

Town of Collingwood

Tourism Master Plan Implementation:

Strategic Initiative B1.3 - Tourism Research
Results Summary Report and Staying in
the Know Checklist



December 2025



[THIS PAGE IS LEFT INTENTIONALLY BLANK]

Table of Contents

Introduction.....	3
Recent and Relevant Learnings.....	4
Travel Trends.....	5
Tourism Trends.....	8
Research and Knowledge Landscape.....	12
Research and Resource Organizations.....	12
Local/Regional.....	13
Provincial.....	16
National.....	19
International.....	21
Tourism Events.....	26
Regional and Provincial.....	26
National and International.....	27
Next Steps and Staying in the Know.....	29
OTS Collaborations Ideas.....	29
Research Update System – Checklist for Staying in the Know.....	31
Appendix A: Trends Resources.....	32

Introduction

Toward implementing the Tourism Master Plan for the Town of Collingwood, Bannikin supported the implementation of strategic initiative “B1.3 - Stay on top of relevant tourism research.” This initiative is nested within strategy “B1 - Gather the information needed to make informed decisions about tourism development.” As such, through its implementation, the Town seeks to establish a baseline of tourism knowledge that will allow it, along with its partners, to make informed decisions and stay in-the-know of tourism trends and direction at a provincial, national, and international level.

The implementation of this strategic initiative is key to informing the Town’s future work in implementing initiatives like “A3.2 - Develop and implement a communications plan for sharing TMP- and tourism-related updates with stakeholders” and “B2.4 - Collaborate with others to deliver tourism-specific training and supports to industry.”

To build out this baseline of tourism knowledge, several activities were undertaken:

1. Researching, identifying, and reviewing relevant publications, conferences, conversations, tourism research, and other key data sources.
2. Attending the 2025 Ontario Tourism Summit.
3. Scoping and developing a system for staying on top of relevant tourism research.
4. Building out recommendations to inform the sharing of knowledge and resources with key audiences.

HOW TO USE THIS REPORT:

The key takeaways from the above activities are presented across this report. Moving forward, Town of Collingwood staff tourism leads and supports can refer to the insights and learnings presented through this summary report for...



Select and suggested shareable insights and worthwhile learning resources for partners and industry are marked with a *megaphone icon*. These can be used as a base by the Town to share directly with partners and industry, and in broader communications like the tourism newsletter.



Worthwhile tourism opportunities and knowledge for the Town of Collingwood are marked with a *lightbulb icon*. These represent potential opportunities to pursue or continue growing capacity and know-how of destination development, management, and marketing good practices within the Town’s personnel.

There are “recommendation” boxes like this one across the report. They flag suggested ways for Town staff to use the information or update the report’s content.

Lastly, the “Staying in the Know” section identifies the steps and areas of attention for staff leads to ensure tourism knowledge and information is kept up-to-date and relevant. It will also be important to update certain parts of the report. The “Checklist for Staying in the Know” section of the report sets out the key items and suggestions for keeping updated and growing knowledge.

Recent and Relevant Learnings

This section presents key learnings and trends identified through a review of online publications, research reports, strategy documents, as well as academic and news articles.

Recommendation: This is a base of tourism-knowledge that would benefit from future regional and cross-regional collaboration. Since the trends are not specific or exclusive to tourism in the Town of Collingwood. Tourism Simcoe County, RTO7, and The Town of The Blue Mountains may all be viable partners to share or lead trends identification and review.

Across the travel and tourism trends presented below, the identified trend is named, and contextual information is included below. The base of trends pulled from the document review has been supplemented and enriched with notes taken while at the 2025 Ontario Tourism Summit (OTS).

As part of the context, direct connections and relevancy of the trend to tourism in the Town of Collingwood is included as part of the bullet point detail. Importantly, the identification of trends is the result of an aggregate analysis process, with OTS insights layered on, and as such, individual sources are not included in relation to each trend but rather included in the bibliography (Appendix A).

Recommendation: Travel and tourism trends will need to be updated on a regular basis. The recommended cadence and timing for the Town of Collingwood is to conduct trends scan and summarize findings at the start of each calendar year, referring to the resources published by the organizations included in the “Tourism Research and Knowledge Landscape” section of this report.

Travel Trends

The travel trends refer to shifts and emerging approaches to how people travel. This includes but is not limited to visitor behaviours and preferences, modes of travel and travel types, as well as technologies influencing how travel takes shape. In short, the travel trends seek to answer the question of “how” travel is shaping up and changing as identified across the research.

Post-pandemic Travel Boom and Political Transformations

- Around the world, international arrivals more than doubled in 2022 (+109% vs. 2021), driven by pent-up demand and a renewed appreciation for travel experiences. Despite inflation, 31% of travellers planned to spend more on international travel in 2023 as compared to 2022.
- The pandemic’s shadow lingers in traveller decision-making. In the short run, many prioritize health-safe, uncrowded places. This is an advantageous trend for rural and smaller urban destinations like the Town of Collingwood.



More recently, US-Canada tariffs are major topic and everchanging concern for tourism sector, which featured heavily across the OTS. Impacting U.S perceptions of Canada and Ontario as a place to visit, as well as hesitation over how welcome U.S visitors are in Canada.

Domestic Travel’s Rise with Need for Market Diversification

- Domestic tourism now accounts for about 75% of global travel spend. According to Destination Ontario, 87% of travellers in Ontario in 2022 were Ontario residents. This highlights the importance of regional tourism marketing and accessible/connectivity infrastructure for destinations like Collingwood.



“Staycations” and regional road trips are boosting visitation. Aligning products to local markets (e.g. weekend getaways, family-friendly attractions) and collaborating on regional itineraries (like driving routes across neighbouring towns) are key short-term strategies. This is true for destination like Collingwood that draw a large base of travellers from the GTA.



Destination Ontario emphasizes the need to diversify visitor markets beyond Ontario visitors. U.S visitors are still the biggest international market, but size has decreased slightly since 2024. Europe priority markets include the UK, France, Germany, while Asian markets are China, South Korea, Japan. These know Ontario’s iconic sites (i.e., Niagara Falls) and are looking for accessible outdoor experiences and nature that Collingwood can offer.

Generational Shifts in Preferences and Prioritization of Travel

- Younger generations (Gen Z and Millennials) are travelling more frequently and spending a larger share of their income on experiences compared to older generations (i.e., Baby Boomers).
- Gen Z and Millennials seek unique, off-the-beaten-path experiences and are more likely to mix work and leisure travel. 70% of American Millennials/Gen Z and

90% of Chinese young travellers want experiences their peers haven't done or had.

- Baby Boomers still contribute heavily to spending (20% globally) but travel more domestically and focus on comfort.



Additionally, rise in multi-generational travel is shifting how destinations can be appealing to family travellers. At OTS, Prince Edward County highlighted the importance of having places to visit that combine arts, food and drink, and spaces for family (i.e., for kids to play).



Collingwood needs to consider how to cater to both tech-savvy youth (e.g. Instagram-worthy attractions) and value-conscious seniors (e.g. easy access, comfort), as it continues to better understand and cater to its visitor segments.

Remote Work Reshaping Travel, Related Services, and Infrastructure

- Flexible work arrangements allow travellers to take longer, off-peak trips, smoothing seasonal demand and boosting mid-week visitation.
- Rise of the “Anywhere” traveller (younger generations seeking unique experiences and remote-work lifestyles) and the popularity of the digital nomad lifestyle also means more people are mixing work and travel. These travellers demand good Wi-Fi no matter the type of destination.



Transportation and connectivity are major challenges across Ontario. Infrastructure needs upgrade and needs to be aligned with connectivity infrastructure and services. Particularly since transportation and connectivity shape the experience and frame the story of tourism for visitors across Ontario.



The need for connectivity and mobility infrastructure is key in relation to this trend, and Collingwood's existing infrastructure and complement of recreational activities places it at an advantage. Advancing regional transportation, particularly from larger urban centres and transport hubs in Southern Ontario remains an opportunity.

Resurgence of Luxury and Urban Travel

- High-end hotel sales are projected to reach US\$92B by 2025, surpassing 2019 levels.
- City tourism rebounded by +58% year-over-year in 2022, with affluent travellers leading the recovery.
- There is a growing emphasis on placemaking and experience districts to revitalize urban centres.
- Return of travel demand to major cities since the pandemic has also led to the re-emergence of overtourism concerns. This is leading multiple cities and countries to implement or propose measures to curb or manage overtourism like visitor fees and limits on accommodation to protect local communities and environments.



Collingwood can collaborate with major urban destinations like Toronto or smaller but highly visited destinations like The Town of The Blue Mountains (i.e., Blue Mountain Village) to embark on collaborative visitor dispersal efforts, like shared itineraries, coordinated shuttle services, or collaborative businesses packages, so that travellers are also aware of the opportunities for travel to Collingwood.

Rise of “Last-chance Tourism” and “Coolcations” Due to Climate Change

- Degradation of natural assets and threats to destinations closing or highly limiting visitation are driving a sense of “last chance tourism” where visitors seek to see things before they are gone or unavailable (e.g., Antarctic travel).
- Travellers are more cost-conscious and as a result many seek shorter trips or off-peak travel (“coolcations”, shoulder season) to save money and avoid increasingly hot destinations. Expanding and diversifying the winter tourism offer is a main opportunity for Collingwood.

India’s Rise as a Source Market

- India is projected to become the world’s fastest-growing outbound tourism market, potentially surpassing China in outbound numbers by 2024/25.



Canada has a large base of Indian and broader South Asian residents and new Canadians. The Canoo App, operated by Institute for Canadian Citizenship, offers promotions and free access to parks, attractions, and experiences cross Canada and discounts on VIA for up to 50% off to new residents for up to 5 years and citizens up to 1 year after they acquire their status. Collingwood stands to benefit from positioning key assets and activities as part of this information channel and resource for new Canadians.



Increasing cultural awareness among Collingwood’s tourism businesses and target-market insights on the traveller expectations from this segment is an opportunity for continued research and resources sharing. This can be pursued through dedicated cultural awareness trainings for businesses (e.g., visitor markets familiarization and expectations) as well as actively developing product and positioning Collingwood for emerging markets. The City of Brampton is one example of an Ontario destination that has actively sought to position itself as a cultural destination with a rich tapestry to cultural offerings, including South Asian cuisine. The City of Brantford’s “The World at Your Doorstep” festival is another example of a tourism-related activation that seeks to further position the destination’s offer and connection to a diversity of audiences and international markets.

Tourism Trends

Tourism trends focus on the evolution of destinations organizations, matters of environmental and social sustainability related to tourism, as well as factors and approaches influencing how destinations are developed and managed. As such, the tourism trends provide insights to matters of the “what” and the “why” behind how tourism is shifting in relation to how people travel.

Sustainability is an Increasing Imperative with Continued Gaps

- While a “say-do” gap persists (e.g. only 14% of travellers who said carbon-neutral travel is important to them paid more for carbon-neutral flights, see below point), destinations are initiating green practices (e.g. solar panels, eco-certifications) to build goodwill and prepare for future regulations.
- Consumers remain reluctant to bear extra costs for greener travel. While 40% of global travellers say they’re willing to pay at least 2% more for carbon-neutral flights, only 14% actually paid more for a sustainable travel option.
- Tourism contributes 8–12.5% of global GHG emissions and tourism’s resource use may increase by 154% (energy), 152% (water), and 251% (waste) by 2050. As such, economic reliance on tourism risks environmental degradation.



Tourism in Collingwood needs to plan and account for tourism’s impact on the surrounding natural environment, as well as added pressures on its infrastructure and services. As part of this building awareness, support, and stewardship among residents, tourism staff, and visitors will be key to ensuring the wellbeing of the destination. Frameworks like the [Global Sustainable Tourism Council](#)’s criteria, the GSTC-criteria aligned [Destination Wayfinder](#) (Bannikin partner), or [GreenSteps](#)’ Sustainable Tourism Pathway for Destinations are a few approaches to planning and accounting for tourism’s impact on the natural environment and related infrastructure. Additionally, Climate resiliency planning is not exclusive to tourism and needs to be considered as part of the City’s ongoing “Community Climate Action Plan” process.

Climate Change Impacts on Destination Planning and Management

- Destinations are already experiencing climate-related disruptions (e.g. wildfires in Manitoba, Ontario, Quebec, and even Greece; glacier retreat in Alaska). Without adaptation, some forms of tourism will no longer be possible.
- By 2040, climate change will have progressed, and travellers and destinations alike will be even more conscious of environmental issues.
- Destinations may face stricter environmental regulations and traveller expectations for low-impact options



Climate volatility (e.g. extreme weather, fires) also threatens infrastructure and natural attractions, forcing long-term destination planning around resilience and sustainability. Although there are few Ontario-specific tourism climate preparedness initiatives, resources published by Destination British Columbia provide valuable references for how destinations and businesses can further

account for tourism's impact. See "BC Climate Resiliency Initiative" [here](#) and "Crisis & Emergency Planning" resources [here](#).

Rise of Destination Management to Curb and Prevent Overtourism

- Major destinations like Edinburgh, Scotland and Venice, Italy are implementing tourist taxes and visitor caps to protect local attractions, communities, and heritage.
- A growing challenge is managing high visitor volumes to avoid degrading the assets that attract tourists and the infrastructure that supports tourism. 80% of travellers visit just 10% of destinations globally, underscoring a need for dispersal and visibility of lesser-known and ready-to-host destinations.
- This is connected to climate change, where destinations and companies are shifting marketing to shoulder seasons to avoid hottest periods. Some places are considering limiting tourism to reduce the strains it causes. Additionally, there is a rising need for governments and investors to channel funds into making tourism infrastructure and communities more resilient toward climate pressures and change and not just increasing marketing of tourism.
-  Rising importance of proactive infrastructure and services development and upkeep to meet tourism demands and prevent degradation of local infrastructure and sentiment (e.g., transportation, health services).
-  A gap identified at OTS was the emphasis on growth with zero mention of management or mitigating measures (i.e., How is management being planned for? How will lack of infrastructure and readiness be accounted for in push to grow markets and visitation?). Collingwood can get ahead of this gap by proactively planning and instituting destination management approaches and incorporating tourism to broader community resiliency planning.

Rise of Placemaking and Events as Strategic Drivers of Demand

- Sports, music, and business events are forecasted to grow into a US\$1.5T global economy by 2032.
-  Destinations are investing in placemaking and experience districts to attract event-based tourism. Since the pandemic, conferences and trade events were rebounding strongly, as work travellers showed eagerness to network in person.
- "Transformational" events, such as conferences that are more interactive and inspiring, are becoming more common so that attendees feel it was worth traveling. Elements of the experience economy are being incorporated into these, and organizers are focusing on networking, wellness, and unique venues to add value to the overall events experience.
- Relatedly, having awareness of and connection to the arts community and value it brings allows for more genuine destination identity building, positioning, and support local procurement.

-  Upcoming international attention on Southern Ontario for FIFA world cup and Destination Canada's Rendez-Vous Canada, both to be hosted in Toronto in 2026 act as an important nudge for Collingwood's businesses to plan/design packages, experiences, or connections that tie to these international events – potentially in collaboration with Simcoe County. With Toronto as the hub, there is a need to ensure ease of connections and availability of product for visitors to jump from hub to Collingwood.

Community being Put Front and Centre of Destinations

-  Resident sentiment and community benefit are becoming key performance indicators to understand tourism's performance and viability. Destination organizations are shifting from visitation metrics to multidimensional KPIs that include components like diversity, belonging, inclusion and sustainability.
 - Community engagement and co-creation of destination narratives have the potential to redefine and strengthen marketing and development approaches.
 - Destinations that proactively balance growth with livability (e.g. through permit systems, infrastructure investment, community benefit programs such as community-led project grants, attractions cost offset or reductions for residents, etc.) will be more sustainable and adept at achieving balance.
-  Relatedly, the 2SLGBTQIA+ market segment pays particular attention to community representation and word-of-mouth recommendations. For them, "Supplier diversity is not just a mandate – it's a social and economic revolution" as positioned by Canadian Queer Chamber of Commerce at OTS. Canada is projected to continue being internationally recognized as safe destination, and since this is the #1 motivator and condition for 2SLGBTQIA+ travellers it bears well to build up Collingwood's reputation and capacity as a welcoming and inclusive destination.

Labour Shortages Benefitting from and Being Redefined by Automation

- Persistent staffing gaps across the tourism sector are prompting investment in automation and self-service technologies. This means that travel businesses must do more with fewer people, and at the same time invest in staff to ensure quality doesn't slip.
-  Destinations are using tourism technologies like biometric IDs, Artificial Intelligence chatbots, Visitor Management/Information platforms (e.g., The Place Experience Platform, SmartGuides), and Augmented Reality to maintain service quality. Cities that invest in smart tourism tech, such as that mentioned above, are better coping with surging demand even when hiring is tough. The Town of Collingwood needs to plan and incorporate relevant technologies as part of its plan to grow and manage tourism effectively, particularly through key communications channels as it build out its tourism website, work with the Destination Marketing Organization to further build out a visitor-facing website and plans future capacity-building supports for businesses.

Tech Adoption as the New Standard / Requirement for Digital Discoverability

- Generative AI is revolutionising marketing and trip planning. Virtual Reality and Augmented Reality are being used, by destination organizations and travellers, to preview destinations and enhance on-site experiences.
- 92% of younger travellers were inspired by social media for their last trip.



Click through rates are decreasing as people choose to simply trust and use what AI is producing (26% of searchers whose results include AI summary conclude search completely). This stresses the importance to build content that ensures specific questions are answered so that AI can pull from it easily (e.g., FAQs, tables, listicles, etc.). Collingwood also needs to understand how well its websites are set up to feed AI information (incl. AI content audit, agent friendly content, website speed), particularly for the future tourism website.



Collingwood must ensure visibility of its offers on major platforms (e.g. Google, Booking.com) and support industry in offering seamless digital services and ensuring SEO/AI optimization to remain competitive. Collingwood may be able to collaborate with other organizations such as Tourism Simcoe County, RTO7, or the South Georgian Bay Small Business Enterprise Centre to provide related resources and supports.

Research and Knowledge Landscape

Research and Resource Organizations

The following section presents the results of the scan of key tourism and tourism-related organizations that are specifically sharing knowledge, conducting research, and providing resources relevant to increasing the range and improving the quality of the Town of Collingwood's tourism knowledgebase. As such, this is not an exhaustive list and not all local or regional organizations are included.

Results from the organizational and resource landscape scan are presented as tables to facilitate ease of use and presentation of key information. The name, website, description of the organization, and an overview of the types of resources provided, along with examples, are included for each organization identified. Additionally, the results of the scan have been sorted into the following subsections:

- **Local/regional:** Key tourism-related organizations who are working directly in or whose mandate is focused on Collingwood and the surrounding South Georgian Bay area. These provide a good base for priority tourism partners.
- **Provincial:** Organizations who are based in and whose mandate applies to Ontario. Some of these may have broader connections, such as Toronto Metropolitan University. These represent organizations that Town of Collingwood can look to, through membership or partnership, to increase the Town's reach and support in driving broader change and advancing knowledge at the provincial level.
- **National:** Organizations whose focus and mandate concerns itself with the national landscape. These broadly include organizations that the Town can look to for broader landscape knowledge and learnings, such as trends, Federal level policy and priorities, and national-level tourism advocacy efforts.
- **International:** Organizations that the Town of Collingwood can look to for learning opportunities and resources including but not limited to self-paced courses, good practices and international-level research.

Overview	Research-related Resources
RTO7 https://rto7.ca/public/home	
RTO7 provides strategic leadership to grow tourism in the BruceGreySimcoe region. It is one of 13 RTOs in Ontario, funded by the Ministry of Tourism, Culture and Gaming.	 Tech Compass: A program helping tourism operators assess and implement technology solutions for business improvement.  Business and staff training: Includes Tourism SkillsNet 7 workforce development initiative training over 100 participants in hospitality skills like Smart Serve, WHMIS, and Food Safety. As well as service excellence training, RTO7 has partnered with Typsy to provide stakeholders in BruceGreySimcoe with free online learning tailored to meet your business needs and objectives, as well as personal goals. • Marketing and Data Use: Uses tools like Environics Analytics, LASR spend data, and Google Analytics to inform marketing and sustainable tourism strategies.  Tuesday Tutorials: Series of videos to instruct tourism stakeholders in BruceGreySimcoe in how to use the various tools available on social media. • Partnership Program: Supports tourism stakeholders in BruceGreySimcoe by offering matched funding for projects that align with RTO7's strategic plan.  T3 Accelerator Program: Provides tourism businesses, who have been operational for more than 12 months, the opportunity to apply for coaching assistance to further develop their business and to succeed.
Tourism Simcoe County https://experience.simcoe.ca/partner-resources/	
Tourism arm of Simcoe County, promotes Simcoe County as a premier four-season destination and supports tourism-related economic development.	 Tourism, Culture and Sport Enhancement Fund: Available to municipal corporations and not-for-profit organizations which provide services within the 16 member municipalities of the County of Simcoe. Streams include marketing, trails and cycling infrastructure, public art and beautification, workforce development, and signage. • Marketing Campaigns and programs: Includes a video series inviting visitors to take an "unforgettable journey" through outdoor adventures, agritourism, and cultural experiences. Includes the distribution program for tourism information resources and publications. Includes the Doors Open Simcoe County annual event offering free access to historic and cultural sites across the region.  Agritourism toolkit: Business resource that "contains all the information you will need to help you decide whether agritourism is right for you. It outlines the steps

Overview	Research-related Resources
	you will need to take to add an agritourism component to your existing farm business or to help grow your existing agritourism business."  Sustainable tourism: Page with definitions and pledge for sustainable tourism.
Grey County Tourism https://www.visitgrey.ca/industry	
Operates as the Destination Marketing Organization (DMO) within the County's Economic Development, Tourism and Culture department.	• Business enterprise centre: The Business Enterprise Centre provides small business owners and entrepreneurs in Grey County with the information, tools and guidance needed to successfully start, expand and grow a small business. • Industry Newsletter: Industry news and information for tourism industry across Grey County. • Marketing and Outreach: Active promotion through social media, regional publications, and visitor guides like the Waterfall Tour and Cycling Routes.
Community Futures South Georgian Bay https://cfsouthgeorgianbay.ca/	
Not-for-profit Community Futures Development Corporation (CFDC) supported by the Federal Economic Development Agency for Southern Ontario. It provides financing, mentorship, and training to entrepreneurs in West Simcoe, South Grey, and Dufferin County.	• Advice and Mentorship: One-on-one consulting to provide advice and guidance on developing a business and marketing plan, completing and reviewing financial projections, and many other aspects of running a business. Includes business coaching and mentoring programs like T3 Accelerator in partnership with RTO7. •  Workshops and Trainings: Regular webinar covering different topics of managing a business, innovating, and accessing resources. Including separate "Master Your Message" workshop series. •  Female Founders Network: Dynamic leadership program designed specifically for women small business owners and entrepreneurs. Includes a blend of practical training, mentorship, and peer support. • Additional resources: These are included in website (e.g., BizLink program).

Overview	Research-related Resources
South Georgian Bay Small Business Enterprise Centre https://enterprisecentre.ca/	
Operated by the Town of Collingwood. Serving Collingwood, The Blue Mountains, Clearview Township, and Wasaga Beach. It provides free consultations and resources to help entrepreneurs start and grow their businesses.	 Starter Company Plus: For entrepreneurs 18+ launching full-time businesses  Summer Company: For students aged 15–29 to start summer businesses  Foodpreneur Advantage: For food and beverage entrepreneurs in the early stages of development and are looking to gain knowledge in the food and beverage industry.  Virtual Service Advisory: One-on-one expert consultations.  Dedicated webinars and trainings: For example, the “Improve Your Digital Presence” event.
Collingwood Downtown Business Improvement Area (BIA) https://collingwooddowntown.com/	
The BIA has the main purpose of revitalizing the central business district, which includes the core area of the provincially designated historic district and new waterfront commercial development.	 Business directory and connections: Widespread and continuing support from the local businesses and the surrounding community; upkeep a business directory; hosts and facilitates business networking events.  Volunteer and input opportunities: Collingwood Downtown welcomes volunteer, business and community participation in all areas of the association. We have a number of committees that would benefit greatly from your input.  Events and placemaking initiative planning resources and supports: BIA manages the Collingwood Farmers’ Market, Downtown Santa Claus Parade, and supports other placemaking initiatives like the Downtown Collingwood Murals and Art on the Street.
Chamber of Commerce https://collingwoodchamber.com/	
A nonprofit organization, with members the Chamber is dedicated to the promotion and advocacy of Collingwood and area businesses.	 Benefits, discounts, and networking: Provides opportunities that each business member including their staff can take advantage of.  Advocacy and representation: The Chamber represents and supports the needs and views of their members plus enhance and further advance the economic health and vitality of the local business community. <i>Note: The Chamber’s website is currently under construction, and as such no specific program or support details could be sourced.</i>

Overview	Research-related Resources
Tourism Industry Association of Ontario https://www.tiaontario.ca/	
Industry association advocating for Ontario's tourism sector, representing thousands of tourism businesses, attractions, and regional organisations across the province. TIAO leads policy engagement with government on behalf of the industry.	 Evidence-based advocacy: Co-authored the inaugural State of the Ontario Tourism Industry Report (2022) with the Ontario Chamber of Commerce. This report called for a provincial tourism strategy and highlighted needs like workforce development and infrastructure investment. • Conducts regular industry surveys (e.g. on business solvency, staffing shortages, travel restrictions impact during COVID) to inform its lobbying. • Events and Sector Connections: Hosts the annual Ontario Tourism Summit, focused on sharing research and best practices for rebuilding tourism (e.g. sessions on digital marketing trends, indigenous tourism growth, and rural tourism opportunities). Also organizes the Ontario Impact Tourism Sustainability Conference and other learning and advocacy events.  Providence-wide initiatives and research: For example, the cross provincial framework for product gap analysis, which relies on visitor data and trends data. Includes different layers to understand product/service make up across Ontario and then identify gaps. Unclear as to how or when it will be made available.
Indigenous Tourism Ontario https://indigenoustourismontario.ca/	
Ontario's dedicated Indigenous tourism organisation, uniting Indigenous communities, businesses, and partners to grow Indigenous tourism in the province. ITO focuses on product development, marketing support, and advocacy that respect Indigenous culture and generate economic opportunities.	• Strategic Direction: Released a Five-Year Strategic and Recovery Plan (2020) outlining steps to stabilize and grow Indigenous tourism. Develops specialized strategies such as F.E.A.S.T.: Growing Indigenous Food Tourism in Ontario (2021), which provided a framework for developing culinary tourism experiences rooted in Indigenous traditions. • Network connections and learnings: Tracks industry progress, publishing Indigenous Tourism Landscape reports with updated stats on the number of Indigenous-owned tourism businesses, jobs, and revenue in Ontario.  Business and development support: Provides business support to Indigenous tourism business owners and operators.

Overview	Research-related Resources
Destination Ontario https://www.destinationontario.com/	
The tourism marketing agency of the Government of Ontario (est. 1999), mandated to promote Ontario as a travel destination domestically and abroad. Works with industry partners on campaigns and market research to increase visitation and tourism revenues.	 Ontario Insights Portal: Hub for Ontario-specific market and performance insights, launched Fall 2025. • Marketing Campaigns and Supporting Resources: Includes sharing regional insights (e.g. Northern Ontario travel studies) and contributes data to the Canadian Tourism Data Collective, ensuring partners can tailor products to market trends.  Consumer and market insight: Conducts proprietary research to inform marketing strategy, providing timely reports and data to tourism partners. • Travel Intentions and Motivators surveys: to track Ontarians' travel plans and preferences (gauging interest in local vs. outbound travel). In 2025, Destination Ontario reported a surge in interest from European travellers (UK, Germany, France) considering trips to Ontario, using a special EU Traveller Pulse Survey to guide international marketing.
Ontario Ministry of Tourism, Culture, and Gaming https://www.ontario.ca/page/ministry-heritage-sport-tourism-culture-industries	
Provincial government ministry responsible for tourism policy, research, and development	 Tourism Statistics and Data: The Ministry's tourism research unit compiles Ontario's tourism statistics (visitor volumes, economic impact, etc.) for public use. Including, reporting on tourism contributions to GDP and jobs supported through tourism activities. • Destination Ontario: Provincial Ministry that oversees Destination Ontario. • Tourism Regional Economic Impact Model: A data analysis simulation tool that helps organizations and people learn more about the economic impact of tourism in Ontario.  Provides grants/programmes: Focused on tourism and cultural initiatives.
Ontario Ministry of Sport https://www.ontario.ca/page/ministry-sport	
The provincial ministry's sport division, which supports amateur sport and major events as a	 Ontario Sport Hosting Program: Manages the Ontario Sport Hosting Program, an annual funding programme to help cities and organisations host national and international sporting events

Overview	Research-related Resources
driver for tourism and community development.	 Sector research and reports: Tracks the economic impact of sport events (e.g. tourism influx, jobs supported) through post-event evaluations and releases year-end summaries of funded events and their outcomes.  Funding and grants: In 2025, it announced a \$3 million fund for new event bids, expecting to attract thousands of visitors and stimulate local economies.
Toronto Metropolitan University – Institute for Hospitality and Tourism Research https://www.torontomu.ca/htmresearch/	
The research institute at Toronto Metropolitan University, focused on bridging academic theory and industry practice in tourism and hospitality. It engages faculty and students in applied research to address real-world challenges in the tourism sector.	• Collaborations: Collaborates with industry and government partners on studies to inform destination management and workforce development. For example, the Institute examined how Business Improvement Areas (BIAs) can enhance local tourism by animating neighbourhoods and supporting visitor services.  Research Findings and Reports: Findings are shared through publications, an annual research symposium, and briefings to stakeholders, helping translate research into practice for Ontario’s tourism industry.

Overview	Research-related Resources
Destination Canada https://destinationcanada.com/	
Canada's national tourism organization (Crown Corporation) responsible for marketing Canada and leading research on tourism demand and performance	 Market intelligence and forecasts: Publishes visitor statistics and trend analysis (e.g. Quarterly Tourism Snapshot reports) and 5-year tourism outlook models. • Destination Development Initiatives and Supports: Leads destination development initiatives like the Tourism Corridor program, a dedicated program to create collaborative and sustainable regional tourism strategies, and provides resources and supports to build capacity.  Canadian Tourism Data Collective: Platform to centralize tourism data.
Tourism HR Canada https://tourismhr.ca/	
National not-for-profit organization dedicated to building a world-leading tourism workforce in Canada; provides labour market intelligence for the tourism sector	• Workforce research reports: Issues annual updates on tourism employment (e.g. State of the Industry Workforce Snapshot series) and labour supply-demand forecasts (Future of Canada's Tourism Workforce) • Special studies: On tourism skills, productivity, and workforce recovery post-COVID (2021-2024)
Tourism Industry Association of Canada https://tiac-aitc.ca/cgi/page.cgi?_id=140	
National industry association representing the full breadth of Canada's travel and tourism businesses as a voice for tourism policy and growth.	 Industry performance and market insights: Produces an Annual Report on tourism's economic impact and advocacy priorities • Travel Economy Series of market profiles (2018-2020): Reports on segments like Indigenous tourism and Women in Tourism. • Briefs and policy: Including federal budget recommendations.

Overview	Research-related Resources
Stats Canada – Tourism Statistics https://www.statcan.gc.ca/en/subjects-start/travel_and_tourism	
Canada's national statistical agency, which compiles official data on travel and tourism activity	• National Tourism Indicators (NTI): Quarterly reports measuring tourism GDP, employment, and spending • Tourism Satellite Account updates: Reports quantifying tourism's economic footprint • Survey data on domestic and international travel: For example the Frontier Counts data that provide counts of entries into Canada by international travellers at Canadian ports of entry by selected categories, as well as other visitor numbers with analytical highlights (e.g. Canada at a Glance: Tourism 2023)
Conference Board of Canada – Tourism https://www.conferenceboard.ca/focus-areas/canadian-economics/travel-markets-outlook/	
Economic think tank's Canadian Tourism Research Institute, providing in-depth analysis of travel trends by Canadians and international visitors	 Travel Markets Outlook: Annual 5-year forecast report for tourism performance in Canada (national, provincial, and metro levels) • Outbound Canada monthly reports: Track Canadians' travel abroad (with trends and consumer confidence indicators) • Custom research: On tourism market trends and modeling of economic impacts.
Indigenous Tourism Association of Canada https://indigenoustourism.ca/	
National organization devoted to growing and promoting Indigenous tourism in Canada, uniting Indigenous communities and industry partners.	• Strategic plans and impact studies: Developed "Forward Together – A Strategic Recovery Plan for the Indigenous Tourism Industry in Canada 2020-24" to guide post-pandemic rebuilding. • Annual action plans and sector impact reports: Highlight Indigenous tourism businesses, employment, and market trends (e.g. pre- and post-COVID recovery metrics)
Travel and Tourism Research Association – Canada Chapter https://ttracanada.org/	
Canadian chapter of TTRA, a professional association of tourism	 Academic research knowledge-sharing: Hosts an annual TTRA Canada conference for academics and practitioners to present new research

Overview	Research-related Resources
research and marketing professionals	• Newsletters and yearly conference: Share studies and best practices in tourism marketing and planning

International

Overview	Research-related Resources
United Nations (UN) Tourism https://www.unwto.org/	
The United Nations specialized agency for tourism, leading international efforts to promote responsible, sustainable and accessible tourism. It serves as the authoritative source for global tourism data and standards.	• Global tourism barometers: Periodic reports monitoring international tourist arrivals and trends) • International Tourism Highlights: Annual summary of global tourism, e.g. 2023 edition analyzing COVID-19 impacts on 2020–2022 tourism) • Policy guides: On topics like tourism governance, sustainability, and COVID recovery.
World Travel and Tourism Council https://wtcc.org/	
A global forum of travel and tourism business leaders (industry association) that provides authoritative research on tourism's economic and social impact worldwide.	•  Economic Impact Reports: Produces annual Travel and Tourism Economic Impact reports for the world and 180+ countries, detailing tourism's contribution to GDP and employment (incl. Canada) •  Specialized studies: City tourism impact, climate action roadmaps, and sector recovery analyses during COVID-19
World Economic Forum – Travel and Tourism Development Index https://www.weforum.org/reports/travel-and-tourism-development-index-2021	

Overview	Research-related Resources
An international NGO that benchmarks competitiveness and sustainability in travel and tourism development across countries.	• Travel and Tourism Competitiveness/Development Index: Biannual global index report (last released as Travel and Tourism Development Index 2021, in May 2022) evaluating 117 economies on tourism business environment, infrastructure, resources, and sustainability. Also provide rankings and detailed country profiles to guide investment and policy for resilient tourism growth.
Organization for Economic Co-operation and Development (OECD) – Tourism https://www.oecd.org/cfe/tourism/	
The OECD's program on tourism policy conducts research among developed economies to inform best practices in destination management and tourism development.	• OECD Tourism Trends and Policies: Biannual flagship report reviewing tourism performance and policies in 50+ countries (e.g. 2020 and 2022 editions), highlighting structural challenges (like COVID-19 impacts) and recommending policy strategies for sustainable tourism growth. •  Policy papers on thematic issues: Managing overtourism, innovation in tourism SMEs, etc. • Comparative indicators: Databases across member countries.
European Travel Commission https://etc-corporate.org/	
Non-profit association of 35 National Tourism Organizations in Europe, coordinating research and promotion for Europe as a destination.	• European Tourism Trends and Prospects: Quarterly reports analyzing tourism performance in Europe (visitor arrivals, travel sentiment, and short-term outlook) • Freely available market intelligence: tracking recovery and challenges by season. • Long-Haul Travel Barometer: Survey of travel sentiment in key overseas markets toward Europe and monitors sentiment for intra-European travel. •  Handbooks on destination management: Encouraging Sustainable Tourism Practices (2021) guiding European destinations on sustainability measures.
Destinations International https://destinationsinternational.org/	
The world's largest association for DMOs. DI champions best practices and education	•  DestinationNEXT Futures Study: Comprehensive research study (2021) identifying future trends and strategic opportunities for DMOs globally to rebuild visitor economies post-COVID and integrate sustainable development. The report outlined transformational strategies (e.g. destination alignment, sustainable development, values-based marketing) for destination organizations.

Overview	Research-related Resources
in destination promotion and management.	• Benchmarks and toolkits: Annual DMO organizational and financial surveys, crisis management guides that draw on industry research to help destinations navigate challenges and measure performance.
Travel and Tourism Research Association https://ttra.com/	
Global network of tourism researchers dedicated to improving the quality, effectiveness and use of travel research. Members include academics, destination analysts, and industry research professionals.	•  Knowledge exchange and publications: Organizes annual international conferences (TTRA Annual Conference) where latest tourism research findings are presented and discussed. • Journal of Travel Research: A leading academic journal on tourism and other scholarly/professional publications
Centre for Responsible Travel https://www.responsibletravel.org/	
NGO/think-tank focused on promoting responsible, sustainable tourism through research, education, and advocacy.	•  "The Case for Responsible Travel" series: Releases an annual Trends and Statistics report documenting the latest consumer and industry trends in sustainable tourism. Recent editions (e.g. 2019, 2020, and 2021/2022 reports) highlight growth in traveler demand for eco-friendly options and feature case studies of social and environmental initiatives in tourism. •  Studies on specific issues: Climate change resilience, tourism in developing regions. • Convenes the Future of Tourism Coalition: Launched 2020 with other NGOs to push for global principles in destination stewardship
The Travel Foundation https://www.thetravelfoundation.org.uk/	
UK-based charity that works globally to advance sustainable tourism and destination management.	•  Destination sustainability reports: Published "Destinations at Risk: The Invisible Burden of Tourism" (2019) – a report (with Cornell University) revealing the hidden costs of unmanaged tourism growth on destinations' infrastructure and environment. • "Envisioning Tourism in 2030 and Beyond" (2023): Outlining scenarios for a decarbonized, net-zero tourism industry by 2050.

Overview	Research-related Resources
	• “Creating Equitable Destinations” (2022): Provides strategies for DMOs to spread tourism benefits more fairly and avoid overtourism backlashes. • Co-leads the global Glasgow Declaration on Climate Action in Tourism (2021): Initiative to support climate action planning in tourism.
The Travel Corp https://ttc.com/	
The Travel Corporation (TTC) is a global family of travel brands known for an industry-leading commitment to sustainable tourism, it also operates the non-profit TreadRight Foundation.	💡 Sustainability Impact Report: Publishes an annual Sustainability Impact Report on progress toward these goals (e.g. reducing carbon footprint, supporting local communities) • TreadRight Foundation: Through its foundation, TTC has supported 65+ sustainable tourism projects worldwide across its three pillars (Planet, People, Wildlife) 💡 Best practices: Shared via its Make Travel Matter initiatives and industry partnerships (including a carbon footprint e-assessment tool launched in 2021).
Global Sustainable Tourism Council https://www.gstc.org/for-destinations/	
Global Sustainable Tourism Council (GSTC) is an international body that establishes and manages global standards for sustainable travel and tourism.	💡 GSTC’s criteria: Serve as the worldwide benchmark for sustainability in destinations and tourism businesses. They are baseline standards for destinations, hotels, tour operators) – updated to version 2.0 in 2019 after extensive global consultation (aligning criteria with UN SDGs). • Conducts destination sustainability assessments: Published a Global Report on GSTC-assessed Destinations in 2019, analyzing 24 destinations’ sustainability strengths and gaps with a partner university). 📢 Co-produces the Destination Stewardship Report: E-quarterly publication to share best practices in destination management.
United Nations Educational, Scientific and Cultural Organization (UNESCO) https://www.unesco.org/	
UNESCO – the UN Educational, Scientific and Cultural Organization – stewards cultural and natural heritage globally and	📢 Culture and heritage tourism initiatives: Launched the UNESCO Sustainable Travel Pledge (2019) with industry partners to encourage tourism businesses in adopting eco-friendly and community-minded practices.

Overview	Research-related Resources
advocates for tourism's role in sustainable development.	• Partners with UN Tourism on research and events: Merging tourism and culture to emphasize that cultural tourism can be a powerful catalyst for sustainable development by protecting heritage and benefiting communities.
International Council on Monuments and Sites (ICOMOS) https://www.icomos.org/	
Global NGO of heritage experts working to conserve and protect cultural heritage sites worldwide. Through its scientific committees, it advises on sustainable tourism that respects heritage values.	• Heritage tourism charter: Adopted a new International Cultural Heritage Tourism Charter (2022). The charter incorporates sustainable tourism management, community engagement (including Indigenous rights), and climate action principles for heritage sites, aiming to recalibrate tourism's impacts on cultural places. •  Guidelines and studies: On cultural tourism management to ensure tourism development aligns with heritage conservation.

Tourism Events

The following section presents a summary of tourism-focused and related conferences and events that may be worthwhile opportunities for the Town of Collingwood tourism staff to be present at and participate in.

Regional and Provincial

Name and Location	Description and Focus	Date
TIAO Summit <i>Location varies</i>	Ontario Tourism Summit is Ontario's award winning, flagship tourism industry conference, bringing together hundreds of operators, destinations, municipalities, community leaders, sector associations, and decision-makers from across the province. The conference programming is curated by industry input and aligned with priorities identified through the Ontario Tourism Strategy consultations.	Annual, Autumn
IMPACT Sustainability Travel and Tourism Conference – Ontario <i>Location varies</i>	Ontario iteration of the IMPACT Sustainable Travel and Tourism Conference, hosted by TIAO. The Ontario event seeks to engage and connect “sustainability champions, tourism experts, and community leaders in Ontario and beyond, all committed to a more sustainable industry. Experience highlights like international best practices, invaluable resources, and new research in sustainable tourism.”	Annual, Spring
Tourism Mini Conference <i>Location varies</i>	“A dynamic and insightful mini conference focused on empowering tourism operators in Bruce, Grey and Simcoe Counties.” Put on by Community Futures South Georgian Bay and the South Georgian Bay Small Business Enterprise Centre.	Annual, Spring

Recommendation: The Town of Collingwood should prioritize attending OTS at least every two years. As part of attending, participating staff will need to capture their notes in a relevant and consistent way.

National and International

Name and Location	Description and Focus	Date
TIAC National Congress <i>Ottawa, biannual</i> <i>Elsewhere in Canada, biannual</i>	Through curated educational sessions, workshops and panels from industry-leading experts, you'll get the knowledge you need to elevate your tourism business and understanding of the industry to thrive. Congress is open to both members and non-members of the Tourism Industry Association of Canada (TIAC).	Annual, Autumn
IMPACT Sustainability Travel and Tourism Conference – National <i>Victoria, BC</i>	"a leading sustainability summit for global travel and tourism. Our annual Global Summit in Victoria, BC unites DMOs, tourism operators, government, Indigenous leaders and academia in a collaborative, innovative dialogue on our industry challenges."	Annual, January
Taste of Place Summit <i>Location changes each year, Canada.</i>	Organized by the Culinary Tourism Alliance, a summit where destination and economic developers, managers, thought leaders and marketers meet to build their tastes of place, unlocking the positive power of growing culinary tourism.	Annual, Spring
International Indigenous Tourism Conference <i>Location changes each year, Canada.</i>	IITC is a gathering of industry professionals, community leaders, entrepreneurs, and partners dedicated to promoting and celebrating the vibrant world of Indigenous tourism. The purpose is to showcase the diverse cultures, traditions, and tourism experiences offered by Indigenous communities in Canada and beyond.	Annual, Winter
Destinations International Annual Convention <i>Location changes each year, USA.</i>	Annual Convention is the destination organization industry's premier event to meet your peers and gain cutting-edge knowledge to tackle the challenges of tomorrow.	Annual, Summer
Global Destination Sustainability (GDS) Forum and Impact Day	The GDS-Forum convenes destination leaders and sustainability champions from around the world. This is a dynamic, fun and unconventional gathering to discuss sustainability and impact strategies and best practices, learn from GDS-Index journeys, and co-create new approaches and initiatives for greater regenerative destination management.	Annual, Summer

<i>Location changes each year, Europe</i>		
Green Destinations Global Conference <i>Location changes each year, Europe</i>	Event gathers thought leaders and innovators from around the world to explore sustainable solutions and exchange best practices.	Annual, Autumn
Creative Cities Summit <i>Location changes each year, Canada.</i>	Annual meeting in different Canadian cities for established and aspiring culture workers to meet, share ideas, connect, and work together to build vital infrastructure for arts and cultural development across Canada's towns and cities. The conference is now known as the Creative City Summit.	Annual, Autumn

Next Steps and Staying in the Know

OTS Collaborations Ideas

The below presents a list of potential collaborations for the Town of Collingwood with key organizations who presented at the 2025 Ontario Tourism Summit. The below is a complement to the "Tourism Research and Knowledge Landscape" section of this report. The ideas are cross-referenced and connected to select strategic initiatives from the Tourism Master Plan (TMP).

Collaboration Idea	Connected TMP Initiative
1. Work with Golf Ontario and Town of The Town of The Blue Mountains to promote the area's golf offers.	B2.1 - Identify and assess tourism product development opportunities, including collaboration opportunities
2. Collaborate with the Institute for Canadian Citizenship's Canoo App to have dedicated offers in Collingwood to reach new Canadian residents and citizens.	B2.1 - Identify and assess tourism product development opportunities, including collaboration opportunities
3. Work with Tourism Simcoe County to explore and ensure availability of connections and information for how to arrive and explore the area around time of FIFA, including Collingwood.	- B2.1 - Identify and assess tourism product development opportunities, including collaboration opportunities - B3.2 - Conduct analysis of visitor movement habits and needs to facilitate multi-modal movement across Collingwood and the broader region
4. La Tablée des Chefs, Ottawa's Food Recovery Program as case study that could be replicated in Collingwood by bringing together accommodation providers and food service providers to donate food that may go to waste to help feed others.	A2.3 - Identify and implement short-term actions for improving the sustainability of tourism in Collingwood
5. Opportunity to work with the Canadian Queer Chamber of Commerce inquire into and better understand supplier diversity across Collingwood. Has relevance and ties into Collingwood Pride as part of overall business culture and welcoming destination reputation.	B2.4 - Collaborate with others to deliver tourism-specific training and supports to industry
6. Foster more connection and collaboration with Arts Organizations in Collingwood to bring them into the fold of tourism and get a better sense of long-term partnership and support.	- B2.1 - Identify and assess tourism product development opportunities, including collaboration opportunities - B2.3 - Explore the feasibility of evolving select community events into visitor-facing events

7. Work directly with Destination Ontario by submitting content and assets, suggesting and collaborating on FAMs and press trips, facilitating in-market activities, and participating in marketing programs.	• C1.2 - Develop and implement a values-based destination marketing plan that balances the business (i.e., economy) of tourism with the needs of the community and the environment
--	--

Research Update System – Checklist for Staying in the Know

The checklist that follows is a tool for Town of Collingwood Staff to use and maintain a system and related process of staying on top of relevant news, research, trends, and resources connected to tourism development, management, marketing, and stewardship. It also connects to aspects of the Town's role as a communicator and connector of resources for tourism industry members and partners. Each item includes the recommended frequency as "ongoing", "weekly", "monthly", "quarterly" or "annual".

Set-up: Subscribe and Monitor

- Sign up for newsletters from key organizations and trusted sources – **Ongoing**
 - *Example: Destination Ontario Insights Portal (Monthly); Destination Canada Insights (Monthly); TIAO Weekly Updates; Other as identified*
- Set and review Google Alerts for articles and resources - **Weekly**
 - *Example: "Ontario + tourism"; "Canada + tourism"; "Canada + sustainable tourism"; "Tourism trend"; Other as identified*
- Follow trusted sources (i.e., Organizations identified in this report to start) on LinkedIn and other channels - **Ongoing**

Adopt: Review and Learn

- Explore and check Destination Ontario's Insights Portal – **Quarterly**
- Explore and get familiar Destination Canada's Data Collective – **As needed**
- Read core reports and indicators from trusted sources – **Quarterly**
- Update "Tourism Research and Knowledge Landscape" to maintain a relevant base of trusted organizations - **Ongoing, with dedicated annual review**

Participate: Apply and Share

- Confirm Sector Events and Conferences to Attend – **Annual**
 - *Suggested approach: Create an event attendance plan for each year, which identifies the event, who may attend, and alternates between events.*
 - *Design and implement a standardized note-taking canvas for staff to capture their notes in a relevant and consistent way.*
- Monitor Workshop and Webinars, via newsletters and organizational resource announcements, to attend and/or share with industry – **Monthly**
- Document and summarize key trends and best practices from events and reports for adding into TMP implementation and sharing with industry partners – **Quarterly**
- Share relevant articles or reports on municipal LinkedIn and/or tourism newsletter – **Monthly**

Appendix A: Trends Resources

- Agarwal et al. "Four Decades of Sustainable Tourism Research." 2024.
- Deloitte & Google. "NextGen Travellers and Destinations: Travel Transformation Toward 2040." Business Traveller, May 2025.
- Deloitte. "2023 Travel Industry Outlook." Travel Weekly, January 2023.
- Destination Canada / Tourism Economics. "Tourism Outlook: Unlocking Opportunities for the Sector (Fall 2023)." December 2023. Accessed August 26, 2025.
(https://archives.destinationcanada.com/sites/default/files/archive/1889-Tourism%20Outlook%20-%20Fall%202023/Fall%20Tourism%20Outlook_Public%20Report_12.12.23.pdf) .
- Destinations International & MMGY NextFactor. "2025 DestinationNEXT Futures Study."
- Euromonitor International. "Top 100 City Destinations Index 2023 – Key Findings." Reported by Tourism & Society, December 2023.
- Holden, Jamal & Burini. "The Future of Tourism in the Anthropocene." 2022.
- Jim Makos. "PESTLE Analysis of the Tourism Industry (2024)." Pestleanalysis.com, July 2024.
- McKinsey & Company. "What Is the Future of Travel?" McKinsey Article, June 7, 2024.
- Skift. "Skift Travel Megatrends 2023." April 2023.
- SmartGuide. "How destinations and tourism businesses can overcome off-season challenges to boost year-round visits and revenue." November 2024. Accessed September 5, 2026.
(<https://blog.smart-guide.org/en/how-destinations-and-tourism-businesses-can-overcome-off-season-challenges-to-boost-year-round-visits-and-revenue>)
- The Guardian. "Can the tourism industry survive the climate crisis?" Feature, December 2023.
- Tourism Industry Association of Ontario (TIAO). "A Strategic Playbook for Ontario's Tourism Industry 2025-2030."
- Tourism Panel on Climate Change (TPCC). "Tourism & Climate Change Stocktake 2023." December 2023.
- World Economic Forum (WEF). "Future of Travel and Tourism: Embracing Sustainable and Inclusive Growth." 2025.
- World Travel & Tourism Council (WTTC). "Net Zero Roadmap for Travel & Tourism." 2024.
- WTTC & Oliver Wyman. "Navigating the Sustainability Journey: The Impact of Mandatory Reporting on Travel & Tourism." 2024.
- WTTC & Saudi Ministry of Tourism. "The Social Impact of Global Tourism." 2023.
- WTTC & Trip.com Group, with Deloitte. "A World in Motion: Shifting Consumer Travel Trends in 2022 and Beyond." January 2023.

