Destination Canada is growing local tourism with Google AI

DESTINATION CANADA

"With the help of Google AI, we're giving local businesses and governments real-time insights to power tourism growth."

Meaghan Ferrigno, Interim President and CEO

Challenge

Tourism is one of Canada's most powerful economic engines, yet critical insights were scattered across countless sources, making it difficult to gain a clear, unified view of the sector. Without a trusted central platform, decisions relied on fragmented information, limiting Canada's ability to fully unlock tourism's potential.

Solution

To overcome this, Destination Canada partnered with Statistics Canada and the Department of Innovation, Science and Economic Development to create a unified platform that brings together vast amounts of data, and delivers timely insights to governments, communities, and businesses across the Canadian tourism ecosystem. Powered by Google Cloud, Destination Canada built the Canadian Tourism Data Collective, a trusted hub for accessing and sharing insights and a central source of tourism intelligence. The platform is revolutionizing how Canadian destinations are marketed, developed, and managed. By unifying data silos, it provides one location for robust data, research, and insights that inform smarter decisions and strengthen Canada's global competitiveness.

Impact

The Canadian Tourism Data Collective has already unified over 34 billion rows of data from 230 sources across 5,000+ regions and continues to grow, unlocking advanced capabilities like real-time forecasting, predictive analytics, and generative AI tools. It enables communities, operators, and governments to make smarter, faster investments, from targeted marketing to new experiences, and replaces fragmented analysis with streamlined, confident decision-making. With the help of Google AI, Canada's tourism sector is poised to strengthen its global competitiveness and generate up to $160 billion in annual revenue by 2030.

Google

Learn more at g.co/canadianinnovation