

OECD Global Forum on Tourism

Panel 1b: Data Innovations and Experiences from the Crisis

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The experience at Statistics Canada

Andrée Desjardins

Director, Canadian Centre for Tourism and Transportation Statistics



Delivering insight through data for a better Canada



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The Canadian Tourism Activity Tracker

What is it?

A data visualization tool that integrates multiple data sources into a simple visual indicator of the state of recovery of tourism in Canada.

➤ Currently three dimensions:

- ❖ Domestic Tracker - Tourism activity undertaken by Canadians within Canada
- ❖ Inbound Tracker - Tourism activity undertaken by non-Canadians visiting Canada
- ❖ Combined Tracker - Combines the inbound and Domestic trackers.

➤ Scalable, adaptable, not dependent upon a single source of data.

- ❖ Data can easily be added or substituted.
- ❖ Can easily be adapted and expanded to include other concepts, e.g., health/resilience of tourism.

The Canadian Tourism Activity Tracker

How did we do it?

THE RIGHT TECHNOLOGY

- ❖ Python
- ❖ Apache Arrow
- ❖ JSON
- ❖ R-Shiny
- ❖ Open tools

THE RIGHT APPROACH

- ❖ Experimental
- ❖ Adaptable
- ❖ Agile
- ❖ Timely
- ❖ Flexible

THE RIGHT SKILLS

- ❖ Methodologists
- ❖ Economists/
subject matter
- ❖ Data Scientists



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What does it look like?

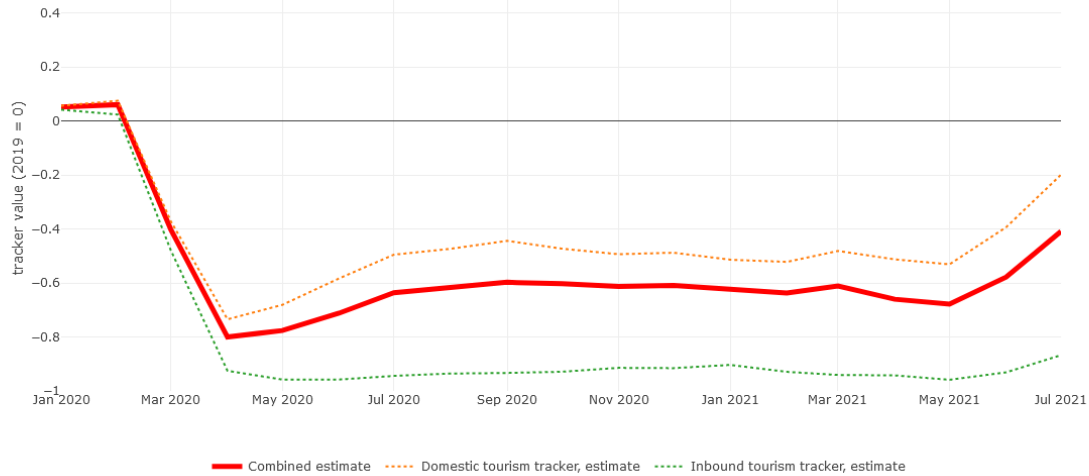
Geography

Canada

Statistic

Domestic tourism tracker, estimate, I

Tourism related activity



Download table data

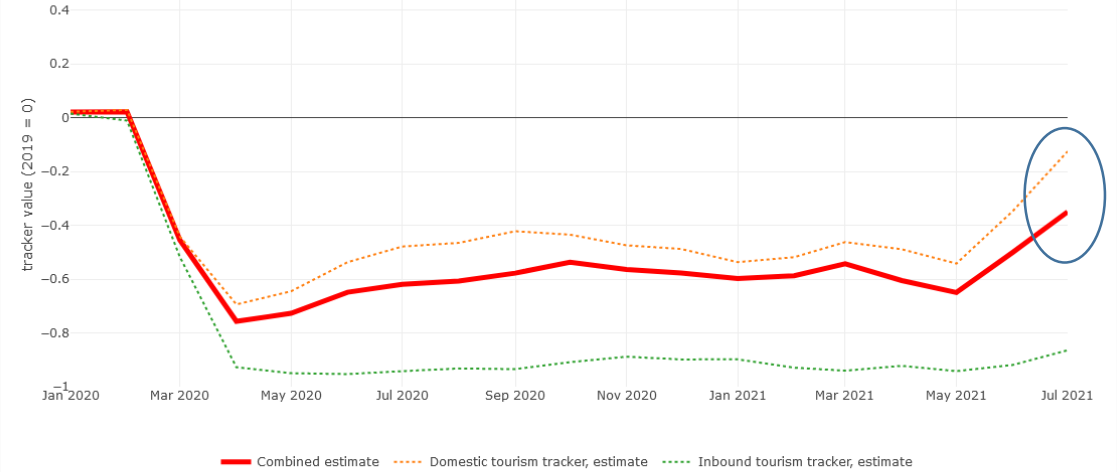
Geography

Alberta

Statistic

Domestic tourism tracker, estimate, I

Tourism related activity



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Where do I find it?

Website:

<https://www150.statcan.gc.ca/n1/pub/71-607-x/71-607-x2021012-eng.htm>.

Contact: andree.desjardins@statcan.gc.ca

Thank you!



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