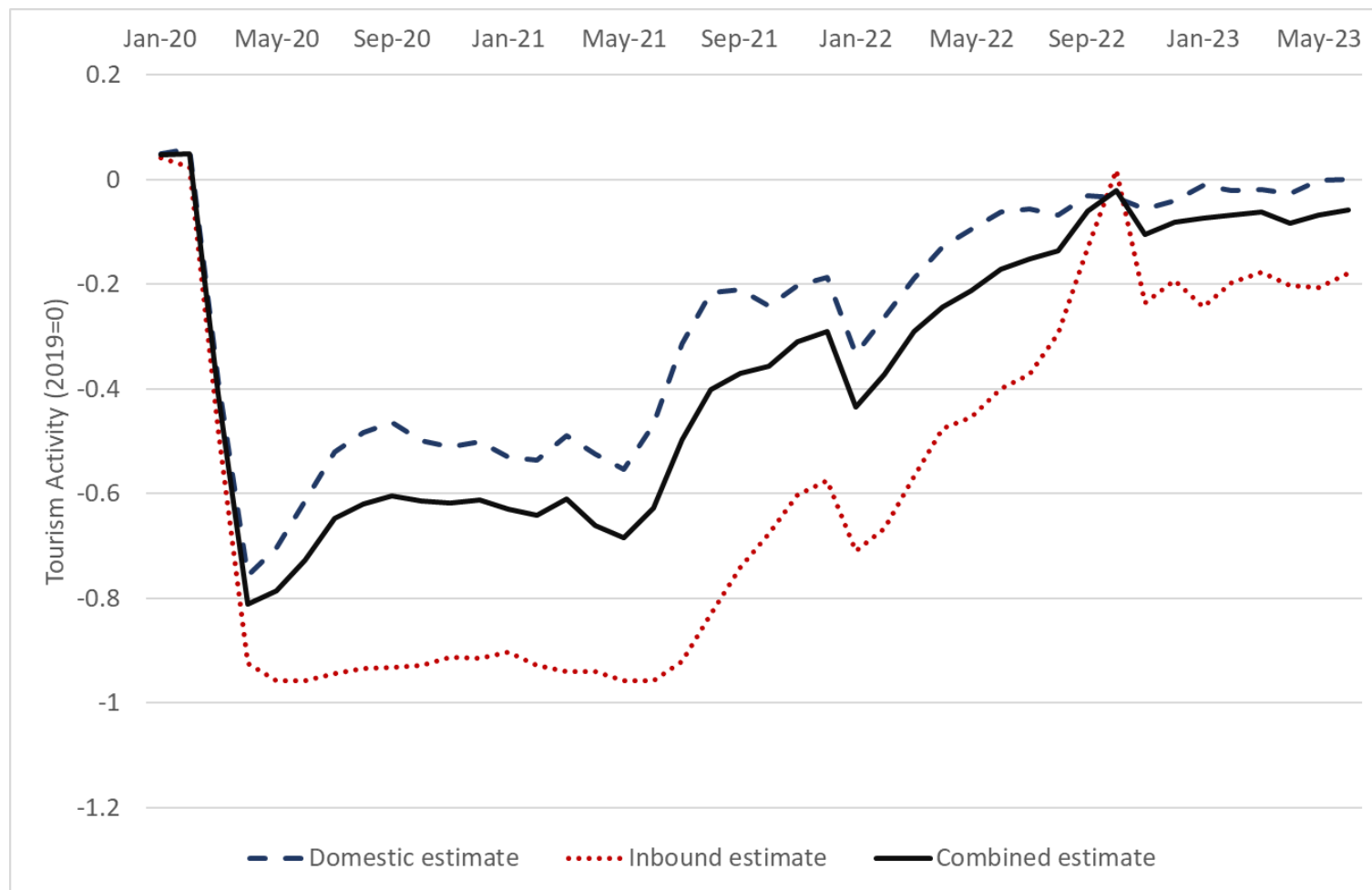
Overview

- Context: How did the [Canadian Tourism Activity Tracker](#) come to be?
- Methodology: How does the tool work?
- Outcome: Why is this type of indicator so effective?
- Next steps: What are we working towards?

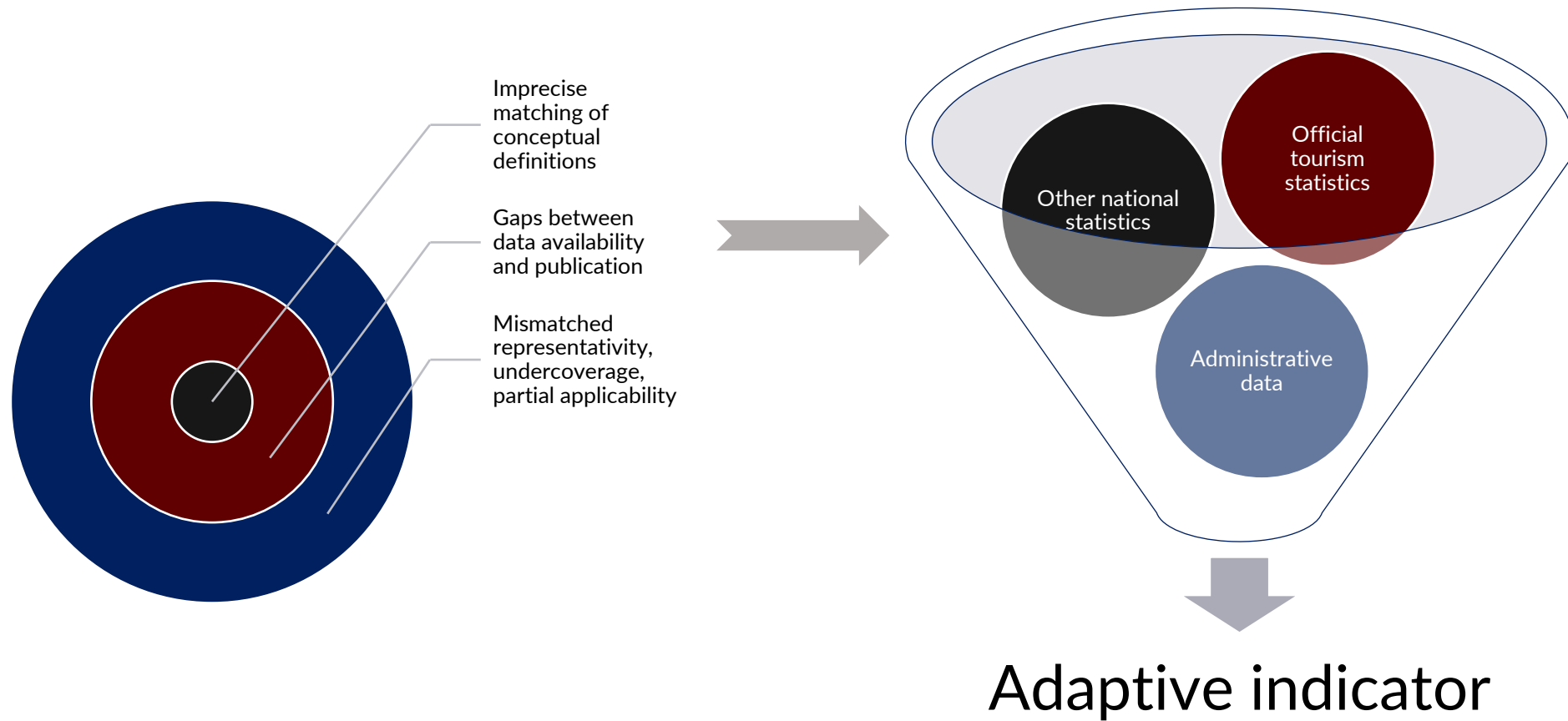
Context



Methodology



Outcome



Next Steps

	Included	To be developed
Hotel Occupancy Rates	✓	
Food and Restaurant Sales	✓	
Frontier Counts	✓	
Passenger Rail Movements	✓	
Daily Aircraft Movements	✓	
Booking data	✓	
Payment Card Data		✓
Payment Processor Data		✓
Mobility Data		✓
Others		✓

- Additional data sources
- Broadening the scope beyond COVID-19 recovery
- Reviewing comparison time-frame
- Inflation
- Increased granularity
- New methodologies for aggregation

Contact

Rebecca Taves

Chief of Tourism Data Science - Centre for Special Business
Projects

Statistics Canada

1-613-608-1311

rebecca.taves@statcan.gc.ca

