

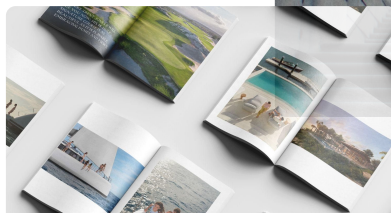
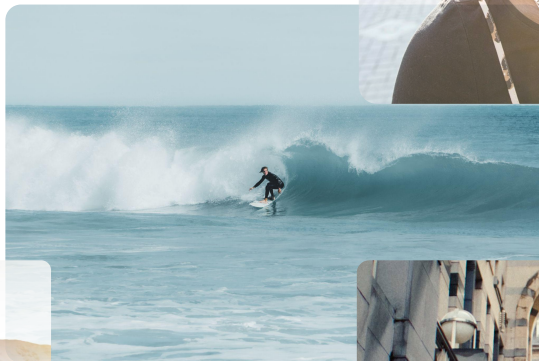
ETC Industry Forum

Tourism & Communities

Building Bridges Amid Unbalanced Growth

NOVEMBER 2025


resonance



Resonance creates **transformative** strategies, brands and experiences that attract visitors, talent and investment.

CANADA™

BRUSSELS

VisitEngland 

TOURISM
NIAGARA
CANADA

San Diego

 Hamburg
Marketing

GENEVA

 GRE
LIÈGE



WONDERFUL
COPENHAGEN 

 CALGARY MUNICIPAL
LAND CORPORATION

Ho Chi Minh City

TOURISME /
MONTREAL

BARBADOS

ARUBA

Visit
Saudi

VISIT  PITTSBURGH


Qiddiya

Travel Alberta
Canada 

NYC

HOUSTON

ChristchurchNZ

travel
PORTLAND

 OTTAWA

DESTINATION
VANCOUVER

DESTINATION
TORONTO 


Los Angeles

 Fáilte
Ireland

 DISCOVER 
SASKATOON

ENVISION
Saint John

Implementing a **Social License** and renewed **mindset** for Destination Canada



“The reason we come to work every day is to help tourism generate wealth and wellbeing for all of Canada and enrich the lives of our guests. As stewards of our destination, we work to ensure tourism yields net positive economic, sociocultural, and environmental benefits for all.

To measure our progress toward this aspiration, we developed a new, more comprehensive framework—the Wealth & Wellbeing Index. This is not just about the money made from tourism. It’s about understanding and enhancing the overall impact tourism has on our communities and landscapes.

We need to see the bigger picture: How does tourism contribute to our society and environment? Does it make Canada a better place to live, work, and visit?”

Destination Canada's 2030 Strategy

A World of Opportunity



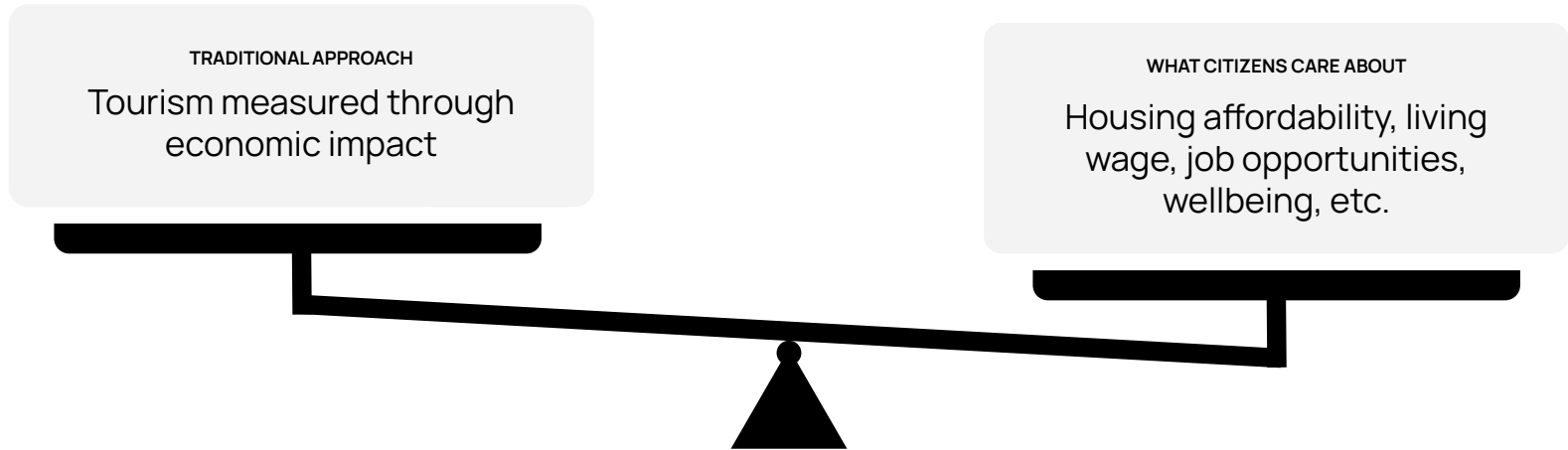
Destination Canada's 2030 Strategy

A World of Opportunity



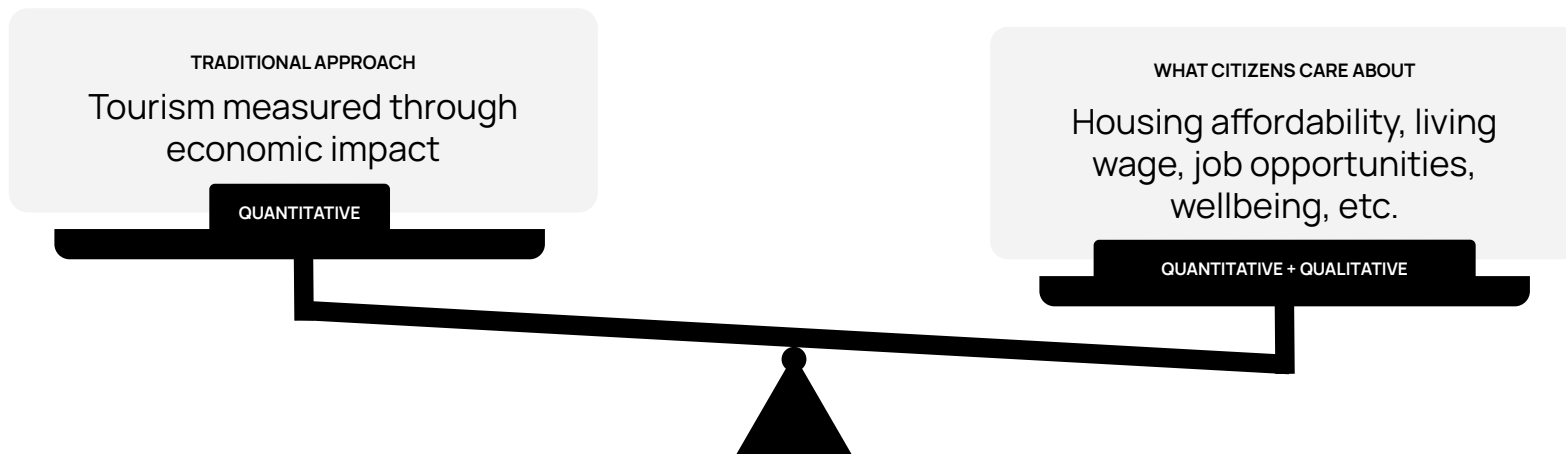
A Paradigm Shift

How do we go beyond a traditional approach to measuring tourism to a more holistic approach to take part in what residents and communities actually care about.



A Paradigm Shift

How do we go beyond a traditional approach to measuring tourism to a more holistic approach to take part in what residents and communities actually care about.



Building upon innovative socio-economic and regenerative frameworks

WEF TRAVEL & TOURISM
DEVELOPMENT INDEX



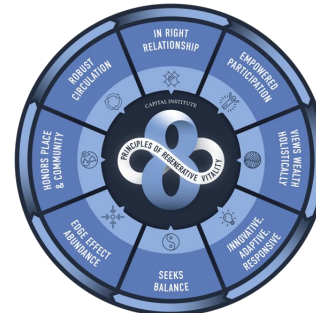
STATSCAN QUALITY OF
LIFE INDEX



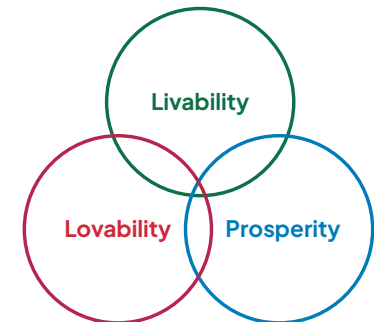
UN SDG GOALS



REGENERATIVE ECONOMY



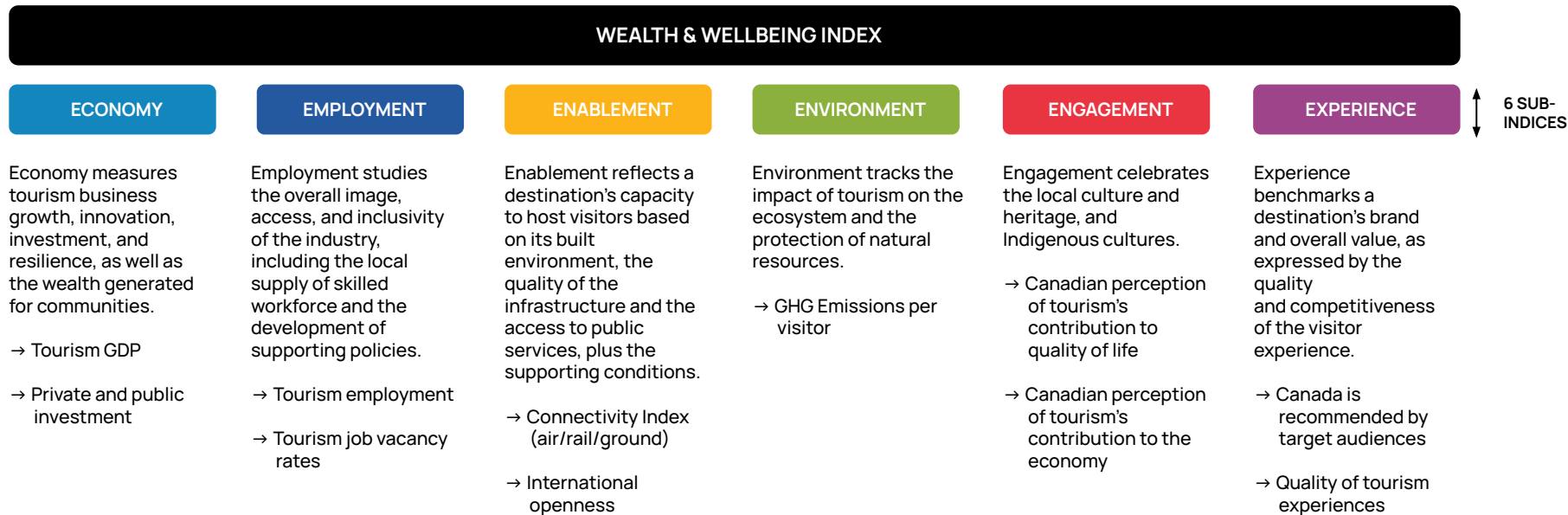
PLACE POWER© SCORE



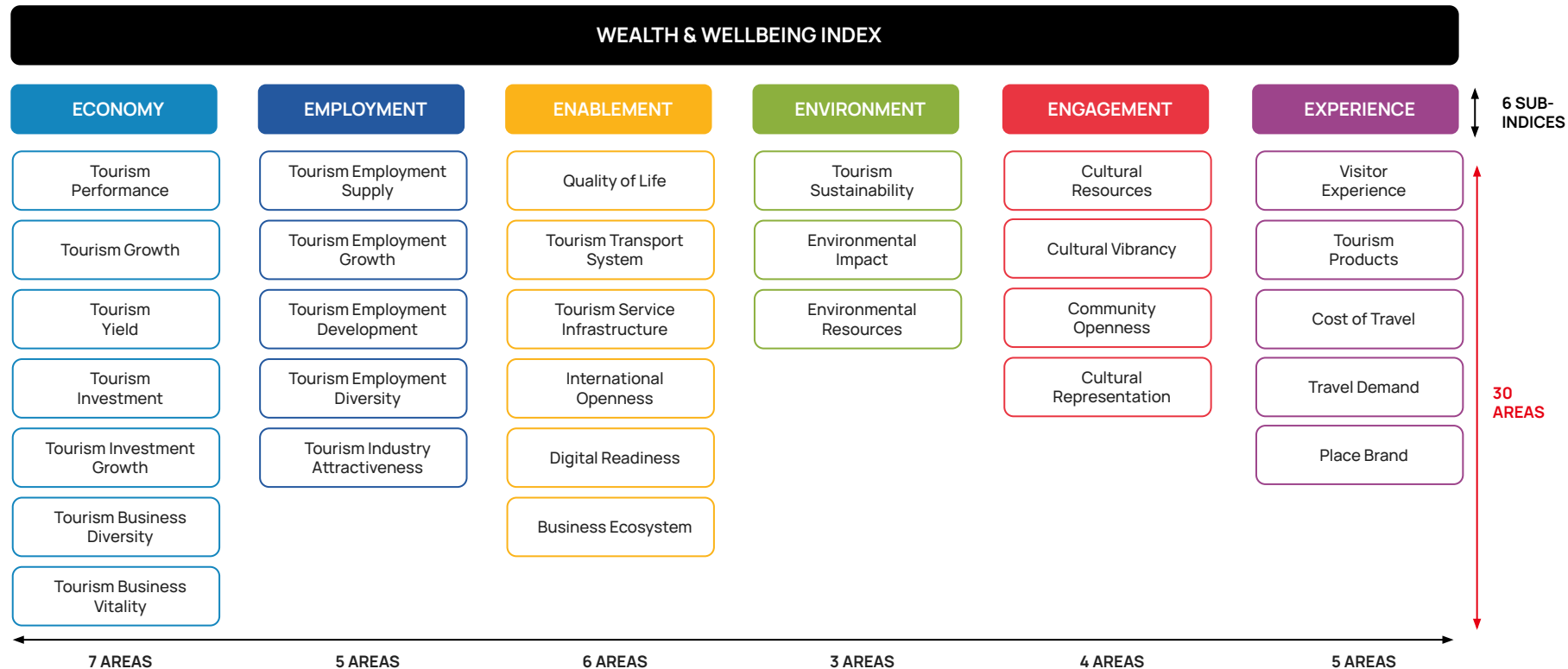
Introducing the Wealth & Wellbeing Index



Introducing the Wealth & Wellbeing Index



Introducing the Wealth & Wellbeing Index

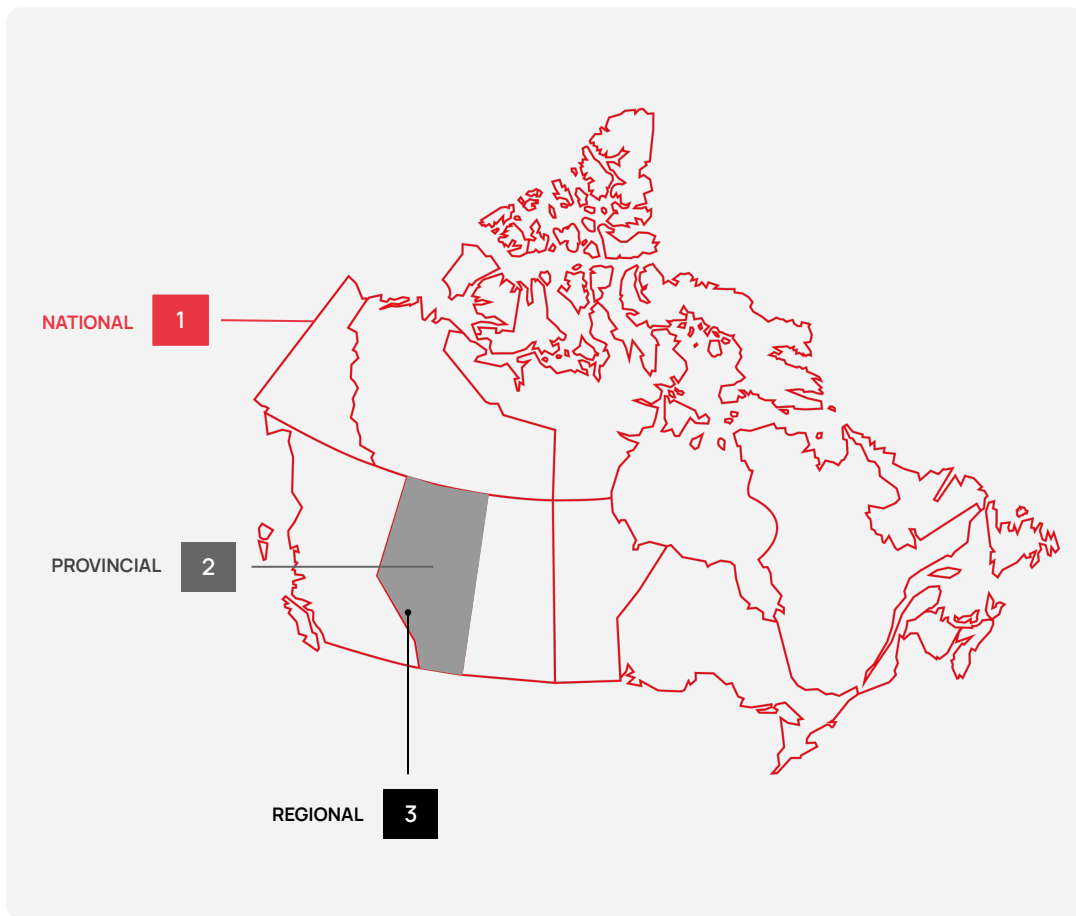


Tracking progress at a National, Provincial and Regional Level

Destination Canada provides resources and funding to aggregate data at the Provincial Level

Destination Canada works with local communities to inform W&W measurement at a Regional level.

Pilot project: Banff & Lake Louise



Why this is relevant for
European destinations?



ARGENTINA



AUSTRALIA



BELGIUM



BRAZIL



CANADA



CHILE



CHINA



COLOMBIA



FRANCE



GERMANY



GREAT BRITAIN



HUNGARY



INDIA



INDONESIA

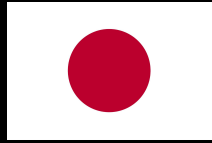


IRELAND

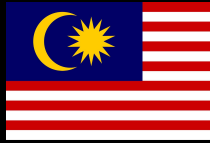
20,000+ households in 30 countries that represent
61% of the world's population and 85% of the global economy



ITALY



JAPAN



MALAYSIA



MEXICO



NETHERLANDS



PERU



POLAND



SAUDI ARABIA



SOUTH AFRICA



SOUTH KOREA



SPAIN



SWEDEN



THAILAND



TURKEY



USA

Increasingly, people want to go the same places.
And most of these places are in Europe

80% of travelers go
to less than 10% of
the world's destinations.



European destinations represent **45%** of global preference.

Last year, it was **41%**.

2025 → 2026

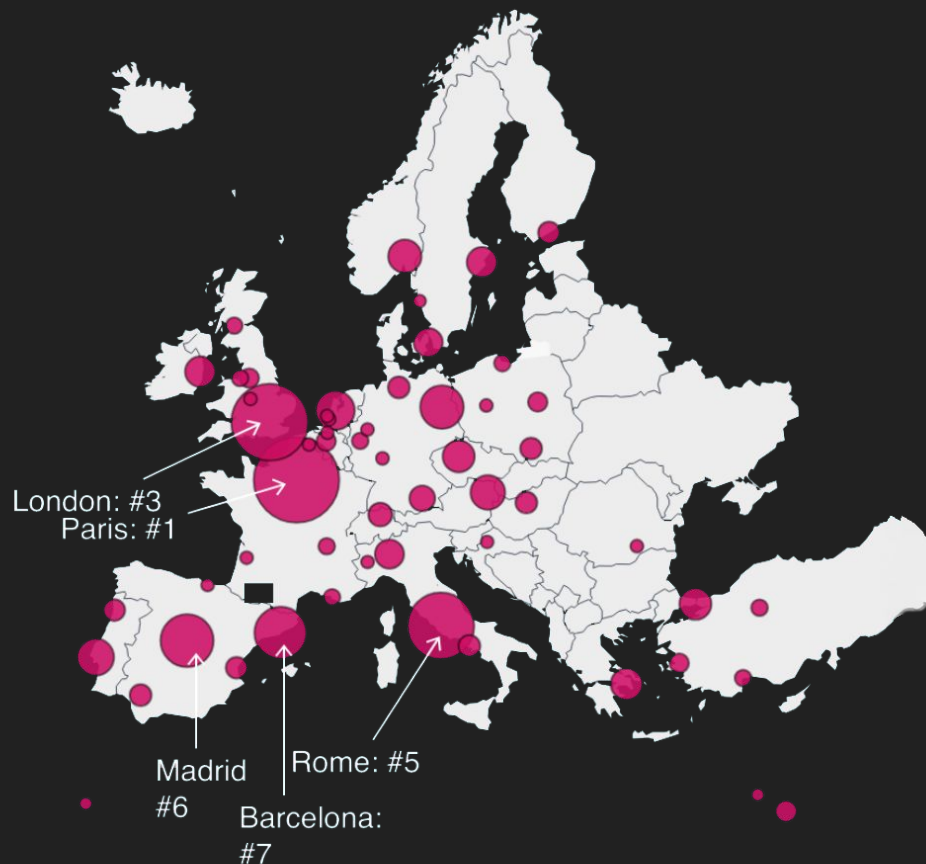
Paris: 7.8% → 8.6%

London: 6.7% → 6.9%

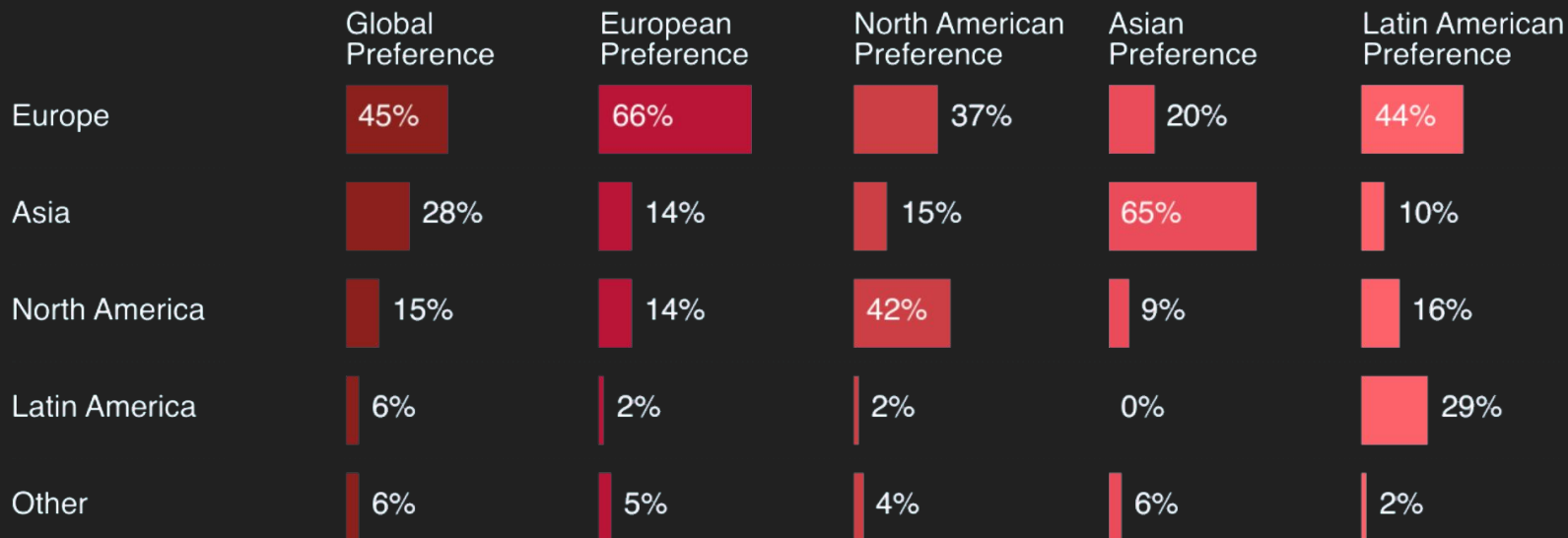
Rome: 4.3% → 5.1%

Madrid: 2.8% → 3.1%

Barcelona: 2.9% → 3.0%



While everyone has Europe on their list,
Europeans have the strongest preference for the region.



Source: World's Best Cities 2026 - Created with Datawrapper

Looking forward to continuing
the conversation!

Thank You!

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