

# GROWING ARTS AUDIENCES THROUGH REGENERATIVE TOURISM

# TOURISM ECOSYSTEM

The multiple stakeholders play a foundational role in the success of the visitor economy.



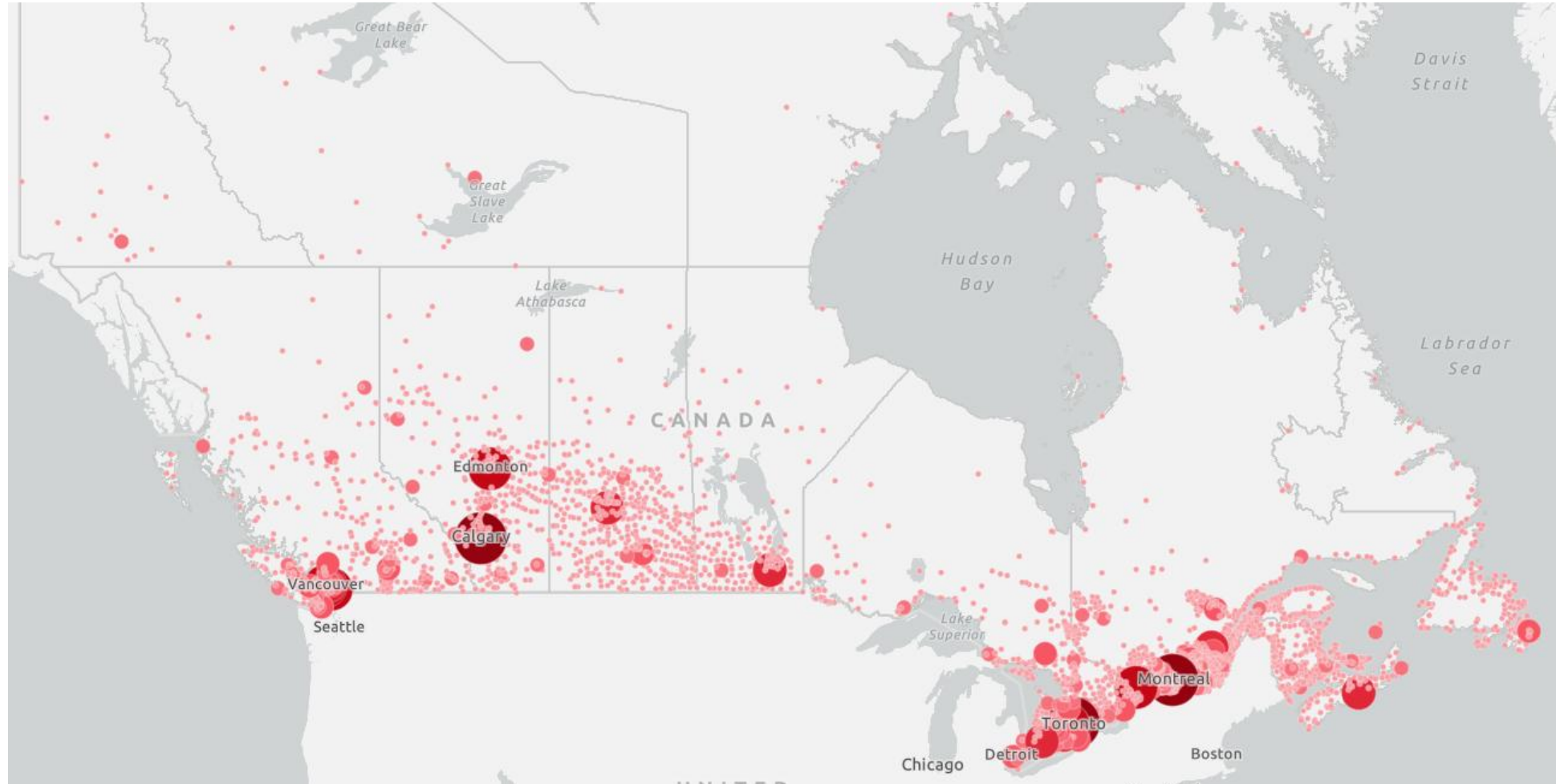
# TOURISM BRINGS STRONG EXPORTS FAST RETURNS ACROSS CANADA

- 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



# 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

# TOURISM REVENUE (DIRECT)

\$ Billions (2024)



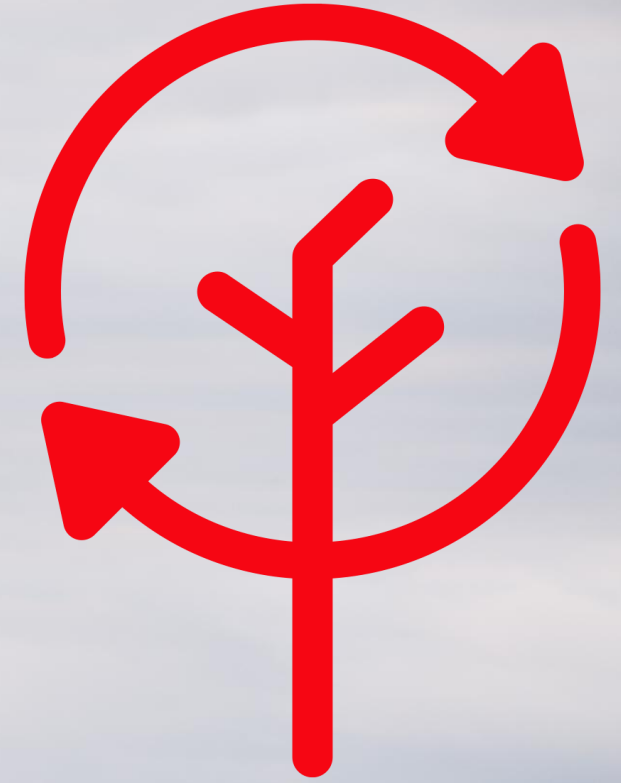
# ARTS AND CULTURAL TOURISM



**17% of all  
tourism  
businesses**



# PLACE-BASED REGENERATIVE ECONOMIC DEVELOPMENT



# PRINCIPLES OF REGENERATIVE PRACTICE



1. Understand and work at the scale of place

1. See, understand, and work at the scale of place
  - Geology
  - Hydrology
  - Economy
  - Culture

**Outcome:** Defined the broad contours of place.



# PRINCIPLES OF REGENERATIVE PRACTICE



2. Think about  
your place as a  
living ecosystem

## 2. Think about your place as a living ecosystem

- Define a common purpose and vision
- Celebrate uniqueness – what is the story and potential of your place?
- Tap into the potential of people

**Outcome:** Succinct story of place rooted in its unique geographic and cultural context, a narrative and emerging network of community members.



# PRINCIPLES OF REGENERATIVE PRACTICE



3. Cultivate a field of relationships to support ongoing evolution

- Who are the people interested, invested, and committed?
- What relationships can be nurtured to support the story of the place?
- Who is already connected?

**Outcome:** Emerging field of relationships and cooperation to support the potential vitality of their community, their economy, and their place.



# PRINCIPLES OF REGENERATIVE PRACTICE



4. Invite the gifts and contributions of individuals

4. Invite the gifts and focused contributions of individuals

- How can we share our potential, story, experience?
- What will bring people together?
- What are the right initiatives to bring forward?

**Outcome:** Alignments between people, their passions, strengths, and the potential of your place.



# PRINCIPLES OF REGENERATIVE PRACTICE



5. Practice stewardship and co-creation

5. Practice stewardship with an ongoing field of co-creation

- Actions adding lasting value and capacity to multiple levels
- From managing a 'tourist destination' to 'cultivating the hosting community'
- Stewardship Circle – integrated group of people serving the whole

**Outcome:** Ongoing progression towards a regenerative practice of development – tourism realizes its potential in service of a community's capability to thrive now and over time.


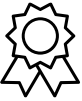






# A REGENERATIVE APPROACH TO TOURISM IN CANADA

An offering of why and how tourism can more fully support people, place and prosperity—with case stories, principles, and indicators of progress.



# A NEW WAY TO MEASURE: WEALTH & WELLBEING KEY INDICATORS

	<b>Economy</b>	Tourism businesses prosper, are deeply embedded in and generate wealth for communities
	<b>Employment</b>	Tourism jobs are coveted and inclusive of diverse people and geographies
	<b>Enablement</b>	Tourism flourishes with the development of quality infrastructure
	<b>Environment</b>	Tourism operates in harmony with ecological abundance and rebalancing of the carbon cycle
	<b>Engagement</b>	Local cultures thrive, are rooted in community and welcome the world
	<b>Experiences</b>	Guests are transformed by rich experiences that distinguish Canada in the world



**Embedded  
across all  
outcomes:**

Indigenous peoples have agency over the potential of tourism to enrich their lives.

# THE CANADIAN TOURISM DATA COLLECTIVE



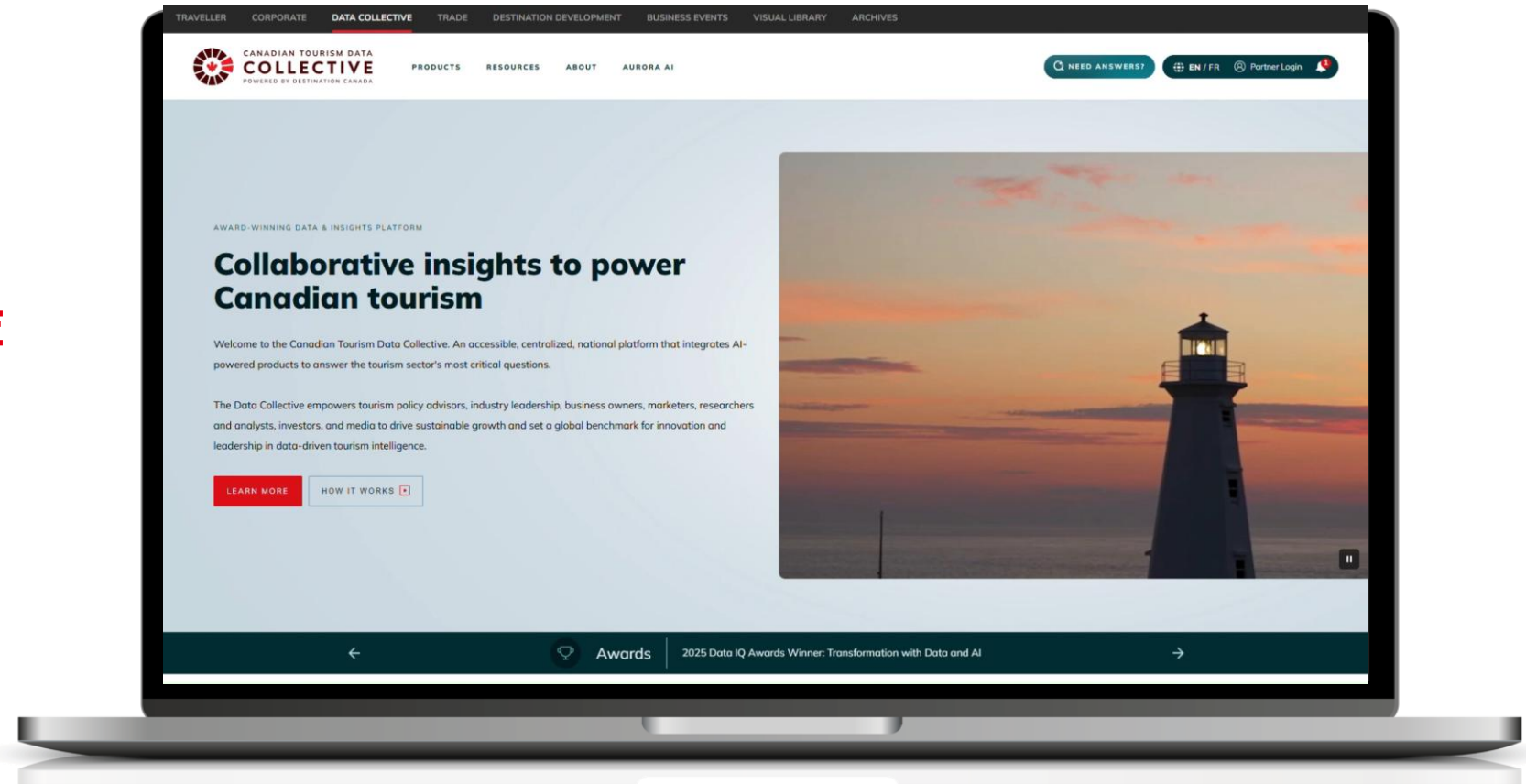
**INDUSTRY INTELLIGENCE**

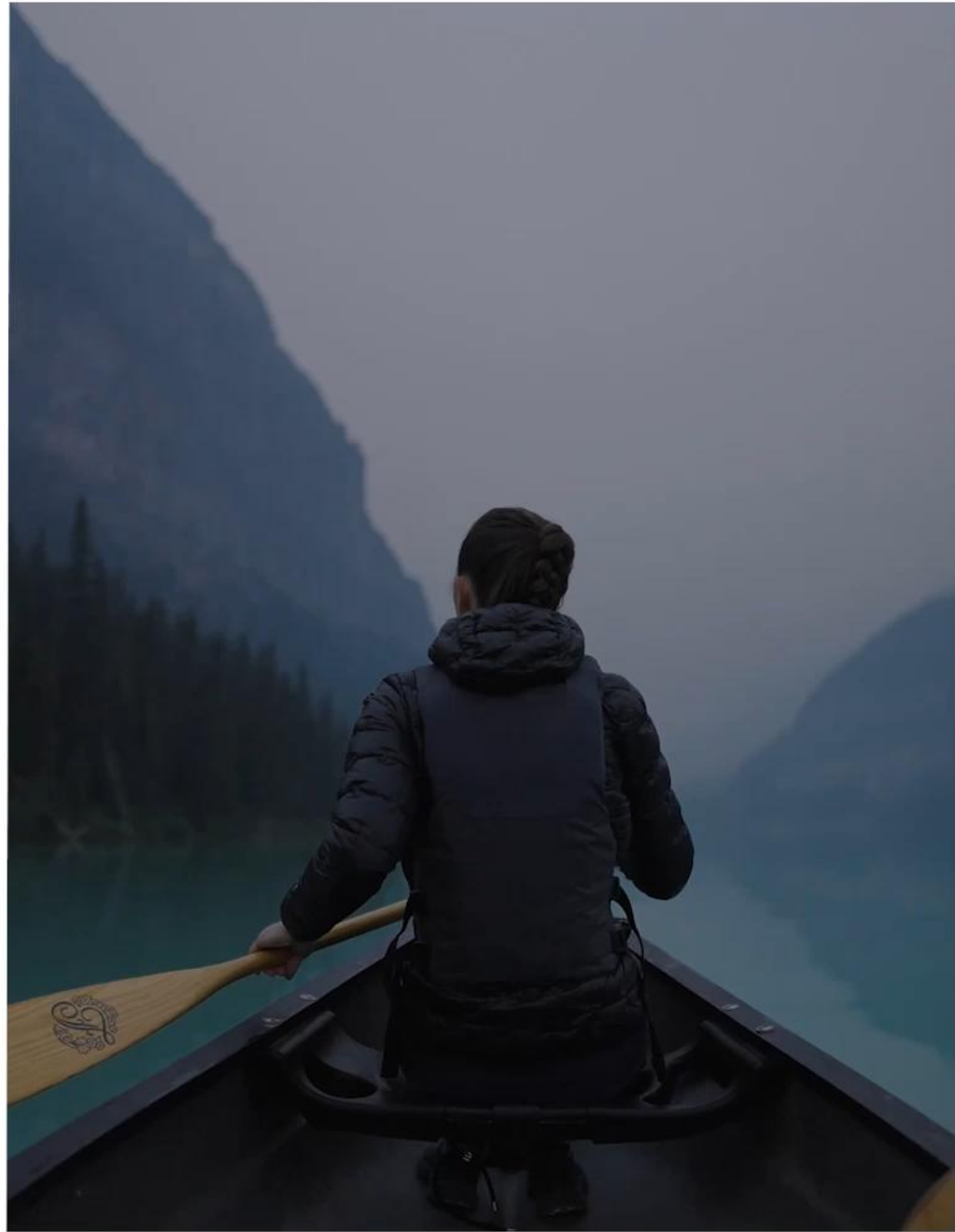


**DESTINATION INTELLIGENCE**



**TRAVELLER INTELLIGENCE**



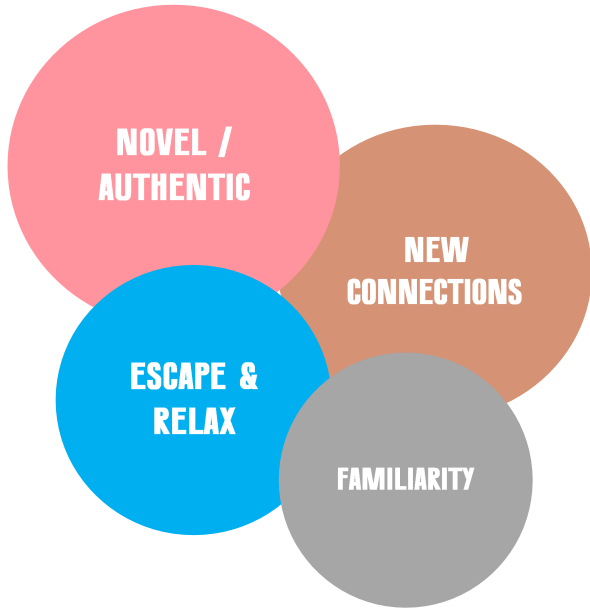


# CULTURE SEEKERS

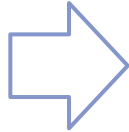


These sociable, free-spirited individuals seek unique, authentic experiences. They thrive on immersing themselves in new perspectives, local culture, making connections, which boosts their energy and confidence. They prefer vibrant city life, dynamic arts scenes, and culturally rich destinations. They prioritize diversity, inclusion, and sustainability, and are open to both short and longer trips. Travel is an investment they make in themselves.

## Core Travel Motivations



## Travel values

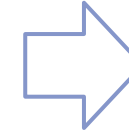


- Inclusion
- Indigenous Voices
- Learn History
- Learn Local Language
- Considerate Of Personal Impact



## Destination type

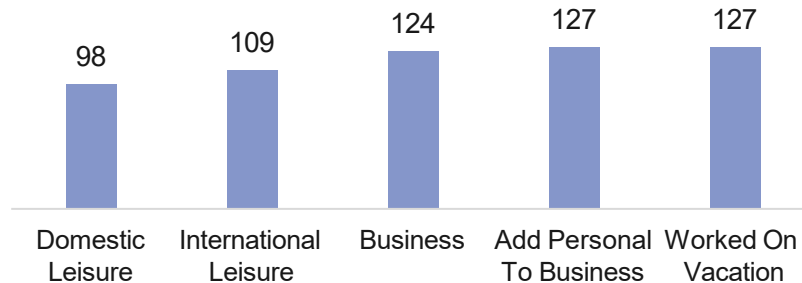
- Unique
- Authentic
- Open
- Accepting
- Friendly
- Sociable
- Relaxed



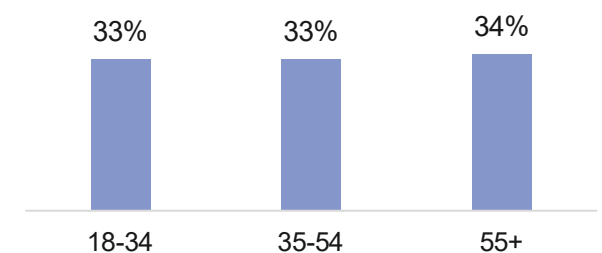
## Travel activities

- Cultural Experiences / Attractions
- Local Cuisine
- Festivals & Events

## Travel frequency index



## Age



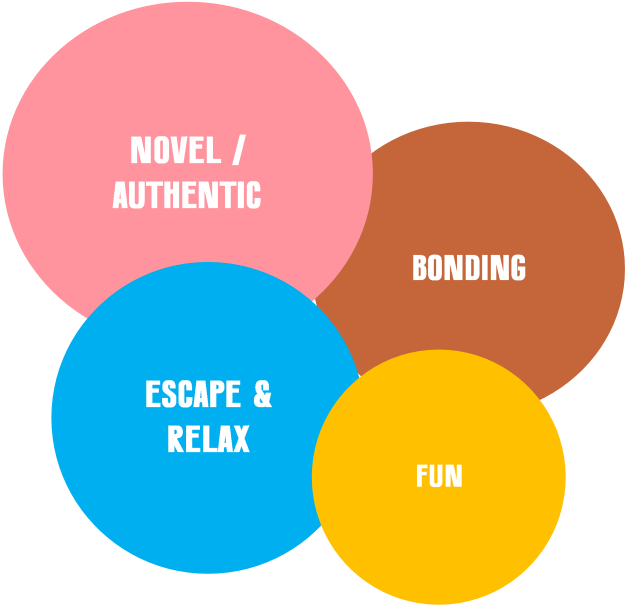
**12.9%** Of Global Market  
**10.9%** Of U.S. Market

# REFINED GLOBETROTTERS

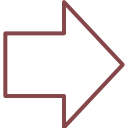


These travellers prioritize travel above all, indulging in world-class destinations, gourmet dining, and exclusive experiences. They are experienced travellers who are always on the lookout for new, unique places to cross off their list. They immerse themselves in history, museums, and the authentic charm of new places, ensuring smooth travel with all-inclusive packages and expert-guided tours.

### Core Travel Motivations



### Travel values



- Always On Lookout Of Next Destination
- Learn History
- Luxury Experiences
- Travel Agents
- Infrastructure Expectations



### Destination type

- Relaxed
- Peaceful
- Charming
- Unique
- Authentic
- Luxurious
- Exclusive

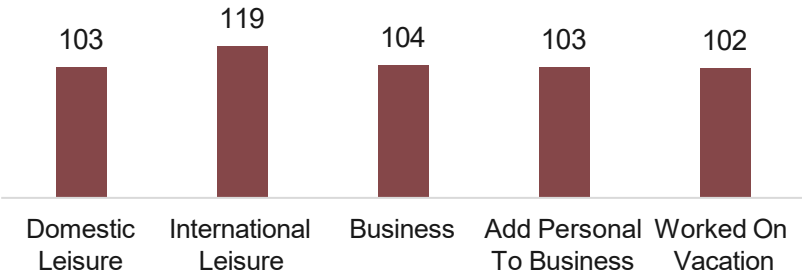


### Travel activities

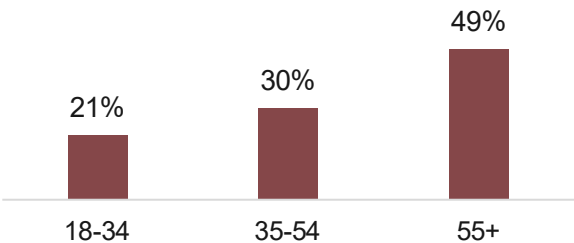
- Cultural Experiences / Attractions
- Local Cuisine
- Guided Tours
- Overnight Experiences
- Health & Wellness

**11.4%** Of Global Market  
**9.7%** Of U.S. Market

### Travel frequency index



### AGE

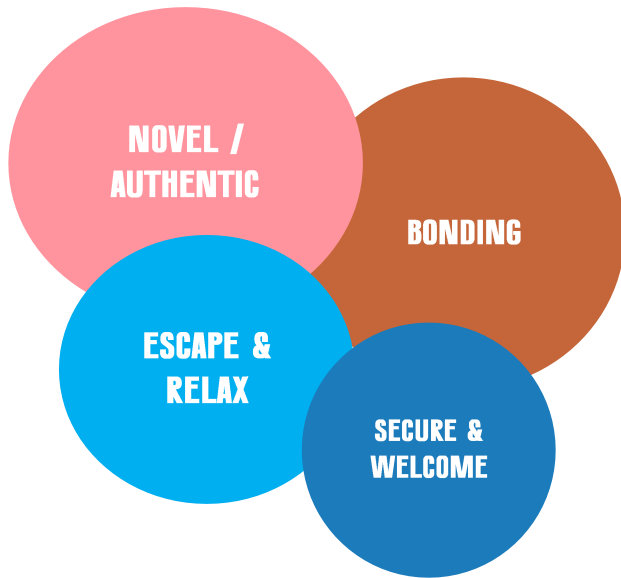


# PURPOSE DRIVEN FAMILIES



This conscientious traveler seeks for their entire family to learn about the world through culture. They value inclusivity, history, and learning. Skew middle-age and younger with a mid to high income, they are busy with work and family, prioritize family-focused activities, and are committed to minimizing their environmental impact during their travels

## Core Travel Motivations



## Travel values

- Inspired By Social Media
- Learn History
- Learn Something New From Travel
- Travel As Milestone Of Growing Up

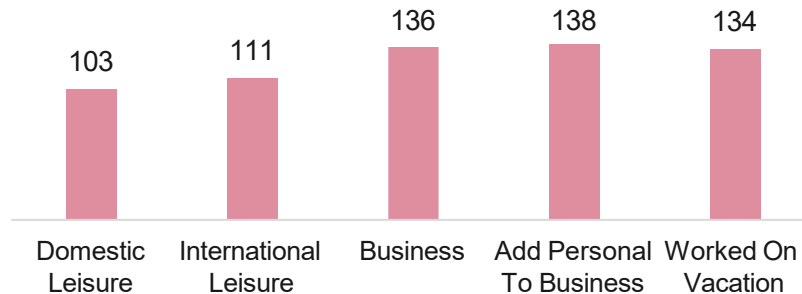
## Destination type

- Fun
- Relaxed
- Friendly
- Sociable
- Unique
- Authentic
- Reliable
- Practical

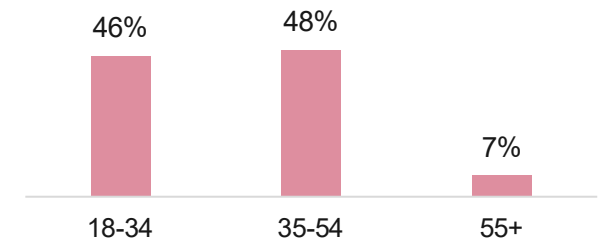
## Travel activities

- Family Focused Attractions
- Cultural Experiences / Attractions
- Nature Experiences

## Travel frequency index



## AGE



**5.2%** Of Global Market  
**4.4%** Of U.S. Market

# DESTINATION DEVELOPMENT TOOLKITS

## TOURISM DESTINATION DEVELOPMENT TOOLKIT

For Northern and Remote  
Canadian Communities



## TOURISM DESTINATION DEVELOPMENT TOOLKIT

For Rural Canadian  
Communities



An aerial photograph of a wide river curving through a rural landscape. The river is a vibrant blue-green color. On the left bank, there are large, flat agricultural fields with distinct rows of crops, some appearing to be harvested. A large, sandy area with some small structures is visible near the river's edge. The right bank is lined with trees in various stages of autumn, showing yellow, orange, and green foliage. The background shows a vast, flat expanse of land under a bright blue sky with scattered white clouds. The overall scene is a mix of natural beauty and human agriculture.

# CANADA NATURALLY

**Q&A**