

#Explore British Columbia through a Data Science Lens

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Objectives

- (1) To gather and make accessible data relevant to tourism for the purposes of **planning, policy development, & decision making**,
- (2) To develop and assign a system of **value attributes** to the **tourism assets** (hotels, parks, hiking trails...) in British Columbia.



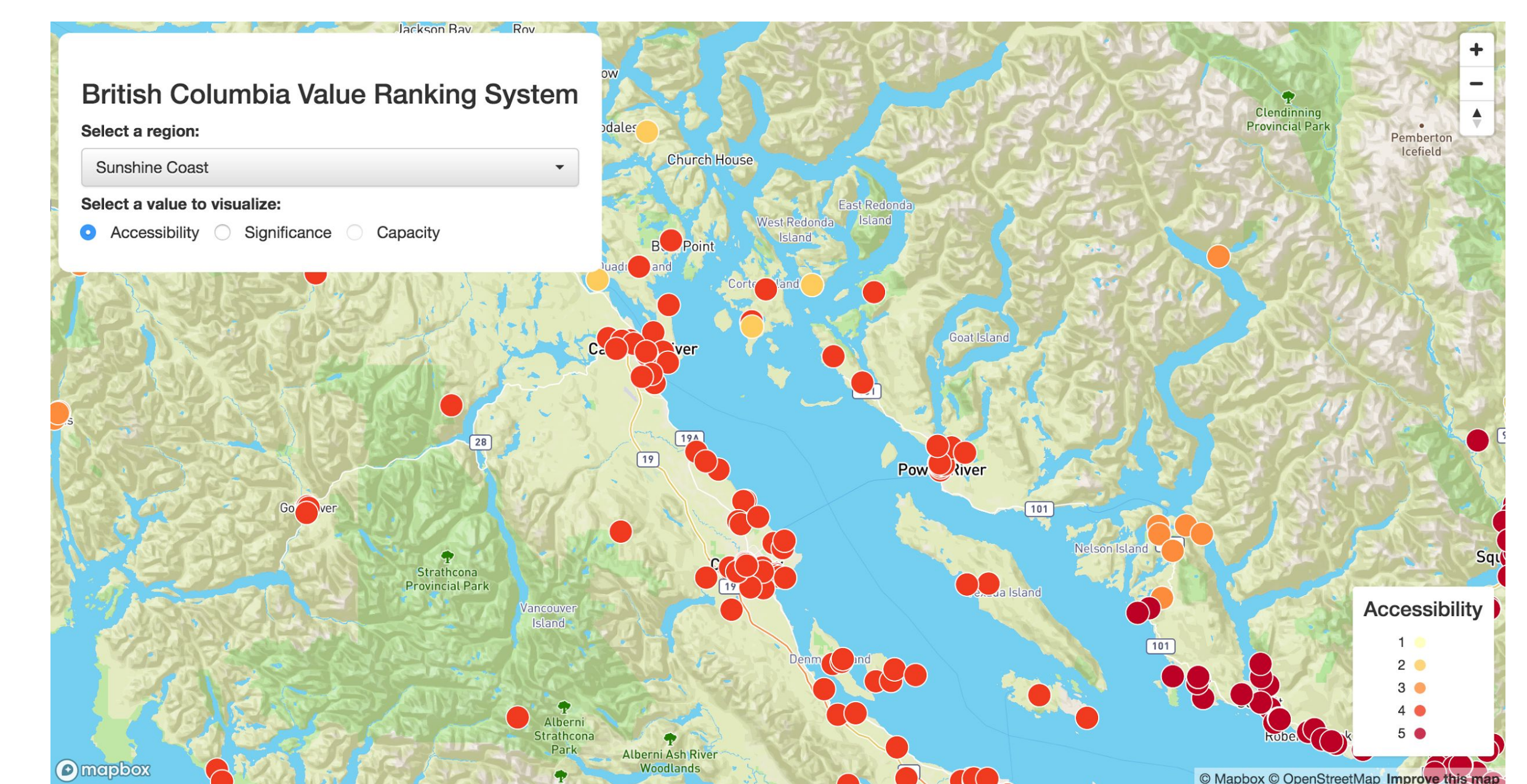
Tapping Diverse Data Sources



Facilities	Infrastructures	Natural Resources
Hotels, Lodges, Visitor Centres (...)	Roads, Airports, Railway Stations (...)	Parks, Waterfalls, Hiking Trails (...)

Web Mapping Tool

Zoom-in on your area of interest and **interact** with a tourism asset to display its value attributes, local potential and more.

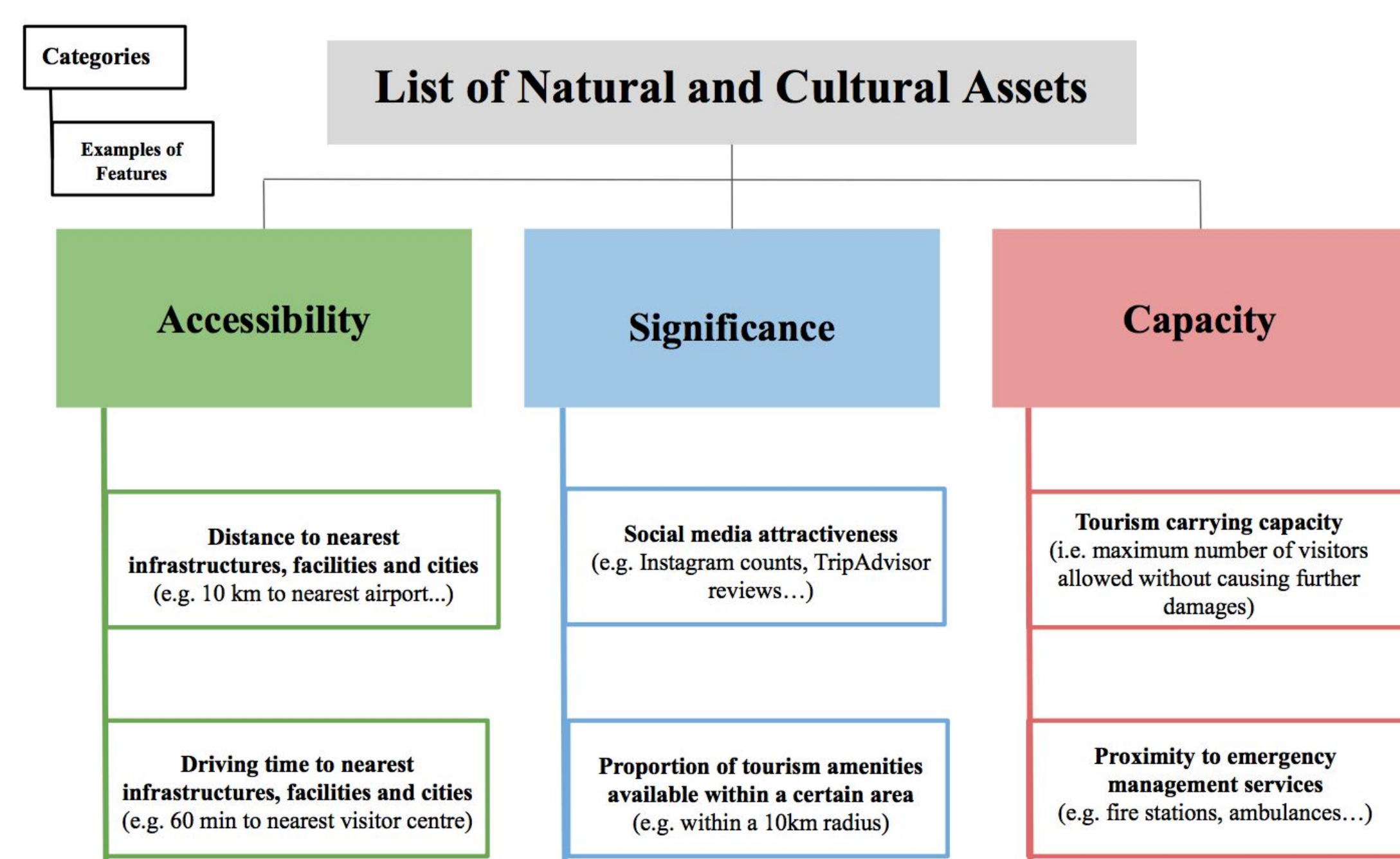


Measuring the Value of Tourism

When two forest resorts are on fire, which one would you save first?

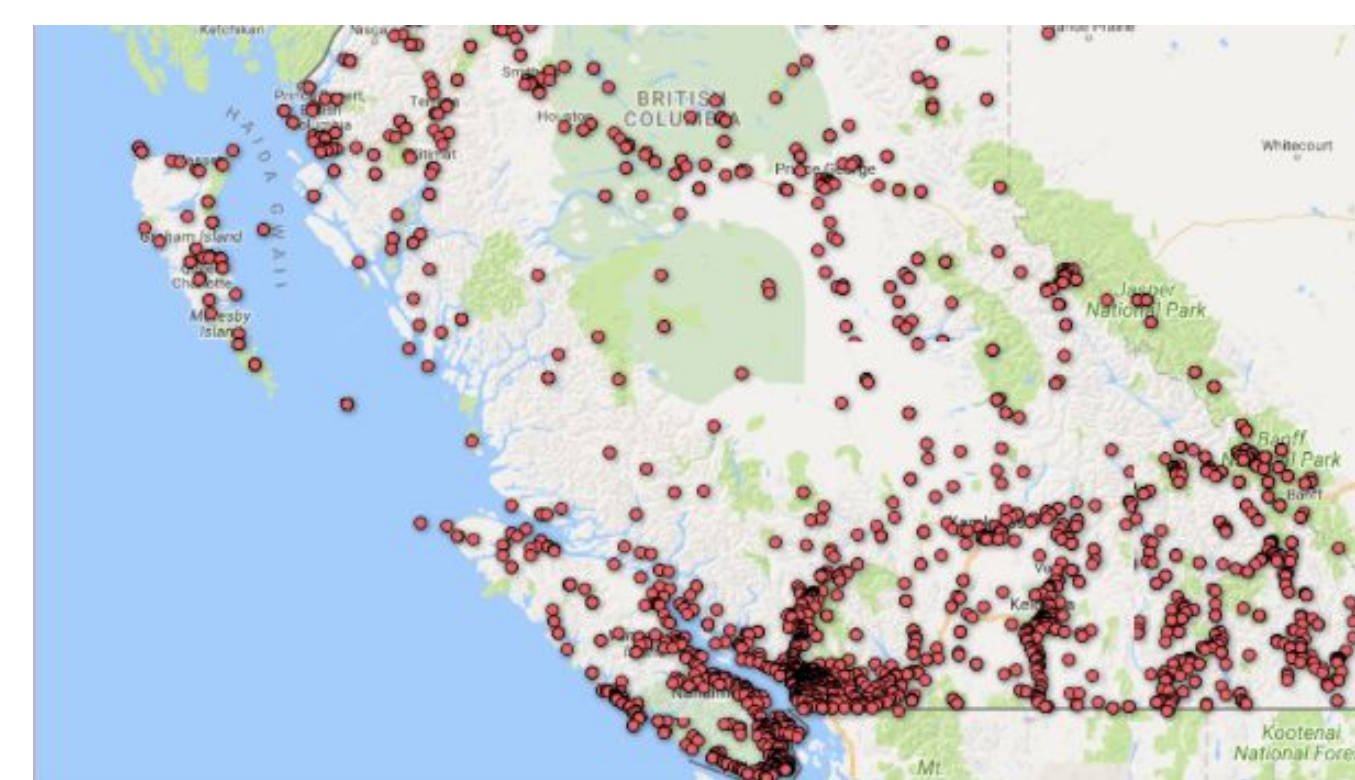
➢ Our value ranking system has **3 main pillars**:

- 1. Accessibility:** Distance from nearest city, Transportation,
- 2. Significance:** Popularity, Social Media attractiveness,
- 3. Capacity:** Ecotourism, Emergency Management Services.

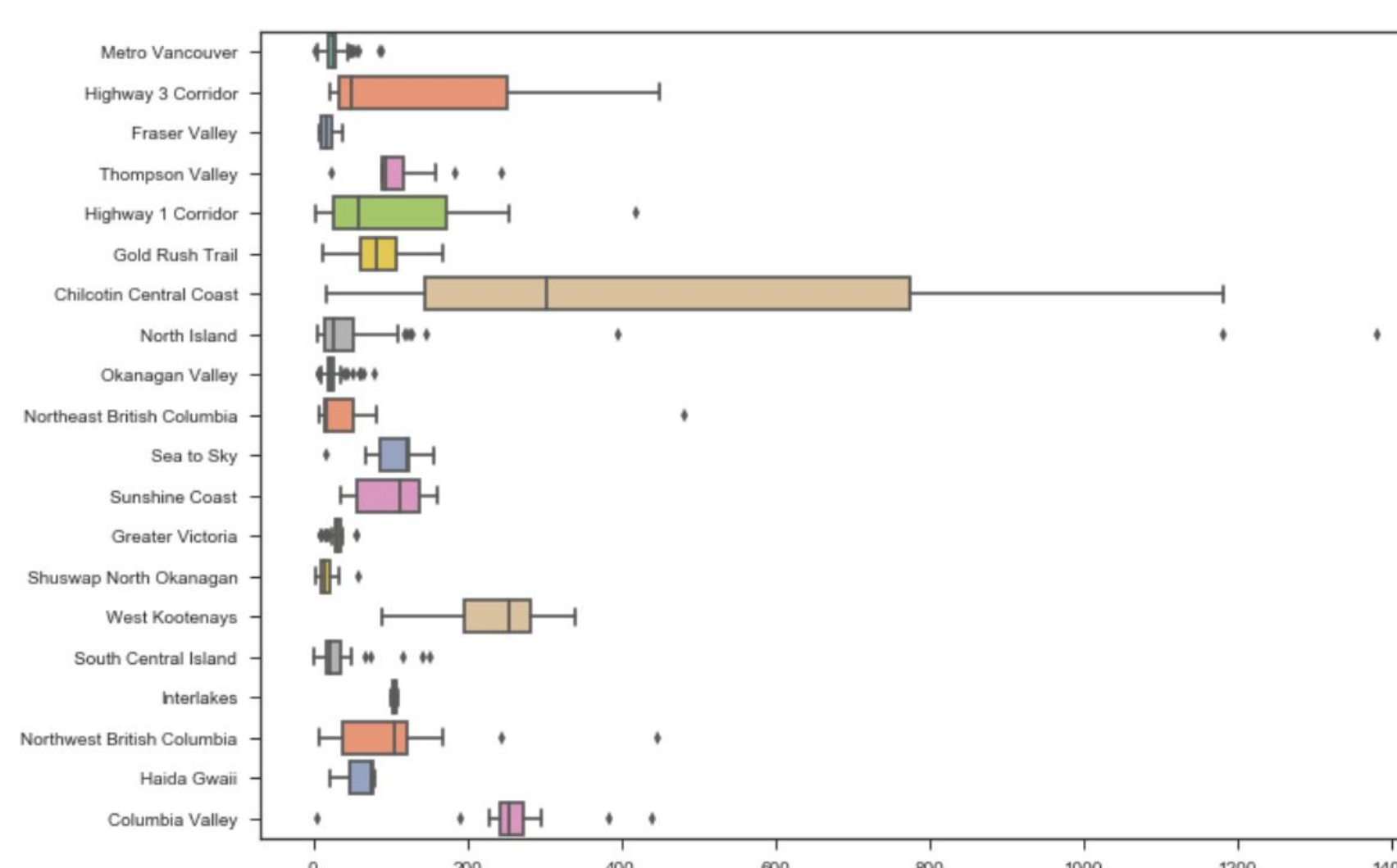


Data Exploration

How does **social media** reflect the **significance** or attractiveness of a particular natural asset (waterfall, fishing lake, ecological reserve...)?



Instagram posts location (left), Frequently used keywords by social media users (right).



How long does it take to drive from the **nearest airport or city**?

Within each major tourism area in B.C., we included all assets and looked at the average driving distance (minutes) it takes to reach the nearest airport.

Recommendations

- Enhancing inter-agency and **stakeholders** coordination,
- Reducing **data gaps** for future modelling purposes,
- Incorporating **demand-side** analysis (customer reviews),
- Fostering further **interdisciplinary** and intersectoral collaboration to inform **data-driven decision making**.

Acknowledgement

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