



**DESTINATIONS
INTERNATIONAL**

CANADIAN DESTINATION
LEADERSHIP COUNCIL

10 KEY TAKEAWAYS:

THE IMPORTANCE OF VISITOR BASED ASSESSMENTS TO CANADA'S ECONOMY

CAPE BRETON ISLAND, NS CANADA

 Visit Cape Breton Island





Visitor-based assessments (VBAs) play a crucial role in continuing to grow the visitor economy in Canada. The 2023 “*Importance of Visitor Based Assessments to Canada’s Economy*” report examines the various visitor-based assessment models that currently exist in Canada and evaluates their impact on local, regional and national economic and cultural development.

Importantly, this report updates the guiding principles for visitor-based assessments to ensure a healthy and sustainable visitor-based assessment model for the future. The findings in the report are based on input from over 100 destination professionals across the country who shared their views through a survey and one-on-one interviews. The ten key takeaways from this report are summarized in the next page.

KEY TAKEAWAYS

1

VBAs have become more common around the world. For Canada to remain globally competitive in tourism, the CDLC strongly encourages government policy and industry priorities to facilitate investment certainty and growth in destinations by supporting VBAs.

2

VBAs are effective funding models which enable the important and evolving roles of the destination organization industry in Canada and, specifically, strengthens innovation and supports destination competitiveness in the country.

3

VBAs are based on the primary purpose of enhancing the visitor economy to provide broad community and regional benefits such as year-round employment, business income, and government revenue.

4

VBA funding is in place in more than 2/3rds of the estimated 250+ destination organizations in Canada. Legislated VBA models are much more common than non-legislated/voluntary models and have been growing at a faster pace.

5

VBAs continue to primarily be invested in destination marketing and business development activities, though 97% of destination organizations in the country expect to also invest these funds in destination development in the future.

6

Destination organizations and stakeholders interviewed (hotels, government, industry associations) say VBAs should be used for tourism purposes only. However, concerns were raised that this is becoming a challenge in some places.

7

The fundamental objective of VBAs, and destination organizations, is the same – to have a multi-stakeholder collaborative approach to be successful.

8

Although the right VBA solution for a destination is based on its specific situation, destination organizations say better information sharing across the country and national guiding principles are very important.

9

The majority of destination organizations and stakeholders consider it important to further develop the practice of assessing the economic impact of VBAs and destination organizations in Canada.

10

Destination organizations and stakeholders had a strong degree of consensus on the benefits and risks, and value of VBAs. This provides a solid basis for building an advocacy platform.

WHO WE ARE



DESTINATIONS INTERNATIONAL (DI)

Destinations International is the global association for destination professionals. We elevate destination organizations by educating, equipping, empowering and connecting our members to better fulfill their missions and achieve positive results around the world.



THE CANADIAN LEADERSHIP COUNCIL (CDLC)

The Canadian Destination Leadership Council is a standing committee of Destinations International that consists of the chief executive of each of DI's Canadian destination members. The CDLC provides a forum for Canadian destination organization executives to meet regularly throughout the year to coordinate on key industry issues including advocacy, resourcing, policy, and marketing. As of 2025, the CDLC represents approximately 70 Canadian destinations across the country.

VIEW THE FULL REPORT



destinationsinternational.org/reports/canadian-visitor-based-assessment-study

RICHMOND, BC CANADA

🌟 Steveston | Tourism Richmond