



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

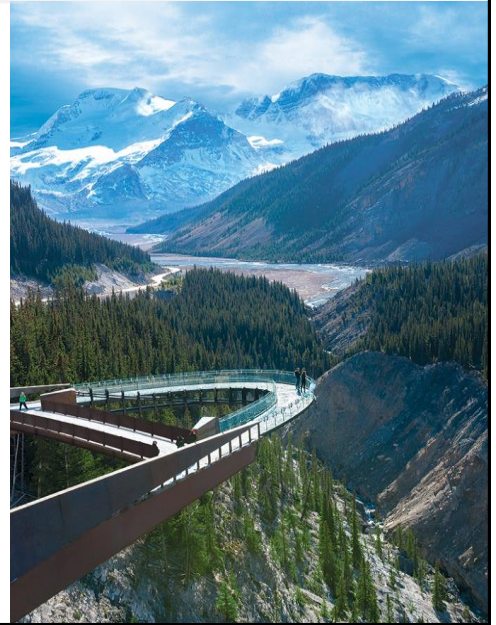
3

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

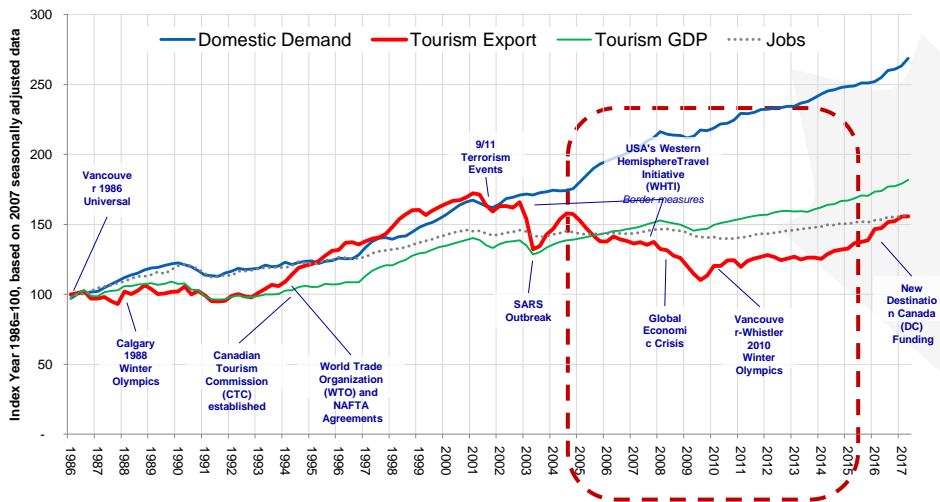
Tourism is a beneficiary of actions taken under the Canadian Environmental Assessment Act and the Federal Sustainable Development Strategy

- 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
1986-2017 Q2



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



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

The Guardian, Dec. 14 2016

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

Public sector
Private sector

Managing visitor flows to avert congestion issues

Issue:

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

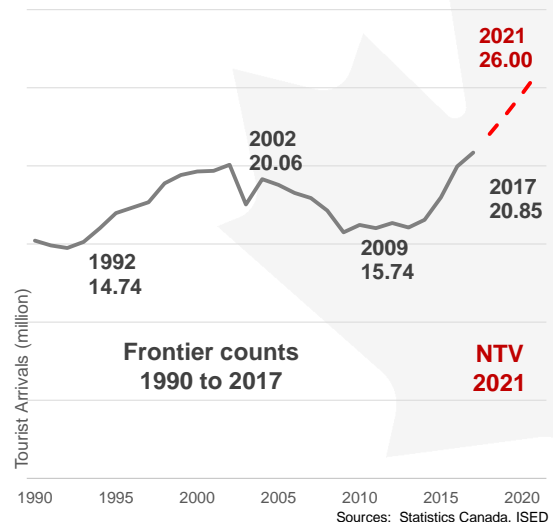
Risks:

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**



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 sectors
- 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

